

INVESTING IN RUGBY BOROUGH

Delivering Employment Development



Rugby East

EMPLOYMENT DEVELOPMENT / GREEN INFRASTRUCTURE / A5
VISION DOCUMENT

February 2024

STOFORD

Available Now - Immediate Delivery



M1

A5

Daventry International Rail
Freight Terminal
(DIRFT)

Houlton Sustainable Urban Extension
(under construction)

Rugby East

A5

A5

OUR VISION

To **deliver** an **exemplary employment park** on the A5 that will be **well-connected** to the **strategic road network, Rugby Parkway Railway Station** and **Houlton** by a **range of transport options**, **enhance** the **green infrastructure** network and deliver **significant economic benefits** whilst addressing the **need** for strategic and / or local **employment land** in Rugby Borough.





EXECUTIVE SUMMARY

Land at Rugby East provides a unique opportunity to extend the employment offer at Houlton in the east of the borough with over 300,000 square metres of new employment floorspace providing c.5,000 new jobs and c.50ha of green infrastructure



Masterplan for Strategic Employment Development

Key



Central Hub



Green Infrastructure



Other route with Public Access



Bus Stops



Pedestrian / Cycle Links



MEETING NEED

Stoford are promoting c.136 hectares (336 acres) of land for employment development at Rugby East (north of Houlton), as part of the Local Plan review. This opportunity is at the heart of the 'Golden Triangle', and is able to meet the market demand for industrial, storage and distribution development on the A5, close to junction 18 of the M1 motorway. We envisage that within the first five years of the Plan we will develop at least 30ha and that over the following 10 years we will deliver the remaining land. This land in its entirety is referred to within this Vision Document as the 'Site' or 'Rugby East'.

The extent of the Site provides an opportunity for buildings of varying scale to meet local and / or strategic employment needs. With a landscape led approach to design the Site can provide c.305,000 sqm (c.3.3m sqft) of Use Class B2 and B8 floorspace, with ancillary offices.

The Site provides an opportunity to attract and accommodate new businesses and operators into the area, including those which cannot reside at the Daventry International Rail Freight Terminal (DIRFT) due to the restrictions of its content on use (B8 only).



AVAILABLE NOW FOR IMMEDIATE DELIVERY

The Site's inherent attributes, with a proposed new junction directly onto the A5, means that we can be confident that a first phase of development at least 30ha can be developed within the first five years of the Plan.



CONNECTIVITY

Rugby East is located on the A5 strategic road network, only three miles from the M1 and a further five miles from M1 / M6 / A14 interchange. Rugby Parkway Railway Station, due to be operating in 2026, is proposed just three miles south of the Site on the Northampton Loop with access to the West Coast Mainline.

The adjacent sustainable urban extension of Houlton sits immediately south of the Site, which, once complete, will provide a range of services and facilities within walking and cycling distance via an existing footpath that links to our Site (see Section 2).

Our proposals incorporate a Central Hub offering a range of features to encourage sustainable travel including a public transport interchange with enhanced shelters and bike hire with docking stations.



LABOUR SUPPLY

Rugby Town and its suburbs provide the Site with a large pool of labour within close proximity of the Site. Once complete, Houlton will increase the pool of potential labour that is within walking and cycling distance of our Site. Rugby Parkway Railway Station will further enhance the Site's access to labour from Rugby's conurbation and the wider Midlands region.



UNCONSTRAINED

The Site is entirely suitable for development and provides a large scale opportunity to grow Houlton's current employment offer in a sustainable and comprehensive way.

The Site is located outside of the Green Belt and the parts of the Site at risk of flooding are limited to the southern end and outside the proposed areas of built development. Dunsmore House, a Grade II listed building is located beyond the site boundary to the north. A large green buffer around the house has been included in our proposals to maintain its significance. We have positioned the buildings on the lower parts of the Site to take account of the modest changes in levels.

