

02 DESIGN STRATEGY

EXISTING SITE CONSTRAINTS

The proposed development is designed to integrate seamlessly with the existing built fabric and permitted schemes, contributing positively to the surrounding landscape. The layout is informed by the site's natural and cultural features, enabling a high-quality, landscape-led development.

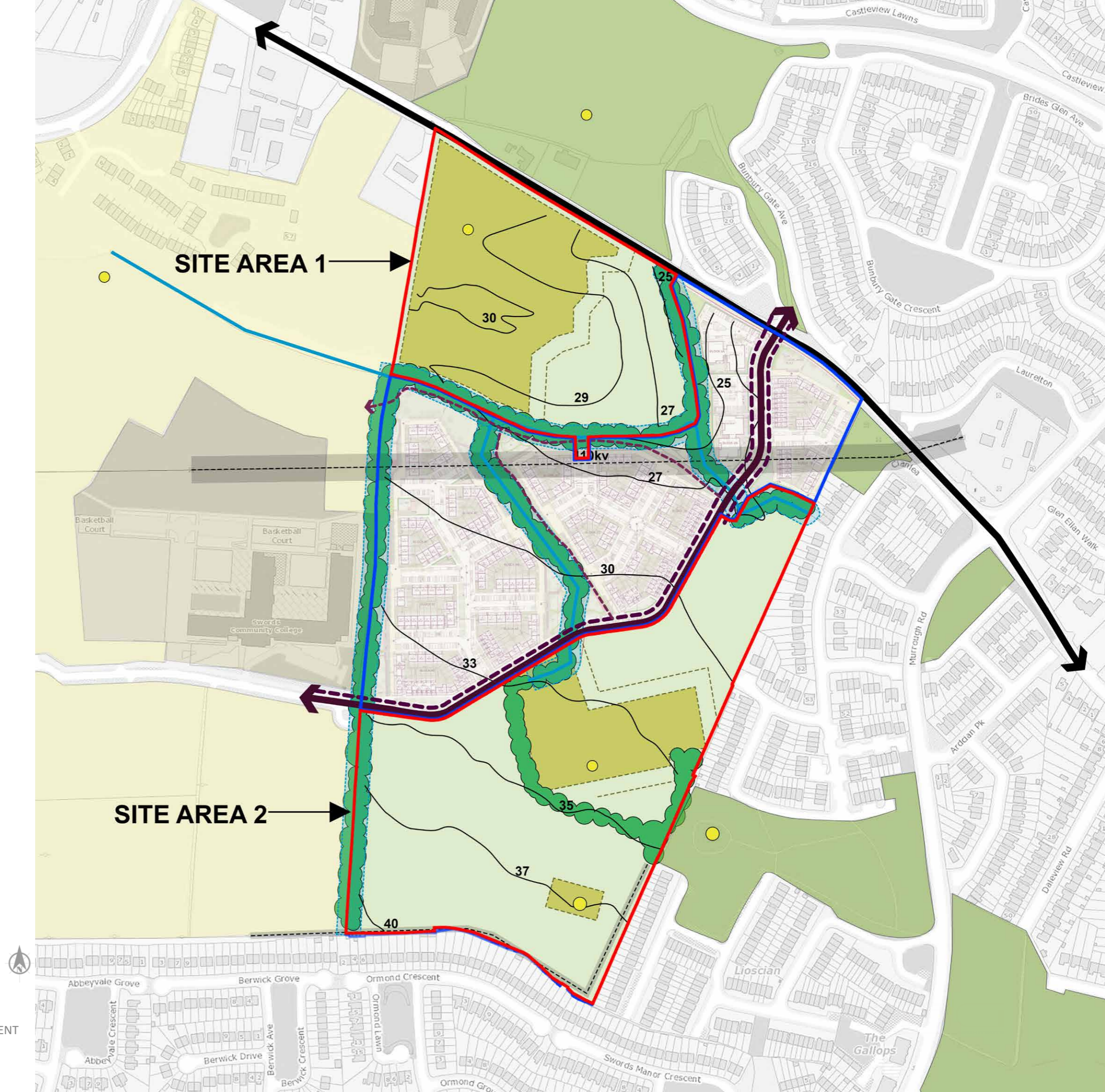
Key site constraints and features include:

- A riparian corridor with mature trees, hedgerows, and ditches along the southern and eastern boundaries of Site Area 1, extending into the western boundary and centre of Site Area 2.
- Archaeological sensitivity, with one area in Site Area 1 and two areas in Site Area 2 containing significant remains requiring in situ preservation and mitigation.
- The protected structure St. Cronan's Well to the south of Site Area 2, requiring sensitive treatment and buffer zoning.
- The Phase 1 development at the centre, with its Link Street providing primary access and connectivity between both site areas.

The layout prioritises permeability, sensitive boundary treatments, and integration with ecological and archaeological features, preserving key assets while reinforcing the character, legibility, and distinctiveness of the proposed residential scheme.



