

# COVENTRY STADIUM BRANDON

**Design and Access Statement**  
**July 2021**



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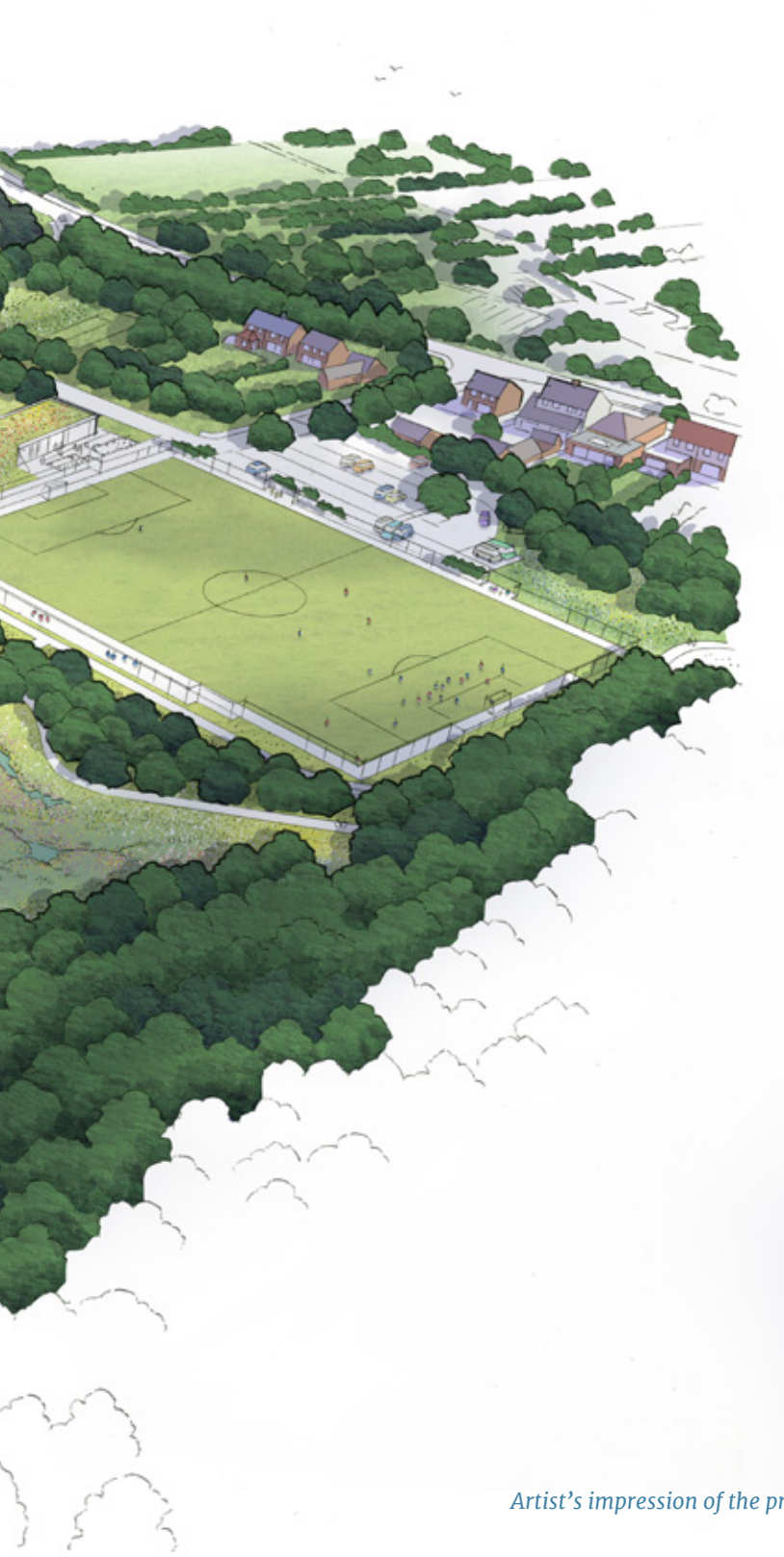


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## Vision

The proposals for Coventry Stadium will be *landscape led*, promoting a generosity of open space and ensuring the provision of a significant recreation asset to *benefit the new and existing communities*. The provision of *a high quality development* that references positive elements of the local context will ensure the creation of a distinctive scheme and *an attractive place to live*.

*Artist's impression of the proposals at Coventry Stadium, Brandon (view looking east south east)*







# 1

## Introduction



## 1.1. Document Scope & Purpose

1.1.1 This Design and Access Statement (DAS) supports an Outline Planning Application relating to development of land at Coventry Stadium, Brandon. It has been prepared by Barton Willmore on behalf of Brandon Estates Limited, drawing on a specialist consultant team. The Application is seeking permission for:

1.1.2 *Demolition of existing buildings and outline planning application (with matters of access, layout, scale, and appearance included) for residential development of 124 dwellings (Use Class C3) including means of access into the Site from the Rugby Road, provision of open space and associated infrastructure and provision of sports pitch, erection of pavilion and formation of associated car park (details to be confirmed).*

1.1.3 The DAS sets out and justifies the design rationale for the proposals and is part of a comprehensive package of information submitted as part of the Application.

### Site Location

1.1.4 The Site is located approximately 7.5km to the east of Coventry within the civil parish of Brandon and Bretford.

1.1.5 The A428 (Rugby Road) provides a direct link to the city centre, the A46 (Coventry Eastern Bypass), Rugby, and the nearby villages of Binley Woods and Brandon.

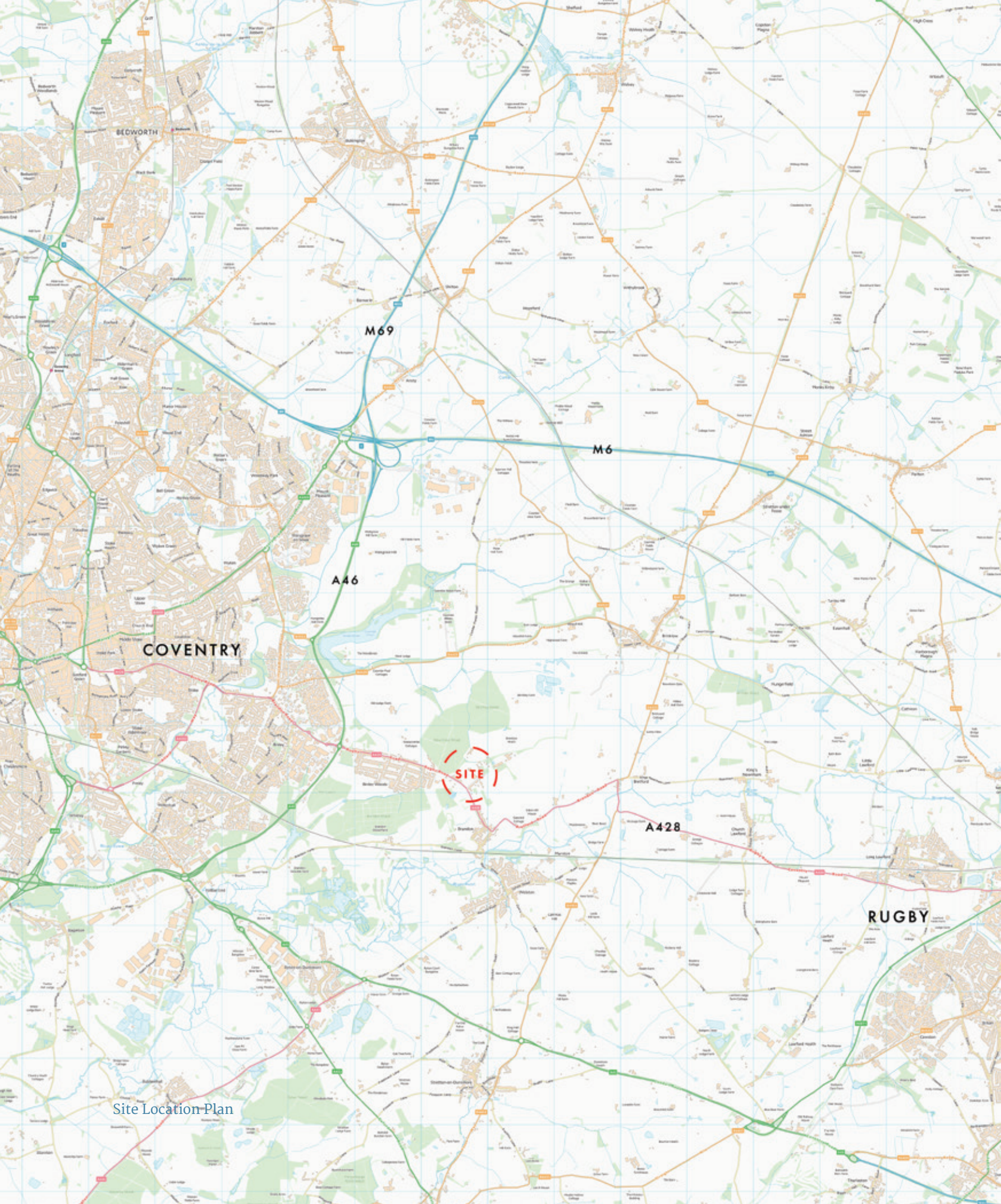
1.1.6 Coventry Rail Station, within the city centre, provides direct connections with regular services to nearby major centres, including Birmingham and Northampton.

### Document Structure

1.1.7 The structure of this document reflects CABE guidance for 'Design and Access Statements – how to write, read, and use them' (2006), including an explanation of policy guidance, context assessment, consultation, and design principles. It is structured to ensure the rationale for design is clearly understood by decision makers, stakeholders, and local people.

- Chapter 1 (Introduction) introduces the Site and its key features.
- Chapter 2 (Planning Context) presents an overview of key policies influencing the Site.
- Chapters 3 and 4 explore the Site's local and site-specific physical contexts, including sections covering transport, landscape, and local character.
- Chapter 5 (Involvement) summarises the involvement process, including how the masterplan has evolved following the previous application submission in 2018.
- Chapter 6 (Evaluation) outlines the key elements identified within the context appraisal and summarises them into a set of constraints and opportunities.
- Chapter 7 (Design) describes how the proposals have been formulated and presents design elements to be fixed as part of the outline planning consent, including the Parameter Plans, and supporting illustrative design material that demonstrates how the proposals could develop, including the Landscape Strategy Plan.
- Chapter 8 (Residential Development) sets out matters of access, layout, scale, and appearance that are to be included as part of the outline planning application.
- Chapter 9 (Conclusions) summarises the key benefits of the scheme.





Site Location Plan



## 1.2. Site Description

1.2.1 The Site covers approximately 10.86ha of land, comprising Coventry Stadium (now disused), bare hardstanding ground previously used for car parking, and some trees at its boundaries.

1.2.2 The Site is bound by Rugby Road (A428) and residential properties to the south, by Gossett Lane and New Close Wood to the west, by residential properties on large plots to the north, and by Speedway Lane and residential properties to the east.

1.2.3 Almost the entire Site boundary is lined by trees, which limits visibility into the Site.

1.2.4 The Site itself is almost flat, ranging from 97m AOD at its north eastern boundary to 95m AOD at the centre and its western boundary. This slight change in level across the Site is barely discernable.

1.2.5 There are two existing vehicular access points into the Site from Rugby Road (A438) and one from Speedway Lane that provided access to the stadium.

1.2.6 The surrounding lanes form part of the local Public Right of Way network, but no footpaths cross the Site.



Existing Site access at the junction of Speedway Lane and the A428 Rugby Road.





New Close  
Wood

Gossett Lane

Binley  
Woods

A428 Rugby Road

The Site

Speedway Lane

Site Aerial Plan





Site photo facing south east towards Coventry Stadium and Speedway Lane











# 2

## Planning Context



## 2.1. Local Policy & Guidance

2.1.1 Section 38(6) of the Planning and Compulsory Act 2004 (as amended) states that the determination of planning applications should be made in accordance with the development plan unless material considerations indicate otherwise.

2.1.2 This section outlines relevant local policy and guidance from the Rugby Borough Council Local Plan (2019), the Brandon and Bretford Neighbourhood Development Plan to 2031 (2019), and supplementary planning documents, which have been considered in the development of proposals at Coventry Stadium.



### Rugby Borough Council Local Plan (2019)

2.1.3 The Rugby Borough Council (RBC) Local Plan 2011–2031, adopted in 2019, provides the policy framework against which to assess this outline planning application.

2.1.4 The following policies from the Local Plan are considered to be relevant to this application are listed below:

- GP1: Securing Sustainable Development; GP2: Settlement Hierarchy; GP3: Previously Developed Land and Conversions;
- DS1: Overall Development Needs;
- H1: Informing Housing Mix; H2: Affordable Housing Provision; HS1: Healthy, Safe and Inclusive Communities; HS4: Open Space, Sports Facilities and Recreation; HS5: Traffic Generation and Air Quality;
- NE1: Protecting Designated Biodiversity and Geodiversity Assets; NE2: Strategic Green and Blue Infrastructure; NE3: Landscape Protection and Enhancement;
- SDC1: Sustainable Design; SDC2: Landscaping; SDC3: Protecting and Enhancing the Historic Environment; SDC6: Sustainable Drainage; SDC9: Broadband and Mobile Internet;
- D1: Transport; D3: Infrastructure and Implementation; D4: Planning Obligation.



2.1.1.5 Policy GP1: Securing Sustainable Development reflects the presumption in favour of sustainable development, as set out within the NPPF.

2.1.1.6 Policy GP2: Settlement Hierarchy outlines that development will be allocated and supported in accordance with the following Settlement Hierarchy. It continues to state that new development in the Green Belt will be resisted and only where national policy on Green Belt allows will development be permitted.

2.1.1.7 Policy GP3: Previously Developed Land and Conversions expresses the willingness if the council to support the redevelopment of previously developed land where proposals are compliant with the policies within this Local Plan, with consideration given to the following:

- The visual impact on the surrounding landscape and properties;
- The impact on existing services if an intensification of the land is proposed; and
- The impact on any heritage or biodiversity assets.

2.1.1.8 Policy DS1: Overall Development Needs confirms the need for 12,400 additional homes within Rugby Borough between 2011 and 2031.

2.1.1.9 Policy H1: Informing Housing Mix states that to deliver a wide choice of high quality market homes across the Borough residential development proposals must form a mix of market housing house types and sizes consistent with the latest Strategic Housing Market Assessment.

2.1.1.10 Policy H2: Affordable Housing Provision states that for this development 20% affordable housing is needed as it is on a previously developed site.

2.1.1.11 Policy HS1: Healthy Safe and Inclusive Communities outlines the need to improve the quality and quantity of green infrastructure networks and need to protect and enhance public access, including to open space.

2.1.1.12 Policy HS4: Open Space and Recreation states that residential development of 10 dwellings or more should provide or contribute towards the Council's open space standards. New open space should enhance the natural environment and be conveniently accessible.

2.1.1.13 Policy HS5: Traffic Generation and Air Quality states that any development that results in significant negative impacts on health and wellbeing of people in the area as a result of pollution, noise or vibration caused by traffic generation will not be permitted unless effective mitigation can be achieved.

2.1.1.14 Policy NE1: Protecting Designated Biodiversity and Geodiversity Assets states that trees, woodlands, hedgerows and local nature reserves, amongst other assets, are included as important to biodiversity and should be protected. Development will be expected to deliver a net gain in biodiversity and be in accordance with the mitigation hierarchy below. Planning permission will be refused if significant harm resulting from development affecting biodiversity cannot be: Avoided, and where this is not possible... Mitigated, and if it cannot be fully mitigated, as a last resort... Compensated for.

2.1.1.15 In addition it states that new development will be permitted provided that it protects, enhances and/or restores habitat biodiversity. Development proposals must:

- protect or enhance biodiversity assets and secure their long term management and maintenance;
- avoid negative impacts on existing biodiversity; and
- lead to a net gain of biodiversity, where possible, by means of an approved ecological assessment of existing site features and development impacts.



2.1.16 Where a development will have a negative impact on a biodiversity asset, mitigation will be sought in line with the mitigation hierarchy. Impacts should be avoided and if this is not possible, mitigated. Where there would be a residual impact on a habitat or species and mitigation cannot be provided on site in an effective manner, developers will be required to offset the loss by contributing to appropriate biodiversity projects elsewhere in the area.

2.1.17 Policy NE2: Blue and Green Infrastructure Policy states that the Council will work with partners towards the creation of a comprehensive borough wide Strategic Green Infrastructure Network. This will be achieved through the following:

- The protection, restoration and enhancement of existing Green Infrastructure assets within the network as shown on the proposals map; and
- The introduction of appropriate multi-functional linkages between existing Green Infrastructure assets.

2.1.18 Policy NE3: Landscape Protection and Enhancement states that new development which positively contributes to landscape character will be permitted. Development proposals will be required to demonstrate that they:

- integrate landscape planning into the design of development at an early stage;
- consider its landscape context, including the local distinctiveness of the different natural and historic landscapes and character, including tranquillity;
- relate well to local topography and built form and enhance key landscape features, ensuring their long-term management and maintenance;
- identify likely visual impacts on the local landscape and townscape and its immediate setting and undertakes appropriate landscaping to reduce these impacts;
- aim to either conserve, enhance or restore important landscape features in accordance with the latest local and national guidance;

- avoid detrimental effects on features which make a significant contribution to the character, history and setting of an asset, settlement or area;
- address the importance of habitat biodiversity features, including aged and veteran trees, woodland and hedges and their contribution to landscape character, where possible enhancing and expanding these features through means such as buffering and reconnecting fragmented areas; and
- are sensitive to an area's capacity to change, acknowledge cumulative effects and guard against the potential for coalescence between existing settlements.

2.1.19 Policy SDC1: Sustainable Design states that all development will demonstrate high quality, inclusive and sustainable design and new development will only be supported where the proposals are of a scale, density and design that responds to the character of the areas in which they are situated. All developments should aim to add to the overall quality of the areas in which they are situated.

2.1.20 Policy SDC2: Landscaping states that the landscape aspects of a development proposals will be required to form an integral part of the overall design and that a high standard of appropriate hard and soft landscaping will be required. It also highlights the importance of retaining the landscape character of the area and, where possible, minimise visual intrusion through perimeter planting.

2.1.21 Policy SDC3: Protecting and enhancing the Historic Environment states that development will be supported that sustains and enhances the significance of the Borough's heritage assets including listed buildings, conservation areas, historic parks and gardens, archaeology, historic landscapes and townscapes.



2.1.22 Policy SDC5: Flood Risk Management states that Applicants will be required to demonstrate how they comply with this Policy by way of a site-specific Flood Risk Assessment (FRA) which is appropriate to the scale and nature of the development proposed. The FRA must assess the flood risk from all sources and identify options to mitigate the flood risk to the development, site users and surrounding area.