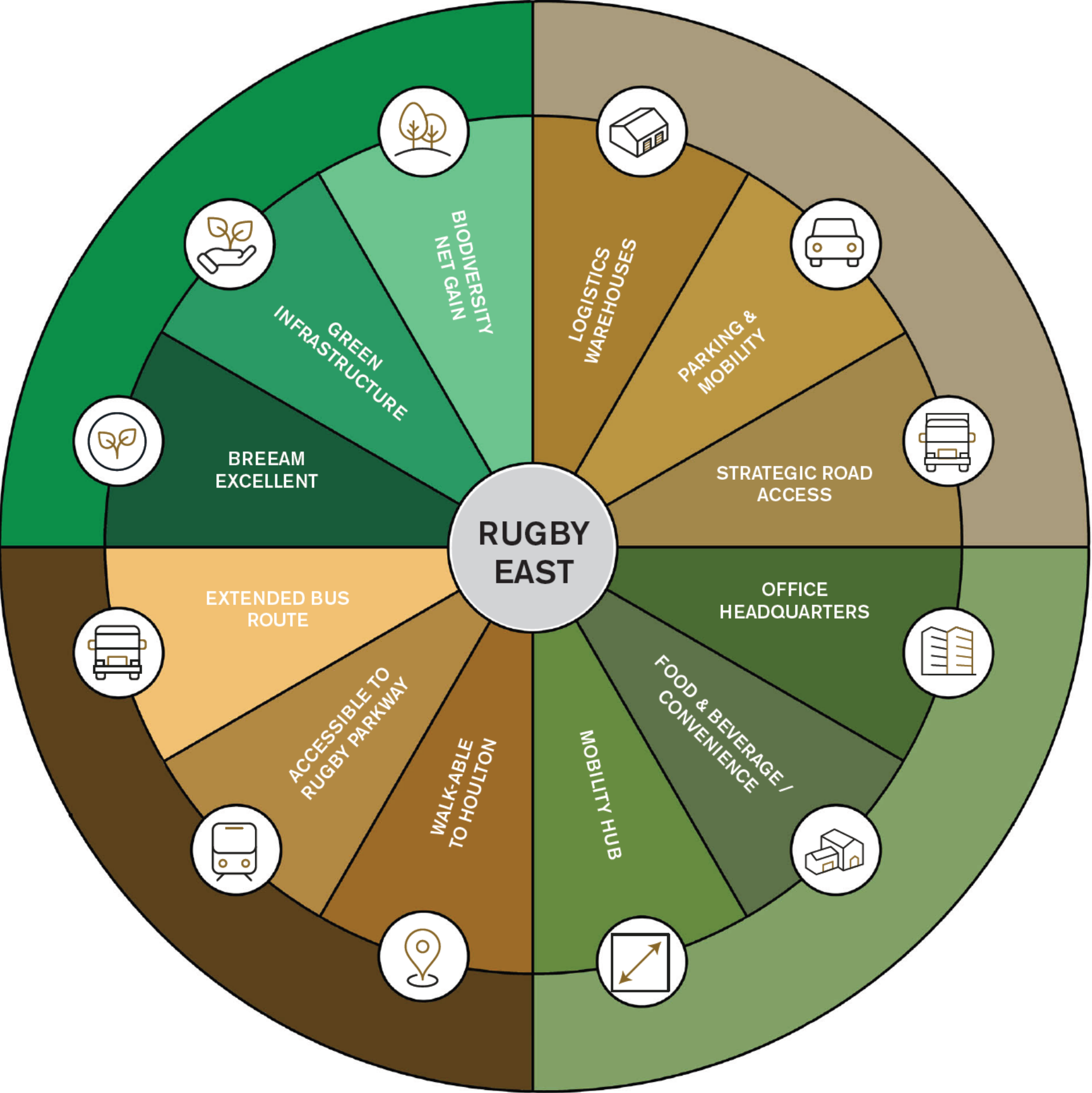
The Site comprises of agricultural fields divided by native hedgerows, containing mature hedgerow trees. There is a small woodland on the Site, which is being retained in our proposals. The Site offers extensive opportunities for new landscaping and green infrastructure. Existing vegetation will be retained as much as possible.



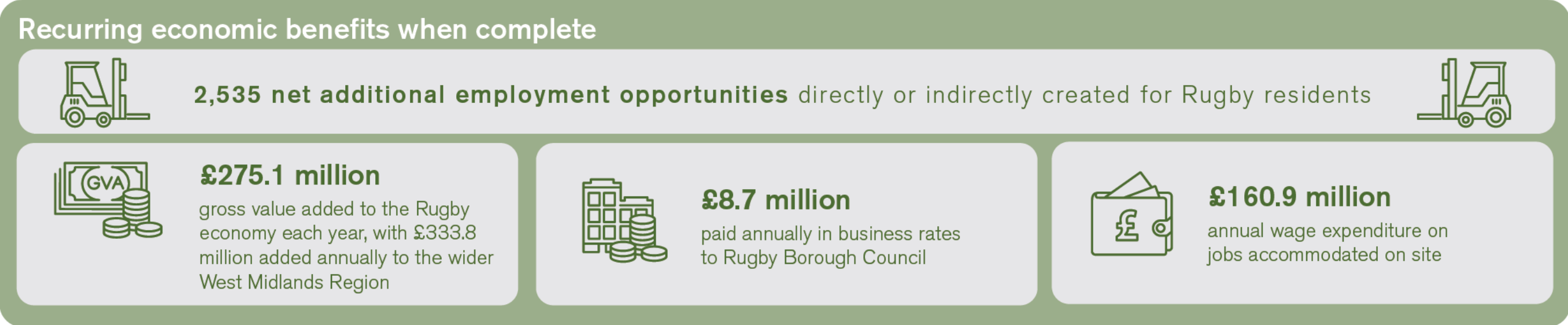
JOBS

Rugby East will deliver exceptional economic benefits for Rugby Borough with the creation of c.5,000 full-time equivalent jobs on-site during the operational phase and further jobs during construction. The development will generate substantial annual business rates to Rugby Borough Council in the region of £8.7m calculated on the current rating system.

Key Development Features of Rugby East



Economic benefits of Rugby East



1 ONS (2022) 2021 Census
 2 ONS (2022) Annual Survey of Hours and Earnings
 3 ONS (2022) Business Register and Employment Survey, 2021

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THE SITE & THE OPPORTUNITY



Context Plan

Rugby East provides an exceptional opportunity, outside of the Green Belt, of at least 30ha to expand the urban area of Houlton - strengthening its success as a thriving, sustainable community providing new job opportunities on its doorstep - and noting that Houlton's current employment offer to 16ha cannot be expanded due to the southern boundaries of the Borough and neighbouring DIRFT.

The Site is located at the heart of the 'Golden Triangle' between Coventry, Leicester and Northampton, and is surrounded by the M1, M6 and M45 motorways, making it a strategic distribution location of national significance.



