

DRAFT



Parkland Gateway, George Street, Corby

Commercial Development

Design and Access Statement

May 2020

Revision - P01



MULBERRY
HOMES - DEVELOPMENTS

pHp architects

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01

01 Introduction



01 Introduction

This report has been prepared by pHp Architects on behalf of Mulberry Developments. The intention of this document is to explain the principles of the design within the context of Corby Town Centre, and supports a detailed planning application. It is written with the intention of explaining the design decisions which have informed the final design proposals.

The proposed development consists of a 70 bedroom hotel and coffee shop, in place of the outline two building development, and 92 residential units separated into 4 apartment blocks. This document accompanies the application for the commercial development only and therefore only touches on the wider site proposals.

Mulberry Developments wishes to continue developing this central town centre with high quality buildings and landscaped public spaces, enhancing Corby as a place to both live and work.

Already having a very attractive footpath network through the Hazel Woods, the proposal wishes to provide further visual connections with the woods and improve passive surveillance of the area from the hotel and new residential units. It is hoped that with new areas of landscaping, the development will help draw the woods into the town centre.



Above: Aerial photo towards the application site

01 Introduction

Site Layout

Proposals

Hotel

- 70 bed Hotel with Coffee Shop and Drive-thru facility.
- 31no. car parking bays provided for the new hotel development including 4 no. accessible spaces.

Apartments

- 4 residential apartment buildings each containing;
 - 6no. 1 bed apartments
 - 17no. two bedroom apartments.
- 116no. car parking bays provided across the new residential development.
- **160 cycle parking spaces in secure enclosure**



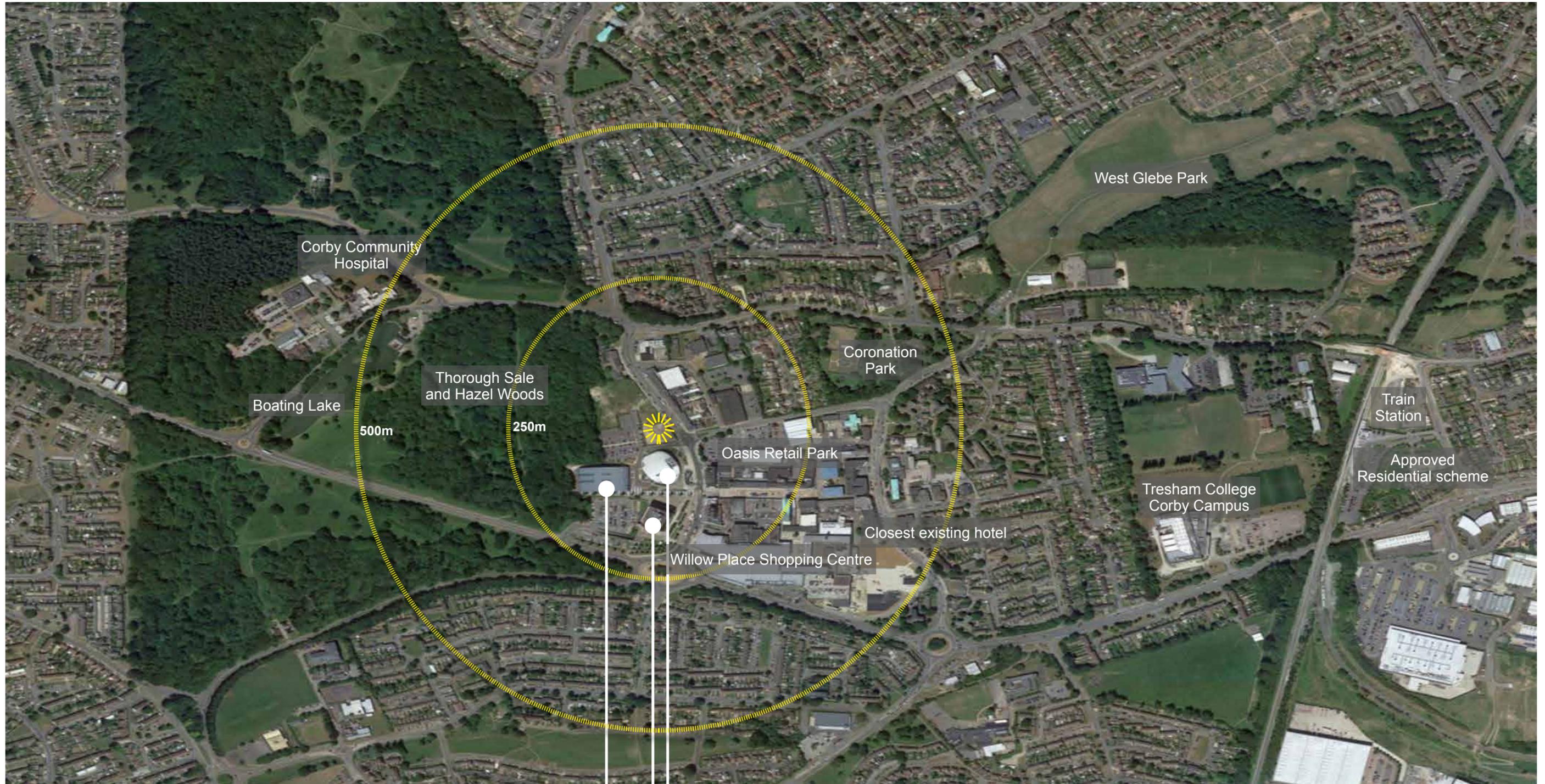
02

02 Assessment



02 Assessment

Physical Context - Wider Context



Above: Aerial photo showing the wider site context

Corby Olympic Swimming Pool

Corby Cube

Savoy Cinema complex

The site area covers approximately 1 hectare. The area for the Hotel being around 0.3 hectares and the Residential application area around 0.7 hectares. The site is to the North and West of the existing town centre on a vacated site that was previously occupied by Tresham College. The site has been vacant for a number of years.

The central context of the site means it is predominantly surrounded by civic and commercial buildings. Some however are mixed use. This will therefore influence the scale and form of the proposed buildings on the site.

02 Assessment

Physical Context - Local Context



Above: Aerial photo showing site in local area context

- Local Major Pedestrian routes
- Site Boundary
- Local Secondary Pedestrian routes

To the South of the site are the Savoy Cinema, Corby Cube and the Corby International Swimming Pool. To the West of the site is Hazel Woods, an area of historic woodland. This is not currently linked to the site but can be accessed via the Corby walk, located between the Savoy and Corby Cube buildings. To the North of the site is the Job Centre, and to the East of the site is a dual carriageway section of George Street with small retail units and Castle Bingo on the opposing side.

It is a sloping site both from North to South and West to East. From West to East the site falls approximately 2m and from South to North approximately 4m. The levels and accessibility of the proposals have therefore been a major part in the design development.