2.1.23 Policy SDC6: Sustainable Urban Drainage requires Sustainable Drainage Systems (SuDS) on all major developments. Such facilities should preferably be provided on-site or, where this is not possible, close to the site, and:

- Be designed and located outside the floodplain and to integrate with Green and/or Infrastructure functions;
- Be appropriate for the needs of the site;
- Promote enhanced biodiversity;
- Improve water quality;
- Increase landscape value; and
- Provide good quality open spaces.

2.1.24 Policy SDC9: Broadband and Mobile Internet confirms that developers of new developments will be expected to facilitate and contribute towards the provision of broadband infrastructure suitable to enable the delivery of broadband services across Rugby Borough to ensure that the appropriate service is available to those who need it.

2.1.25 Policy D1: Transport confirms that development will be permitted where sustainable modes of transport are prioritised, and measures designed to mitigate transport impacts arising from either individual development proposals or cumulative impacts caused by a number of proposals, are provided. All large-scale developments which result in the generation of significant traffic movements, should be supported by a Transport Assessment and where necessary a Travel Plan, to demonstrate practical and effective measures to be taken to avoid the adverse impacts of traffic.

2.1.26 Policy D3: Infrastructure and Implementation states that permission for new development will only be granted where additional capacity can be released through better management of existing infrastructure, or through the provision of new infrastructure. Developer contributions may be sought to fund new infrastructure and a programme of delivery will be agreed before development can take place.

2.1.27 Policy D4: Planning Obligations sets out the circumstances by which planning obligations will be sought from developments, in line with the Community Infrastructure Levy (CIL) Regulations 2010.



## **Brandon and Bretford Neighbourhood Development Plan to 2031 (2019)**

2.1.28 This Neighbourhood Development Plan aims to make the parish of Brandon and Bretford an even better place to live, now and for future generations. It covers the period to 2031 which is consistent with the emerging Rugby Local Plan. The relevant policies within the Neighbourhood development plan are as follows:

2.1.29 Policy H2 Development of Brownfield Land will be supported in principle subject to the following:

- The land is not of high environmental value;
- The residential use is compatible with the surrounding uses and means of access;
- The impact, including visual impact, on the surrounding landscape and properties is assessed as acceptable;
- No loss or displacement, complete or partial, of employment, community, sport or recreation uses unless it can be demonstrated;
- That the existing uses are no longer viable or required in accordance with other Development Plan policies and
- On the basis of an objective assessment, the benefits of residential development outweigh the loss of its current use;
- The site in its setting and its appearance are enhanced;
- There is no conflict with national Green Belt policy where applicable

2.1.30 Policy H3 Affordable Housing will be supported as part of any redevelopment of brownfield land, all in accordance with the relevant adopted policies in the Development Plan and the NPPF.

2.1.31 Policy LF1 Community Facilities, proposals which assure the retention, enhancement or improvement of valued community facilities will be supported; if the relocation of a facility is involved the new location must be equally well located for the community it serves. Proposals that would diminish or remove a community facility will be required to demonstrate that the facility is no longer needed or viable and that there is no realistic prospect of viability being improved with either the current or other community use(s).

2.1.32 It confirms that new community facilities will in principle be supported, such as the sports pitch and open space created by the proposal.

2.1.33 The current community facilities are: the public house and village hall in Bretford, and in Brandon the public house, the Brandon Club, the Brandon Hall Hotel and the Coventry Stadium (presently closed).

2.1.34 Policy LF2 Safe Walking, Cycling & Horse Riding, wherever possible, new development should incorporate provisions for improving the usability, connectivity and attractiveness of footpaths, cycle ways and bridleways to further encourage their use.



## Supplementary Planning Guidance

2.1.35 Rugby Borough Council have produced several Supplementary Planning Documents to provide further guidance on their adopted planning policies. Those that are relevant to the formulation of the application proposals include:

### *Housing Needs Supplementary Planning Document (March 2012)*

2.1.36 The Housing Need SPD seeks to provide addition guidance on the provision of affordable housing. However, the SPD is dated and has been largely superseded, either by the NPPF, Planning Practice Guidance or the adopted Local Plan.

### *Planning Obligations SPD (March 2012)*

2.1.37 The Planning Obligations SPD seeks to ensure that the negotiation process is conducted with fairness and consistency and it is intended that the document be used as a starting point in the negotiation process. Clarifying the use of planning obligations provides an indication of what the Council may expect from developers and therefore a better framework for discussion. However, again, it is considered that this SPD has largely be superseded by the provisions of the NPPF and Planning Practice Guidance.

### *Sustainable Design and Construction Supplementary Planning Document (February 2012)*

2.1.38 The Sustainable Design and Construction SPD was adopted in 2012. The purpose of the document is to support the increasing requirement to create more sustainable development. It focuses on the design and construction of built development, considering resource efficiency, the impact of climate change and the creation of places where people can live, work and play.





## 2.2. National Policy & Guidance

2.1.39 This section outlines relevant national policy and guidance from the National Planning Policy Framework (2019), which have been considered in the development of proposals at Coventry Stadium.

### National Planning Policy Framework (2019)

2.1.40 A revised version of the NPPF was published in February 2019, which sets out the Government's proposed economic, social and environmental planning policies for England.

2.1.41 The NPPF confirms that the Development Plan remains the statutory basis for the determination of planning applications unless material considerations indicate otherwise. The NPPF constitutes guidance for Local Planning Authorities and decision-takers both in and drawing up plans as material considerations in determining applications.

### Green Belt Development

2.1.42 A local planning authority should regard the construction of new buildings as inappropriate in the Green Belt. However, there are exceptions to this, and the relevant expectations in this case as stated in paragraph 145 are:

- “f) limited affordable housing for local community needs under policies set out in the development plan (including policies for rural exception sites); and
- g) limited infilling or the partial or complete redevelopment of previously developed land, whether redundant or in continuing use (excluding temporary buildings), which would: not have a greater impact on the openness of the Green Belt than the existing development; or not cause substantial harm to the openness of the Green Belt, where the development would re-use previously developed land and contribute to meeting an identified affordable housing need within the area of the local planning authority.”

2.1.43 The proposal will provide affordable homes which are much needed in an area where they have been overlooked by previous developments.

2.1.44 The proposal is also a reuse of brownfield land where the use of the land has now remained vacant for a significant period and there has been no significant financial move by a concerned party to bring the site to its former use.

### Achieving Sustainable Development

2.1.45 The NPPF defines Sustainable Development as ‘meeting the needs of the present without compromising the ability of future generations to meet their own needs’. At paragraph 8, it sets out three overarching and interdependent objectives, stating that these should be pursued in mutually supportive ways:

- ‘An economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
- A social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and
- An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.



### *Delivering A Sufficient Supply Of Homes*

2.1.46 Paragraph 59 states: “to support the Government’s objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay.”

### *Making Effective Use of the Land*

2.1.47 Section 11 of the NPPF encourages the effective use of land in meeting the need for new development, while safeguarding and improving the environment.

2.1.48 Paragraph 118 outlines that planning policies and decisions should give substantial weight to the value of using suitable brownfield land within settlements for identified needs. It also sets out that local planning authorities should promote and support the development of under-utilised land and buildings, especially if this would help to meet identified needs for housing where land supply is constrained, and available sites could be used more effectively.

2.1.49 Paragraph 122 states that local planning authorities should support development that makes efficient use of land, taking into account:

- “the identified need for different types of housing and other forms of development, and the availability of land suitable for accommodating it;
- Local market conditions and viability;
- The availability and capacity of infrastructure and services – both existing and proposed – as well as their potential for further improvement and the scope to promote sustainable travel modes that limit future car use;
- The desirability of maintaining an area’s prevailing character and setting, or of promoting regeneration and change; and

- The importance of securing well-designed, attractive and healthy places.”

### *Achieving Well-Designed Places*

2.1.50 Section 12 of the NPPF identifies that good design is a key aspect of sustainable development. It sets out a list of design-based criteria against which policies and decisions should aim to ensure that development achieves. These are as follows:

- Function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development.
- Are visually attractive as a result of good architecture, layout and appropriate and effective landscaping.
- Are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities).
- Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit.
- Optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks.
- Create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience” (paragraph 127).



### ***Meeting the Challenge of Climate Change and Avoiding Flood Prone Areas***

2.1.51 Paragraph 153 of the NPPF expects new development to:

- “comply with any development plan policies on local requirements for decentralised energy supply unless it can be demonstrated by the applicant, having regard to the type of development involved and its design, that this is not feasible or viable; and
- Take account of landform, layout, building orientation, massing and landscaping to minimise energy consumption.”

2.1.52 Paragraph 155 states that “inappropriate development in areas at risk of flooding should be avoided by directing development away from areas at highest risk (whether existing or future). Where development is necessary in such areas, the development should be made safe for its lifetime without increasing flood risk elsewhere.”

### ***Open Space and Recreation***

2.1.53 Paragraph 97 states that existing sports and recreational buildings should not be built on unless:

- “a) an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
- b) the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
- c) the development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.”

### **Summary**

2.1.54 An assessment has been undertaken to show that the vacant Coventry Stadium is surplus to requirements and its state of disrepair means it is financially non-viable. The proposals also include provision of a sports pitch and new open space which is of better quality and more sustainable than what is there currently. The benefits here clearly outweigh the loss of the speedway stadium.

### **Other Material Policy Considerations and Central Government Guidance**

2.1.55 In addition to the adopted and emerging Development Plan and other Council Planning policies set out above, the following national documents set out other material planning considerations relevant to the development proposed:

- The National Planning Policy Framework (2019)
- “Planning for Growth” Ministerial Statement (2011)
- White Paper ‘Fixing Our Broken Market’ (2017)





HOME OF  
COVENTRY DOGS







# 3

## Local Context



## 3.1. Settlement Growth

3.1.1 The Site is near to the medieval village of Brandon, a settlement since the 12th Century when the Brandon Castle was built.

3.1.2 Brandon began to expand in the late 1800's with the construction of the London-Birmingham railway, but development adjacent to the Site did not occur until the mid-1920's, when the Coombe Abbey estates were sold and the construction of residential properties, mostly along Rugby Road, began.

3.1.3 In World War II, air raids destroyed thousands of houses in Coventry, which lead many people to new post-war developments outside of the city, such as Binley Woods. This was accessible to the Brandon and Wolston railway station, but this was closed in 1960.

3.1.4 Rising car-ownership and the proximity of the A46 (Coventry's eastern by-pass) brought increasing pressures on housing supply in areas close to main routes into the city, bringing more development to Binley Woods and Speedway Lane.

3.1.5 Today, the surrounding suburban housing remains an important commuter area to Coventry. Construction continues with recent infill development in Binley Woods and Brandon, and new development planned to the eastern edge of Wolston.

3.1.6 The following plans show how development has evolved around the Site.

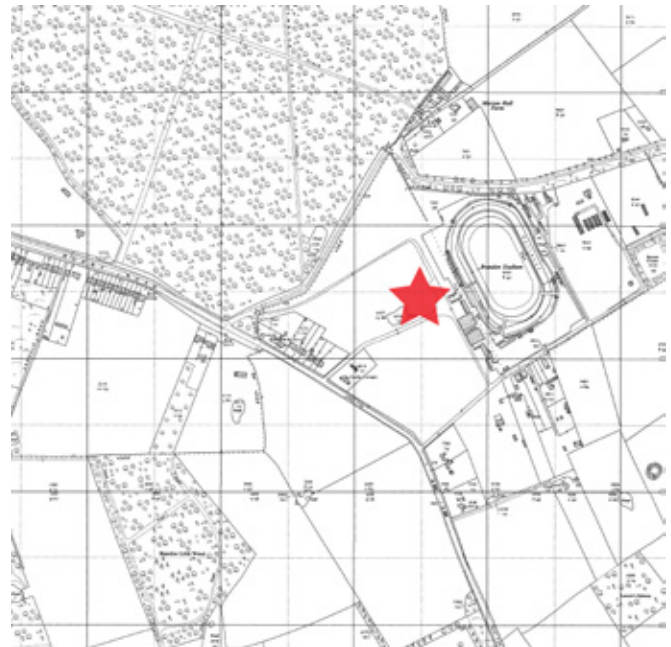


[Coventry Stadium](#) was constructed in 1928.

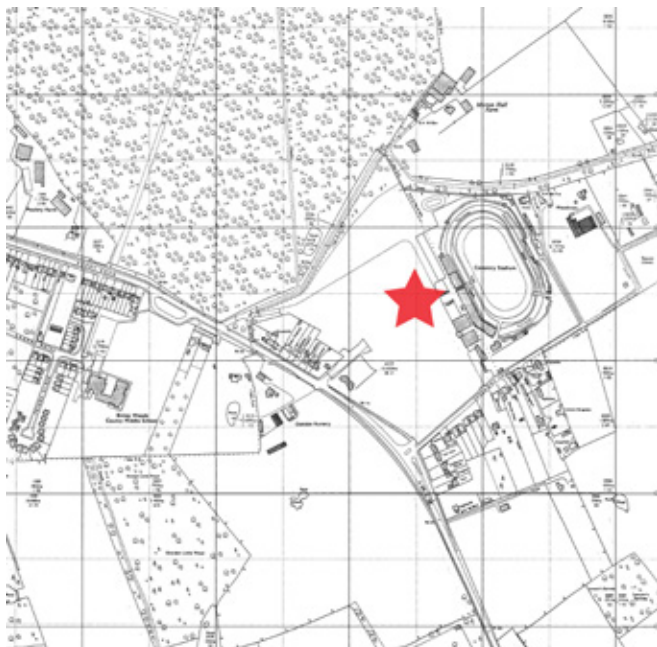




1925 - limited development apart from a few farms.



1959 - residential ribbon development along Rugby Road and construction of Coventry Stadium.



1977 - residential infill development and construction of Binley Woods School.



Today - further residential infill development and construction of reservoir.



## 3.2. Green Belt Assessment

### 3.2.1 The Site lies within Broad Area 2 of the Joint Green Belt Study (2015) for many West Midlands councils including Rugby Borough Council.

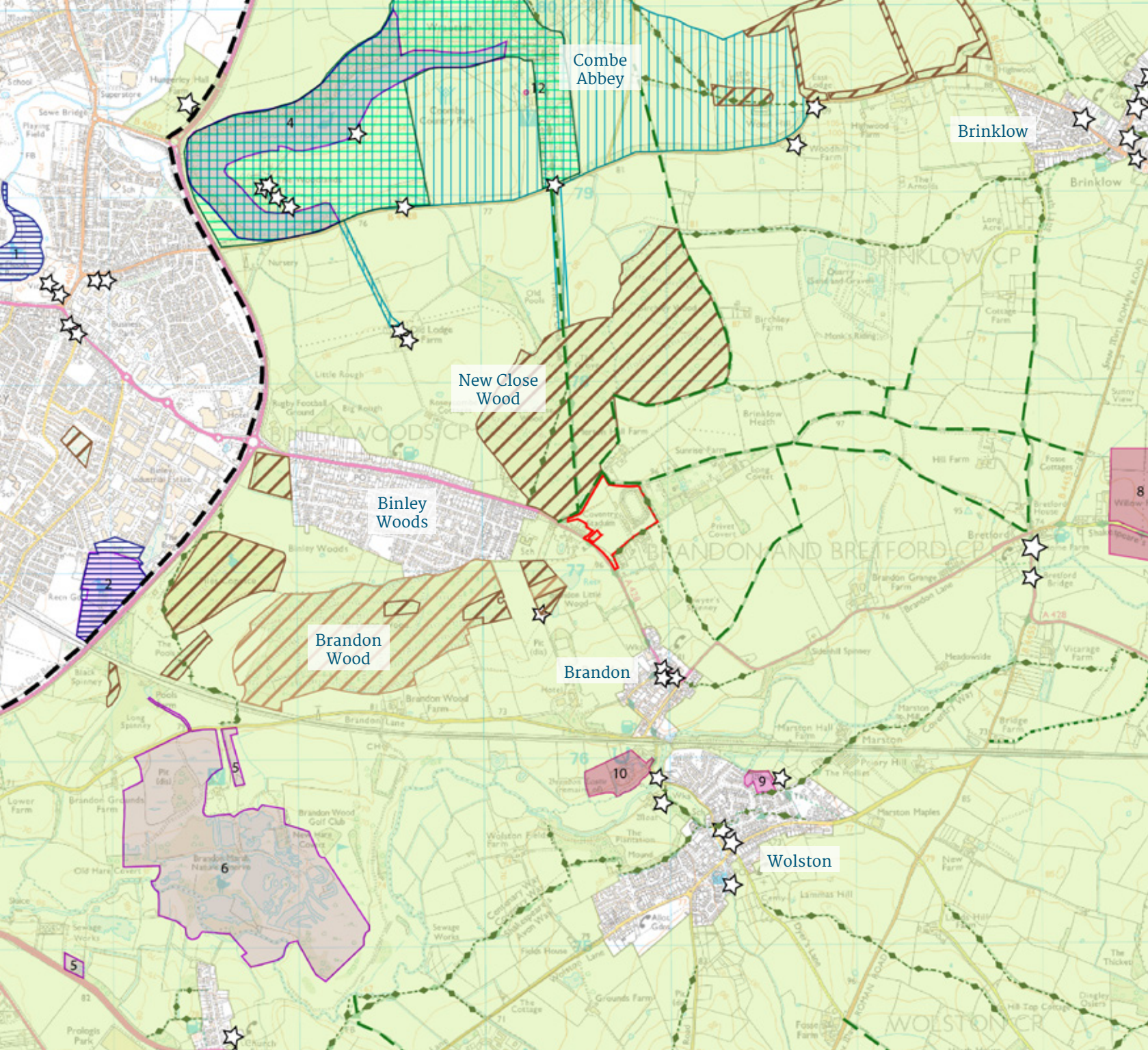
The Site is not covered by a land parcel, however it adjoins the eastern boundary of the BW1 Land Parcel.

Broad Area 2 as a whole has been assessed as making a considerable contribution to all five purposes of Green Belt. However, the reasons stated for the considerable contribution of the Broad Area to the purposes of the Green Belt are not reflective of the Site's contribution to the Green Belt.

A brief analysis of the contributions stated in the Joint Green Belt Study with regards to Site are:

- The Site occupies a very small percentage of the total Broad Area and is already separate from both Coventry and Rugby. It lies at the edge of Binley Woods and therefore does not contribute to the sprawl or the merging of the two settlements of Rugby and Coventry.
- Furthermore, the Study states that the Broad Area safeguards the countryside in particular the River Avon flood plain. The Site is previously developed brownfield land and is not considered to be part of the countryside and also lies outside the River Avon flood plain. Therefore, the Site does not contribute towards this purpose.
- The Site is visually contained due to its topography and surrounded by vegetation blocks and does not afford views towards the historic core of either Rugby or Coventry. The Site, therefore, does not contribute towards preserving the setting and character of historic towns.
- The Site would support the re-development of brownfield land and therefore contribute positively towards the purpose of assisting regeneration and encouraging the recycling of derelict and other urban land in the West Midlands.
- The Site is not represented appropriately in terms of its contribution to the Green Belt purposes due to being part of a much larger parcel of assessed land.