The Site fronts the A5, upon which we are proposing a new junction. It has excellent transport links with the M1 motorway and is within commuting distance (5km) of the proposed Rugby Parkway Railway Station. These road and rail connections provide important linkages with the West Midlands and East Midlands, and the Station will further increase the Site's access to labour.

There is an existing path with public access that provides a direct pedestrian / cycle link between our Site and Houlton (which can be upgraded with lighting) offering a traffic-free commuting route to Houlton and readily available bus services on Houlton Way. This path will join up with the existing footpath network in the area.

Our proposals incorporate a Central Hub to encourage active travel; offering enhanced bus stop shelters, bike hire with docking stations, scooter parking car club spaces, shared bike spaces and self-service parcel distribution lockers. These measures will enable a link from our Site to Houlton District Centre and Rugby Parkway Railway Station, where similar corresponding facilities will be available.

The Site is opposite Rugby's Truckstop and less than 1,000 metres from the large warehouse at DIRFT logistics park, which influences the character of the Site, yet its location alongside Houlton's planned strategic open space and Lilbourne Meadows nature reserve (78ha) will allow the Site to be developed in conjunction with a comprehensive landscape strategy that will secure sustainable enhancement of the green infrastructure network.

Our landscape-led proposals make effective use of the Site without comprising on high quality design, framed within generous green planted buffers. To achieve this a gross to net ratio of c.60% developable area has been applied across the Site. The 135ha site can provide circa c.305,000 sqm (c.3.3m sqft) of Use Class B2 and B8 floorspace, with ancillary offices.

Owing to the scale of the Site, its access to the strategic road network and proximity to Rugby's urban areas, the Site can accommodate smaller units to meet Rugby's local employment needs and / or larger units that serve the regional, national, or international market.

The site is available now and is suitable and deliverable.

Our approach to this Site is underpinned by a commitment to design and place, connectivity and sustainability. In Section 5 we demonstrate how our proposals for Rugby East are suitable, deliverable and do not adversely impact on the natural or built environment.

Locational advantages:

- Prime position adjacent to Houlton
- Outside of the Green Belt
- Adjacent to residential development
- A-road frontage and access
- 3 miles from M1 motorway junction
- Walking and cycling distance of local amenities and future railway station
- Scope to provide for local and / or strategic employment needs

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STOFORD

AN INTRODUCTION

WHO WE ARE

Stoford are one of the UK's leading land promotion and property developers specialising in occupier led development. We are a trusted developer for local authorities seeking high quality and sustainable employment growth. We have developed in excess of 20m sqft of employment floorspace throughout the UK, including buildings for corporate HQ offices, manufacturing and the logistics sectors.

Stoford have a wealth of experience across Warwickshire and have a close working relationship with Warwickshire County Council. We have delivered 15 warehouse / logistic units at Spa Park in Leamington Spa totalling 1m sqft. In Coventry we have delivered a BREEAM Excellent office building for **Severn Trent Water** and offices for **Tui Northern European Limited**. Within Warwick District Council we have delivered a warehouse of 103,000 sqft for **World of Books** and a warehouse of 207,000 sqft for **Zooplus**.

We would welcome the opportunity to work with Rugby Borough Council, alongside key stakeholders and local communities, to deliver superior employment development west of the A5.

Our experience of numerous property markets gives us unrivalled knowledge of the latest occupier requirements, and we are proud to have been trusted to develop for some of the UK's largest financial institutions.



