Corstorphine & Wright

Sandy Lane, Coventry

Design & Access Statement

24124-8000-02 | September 2024

Revision Log

Revision	Date	Notes
00	30.08.2024	Draft issued to Client for review
01	13.09.2024	Document updated to reflect Planning Consultant's comments
02	27.09.2024	Document amended with minor Cilent comments.

Corstorphine & Wright

Contents

Site Aerial of Land at Sandy Lane development site

INTRODUCTION

1.0

1.0 Introduction

Corstorphine & Wright Architects have been appointed by Rainier Real Estate Ltd to assist in the preparation of an Outline Planning Application for a Site which allocated for redevelopment as part of Coventry City Council's adopted 2017 Local Plan (Policy H2: 15).

This 2.69 hectare (ha) previously developed brownfield Site accords with national and local planning policies to prioritise such land for redevelopment. Lying close to Coventry City Centre it is in accessible and sustainable location where active travel can be maximised as an alternative to the car. As well as providing much needed new homes, the Site presents the opportunity to enhance this part of the City, through opening up public access between Sandy Lane, Electric Wharf and Coventry Canal.

The Scheme can add character and distinctiveness to the area, with a design which calls back to the Site's motoring heritage as the former Daimler Motor Works, a renowned car manufacturer who provided cars to the monarch in the early twentieth century.

The residential development of this site will look to provide up to 250 new homes, with associated streets, parking and landscaping. The proposal provides public open space, including children's play and new areas of green space which will provide sustainable drainage and habitats for wildlife. This new green infrastructure, alongside the Site's remediation and a net reduction in traffic from its existing commercial use, will benefit this part of the City.

The development of this site will be carefully curated around the retention and celebration of the existing Daimler Powerhouse, a locally based performing arts association. The Scheme provides for a new public plaza to support local events and theatrical performances, as well as improved access, servicing and car parking to this important cultural asset.

The proposals aim to create a well-designed sustainable 'place', that is appropriate to its context in terms of scale, tenure mix, style, landscaping and massing, along with meeting local policy requirements and identified housing need. The proposed dwellings will be high-quality homes, built in accordance with the City Council's space and design standards.

The final proposal is the result of engagement and liaison with a large team of consultants, Coventry City Council and the local community, whose respective advice and expertise has helped develop a well-conceived scheme that truly realises the Site's opportunities and benefits for the City.

The principle of the Site's redevelopment is already established in the City Council's plans, which the Scheme's masterplan is designed to reflect (Policy H2:15, Policy DE1 (High Quality Design), Policy HE2 (Conservation and Heritage), Policy DS4 (Masterplanning Principles) and Policy H9 (Density and Open Space). The Scheme also aligns with the City Council's SPDs, including design guidance and open space standards.

CONTEXT

2.0

2.0 Context

2.1 Location and Connectivity

Location

The site is ideally positioned just a 10-minute walk north of Coventry's city centre, making it a prime location to tap into the city's connectivity potential. Coventry City Council has earmarked the site for residential development, adding to its appeal.

Currently, the site hosts several factory buildings on the west side of the Coventry Canal, a popular green route for walking and cycling into the city. Redeveloping this space offers a fantastic opportunity to improve connections between Sandy Lane, Electric Wharf, and the Coventry Canal towpath, creating an ideal pedestrian and cyclist corridor to the city. The development of this site is a real opportunity to design a scheme centred on active travel, reducing vehicular use and emphasise means of sustainable travel.

Public transport options are also robust, with frequent buses linking the area to the city centre and beyond. The A444, a key road, is nearby, offering seamless access to Coventry's wider road network. Future residents will benefit from a bus stop located right next to the site, making public transport highly convenient.

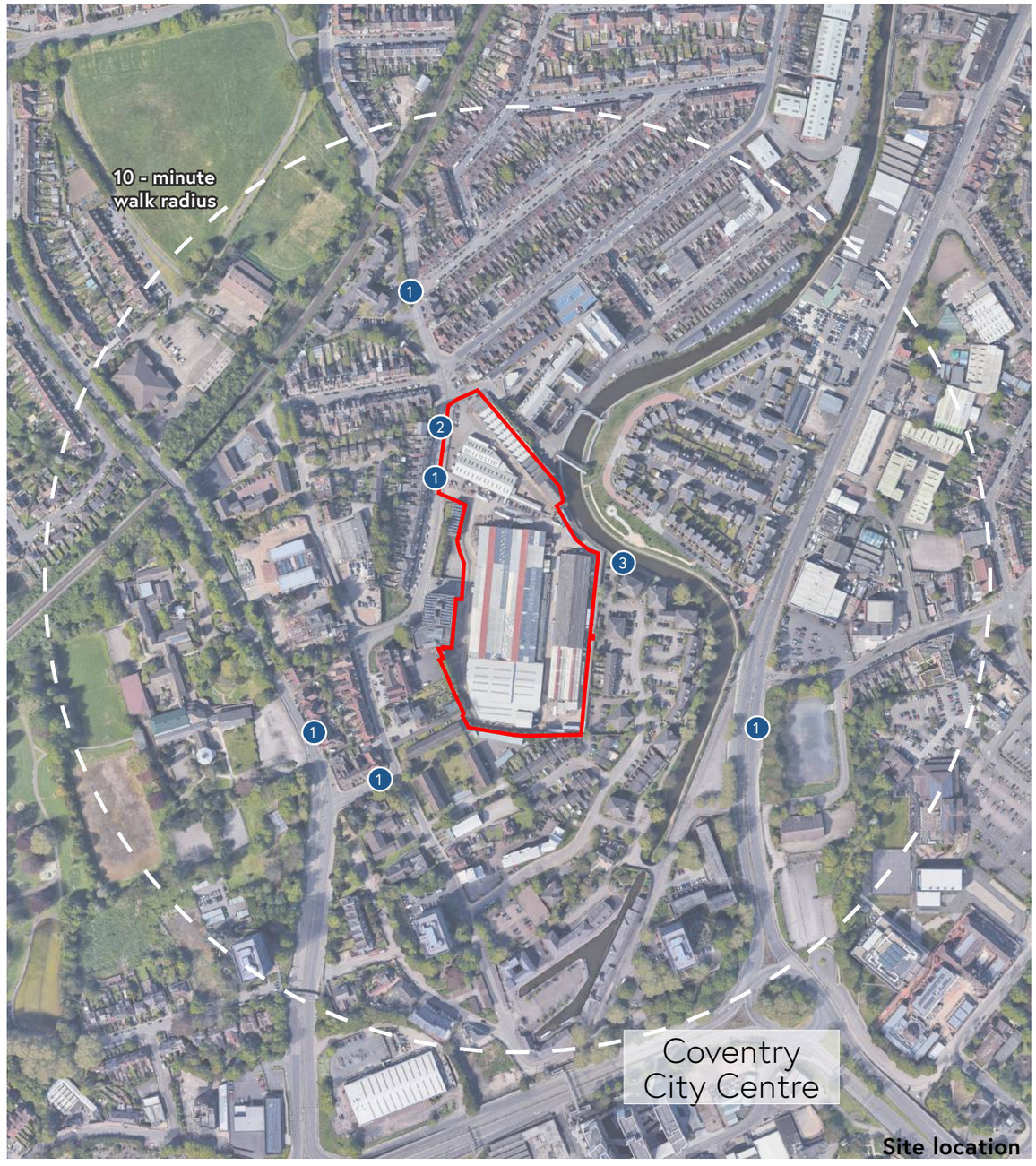
For those seeking greener options, a West Midlands Cycle Hire Station along Sandy Lane provides a perfect alternative for residents looking to embrace eco-friendly travel.

Radford, a largely residential area, is home to local shops, schools, parks, and amenities that serve a diverse community. The proposed development aims to boost connectivity, reinvigorating links that have been lost over time, and paving the way for a more sustainable future in Radford.

Several bus stops in close proximity to the site.

West Midlands cycle hire station adjacent to the site

Coventry Canal towpath adjacent to site's boundary (east)



2.1 Location and Connectivity

Connectivity

The application site has very good pedestrian, public transport, and vehicular connections, for both commuting and recreation.