Designations Plan showing Green Belt





## 3.3. Landscape Character

3.3.1 At a National Level the Site is located within National Character Area (NCA) 96: Dunsmore and Feldon. A large elongated NCA which stretches from Coventry/Rugby to the north down past Royal Leamington Spa and Stratford, stopping at the edge of the Cotswold AONB.

3.3.2 At a local level the Landscape Assessment of the Borough of Rugby identifies the Site as located in the Dunsmore Parklands Landscape Character Type (LCT). Dunsmore Parklands LCT is *“a gently rolling estate landscape with a well wooded character, defined by woodland edges, parkland and belts of trees... mature hedgerow and roadside trees... reinforce this impression by creating a sequence of linked wooded spaces. Large blocks of woodland and smaller coverts help to create a sense of scale and enclosure in an otherwise intensively farmed landscape.”*

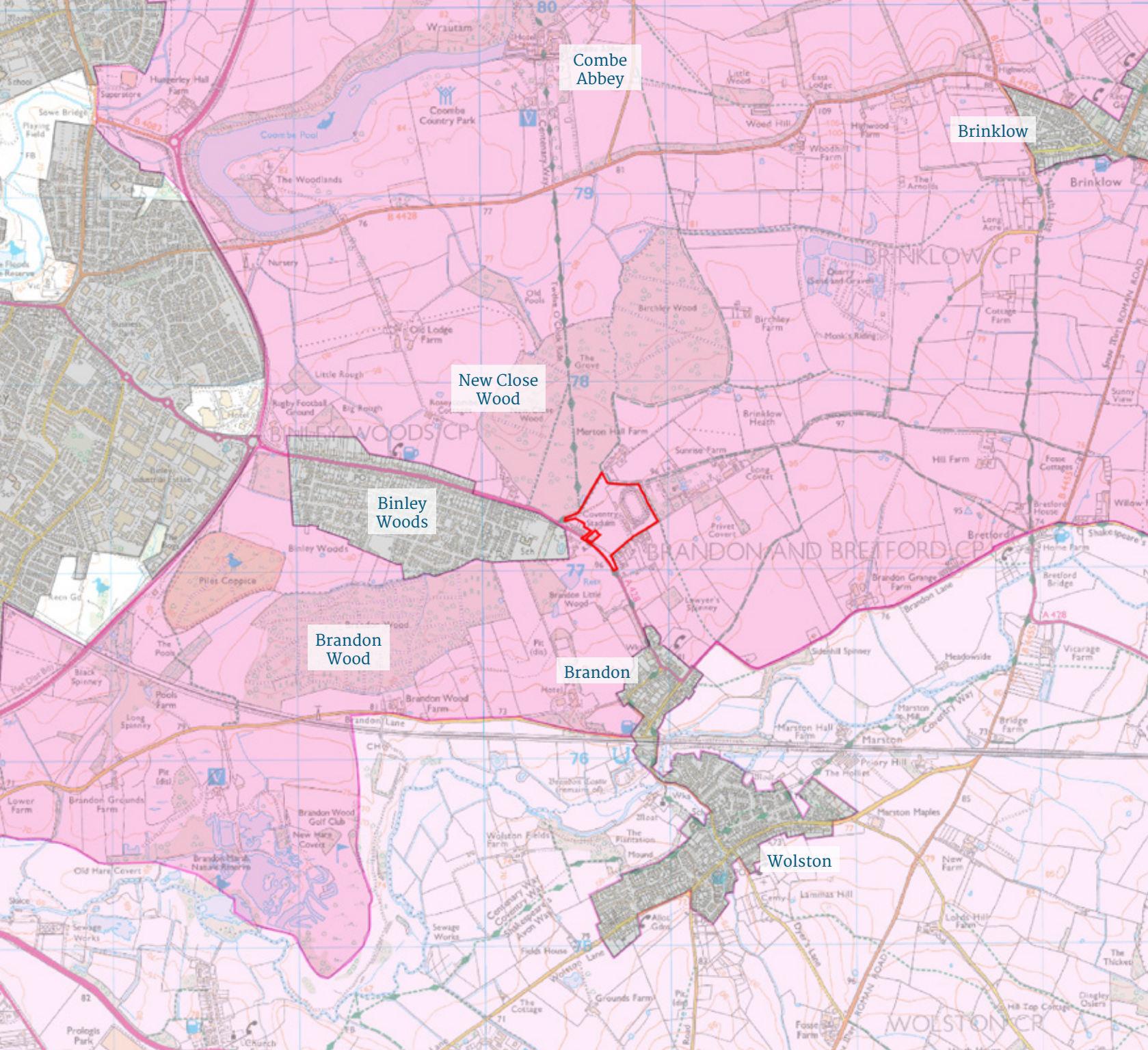
3.3.3 In terms of effects on landscape character, the size and scale of the proposed development is significantly different to that of the current stadium and outbuildings which appear as large angular dominating structures within the Site and have little connection to their surrounding landscape features.

3.3.4 The Rugby Borough Council Landscape Sensitivity Study (2016) analyses the landscape character and categorises into zones. The Site is within Zone which is assessed for potential for housing development stating: “As this zone is already partially developed there is potential for some additional development, but this should extend no further east than the stadium.

3.3.5 Therefore (the site)... could be developed provided that the existing roadside vegetation to Speedway Lane and Gossett Lane, and around the perimeter of the stadium, is retained and strengthened. It is essential that a landscape buffer of a minimum of 30m is provided between the edge of the ancient woodland and any new development...

3.3.6 ...the mature trees along Rugby Road should be retained and strengthened and any development should be significantly set back from the Rugby Road.”





Local Landscape Character Plan





## 3.4. Transport & Movement

3.4.1 The Site is located within an accessible and reasonably well-connected area that has pedestrian, cycle, and public transport links to significant local destinations. An overview of the local transport and movement context is provided as follows.

### Pedestrian and Cycle Access

3.4.2 Lit footways are located along both sides of the A428 Rugby Road and provide access to facilities located in Binley Woods to the west of the Site and Brandon to the south east.

### Public Transport

3.4.3 The closest bus stops to the Site are located on Rugby Road, approximately 300m walking distance from the centre of the Site. Two of these bus stops are located to the north west of the Site and two bus stops to the south east.

3.4.4 The bus stops are served by the no.86 bus operated by Stagecoach in Warwickshire. This service runs between Coventry and Rugby with a 30 minute frequency between Monday and Saturday, and a two hourly frequency on Saturday.

3.4.5 The closest railway station to the Site is Coventry Railway Station, which is located approximately 12km to the west of the Site in Coventry City Centre. The no.86 bus service, which passes the Site, stops within 1km walking distance of the station.

3.4.6 Connections to local and national destinations are provided from the station, including services to London Euston every 10 minutes, and Birmingham New Street every 10 to 20 minutes. Direct connections to Manchester Piccadilly, Bournemouth, Nuneaton and Glasgow are also available from this station.



Public Bridleway sign near to Site



Bus stops to the north west of the Site on Rugby Road





Local Movement Plan





## 3.5. Local Facilities

### Education

3.5.1 The closest primary school to the Site is Binley Woods Primary School. The school is located approximately 600m from the centre of the Site, which translates into walking and cycling times of about seven and two minutes respectively.

3.5.2 The Site falls within the catchment area of Ernesford Grange Community Academy in Coventry, which is located approximately 4.7km from the Site. The majority of trips made to/ from the Site to this facility would therefore most likely be made by car and public transport, with the no.86 stopping approximately 1km from the school.

### Employment

3.5.3 With regards to employment, a review of 2011 Census data for the Middle Super Output Area (MSOA) of Rugby 004 within which the Site is located shows that approximately 37% of residents work in Coventry and 24% within the area of Rugby, of which around 9% are internalised within the MSOA. The no.86 bus service which routes to the centre of Coventry with a 30 minute frequency, calling at Binley Business Park and University Hospital Coventry, will therefore provide a viable alternative to car travel for some journeys to work.

### Food Retail

3.5.4 In terms of food retail, the One-Stop Store is located approximately 0.8km to the west of the Site in Binley Woods on Rugby Road and a local shopping centre is located around 1.3km to the south west of the Site off Woodlands Road. These distances correspond to walking and cycling times of 10–15 and 3–5 minutes respectively. Further food retail shopping opportunities can be found within Coventry.

### Doctor's Surgery

3.5.5 In terms of access to health provision, the closest GP Surgery to the Site is located in Wolston, approximately 2.4km to the north east of the Site. This journey takes approximately 28 minutes to walk, or 8 minutes to cycle.

### Summary

3.5.6 In summary, there are a number of local facilities within the vicinity of the Site including a small supermarket, post office, dentist, village hall, public house and primary school. The supermarket, post office and community hall are all located on Rugby Road approximately 600m, 1.2km and 1,100m respectively. A recreational area is situated on Craven Avenue approximately 1.1km from the Site. Binley Woods Primary School is also located nearby and within easy walking distance of the Site.



Local shops in Binley Woods

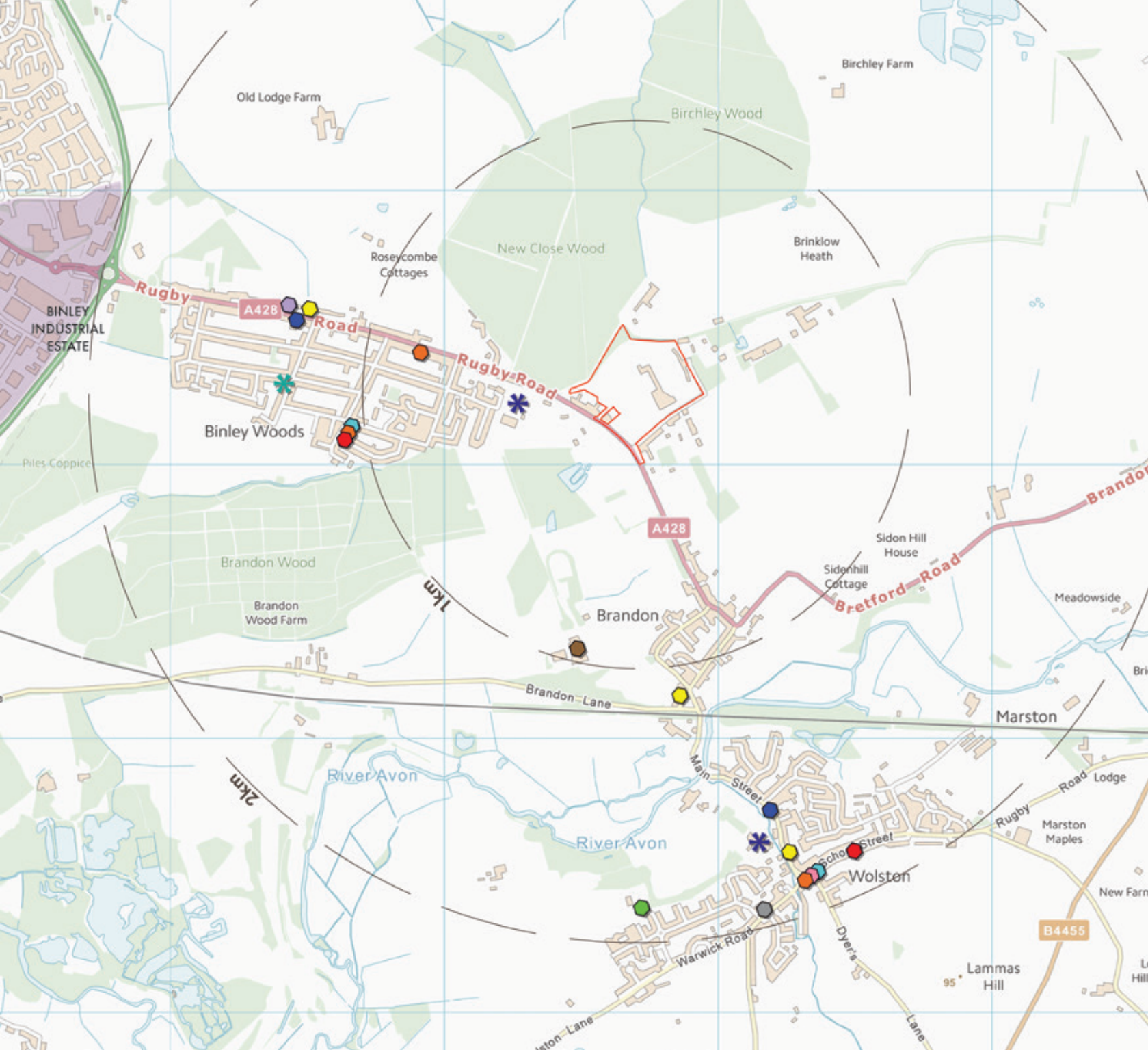


Equipped play area in Binley Woods
















Wolston Library





Local Facilities Plan

	Site Boundary		Doctors Surgery		Village Hall
	Primary School		Post Office		Leisure Centre
	Nursery		Local Shop		Library
	Dentist		Pub		
	Pharmacy		Hotel		

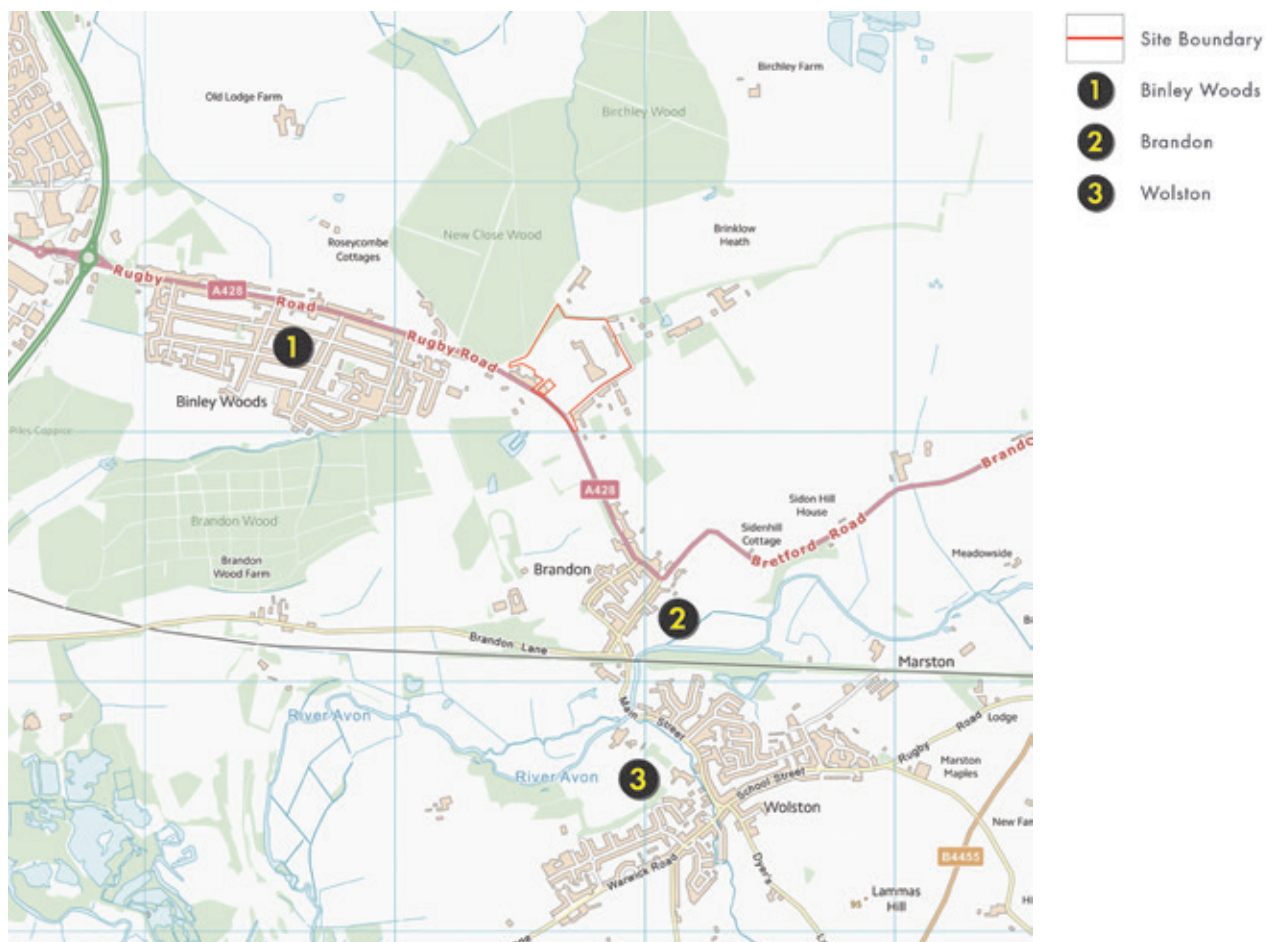


## 3.6. Local Character

3.6.1 To ensure that the development proposals at Coventry Stadium are responsive to the characteristics of the surrounding built environment, relevant local areas have been assessed to identify distinctive features that will inform a unique design response.

3.6.2 The plan shown below identifies a range of local areas that have been explored within this section, including post-war suburban development at Binley Woods, and the historic villages of Brandon and Wolston.

3.6.3 Each area has been assessed to draw out key characteristics relating to urban form, built form, open space, car parking, and architectural details, which will provide positive contextual references for the development proposals.



Local Character Areas Plan





Brick detailing, including splayed brick headers, adds interest to local building frontages.



## Urban Form

- The majority of development is low to medium density, with detached and semi-detached dwellings commonplace.
- Binley Woods is structured by a gridded network of streets, parallel to Rugby Road, with use of perimeter block development.
- Long straight streets with verges and street tree planting emphasise a suburban character in Binley Woods.
- Residential development in Brandon and Wolston features a more organic and informal arrangement of development blocks, with ribbon development located along primary movement routes, adjoined by infill development blocks behind.
- Speedway Lane, adjacent to the Site's southern boundary, is developed on the southern side, with low-density ribbon development facing the Site.
- Development in the historic centres of Brandon and Wolston tends to comprise higher density development blocks with narrower streets and short terraces commonplace.
- Frequent use of long streets and cul-de-sacs, with a lack of pedestrian and cycle connections impedes permeability and connections through development.

## Built/Plot Form

- Generally large detached or semi-detached houses, set within large plots.
- The repetitive arrangement of plots in Binley Woods creates rhythm along the street scene and further emphasises a suburban character.
- In the central area of Brandon and Wolston short terraces aid a more formal and urban character, with the use of narrower plot widths and frontages.
- Plots tend to have deep frontages and follow a continuous building line.
- Dwellings are generally single storey or 2 storeys. The use of 2.5 storey dwellings is more common closer to the centre of Wolston and Brandon, or to define key spaces in areas of newer development.
- Development along Speedway Lane is a variety of single and 2-storey, low density development.
- Dwellings generally front onto streets, providing a continuous frontage, aiding natural surveillance and overlooking.





Organic urban form at historic village of Brandon.



Perimeter block urban form at Binley Woods.