**Pets
at Home**

Stafford North Business Park
Stafford
670,348 sqft



SPA PARK

Spa Park
Leamington Spa
Totalling circa 1,000,000 sqft



amazon

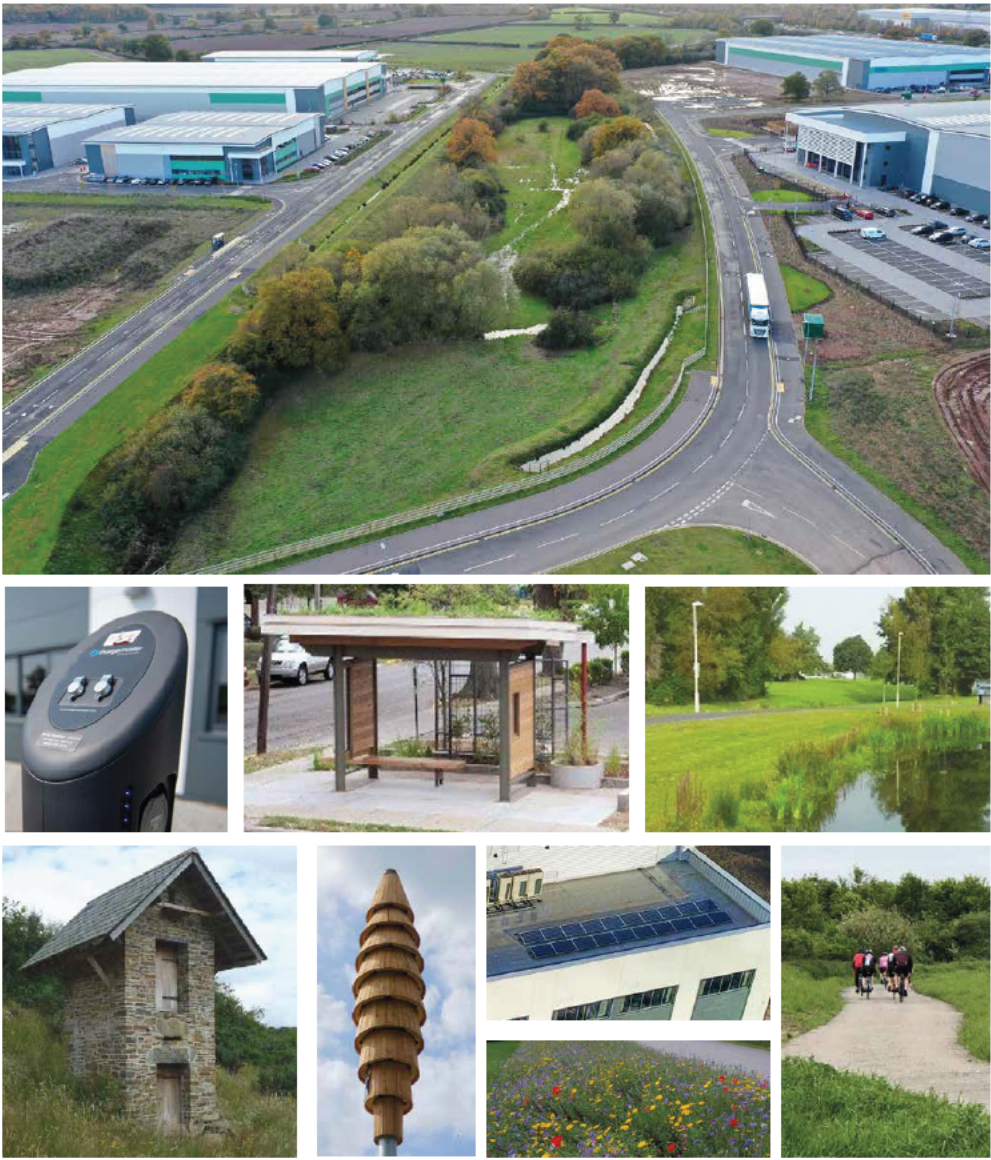
Redditch Gateway - Amazon
Redditch
552,000 sqft

KEY DELIVERY EXPERIENCE

Stoford are experienced in delivering multi-unit business parks which we would draw upon to deliver our proposals at Rugby.

Worcester Six Business Park (96ha), located at Junction 6 of the M5 in Worcester demonstrates Stoford's ability to deliver a superior business park with excellent building and environmental quality and nurturing of high-value businesses. Worcester Six is currently home to 11 businesses with around 600 employees, many of whom are local. The average employee density at Worcester Six is 1 employee per 145 sqm with 51% of roles being managerial, skilled, engineering, IT or office based. The occupiers at Worcester Six support local, UK and international markets and supply chains.

Worcester Six sets a benchmark for the company's development aspirations at Rugby East. It is a location for both small and medium companies across a range of business activities.



WORCESTER SIX



100% retention: woodland, wet & rough grassland and species rich hedgerow



+250 new standard trees and +3 hectares of new woodland and shrub planting



500m new watercourse



+1.4 hectares marshy grassland created alongside stream & flood alleviation pond



527m poor species hedgerow had to be removed, and replaced with 3000m of new (species rich) hedgerow planting



16.57 hectares (40%) Green Infrastructure apportionment



5000m² of wildflower seeding & native bulb planting

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LOCAL PLAN

Rugby Borough Council have commenced a review of the Local Plan with the publication of an Issues and Options Paper. Comments are sought on the quantum and type of employment land to be planned for, the suitability of the broad locations identified within the Plan, and Green Belt release. A detailed response to these questions is provided in our representations and summarised here.

HOW MUCH EMPLOYMENT LAND IS REQUIRED AND WHAT TYPE?

Based on a past completions scenario, informed by Marrons (Document 2 of our representations), we consider the Local Plan should look to provide for at least 403ha of employment land by 2041, and 547ha by 2050 to meet Rugby’s needs. These figures are set out in the table below, alongside those presented by the Council.

Type of employment land	Land needed 2021-2041 (in hectares)	Land needed 2021-2050 (in hectares)
RBC estimated Gross requirement for strategic warehousing land across Coventry and Warwickshire (this means land for warehouses over 9,000 sqm in floor area)	551 (RBC to share this figure)	735 (RBC to share this figure)
RBC estimated Net need for office land (Rugby Borough only)	5.2 (4.2ha with hybrid working)	6.5
RBC estimated Gross requirement for industrial land across Rugby Borough Only (this includes smaller warehouses of up to 9,000 sqm in floor area)	150.5	218.2
Stoford estimated total employment land requirement within RBC (based on past completions model) - Marrons	403	547
Stoford estimated employment land requirement within RBC (market led scenario) - LSH	875	1,190

Market intelligence from LSH (Document 3 of our representations) provides strong evidence to support the allocation of flexible B8 (use class) sector led development sites in Rugby. Based on historic demand for floorspace in Rugby specific allocations for B2 and / or Eg(iii) would constrain the market and should not be included. Rugby's location at the centre of the recognised Golden Triangle remains a preferred central distribution location and the current supply is particularly low (at 1.6 years).

SUITABILITY OF THE BROAD LOCATIONS

We have assessed the suitability of the eight potential broad locations for future employment development set out in the consultation Plan (Document 5 of our representations). Since our site is not Green Belt, is close to Rugby Town and its suburbs, has direct A5 access, a committed railway station within easy commute and a distinct lack of significant constraints it trumps all other potential broad locations to meet the employment needs of Rugby.