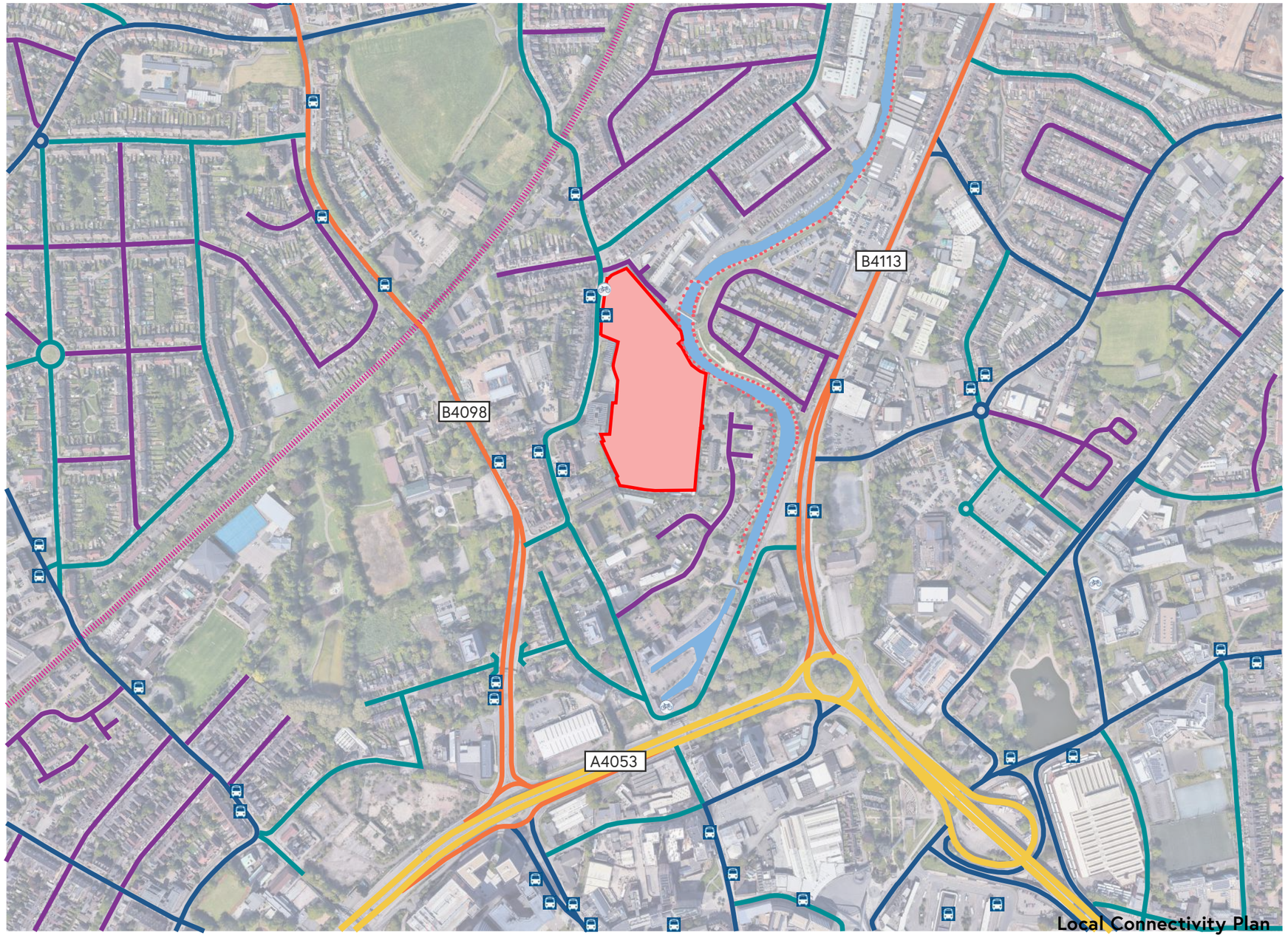
The site benefits from direct access to both Sandy Lane to the West, and the Coventry Canal towpath to the East. The proposed residential development of this will look to enhance the connection between the two which is currently severed by the existing industrial development on the site. Desirable public realm and increased public footpath connections will only help encourage green and sustainable methods of transports and pedestrian movement.

The Coventry canal towpath is already a well maintained green active travel route, serving as both as an attractive car free commuting cycling/walking route to Coventry and also for recreation. Greater connectivity from Sandy Lane and Electric Wharf would only enhance this further. The development of this site also a unique opportunity to improve the connectivity with the built environment in this part of the City, opening up access to the Canal which is currently severed from Sandy Lane

The site is in close proximity to a number of bus stops, one of which (Route 15) directly outside the existing vehicular access into the site along the eastern boundary. The bus stops located with a 5-minute walk from the site, offer various routes to destinations such as Leicester, Nuneaton, Bedworth the University Hospital. Offering public transport routes for commuting and recreation to the wider area of the midlands.

KEY

- Site Boundary
- Existing Primary Ring Road Route
- Existing Primary Vehicular Routes
- Existing Secondary Vehicular Routes
- Existing Tertiary Vehicular Routes
- Existing Local Streets
- Railway Line
- Existing Coventry Canal
- Pedestrian Canal Towpath Link
- Bus Stops
- West Midlands Cycle Hire Stations



Local Connectivity Plan

2.2 Local Amenities

This area of Coventry provides access to a range of employment opportunities, amenities, and facilities such as cafes and restaurants and retail stores, post office, medical centres and places of worship, as well as local recreation spaces.

A variety of accessible green spaces are located within a 10-minute walk of the site, with Radford Recreation Ground being the closest, 0.4km directly north-west of the site, which provides a children's play areas and allotments.

The location has excellent access to numerous schools and academies including Radford Primary Academy, Bablake School and Barr's Hill Secondary School and well as a number of nurseries. the closest of which is Forest Friends Day Nursery, accessed along the canal towpath to the south of the site.

KEY

1. Sandy Lane Convenience store
2. Radford Recreation Ground
3. Radford Recreation Allotments
4. Amity Fitness
5. Barr's Hill School
6. Jubilee Church
7. Forest Friend's Day Nursery
8. Radford Primary Academy
9. Enchanted Day Nursery
10. Playwright's Cafe
11. Shree Krishna Temple
12. City of Coventry Health Centre
13. Naul's Mill Park playground
14. Bablake School
15. Coventry Fire Station
16. Radford Post Office
17. West Midlands Cycle Hire Station
18. Bus Stop

Local Amenities Plan

2.3 Surrounding Building Heights

The existing buildings on the site are industrial in nature, with heights ranging from 4 to 12 meters above ground level. The local area to the North-west and West of the site exhibit primarily low-rise residential areas, where most buildings are two to three storeys tall. However in close proxmity to the site along the northern, eastern and southern boundaries, there are precedents of 3-5 storey buildings, many of which are residential apartment blocks. Forming a varied characteristic of building heights within close proximity to the proposed development site.

Electric Wharf is situated to the North-East of the site and is partially bordered by the Coventry Canal (along the eastern portion). This development demonstrates a four storey restoration of a former industrial building, directly adjacent to the site. The rest of the eastern boundary features a mix of three to four-storey residential buildings, including both apartment blocks and houses on Draper's Field, with direct access to the Coventry Canal Towpath

To the West, there is a five-storey apartment block facing Sandy Lane, alongside a two-story commercial unit. Further south of the site, several tall residential buildings are located between the site and the Ringway.

Local Building Heights Plan

2.4 Heritage Assets

The current site occupies the area once home to the 19th-century Daimler Works, which itself was developed on the grounds of a former textile mill. During World War II, most of the site was reduced to rubble due to bombing, but the Powerhouse survived. Following the war, much of the site was covered with wide, single-storey sheds and hardstanding.

The proposed redevelopment offers an opportunity to greatly improve the setting of these assets, which is currently experienced in the context of the existing commercial uses on the site. The new design will call back to the site's rich heritage, complemented by attractive green spaces, enhanced public realm, and thoughtful landscaping. Furthermore, the development of the site will carried out in support of the existing use of the Daimler Powerhouse building.

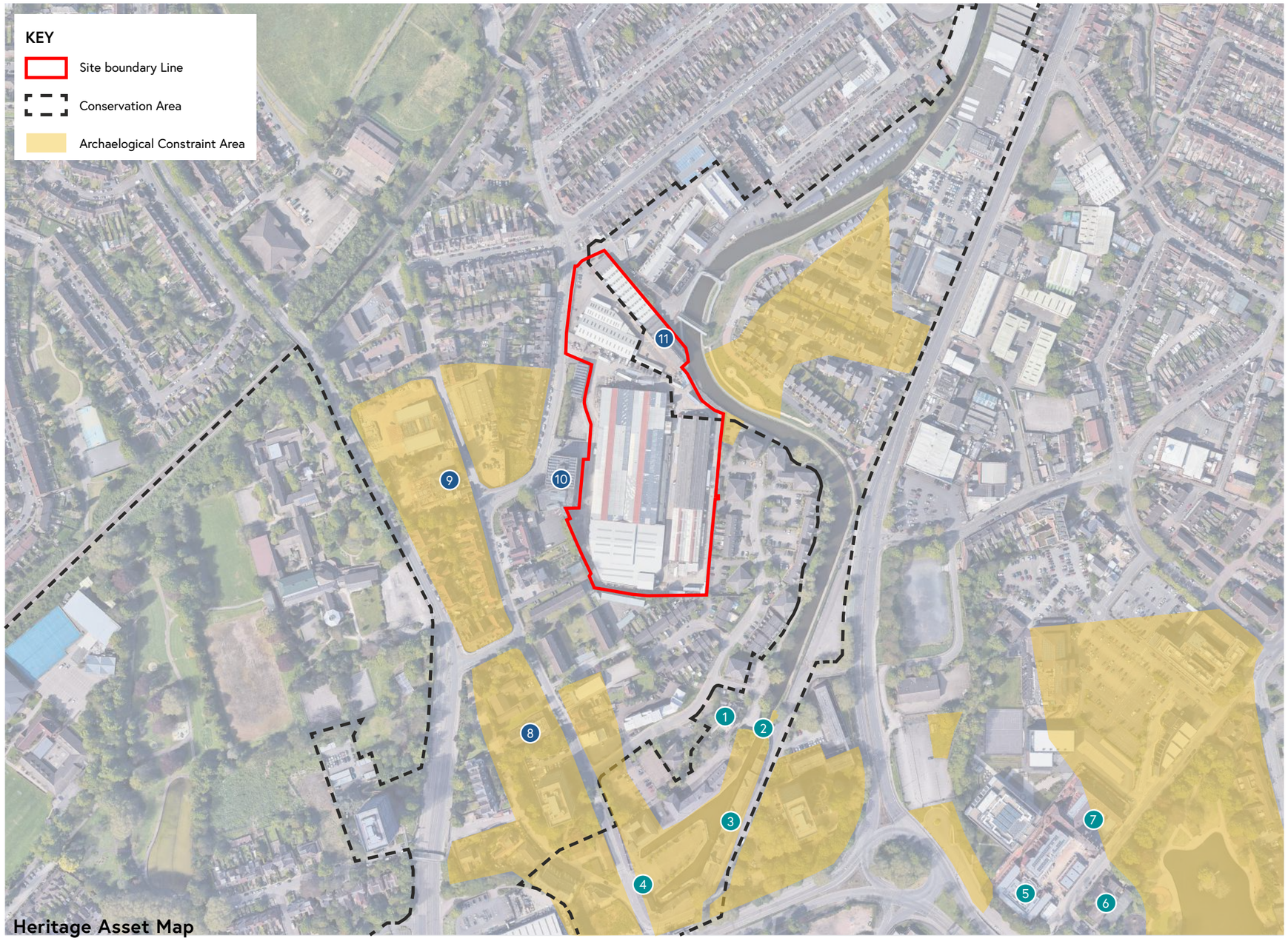
The development will be most notably experienced in relation to the non-designated heritage assets of the Daimler Powerhouse and the Daimler office buildings. It will also be viewed in the context of two character areas within the Coventry Canal Conservation Area: The Canal, Draper's Fields, Electric Wharf, and Bishopsgate Green. Listed buildings along the Canal include the Canal House (NHL 1342940), Bridge No. 1 (NHL 1226365), and the Canal Warehouse (NHL 1076584).

