

GULSON ROAD, COVENTRY

WELCOME

Welcome to our public consultation event for the new, purpose built student residence building, proposed at the existing “Buildbase” site on Gulson Road, Coventry, CV1 2HQ.

The population of Coventry rose by 2.2% over the past year, ahead of the average of 0.9% across the rest of England. Part of this increase has been due to the increasing student population at Coventry University, with each new intake up by 10% each year for over the past 5 years, and at the University of Warwick, saw its intake rise by an average of 6.5% over the same period.

The overall increase in population has put pressure on housing across the city. By building high density, purpose built student accommodation, we can reduce pressure on the city’s housing stock by freeing up housing that would have otherwise been rented to students.

Gilltown are seeking to redevelop the site to provide a new build student accommodation scheme for use by Coventry University.

The scheme will provide a total of 464 student bed spaces with supporting facilities. If built, this would potentially free up about 130, 3 or 4 bed family homes. To provide for students coming from a range of backgrounds, the rooms will be split between affordable study bedrooms, “cluster” flats sharing kitchens, more private studio bedrooms, and larger deluxe bedrooms. All students will have the use of shared common rooms, study rooms and landscaped areas, including upgrades to the public realm. Students will be supported by on site staff, maintenance and back-of-house services.

We have developed our designs up to a point and would now appreciate your comments and opinions on how we might develop them further. The presentation boards show how we intend to plan out the site, the landscaping and appearance, and both the developer and project architect will be on hand to answer any of your questions.

Gilltown is a company that brings together specialists in the property and student accommodation markets, drawing on years of experience and delivery of numerous student schemes and residential developments across the UK.

The company finds land, sources funding, and manages the entire development process from the first architect's sketches to final completion when the development is released to the investor. Paul, with many years' experience in property, has overseen dozens of student projects with a current tally of more than 5,000 units.

Gilltown's high profile industry contacts frequently put the company in touch with A-grade opportunities. Subsequent funding comes from a variety of sources including overseas investment managers, asset managers, and UK annuity and pension funds.

Stride Treglown is an employee-owned award-winning practice of architects and design related specialists based in nine UK offices. Established in 1953, we are a collaborative and sustainable practice full of talented people.

We design projects for our clients that offer more value than they expect and pride ourselves on our reputation for professionalism, for building close client relationships and for outstanding service delivery.

Our goal is to leave a positive legacy and make a long term difference for the communities in which we operate as well as for our own people. We recognise the implications of our consultancy have far greater environmental and social impact than our own operation as a business. We believe in working together. As a team with our clients, consultants, stakeholders and the local community we can achieve so much more.

We design for life, creating inspiring places for people.



Gilltown

STRIDE TREGLOWN



- 10 minute walk
- Gulson Road Site
- Coventry University Buildings
- Halls of residence

Map of City of Coventry showing the proposed site and University buildings

GULSON ROAD, COVENTRY

THE SITE

The proposed site is located at Gulson Road, Coventry, West Midlands, referred to throughout this report as the 'Gulson Road Site'. It is located within the Coventry City Centre.

The site is 0.43ha in area, and is 300m east of the Coventry ring road. It measures approximately 50 x 88m, and is bounded by Vecqueray Street to the east and Gulson Road to the south.

The proximity of the Gulson Road Site to Coventry University puts most buildings within a 10min walk through the recently refurbished public realm connecting Gosford Street with Far

Gosford Street. This route is also a linking route for cyclists throughout the city, and to National Cycle routes 52 and 53. Coventry Railway station is located approximately 1300m (20 minute walk) to the south-west, offering good rail links locally and throughout the wider UK rail network.

The Coventry ring road west of the site offers good transport links to the surrounding areas and beyond. Bus stops along Vecqueray Street and Far Gosford Street are all within 2mins walk from site, connecting to the University, through the city, and further afield.

To the north of the site, Far Gosford Street forms the main link to the Coventry University buildings, and provides immediate access to retail, social and entertainment facilities for the students.

The area already hosts an established student community, with the existing Callice Court and Gosford Gate buildings at the entrance to Far Gosford Street, and the new Godiva Place facing the roundabout.



Aerial Plan showing the Gulson Road site



A - View north from Gulson Road



B - View south down Vecqueray Street



C - View east along Gulson Road

GULSON ROAD, COVENTRY

CONTEXT

The site sits at the junction of Gulson Road and Vecqueray Street, the meeting point of the residential suburb to the east, the university estate to the west, the historical Far Gosford Street to the north, and the industrial spur rising from the south.

In establishing a new building at the junction of these areas, we have an opportunity to draw together these disparate styles of building and improve the quality of the public realm.

The site is currently occupied by a builders' merchant. The 2 storey office building runs along Vecqueray Street, while the 2½ storey warehouse follows the full length of the western boundary.

Bounding the site to the north and west is the Callice Court student housing development. Incorporating the historical XL Works buildings, the red facing brick and white render development rises up to 8 storeys including plant space, built up from a ground floor level raised above the street.

On the opposite side of Vecqueray Street, the 2 storey residential terrace is split between private houses and shared Houses of Multiple Occupation. The garage site at the junction of Gulson Road and Vecqueray Street, and its adjoining site, have both secured planning permission to build a 3 and 4 storey student accommodation blocks respectively, mimicking the red brick aesthetic of the surrounding terraces.

The site is 0.43ha in area, is broadly rectangular, measuring approximately 50 x 88m. It rises by 500mm along its long axis and roughly level along its narrow span.

Running up to the northern site boundary is the Far Gosford Street conservation area. While the site does not fall within it, care must be taken to address the sensitive environment we are working near.

The site falls outside of the protected view corridors towards Holy Trinity, Christ Church and St. Michaels and will not impact any of the views towards them.