ARE THERE ANY EXCEPTIONAL CIRCUMSTANCES TO JUSTIFY AMENDMENTS TO GREEN BELT BOUNDARIES TO MEET THE NEED FOR EMPLOYMENT LAND?

The revised NPPF (December 2023) was strengthened in respect of Local Plan reviews and the consideration of Green Belt. Paragraph 145 states that *'there is no requirement for Green Belt boundaries to be reviewed or changed when plans are being prepared or updated'*.

In Rugby borough there is a large quantum of land located on and adjacent to the strategic highway network that is not constrained by Green Belt. This provides the Council with the opportunity to meet its own employment requirement, and their contribution to the wider strategic B8 needs that are outlined within the HEDNA without the need for exceptional circumstances to be explored.

In contrast, the adjoining City of Coventry is a tightly constrained authority in terms of its administrative boundaries and the Green Belt. Our evidence (Document 2 of our representations) asserts that Coventry has historically relied upon neighbouring authorities such as Rugby to assist in the delivery of its employment land requirements, and we envisage this will remain

the case within this Local Plan review. We consider that at least 45ha - 60ha of land will be needed within Rugby to meet Coventry's needs. If this need is located on sites close to the City, this would necessitate the release of Green Belt land.

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SURROUNDINGS & SUITABILITY

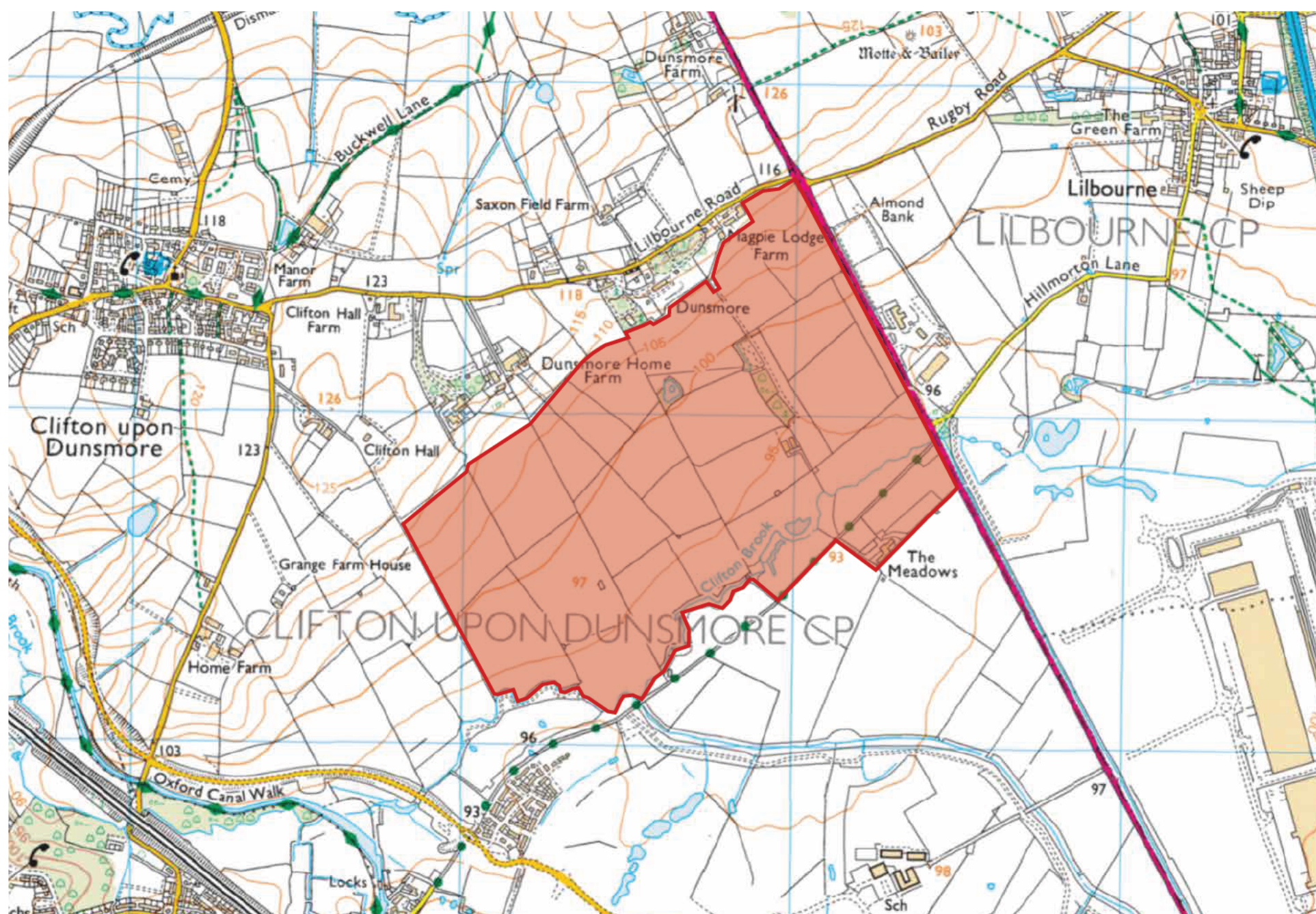
The character of the Site is influenced by its surroundings. It is located on the A5, opposite Rugby's Truckstop and less than 1000 metres northwest of the large warehouses that comprise DIRFT logistics park. The Site sits north of Rugby's main mixed-use urban extension known as Houlton which is under construction for 6,200 homes and 16ha of employment space.