Semi-detached property in Binley Woods with red brick, pitched roofs, and planted front gardens.



## Open Space

- There is currently no formal Public Open Space provision in Brandon village.
- Areas of open space and recreations facilities are located in Binley Woods; Binley Woods Recreation Ground, and Wolston; Dyers Lane Recreation Ground, Bluemel Park and Wolston Leisure and Community Centre.
- There is a lack of Public Open Space integrated with development in the area.
- Combe Park Country Park is located 1.8 km north of the Site (approximately a 25-minute walk) providing over 200 Hectares of recreation facilities.
- Allotments are provided at Binley Woods and Wolston, promoting healthy living and community cohesion. The use of mature street tree planting provides focal points for long range views along streets and softens the appearance of the built form.

## Car Parking

- Car parking is predominantly provided on plot within the curtilage, either to the front or side of dwellings.
- Properties in the central area of Brandon and Wolston have on street parking
- Visitor parking is not delineated however, the adequate street width allows for informal visitor parking on street. This appears to aid traffic calming, creating elements of deflection and thus reducing vehicle speeds.



Recent suburban development in **Wolston** red brick, render, stone cills, splayed brick headers, and pitched roofs.



## Detail and Materials

- Dwellings are predominantly brick with the occasional use of render. Traditional properties tend to have a greater amount of brick or timber detailing, enhancing a distinct character and identity.
- The consistent use of materials and style of dwelling, with variations in architectural detailing, creates a more informal character in suburban areas.
- The use of regular plot widths, materials and evenly spaced openings to boundary treatments enhance a suburban character.
- Private frontages are generally deep and defined by low level walls, grass planting and/ hedges.
- Pitched roofs, with occasional chimneys.

## Key Character Generators

- Low to medium density development.
- 2-storey.
- Suburban character.
- Accessible public open space and play facilities critical to existing and future communities.
- Common use of red brick and occasional use of render.



Terraced dwellings in **Wolston** with splayed headers above sash windows, low railing boundaries, and pitched roofs







# 4

## Site Context



## 4.1. Access & Movement

4.1.1 The Site is bound by Rugby Road (A428) to the south, by Gossett Lane to the west and north, and by Speedway Lane to the east.

4.1.2 Gossett Lane and Speedway Lane feature public paths that provide access from the Site to the wider movement network and surrounding countryside.

4.1.3 There are some remnant roads on Site that provided access to the stadium from Rugby Road and Speedway Lane.

4.1.4 A summary of existing access and movement features are shown on the plan opposite.

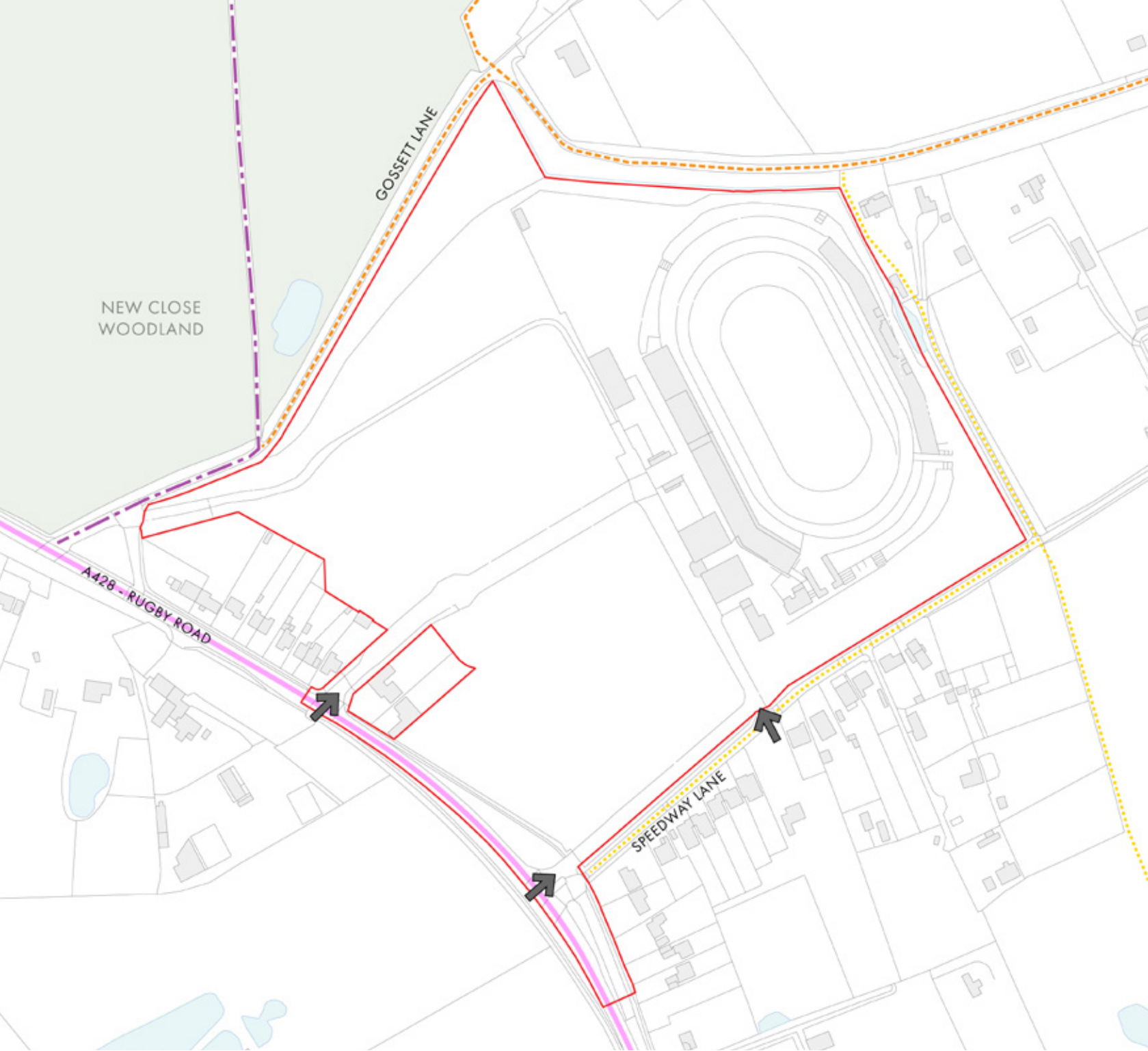


Existing Site access at A428 Rugby Road.

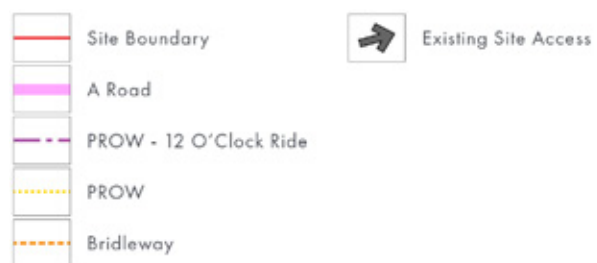


Existing properties on Speedway Lane





Access & Movement Plan





## 4.2. Landscape

4.2.1 There is a very slight change in landform across the Site. From the high point along the north eastern boundary at 97m Above Ordnance Datum (AOD) the landform slopes gently into a shallow depression at 95m AOD towards the back of properties situated along the A428 Rugby Road. When on-site this change in level is barely discernible.

4.2.2 In its current state, the Site appears isolated and has a prevailing feeling of containment formed by the vegetation and landform. Long views from within the Site are prevented primarily due to the mature boundary vegetation and, in some parts, existing built form.

4.2.3 The built form within the Site is of a large scale and massing with blank façades and no coherence with the built character in the vicinity. The state of disuse on Site, noted by the grass colonised hardstanding, and the urban clutter formed by the various fences, barriers, gates and banners, together contribute to the many detracting features that provide the Site with a discordant and degraded characteristic that is anomalous to the wider area.

4.2.4 The woodland along the north western and north eastern boundary within the Site is not designated as an Ancient Woodland. However, this area of woodland is covered by a TPO and reads as an extension to New Close Woods, which is an Ancient Woodland. This woodland on Site, due to its location, forms a setting for New Close Woods.

4.2.5 Other boundary vegetation and hedgerows within the Site apart from the south western group of trees that are covered by a TPO, they are not designated.

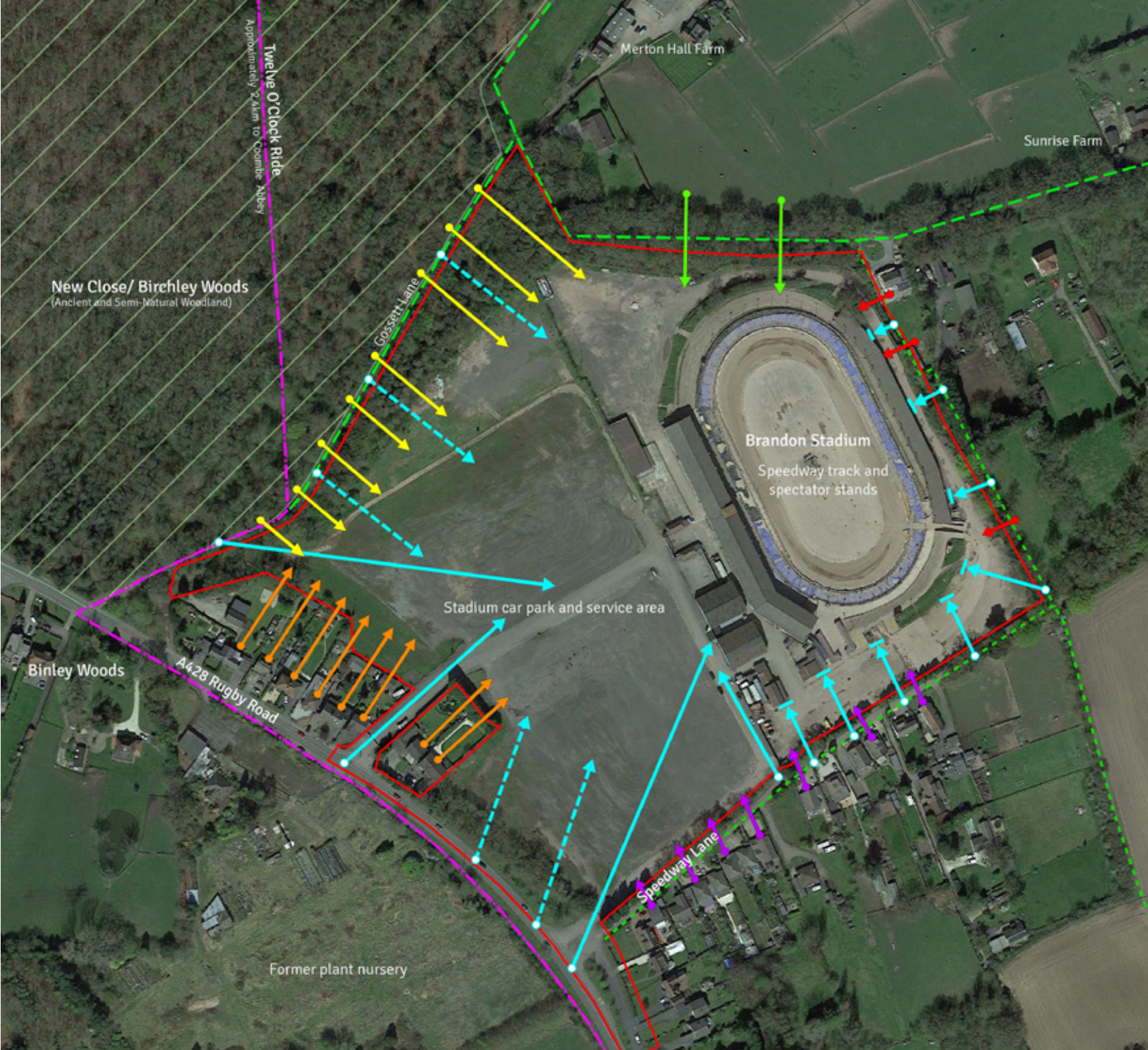
4.2.6 The other individual features within the Site, include the stadium building, associated speedway track, outbuildings and spectator stands (Built form), and the hard surfacing and a range of utilitarian boundary features (Hard materials).

4.2.7 The Site is a previously developed brownfield site that is utilitarian with a number of detracting elements within it. The Site, in its current state is incongruous to its setting and local context. The Site creates a void in the landscape that is neglected, disused and degraded in character. Although, the Site is surrounded by built form, they are mostly residential or farmsteads and of a smaller scale than the large buildings on Site. The boundary vegetation, in particular the woodland, are the only features that respond to and are part of the prevailing landscape character in this area.



New Close Wood adjacent to western Site boundary





## Landscape & Visual Analysis Plan





## 4.3. Drainage & Flood Risk

4.3.1 Based on the current Environment Agency indicative flood mapping, the Site is located within Flood Zone 1 and can therefore be considered to be at the lowest probability of fluvial flooding (<1%).

4.3.2 In accordance with Table 2: Flood Risk Vulnerability Classification, contained within the Planning Practice Guidance (PPG), residential usage (Class C3) is classified as 'more vulnerable' development. 'More vulnerable' development uses are appropriate for location within Flood Zone 1.

4.3.3 Groundwater flooding is highly variable and dependant on localised ground conditions. The Environment Agency's Areas Susceptible to Groundwater Flooding (AStGWF) mapping suggests that the Site lies within an area with a 25 – 50% risk of groundwater flooding.

4.3.4 No specific information relating to groundwater levels on the Site is available, however, we are not aware of any records or anecdotal evidence to suggest that the Site is particularly susceptible to groundwater flooding.

4.3.5 The Site is not located within an Environment Agency groundwater Source Protection Zone (SPZ).

4.3.6 The Environment Agency surface water mapping suggests that the central part of the Site is susceptible to surface water flooding. Initial on Site investigations suggest that the flooding indicated is due to the lack of a surface water drainage system serving the existing large car parking area. Whilst the car park is largely unmade hardcore, and permeable by definition, it has become very well compacted over many years thus becoming impermeable, with no formal drainage arrangements being provided.

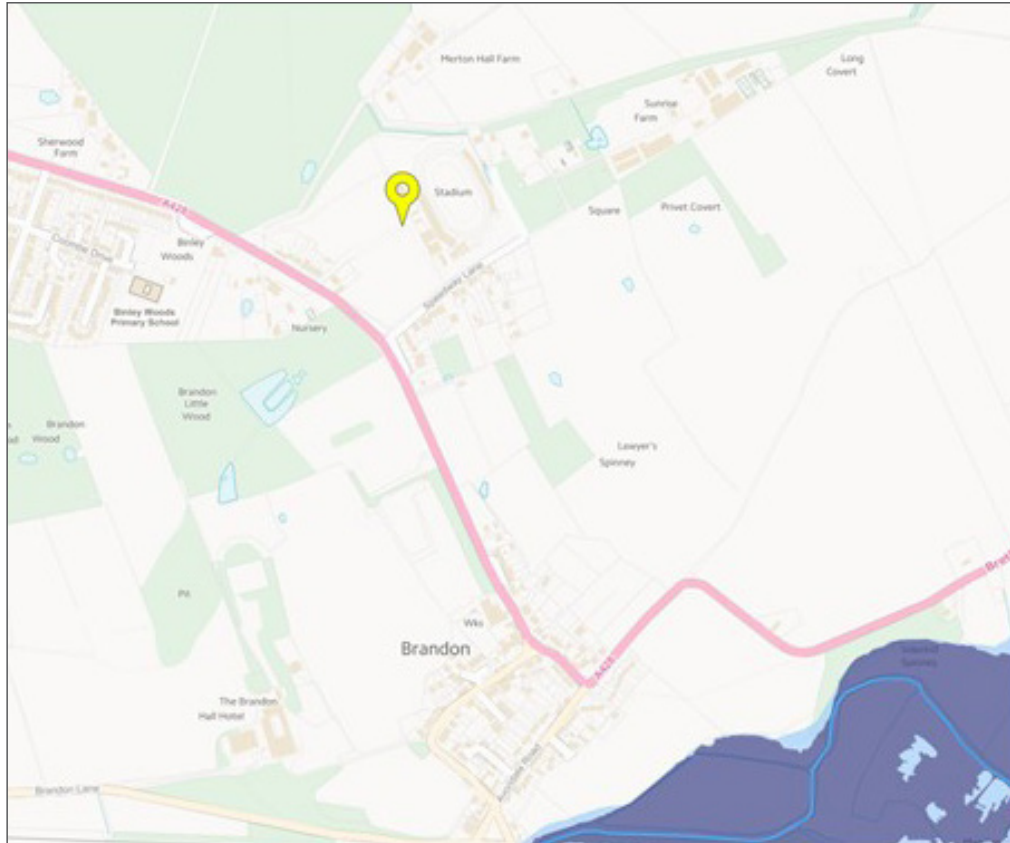
4.3.7 The existing scenario will clearly change in the post development scenario, with the proposed development being served by a fully engineered surface water drainage network in accordance with all current standards and requirements.

4.3.8 There are no public sewers within the Site. We are not aware of any records or anecdotal evidence to suggest that the Site has been subject to flooding resulting from deficiencies with the existing public or any private drainage networks.

4.3.9 The SFRA contains sewer flooding mapping based on records supplied by Severn Trent Water within the Borough on a postcode basis from their DG5 register. The mapping suggests that the Site lies within an area that has experienced only 1 – 5 incidents.

4.3.10 No potential artificial sources of flooding have been identified within the vicinity of the Site.





## Flood Risk Plan



## 4.4. Arboriculture

4.4.1 An Arboricultural Assessment has been carried out by FPCR Environment and Design Ltd in accordance with guidance contained within British Standard 5837:2012 'Trees in Relation to Design, Demolition and Construction – Recommendations'. The guidelines set out a structured assessment methodology to assist in determining which trees would be deemed either as being suitable or unsuitable for retention along with recommendations for considering the relationship between existing trees and how those trees may integrate into designs for development.

4.4.2 In summary, the report concludes:

- Land which was previously occupied by Coventry Stadium and contains disused stadium with associated buildings, hard standing and infrastructure. Rugby Road (A428) is situated to the south and Speedway Lane to the east.
- Tree cover was restricted to the boundaries of the Site. Species present were predominately native and of early mature and mature proportions.
- A mixture of native species was found with English Oak being dominant throughout the Site.

4.4.3 Tree cover to the north was the most established with mature woodland and individual English oak trees. Mature oak trees to the south east also provided key landscape features. General condition of trees was considered to be fair and therefore recorded as moderate arboricultural quality.