Site analysis, constraints and opportunities



- Site boundary
- Main route to CU campus
- Conservation area
- Noise source
- River Sherbourne
- Far Gosford Street services
- Sun path
- Noise sensitive



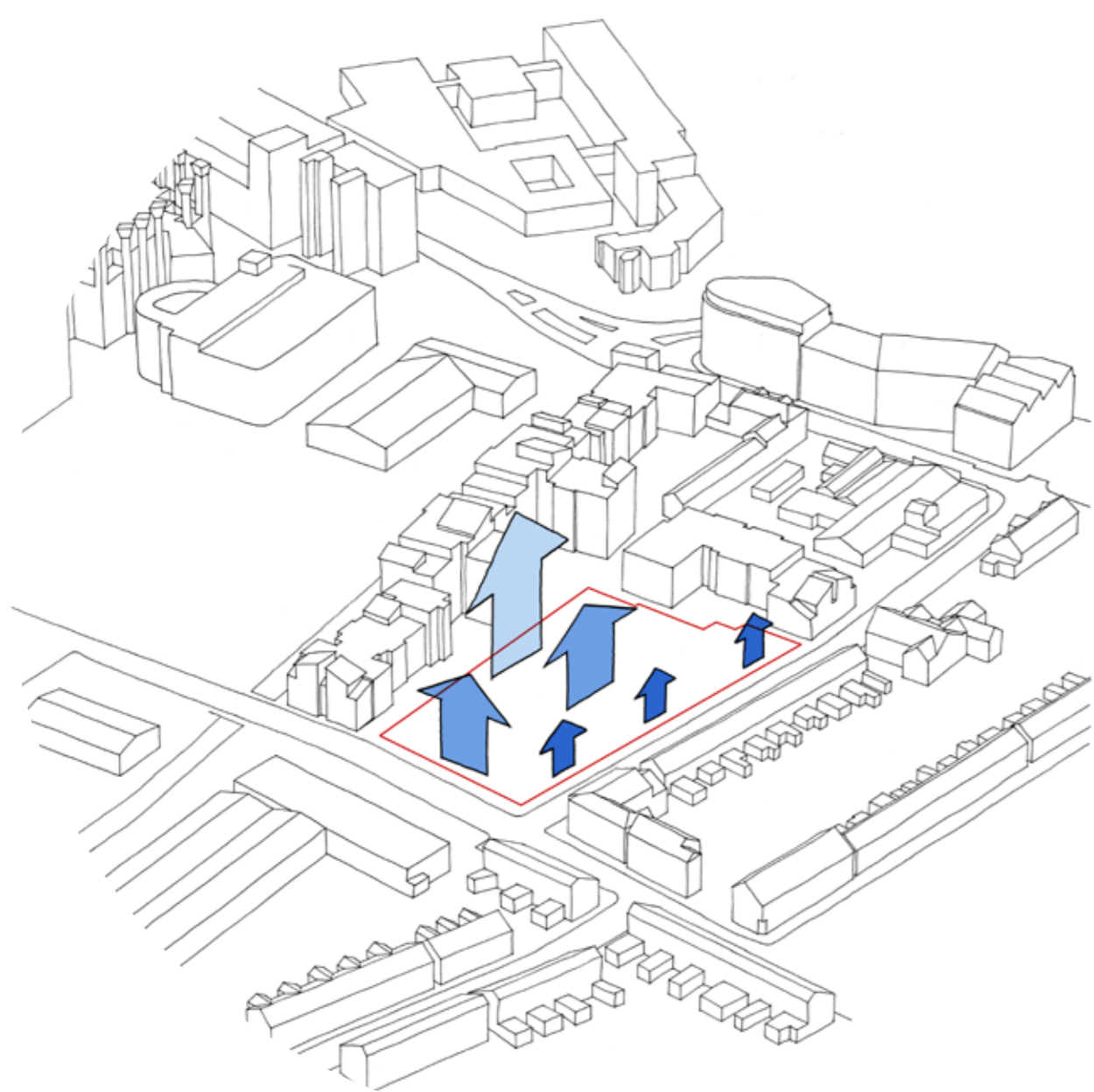
- Proposed site
- 6-10 storeys
- 10 storeys & above

