



Proposed view of frontage from Abbey Road
Existing mature tree retained. Generous green to create space within street scene.



Proposed view along Abbey Road
View of black and white Almonry opened up



Proposed view along Abbey Road towards school
Varied elevation, existing tree retained, open space to frontage

Proposed Extra Care Living, Pershore

DJD Architects have been commissioned by Willmott Dixon Construction for the design of a new extra care living development for Rooftop Housing Group. The scheme is currently submitted for planning permission.

The site is located in the heart of Pershore on Abbey Road, facing the Grade I listed Abbey and parkland, although separated from this by a large surface car park. It is bounded to the north west by Newlands, a varied terrace of generally two storey properties, forming part of the Pershore Conservation Area. At the eastern corner of the site is the Grade II listed black and white Almonry, currently hidden from view from the south by the existing development on the site.

There is an existing sheltered housing scheme on the site, which is currently vacant. This scheme is no longer suitable for the current needs of older people, the units are small, with restricted circulation and no on site services. The brief was to provide a new extra care development, including a mix of one and two bedroom apartments with generous circulation, level access wet rooms and more space generally. All of the apartments are to be affordable rent or affordable shared ownership.

In addition the apartments themselves the extra care provision includes 24 hour on site staff, a care provider who can provide as much or little care to residents as required and high quality communal facilities including cafe bar and activity room (group classes etc). Externally there are private patio / balcony areas and shared gardens along with an outdoor gym. The town centre location allows easy access for residents to local services. An electric car club is planned along with internal mobility scooter stores. There is level access throughout the building. All of this is designed so that age, health or financial means shouldn't be a barrier to enjoying a high quality of life in later years.

A key feature of the site is the existing mature tree and green to the frontage. The retention of this, and increase in the green along Abbey Road, has been a key design driver for the scheme.

The site is in a sensitive location, partially within the Conservation Area and within the setting of the Almonry and Abbey, both listed buildings. The design team have worked hard with stakeholders to develop a design sensitive to its setting. Materials are traditional, drawing on the local, but with simple contemporary detailing. The main building, with primarily individual apartments, reads as domestic. Eaves levels have been varied to break up the roof line and staggers and unit arrangement used to break up elevations. The communal facilities which are also accessible to the wider community are pulled to the front of the building in a sedum, green roofed pavilion. The same materials are used for the pavilion but a change in language is more open and approachable, creating clear architectural divisions between the public, semi-public, semi-private and private.

The scheme is designed around high fabric thermal efficiency, high efficiency communal heating and hot water system and a significant PV array generating electricity on site.



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Aerial view within immediate context



View of approach and frontage pavilion