02 Assessment

Physical Context - Site Assessment



Above: View from George Street Cottingham Rd junction



Above: Photo of the Boating Lake



Above: The Savoy building



Above: Corby International Pool



Above: The Corby Cube



Above: Aerial photo showing phase 1 and 2 in context of wider area

02 Assessment



Above: Castle Bingo opposite the site



Above: George Street opposite the site



Above: Shops onto George Street and Corporation Street. Governor House



Above: Costa at Willow Place Shopping Centre



Above: Willow Place Shopping Centre



Above: Mixed used building opposite the Savoy building

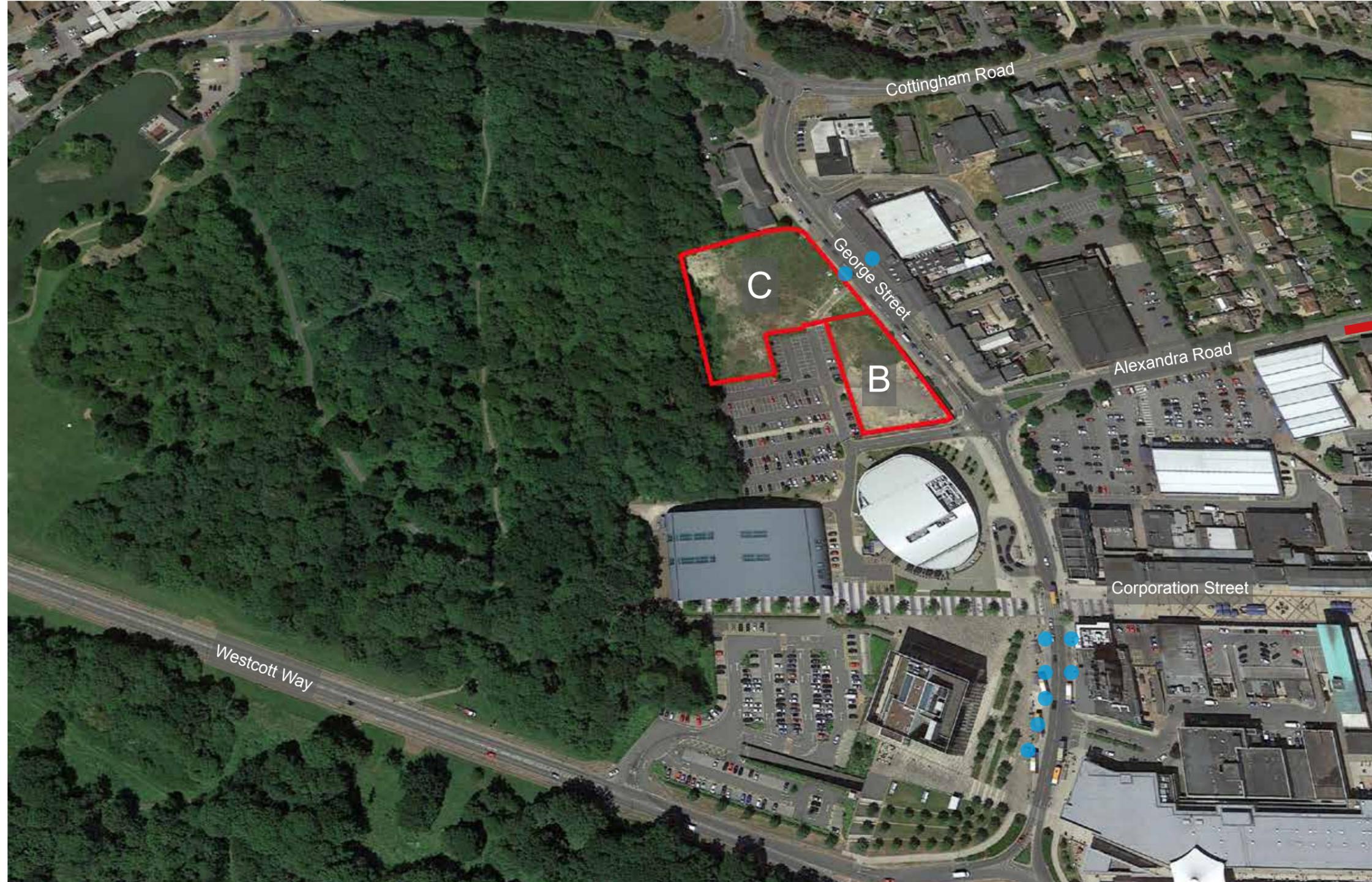
02 Assessment Transport Context

Corby is a well linked town, with road connections to the A43 towards Kettering and Northampton in the South, as well as connecting to the A14, and the A1. The A14 links Corby westbound to the M1 towards Leicester, and M6 towards Birmingham and Coventry. Whilst the A1 links Corby Eastbound towards Cambridge and Peterborough in the East. This connectivity to various other Towns and Cities make Corby an attractive location for Logistics companies.

The railway station, located only 0.9 miles away from the site, re-opened in 2009 with links to St Pancras in London (via Luton, Bedford, Wellingborough and Kettering) to the South, and Nottingham to the North, via, Market Harborough, Leicester, Loughborough and East Midlands Parkway. With airports in London, Luton and the East Midlands, this provides access to many international destinations too.

The central location of the site also provides impressive bus access with 9 stops within 200m of the site. Bus provision seems to cover Victoria, Beanfield, Kettering, Wellingborough, Northampton, Danesholme, Weldon Industrial Estate, Stoke Albany, Poets, Welland Vale, Oakham, Peterborough, Huntingdon, and Thrapston.

The exceptional transport links support the Northamptonshire policy that reduced parking would be recommended for town centre developments. Parking therefore needs to be considered carefully in the proposed scheme.



● Bus stops

02 Assessment

Economic and Social Context

Economic Context

In the last 10-15 years, Corby has undergone many changes to regenerate the Town. This includes the new railway station, shopping centre, Civic hub (compiled from The Corby Cube, containing a library, council services and a 445 seat theatre, studio and performance space and meeting facilities), the Savoy (cinema and several eateries) and the Corby International Swimming Pool. Additionally, Tresham College provides enhanced educational provision at the new facility just outside the town centre. Average salary in Corby is below the regional and national levels, however, Corby has acknowledged the need to improve education opportunities and encourage employers to up-skill workers through relevant training opportunities. The new hotel, as part of the wider development, will provide new job opportunities in a central accessible location. Furthermore, the proposed residential development is likely to increase usage of the town centre facilities, particularly restaurants and bars in the evening.

- Business / Commercial
- Civic / Community
- Hotels
- Residential
- Education
- Town Centre

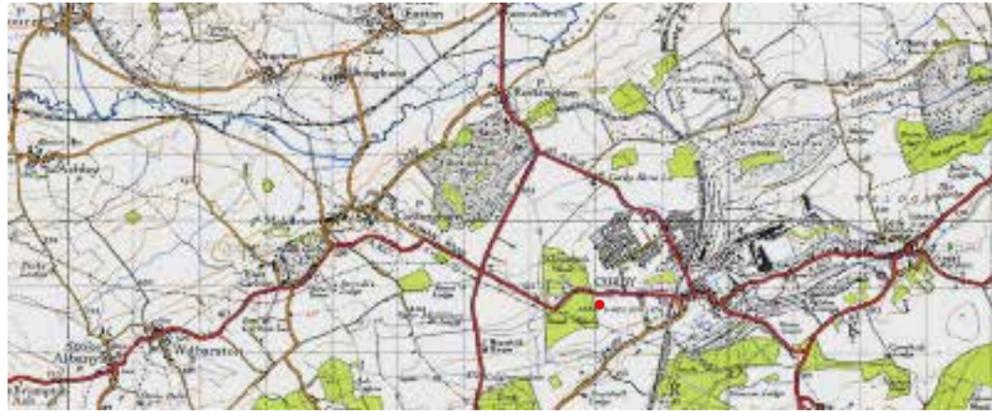


Social Context

A report 'Understanding Corby' was completed in 2019 assessing how Corby was as a place to live, work and grow. The report suggests that the people of Corby are its biggest asset. It has successfully moved on after the closure of the steel plant and has in recent years reanimated the town centre providing new amenities. The residents of Corby value the green-spaces and openness of the townscape. Crime is comparable to similar areas although slightly above England averages.

02 Assessment

Planning Context - Site History



Above: Photo up George Street with Tresham College building on the right



Above: Photo of the Tresham College building from Cottingham Road.

Corby Technical College opened on the site in George Street in September 1940 called JTS. JTS developed from a small number of workshops into Corby Technical College. It opened as Corby's Technical College Engineering department in 1957. It expanded to include the building department, the commercial department and then the science department in 1960.

In 1978 it merged with Kettering Technical College and was renamed as Tresham College.

In September 2011 Tresham College moved to a new £36million premises in Oakley Road, Corby. The existing buildings were demolished shortly afterwards.

The site is now largely devoid of anything, including landscape features, having been empty for several years, it is however adjacent to the ancient Hazel Woods / Thoroughfare Woodland. This woodland is thought to date back to 800AD and is very unusual to have right at the heart of a town centre. The landscape design for the new development attempts to draw the woodland into the site, bringing it even closer to the Town centre. The proximity of the large trees and need for surveillance of the area also has relevance to the proposed layout.

It is not believed that there will be anything of archaeological significance on the site following the previous development and demolition works.

The site is highly visible from a number of directions including Alexandra Road, Everest Lane, Willow Place, and Cottingham Road.

In 2006 Corby Borough Council and Catalyst Corby commissioned EDAW to complete a Corby Town Centre Masterplan. They worked in conjunction with various Architects involved in the Civic Hub buildings, advisors for transport, English partnerships, East Midlands Development Agency, the Government Office, CABE and the Office of the Deputy Prime Minister. The aim was to complete a spatial masterplan for the town centre that would inform the Area Action Plan and later feed into the Local Plan.

This report has informed development since and established this area as the Parkland Gateway with a Civic, Cultural and mixed use focus. The Civic Buildings, the Swimming Pool (24.07.09), Corby Cube (02.11.10), and the Savoy (31.07.15) were all opened between July 2009 and July 2015. These completed the Civic area to the Parkland Gateway. These projects also included the substantial improvement to public space, pedestrian links to the town centre, access to and use of the woods and public transport improvements.

At the same time as seeking permission for the Savoy, an outline application was submitted for the site considered within this application. See further pages for details.

02 Assessment Planning History



Above: Corby Central Areas from the EDAW Masterplan

The EDAW Corby Town Centre Masterplan covered a much wider area however for the purpose of this report we are looking at the area local to the site.

The report classified the area to the side of the woods as the Parkland Gateway. The area not only connects the town to the woodlands, it opens the site to the town centre, being located right at its heart. An area was identified as the hub, the centre for public facilities that would add to the town centre attracting people to the town in the evening, and providing activities that otherwise required people to travel a distance to get to. It also allowed the existing dilapidated swimming pool to be replaced.

As previously noted, these hub buildings have now been completed.

As well as identifying the proposed mixed commercial and residential uses for the site, the report suggested scales for the area to ensure the commercial / civic hub retained its dominance. The woods also needed to be protected from the encroaching buildings.