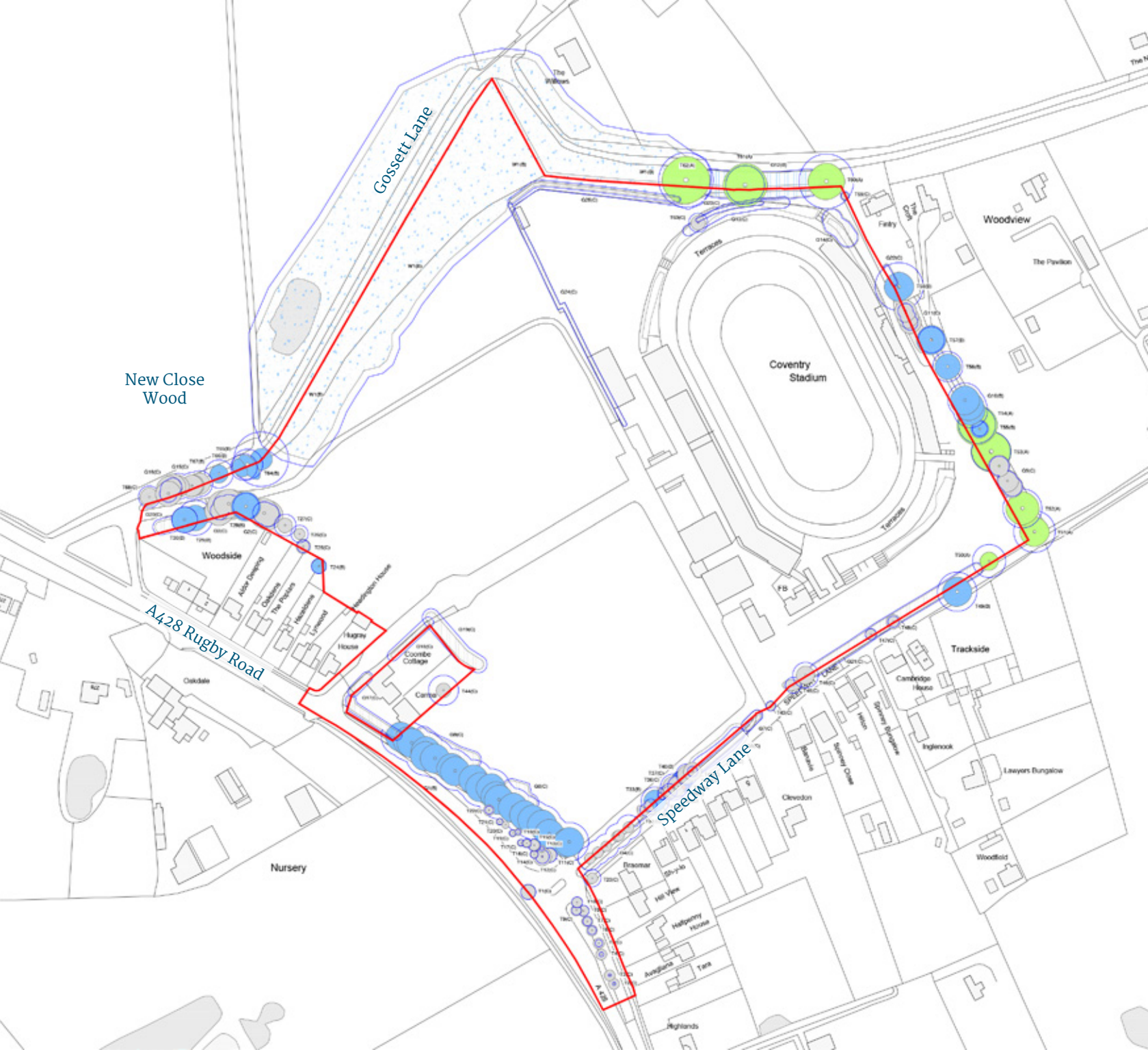
4.4.4 Across the Site a total of sixty eight individual trees, twenty five groups of trees and a woodland were surveyed as part of the Arboricultural Assessment of which eight were considered to be high in quality and category A, nineteen areas were recorded as moderate quality and category B and the remaining sixty six trees or groups of trees low in quality and retention category C.

4.4.5 The loss of trees will be required to allow the development to proceed through the facilitation of the proposed access point to the south. The access has been constraint led to reduce significant impacts to the linear tree belt adjacent to Rugby Road. The removal of tree cover for the access should not be considered as detrimental due to the retention of the vast majority of tree cover situated along this boundary.



[Tree cover is restricted to Site boundaries](#)





Aboricultural Survey Plan

-  Site boundary
-  Category A Tree + RPA
-  Category B Tree + RPA
-  Category C Tree + RPA
-  Category U Tree



## 4.5. Archaeology

4.5.1 A desk-based assessment of the Site has been undertaken. This uses information recorded in the Warwickshire Historic Environment Record and also draws on historic maps of the area. The information is used to predict archaeological potential within the Site. As a result, the Site has been shown to have a moderate potential for later prehistoric, medieval and post-medieval remains of an agricultural nature. In addition, there is a high potential for remains associated with the redevelopment of the Site in the late 1920s and a slightly elevated potential for unstratified artefacts of early prehistoric, Roman and Saxon date. Our assessment suggests a low potential for remains of other periods to survive on the Site.






4.5.2 The existing impacts on any surviving archaeological deposits and features will derive from tree root turbation and from the subsequent removal of the trees. In addition, the land use in the post medieval period, principally ploughing and drainage are likely to have truncated the archaeology further. It is probable that the building of the stadium and associated landscaping for the car park will also have affected the survival of any archaeology that may have been present on the Site.

4.5.3 On the basis of the available evidence it has been agreed that additional, Site-based data-gathering take place. This will help to determine the archaeological potential further. Importantly, it will tell us the amount of truncation already experienced at the Site and the key depth/s at which remains may be found. This information must be gathered via trial trenching as non-intrusive techniques (such as Geophysical Survey) will not be effective here. The extent and precise location of these trenches are currently being agreed with the Warwickshire Archaeological Officer.





### Archaeological Events Plan

-  Application Site
-  Study Area
-  Ridge and Furrow
-  Events
-  NMP



## 4.6. Ecology

4.5.4 An Extended Phase 1 Habitat Survey was conducted in the summer of 2014 and was updated in May 2017. The development of the hardstanding areas would likely have a low ecological impact.

4.5.5 Reptile surveys were undertaken July–September 2014 and found a single juvenile grass snake. During the re-visit to the Site in May 2017, the habitats present on Site had changed and were no longer suitable for reptiles. Nevertheless, suitable mitigation measures including sensitive working practices and replacement of appropriate foraging, basking and shelter habitat would ensure that, post-development, the Site could be enhanced for this species.

4.5.6 Summer bat activity surveys took place at the Site between July and September 2014 and revealed a small maternity roost of common pipistrelle and an occasional day roost for a single common pipistrelle.

4.5.7 Hibernation surveys of the buildings were undertaken January–March 2016 and revealed the presence of two small hibernation roosts of brown long-eared bats using two discrete areas in the grandstand. Both bat species are common and widespread in the county, although all bats are protected and the loss of these roosts will require a bat mitigation licence to be in place to facilitate the works.

4.5.8 The loss of any bat roosts in buildings will be mitigated for with sensitive timing of works. Appropriate compensation will include the erection of a bat hibernacula within the retained wooded area at the north of the Site together with replacement roosting opportunities via integrated bat boxes or the addition of timber cladding to dwellings or garages in the new development.

4.5.9 The proposed development is unlikely to impact significantly on wildlife, whilst the sensitive design and landscaping of the Site presents opportunities for a good amount of biodiversity gain and an overall improvement in green infrastructure.



The existing Site conditions present significant opportunities for biodiversity gains.



## 4.7. Noise

4.6.1 A noise assessment has been undertaken to identify key noise sources in the vicinity of the Site which may have the potential to impact upon the proposed sensitive residential development.

4.6.2 Potentially impacting upon the Site is road traffic originating from the A428 Rugby Road. The section of development most susceptible to noise impact is the south west section of the development south of Coombe Cottage, due to exposure to Rugby Road. However, the majority of plots are already offered protection due to the current stand-off distance and shielding from existing dwellings.

4.6.3 In order to quantify such impact, a road traffic noise survey has been undertaken in accordance with the guidelines stated in the Calculation of Road Traffic Noise (CRTN) document.

4.6.4 Noise modelling software was utilised to determine the baseline noise levels across the Site, informed by the road traffic noise survey. These levels range between <40dB and up to 68dB in the worst affected areas of the Site.

4.6.5 Regarding internal levels, higher specification glazing and alternative ventilation may be required for certain dwellings, but this will be determined by the eventual layout.

4.6.6 The Noise Constraints Assessment has determined that there should be no adverse impact on receptors as a result of existing noise sources, provided Good Acoustic Design is adopted.



Surveys have determined that there should be no constraint to development due to road noise. Pictured: Rugby Road (A438).







# 5

## Involvement



## 5.1. Post-Submission Review

5.1.1 This section outlines how the masterplan has evolved following the previous application submission in 2018, particularly in relation to objections raised regarding the demolition of the stadium.

5.1.2 A full summary of the background to this revised submission is provided in the Planning Statement enclosed within the revised submission package.

5.1.3 An outline planning application was previously submitted by the applicant in 2018, which was met with significant public interest, much of it concerning the demolition of the stadium and the loss of speedway events in Brandon.

5.1.4 An objection was submitted on behalf of Sports England on the basis that the loss of the stadium as a sporting/recreational offer could not be justified under national policy (paragraph 97 of the NPPF).

5.1.5 The Council commissioned a review of compliance with paragraph 97 of the NPPF in 2019, which determined that “with the current evidence available we do not believe there is an unequivocal case that the Coventry Stadium is surplus to requirements.”

5.1.6 However, the review suggested that a case for the provision of a replacement speedway facility (exception b) or an alternative sports and recreation provision (exception c) could be justified.

5.1.7 Following this report, the applicant has worked closely with the project team and in consultation with local community football clubs to develop an alternative scheme, devised to specifically address the requirements of Paragraph 97 of NPPF through the provision of a replacement sports facility to serve the wider community (in accordance with exception c).

5.1.8 An illustrative comparison of the previous application and the revised proposals is shown on the page opposite.

5.1.9 Further details of post-submission updates are set out in the remainder of this DAS.





### Outline Planning Application (2018)

5.1.10 'Demolition of existing buildings and outline planning application for residential development of up to 137 dwellings (Use Class C3) including means of access from the Rugby Road, new open space and associated infrastructure. All other matters reserved.'



### Revised Proposals (2021)

5.1.11 'Demolition of existing buildings and outline planning application (with matters of access, layout, scale, and appearance included) for residential development of 124 dwellings (Use Class C3) including means of access into the Site from the Rugby Road, provision of open space and associated infrastructure and provision of sports pitch, erection of pavilion and formation of associated car park (details to be confirmed).'







# 6

## Evaluation



## 6.1. Opportunities & Constraints

6.1.1 The main findings from the technical assessments are shown on the opposite plan, which identifies important features that will influence the design of the Site. A summary of the main considerations is set out below:

### Land Use

- Opportunity to provide a new green infrastructure network, with accessible amenity open space that is integrated with development.
- The development proposals will consider existing properties that adjoin the Site boundary, and ensure the amenity and privacy of these properties is respected.
- Locating residential development within the Site will provide a significant opportunity create a safe, active and attractive place that can provide new recreational facilities for the new and existing community.
- Opportunity to consider treatment of existing Site access points.

### Access and Movement

- Vehicular access will be taken from a new access point on the A428, Rugby Road.
- Existing pedestrian access points will be retained.
- There is the potential for the existing PROW network to be enhanced through the creation of informal pedestrian routes through the Site.

### Drainage & Flood Risk

- The Site is located within EA Flood Zone 1.
- Development will not be located on land affected by flooding.
- The development will use Sustainable Urban Drainage Systems (SUDS) to accommodate and manage surface water drainage.

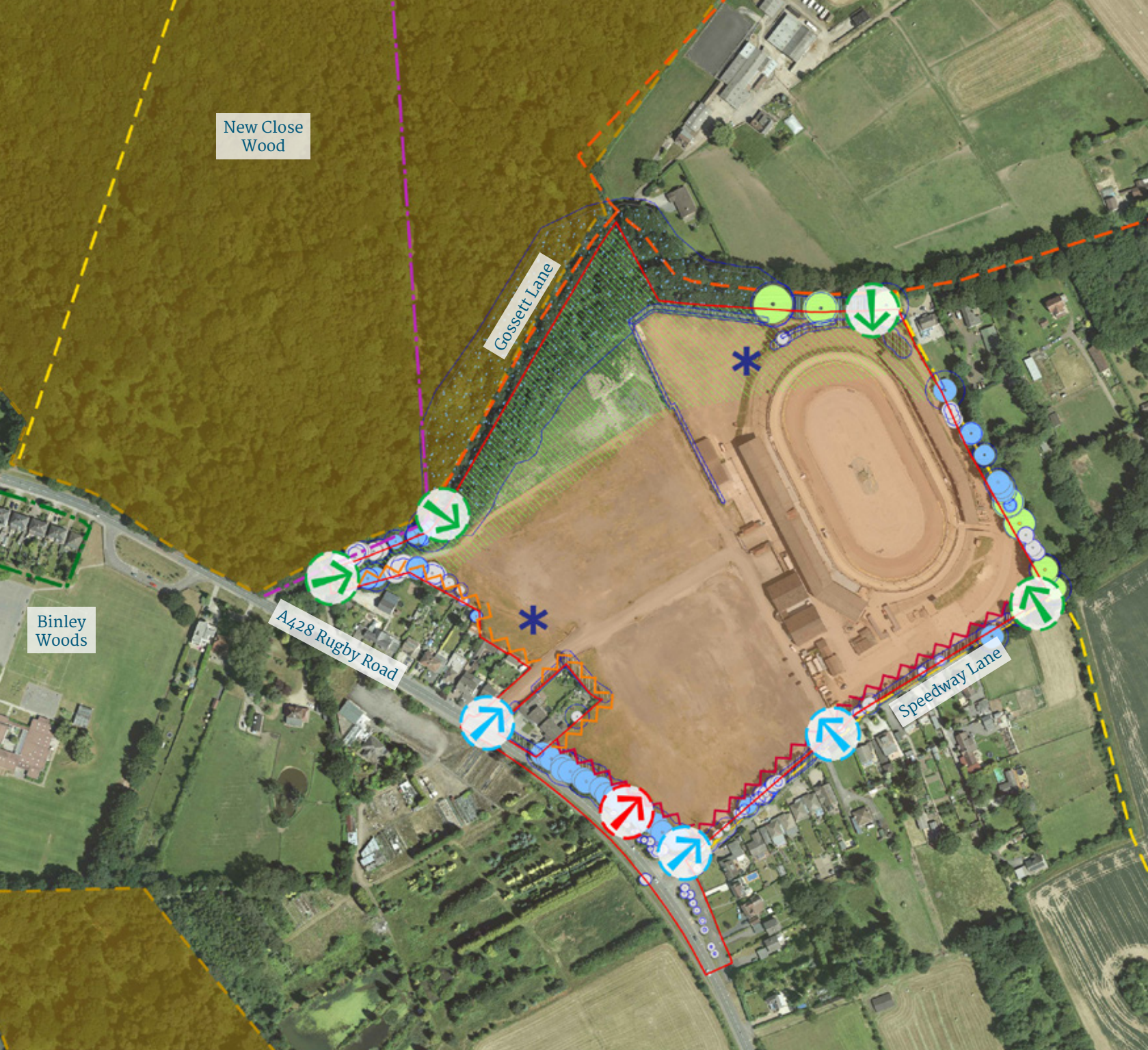
### Arboriculture

- Existing trees and hedgerow planting will be retained and enhanced wherever possible.
- Opportunity to reinforce and enhance the screening function of existing tree and hedgerow boundaries.
- Existing trees will need to be removed to facilitate Site access from A428 Rugby Road.
- Opportunity to improve and increase tree cover in the local area without the loss of any significant trees.

### Noise

- The key noise source impacting upon the Site are road traffic vehicles associated with Rugby Road (A428).
- Proposed dwellings will be set at least 20m back from Rugby Road (A428) to mitigate against noise levels.
- Dwellings closest to the road will be orientated, where possible, in such a way that associated gardens are protected by the building envelope.





Opportunities and Constraints Plan

	Site boundary		Existing Coventry Stadium and associated hardstanding		Opportunity for new open space to adjoin existing woodland		Category U tree
	West Midlands Green Belt		Setting consideration: noise		Existing tree/hedgerow planting		Existing PROW: footpath
	Potential vehicular access point		Setting consideration: amenity of existing properties		Category A tree + RPA		Existing PROW: bridleway
	Existing vehicular access point		Low point: potential area for attenuation		Category B tree + RPA		Existing PROW: Twelve O'Clock Ride
	Potential pedestrian access point		Ancient woodland		Category C tree + RPA		



## Landscape And Visual

- Promote a new Green Infrastructure in line with landscape strategy for the Dunsmore Parklands LCT linking, enhancing and protecting mature existing green assets such as hedgerows and trees.
- Provision for improving the Green Infrastructure of the Site in line with landscape strategy for the Dunsmore Parklands LCT, linking, enhancing and protecting the existing green assets such as hedgerows and trees and contributing further to the wooded character.
- Providing new footpaths within the Site to contribute positively to and connect into the local footpath network.
- Providing new areas of open space including play provision that would be accessible to the public.
- Provision for attenuation basins for the Sustainable Drainage System (SuDs) to further enhance biodiversity on Site.
- The retention of the existing boundary and internal vegetation, as far as possible, and to further enhance these, to strengthen the Green Belt boundaries and provide a sense of scale and enclosure.
- Additional tree planting in the western extent of the Site, particularly, in close proximity to the south western boundary to soften views of built form and the sports pitch, and to reduce the perceived noise from Rugby Road.
- Provision for a new area of sports use, to further the community and recreational use of the Site.
- Potential to create a green sculpted roof the clubhouse pavilion to assimilate into the host landscape more positively.
- Setting back built form from the south eastern and south western edge, to provide a green buffer/frontage and a level of screening to the existing housing along Speedway Land and Rugby Road respectively to be in line with recommendations within the Rugby Borough Council Landscape Sensitivity Study.
- Setting back development from the north western boundary to provide the 30m off-set from the Ancient Woodland (New Close Wood) as required by the Rugby Borough Council Landscape Sensitivity Study, exceeding the requirements of Natural England.

## Ecology

- The majority of the Site currently consists of areas of hardstanding and dilapidated buildings, with patches of grassland.
- The Site is bound by tree planting to the east and south, existing residential properties to the west along Rugby Road, and an area of woodland to the north.
- Potential habitat enhancements could include wild flower meadows, ponds, hedgerow improvements, and improved tree planting for foraging and bat boxes.
- Tree and hedgerow planting should be maintained and enhanced wherever possible.
- Opportunity to utilise SUDS to enhance amenity and biodiversity.

## Archaeology

- The Site is not located within the vicinity of World Heritage Sites, Scheduled Monuments, Registered Battlefields, Registered Parks & Gardens or Conservation Areas.





Looking south from the centre of the Site towards the existing central access from Rugby Road.







7

Design



## 7.1. Design Concept

7.1.1 Contextual analysis and site assessment work undertaken by the project team has prompted a rationale for design, which aims to maximise the opportunities identified.