Coventry tall buildings

GULSON ROAD, COVENTRY

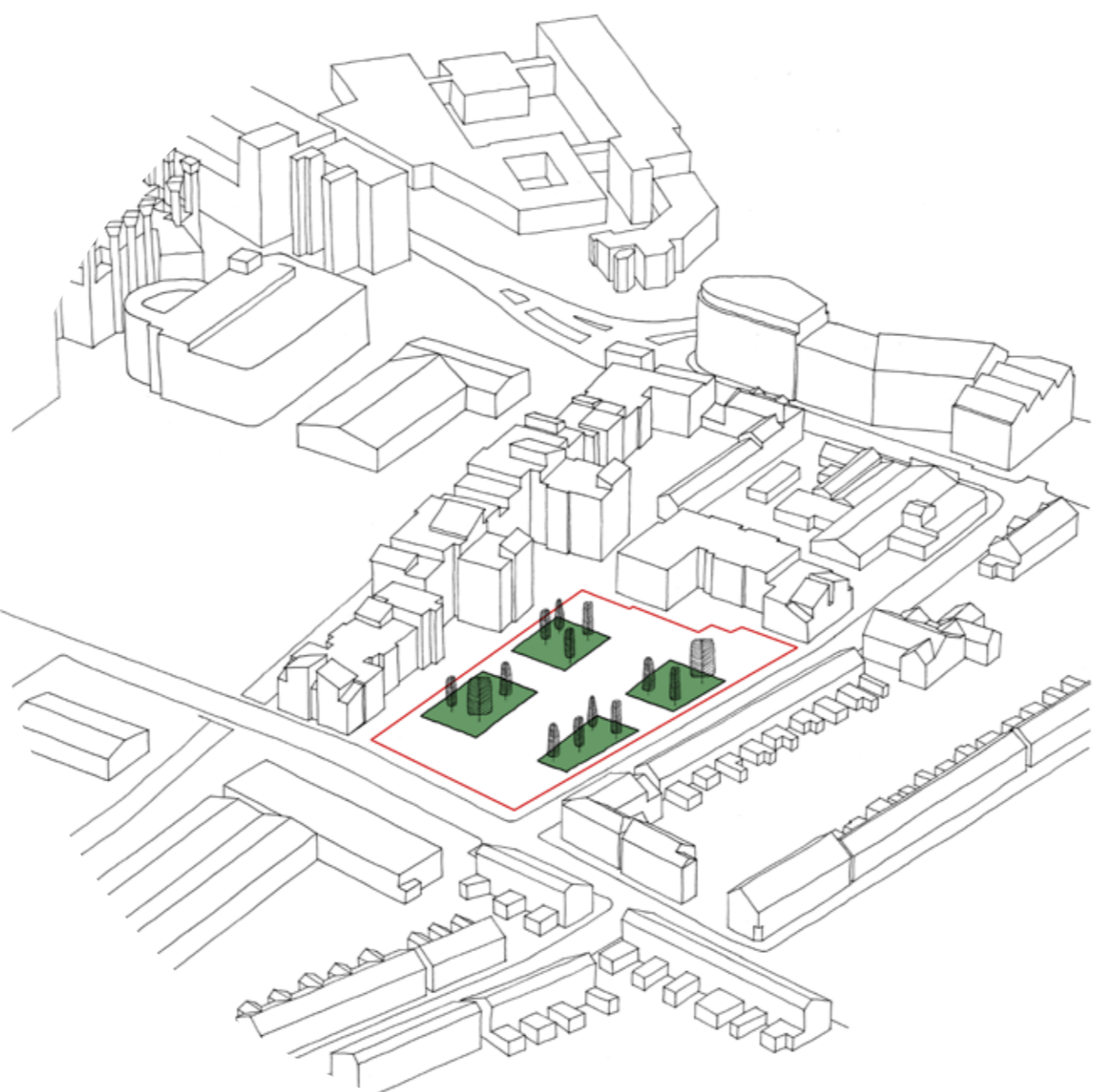
DESIGN PRINCIPLES

From the outset, we have been determined to design a building which works with and enhances its context, rather than propose something which is out of place and is disruptive. We developed a series of principles which would help to anchor the proposals in their setting.



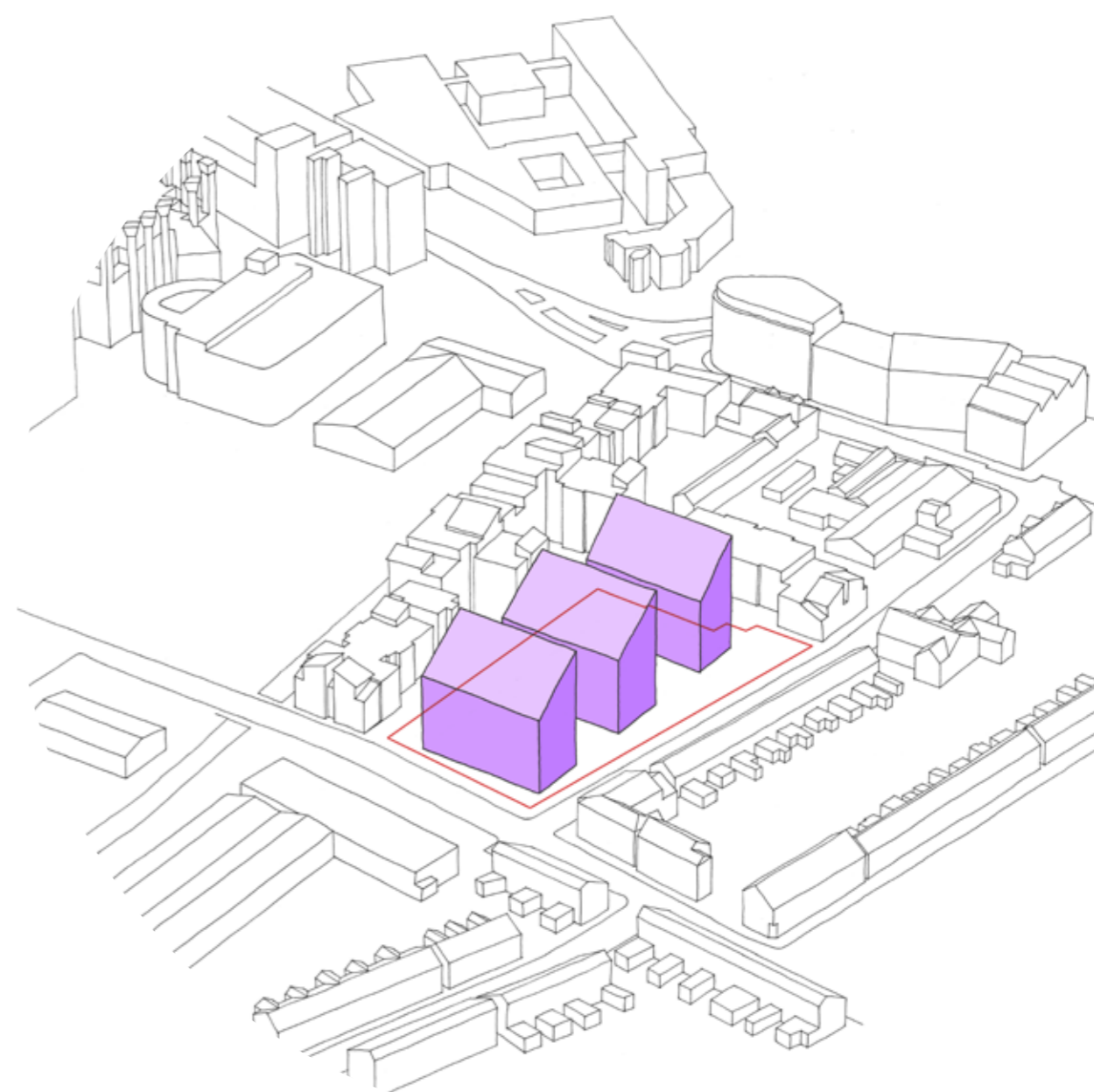
Massing

The proposal should respect the scale of the buildings surrounding it. Any building along Vecqueray Street should step down towards the domestic scale of the terraces opposite. Any taller elements should sit at the back of the site, closer to the existing tall buildings in Callice Court.