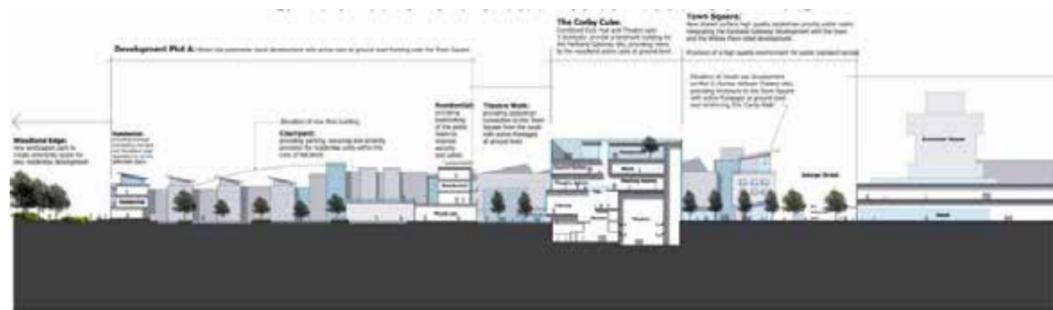
The report suggested a height of around 3 1/2 to 4 storeys. This is clearly helped by the reducing ground levels.



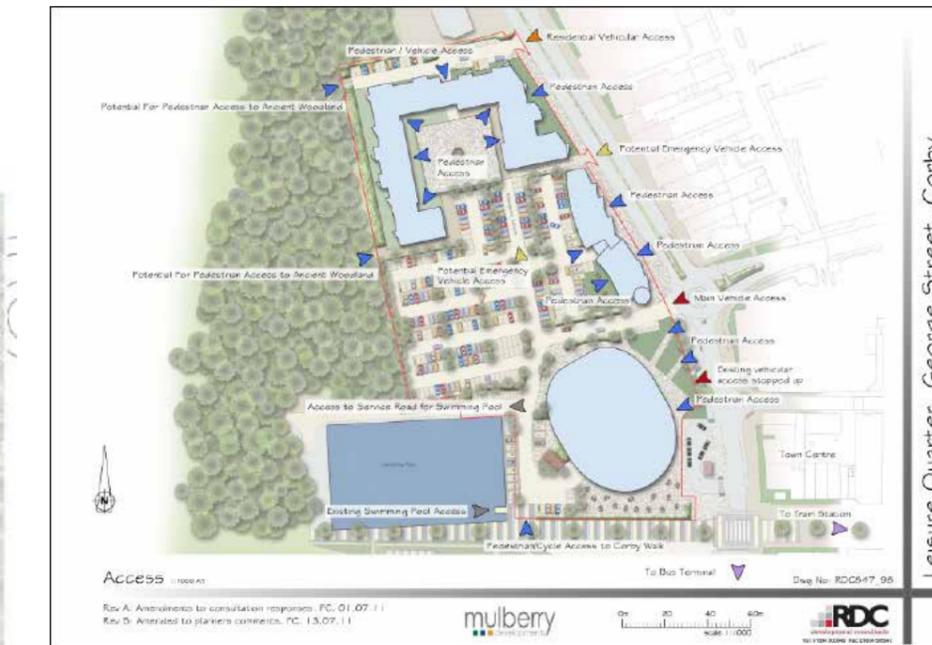
Above: The combined site layout from the 2011 applications

When the permission was granted for the Savoy cinema building in 2011 (Site A), the final hub building to be completed, an outline application was submitted for both Sites B (113 residential dwellings) and site C (two buildings with A3A4 and D2 uses). The decision of the outline application is unclear, however, it is clear that extensive consultations were carried out and the basic parameters on the general density seemed favourable.

The proposed site plan for the 2011 outline application can be seen below. It included for a mixture of 3 1/2 - 4 storey buildings. New vehicular access points were noted off George Street as well as access to the rear of the commercial buildings from the car park.



Above: Outline site section indicating a proposed scale to development in the area



A review of the scheme identifies that car parking proposed was significantly below the requirements of the Northamptonshire Standards even with the undercroft. Natural light into some of the apartments would have been minimal due to the close proximity to tall trees at the edge of the woods.

Below: Visuals submitted with the application in 2011



Figure 8.1: Overall Masterplan



Safety and security were a concern at the rear of the site due to proximity and density of the building, whilst natural surveillance across the site was made very difficult. The levels on the site would also make construction very costly and accessibility over complicated.

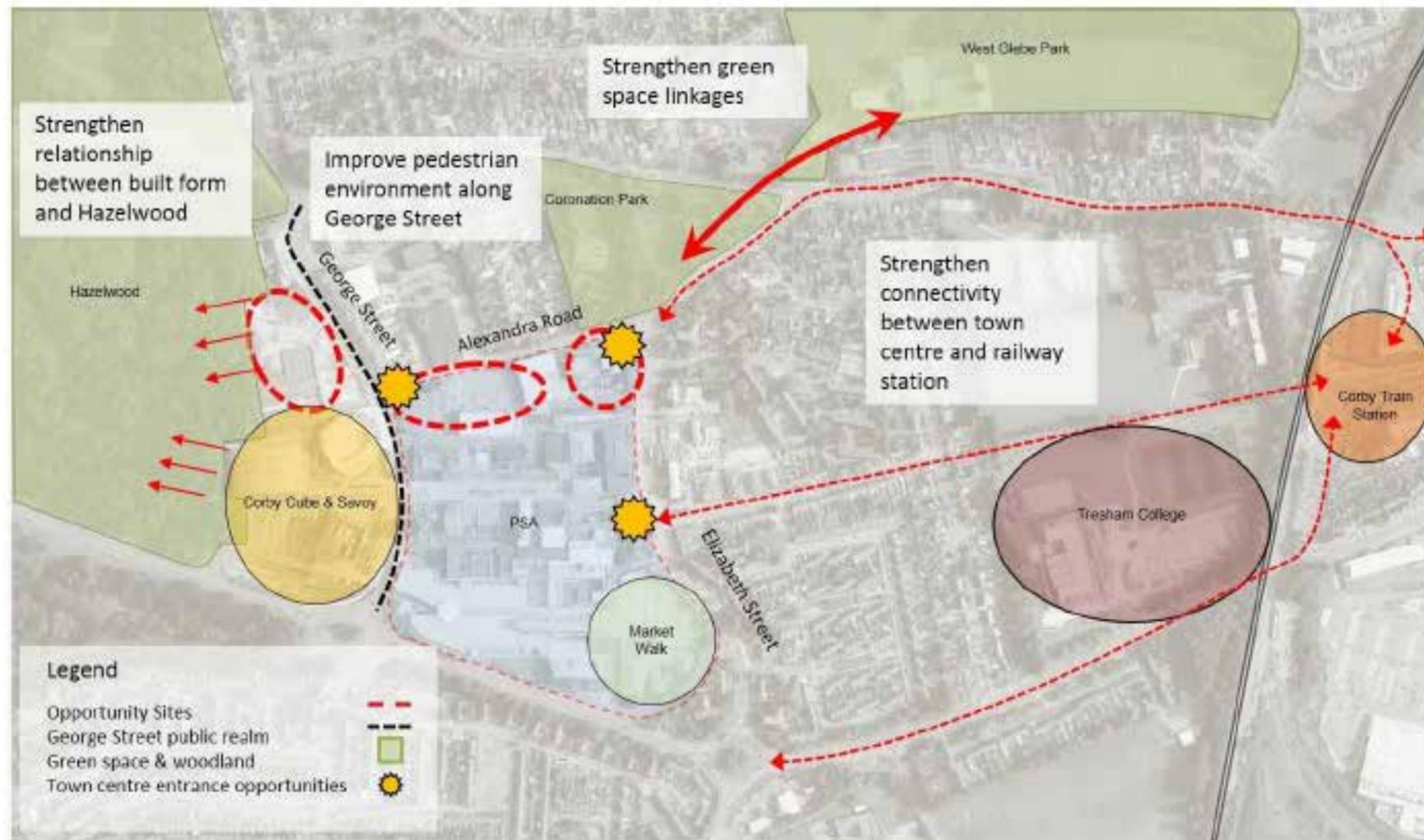
Many of the basic principles to ensure a viable scheme however were well considered and have been applied to the developed proposal.



Policy

Several Policies are important to reference within this report as they are critical to the development of any proposal in Corby.

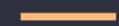
- National Planning policy Framework (NPPF) recognises the importance of residential development in town centres to ensure vitality. It also sets out, in Policy 8, that a design-led approach is required to determine density. This must be specific to characteristics of the site and surrounding area and make efficient use of the land.
- The North Northamptonshire Joint Core Strategy 2011-2031. This policy also supports town centre housing but also identifies the specific need for smaller 1-3 bedroom properties in the area. This also sets out the objectives for affordable properties or requirements for them to be offset by equivalent financial contribution to somewhere more appropriate to ensure a sustainable and mixed community, and the need for the housing to meet National Space Standards.
- Part 2 Local Plan for Corby. More specifically sets out the regeneration strategy for Corby Town Centre. The Council wish to;
 - a) encourage new development in the town centre to help develop the evening/night-time economy
 - b) encourage use of innovative and contemporary design solutions
 - c) encourage new buildings and spaces in proximity to local woodland that would establish a stronger relationship between the natural and the built environment.
 - d) encourage improved pedestrian connectivity between car parks and the town centre
 - e) Increase the amount of available disabled parking spaces



Above: Spatial Framework Plan for Corby extract from the Part 2 Local Plan

03

03 Involvement



03 Involvement

Pre. App. Consultations

Several meetings have taken place with Corby Borough Council to discuss the proposals for the site as part of an informal pre-application process. The feedback received during the meetings was positive and supportive of the proposed development on the site.