FIG: EXISTING SITE CONSTRAINTS



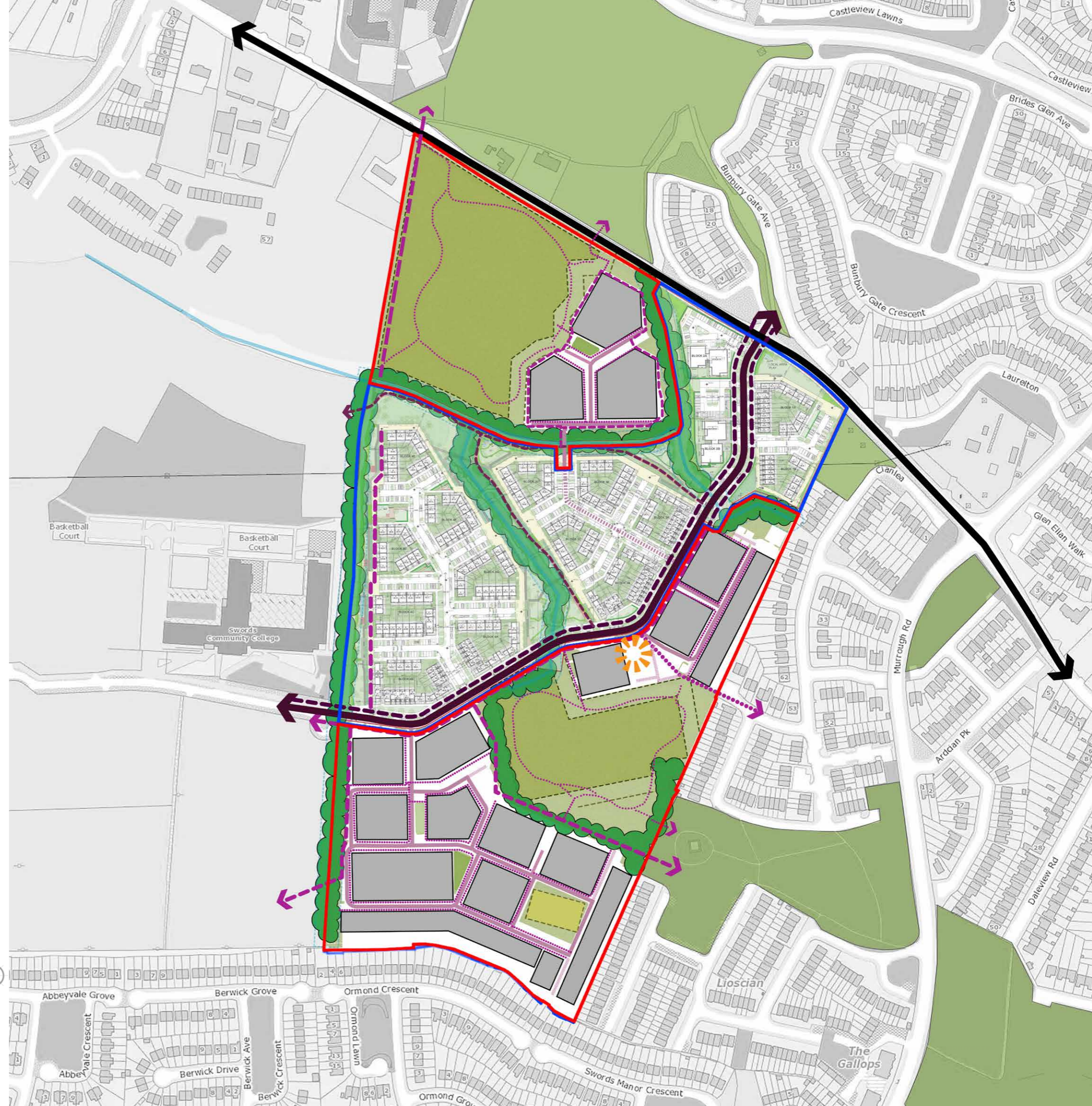
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PROPOSED CONCEPT

The proposed development is guided by national and local planning policy and the Mooretown Framework Plan, delivering a scheme aligned in design, scale, and urban structure with its context. A diverse mix of residential typologies supports a balanced community, including a high-density 4–5 storey apartment block located adjacent to a 2 storey crèche along the Link Street to enhance street activity and accessibility. Continuity with Phase 1 is maintained through similar house types in central areas, while an alternative typology is positioned to the east and south, providing a different character. By providing variety in the form of scale, typology, materiality and public realm design, smaller neighbourhoods will be formed within the overall scheme.

- SUBJECT SITE BOUNDARY
- LAND WITHIN THE APPLICANT'S OWNERSHIP
- AREA WITH SIGNIFICANT ARCHAEOLOGICAL REMAINS
- EXISTING TREES/HEDGEROWS
- WATER FEATURES/DITCHES
- RATHBEALE ROAD
- LINK STREET
- DEDICATED CYCLE ROUTE
- PROPOSED LOCAL STREET
- PROPOSED SHARED SURFACE
- POTENTIAL FUTURE LINKS (SUBJECT TO AGREEMENT)
- PROPOSED PEDESTRIAN ROUTE
- PROPOSED URBAN FORM
- PROPOSED CRECHE
- OPEN SPACES

FIG: PROPOSED CONCEPT



02 DESIGN STRATEGY

OPEN SPACE LINKAGE

The layout is landscape-led and heritage-responsive, with open spaces positioned around retained ecological and archaeological features, protected by buffer zones and overlooked by surrounding homes to ensure passive surveillance. Units are oriented to maximise natural light, promoting energy efficiency and a pleasant living environment.