Listed Buildings:

1. Canal House, Drapers Fields (Grade II)
2. Canal Road Bridge, Drapers Fields (Grade II)
3. Canal Warehouse, Leicester Row (Grade II)
4. Weighbridge Office at Coventry Canal
5. Former Nurses Home (Grade II)
6. Church of St Mark and boundary walls (Grade II)
7. Former Outpatients Clinic (Grade II)

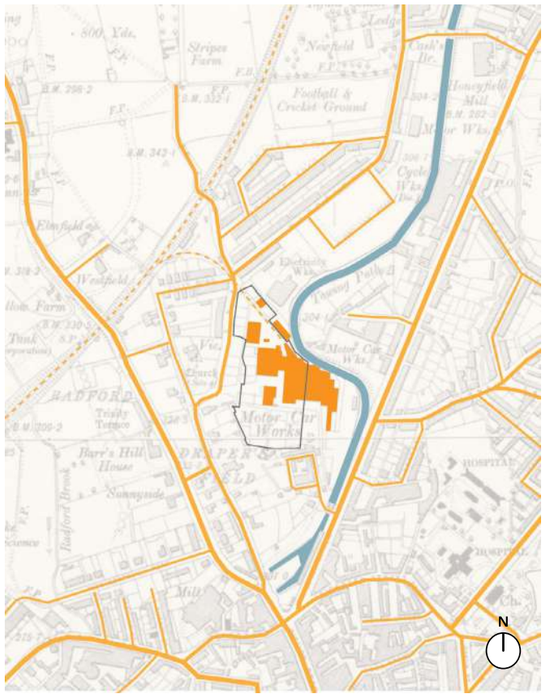
Locally Listed Buildings:

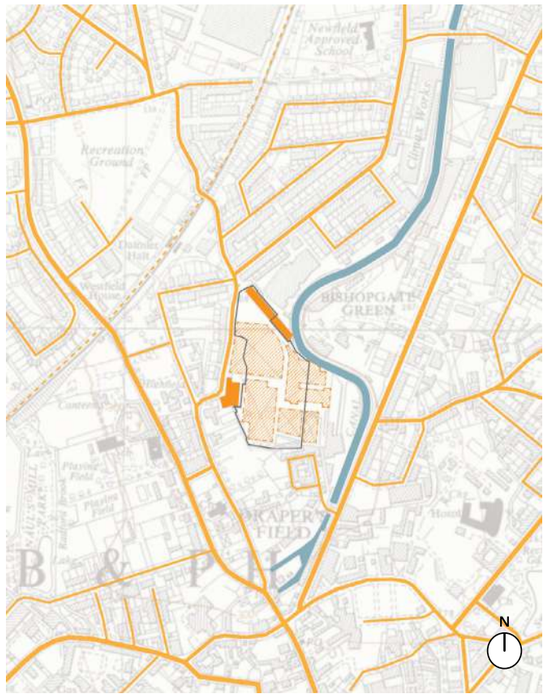
8. St Columba's United Reform Church
9. Highfield House
10. Former Daimler office block 2 (now Harp Place)
11. Old Daimler Power House (formerly the 'Motor Mills')



Heritage Asset Map

2.5 Historic Evolution





TIME

1850s

The site is dominated by Widdrington Mill, served by a spur from the railway line to the north-west. The surrounding area is largely undeveloped.

1900s

The former mill footprint is recognizable, and the railway spur still in place, but the site usage is changing to a 'motor car works'. The footprint of the powerhouse is in place, following the line of the pre-existing railway spur. An electricity works has been developed to the north.

1940s-1950s

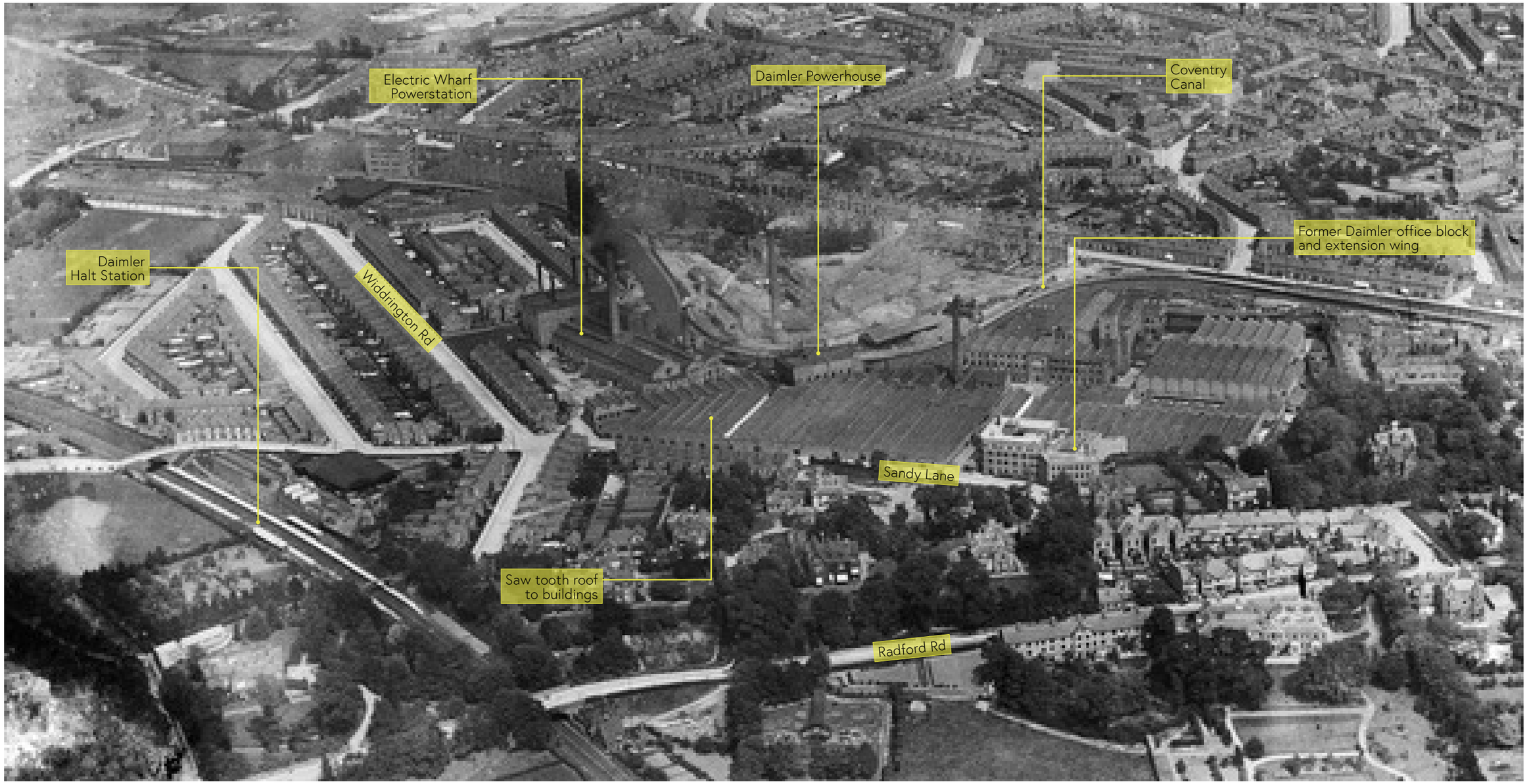
The site was fully developed as the Daimler Motor Works by the late 1930s, with more extensive frontage to both Sandy Lane and the Canal than the present site. However, the factory sustained heavy bomb damage during the 'Coventry Blitz' of 1940, and the Powerhouse and former office buildings (off site) are the only buildings that remain intact today.

2000s

The factory buildings have been replaced by modern industrial sheds, however the powerhouse survives. Incremental development along Sandy Lane has reduced the sites direct frontage, including its former access to the south.

Historic evolution of the site and its surroundings

2.5 Historic Evolution



Aerial view of the Daimler Works in the 1920s
(https://britainfromabove.org.uk/image/EPW001182)

2.6 Site Characteristics

The 2.69-hectare site, currently occupied by industrial activities, presents a unique opportunity to significantly enhance its setting while preserving its valuable heritage assets. At its heart are two large industrial buildings dominating the central and southern sections. The northern section, nestled between Sandy Lane to the west and Coventry Canal to the east, includes two buildings that provide light industrial workspaces. This northern area is home to the Daimler Powerhouse, a locally listed building that fronts the Coventry Canal, adding historical and cultural significance to the site.

The Daimler Powerhouse, a former part of the iconic car factory on the edge of Coventry's city centre, has undergone a remarkable transformation. Now a key performance venue, it serves as a vital hub for artists and creative enterprises, breathing new life into the area. Spearheaded by Imagineer Productions, a company renowned for delivering high-profile cultural projects, the Powerhouse has become an essential part of the UK City of Culture 2021, serving as a production centre for major performances.

However, the site in its current form creates a barrier, severing the connection between Sandy Lane and the Coventry Canal towpath. This disconnection restricts pedestrian and cyclist movement, creating an area in need of revitalisation. The proposed redevelopment offers a critical opportunity to restore this connectivity, enhancing sustainable access and breathing new energy into the space. By doing so, it can create an improved relationship between the industrial character of the site and the historic significance of its heritage assets, while fostering a more accessible and vibrant community space.

This redevelopment not only respects the site's industrial heritage but elevates its role as a dynamic cultural destination and a beacon of Coventry's rich history.

Site Character Photography Map

2.6 Site Characteristics

1. View south into site from existing access at Sandy Lane (north).

2. Electric wharf -showcasing extent of refurbishment work completed.

3. Existing small factory units present on site.

4. View south east from Electric Wharf towards canal towpath.

5. Rear of the existing powerhouse building.

6. View north along the canal towpath towards bridge crossing.

7. Existing factory units to be demolished as part of future development.

8. Front of powerhouse building and recently completed entrance way.

9. Existing entrance into site from Sandy Lane, facing east.

2.7 Local Character Analysis

Radford's architectural landscape reflects a diverse history, shaped by Coventry's industrial growth, post-war reconstruction, and modern development.