24/10/2019

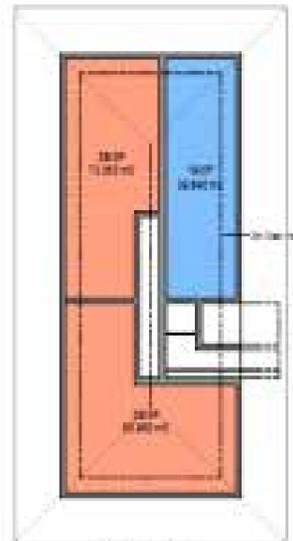
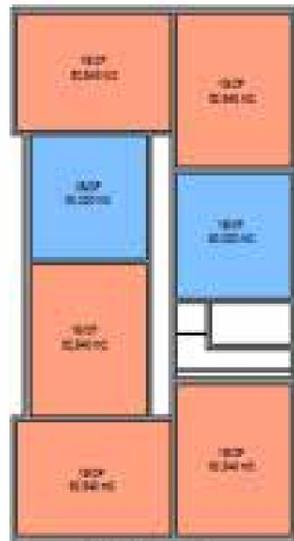
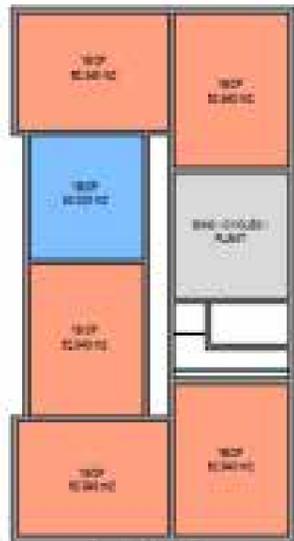
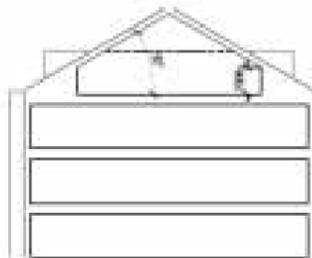
Site Visit and Design Surgery following Pre-app enquiry (19/00454/PRC) with Development Management Team Sept 2019.

An outline proposal completed by pHp Architects and the Hinton Group was considered and comment was provided from the Planning Team, Highways and Crime Prevention. Feedback was provided in the form of a letter and has been used to review and improve the proposed scheme. The scheme presented can be seen on the following pages. The feedback letter highlighted a number of key factors that needed to be considered, a response to these factors has been provided in the Pre App Feedback Review section of this document.



Proposed Housing Scheme

- 2 Blocks of Heylo at 95% OMV and 2 Blocks Private
- Total No. of Units = 92 (no affordable?)
- Specification – Private (Bronze) Heylo (Shared)
- Approx. 7 Car Parking Spaces

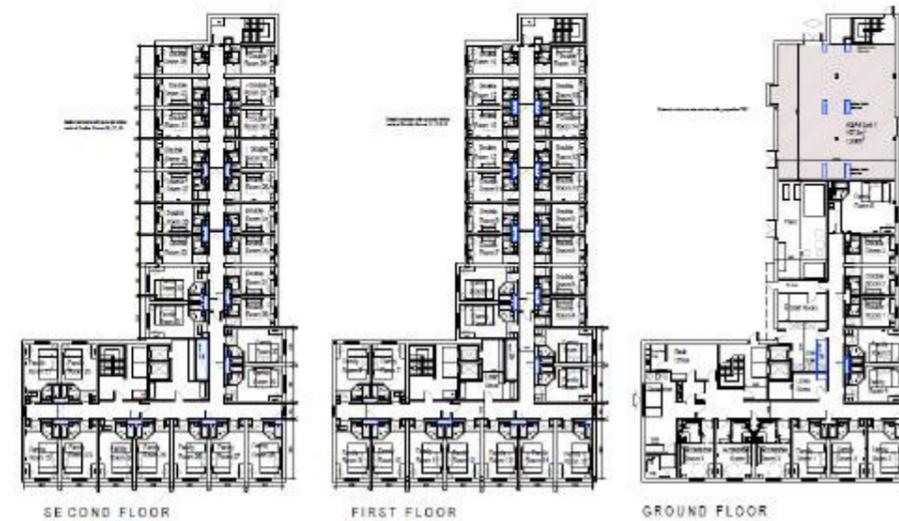
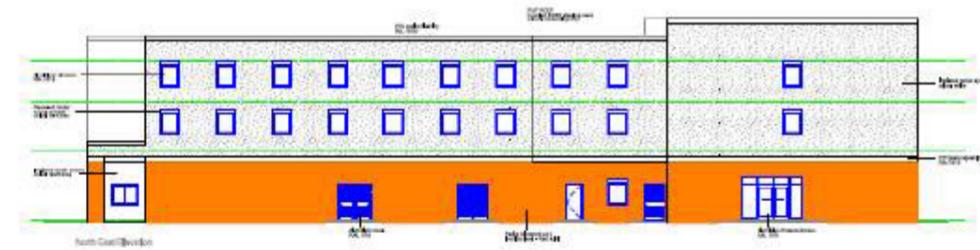
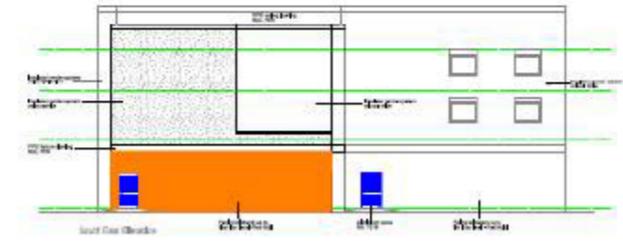
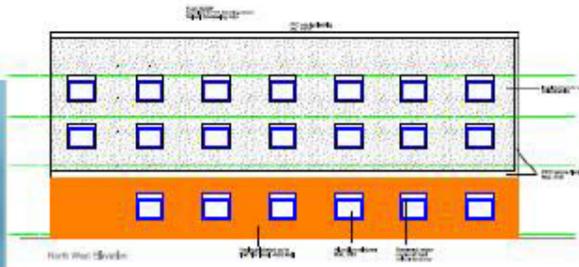
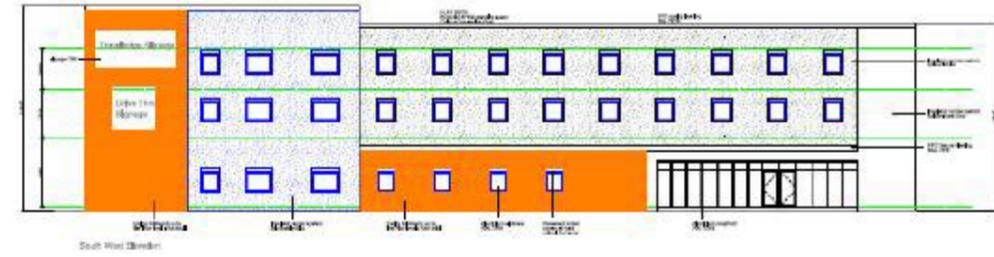




MULBERRY
HOMES - DEVELOPMENTS

Proposed Commercial Scheme

- 70 Bedroom Hotel
- 1,800 sqft A3 'drive thru' coffee shop
- 30 Car Parking Spaces





Pre App Feedback Review

1. Active frontages that create an urban edge onto George Street are encouraged
2. High quality architectural design that compliments the neighbouring modern buildings will be encouraged
3. Careful consideration of Hazelwood protected woodland to the West of the site. Proposals should provide natural surveillance to the woodland



1. *Following site assessment it was very clear that the frontage on to George Street was critical to the site strategy. It is highly visible and extends the centre of Corby town centre. As a result the hotel and one of the residential units are positioned along the front of George Street to create the traditional street frontage along the length of the site. The hotel is located closer to the Savoy and the public centre of Corby Town, and the Coffee Shop is accessed directly from George Street to ensure the active frontage is achieved.*
2. *A thorough review of the surrounding architecture has been undertaken and integrated into the design process for the proposed buildings. Features from the surrounding town centre buildings have been incorporated into the proposal to ensure they fit within the context, offer robust buildings suitable for the location and have architectural merit. Architectural precedents have also been considered.*
3. *The proposed layout of the residential units provide much improved surveillance of the woodland. One of the units faces over the residential car park into the woods (views for 7 apartments), and two of the units side onto the woodland (views for 6-8 apartments). The raised viewing points from the upper floors on the highest areas of the site should much improve visibility into and around the woods.*