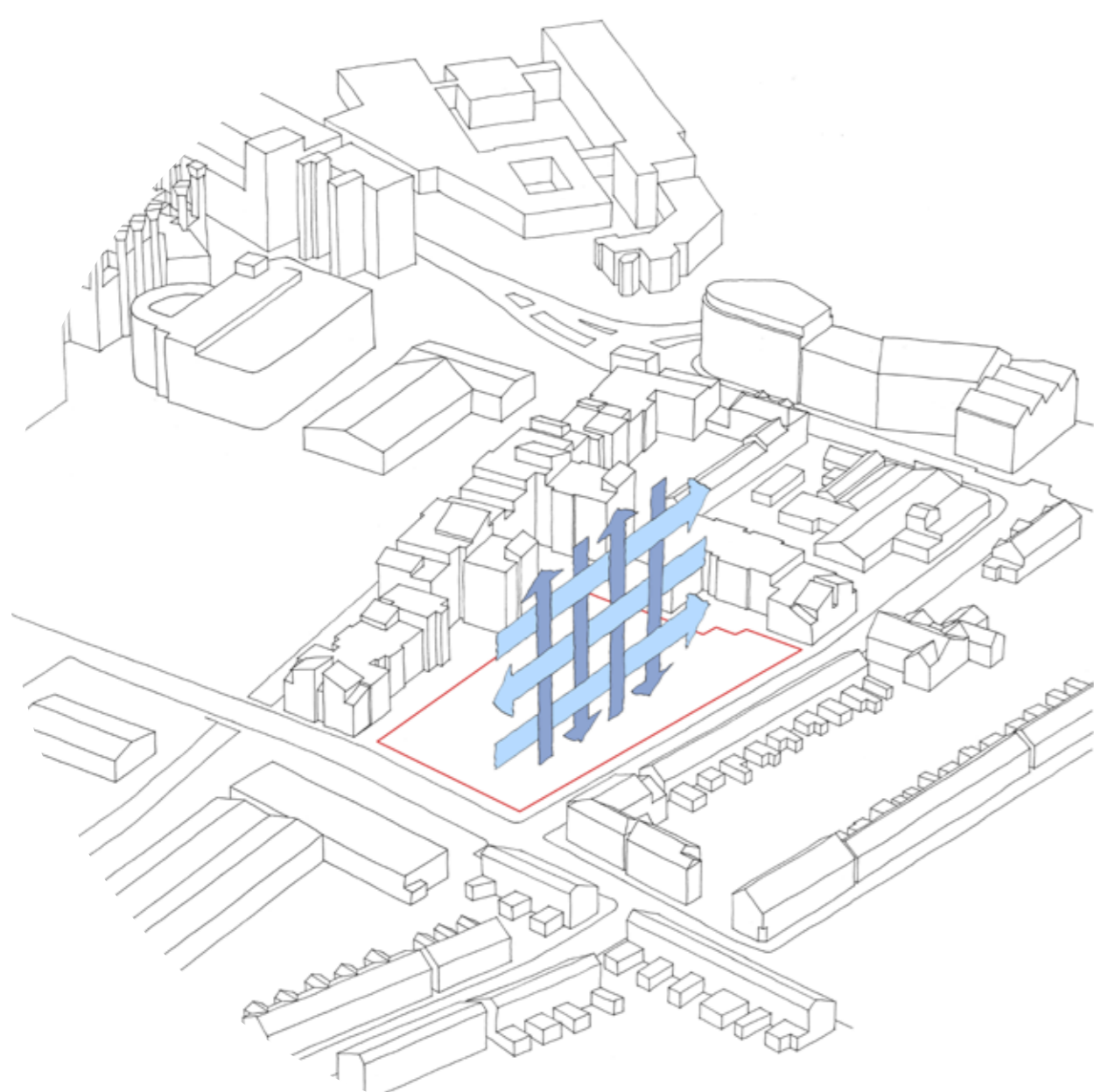
Landscape

Any building should have well designed landscape to be used by the occupants, and improve the appearance of Vecqueray Street. Opportunities for landscaped areas should be used to break up any building along the street. Larger areas should be used to improve the appearance and biodiversity of the street, rather than narrow planting buffers.



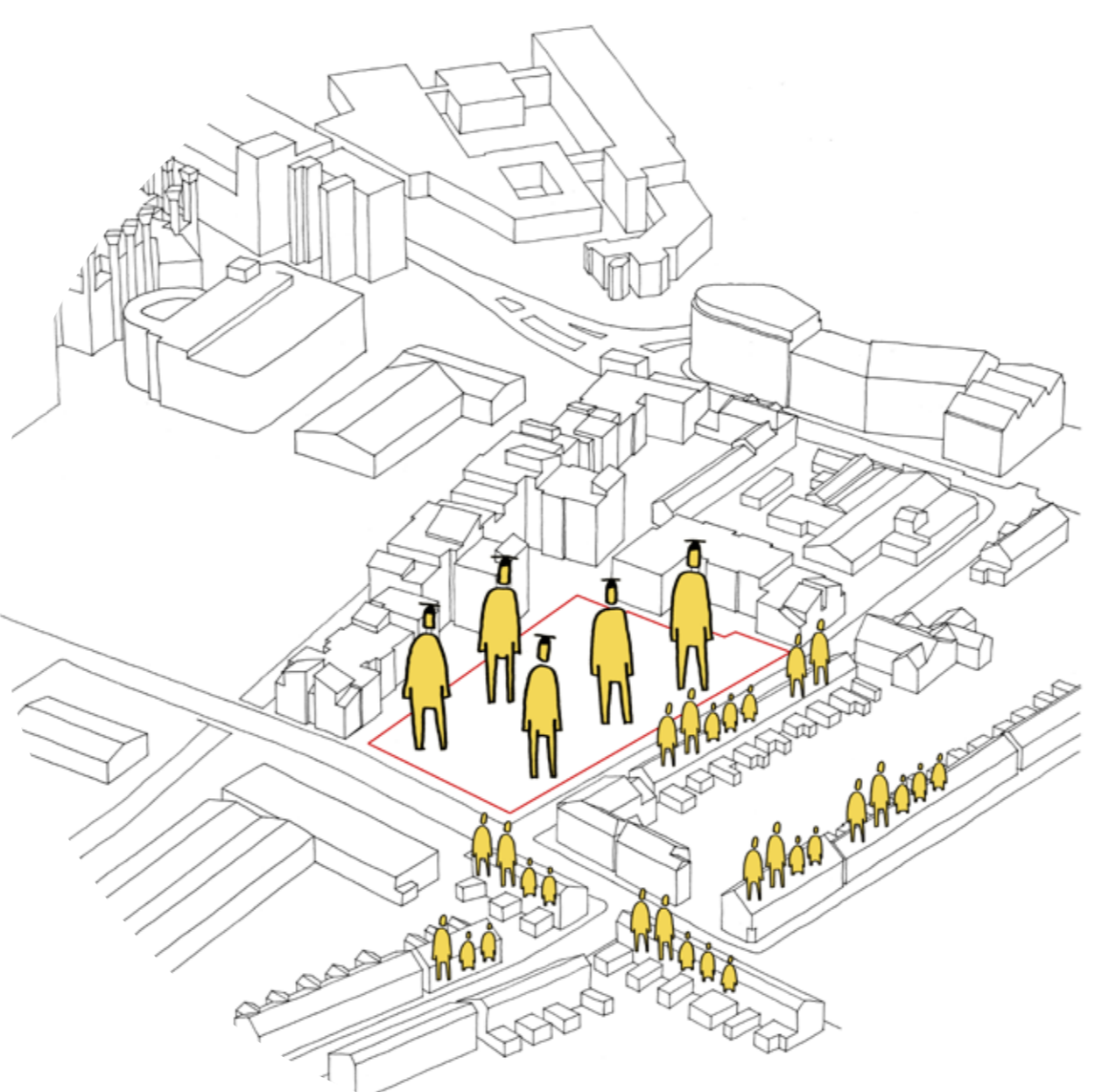
Three Spires

One of the city key motifs, the Three Spires offer a starting point for the development of the site, either as a design cue for development or an opportunity to raise another.