FIG: VIEW OF RATHBEALE ARCHAEOLOGICAL PARK SOUTH



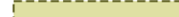


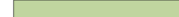



-  SUBJECT SITE BOUNDARY
-  LAND WITHING THE APPLICANT'S OWNERSHIP
-  AREA WITH SIGNIFICANT ARCHAEOLOGICAL REMAINS
-  EXISTING TREES/HEDGEROWS
-  WATER FEATURES/DITCHES
-  EXISTING OPEN SPACES/PARK
-  PHASE 1 OPEN SPACES
-  PROPOSED OPEN SPACES (PHASE 2)
-  OPEN SPACE LINKAGE

FIG: OPEN SPACE LINKAGE



02 DESIGN STRATEGY

SITE PERMEABILITY

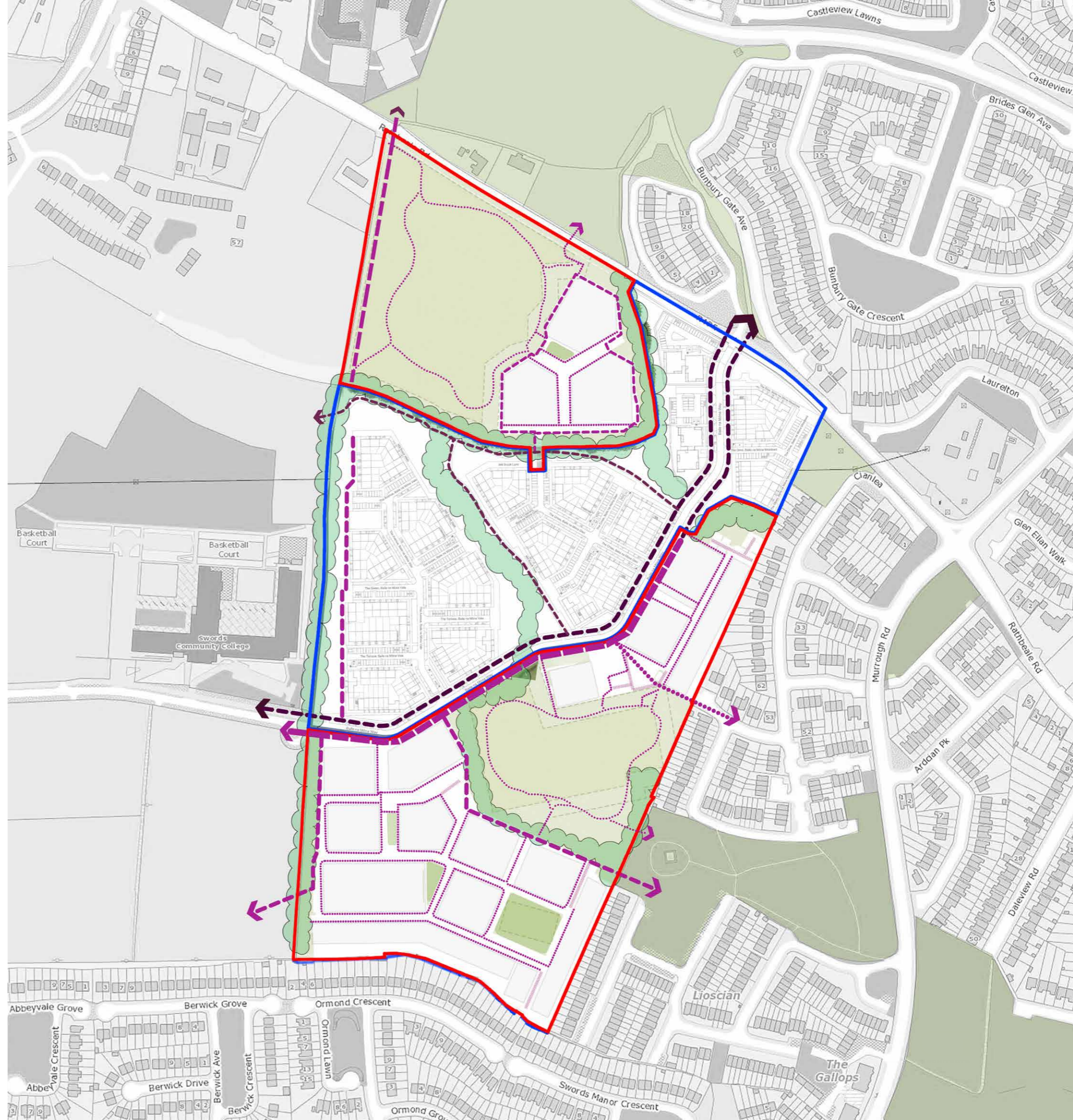
Permeability is a key principle, with pedestrian and cycle movement prioritised. Dedicated cycleways, dedicated footpaths and shared cycle/footpaths along the Link Street, combined with a network of pedestrian-friendly routes throughout the site, create a legible, inclusive, and active movement framework. Careful attention is also given to protecting the privacy and amenity of neighbouring properties, ensuring a respectful interface. Overall, the proposal delivers a sustainable, well-integrated, and people-focused residential community that reflects contextual sensitivity and long-term placemaking principles.