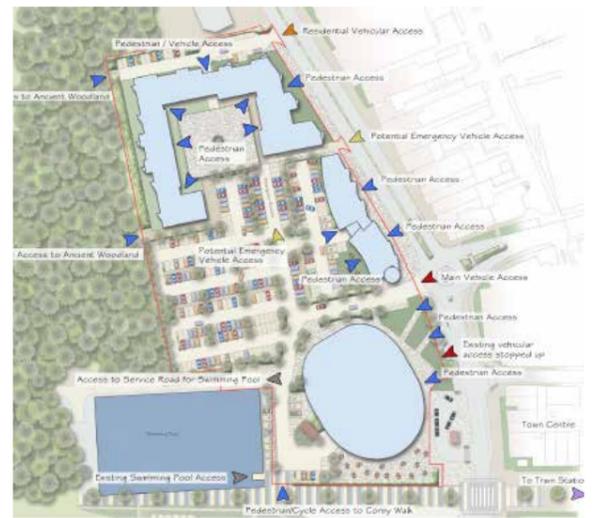


03 Involvement

Pre. App. Feedback

Pre App Feedback Review cont'd

4. Need to demonstrate the wider connections – such as key access points, desire lines etc
5. The proposed hotel represents an isolated building – needs to work in correlation with the Savoy building
6. Further consideration should be given to the proposal for a town centre location in terms of layout or design quality
7. Point of access to be considered further along George Street and not off the mini roundabout – to serve both the hotel and new residential development



4. *The proposed key vehicular access points are similar to those in the outline approval achieved in 2011 that the Planners have already considered. Many improvements to the surroundings such as roundabouts have been completed since this time, and accords with the Corby Town Centre Masterplan as completed by EDAW in 2006.*
5. *The Hotel and Coffee Shop will be associated to the Savoy by footpaths that wrap around both the Hotel main entrance and along George Street to the Coffee Shop. The design has allowed for a landscape buffer to the side of the hotel to continue in front of the Savoy. This then narrows to blend into the more traditional street front found on the opposite side of George Street. The landscape buffer creates an open and green space that reflects the pockets of green created by the Savoy landscape design on the opposite side of the road.*
6. *The town centre location has been critical to the design approach taken for this scheme. A consistent approach has been taken for the whole site in terms of image and materiality, scale and proportion, taking on precedents from the surrounding buildings. The positioning of the hotel and coffee shop in closer proximity to the main centre is vital and accords with the outline permission granted in 2011. Some other very significant and multi award winning schemes, such as Eddington in Cambridge, could be used as precedents demonstrating how high quality brick buildings can create successful and robust spaces in busy town and city centres. The texture, and colour draw on the adjacent Savoy building as well as other existing town centre buildings.*
7. *It is very important to ensure the residential access is independent to the commercial units so that the public and private space is clear to users, residents and other members of the community. Due to the dual carriageway section along George Street, access from the far carriageway to an additional entrance could have an undesirable impact on the flow of traffic. The natural joining of the hotel to the vehicular access for the Savoy, Swimming pool and Corby Cube is important to create the cohesive central development. It is also important to note the car park is intended to be connected to the public car park, and not of specific use for the hotel. The positioning of the car park also allows the creation of the Coffee Shop Drive-thru. This then exits onto George Street but does not create any impact onto the Hotel or other access.*





Pre App Feedback Review cont'd

8. Set back of the hotel building from street to screen car park to the rear

9. Coffee Shop on ground floor fronting public space (as mixed use building)

10. Residential units to be brought forward with a strong frontage overlooking main road

11. Hotel needs to be of higher quality and take design queues (style and materiality) from the neighbouring public buildings



8. *The location chosen for the hotel has allowed for a good level of screening of the existing ground level car park. It is never desirable to screen all views of public parking as they become harder for town centre visitors to find and lead to parking in local residential areas as an alternative. Whilst locals may know the location of these, they are the people who are hopefully encouraged to walk or cycle and therefore have no need for them.*

9. *As required the Coffee Shop has been positioned on the main frontage to George Street in the highly public central location. The drive thru is located to the rear to ensure traffic is moved away from the main highway.*

10. *One of the residential units has been repositioned to align with the Hotel and create the strong frontage to George Street. Not all of the units could be located to the street edge. The other three units are therefore set back further into the site to help provide natural security surveillance of the woods, the public car park and the residential parking areas. The smaller units spaced apart will also be attractive to future purchases or tenants.*

11. *As noted under items 2 and 6, queues have been taken from the neighbouring buildings for the style and materiality of the proposed hotel. This is both accounting for the larger public buildings and the units on the opposite side of George Street. The robustness, anticipated life span, fire properties, ongoing appearance / wear and tear, and the need to be attractive to both the commercial (hotel) and residential aspects of the site have also been considered in the development of the proposal.*



Pre App Feedback Review cont'd

12. Parking – town centre location may require further consideration of the parking numbers needed but Highways would need justification to move away from current standards.



12. Parking has been carefully considered in the design process using the Northampton Standards and supplementary guidance. Northampton Parking Standards require 1 parking space per 1 bed flat and 2 per 2/3 bed flat. This equates to 160 spaces for this development. The earlier supplementary guidance suggests a maximum of 1.5 spaces per dwelling. This would allow for a maximum of 138 spaces. It is noted however that 'in urban areas where public transport is accessible, off-street car parking requirements can be significantly reduced so that the best use of urban land can be secured'. The proposal allows for 116 spaces, which is 22 less than the maximum in the supplementary guide and 44 less than the Northampton Parking Standards. The parking requirements must therefore be discussed during the planning stage as Highways may ask for the parking to be reduced given the central location. For a separate recently approved scheme Highways suggested a parking level of 1 space per flat which would only be 92 spaces.

Commercial parking at the hotel in the guidance suggests that 'no further non-residential parking should be provided in the town centre'. It suggests instead that improved public car parking should be considered. The proposal suggests an additional 31 spaces are added to the adjacent public car park.

13. Consultation has been carried out with the Crime Prevention Officer. The officer suggested the car park and boundary treatment needs to be reviewed. There were historic problems with car crime on site.

13. The orientation of the buildings allows for very high levels of natural surveillance over all areas of the residential parking, large areas of the public car park and into the woods. Landscaping will therefore be planned carefully to ensure that it does not create visual barriers.



03 Involvement

Pre. App. Consultations

13/03/2020

Meeting held with Corby Borough Council and Homes England - Norman Stronach, Jonathan Waterworth and Charles Amies

A further consultation with the planners and Homes England allowed discussion of a more detailed scheme. The scheme was considered well developed and much improved. Finer details were discussed regarding possible reduction of car parking due to the central site location and increased landscaping. The submission of the scheme was encouraged.

The discussed design forms much of the Planning submission being made.

27th May 2020

The below consultation leaflet was posted out to 2017 households in Corby. It was produced to be issued to the general public by the Planning Consultant as part of the consultation process. The leaflet and a covering letter were also issued today to all ward Councillors, the CENTARA Town Residents Group and Corby Town Centre SARM, to inform them of the consultation. Due to the Coronavirus pandemic, this was the best way to consult with the wider public at the time.

Results are collated and incorporated into the Statement of Community involvement.

June 2020

The public consultation was concluded on 11th June 2020 with a total of 31 responses received by Pegasus. These have been logged and thoroughly reviewed.

Many of the responses were fully supportive of the proposed development which is very positive. A number touched on ownership which ????. Where the comments related to parking, design and materiality, we have tried to address these in the relevant sections of this document.

COMMENTS	COMMENTS	COMMENTS
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25	26	27
28	29	30
31		

WHAT HAPPENS NEXT?

Pegasus Group welcomes all comments in respect of the proposed development. All comments received will be carefully reviewed and taken into account in the development scheme in the process of preparing the final development plan. Your views are important to us and we will be happy to discuss them with you. If you need more time to complete a response to us, please contact us on 01539 511111. We will be happy to discuss them with you. If you need more time to complete a response to us, please contact us on 01539 511111.

Comments can also be emailed to: info@parklandgateway.co.uk

Comments will then be submitted to Corby Borough Council as part of the application and we will be preparing a statement summarising the feedback received together with the response to any issues raised.

Once the application has been received by the Corby Borough Council there will be a period of 21 days for comment on the proposals to be made as part of the planning consultation process.

BACKGROUND

The site is located in a mixed-use development in the Parkland Gateway area of Corby. The site is situated in a mixed-use development of around 100 dwellings alongside a range of shops and services. The site is situated in a mixed-use development of around 100 dwellings alongside a range of shops and services.



PARKLAND GATEWAY GEORGE STREET CORBY COMMUNITY CONSULTATION

The Planning Process

The Planning Process

The Planning Process

THE PROPOSED SITE

The site is currently a residential site of 100 dwellings. The site is currently a residential site of 100 dwellings. The site is currently a residential site of 100 dwellings.

THE PROPOSALS

The proposed development consists of a 100 dwellings and further shops, alongside 10 residential units, alongside 10 residential units.





PARKLAND GATEWAY, GEORGE STREET, CORBY COMMUNITY CONSULTATION

The proposals are intended to be part of the development process for the proposed development.

