4.6 Character and appearance

To realise the vision set out above, the design challenge has been to create a range of house typologies that support family living, while responding to the constraints and complexity of the sites that have been assembled for the project, including the need for houses that have two active frontages - one to the main street, and the other to the ‘garden mews street’.

It has been important to find strong elements within the design solutions to create cohesion between the sites, so that the beginnings of a distinctive ‘place’ can come forward. The strong elements in the scheme are the brick colour and contrasting white tones picked up from the Civic Centre building. These have been re-interpreted in the palette of white and brown/red bricks in the facades. Reaching the right balance between activity supporting the streetscape, and privacy to support family living, is also key to the success of the scheme and the designs have focused on providing new attractive mews streets as well as strong frontages to the main roads. These interfaces will be the ‘face’ of the development and provide a strong identity for the place that is being created.