The terraced housing adjacent to the site are usually two stories, with simple, repetitive designs that emphasise functionality over aesthetics. The site is surrounded by primarily residential dwelling that offer varying architectural styles and features. These homes typically feature red or brown brick, larger windows, and more spacious plots as well as some earlier terraced housing. Architectural features, such as flat roofs, functional layouts, and minimal ornamentation are evident in some of the social housing projects within the local vicinity of the site.

More recent development within close proximity to the site (North and East), looks to provide a higher density, utilising taller buildings with increased building heights and capacity. Electric Wharf in particular, pays homage to the industrial heritage of the area, providing suitable means of residential living in relation to the site's close proximity. Reduced parking in these areas is a testament to the present connectivity and access to public transport within the local area.

Local Character Photography Map

2.8 Local Character Analysis

1. Modern approach to residential dwellings fronting the canal.

2. Zip corner brick detail to 4 storey apartment block in Draper's Fields.

3. View of greenery along the canal towpath to eastern site boundary.

4. Use of building placement to terminate vistas appropriately.

5. Use of elevational treatment to aid legibility and wayfinding.

6. View of residential development fronting the Coventry canal.

7. Use of painted text along brickwork.

8. Local Post Office and convenience store

9. Neighbouring three storey section of Electric Wharf, east of the site

10. Bus Stop and West Midlands Cycle Hire adjacent to site

11. Harp Place (Five Storey building) - locally listed building.

12. Example of post war high density apartment blocks in Radford.

EVALUATION

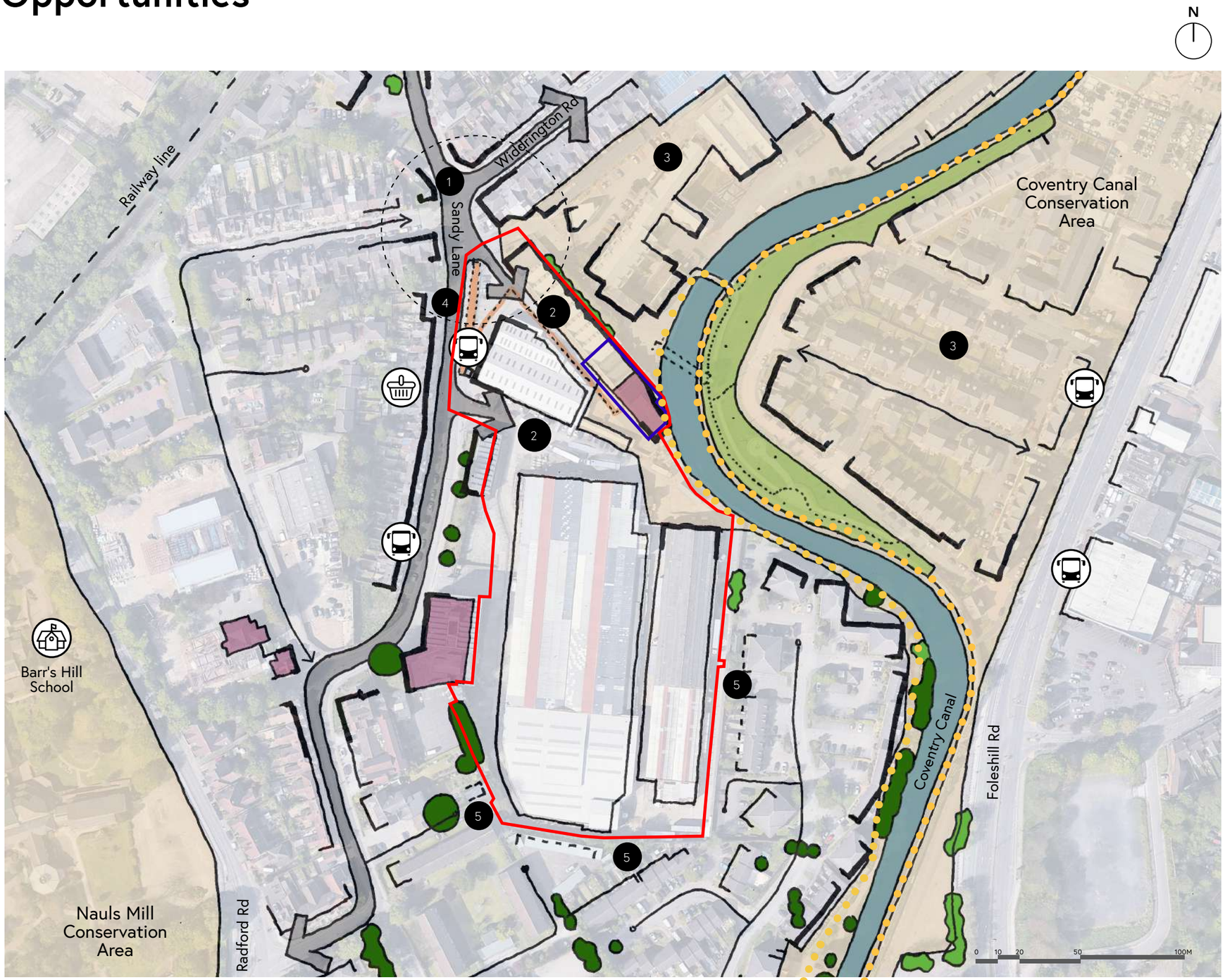
3.0

3.0 Evaluation

3.1 Constraints and Opportunities

Constraints

1. Poor sense of arrival from the north along Sandy Lane into the local neighbourhood with Access from Sandy Lane to Canal towpath currently severed.
2. Existing access into the site.
3. Consideration for scale and massing within the Coventry Canal Conservation Area.
4. Consideration for existing rights of way to existing sub station and gas route.
5. Overlooking from and towards neighbouring buildings and uses will need to be carefully considered.



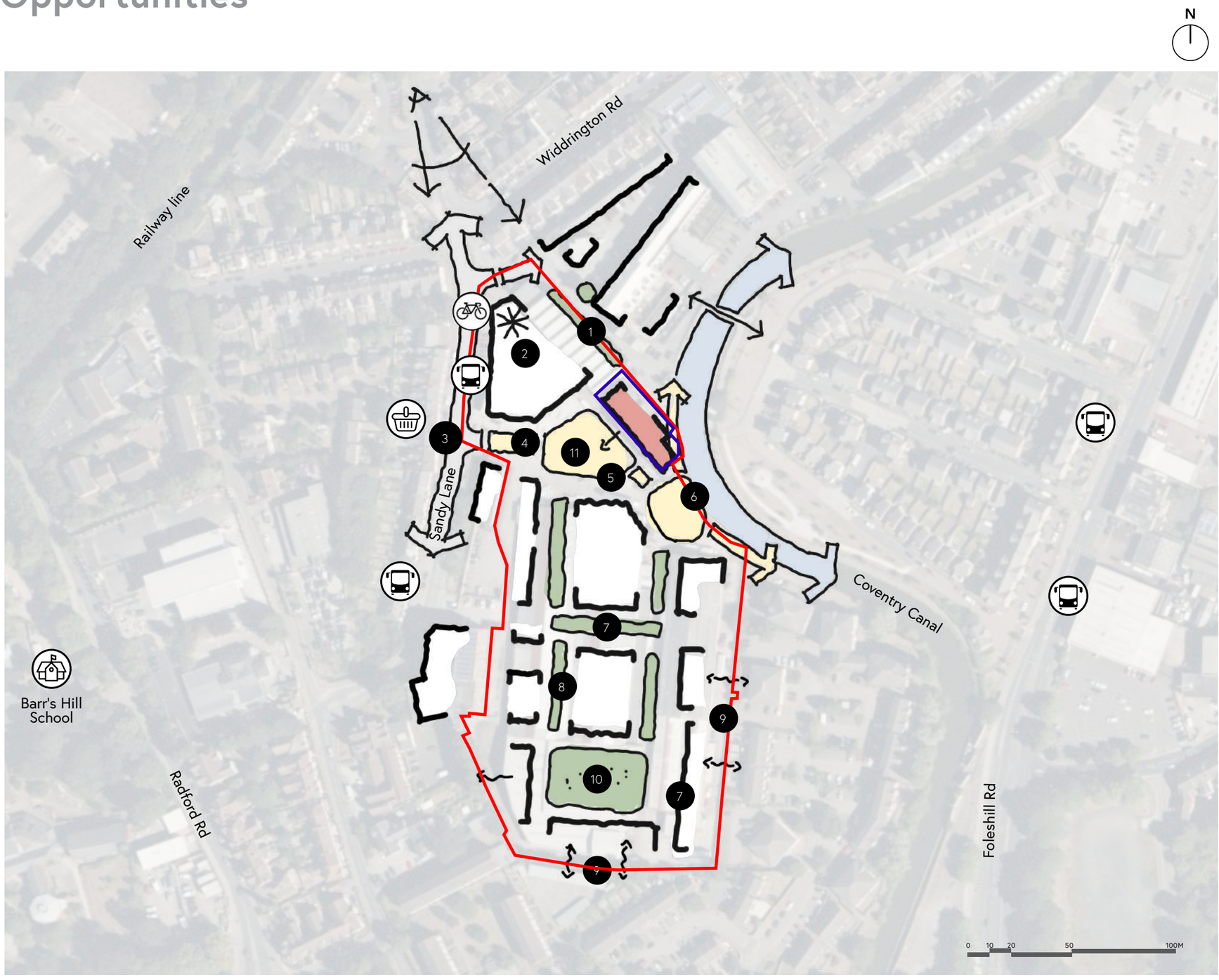
KEY

- Site Boundary
- Retained Daimler Powerhouse building
- Conservation area
- Locally listed buildings
- Coventry Canal
- TPOs
- Trees of stature
- Bus stop
- Small scale shops and offices
- School
- Canal Towpath

3.1 Constraints and Opportunities

Opportunities

1. Knit in to existing and historic urban fabric.
2. Potential for marker building.
3. Consolidate entrance.
4. Improve connectivity.
5. New high-quality public realm linked to Daimler Powerhouse and the Canal.
6. Opportunity to extend existing canal path.
7. Opportunity to create safe and overlooked streets.
8. Potential to integrate SuDS.
9. Back to back forms create legible urban form.
10. Soft landscape for play and wellbeing overlooked by homes.
11. Increased visual and physical connectivity between Sandy Lane and the Coventry Canal towpath.