7.1.2 The rationale is underpinned by three structuring principles, including: Connected Green Infrastructure; Linking the Community; and Creating Places and Spaces. Each of these are explored within this section and illustrated on the Concept Plan, shown opposite.

### *Connected Green Infrastructure*

7.1.3 Landscape features, including the existing boundary vegetation, will be retained and enhanced to form structuring elements of the development that provide multi-functional corridors for open space, movement, drainage, wildlife and biodiversity.

7.1.4 The existing boundary vegetation will form the edge of new parkland that surrounds the residential area, to be characterised by a naturalistic setting of lawns, wildflower grassland, parkland trees, and woodland planting.

### *Linking the Community*

7.1.5 The development will be structured around a hierarchy of permeable streets and spaces that provide a safe and legible movement network.

7.1.6 Access into the Site will primarily be provided via Rugby Road (A438), with a separate emergency, pedestrian, and cycle access also provided.

7.1.7 Numerous pedestrian/cycle access points and attractive new informal paths will be provided to connect the new community into the existing movement network to help promote active travel to local destinations, such as Binley Woods School.

### *Creating Places & Spaces*

7.1.8 A series of interconnected places and spaces will provide benefit to the community, designed to have a role and function within the development.

7.1.9 The most significant destination being a new sports facility to serve the wider community. The facility will have a campus-style feel, including a clubhouse pavilion, artificial turf pitch, and appropriate car parking.

7.1.10 A formal play space will be provided at the development gateway near to the sports facility. This will form part of a wider play strategy that will incorporate a circular exercise trail and natural play features.

7.1.11 'Prominent Buildings' are located at arrival points and to terminate prominent views and vistas, distinguished by contrasting building details.

7.1.12 Streets and public spaces will be appropriately overlooked (passive surveillance) by building frontages that will help to create an environment that feels safe.

7.1.13 Junctions along the primary movement route will be animated by pavements and corner turning buildings to create a series of small connected spaces that will aid legibility.





Concept Plan

	Site Boundary		Pedestrian/Cycle Access Opportunity		Bridleway		Gateway Building
	Residential Area		Primary Movement Route		Existing Vegetation		Frontages
	Public Open Space		Access To Sports Facilities / Emergency Access Route		Key Green Links		Play Area (LEAP)
	Primary Vehicular Access		PROW - 12 O'Clock Ride		Indicative Drainage		Parking Area for Sports Facilities
	Pedestrian/Cycle and Emergency Access Only		PROW		Prominent Building		Pumping Station



## 7.2. Parameter Plans

### Status of Proposals

7.2.1 This section sets out design elements to be fixed as part of the outline planning consent, including parameters for: Land Use and Access; and Building Heights. These parameters provide a framework for more detailed designs.

### Land Use & Access Parameters

7.2.2 The proposed land use and access parameters have been determined as part of a comprehensive masterplanning process, which has considered contextual and site assessment work.

### Residential

7.2.3 Approximately 4.14ha of land is provided for residential development, which will deliver 124 dwellings in a range of types and tenures

### Access

7.2.4 Vehicular access into the development will be provided from Rugby Road.

7.2.5 A separate emergency, pedestrian, and cycle access will be provided in place of the existing central access on Rugby Road.

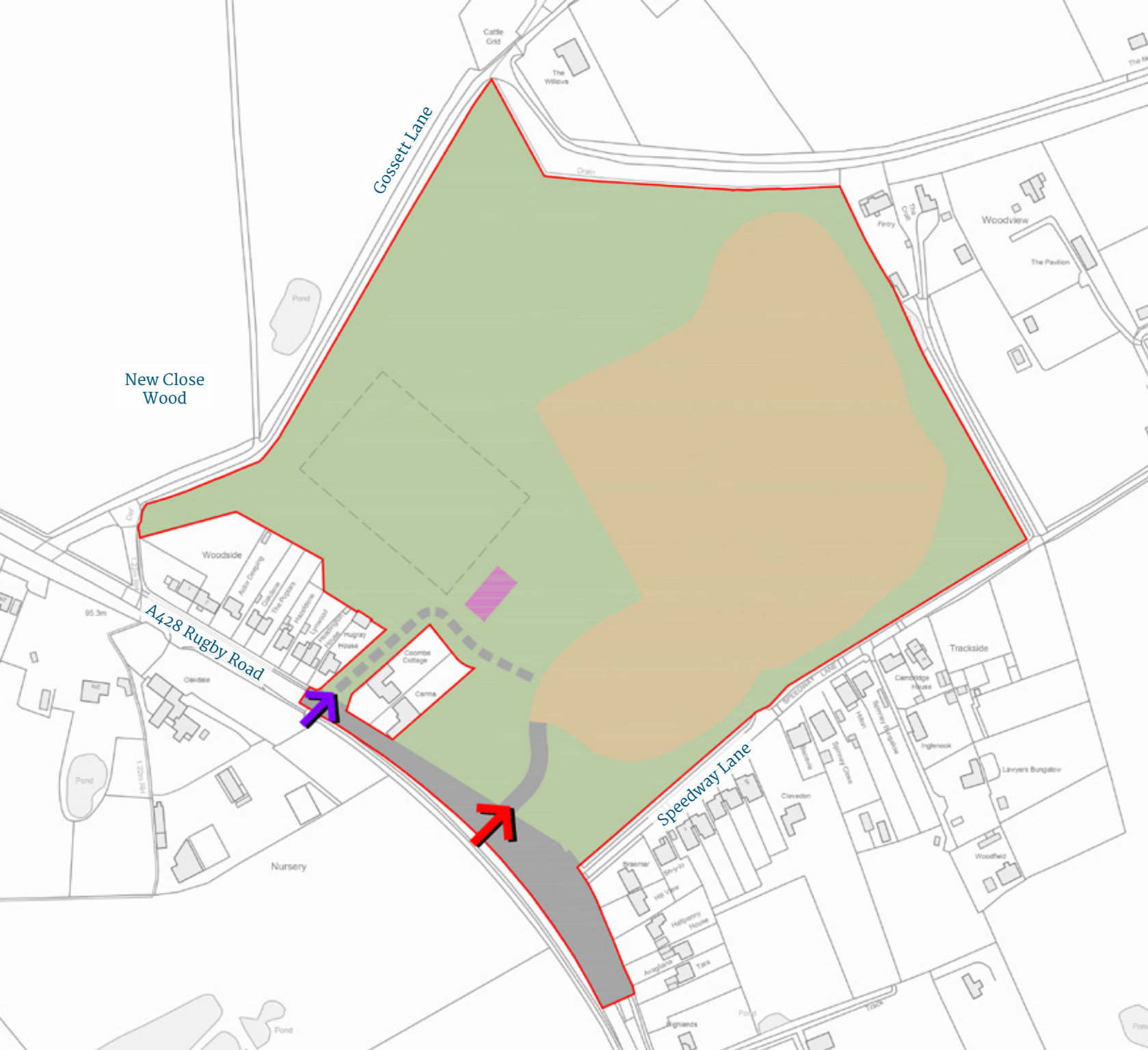
### Public Open Space

7.2.6 Approximately 6.20ha of land is provided for public open space, to include access, drainage, existing and proposed structural planting, landscaping, play areas, and sports facilities.

7.2.7 Indicative locations for an artificial turf pitch and associated clubhouse pavilion are identified.

7.2.8 The proposed parameters are underpinned by the green infrastructure and ecological context of the Site, therefore helping the development to integrate with the existing environment.





Land Use & Access Parameter Plan

	Site Boundary		Main Access Infrastructure (including Highways land)		Emergency / Pedestrian / Cycle Access Point
	Residential Area (including, as required: access, circulation, Public Open Space, landscaping, and associated infrastructure)		Secondary Access Infrastructure (indicative alignment)		Indicative Location of Clubhouse Pavilion
	Public Open Space (including, as required: access, circulation, drainage, existing & proposed structural planting, landscaping, play areas, and sports facilities)		Vehicular Access Point		Indicative Location of ATP Pitch



## Building Heights Parameters

7.2.9 The proposed Scale Parameter Plan indicates the maximum building heights in response to a combination of contextual factors, proposed land uses, and urban design principles.

7.2.10 Proposed maximum building heights are up to 2.5-storeys within the outlined residential development area, however, dwellings will predominantly be 2-storeys.

7.2.11 Variations in scale and roofscape will help to aid legibility and form a distinctive character.

7.2.12 The proposed maximum building height for the clubhouse pavilion (located indicatively) is up to 1-storey.





Scale Parameter Plan



Site Boundary



Up to 2.5-Storeys



Up to 1-Storey  
(Indicative Location of Sports Pavilion)

Notes:

- Some remodeling of existing ground levels will be necessary to achieve appropriate development platforms. Finished ground levels will accord with the requirements of the FRA, but remain subject to detailed design.
- Incidental elements, such as chimneys, may exceed the building height parameter by up to 1m.



## 7.3. Illustrative Masterplan

7.3.1 The Illustrative Masterplan, presented opposite, further evolves the design concept and parameters to show how the vision and aspirations for the proposed development could be delivered to provide a healthy, distinctive, and sustainable residential development at Coventry Stadium, Brandon.

7.3.2 The proposed development will provide a bespoke and locally distinctive built environment, settled within an attractive and multi-functional green infrastructure network. The targeted retention and enhancement of existing landscape features has underpinned much of the proposals and has formed the basis for the creation and character of new parks and places that will provide civic amenity and links into the existing urban fabric and the surrounding Warwickshire landscape setting.

### 7.3.3 Key placemaking features of the green infrastructure network include:

- Plentiful open space with a landscape of lawns, wildflower grassland, parkland trees, and new woodland planting, capitalising on the landscape qualities of the Site to help establish a sense of place;
- An attractive entrance to the scheme with considerable retained tree cover and avenue tree planting;
- A new sports facility to benefit the wider community, including a clubhouse pavilion, artificial turf pitch, and appropriate car parking, set within the public park.
- Retention of an existing hedge line in the northern site area to help define the structure of the new parkland;
- Trim trails, natural play features, and a formal play space (LEAP);
- Opportunity for public art at the gateway to the scheme that celebrates the history of Coventry Stadium;

- Sustainable drainage solutions incorporating attenuation, wetland planting, and rain gardens, to enhance biodiversity; and
- Screening of the pumping station with vegetation;

### 7.3.4 Key placemaking features of the built environment include:

- A mix of new homes that facilitate choice and draw on positive contextual references of the local area to help establish a sense of place;
- Predominantly 2-storey houses, informed by the scale of the existing stadium and consistent with surrounding residential development;
- A more formal development pattern to the spine road and secondary streets, and a more informal development pattern to its edges;-
- Pairs of semi-detached houses along the gently curving spine road that define the line of the street and provide rhythm, broken by focal-point buildings at road intersections;
- A 'soft' development edge to integrate sensitively into the open spaces, characterised by semi-detached and detached dwellings arranged to an irregular building line, which creates distinctive views of angled façades;
- Planted boundaries to development edges, and fenced boundaries along the spine road, emphasising the more formal nature of the main route;
- A more formal western development edge marked by terraces to frame the sports facility area and provide an acoustic buffer to private gardens; and
- Provision of efficient and varied car parking to ensure it does not undermine the character of the development.





## Illustrative Masterplan

### LEGEND

#### Boundaries and Rights of Way

- Site Boundary
- Existing PROW- Footpath
- Existing PROW- Brideway
- Existing PROW- Twelve O'Clock Ride

#### EXISTING ELEMENTS

- Existing Tree/ Hedgerow Planting

### PROPOSED ELEMENTS

#### Planting

- Proposed Trees/ Hedgerow Planting around Boundary
- Proposed trees
- Proposed hedges
- Proposed Boundary Hedge & fence: the extent and alignment of new hedge will be subject to detailed condition survey of existing vegetation
- Wetland Planting

- Meadow Grassland
- Bunding
- Proposed Rain Garden
- Proposed Grass Planting
- Proposed Car Parking
- Proposed Overflow Parking

### Surfacing and Paving

- Cycle/Footpath - Bitmac with crushed stone surface dressing
- Informal Path - Worn/Mown Grass
- Enhanced Highway Paving
- Enhanced Pedestrian Paving
- Waterbodies
- Attenuation Ponds & Basins

### Playspaces

- Play Area
- 3G ATP Pitch
- Trim Trail
- Sculpture / Public Art
- Buildings
- Proposed Pavillion with Green Roof



## 7.4. Access & Movement

7.4.1 The access and movement strategy for the proposed redevelopment is based on the principle of reducing the quantum of single occupancy car use associated with the Site by maximising the potential for pedestrian and cycle movements, and the use of existing public transport services.

### Vehicle Access

7.4.2 Vehicle access to the site will be via a new access onto the A428 Rugby Road, with the existing access to the east stopped up. It is proposed that the existing central access will provide a separate pedestrian & cycle/ emergency access. The new vehicle access takes the form of a simple priority T-junction and the access road will have a width of 5.5m with 2m footways provided along both sides of the carriageway. The proposed site layout will accommodate servicing vehicles to access the development, turn around and egress the site in forward gear.



Proposed Site Access Plan

### Pedestrian and Cycle Access

7.4.3 Foot/cycle access to the proposed redevelopment would be achieved through the proposed vehicle access on to Rugby Road and the pedestrian & cycle/ emergency access to the west also accessed off Rugby Road. In addition to these, there are pedestrian-only accesses to the west, north and east of the site. These connections will provide a good level of connectivity to the local area and nearby facilities. The site will be designed to facilitate foot and cycle movements along desire lines through the development, linking to the external access points. A new signalised crossing is proposed on Rugby Road to facilitate connections to/ from the local school.

### Public Transport

7.4.4 As part of the development scheme, it is proposed that the bus stops located to the north west of the Site will be upgraded to provide bus shelters, hard standing and seating. A contribution towards these works would be secured through a Section 106 agreement.

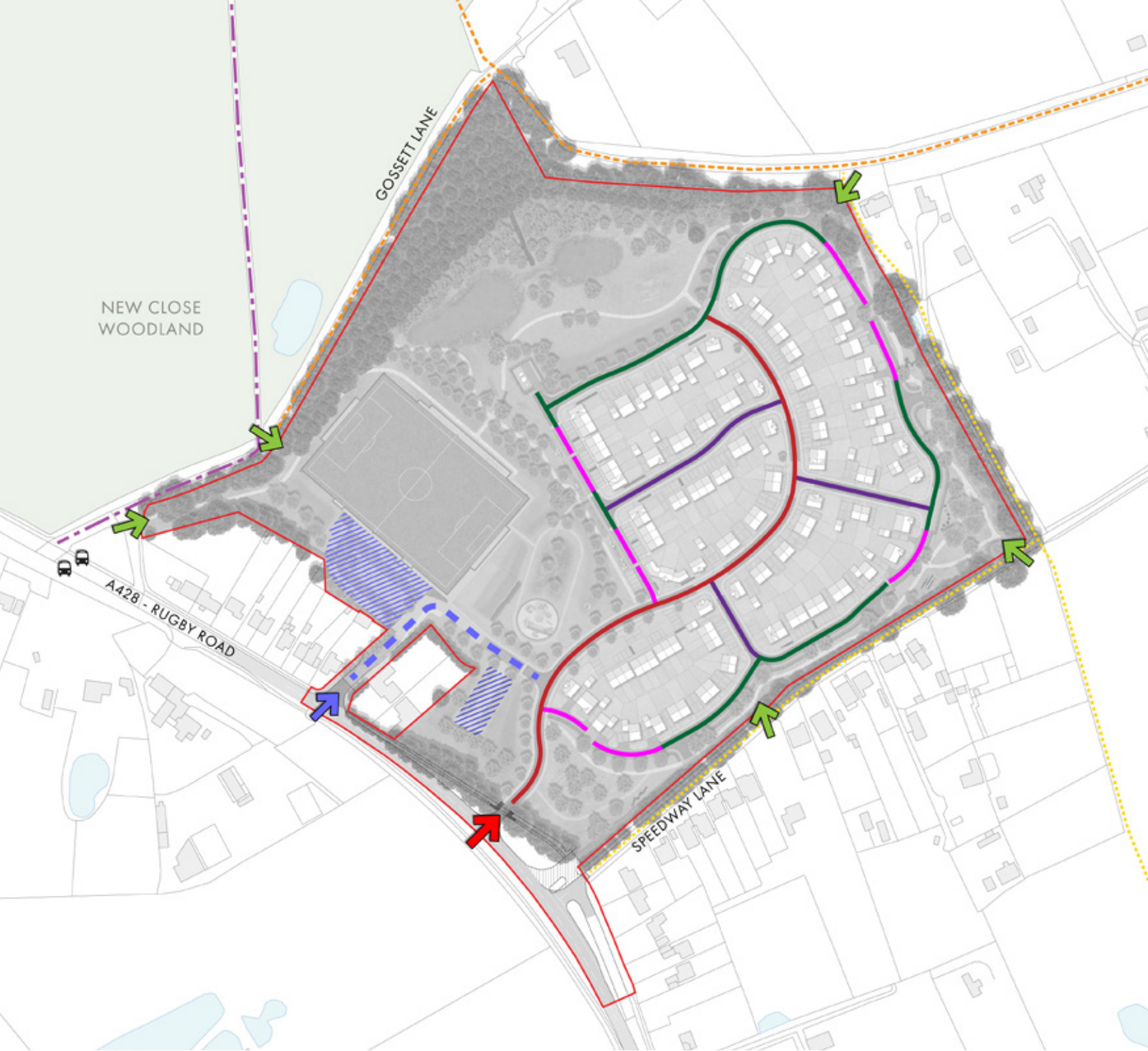
### Sustainable Welcome Pack

7.4.5 Each household will be provided with a Sustainable Welcome Pack including information on walking, cycling, public transport and road safety. This will be funded by the Developer and secured through the Section 106 Agreement.

### Street Hierarchy

7.4.6 The internal movement network is structured around a well-connected and permeable layout of streets and spaces that are designed to promote movement by sustainable modes. This network will be based upon a hierarchy of routes, as shown on the plan opposite, which each have a different character and role within the development. An overview of the street types are illustrated and described over the following pages.