Our Site adjoins Houlton's strategic open space which provides opportunities for joined up green infrastructure. The immediate surrounds of the Site to the north and west are more rural. The village of Clifton-upon-Dunsmore is located approximately one mile northwest of the Site and Dunsmore House, a Grade II listed building is located on Lilbourne Road on the north.



LEVELS

The southern two-thirds of the Site is on the lowland between the Dunsmore Plateau and the Northamptonshire Uplands. The northern third of the Site is on sloping ground at the Dunsmore Plateau Fringe.



LANDSCAPE SENSITIVITY & CHARACTER

In the Council's Landscape Assessment 2006, the condition of the Site was declining and the Site's landscape sensitivity was considered to be moderate.

The Landscape Character Type is confirmed as Dunsmore, Plateau Fringe. *'The Plateau Fringe is a rather variable landscape with an undulating topography of low rounded hills, broad valleys, and short steep slopes... For the most part [the Plateau Fringe] is a large-scale, intensively farmed agriculture landscape, characterised by large arable fields, often with a poorly defined field pattern'* (paragraph 14 of Landscape Assessment 2006).

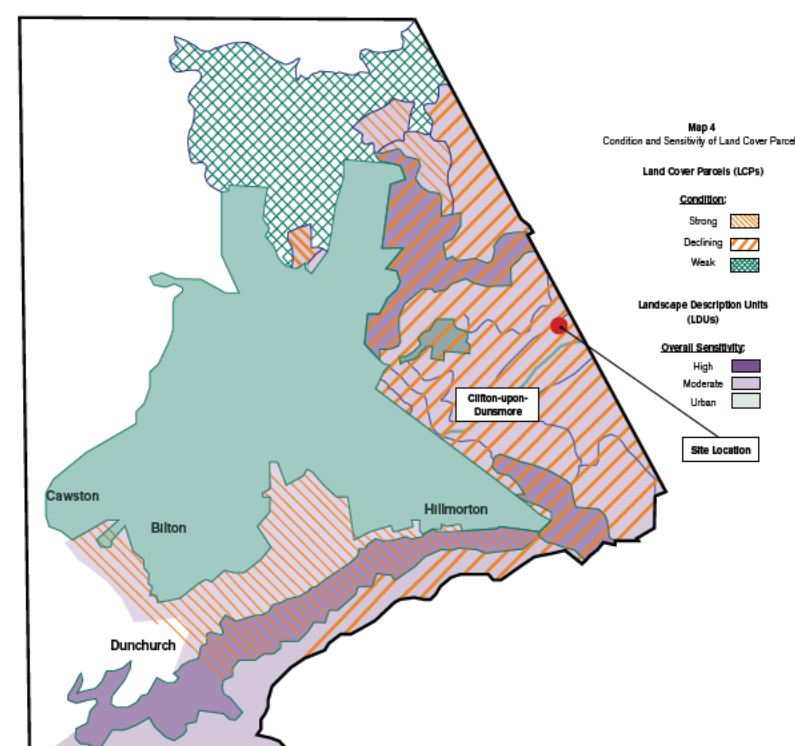
Ecological sensitivity is low across the Plateau Fringes and visibility generally moderate due to the presence of small woods and trees superimposed over a rolling topography.

Since 2006, Houlton has been designated as a sustainable urban extension (for 6,200 new homes and 16ha of employment land) and that, once complete, will progress to the southern boundaries of the Site. DIRFT, in neighbouring West Northamptonshire, has also grown substantially along the A5 in a northerly direction towards the Site. These developments strongly influence the scenic quality, landscape sensitivity and landscape character of the Site.

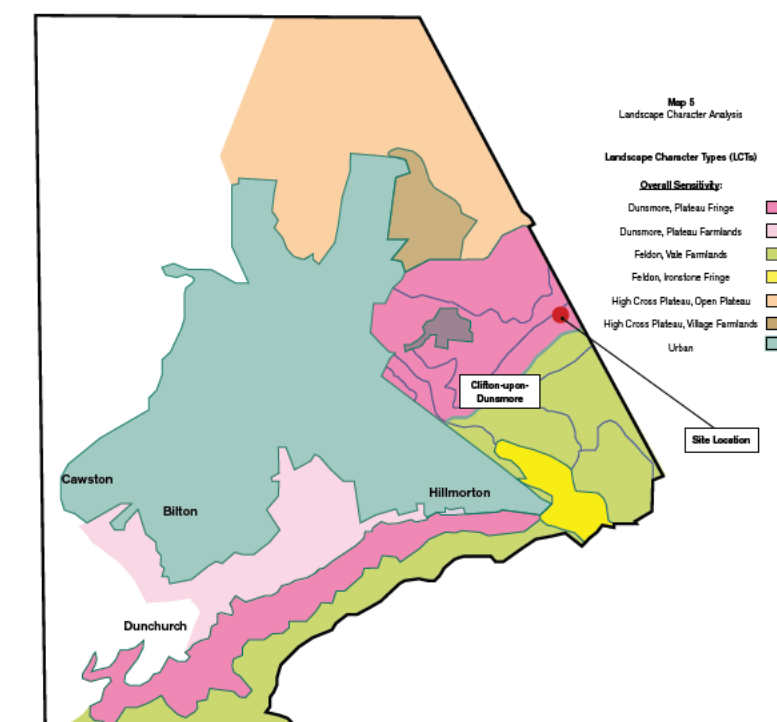
Our landscape consultant has considered the likely landscape effects and general visual impacts of developing the Site were not considered to be significant, particularly given

existing features within the zone of theoretical visibility including large warehouses at DIRFT logistics park and residential development at Houlton.