KEY

- Site Boundary
- Retained Daimler Powerhouse building
- Public realm space
- Daimler Powerhouse
- Green and blue infrastructure within the public realm
- Coventry Canal
- Bus stop
- West Midlands Cycle Hire Station
- Small scale shops and offices
- School

3.2 Vision Statement

Our vision is to create a sustainable development of up to 250 homes that forms a sensitive infill development of new homes that will knit seamlessly into the surrounding area. It will open up public access, views and connectivity between Sandy Lane, Coventry Canal and Daimler Powerhouse. Providing attractive and affordable new homes that will consolidate the existing fragmented urban form and structure of the surroundings.

This development aims to develop a high-density, well-balanced community that seamlessly integrates modern living with the rich heritage of the site and its local context.

DESIGN

4.0

4.0 Design

4.1 Key Design Principles

The approach towards the design of the layout has been carefully considered through the development of a series of underlying key design principles. These have been adapted from the National Design Guide MHCLG 2019 and will help form the basis to the proposed layout.

They are as follows:

Respect context

New development at Sandy Lane should enhance its surroundings.

Build on identity

Sandy Lane should strengthen its identity to become a more attractive and distinctive place.

Make form legible

There should be a coherent pattern of development.

Facilitate movement

Prioritising walking, cycling and use of public transport, with connectivity to adjoining areas.

Mix uses

The vibrant mix of arts and cultural uses on the site should be nurtured.

Prioritise public space

Public spaces must be safe, social and inclusive.

Integrate nature

Nature must be enhanced and optimised, both in the private and public realms.

Insist on quality

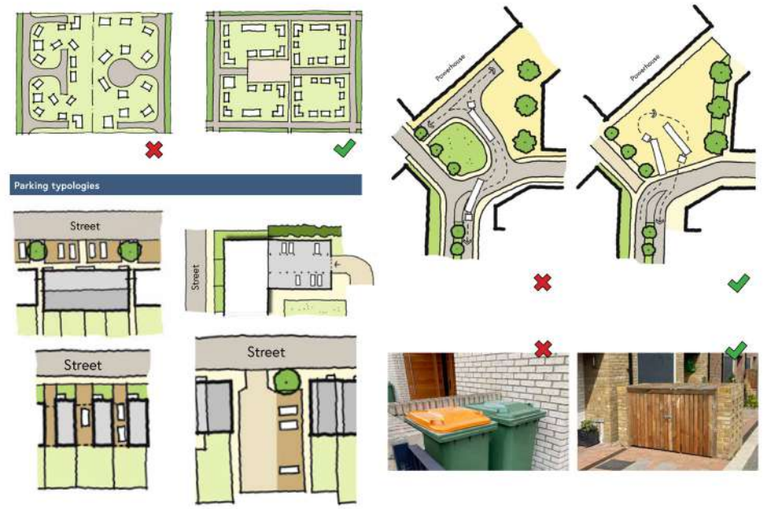
New buildings and homes should be functional, healthy and sustainable.

Conserve resources

New buildings must respond to the latest Building Regulations in terms of sustainability.

Build for life

Buildings and public realm should be robust, adaptable and easy to look after.



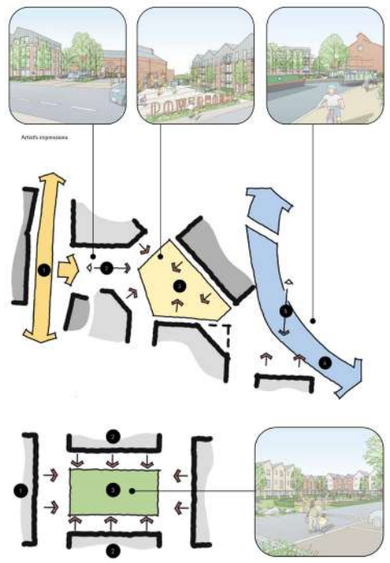
1. Movement

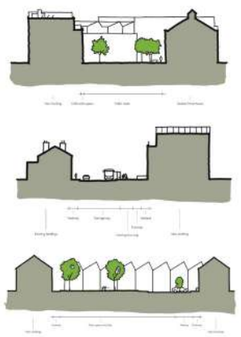
Approach to Movement: Applications for Reserved Matters should establish a connected street network, offering a variety of direct routes for efficient movement. This design encourages walking and cycling, increasing street activity and enhancing safety and appeal.

Permeable Networks: Streets should connect to multiple other streets, with cul-de-sacs limited to the tertiary level for development access only. Where cul-de-sacs or 'Private Drives' exist, pedestrian throughways should be included where feasible. Housing layouts should favour perimeter blocks, characterized by interconnected streets with buildings facing the street, enhancing permeability and movement while avoiding a car-dominated environment.

Street Geometry: Street design should adhere to "Manual for Streets" and Coventry Design guidelines, avoiding over-engineered solutions typical of suburban estates. Service vehicle manoeuvring can be managed with design features like flared road widths at junctions or shared-surface courts, reducing the need for conventional turning areas by using interconnected streets instead.

4.1 Key Design Principles





2. Built Form

Built Form: Well-designed developments should be compact and feature appropriate building types and forms. This requires careful consideration of building heights and density, as well the relation to their surroundings. These parameters have been developed with the urban character of the area in mind, as compared to the outer suburbs. Additional guidance on built form, including frontage character, building setbacks, boundary treatments, and architectural design principles, is provided in the "Identity" section, with special ragards to:

Powerhouse Plaza: The sequence of spaces around the Daimler Powerhouse. New Landscaped Open Space: Located to the south of the site.

Sandy Lane Junction: The intersection of Sandy Lane with Ellys Road, Widdrington Road, and Electric Wharf.

Daimler Place: This sequence of spaces will be a key experience for residents, visitors, and users of the Powerhouse as they move from Sandy Lane towards the Canal.

The Green: Although there is flexibility in placing communal public open space, the site's gentle slope towards the Canal suggests a central open space that can serve higher-density development and support sustainable drainage.

Sandy Lane/Electric Wharf: At the junction of Sandy Lane, Electric Wharf, and Ellys Road, new buildings should create a visually strong corner to define the street edge and establish a prominent streetscape presence.

3. Identity

Terraces: Terraced housing has historical roots in Coventry, particularly near Sandy Lane, where it emerged during industrial growth to accommodate local workers. These urban-style homes efficiently use land, making them a suitable model for modern infill development.

Apartments: New residential buildings can draw design inspiration from the heritage of the Daimler factory and surrounding structures. This includes features like saw-tooth roofs and red brick, complemented by alternative brick colours, stone, metal panels, and limited render.

Approach to Materials: While synthetic materials are often favoured for cost and maintenance, this guidance recommends brick as the primary wall material, with render as a secondary element. Render should be used sparingly as a design feature, with durability in mind. Natural materials are encouraged, but high-quality synthetic alternatives are also acceptable.

4. Public Space

Approach to Public Space Design:

Boundaries & Entrances: Consider fencing, gating, and strategically placed access points for walking and cycling.

Surveillance & Activity: Ensure open spaces are overseen by surrounding buildings, and site activities like play areas to avoid conflicts.

Maintenance & Ecology: Design for ease of maintenance and adopt nature-rich green spaces.

Access & Lighting: Ensure public spaces are accessible and welcoming, with lighting that enhances safety without disrupting wildlife.

Tree Planting, Play Provision, and Street Furniture:

Tree Planting: Differentiate areas with diverse tree species, avoiding fruiting trees near parking. Consider rooting volumes, street proportions, and lighting for successful street tree planting.

Play Provision: Design play spaces for all ages and abilities, promoting social interaction and imaginative play and potentially rooted from the site's history. Use defensible planting instead of fencing.

Street Furniture: Choose durable, easily replaceable furniture, ensuring it is visible, accessible, and does not obstruct pathways. Incorporate wayfinding elements to guide users through the development.

4.1 Key Design Principles

The following key design principles will help guide the proposal, include creating well-connected routes to existing infrastructure, integrating into and enhancing the existing landscape, character and context, creating high-quality publicly accessible open spaces, and promoting civic engagement and social inclusion through community-building activities and neighbourhood events.

KEY

- Principle access
- Daimler Powerhouse
- Development Parcels
- Feature buildings
- Existing PRoW
- Key proposed connection between Sandy Lane, Electric Wharf and Canal towpath
- Hierarchy of streets
- High Quality Public Realm
- Active travel connectivity
- SUDS
- Open Space and children's play

Key Design Principles Plan

4.2 Design Evolution

Prior to Rainier's involvement there was an application for a much larger scheme of c. 480 dwellings and up to 12-storey development. This application was subsequently withdrawn. Rainier took a fresh approach to the Site, involving discussions with officers at an early stage.

The key priorities Rainier identified were to maximise the significant opportunities and benefits that this site could make to improving the existing built environment in this area. An overarching objective was to explore how connectivity and permeability can be improved between Sandy Lane, Electric Wharf and Coventry Canal. This was considered both an important visual link and physical link to support walking and cycling. In addition, Rainier looked at how the use of Daimler Powerhouse could be supported, through improved servicing, public realm and parking.

Rainier also considered how use of this brownfield previously developed site could be used efficiently, whilst also respecting the character and context of the area, informed by a Town and Visual Appraisal. As part of this appraisal, officers were keen for Rainier to test storey heights and their relationship with Sandy Lane in particular.

With respect to Policy H9 (regarding density and open space), officers asked Rainier to focus on the useability of the open space, rather than the amount, which is where Rainier arrived at proposals for a new LEAP at the heart of the scheme.