FIG: VIEW OF ACTIVE TRAVEL ROUTES ALONG THE LINK STREET

- SUBJECT SITE BOUNDARY
- LAND WITHIN THE APPLICANT'S OWNERSHIP
- AREA WITH SIGNIFICANT ARCHAEOLOGICAL REMAINS
- EXISTING TREES/HEDGEROWS
- ACTIVE TRAVEL ROUTES
- PROPOSED SHARED SURFACES
- POTENTIAL FUTURE LINKS (SUBJECT TO AGREEMENT)
- PROPOSED PEDESTRIAN ROUTES
- OPEN SPACES

FIG: SITE PERMEABILITY



02 DESIGN STRATEGY

PROPOSED DENSITY

The proposed development occupies a total area of 14.7 hectares, with a developable area of 8.77 hectares, and has been carefully designed to deliver a well-integrated residential community. The developable area excludes Rathbeale Road, the link street, the area around the creche and the archaeological areas. The layout provides a total of 360 residential units, comprising 305 houses, 20 own-door duplex apartments, and 35 apartments arranged within a 4–5 storey block along the Link Street.



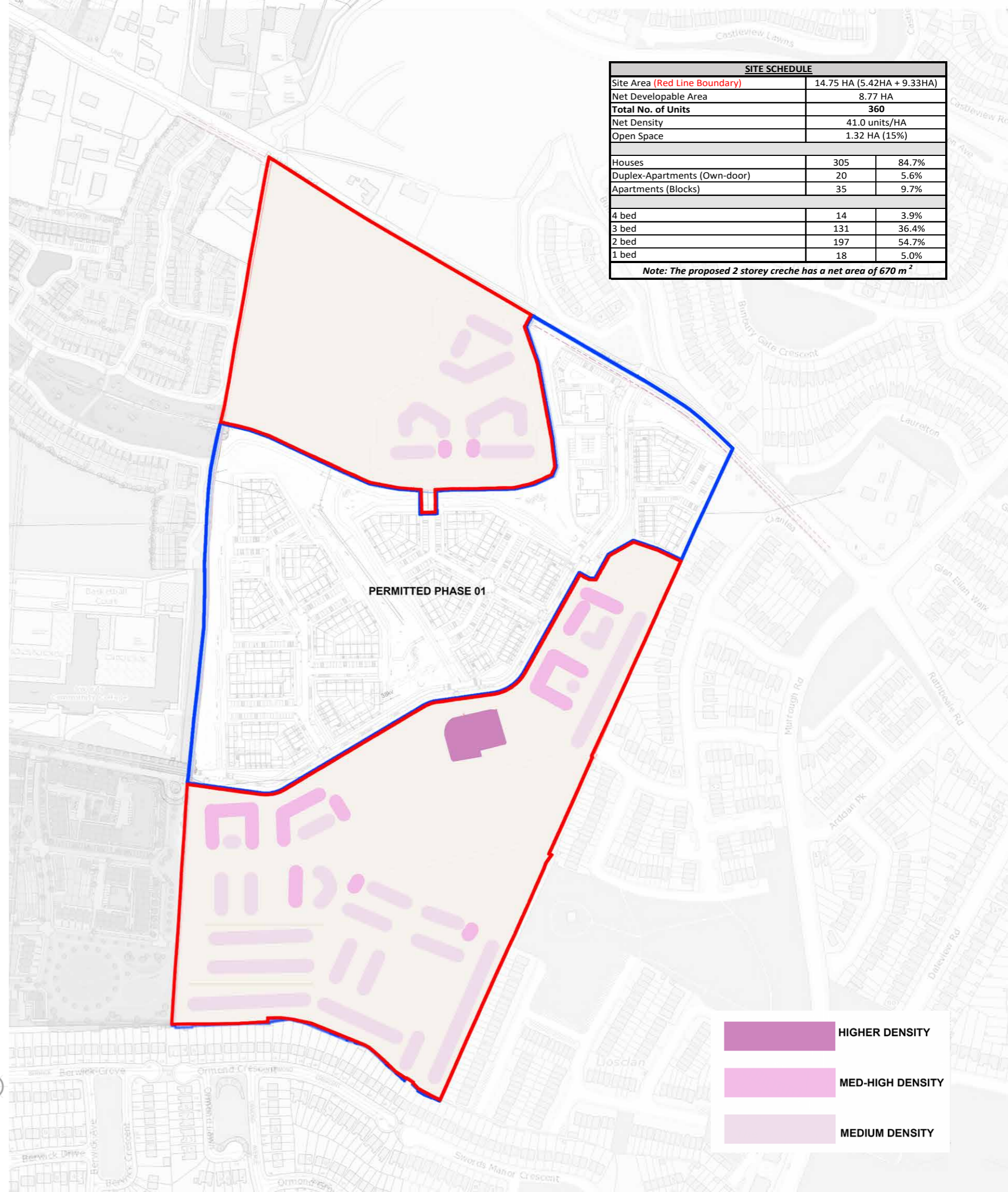
HIGHER DENSITY APARTMENT BUILDING



MED-HIGH DENSITY 3 STOREY TOWNHOUSES



MEDIUM DENSITY TOWNHOUSES



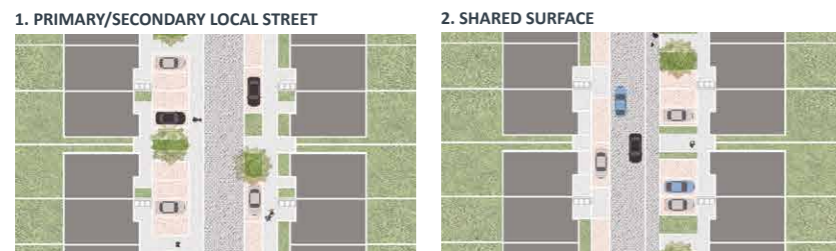
02 DESIGN STRATEGY

STREET HIERARCHY

The proposed circulation network builds upon the road infrastructure established under Phase 1, creating a clear and legible hierarchy of streets that ensures efficient access and movement throughout the development.