Landscape enhancements will be integrated into our proposals. Careful consideration will also be given to the orientation and sitting of buildings, external materials and building heights to limit and mitigate the effects on the landscape.



Source: Image has been replicated from Extract of Map 4: Condition and sensitivity of land cover parcels from the 'Landscape Assessment of the Borough of Rugby Sensitivity and Condition Study', April 2016



Source: Image has been replicated from Extract of Map 5: Landscape Character analysis 'Landscape Assessment of the Borough of Rugby Sensitivity and Condition Study', April 2016.

AIR QUALITY

Our proposals will include the following reduction measures to manage the impact of our development on air quality: on-site electric vehicle charging points, on-site cycle / e-cycle hub; direct pedestrian / cycle link to Locks Lane, bus interchange with enhanced shelters, site specific travel plan, new planting and landscape buffers.

An Air Quality Assessment would accompany any planning application for the Site to accurately inform the required mitigation.

ARBORICULTURE & BIODIVERSITY

The Site comprises agricultural fields divided by native hedgerows, containing mature hedgerow trees. The field pattern is generally rectilinear, running along and across the contours. Vegetation also follows the course of Clifton Brook which forms part of the Site's southern boundary.

There is a copse of trees on Site, that are predominantly category B and which are partially designated as priority habitat.

A desk-based review of the Site confirms that the Site is not subject to any other statutory or non-statutory environmental designations.

Our proposals will seek to maximise the onsite opportunities for enhancing the ecological value of the Site through wet grassland planting, pollinator posts, log piles and hibernacula, drainage ponds and generous open space with new planting. Our plans create at least 50ha of green and blue infrastructure, which accounts for over 36% of the Site. The copse will be retained, and all other features will be retained where possible, recognising the opportunities for boundaries to be reinforced with new planting.

We will undertake a full suite of tree and ecological surveys, as appropriate, such that the existing arboricultural and ecological baseline can be fully understood and used to inform our emerging development proposals for the Site.

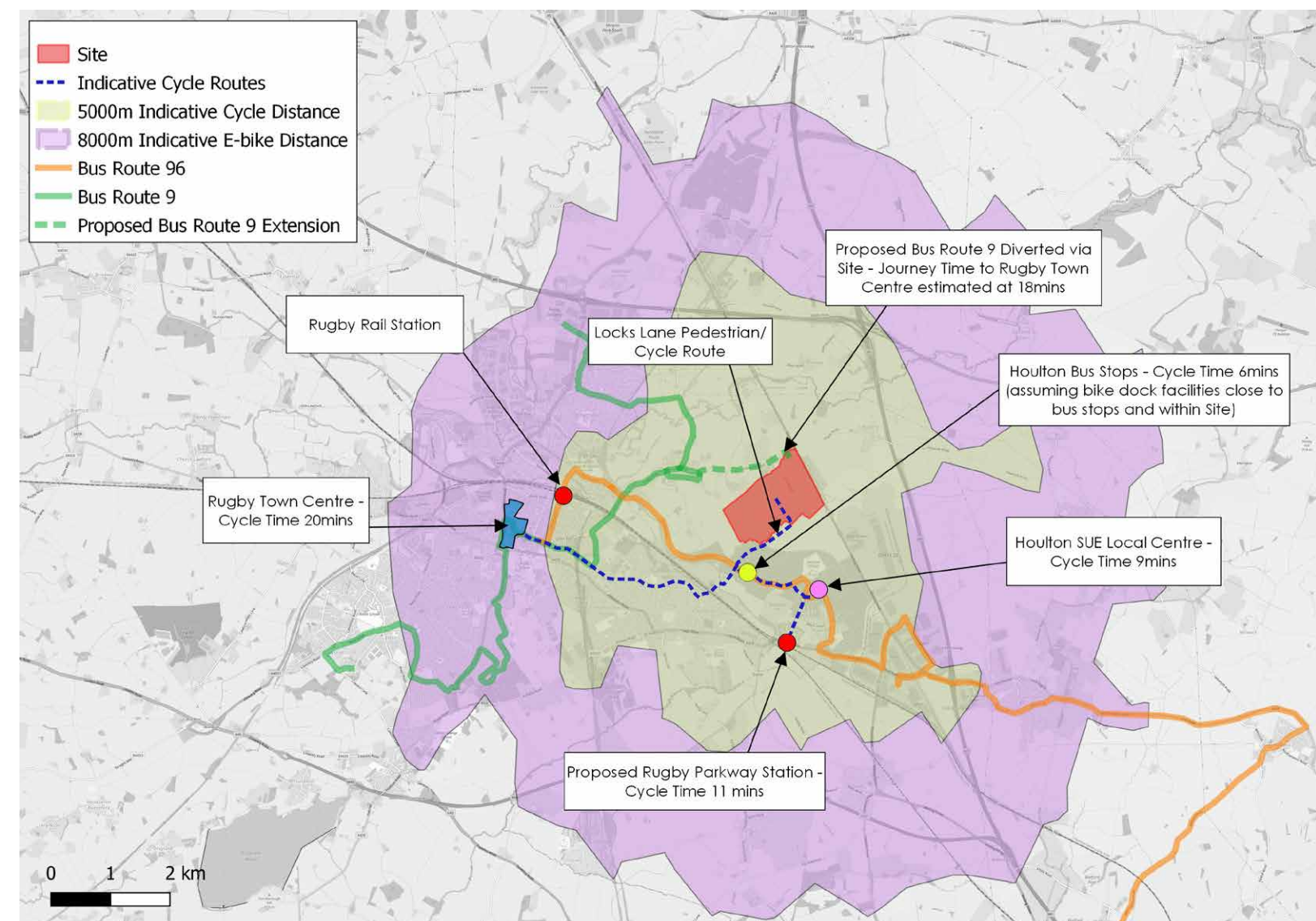
TRANSPORT & MOVEMENT

Our transport consultant, BWB, have advised on the highways and transport infrastructure around the Site, and its suitability for our proposals.