COMMENTS	COMMENTS	COMMENTS
1	2	3
4	5	6
7	8	9
10	11	12
13	14	15
16	17	18
19	20	21
22	23	24
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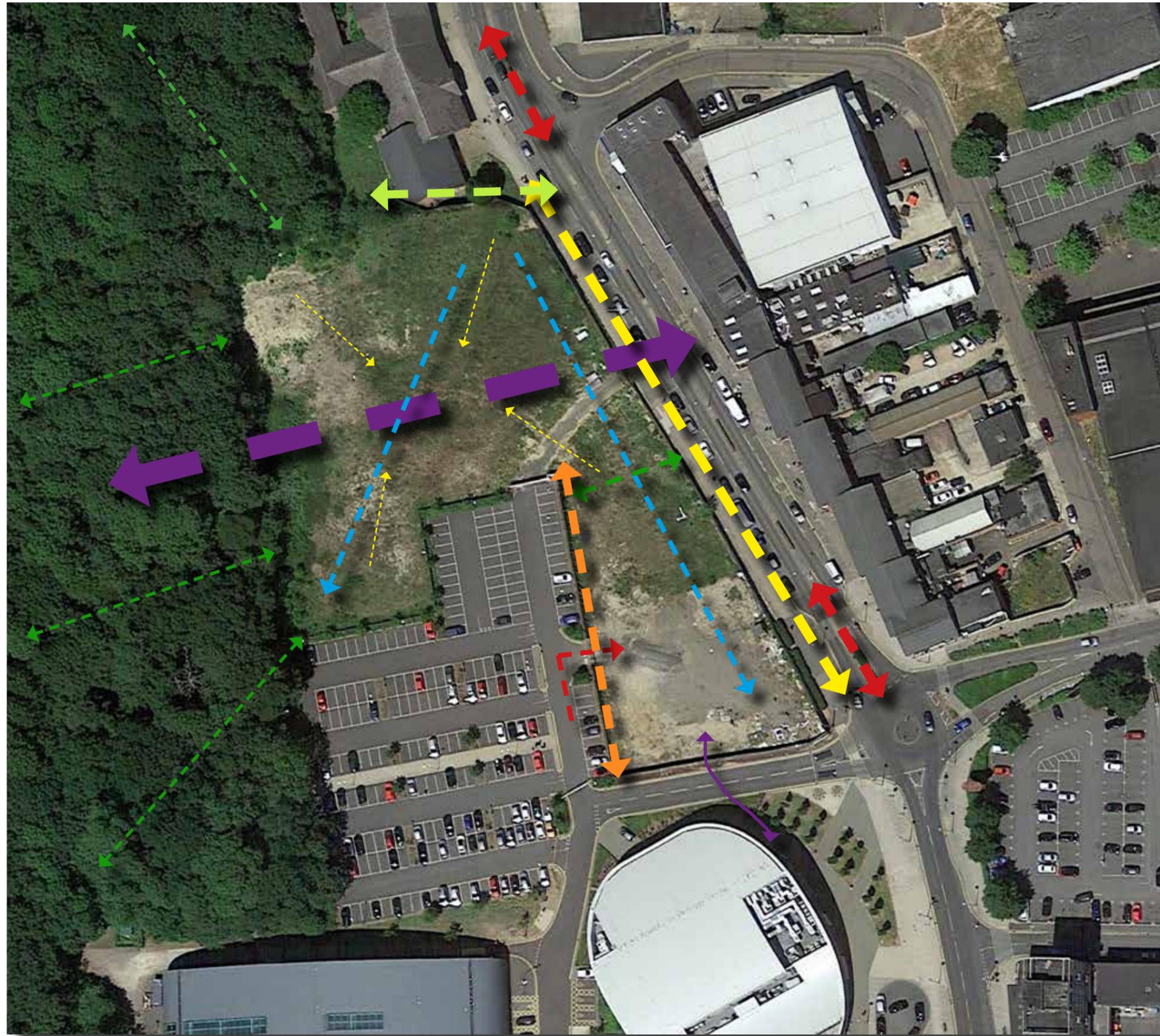
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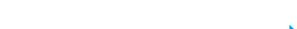
04 Design Evaluation



04 Design Evaluation

Opportunities and Constraints - Site



-  Improve visibility of the woods
-  Extend the pedestrian plaza from the front of the Savoy further up Victoria Place
-  Improve views and pedestrian access to the woods
-  Dual carriageway so limited vehicular access
-  Sloping site in two directions
-  Retaining structure
-  Views into site required for security
-  Long street frontage
-  Narrowing of site
-  Existing site vehicular access
-  Desire to hide the surface car parking view

The site is in a prominent town centre location with a large street frontage that has been vacant for a number of years. It is conveniently located for both the desired commercial use in the hotel and the proposed residential units.

At the front, it faces onto a short section of dual carriageway on George Street.

The site is sloping and is higher than the Job Centre building at the Northern end of the site where it is retained by a brick wall.

Current access to the site is not clear following the demolition works. An existing gated access point from the adjacent ground level car park is proposed to form the new vehicle entry into the hotel and drive-thru coffee shop. A new exit only will then be formed onto George Street from the Drive-thru / Hotel. An additional separate vehicular access route will be created that purely serves the residential area.

It is important to open up the woods to the wider town centre. New pedestrian routes through the site along with landscaping need to provide a green corridor acting as a link between the town and woods.

Creating separate apartment buildings retains clear views through gaps in the apartment buildings for people both on and near the site, this also improves natural daylighting into all of the apartments. The openness of the site also improves security by allowing natural surveillance to take place, and additionally helps to deal with the level changes across the site. Accessibility can be dealt with more simply in isolated locations.

The retaining wall by the Job Centre can be protected by reducing the scale of development around here, which helps to respect the scale of the existing building.

04 Design Evaluation

Opportunities and Constraints - Local Hotels

A quick search online for 'Corby Hotels, returned only one result within a 18 minute walk from the site, and a 15 minute walk from the towns main shopping quarters. The singular result is a JD Wetherspoons owned pub, restaurant and hotel called 'The Saxon Crown'. As stated, this 12-bedroom pub/hotel, is the only hotel within a 15 minute walk from the main shopping quarter in Corby Town Centre.

This suggests a new hotel within the heart of the Town Centre would be a welcome addition particularly due to the site's close proximity to the Corby Cube, International Pool, Shopping Centre, Bus Station and Train Station.



04 Design Evaluation

Commercial Opportunities

The new site will be a key commercial opportunity to introduce two new recognised brands into the heart of Corby Town Centre. Both a major hotel and coffee shop brand have already expressed interest in occupying the commercial development submitted as part of this planning application. These brands are often seen in Town and City centres across the country, and could help to raise the profile of Corby Town Centre.



Hotel Chain

- A large hotel chain with hotels across the UK, as well as in Ireland & Spain could offer great employment opportunities to people of the town and a recognised quality standard to encourage visitors to stay.
- The large hotel brands are usually able to offer value, rooms that are both modern, comfortable and affordable.
- The larger hotel brands generally offer discounts for business that book with them regularly, with many FTSE-100 companies among their corporate customers, and thousands of small business Business Account Card Holders.
- As previously stated, there is only one other hotel within a 15 minute walk from Corby Town Centres main shopping quarters.

Coffee Shop Chain

- A Globally recognised brand has expressed an interest in the new unit in Corby.
- Many individuals make special journeys to this chain 'as a treat', this could therefore positively impact neighbouring businesses and the local shopping centre, as there will be more people visiting this location.
- The chain is not currently represented in Corby Town Centre, with the nearest being located several miles drive away, on the edge of the town.
- The Chains new shop would provide local people with employment opportunities locally and development potential being part of a larger organisation. Locals are also given greater choice in refreshments.

04 Design Evaluation

Principles and Concepts

As a central town centre site, the impact on key vistas is an important consideration. The views coming from George Street in both directions, Alexandra Road and from Cottingham Road are all affected by the proposal as well as the view for pedestrians entering the town from Hazel Woods towards Corporation Street.

To assess the impact, a series of artists impressions of the anticipated views have been created. These have been used as part of the design review.

The core areas for review are;

- Use
- Amount
- Layout
- Scale
- Appearance
- Landscaping

The design principles have been established to create a proposal that meets the desires of the client, the aspirations of Corby Borough Council as well as meeting the needs of the longer term residents. The strategic aims being those as noted in the Policies section.

Use

The use for the site has hopefully been demonstrated by the review of the Planning history. It is fully aligned with the councils aspirations for the site as set out in the Town Centre Masterplan completed in 2006.

The other elements are more closely linked to the clients aspirations for the site, the site characteristics and economic viability for the development.

Client Brief

Mulberry Property Developments wish to continue investing in the town centre of Corby. As the developers for the adjacent Savoy building in 2015, they have a vested interest in Corby Town Centre continuing to thrive and become an attractive and welcoming place. They aspire to the creation of a high quality public realm, with buildings that are both attractive and robust for the town centre environment. Whilst very different developments on the site, it was very important to the client that the commercial and residential schemes were completed holistically to create a cohesive space that naturally merged with the existing town centre developments.

Amount

As well established developers of both commercial and residential schemes, Mulberry have a good understanding of the needs of commercial clients and the requirements for residential clients. The amount of development proposed for the site reflects the balance to achieve this.

The balance of development provides a scheme that is economically viable. The scheme offered maximises the site potential, it is of a density that is relevant to the central location whilst being conscious of the protected adjacent woodland.



Layout

The site layout is established through many factors. The existing townscape and hierarchy suggests that the commercial element should be located toward the existing hub. This provides the best linkages for visitors to the hotel. Commercial areas are better suited to movement for longer periods of the day providing the quieter zones for residential use.

It is important to maintain an active street frontage to George Street adding vibrancy to the town centre. Therefore, the hotel has been positioned close to the pedestrian paths running along George Street, to create the opportunity for the Starbucks coffee shop to add vibrancy and activity to the street. Starbucks is a global brand, and it is hoped this facility will add to the activity along George Street, and subsequently through the town centre.