The Link Street, delivered as part of Phase 1, functions as the primary access route, connecting the subject lands to Rathbeale Road and to the permitted developments to the west. From this, a primary local street extends into Site Area 1, while Site Area 2 is served by secondary local access points taken directly from the Link Street.

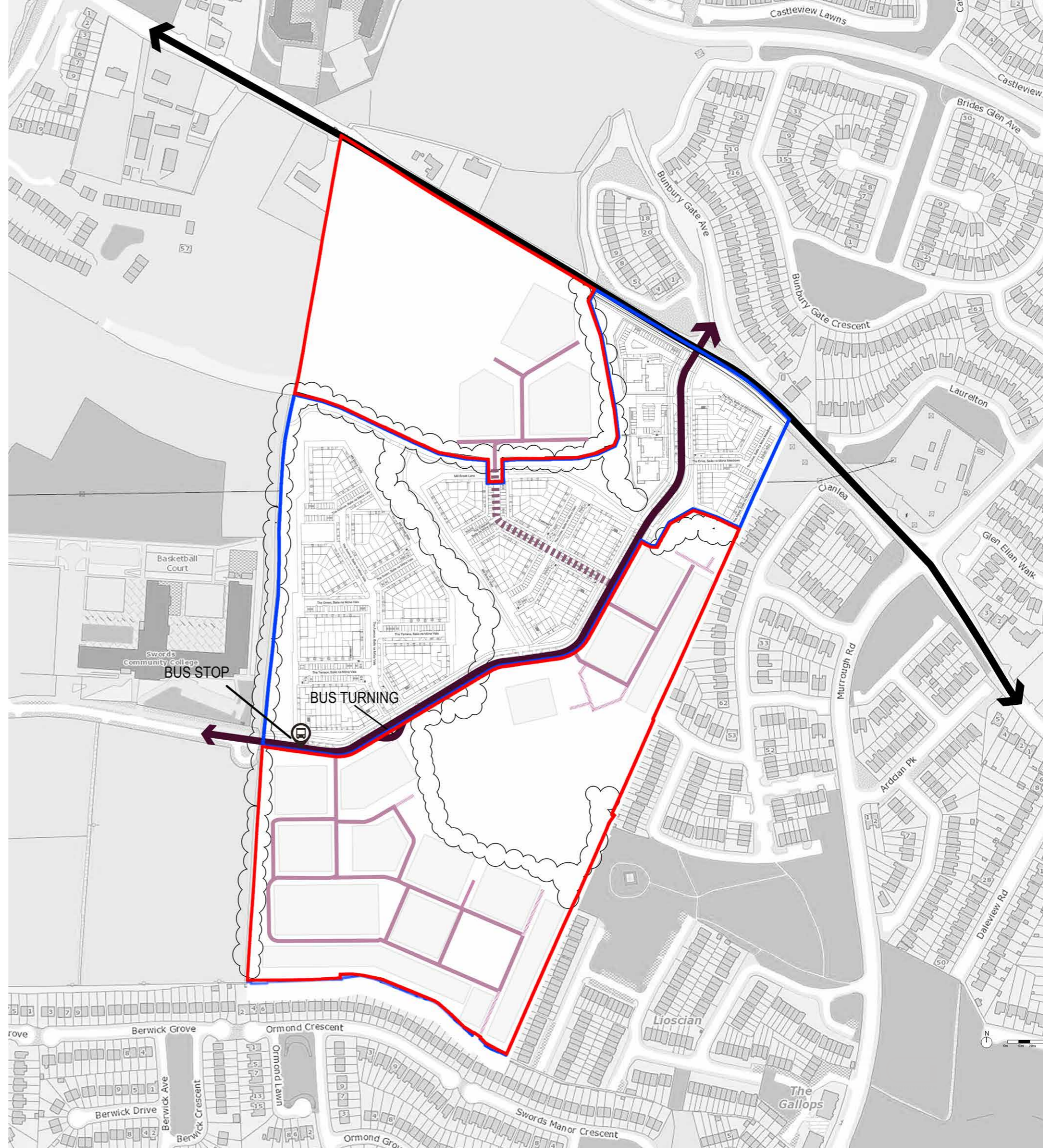
A series of secondary local streets branch from these primary routes, distributing traffic evenly and supporting logical navigation through the neighbourhoods. In addition, shared surfaces are strategically dispersed across the scheme to reduce vehicle dominance, enhance pedestrian priority, and create intimate, community-focused spaces. These areas reinforce permeability, encourage social interaction, and contribute significantly to the overall sense of place.