Options for the design of the access were also explored with highways in particular, who supported the approach to a Copenhagen-style access design. Whilst officers supported the opening up of public access between Sandy Lane and the Canal, further walking and cycle links were also sought, including on to Electric Wharf, which was reflected in a further revision of the illustrative masterplan.

Officers also welcomed Rainier's approach to the 'call-backs' to the site's motoring heritage, through design features including saw tooth roof lines, selective use of materials and hard & soft landscaping treatments.

Initial version of the illustrative masterplan with reduced size of public open space and restricted visual connection between Sand Lane and Canal towpath.

Chamfered corner of the central apartment block increased visual connection and added additional public space, celebrating the connection with the towpath.

As density and building heights decreased to the south of the site, a green POS and children's play area would be located.

Green POS and children's play area moved northwards to the centre of the site, to provide greater connection to the areas of POS along the towpath and 'Powerhouse Plaza'.

4.3 Public Consultation & Community Engagement

Rainier undertook a public consultation exercise between 25th July and 9th August 2024, supported by a consultation leaflet and website (daimlerwharfcoventry.co.uk) which provided detailed information regarding the scheme, and an online form for comments to be made.

A dedicated email address (daimlerwharfcoventry@marrons.co.uk) was also provided for people to provide comments or raise questions or queries with the project team. Comments could also be posted via a pre-paid letter attached to the leaflet. The consultation leaflet was posted to 1,481 properties and businesses, with the Statement of Community Involvement (SCI) showing the extent of the area consulted.

The feedback provided was generally positive, particularly with respect to opening up public access between Sandy Lane and the canal, and the reduced scale of development compared with previous proposals for the site by a different applicant.

Queries were raised regarding the housing mix, which is a matter that can be addressed at detailed design and reserved matters stage, and impacts arising from construction, which is a matter than can be dealt with via a planning condition which requires approval of a construction environmental management plan.

Further detail on the consultation process and outcomes is set out in the SCI.


RAINIER

Proposals for the redevelopment of
Daimler Wharf, Sandy Lane, Coventry

Historic Image

Our Proposals
Rainier Real Estate is currently preparing proposals for the redevelopment of Daimler Wharf, the site of the former Daimler car factory, and most recently, an industrial estate.

The site provides an exciting opportunity to bring forward a new community focused urban village which reflects the area's motoring heritage and also opens up access and active travel routes from Sandy Lane to Coventry Canal.

The proposals will complement and support the recently refurbished Daimler Powerhouse, which is to be retained as a key cultural and community asset within the scheme.

The proposals reflect national and local priorities to make best use of brownfield land to provide new homes, on a site which is allocated for new residential use in Coventry City Council's adopted local plan.

We welcome your feedback
We are sending you this leaflet to introduce our proposals, inviting comments and feedback, before a planning application is submitted to Coventry City Council. We are keen to hear your views on our emerging proposals.

The Site and its context
The site has a unique history, at the start of the 20th century, this site had transitioned from Widdrington Mill into the Daimler Motor Works, a very prestigious motor vehicle producer at the time. However, during the WWII blitz, much of the site was lost due to heavy bombing, with only the site office and Powerhouse remaining, which are still intact today.

From a planning perspective, as well as being allocated for development in the City Council's local plan, the site is in a highly accessible location for new homes given its walking, cycle and public transport links into the City Centre and Train Station. How the site connects into key routes, including the canal, is central to Rainier's proposals.

Making an efficient and effective use of a brownfield site such as this reduces the need to release greenfield sites for development.

Scheme Benefits

The key features and benefits of the Scheme include the following

- Up to 250 new homes, including affordable housing, with a locally distinctive design which reflects the area's motoring and industrial heritage.
- New public realm and parking to support the use of Daimler Powerhouse.
- Improved visual and physical connectivity between Sandy Lane and Coventry Canal.
- Dedicated walking and cycle routes within the scheme, and the opportunity for civic engagement and social interaction.
- New green spaces, including children's play, sustainable drainage features, tree planting and habitats for wildlife.
- Investment in local facilities and infrastructure as required.
- Jobs and economic benefits associated with the Scheme's construction.

Indicative Visualisation

FEEDBACK FORM
Please let us have your feedback by Friday 9th August 2024

Name:
Address:
Email:
What would be most important to consider as we progress the proposals for this site?
(you may tick multiple options)

Sustainability	Range of Homes
Heritage	Linkage to the Canal
Design	Outdoor Facilities

Please provide any other comments:

Any personal information that you provide us with will be held securely. We will not share any personal data with third parties or for marketing purposes. You can choose to stop receiving updates from us at any time by contacting us at daimlerwharfcoventry@marrons.co.uk

4.4 Illustrative Masterplan

The illustrative masterplan includes for up to 250 new homes, ranging from 1 bedroom apartments to 4 bedroom, three storey townhouses. the two apartment block are strategically placed within the development site to appropriately respond to the surrounding context of the site, primarily terminating the vista southwards from Sandy Lane, as well as framing the areas of public realm within the site opposite the retained Daimler Powerhouse building, namely 'Powerhouse Plaza'.

A key feature of the illustrative masterplan is the visual and physical connectivity re-introduced between Sandy Lane, Coventry Canal and Electric Wharf. The Powerhouse Plaza will look to become the central node of the proposed development and will offer a destination point, accessed via these three key links into and out of the site.

The Powerhouse Plaza will provide Imagineer Productions a suitable space for outdoor practise for performance as well as appropriate means of goods to be delivered to the Powerhouse building. This space also offers an area for local residents to use and connects well with the green amenity space towards the canal towpath to the east of the site. A suitable lighting scheme and use of street furniture will make this an attractive space for community engagement.

The houses and townhouses towards the south of the site will back onto the east, south and western site boundaries to create an enclosed residential development that utilises natural surveillance of public spaces advantageously. Shared surfaced streets will look to reduce vehicle speeds and give priority to pedestrian movement around the site.

A central local green/children's play area will provide a suitable area for local residents to enjoy. Tree lined streets as well as linear SuDS or rainwater gardens add interstitial green spaces throughout the development.

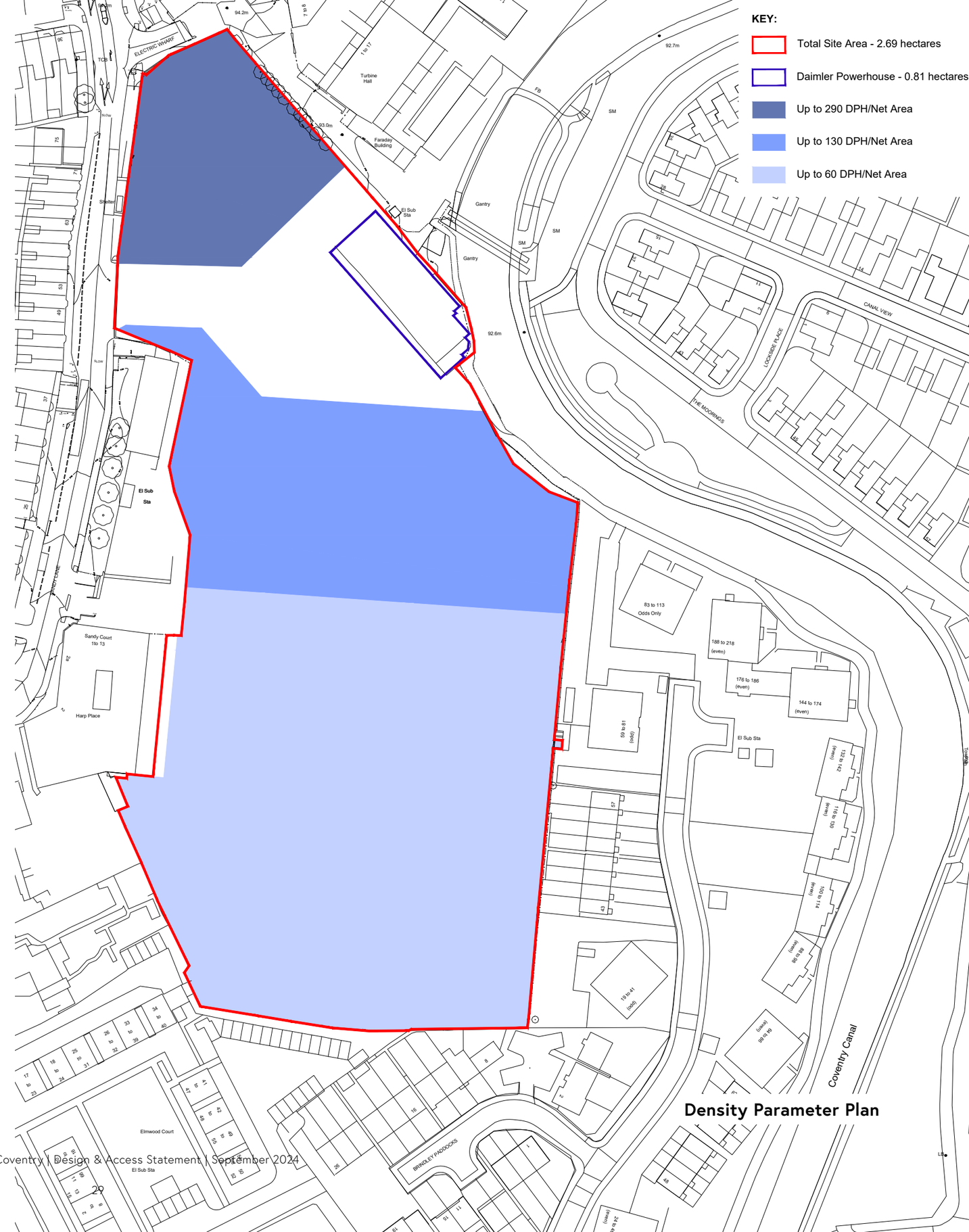
Illustrative Masterplan

4.5 Density and Housing Mix

This illustrative parameter plan is carefully designed to balance density and housing variety throughout the site. The northern section, being closer to public transport, local amenities, and commercial hubs, is ideal for higher-density housing. Placing apartments here takes full advantage of the existing infrastructure.