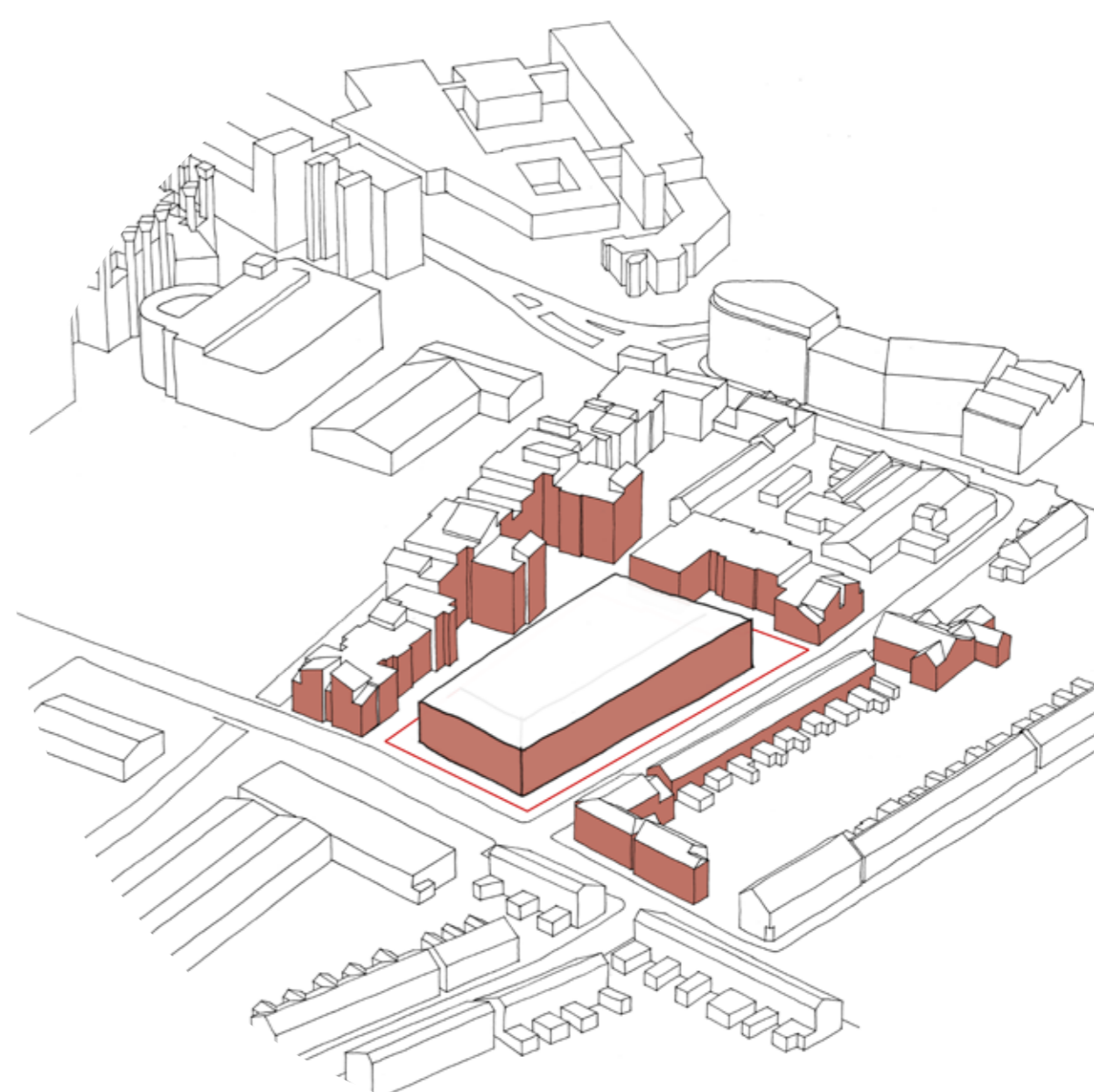
Weaving

The history of weaving has been a significant part of the character of Coventry and Far Gosford Street in particular. It offers a potential motif to link the design and appearance of a new building to historical endeavor.



Students

In bringing students into a site, surrounded by other student residences, the proposal has the potential to reduce pressure on the local housing stock. A 400 bed scheme would release around 120 houses from student letting to the local market, while a 500 bed scheme would release around 150.



Context

The building style and materials should reflect those surrounding the site. The sensitive Far Gosford Street conservation area should not be impacted by a building which seems alien and overbearing to the area.