- PRIMARY/SECONDARY LOCAL STREET FEATURES:**
- 5-5.5m STREET WIDTH
 - ROAD-SIDE PEDESTRIAN PATH
 - PARALLEL PARKING OR IN-CURTILAGE PARKING
 - DIRECT ACCESS TO UNITS
 - INCORPORATING LIGHTING, BINS, PARKING & LANDSCAPING
- SHARED SURFACE FEATURES:**
- 6m OVERALL STREET WIDTH
 - 1.2m + 4.8m SHARED SURFACE
 - IN-CURTILAGE PARKING
 - DIRECT ACCESS TO UNITS
 - INCORPORATING LIGHTING, BINS, PARKING & LANDSCAPING

- SUBJECT SITE BOUNDARY
- LAND WITHIN THE APPLICANT'S OWNERSHIP
- RATHBEALE ROAD
- LINK STREET
- - - - - PHASE 1 PRIMARY LOCAL STREET
- PROPOSED PRIMARY/SECONDARY LOCAL STREET
- - - - - PROPOSED SHARED SURFACE

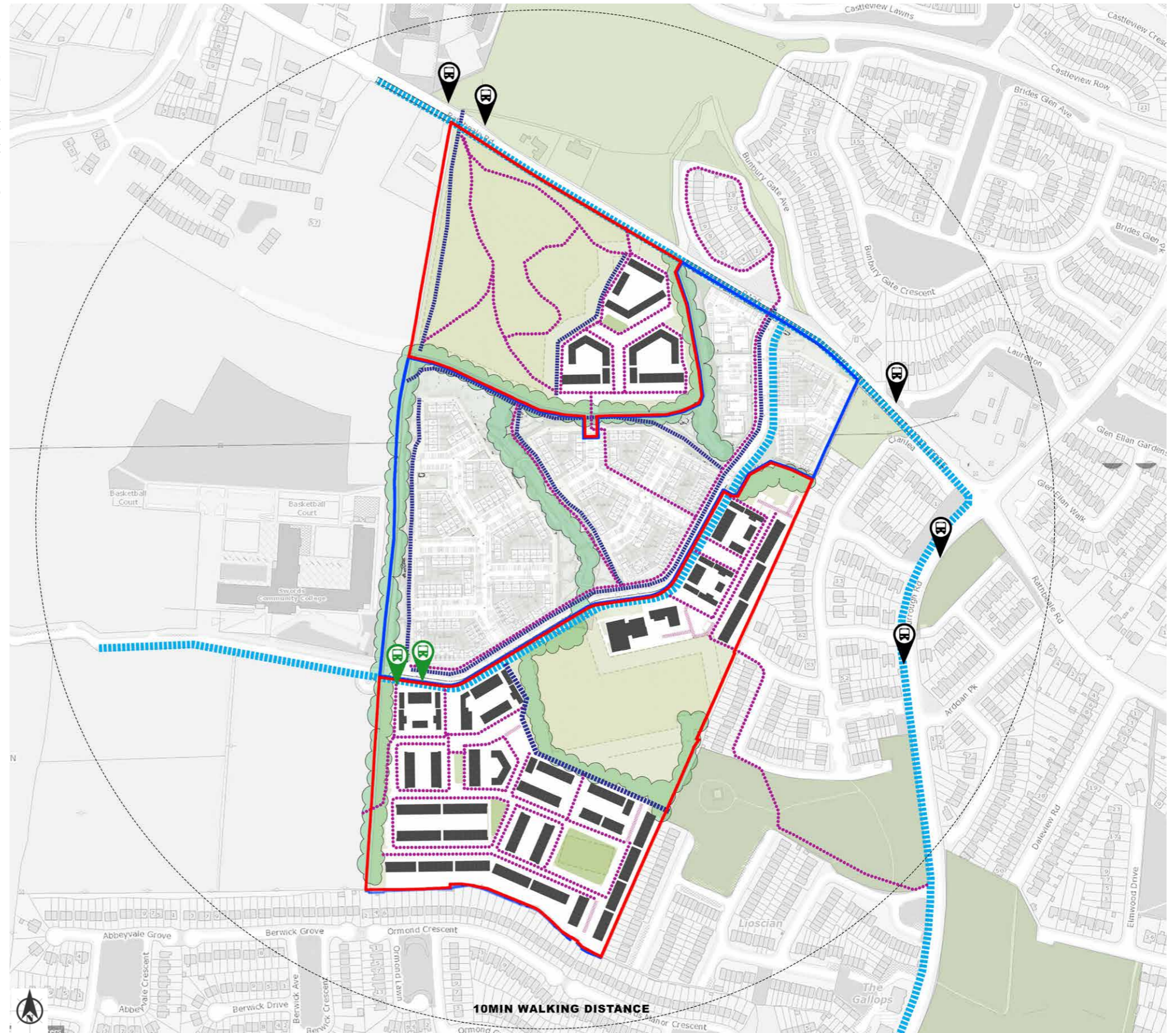
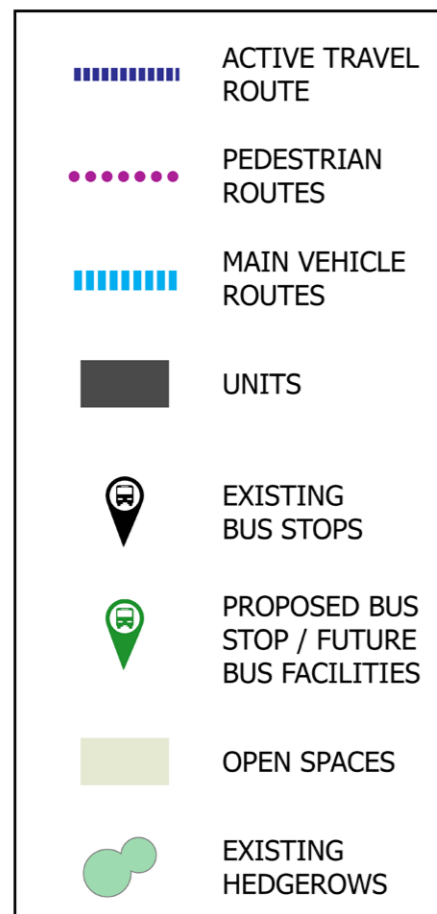
FIG: PROPOSED STREET HIERARCHY