Access & Movement Plan

	Site Boundary		Primary Vehicular Access		Pedestrian/Cycle Access Opportunity
	PROW - 12 O'Clock Ride		Main Street		Emergency/Pedestrian/Cycle Access
	PROW		Community Street		Access to Sports Facilities / Emergency Access Route
	Bridleway		Green Lane		Indicative Car Parking Area for Sports Facilities
	Upgraded Bus Stops		Private Drive		



Main Street

7.4.7 The Main Street will be the main movement corridor through the Site, which is accessed via Rugby Road.

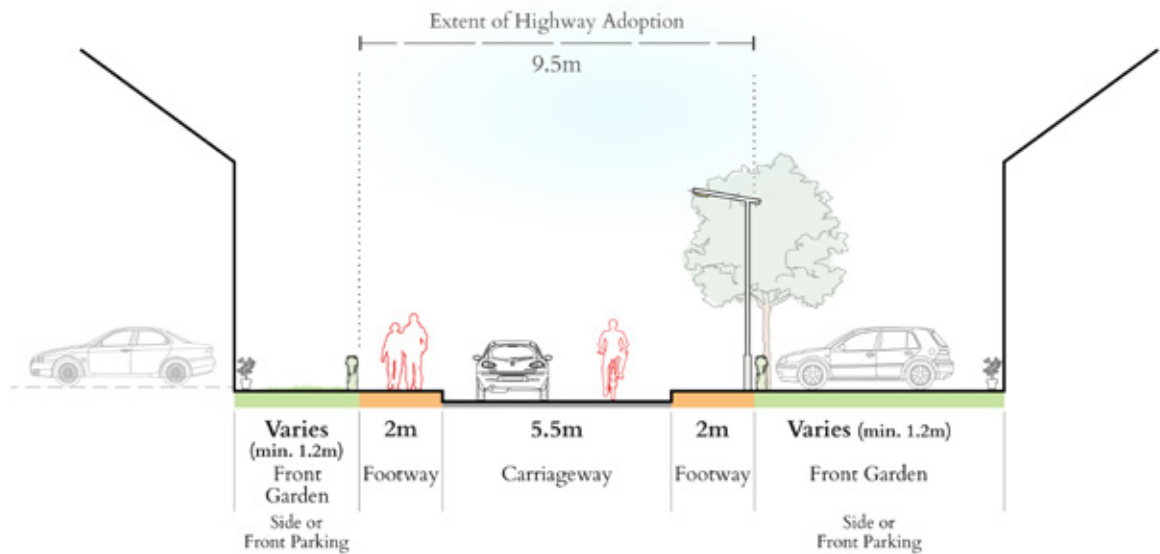
7.4.8 Several junctions will be surfaced with paviours to help slow vehicle speeds and aid legibility.

7.4.9 Its character will be more formal with generally consistent building lines, plot widths, roofscapes, scale (2-storey) and boundary treatments.

7.4.10 Dedicated footways will be provided for pedestrians.

7.4.11 Car parking will be provided on-plot.

Carriageway Width	5.5m
Footway Width	2m (x2)
Cycleway	On carriageway
Verge	None
Junction Radii	6m radius or 5m x 2m splay
Carriageway Material	Bitmac. Paviours to speed control areas.
Kerbing	125mm bullnose concrete upstand
Footpath Material	Bitmac. Paviours to crossovers.
Parking Demarcation	Same material as carriageway surface
Service Margin	None

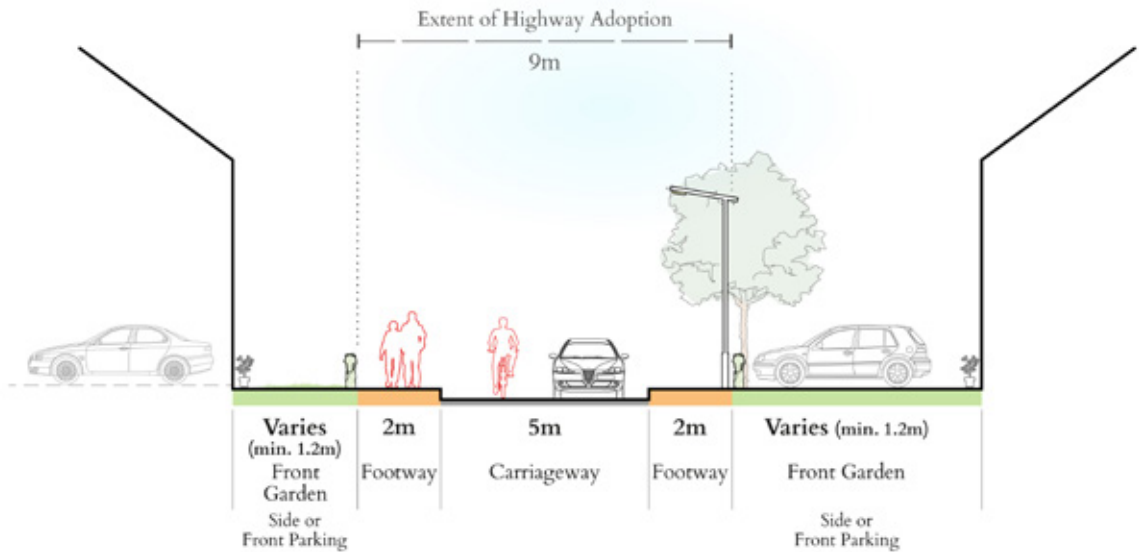




Community Street

- 7.4.12 Community Streets will form secondary movement routes, which are accessed via the Main Street.
- 7.4.13 Some informal character elements, such as variations to building lines and plot widths, will help to subtly contrast these streets to the Main Street.
- 7.4.14 Dedicated footways will be provided for pedestrians.
- 7.4.15 Car parking will be provided on-plot.

Carriageway Width	5m
Footway Width	2m (x2)
Cycleway	On carriageway
Verge	None
Junction Radii	6m radius or 5m x 2m splay
Carriageway Material	Bitmac. Paviours to speed control areas.
Kerbing	125mm bullnose concrete upstand
Footpath Material	Bitmac. Paviours to crossovers.
Parking Demarcation	Same material as carriageway surface
Service Margin	None





Green Lane

7.4.16 Green Lanes will have development on one side only facing the surrounding open space.

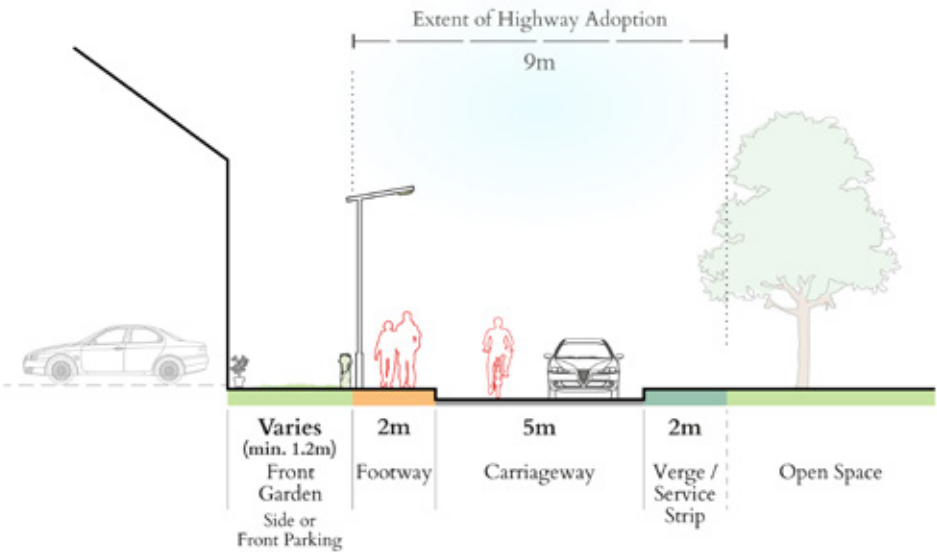
7.4.17 Their character will have a more informal feel with variations of building lines, plot widths, roofscapes, and boundary treatments.

7.4.18 Mostly 2-storey with some larger 1-storey detached properties.

7.4.19 A dedicated footway will be provided adjacent to the developed side, with numerous crossings to be provided into the movement network within the open space.

7.4.20 Car parking will be provided on-plot.

Carriageway Width	5m
Footway Width	2m
Cycleway	On carriageway
Verge	Yes - Grass
Junction Radii	5m radius or 5m x 2m splay
Carriageway Material	Bitmac. Paviours to speed control areas.
Kerbing	125mm bullnose concrete upstand
Footpath Material	Bitmac. Paviours to crossovers.
Parking Demarcation	Same material as carriageway surface
Service Margin	Within verge

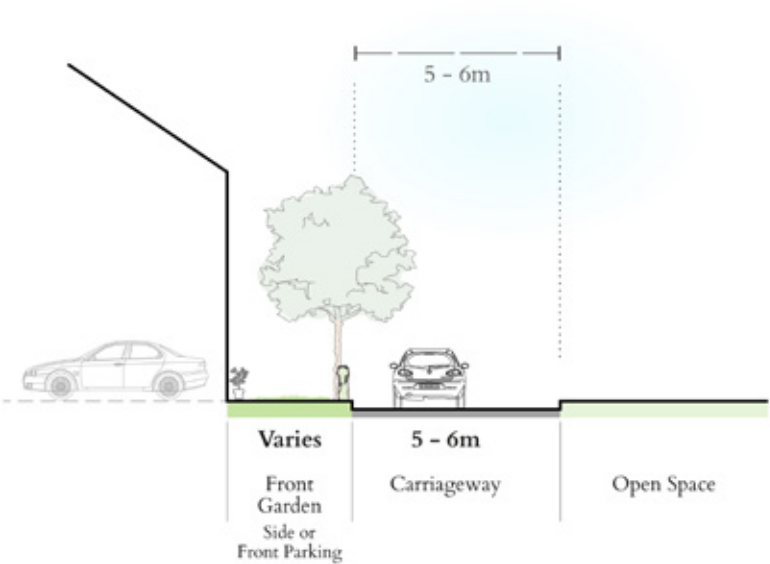




Private Drive

- 7.4.21 Private Drives will provide access for up to four dwellings, which are accessed via adopted highways.
- 7.4.22 Their character will generally be informal, with curving alignment and larger plot widths.
- 7.4.23 Mostly 2-storey with some larger 1-storey detached properties.
- 7.4.24 Movement for residents will be limited to the carriageway.
- 7.4.25 Car parking will be provided on-plot.

Carriageway Width	5.5m
Footway Width	None
Cycleway	None
Verge	None
Junction Radii	1m - 2m radius or 1m splay
Carriageway Material	Bitmac. Paviours to speed control areas.
Kerbing	50mm chamfered concrete upstand
Footpath Material	None
Parking Demarcation	Same material as carriageway surface
Service Margin	Yes - Partial only to adopted carriageway transition.



## 7.5. Landscape Strategy

7.5.1 The proposed residential re-development will be set in amongst a landscape of lawns, wildflower grassland and parkland trees and extensive areas of new woodland planting. The intention is to surround the residential use with a publicly accessible Woodland Park. This strategy is a response to the setting of the site and to the nature and character of the spaces along the boundaries.

7.5.2 The scheme for new Woodland Park in these areas will have a naturalistic planting pattern of new broadleaved woodland with woodland floor wildflower grassland in the clearings and glades.

7.5.3 The approach and vehicular access will not be the former northern most access between the houses on the A428 Rugby Road. The large southern, existing access will be used and will form, with the new scheme for landscaping and streetscape design, an attractive and entrance. This existing access already benefits from an existing junction and from considerable tree cover along the boundary. The trees here are covered by a Tree Preservation Order (TPO) and further detailed design work will establish a sympathetic and appropriate scheme that retains the trees and makes a positive contribution to the Rugby Road streetscape.







7.5.4 The existing hedge line along the north west front of the stadium will be retained for much of its length and it will contribute to the structure and framework of the new public park. New hedges of a similar native composition are proposed around the majority of the drives, lanes and streets that run at the edge of the houses and homes. This public realm boundary treatment is relevant to the place and will form an effective physical barrier as well as a visual filter that will be attractive and have a biodiversity value.







Landscape Strategy Plan

	Site		Proposed Woodland Park
	Existing Components		Proposed Pitch: 3G ATP
	Retained hedgerows		Proposed Parking
	Rugby Road and Speedway Lane		Green Links from Site
	Speedway Lane vegetation		Development Entrances with Avenue Planting
	Existing residential vegetation		Public Right of Way Links
	Existing woodland		

7.5.5 Play provision is anticipated to be an important component of the new public park. A formal play space is shown on the proposals and will, like much of the detail of the development be refined and enhanced as the proposals progress. The opportunity for a circular exercise trail is clear. So too is a play strategy that promotes a 'natural play' reference to: woodland and the enjoyment of the more natural aspects of wildlife as well as the seasonal changes through the year.

7.5.6 The landscape strategy for the public park is not separate to the residential scheme. The connectivity between the houses and homes with the public paths through Birchley Woods and out to the countryside to the south and east will be made through the Woodland Park. It is a unified and holistic proposal that ensures the whole scheme has a strong sense of place and a responsibility to its setting through a sympathetic and informed design strategy.







## Landscape and Green Infrastructure Public Realm Concept Plan

### LEGEND

#### Boundaries and Rights of Way

- Site Boundary
- Existing PROW- Footpath
- Existing PROW- Brideway
- Existing PROW- Twelve O'Clock Ride

#### EXISTING ELEMENTS

- Existing Tree/ Hedgerow Planting

### PROPOSED ELEMENTS

#### Planting

- Proposed Trees/ Hedgerow Planting around Boundary
- Proposed trees
- Proposed hedges
- Proposed Boundary Hedge & fence: the extent and alignment of new hedge will be subject to detailed condition survey of existing vegetation
- Wetland Planting

- Meadow Grassland
- Bunding
- Proposed Rain Garden
- Proposed Grass Planting
- Proposed Car Parking
- Proposed Overflow Parking

### Surfacing and Paving

- Cycle/Footpath - Bitmac with crushed stone surface dressing
- Informal Path - Worn/Mown Grass
- Enhanced Highway Paving
- Enhanced Pedestrian Paving
- Waterbodies
- Attenuation Ponds & Basins

### Playspaces

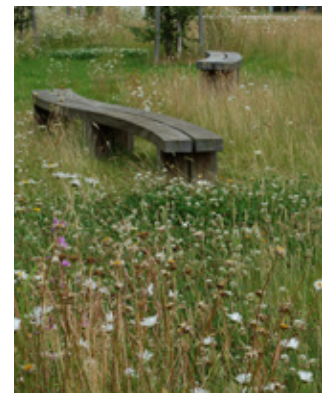
- Play Area
- 3G ATP Pitch
- Trim Trail
- Sculpture / Public Art
- Buildings
- Proposed Pavillion with Green Roof





Precedent imagery of SuDS, play spaces, wildflower meadows, and trees.





## 7.6. Clubhouse Pavilion

### Vision

7.6.1 The Clubhouse Pavilion will provide supporting sports and community facilities for both the 3G ATP and surrounding development. It is envisaged as a sensitively designed single storey building which fits considerably to the surrounding landscape integrated as part of the landscaped bunds.

### Use/Amount

7.6.2 The proposed Clubhouse Pavilion has an approximate area of 300 sqm GIA, containing the following:

- Two changing rooms (home and away or male/female) and each incorporating toilet and shower areas – this represents suitable dimensions to a variety of games;
- Two official changing rooms each with a toilet (one cubicle) and shower (one cubicle);
- Community space for players/visitors which could be used to provide refreshments and/or an informal food and drink offering;
- Reception area providing access to the both the 3G ATP and LEAP;
- Supporting facilities including kitchen, communal toilets, plant/storage area, Locker/equipment storage.

7.6.3 All spaces are designed in accordance with the Sports England Design Guidance for Clubhouse requirements.

### Layout

7.6.4 Located on a North East / South West axis, the Clubhouse Pavilion lies between the 3G ATP (and car park) to the north west and the LEAP to the south east. To the south east lies the access road and to the north east the landscape bund which meets the pavilion. The main entrance is located fronting on to the 3G ATP and car park with a secondary entrance fronting on to the LEAP.







Illustrative visualisation of Clubhouse Pavilion

## Scale and Massing

7.6.5 The Clubhouse Pavilion is to be a single storey building. Designed to complement its Green Belt setting the roof will be grass/sedum covered to integrate within the surround landscape bunds.

## Appearance and Materiality

7.6.6 The appearance of the Clubhouse Pavilion aims to create a sensitively considered design which responds to site and setting integrated within the landscape bunds. High quality materials are proposed, predominantly stone cladding with some timber cladding, and a sedum roof. Well proportion glazing is considerately placed to ensure appropriate levels of daylight in the right places, for example there is plentiful amount of glazing to community space, benefiting from the southern orientation.

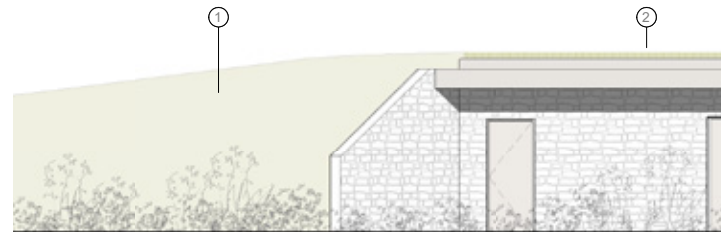
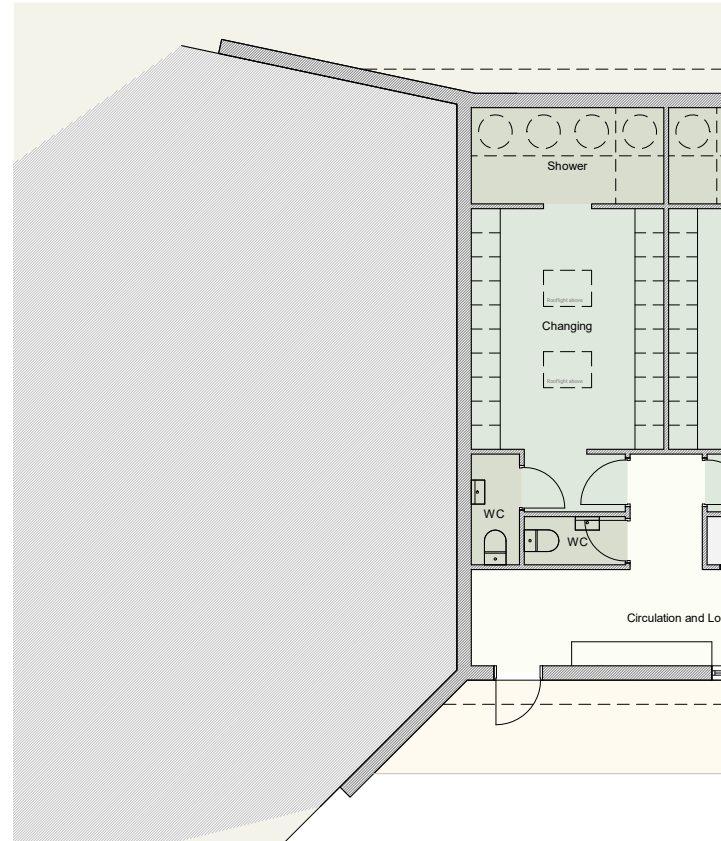
## Access

7.6.7 Access to and throughout the Clubhouse will be level access and DDA compliant. The main entrances will be obvious, welcoming and clearly defined. Corridors are a sufficient width with passing places to allow wheelchairs or players with bags to pass. All changing areas are designed to be used comfortably by both able bodied and disabled people together with the provision of an accessible WC.