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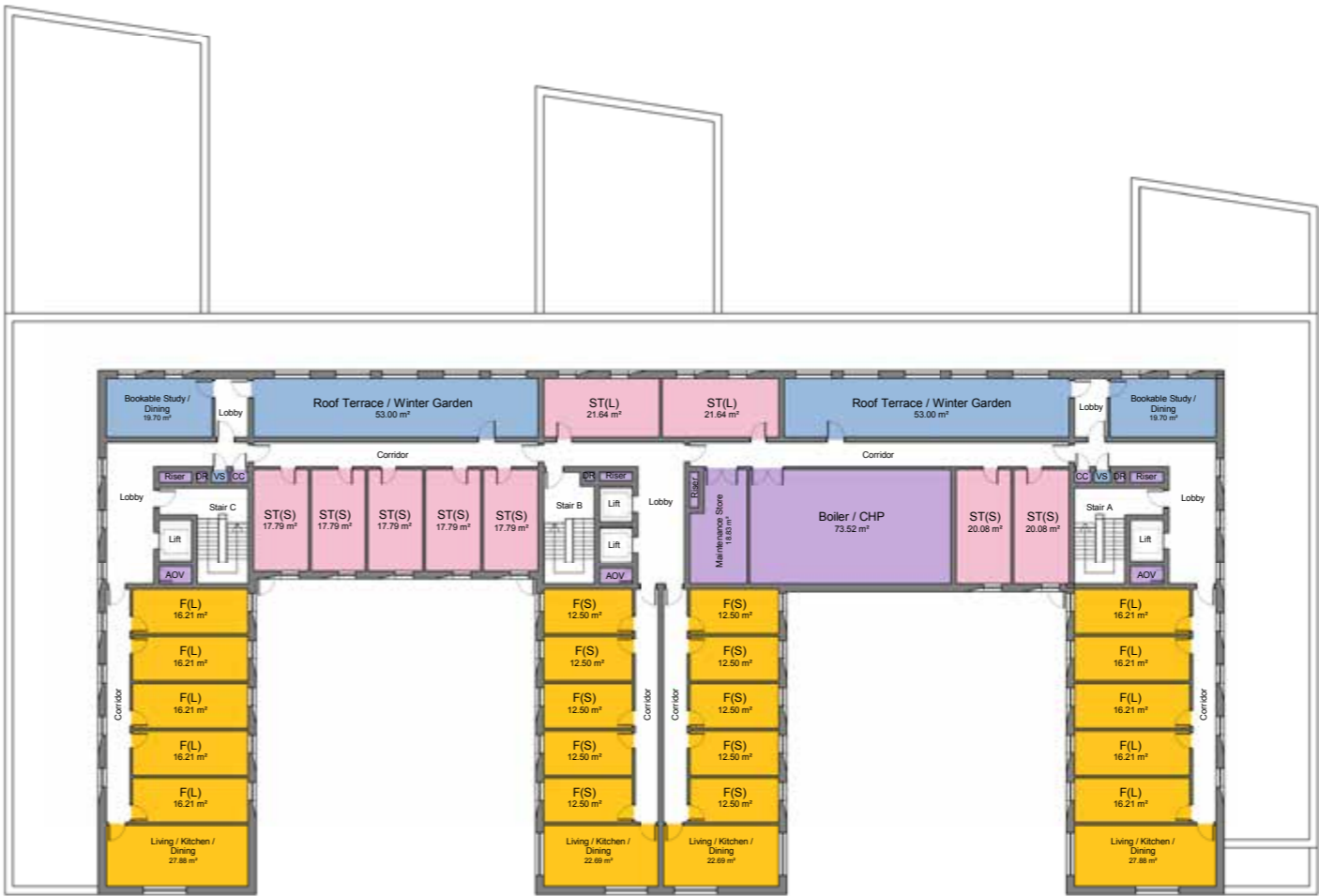
LAYOUT

The building has been designed around 4 landscaped courtyards, providing secure landscaped space for students to use, improving the biodiversity of the area, and introducing trees and shrub planting to Vecqueray Street as a visual asset for the wider community.

Shared common rooms are set along Gulson Road, to bring a sense of activity to an otherwise inactive part of the streetscape, and are drawn into the centre of the site to reduce their impact on the houses along Vecqueray Street.

Where the building meets Vecqueray Street, it steps down towards the domestic scale of the houses opposite, to reduce any sense of overbearing. The building rises up further into the site, stepping back from Vecqueray Street, towards the taller buildings in Callice Court.

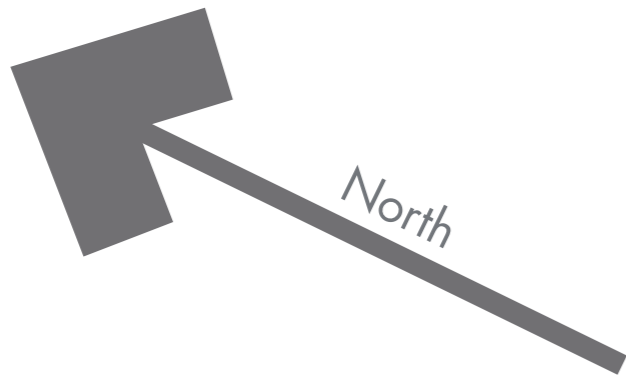
The project has been designed in consultation with Coventry City Council planning department. In repeatedly consulting with their planning, urban design and conservation officers, we have been able to revise our designs to incorporate their feedback.



Typical set-back floor plan



Typical upper floor plan



Ground floor plan

GULSON ROAD, COVENTRY

LANDSCAPE

Any building should have a well-designed and considered landscape scheme that addresses the site needs and aspirations. The introduction of four courtyards and green roof areas to upper levels allows the site to enhance the environment and visual amenity of the local area while supporting local wildlife and biodiversity where possible.

The design references the building forms and uses the theme of weaving elements to underpin the creation of a varied and layered landscape which is multi-functional and both practical and attractive. The design supports and improves local biodiversity by providing features such as bug hotels, bird or bat boxes and nectar rich planting mixes that will benefit pollinators.

Four landscaped courtyards will function as a visual amenity for upper level dwellings, contribute to the improved environment along Vecqueray Street and will serve as interesting and attractive spaces for the student residents and staff to enjoy. The courtyards on the street side will be enclosed with a smart vertical bar black railing allowing views in from the street.

Specimen feature trees will be included to relate the building scale down to street level. The use of pleached hornbeam hedges will provide shelter and structure to the spaces while still allowing views to permeate into the site. Each courtyard will be designed with the specific micro-climate, access and courtyard functions in mind.

Where there are bedrooms on the ground floor the margins are detailed with shrub and herbaceous planting to provide protection and separation to these boundaries. Within the courtyards the planting is lively and colourful using mixes of herbaceous perennials with ornamental grasses to provide seasonal interest.

For the social and resting spaces, curved benches like those found elsewhere on the University campus will provide seating options and environments to choose from. The hard landscape uses a palette of dark, medium and light grey textured blocks, which contrast with buff feature banding.

The building frontage onto Gulson Road includes a narrow margin of public realm which will be finished with high-quality features and will continue the design language of the courtyard gardens. The area to the north end of the building provides cycle parking facilities and service access including a substation at the north-east corner.



Landscape plan

GULSON ROAD, COVENTRY

ELEVATIONS

Weaving together a simple palette of materials adds depth and variety to the elevations. The design and choice of materials are still under development, but the principle of layering colours and textures will help the building sit within the local cultural and material context.

The red brick used in the terraces opposite is a strong design cue, as is the more textured brickwork used on Far Gosford Street. Using a contrasting material or texture in panels or on the set-back floors helps to break up the elevation and reduce the impact of the upper floors.

We are still developing the elevations and would appreciate your feedback on our ideas to date.