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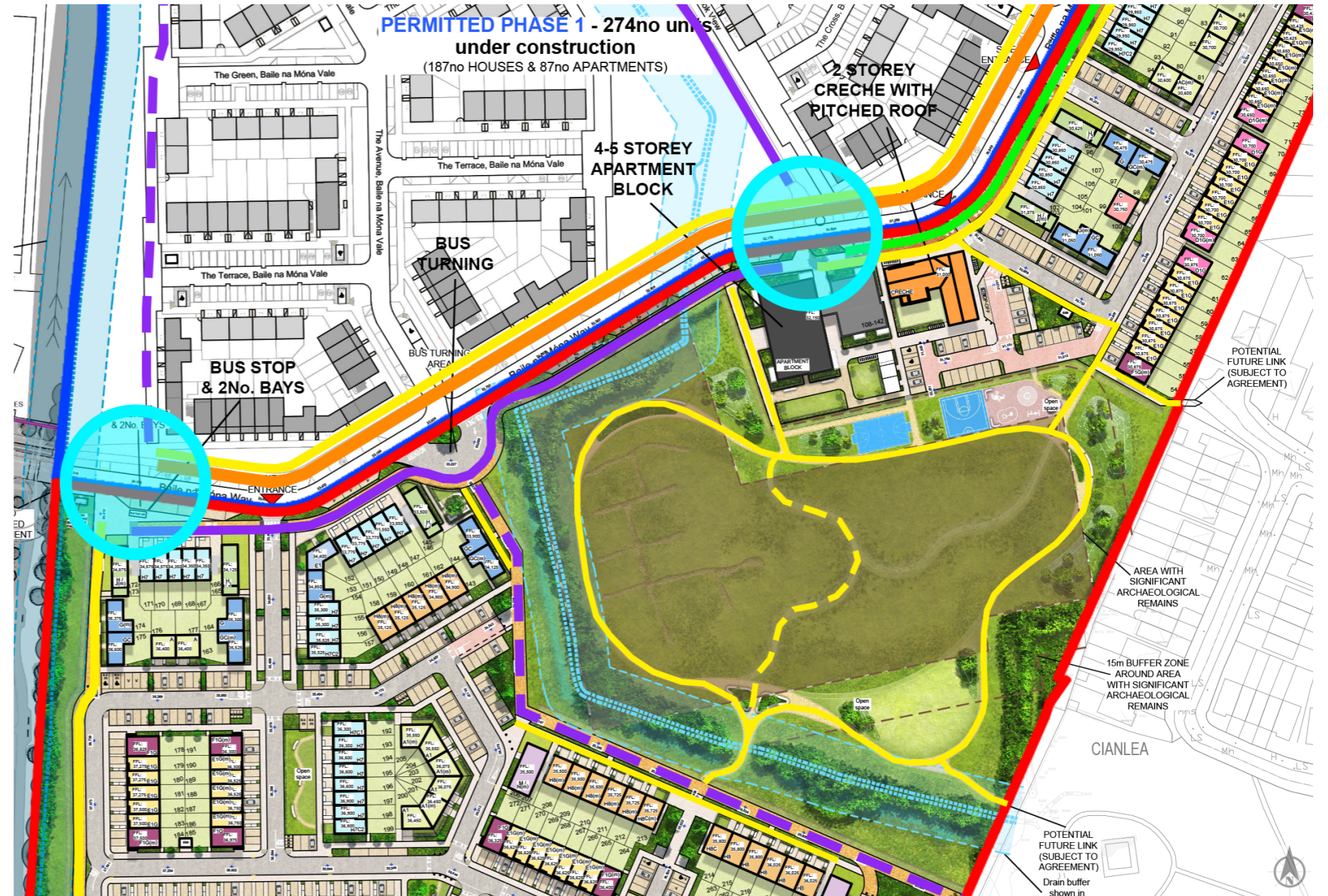
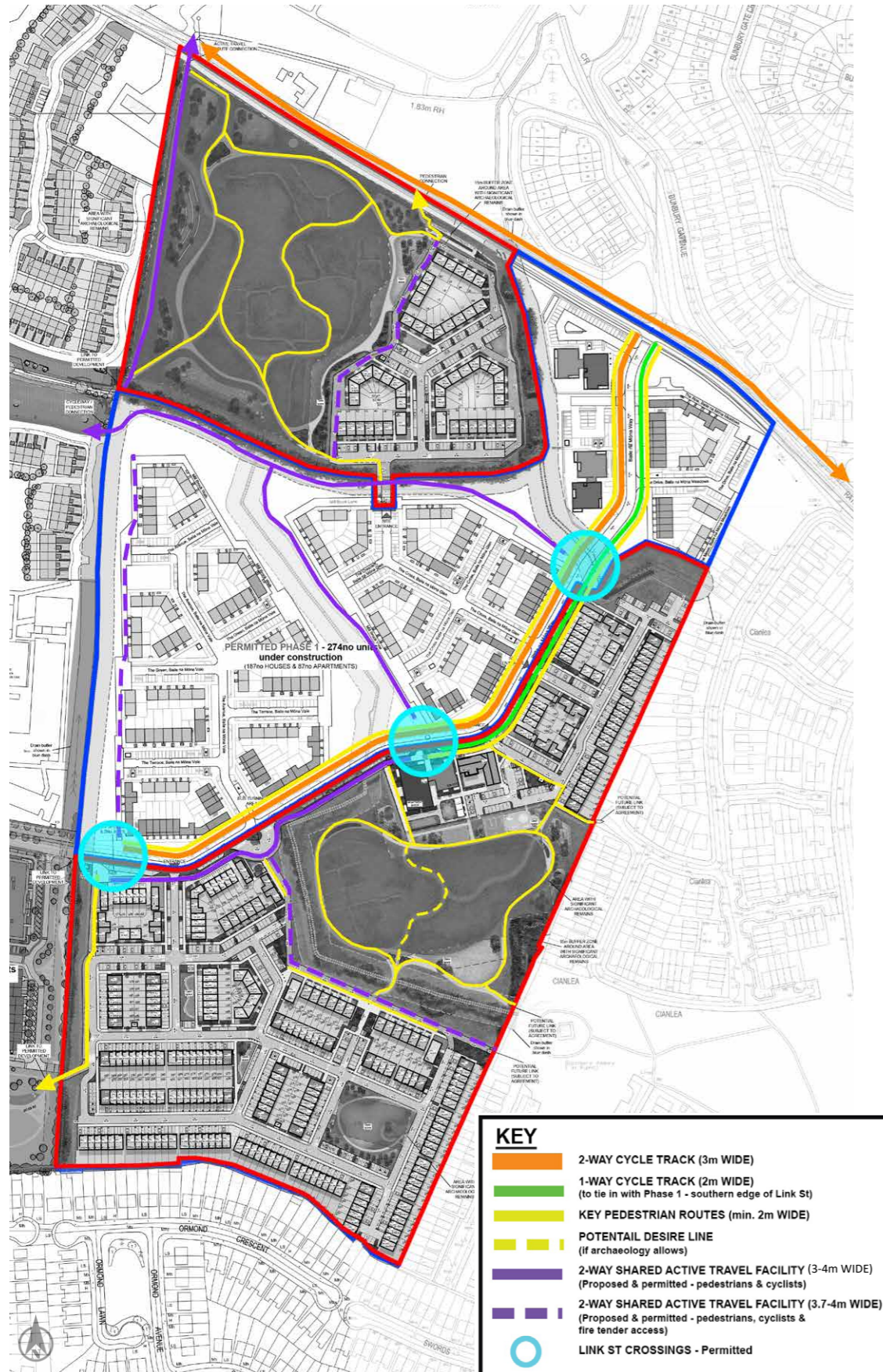
CONTEXTUAL RESPONSE & INTEGRATION