Above: View from lower George Street toward the site George Street Site.



Above: Artist impression of the proposed View from lower George Street toward the site.



Above: Artist impression of the George Street elevation close-up.

04 Design Evaluation

Principles and Concepts

Scale

The scale of the development in terms of size of the buildings once again links to the location and size of the other buildings in the town centre. It is important not to overshadow other buildings and acknowledge the importance of the central town facilities. The hotel and coffee shop contribute to this and therefore maintain the scale of the Savoy.



Above: View from upper George Street, by the Savoy toward the site.



Above: Artist impression of the proposed View from upper George Street.



Above: View from Alexandra Road roundabout toward the site George Street Site.



Above: Artist impression of the proposed view from Alexandra Rd roundabout.



Above: View from Cottingham Road toward the site George Street Site.



Above: Artist impression of the proposed View from Cottingham Road.

The sloping site is also a major factor in the specific design for this proposal whilst also maintaining a strong street frontage. The varying levels proposed assist in the surveillance of the site, the adjacent public car park and into the woods. It was particularly important not to design buildings to close to the woods. The openness makes for safer and lighter spaces whilst also protecting the trees themselves. Whilst no private outdoor space is provided, it is hoped that the landscape design ensures residents feel they have easy access and are able to connect with the natural spaces.

It is also vital to remember the end user for the residential units. Larger buildings become less attractive to residents. It reduces the sense of ownership for where they live. This can lead to buildings not being cared for in the longer term. A sense of pride in home is important to maintain quality of an area.

Scale and proportion of design aspects of the buildings themselves are discussed on the following page under Appearance.

04 Design Evaluation

Principles and Concepts

Appearance

Scale is not only important to the site and surroundings but also to the proportion of detailed design aspects too. This is part of the Appearance and is teamed with materiality, proportion and detailing.

The aspirations of Corby Borough Council are to have innovative and contemporary buildings that would develop a stronger relationship between the natural and the built environment.

The building design must respond internally to the needs of the future residents whilst also providing architecture that responds to the context, is forward thinking, and learns from past mistakes.

The design of the adjacent residential development, submitted as part of a separate planning application, has been a key driver in the design of the hotel proposed as part of this planning application.

Elements of the building design include;

- A pale / buff brick is to be used to form the main body of the building, reflecting the main material used for the apartment buildings, to allow the two developments to read as one.
- Grey / blue brick used to lower sections of the building, to reflect the blue / grey brick used on the apartment buildings. These brick walls have a subtle stepped detail to add relief to the elevation.
- Repetitive recessed panels with openable window into each hotel bedroom - reflecting the repetitive panels that form part of the apartment elevations. Window sizes are standardised to the hotel bedrooms to bring both consistency and efficiency to the elevation.



- The buildings height is stepped towards the South, this is to help maintain a consistent height above the street level due to the sloping nature of the site. This hierarchy of height also helps to identify which section of the building the entrance door is located.

Materiality influences for the proposal are discussed in a further section, taking into consideration materials found in the wider area, and integrating them into the proposed scheme.



04 Design Evaluation

Materials and Texture



Brickwork / stone effect blockwork is used on a local mixed use development as well as the new Savoy building.

The materials are robust and add texture. They have been used as a material at the lower level of the buildings as well as decoratively in panels as a feature. In an urban environment brickwork and blockwork are robust materials to the busy environment and don't become as discoloured or stained by the urban discharge as some other materials.

In terms of colour, the Savoy building has very pale / ivory tones of stack bonded blockwork in varying textures.

The mixed use building uses feature brickwork panelling with an umbra pyramid in a more buff / golden colour.

Brickwork is a material that not only works well for commercial buildings but is a recognised material for residential units. The traditional form of construction is favoured by homeowners. With the particular concerns around fire protection in residential buildings at present, the cavity wall construction is a reliable construction.

The proposed scheme has incorporated both of these precedents by using the pale / buff brickwork and stone effect from the blockwork of the Savoy in lintels above simple recessed effect brick panels. Linear / stepped brick panels also add subtle detailing and bring the façades to life.

Metal cladding has been used on both the swimming pool and at roof level on some local mixed use buildings. The sweeping roof of the swimming pool, where standing seam panels have been used, make it a primary material in the local area.

The metal finish can be achieved with various products with both natural Zinc products as well as coated aluminium or steel products.

The natural tones of zinc are a grey that work well in the urban environment. They tone with a wide choice of other materials and wear well without showing dirt.

The proposed scheme incorporates feature metal cladding to the end of the Coffee Shop / drive-thru and as a feature around the apartment entrance / circulation zones. This is paired with a complimentary grey / blue brick to keep the robustness of the buildings.

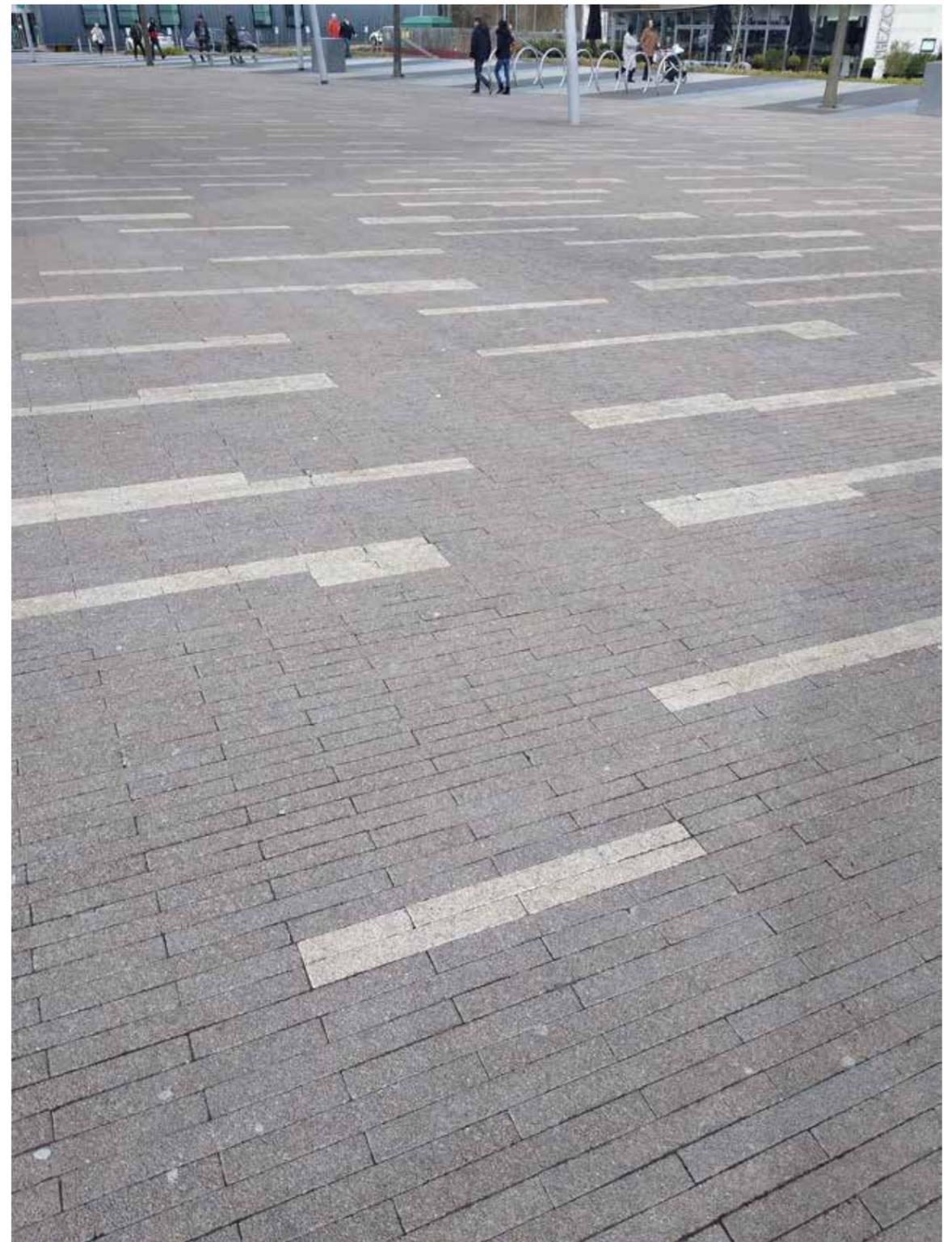
The grey tones are then carried through into the frames of the window units to ensure cohesion to the scheme as well as feature brickwork to the core entrance areas.

External Feature timber cladding is used locally on both the Savoy building and the swimming pool as well as in the glulam structural beams of the swimming pool that are visible externally.

The natural material softens the facade and adds a warmth against the colder ivory blockwork and the greys from the metal. The use of timber is soft and inviting and also provides a gentle nod to the adjacent Hazel Woods which are of great significance to this site.

04 Design Evaluation

Materials and Texture



The natural changes of the timber over time are visible on the swimming pool already and like the natural woods, become more beautiful with age. Subtle carvings on entrance posts to the woods enhance the natural wood features. Details like these would be used to influence glass manifestation and the woods themselves used for naming of the buildings. The scheme wishes to draw the Hazel Woods into the site and bring them closer to the town centre. An amazing facility on the doorstep.