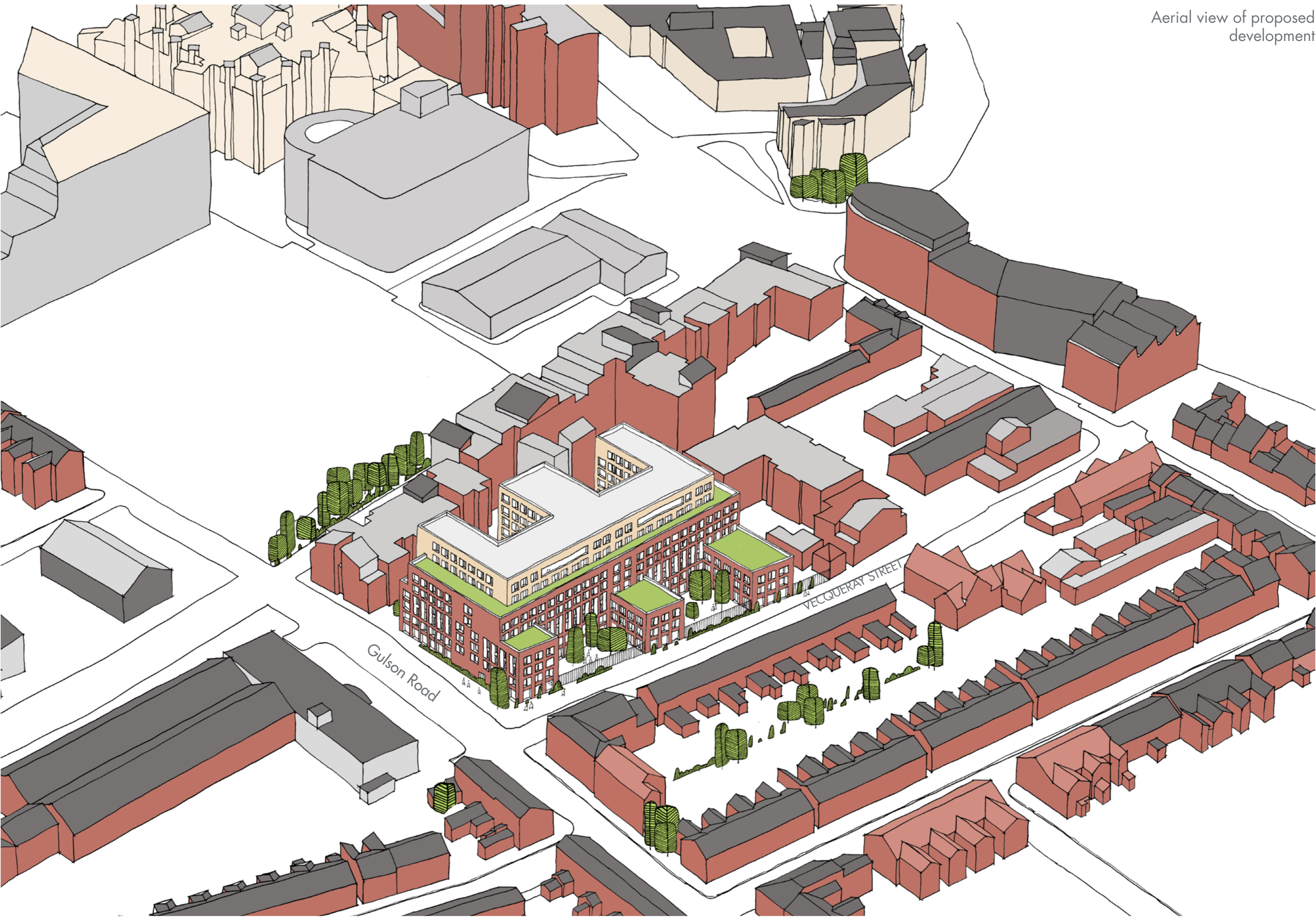
Development elevation facing
Gulson Road



Development elevation facing
Vecqueray Street



Aerial view of proposed
development



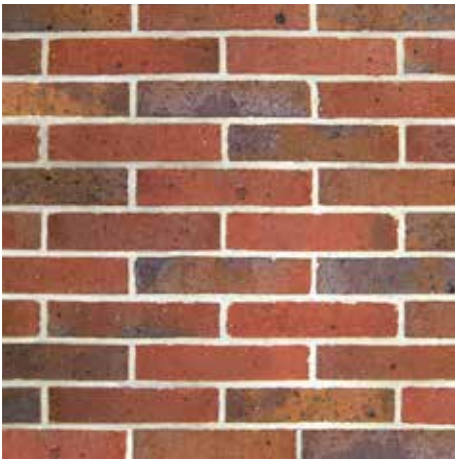
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MATERIAL OPTIONS

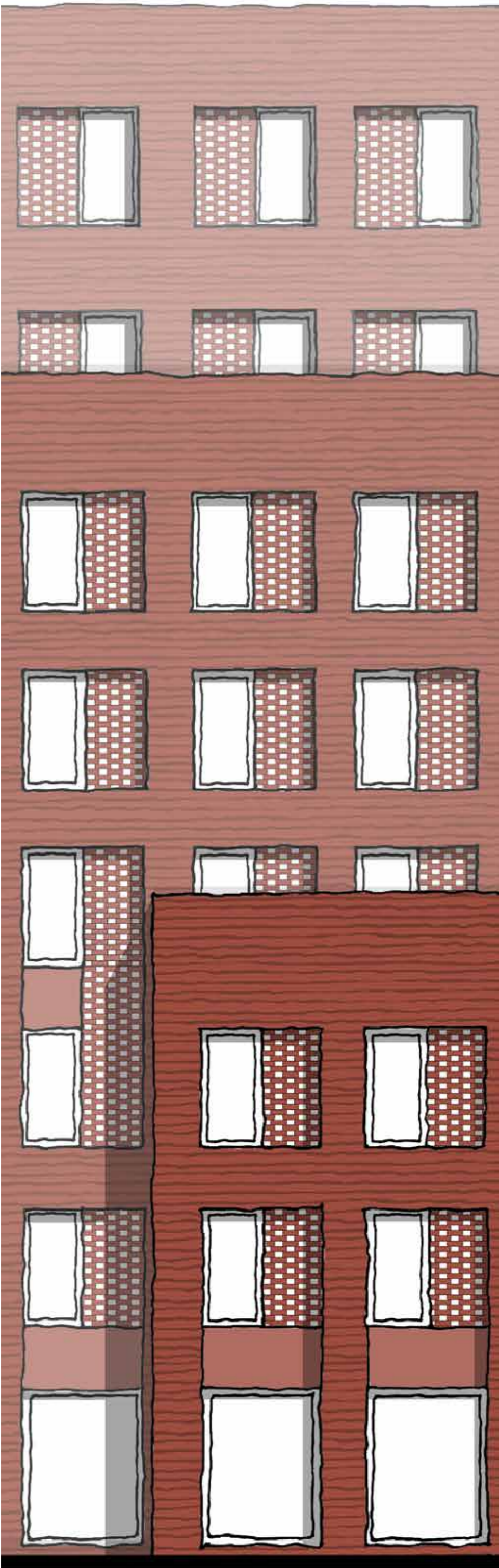
We would like your opinions on how we design the elevations for the building. These are not yet fixed, and some of the options we are looking at for the materials we use to face the building are shown here. Please let us know what you think on the feedback forms or through the website, www.gulsonroadstudents.co.uk.