The proposed development positively responds to the surrounding scale, character and urban grain. The scheme integrates seamlessly with established development patterns. Stronger physical and visual connections to adjacent neighbourhoods are established. Continuous movement between the new and existing development is supported through pedestrian, cycle and vehicle links. This enhances the sites connectivity to the wider community and contributes to a cohesive and well-integrated urban environment.



02 DESIGN STRATEGY

PEDESTRIAN & CYCLE STRATEGY



The link street (constructed in Phase 1) running through the middle of the site is designed as a key movement corridor, incorporating shared pedestrian and cycle tracks on either side of the carriageway. This arrangement places active travel at the heart of the development and ensures that walking and cycling are the most direct, convenient, and legible means of moving through the site. By providing generous, continuous routes on both sides of the street, the design accommodates movement in all directions.

The shared tracks seamlessly connect residential areas, public spaces, and key destinations across the wider development, supporting clear desire lines and intuitive navigation. This permeability encourages everyday walking and cycling by making active travel routes more attractive than indirect or vehicle-dominated alternatives. The dual-sided provision also enhances resilience and flexibility, allowing the street to comfortably manage varying levels of pedestrian and cycle activity throughout the day.

Overall, the link street functions as a unifying spine within the site, stitching together different character areas and land uses. Its integrated pedestrian and cycle infrastructure promotes inclusive, sustainable movement and helps create a cohesive development where active travel is a natural and integral part of daily life.

02 DESIGN STRATEGY

INCLUSIVITY- VARIETY- EFFICIENCY

Inclusivity

The proposed layout prioritises access for all, with a public realm based on pedestrian and cycle connectivity throughout the entire scheme. This principle is facilitated and supported also by the proposed streetscapes and shared surface areas.

Variety

The materiality of the buildings is also a vital opportunity to create an unmistakeable identity for distinctive characters in different areas within the new neighbourhood, and to realise the project in flexible stages over a phased time period. The location of materials on the respective units is also subject to their durability and visual aesthetic qualities.

The development is structured to enable the creation of neighbourhoods featuring distinct languages. Each of these character areas is grouped around open spaces, creating a recognisable sense of place by using a mix of landmark housing typologies and a blend of materials unique to that location.

Efficiency

An imaginative and efficient layout design has enabled us to unlock and maximise the potential of new neighbourhoods, and to achieve the right densities for the area. Economic in design, a sequence of distinct streetscapes with different widths and parking formations generate a highly efficient residential scheme and assists our vision of placemaking. The efficient use of high-quality materials and design features achieve superb quality homes that are both beautifully crafted and financially viable.