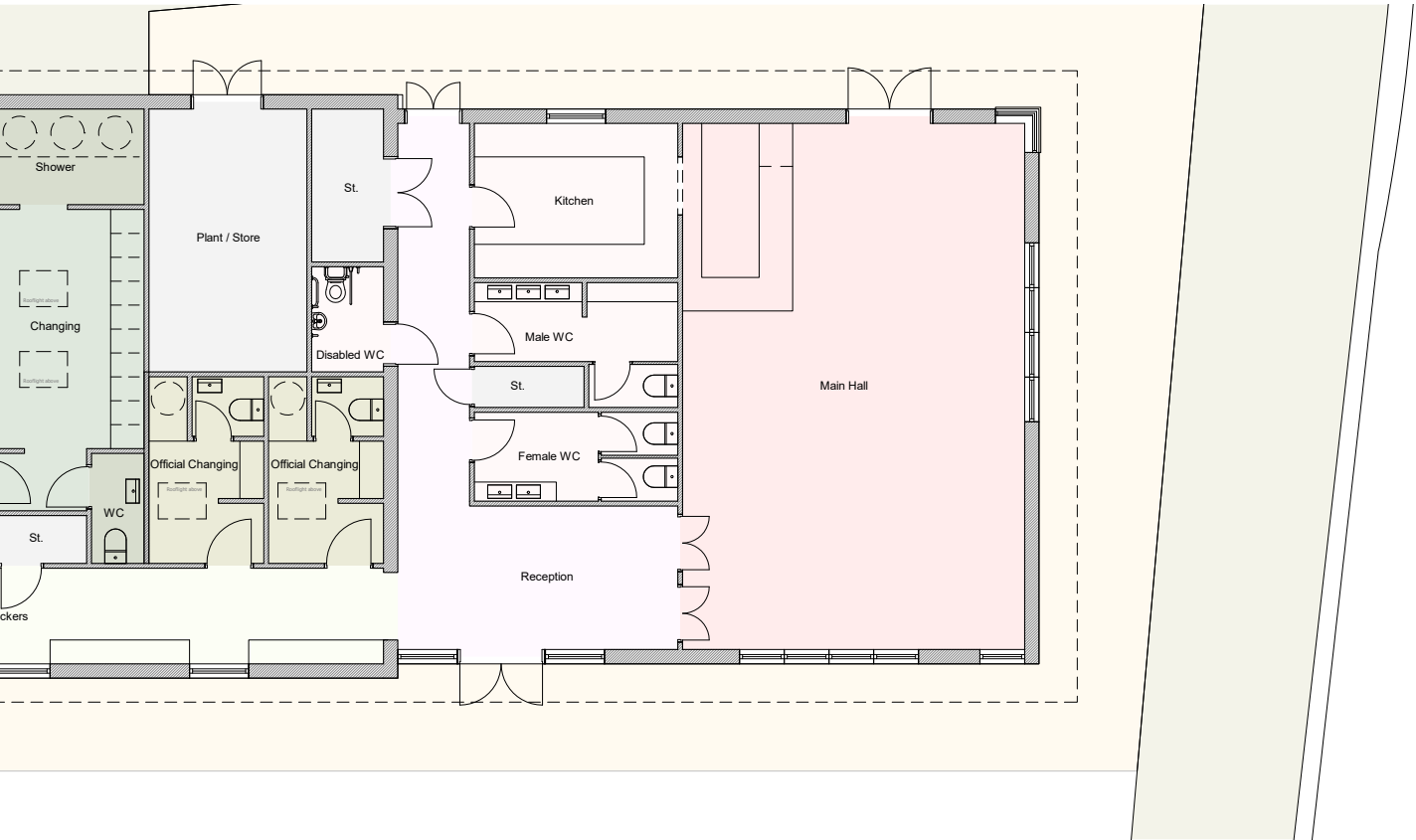
## Sustainability

7.6.8 The Clubhouse Pavilion is envisaged as a well-designed, insulated and air-tight building with good natural daylight with carefully selected components to minimise the demands on heating, lighting, power and water. A range of sustainable design and construction features could be explored, such as:

- Fabric first approach with efficient building envelope and high levels of insulation to reduce heating/cooling demands;
- High efficiency lighting and windows;
- Mechanical ventilation with heat recovery;
- The use of materials with a low life-cycle environmental impact and embodied energy; and
- Efficient construction / operational waste management.







Ground Floor Plan



Primary Elevation

Material Key

- 1. Grass verge/mound
- 2. Sedum roof
- 3. Aluminium trim fascia
- 4. Rubble stone
- 5. Aluminium glazing and doors
- 6. Timber cladding

## 7.7. Sports Facilities

### Artificial Turf Pitch (ATP)

The full size flood-lit ATP will cater for club football. The 3G (Third Generation) synthetic playing surface will consist of three elements: synthetic turf, sand infill and rubber infill. The playing surface synthetic 'sward' is typically between 35mm–65mm in pile height.

The playing area of the 3G pitch will accommodate a full –sized 11 a-side football pitch. Two 5 a-side pitches could fit within the full size pitch. Other team sports could also be accommodated. The 3G ATP is ideally suited to training and is an all-weather sports facility.

The playing area is contained with ball-stop fencing at a range of appropriate heights defined on the Concept Plan opposite.

### Parking and Access

The 3G ATP has a dedicated access – with clear and obvious paths for cyclists and pedestrians. Parking is proposed as follows:

- Main car Park: 69 spaces for cars – of which 3 Electric Charging bays, and 3 Disabled Badge Holder bays. In addition: 2 Team Mini-bus Bays, and parking for motor bikes and cycle racks.
- Over-flow Car Park: 24 spaces.

### Landscape Design

All the elements of the Sports Facility: the 3G ATP, the Pavilion, the car parks and access road, will all be set in a landscaped public park.

The playing surface of the pitch will be set slightly into the ground and will be lower than the adjacent levels. The expansive green space – the POS that surrounds the new housing, will run around the western edge of the residential area and will form an attractive sweep of landscaped open space between the pitch and the housing. Drifts of new trees are proposed over the low grass covered mounding that will separate the ATP from the housing.

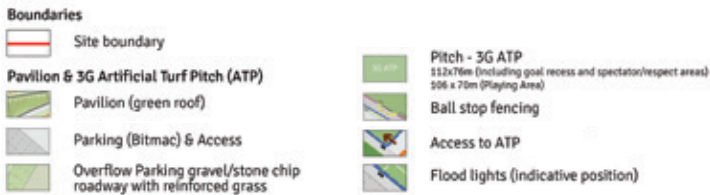
The concept for the landscape design is for a campus-like quality and appearance, where trees and grassland create the unifying GI framework. Play Space and SuDs wetland and species rich meadow grass land are the other key components.







Indicative General Arrangement of Artificial Turf Pitch and Car Parks



## 7.8. Drainage Strategy

### Existing Drainage

7.8.1 There are no public sewers situated within the Site, whilst a private drainage outfall from the stadium buildings does exist. This sewer flows in a southerly direction from the Site.

7.8.2 Public sewers do exist within Rugby Road, which is situated to the western boundary of the Site. An open watercourse exists along the northern boundary, adjacent to Gossett Lane.

### Proposed Drainage

7.8.3 It is proposed to discharge foul flows generated by the new development to the public foul sewer within Rugby Road. Based on the existing Site topography and the indicated levels of the public sewer, it is evident that a gravity connection from all parts of the development will not be feasible. It will therefore be necessary to provide an on-site foul pumping station to facilitate the discharge to the existing public sewer network.

7.8.4 The foul connection and discharge to the public sewer network from the pump station will be to the approval of the local water authority (Severn Trent Water) at the detailed design stage in accordance with a Section 106 of the Water Industry Act 1991.

7.8.5 It is expected that the proposed main on-site foul drainage network, including the pumping station, will be offered to Severn Trent Water for adoption under a Section 104 of the Water Industry Act 1991.

7.8.6 A sustainable attenuation based surface water drainage system is proposed, which will restrict the positive surface water discharge from the development to a rate equivalent to the Greenfield run-off. This will promote a reduction in surface water run-off in the post development scenario when compared to the Site.

7.8.7 Attenuation will be provided in the form of two open on-line SuDS pond features, located within the northern landscaped area of the development. The residual Greenfield discharge from the ponds will outfall to the open watercourse that runs along the northern boundary of the Site, adjacent to Gossett Lane. The ponds will be designed to accommodate the balance of flows up to and including the 1 in 100 year event plus an allowance of 40% for climate change.

7.8.8 Additional SuDS features will be promoted throughout the development, which will include permeable paving for private shared driveways and parking areas, water butts, where appropriate, on individual rainwater pipes, and a green roof for the pavilion building.

7.8.9 The surface water drainage system will accord with all relevant Environment Agency Pollution Prevention Guidance.

7.8.10 It is expected that the main on-site surface water drainage network will be offered to Severn Trent Water for adoption under a Section 104 of the Water Industry Act 1991. The maintenance of the balancing ponds will be undertaken by an approved management company in perpetuity.





## Drainage Strategy Plan

 SURFACE WATER DRAINAGE







# 8

## Residential Development



## 8.1. Amount & Layout

8.1.1 The scheme provides 124 family homes in a mixture of tenures, including 99 houses for private sale, 11 for shared ownership and 14 for affordable rent. The 25 affordable dwellings represent 20% of the total. The dwelling mix reflects the housing need and outer-suburb location. It therefore comprises a mid-sized range of two and three-storey houses ranging in size from 70 square metres (755 square feet) to 141 square metres (1,519 sq ft).

8.1.2 The scheme proposes two and three-storey dwellings in the following mix:

- 34 two-bedroom houses (27.5%)
- 65 three-bedroom houses (52.5%)
- 25 four-bedroom houses (20%)

8.1.3 The range of dwellings contains ten house-types with a variety of internal configurations, all with private gardens. The larger houses are provided with integral or detached, single garages with space for cycle storage. The smaller dwellings have open parking and timber sheds in the rear garden for storage of garden equipment and cycles.

8.1.4 The pattern of development is designed to be informal in relation to the northern, eastern, and southern Site boundaries to reflect the edge-of-settlement and ‘green belt’ location. In contrast to this soft edge, the western boundary of the residential development is rectilinear and is designed to frame the substantial area of public open space containing an all-weather sports pitch.

8.1.5 The informality discussed above is achieved with the use of a mixture of semi-detached and detached dwellings arranged to an irregular building line. The varied juxtaposition of dwellings, one to another and to the streets, allows emerging views of angled façades from the pattern of perimeter drives and footpaths.

8.1.6 The more formal western edge is marked by terraces which, apart from providing visual enclosure to the open space, also provide an acoustic buffer to mitigate any activity on the sports pitch affecting the amenity of private gardens.

8.1.7 Within the boundaries a clear hierarchy of roads provides clear routes through the development. The curvilinear route of the spine road is deliberately designed to achieve low vehicle speeds. The secondary roads provide spurs leading to shared surfaces with turning heads extending to private drives to serve small groups of houses.

Housetype	No.	Storey	Beds	Parking Spaces Per Dwelling	Sqft	Total Sqft
<b>Open Market</b>						
Montague	2	2	2	2	755	1,510
Crawford	18	2	2	2	769	13,842
Barwick	18	2.5	3	2	863	15,534
Beaufort	23	2	3	2	910	20,930
Ravenhurst	1	2	3	2/3	910	910
Carlton	5	2	3	2/3	1000	5,000
Colton	7	2	3	3	1011	7,077
Freemont	11	2	4	3	1270	13,970
Tansley	4	2	4	3	1392	5,568
Olton	10	2	4	3	1519	15,190
<b>Sub Total</b>	<b>99</b>					<b>99,531</b>
<b>Affordable (Rent)</b>						
Crawford	7	2	2	2	769	5,383
Beaufort	4	2	3	2	910	3,640
Ravenhurst	3	2	3	2/3	910	2,730
<b>Affordable (SO)</b>						
Crawford	7	2	2	2	769	5,383
Beaufort	3	2	3	2	910	2,730
Ravenhurst	1	2	3	2/3	910	910
<b>Sub Total</b>	<b>25</b>					<b>20,776</b>
<b>Grand Total:</b>	<b>124</b>			<b>290 Spaces</b>		<b>120,307</b>



Approximate Position  
of All Weather Pitch



Site Layout

- Site Boundary
- Rented Housing
- Shared Ownership Housing
- Existing Trees
- Indicative New Planting
- Indicative Location of Attenuation Ponds & Basins
- Proposed Railing Boundary Treatment
- Proposed Hedgerows



## 8.2. Scale & Density

8.2.1 The proposed scale and density have been informed by the extent of previously developed land within the overall Site, by the scale and height of the existing stadium, and by the configuration of boundaries.

8.2.2 The existing development concentrates the massing of built form and provides a uniform overall height. The proposed residential development is more fragmented, with gaps allowing views along streets and between smaller buildings, with only a relatively modest increase in the spread of buildings. The informality of the development edge mitigates the impact of buildings on views from the surrounding roads and landscape.

8.2.3 The domestic scale of two-storey houses is consistent with surrounding residential development. The use of 2.5-storey buildings and occasional gable ends to front elevations help to provide variety in what would otherwise be an overly regular roofscape. The Site is relatively flat and a further variation in the height of buildings is achieved by raising slab levels in the southeast corner of the Site. This is advantageous in visual terms and is informed by the practical need to achieve adequate gradients in the surface water drainage system.

8.2.4 Density is inevitably low in relation to an overall Site where the boundaries of built development are constrained by the extent of existing buildings and hard surfaces, and where a substantially larger area of public open space is provided than would normally be required by planning policy. The approach to development is to provide single family houses over the whole Site, rather than a mixture of houses and apartments. A resulting density based on the developed area is approximately 33 dwellings per hectare.



Approximate Position  
of All Weather Pitch



Site Layout

- Site Boundary
- Area of Development  
3.80 Hectares / 9.39 Acres  
(32.63 Dwellings Per Hectare)
- 2.5 Storey
- 2 Storey
- 1 Storey



## 8.3. Character & Appearance

8.3.1 The design objective is to achieve a development that will reflect surrounding residential typologies and integrate with the surrounding landscape and green belt setting. The masterplan has been developed on this basis and the full application scheme adheres to the established urban design principles.

8.3.2 The staggered perimeter building line, curvilinear roads and drives are reinforced by the informal arrangement of houses of differing types and boundary treatments. Hedgerows are the predominant feature of the boundaries on the northern, eastern and southern sides of the development. The soft redbrick elevations are interspersed with focal point buildings in render, breaking up the built form.

8.3.3 The gentle curve of the spine road contributes to its character. The pairs of semi-detached houses over much of its length define the line of the street and provide a rhythm, broken by focal-point buildings at road intersections. At the entrance to the development the terraced houses on the southern side of the spine road are set back to reflect the open space on the northern side and the terraces themselves reinforce the framing of the sports and amenity area effected by the terraces at right angles to the terraces to the north.

8.3.4 The approach to car parking is designed to be efficient and varied in visual appearance. Frontage parking to terraced houses is interspersed with side parking to semi-detached houses and side parking with garages to detached dwellings. Frontages will be the subject of detailed landscaping treatments within the principle of planted boundaries, predominantly with hedgerows around the perimeter of the development, and fenced boundaries along the spine road, emphasising the more formal nature of the main route.

8.3.5 The characteristics of the scheme adhere to the principles of providing a clear division between public realm and private space with surveillance of public streets and car parking from windows in habitable rooms. Private gardens generally abut private gardens and screen walls are provided where the flanks of gardens are aligned with the street. The house types provide dual aspect elevations on corner plots.



8.3.6 The approach described will provide a development with a distinct formal character along the spine and secondary streets, and an informal edge sensitively integrated into the surrounding landscape. For the prospective residents, it will provide a variety of dwelling types and a high level of physical and visual amenity, not least in the extensive landscaped public open space surrounding the houses.



Approximate Position  
of All Weather Pitch



Character Areas Plan

-  Main Street Character Area
-  Green Edge Character Area

## Main Street Character Area

8.3.7 This area is characterised by generally consistent building lines, plot widths, scale, boundary treatments, and appearance to create a more formal feel and to unify and enclose important movement routes.

### Key Characteristics

- 2-storey and 2.5-storey buildings
- Predominantly semi-detached buildings, with occasional grouped and detached buildings
- Predominantly red brick (two variations) with occasional render (white/cream) walling material
- Slate grey colour window frames and doors
- Simple duo-pitch roofs (warm red or slate grey colour) with occasional gable end to front elevation
- Occasional bay windows under gable ends (to corner turning dwellings only)
- Mix of duo-pitch and flat projecting door canopies
- Black estate railing boundary treatments
- Splayed brick headers



Semi-detached 'Crawford' (brick) properties (2-storey)







Semi-detached 'Barwick' (brick) properties (2.5-storey)



Detached 'Cofton' (brick) property (2-storey)



## Green Edge Character Area

8.3.8 This area is characterised by greater variations in building lines, plot widths, scale and appearance to create a more informal feel and to ensure sensitive integration with the surrounding open spaces.

8.3.9 The more formal western edge is marked by terraces that provide visual enclosure to a key area of open space and an acoustic buffer to mitigate any activity on the sports pitch affecting the amenity of private gardens.

### Key Characteristics

- 1-storey and 2-storey buildings
- Predominantly semi-detached and detached buildings, with occasional grouped buildings
- Mix of red brick (two variations) and render (white/cream) walling material
- Slate grey colour window frames and doors
- Simple duo-pitch roofs (warm red or slate grey colour) with more common use of gable ends to front elevation
- Occasional use of bay windows under gable ends
- Traditionally-styled duo-pitch and mono-pitch projecting door canopies
- Low hedges or open boundary treatments
- Splayed brick headers



Semi-detached 'Beaufort' (brick) properties (2-storey)







Detached 'Freemont' (brick) property (2-storey)



Detached 'Olton' (render) property (2-storey)



B - B



C - C











*Artist's impression of the proposals at Coventry Stadium, Brandon  
(view looking east south east)*







# 9

## Conclusions



## 9.1. Summary & Key Benefits

9.1.1 This Design & Access Statement provides an explanation of policy guidance, context assessment, consultation, design parameters, and detailed design elements to support an Outline Planning Application relating to the development of land at Coventry Stadium, Brandon.

9.1.2 The development proposals have been shaped by the placemaking opportunities of the Site and the aspiration to bring forward a healthy, distinctive, and sustainable residential development to the local area. The key benefits of the scheme include:

- Provision of 124 locally distinctive new homes with a mix of types and tenures, including 20% affordable;
- New parkland with a landscape of lawns, wildflower grassland, parkland trees, and new woodland planting, designed to integrate sensitively into its surroundings;
- A new sports facility to benefit the wider community, including a clubhouse pavilion, artificial turf pitch, and appropriate car parking, set within the public park;
- Trim trails, natural play features, and a formal play space (LEAP);
- Sustainable drainage solutions incorporating attenuation, wetland planting, and rain gardens, to enhance biodiversity;
- An attractive main entrance into the Site via Rugby Road (A438) with considerable retained tree cover and avenue tree planting;
- A permeable movement network that prioritises active and sustainable travel options; and
- Opportunities for public art that will celebrate the history of Coventry Stadium.





Gossett Lane

Rugby Road

Speedway Lane