Option 1 predominantly uses a red brick blend in the elevation treatment. Hit-and-miss brick panels allow secure ventilation to the rooms beyond.

Red brick blend

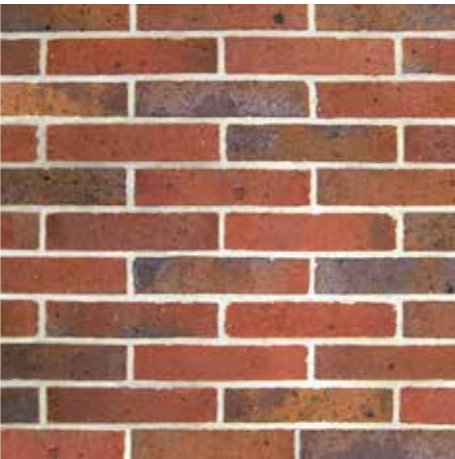


Ventilated brick panel

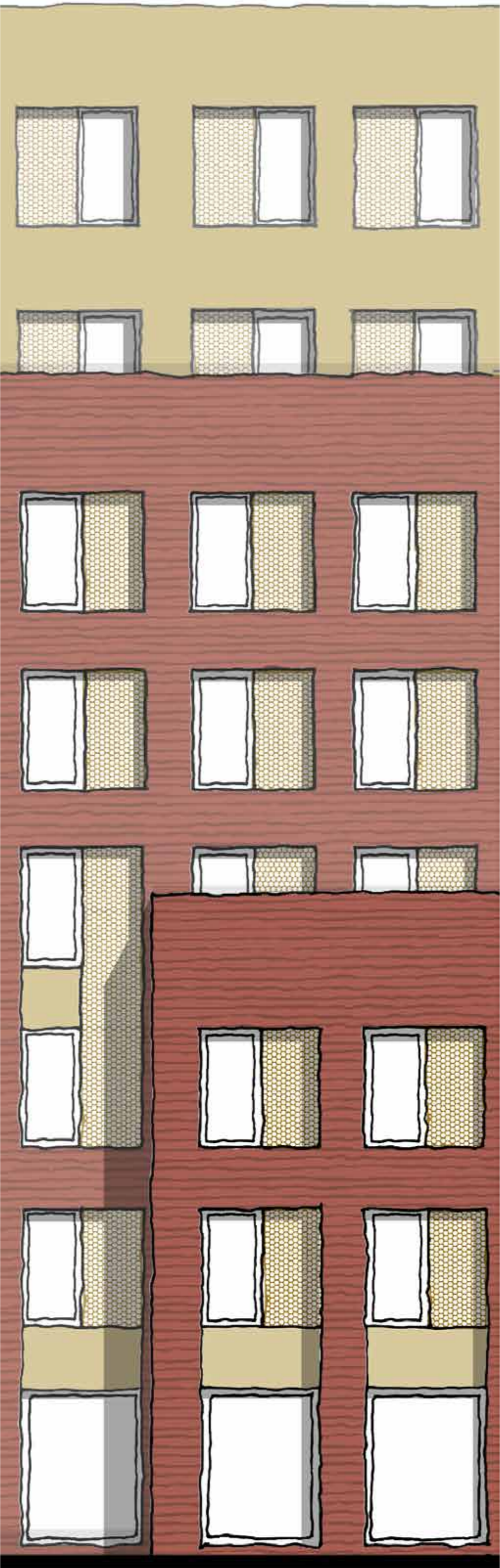
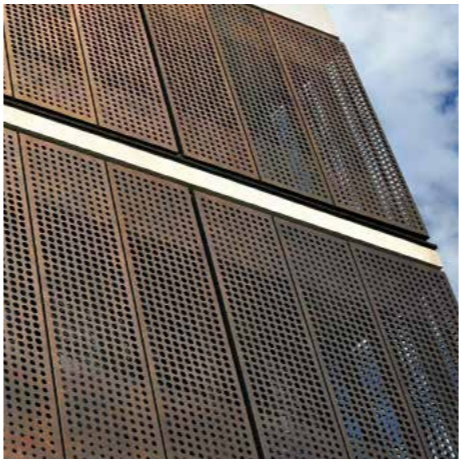


Option 2 uses a red brick blend in the elevation treatment of the lower floors, and a metallic panel on the set back floors. Perforated metal panels in the same colour are woven into the elevation and allow secure ventilation to the rooms beyond.

Red brick blend

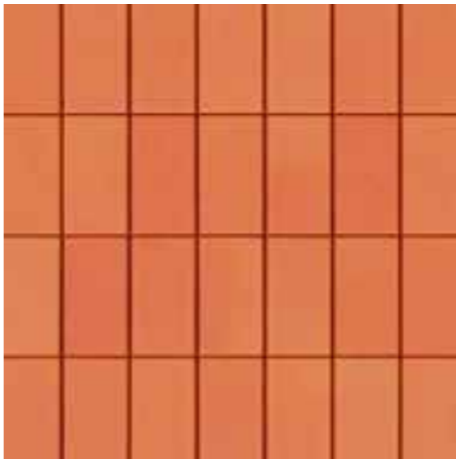


Perforated metal panel



Option 3 uses terracotta panels in the elevation treatment of the lower floors, and a metallic panel on the set back floors. Perforated metal panels in the same colour are woven into the elevation and allow secure ventilation to the rooms beyond.

Terracotta tiles



Perforated metal panel