By including both apartments and houses, the site appeals to a broader demographic. Apartments may attract young professionals, couples, or smaller families, while houses are likely to draw larger families or those seeking more space. This combination promotes a diverse community, which is valuable for the social fabric of the area.

Positioning apartments in the north and houses in the south is a well-considered approach to managing density, offering a mix of housing options, and making efficient use of land. It maximises the use of infrastructure, strengthens community diversity, and ensures a seamless transition between different housing types, all while addressing market demands and environmental considerations.



4.6 Access and Movement

The site has a single vehicle access point serving the scheme, accessed directly from an existing access point along Sandy Lane. The access point has been designed to adoptable standards and the visibility splays of both have been considered by the transport consultant. The location of this access is close to the existing bus stop, providing further access to sustainable modes of travel across the wider area.

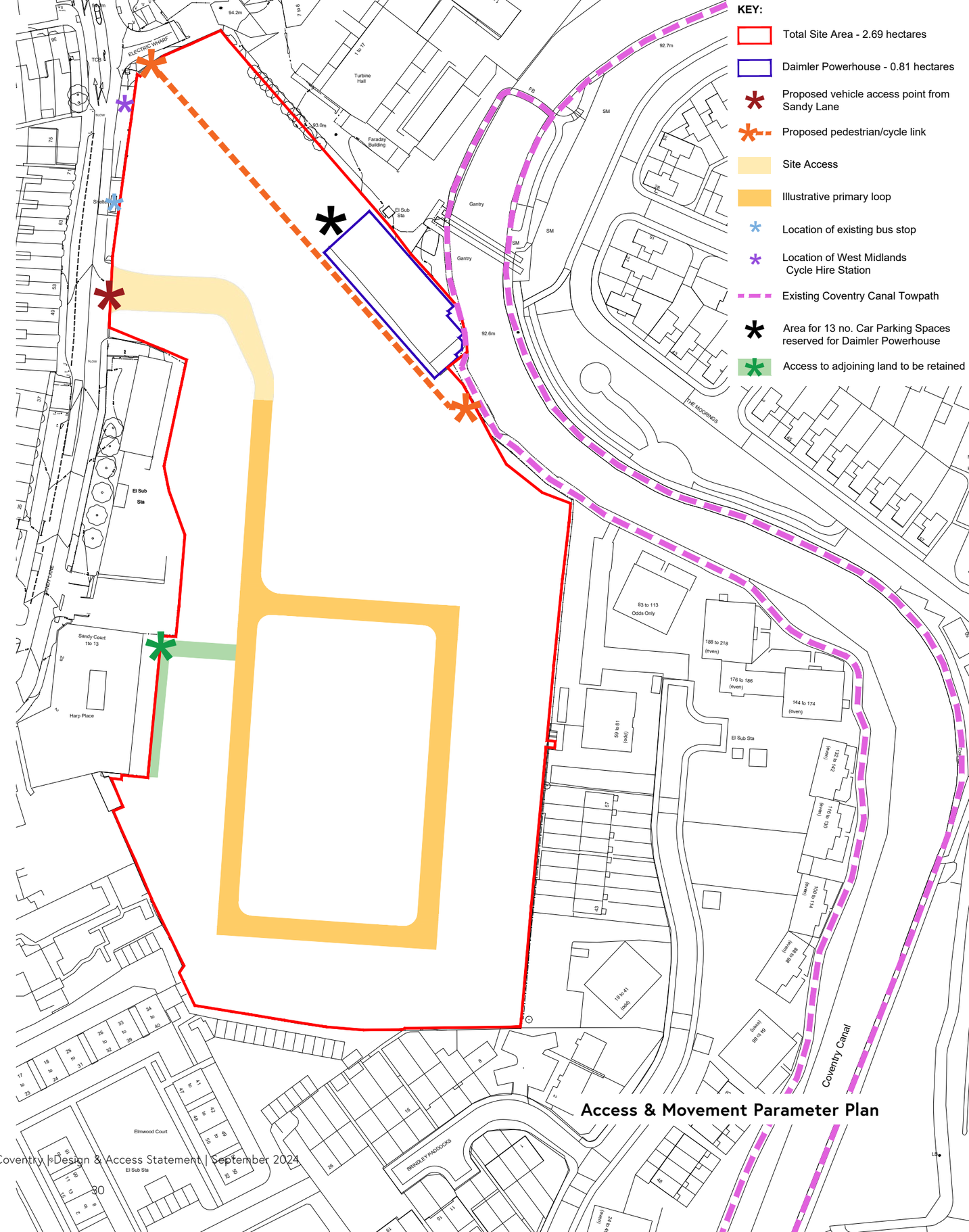
There is a clear street hierarchy set out by a primary shared surface loop, which will look to encourage drivers to reduce speeds in order to navigate the street pattern and change in surface materials.

Streets follow the proposed built form and active frontages overlook all new vehicular and pedestrian routes. The proposal provides a sense of place through.

Coherent streets that are easy to navigate, and housing placement and building orientation create a high-quality public realm that is overlooked, pedestrian friendly and encourages interaction and engagement. Parcels of perimeter block development with active frontages overlooking all public and semi-public areas help to create a memorable place that is attractive, safe and easy to negotiate.

Pedestrian movement has been carefully considered as part of the design proposals, with a series of footpaths connecting the sites to the surrounding local area. A new cycle and pedestrian route looks to connect the northern boundary of the site (Sandy Lane/Electric Wharf) to the canal towpath to the eastern boundary of the site.

By creating safe and pleasant pedestrian routes within the development and through to the wider area, it encourages sustainable modes of travel and enhances connectivity by offering the local community alternative routes whilst increasing opportunities for social interaction.



Access & Movement Parameter Plan

4.7 Scale and Massing

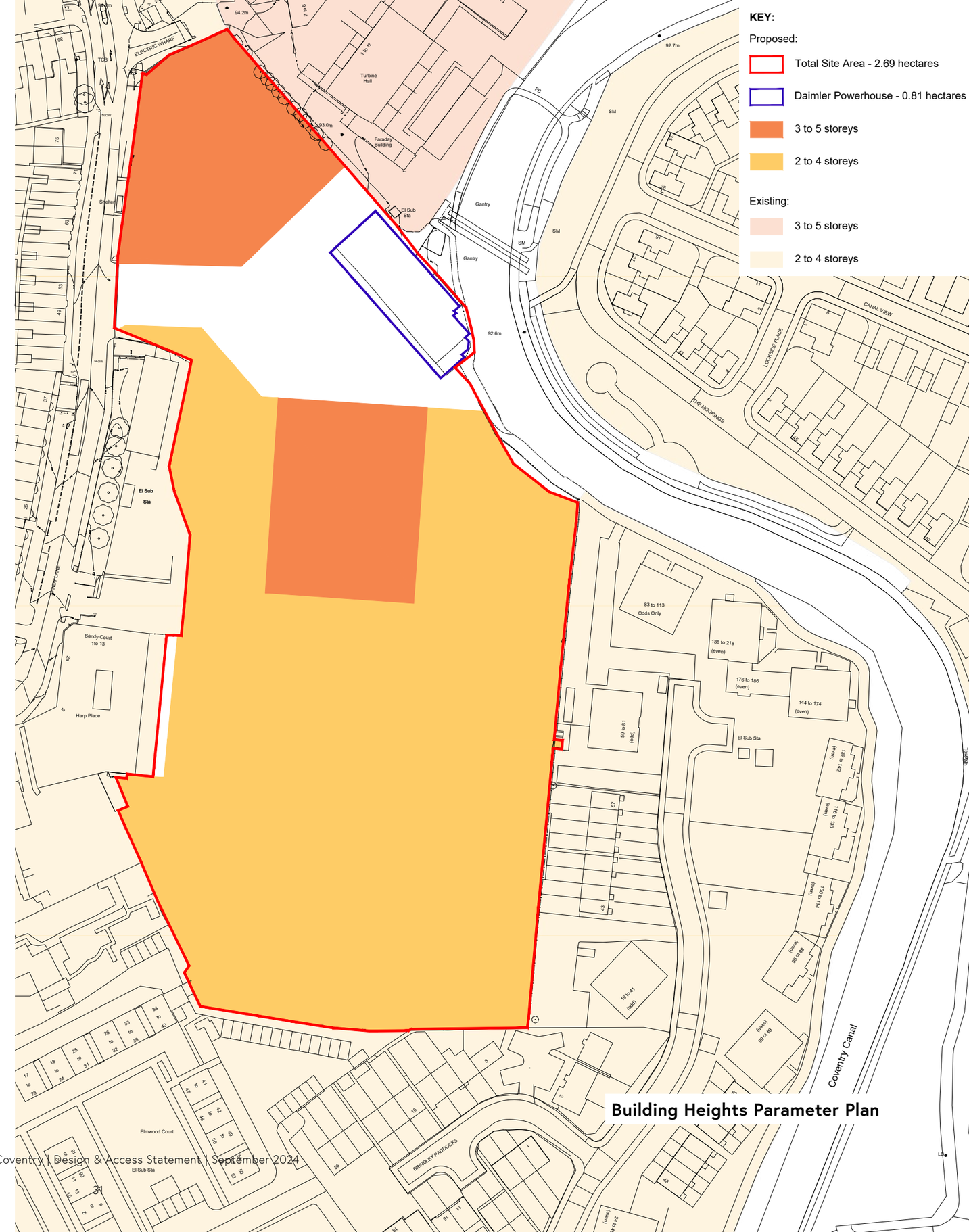
Taller buildings have been strategically placed within the development site to help frame the area of public open space, to be known as Powerhouse Plaza, in front of the Daimler Powerhouse. The apartment block set to the north of the site, acts as a key gateway building when accessed southwards from Sandy Lane.

The number of storeys decreases towards the site's main access point for two reasons:

1. To appropriately reduce the scale towards the Powerhouse Plaza.

2. To reflect the existing houses along Sandy Lane, adjacent to this section of the site.

Further reduction of scale to the southern element of the site lends itself to the location of predominantly family homes.