Local landscaping features are of equal importance. Once again they indicate the important mix of greys, blues and buffs in the linear paving, leading people to the woods. The grey stone effect waste bins. The simple stainless steel cycle hoops encouraging cyclists to use the local paths right into the heart of the town. The metal and timber benches. The timber sign posting. The existing landscaping has been carefully designed to link spaces together and are proposed to be continued throughout the new site.

04 Design Evaluation

Principles and Concepts

Landscaping

The space is designed to be open and visible. The orientation of the apartments allow good visibility across the whole site, it is important to ensure it is maintained following previous comments from the crime prevention officer regarding car thefts in the area. The design is completed with the intention of making people feel safe as they walk through whether as a resident, visitor or person accessing the adjacent car park.

New tree planting is to be completed to create a connection to the ancient woodland. Trees also provide natural shading to areas and provide natural barriers to hide views of the car park areas.

Architectural planting and Shrubs would be used as part of the strategy to deal with significant level changes across the site. It also acts as a barrier to allow the hotels lower bedrooms some privacy by moving pedestrians away from the building edges and windows. It can also be used to guide people through and around the site. The concept is to create a green corridor which subtly brings the woodland further toward the town centre.

Whilst minimal street furniture is proposed, the design of any would take precedent from the styles used in the civic area to ensure a cohesive appearance.

Please refer to the specific landscaping section in Design proposals and the separate landscaping documents.

Access

The access strategy both in general terms and for fire is covered within the Design proposals in the next section.

05

05 Design Proposals



05 Design Proposals

Masterplan

Proposals

Site B - Hotel

- 70 bed Hotel with Coffee Shop and Drive-thru facility.
- 31no. car parking bays provided for the new hotel development including 4 no. accessible spaces.

Site C - Apartments

- 4 residential apartment buildings each containing;
 - 6no. 1 bed apartments
 - 17no. two bedroom apartments.
- 116 car parking bays provided across the new residential development.
- 160 bike parking spaces within 4no. secure stores

Whilst the proposals for site B and site C have been submitted separately, it is important to note that the design for the two schemes has been completed as a combined exercise. This was done to ensure a cohesive aesthetic across the site. pHp Architects have led a site wide design exercise that has been used to inform the Hotel design as completed by the Hinton Group.

The contractor is also committed to using the same material palette.

As hopefully proven by the previous sections of the report, the layout of the site was considered as a whole to consider accessibility, crime prevention, scale, appropriateness of positioning, and linkages etc. Whilst submitted under two applications, we submit on the basis that they are two elements of the same scheme.

Site C



Site B

05 Design Proposals

Masterplan

Site B

HOTEL PROPOSALS

The building has been positioned tight to the pavement of George Street to maintain a strong street frontage that is reflective of the existing buildings opposite. This also allows the woodlands to the West to remain open and visible. The main entrance to the building has been located on the Western side to allow for clear visibility from the car park, and close proximity to a dedicated drop-off bay. As part of the proposal an additional 30no. public parking spaces are to be provided (including 4no. disabled bays) and 1 additional space dedicated to the new substation.

COFFEE HOUSE PROPOSALS

Due to the existing site levels the ground floor of the coffee house sits lower than the hotel ground floor, this is to allow for level access into both buildings. The coffee house can be accessed by pedestrians from both the car park side of the site, as well as direct access from George Street. It is also becoming more common for coffee houses to offer drive through facilities for their customers, and it was felt this could be an ideal opportunity to introduce one such facility to Corby Town Centre. The drive through serving hatch will be located facing the car park, this allows a sweeping road to be created on the site utilising an existing vehicle entrance point, and creates space for 8 vehicles to queue whilst waiting for their order.



05 Design Proposals

Building Layout

Hotel Layout Principles

Entering the Hotel, via the main entrance on the ground floor, immediately brings visitors to the reception area of the building where guests can check in/out of their rooms. The ground floor has 12no. guest rooms, of which 3no. are accessible rooms for use by disabled guests. The accessible rooms are located in close proximity to the reception area to give disabled guests the shortest route to their rooms. The main staff office and staff room are both located on the ground floor, meaning employees are never too far away from the reception desk.

The main stair and lift core serving the upper floors is located just behind reception, allowing guests to easily locate the lifts and stairs once they have checked in. The upper levels each contain 13no. family rooms and 16no. double rooms, taking the total number of guest bedrooms to 70no rooms.



05 Design Proposals

Elevation Treatment



North Elevation
1 : 100



South Elevation
1 : 100



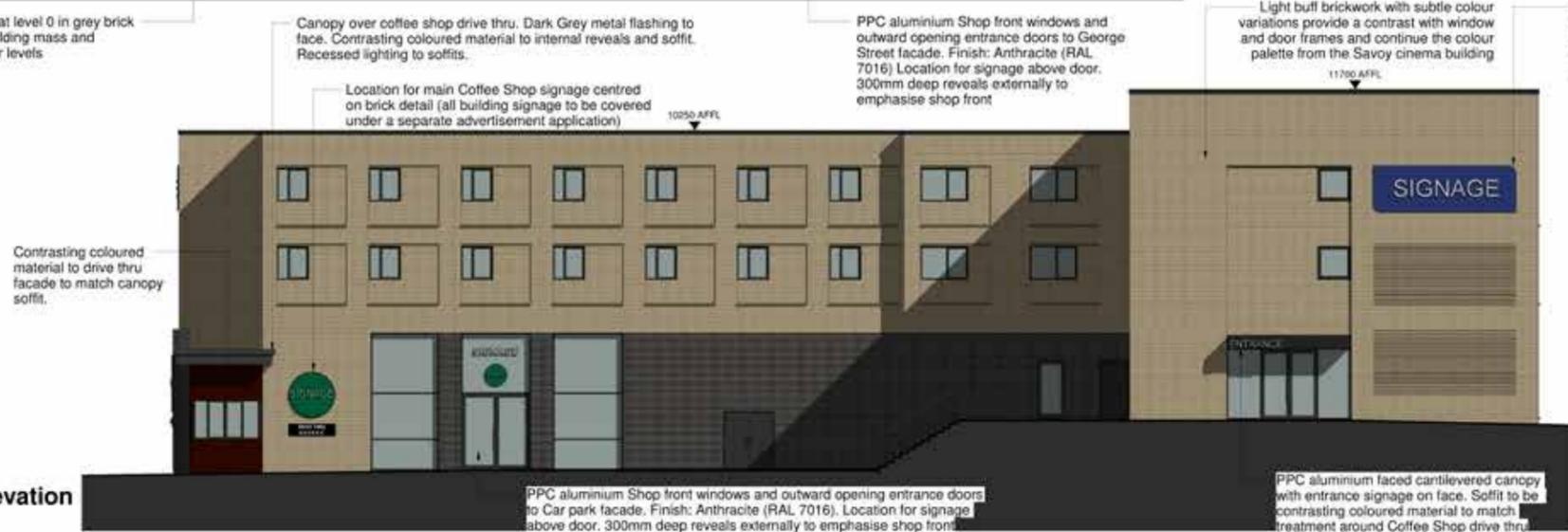
East Elevation
1 : 100



Chester Balmore by MICA Architects: Showing the use of light / buff brickwork with metal standing seam cladding



Example of recessed brick detail



West Elevation
1 : 100

05 Design Proposals

Landscaping

Landscaping

Landscaping has been designed by Golby and Luck Landscape Architects.

The soft landscape elements of this scheme have been considered from the outset and have a vital role to play in the success of the site. The site is an important transitional space from the urbanised townscape to the north, south and east, to the naturally wooded edge of Hazel Wood to the west.

A simple, attractive, and functional soft landscape approach has been incorporated to ensure an integrated and valuable soft landscape scheme is achieved.

Where no formal barriers are proposed hedgerows and shrub planting provide more natural visual barrier. This helps to define space but does not reduce visibility aiding natural surveillance of the external spaces.

Planting in front of potential vulnerable spaces like ground floor windows provides privacy and protection that will subtly direct pedestrians away from the building edges and windows themselves. A considered planting palette of small to medium sized shrubs allow visibility from windows but consists of a range of dense, thorny and prickly plants providing a defensive boundary without hampers window maintenance and cleaning operations.

Where soft landscaping cannot be used to provide separation from the paths to the building edges, hard landscaping will be carefully chosen to discourage pedestrians from moving too close.

New tree planting softens and integrates the proposed built form into the landscape and creates a positive connection to Hazel Wood and the adjacent townscape. Trees will have 2 metre high clear stems to allow visibility within the site and beyond with generally narrow canopies reducing potential conflicts with high-sided vehicles using/accessing the site.

The landscape palette echo's themes and style from the adjacent Savoy cinema to form a consistent and readable approach whilst clearing delineating the car parking boundary to the west.

Please refer to the specific landscaping section in Design proposals and the separate landscaping documents.



Code	Description	Quantity
1	Planting	
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1.100	Planting	

golby+luck
Landscape Architects



06 Artists Impressions



06 Artists Impressions



06 Artists Impressions



06 Artists Impressions



06 Artists Impressions



06 Artists Impressions



06 Artists Impressions



06 Artists Impressions



0

7

07 Summary



07 Summary

In Conclusion...

To be completed following input from other consultants.

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