Rugby Radio Station, Rugby, UK

A Sustainable Urban Extension: Placemaking at the Birthplace of Transatlantic Communication
Rugby Radio Station delivers much-needed housing for a growing town as well as being a key driver of local economic growth.

Richard Coppell, Development Director of Urban & Civic

The former Radio Station site sits in a nationally strategic position to the east of Rugby town centre and is one of the most well-connected places in the country - located on the confluence of the M1, M6, the Oxford Canal and the London to Birmingham train line.

As the most enigmatic and powerful symbol of Rugby’s technological status, the Radio Station was at the heart of the nation’s radio communications systems since the first transmitter was opened in 1926. The C-station on the site remains and will be embedded in the new neighbourhood to embrace and preserve the connection with the site’s role in British history.

JTP’s role has encompassed a full scope of architectural services, including site-wide masterplanning; Design Guides for Key Phases 1, 2 and 3; a Developer Briefing Pack for the first phase of housing; concept designs for the conversion of Dollman Farm to a mixed-use hub; a Reserved Matters application for the first 109 Urban&Civic homes, and the design of a new Link Road Canal Bridge.

The network of masts and cables that once defined the site is being replaced by a new network of green infrastructure: providing a unique setting for the new community as it grows and settles. This sustainable extension will one day be home to more than 15,000 residents - in a neighbourhood rich in opportunities for employment, leisure, recreation and community interaction.

Project Delivery

- The extension will provide over 6,000 homes, four schools and 31 ha of adaptable employment space, community uses and extensive green space
- JTP’s masterplan for Key Phase 1 will deliver 600 homes as well as substantial public realm and mixed uses, embedding the new buildings into their setting to create a strong sense of arrival for the new community
- Distinct parcels of housing respond to the variety of characteristics throughout the site, and are generously arranged to give the neighbourhood a rich diversity
- A mixed-use hub, converted from the former Dollman Farm, already forms a focal point for the new neighbourhood, accommodating community and commercial activity with offices, exhibition space and a café
- A network of multifunctional wildlife corridors will preserve the area’s existing population of great crested newts and provide wider bio-diversity and recreation opportunities
- JTP’s Design Guides set a framework for high quality placemaking, and Developer Briefing Packs distil the information into concise guidance for the developers of each parcel

Client

Urban&Civic