Building Heights Parameter Plan

4.8 Appearance

The following illustrative visuals and precedents provide a visual representation of how the proposed development might appear, guided by the key design principles document. These sketches reflect potential design elements inspired by the site's historical significance and the surrounding context.








Contemporary housing with high-quality materials and a simple, coherent form and rhythm

Illustrative Masterplan


Creative
powerhouse
POWERHOUSE


creative
powerhou


daimler

SECURITY

5.0

5.0 Security

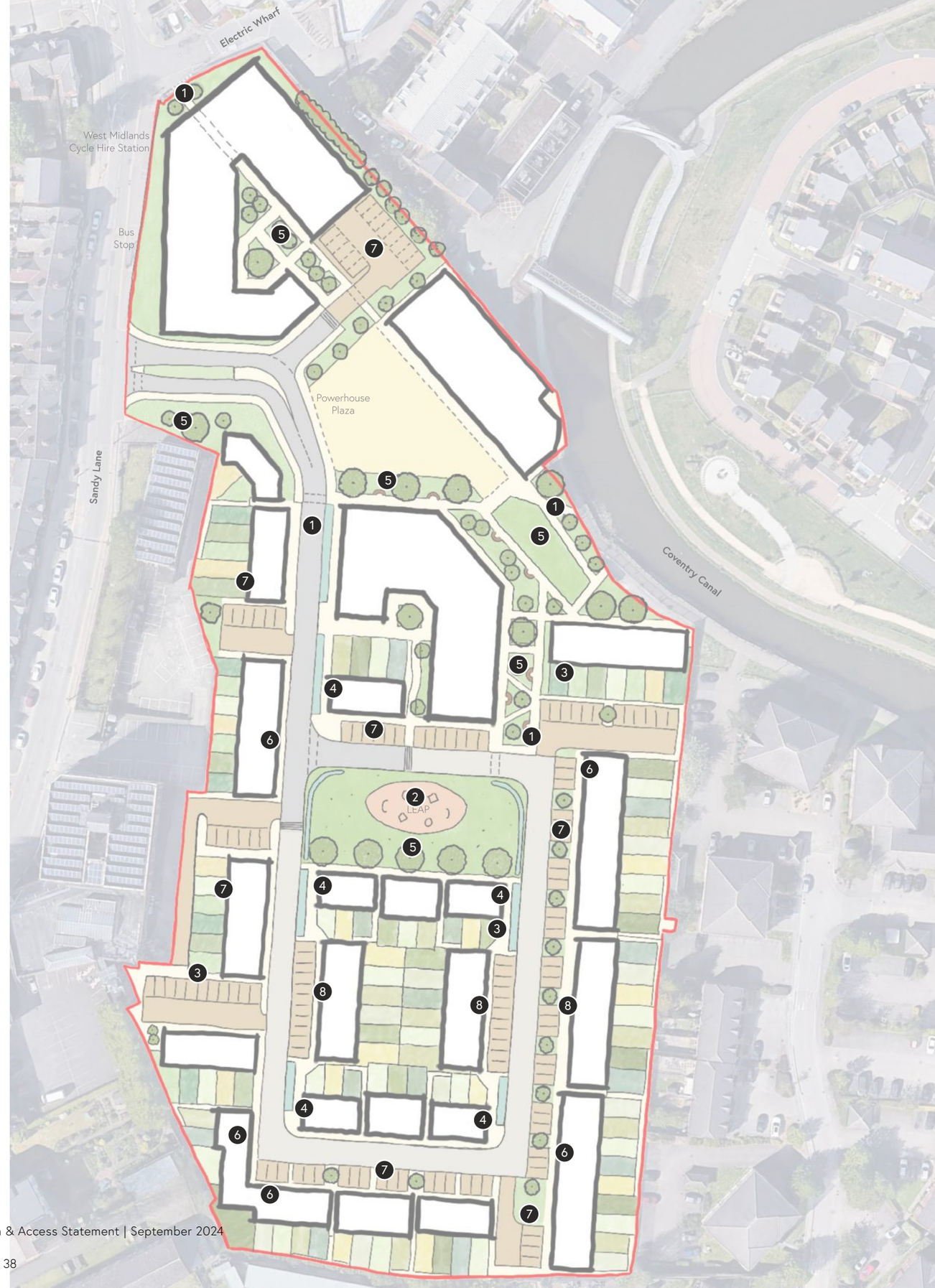
5.1 Secured by Design Principles

The proposed site layout has been designed to promote a safe environment for residents and visitors. Measures have been taken to design out the possibility of crime or anti-social behaviour occurring within the development. The following 'Secured by Design' principles have been incorporated into the proposals to provide a safe, secure and attractive environment;

- Limiting and controlling the number of entrance and exit points into both sites.
- Maximising active frontages and dual aspect dwellings to provide natural surveillance to deter crime and increase safety to all public and semi-public realms.
- Adopting perimeter block design principles to provide a clear distinction between public and private spaces.
- A variety of different housing typologies and tenures have been introduced to enable greater potential for homes to be occupied throughout the day.
- Applying suitable boundary treatments, including 1.8m high close board fencing between gardens and parking as well as more robust 1.8m high brick walls to boundaries facing public spaces.
- Use of appropriate trees and low-level planting and landscaping features which do not hinder sightlines and provide places for hiding.
- Car parking that is secure, overlooked and well related to the dwelling it serves.
- Providing a suitable lighting strategy to allow safe travel, particularly when moving around at night.
- Lockable gates to the rear access of dwellings.
- Landscaped public open space that supports a wide variety of activities and children's play that benefit from natural surveillance from onlooking dwellings.

KEY

1. Natural surveillance/Sight lines
2. Safe Play
3. 1.8m high brick screen wall or fencing
4. Dual fronted units
5. Soft Landscaping
6. Terminating views and vistas
7. Well overlooked parking
8. Lockable gates
9. Clear delineation of public/private spaces



LANDSCAPE & SUSTAINABILITY

6.0

6.0 Landscape and Sustainability

Landscape Strategy:

Strategic Planting

To introduce new planting to create a framework for the development and include locally prevalent native hedgerow to help integrate the development into the surrounding landscape character. Planting strategic street trees to define focal points and soften building frontages and areas of frontage parking.

Biodersity Features

To include wildflower planting to enhance recreation benefits, create an ever changing landscape through seasonal shifts, and ensure the development is contributing positively to the health and wellbeing of its users. To provide sustainable drainage features to the lowest point of the site to assist with drainage such as linear SuDS or rainwater gardens, increase biodiversity and provide additional areas for wildlife habitat.

Active Travel Routes

To create active travel routes between the new development and existing infrastructure to promote sustainable modes of transport and link through to the existing. Encouraging residents to use public transport routes over individual vehicular travel by proposing an organised and suitable parking strategy for the development.

Sustainability Strategy:

Compact forms of development:

Compact forms of development at sustainable densities are promoted. Simple and compact forms of development - such as apartments and terraces – are more energy efficient than detached and complex forms, because they have a lower proportion of floor to external wall, thus helping to minimise heat loss from the external fabric of the building envelope.

This relationship between the building's floor area and the area of its external envelope, is expressed as the building's 'Form Factor'. The higher the building's form factor, the less efficient it becomes in terms of conserving heat.

Climate change and overheating:

Where requirements to avoid overheating from south facing windows may conflict with the principle to incorporate generously proportioned window openings on the front facade in the ratios suggested, partially unglazed openings in the form of inset panels and/or partially blind openings may be considered to achieve the desired sense of proportion.

Renewable energy:

All buildings should be fitted with air-source heat pumps. Roof forms with south-facing roof slopes are encouraged in order to evoke the site's industrial past, but also to maximise potential for photo voltaic panels. Renewable energy sources should be carefully positioned so that they do not detract from the quality of the streetscape.

Electric vehicle (EV) charging:

All new dwellings should be provided with access to an EV charging point.

The use of photovoltaic panels will help support the sustainable residential dwellings

Future promotion of electrical vehicle charging points at home

Use of native species of trees

Use of SuDS swales

Use of wildflower planting to boost the level of biodiverstiy across the site

CONCLUSION

7.0

7.0 Conclusion

The proposed development has been carefully designed to integrate into the existing urban grain and community. Through thoughtful planning and design, this development aims to provide well-connected, high-quality, sustainable housing while respecting and enhancing the character of the surrounding area and looks to pay homeage to the site's motoring heritage.

The level of development balances needs and suitability against recognition of the local context. The scheme is appropriate to its setting and provides a density, mix and range of tenures that help to meet the requirements of Coventry City Council and the needs of the local community. Furthermore, the development incorporates a variety of housing types to meet diverse needs, from affordable housing options to family homes, ensuring inclusivity and social cohesion.

The development reinforces existing links and creates new connections to the wider area, as well as providing meaningful areas of public open space that offers a wide variety of activities and community benefits. These elements contribute to a sense of place and identity, fostering a harmonious relationship between the built environment and surrounding context. The proposal looks to re-open this portion of the canal to public use, providing a more attractive setting to heritage assets, improving the use of Daimler Powerhouse and its connection to the public, as well as providing desireable new public realm and green amenitiy space.

The layout ensures that the new homes complement the local area's existing scale and urban grain, while modern construction methods and materials guarantee energy efficiency and environmental responsibility.

The appearance and materiality of the development reflects its context, heritage and is in keeping with local character. The proposals create a neighbourhood that offers opportunity for social engagement and a community which will grow and evolve over time. It is in a sustainable location and wil ultimately incorporate energy efficient building fabrics in conjunction with renewable energy technology to reduce the carbon impact and demand of the development.

The design has considered issues of accessibility and security by creating a welcoming and inclusive environment, with all homes designed to be adaptable to the needs of residents at different life stages. The development has also been progressed in discussions with Coventry City Council to create an attractive and integrated scheme with a strong sense of place, that notably looks to the future but reflects the site's heritage.

In conclusion, this residential development is a thoughtful and responsible urban village, balancing growth with sustainability and community values. It aims to enhance the local area, providing much needed housing while maintaining the site's history and integrity.

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