SUSTAINABLE TRAVEL

Houlton's amenities and infrastructure are within a 15 minute walk of the Site, representing an acceptable distance for potential future employees at the Site. There is a public access route known as Locks Lane that crosses the

southern end of the Site which provides a direct walking / cycling route to Houlton Way and the Oxford Canal towpath, with onward access to Rugby Town and its eastern suburbs.



Travel Plan Diagram

The western parts of Lock Lane, within the Houlton development have planning permission for surface upgrades, landscaping and lighting to create a safe and attractive walking / cycle path. We would seek to improve the quality of the eastern parts of Lock Lane in the same vein to create a continuous, high-quality connection that encourages car-free commuting from Houlton and Rugby.

The Travel Plan diagram illustrates the accessibility of the Site by sustainable modes of transport.

The northern fringes of Houlton are accessible on foot within c.2km walk. As the Houlton Urban extension is built out, accessibility will increase.

Rugby Parkway Railway Station is proposed on land to the south of A428 Crick Road for delivery by 2026. The Station will be approximately 5km south of the Site via the highway network which represents an entirely viable commute combined with either bus or cycle links from the station, taking 11 minutes to cycle.

The Site is within a 2.2km walk of a half hourly bus service (route 96) that connects Rugby with Northampton via Houlton and DIRFT, which is six minutes by bicycle. The Site is also within a 4.2km walk of a quarterly hour service (route D1) that links Rugby with Daventry via the A428 in south Houlton.

To bolster the local public transport offer and further encourage active travel we are proposing an onsite Central Hub featuring:

- A public transport interchange with enhanced

- bus shelters
- Cycle hire provision connected to Rugby Parkway Railway Station and Houlton
- Bike docking stations
- E-scooter parking
- Shared bike spaces
- Car club spaces
- Parcel distribution lockers
- WiFi and CCTV
- Vending machine / kiosk

We also plan to improve accessibility of the Site for buses with a dedicated service from local areas, including Rugby Town Centre, or a shuttle to the main stop at DIRFT.

The no.9 bus service runs along Lilbourne Road serving Clifton-upon-Dunsmore, Rugby, Cawston, and Rugby Gateway. We are exploring the opportunity of diverting this bus service via Lilbourne Road in to our Site and increasing its frequency during peak hours.

Each building will also include hydrogen fuel / Electric Vehicle charging options. This can be seen on our illustrative Masterplan.

POWER

The Site has access to power and there is adequate capacity available for our employment use proposals.

HIGHWAY INFRASTRUCTURE

A new access roundabout on the A5, or c.55m to 65m diameter with some localised widening to allow for two lane approaches and exits is considered suitable to serve the development, without exceeding capacity on the A5. Alongside this we are exploring whether to 'stop up' a short section of Lilbourne Road to motor vehicles where it joins the A5 and divert the road through the Site.

The traffic impacts of the development on key local junctions and routes has been assessed and is considered acceptable subject to mitigation. Local congestion hotspots on the A5, including Gibbet Hill Roundabout and the interface with the M69 are being addressed with consented schemes funded by the landowners / developers.

NOISE

A noise assessment will be undertaken to understand the effects of the proposed development on sensitive receptors close to the Site and inform the type of mitigation required. A large area of green space will separate the Site from the northern most homes at Houlton at over 300 metres. Approximately 300 metres of open space and buffer planting will separate the northernmost buildings on Site from those on Lilbourne Road.

HERITAGE & ARCHAEOLOGY

There are no designated or non-designated built heritage assets on the Site. The nearest built heritage asset comprises Dunsmore House on Lilbourne Road, a Grade II listed building, approximately 50m north of the Site and c.300m north of the proposed buildings.

Our consultant BSA Heritage have confirmed that the Site is entirely suitable for employment development and that any harm to the significance of Dunsmore House can be avoided through the careful siting of buildings, particularly on the higher ground, with a green buffer and strengthening of existing planting.

The archaeological desk-based assessment has confirmed that it is unlikely that any archaeological remains of greater than local significance lie within the Site.



Dunsmore House



Key

No.	Name	Grade	No.	Name	Grade
1	Shelter Shed approximately 5 metres South West of number 2 (not included) and attached wall	II	6	The Old Hall	II
2	Sunnyside	II	7	Dunsmore House	II
3	Church of St Mary the Virgin	II*	8	Hillmorton Bottom Lock (locks 2 and 3), former oxford canal	II
4	Group of 2 Chest Tombs approximately 4 metres south of east end of Chancel of Church of St Mary the Virgin	II	9	Church of Saint John the Baptist	II*
5	Clifton Manor	II	10	Rugby Radio Station	II

Source: <http://historicengland.org.uk>

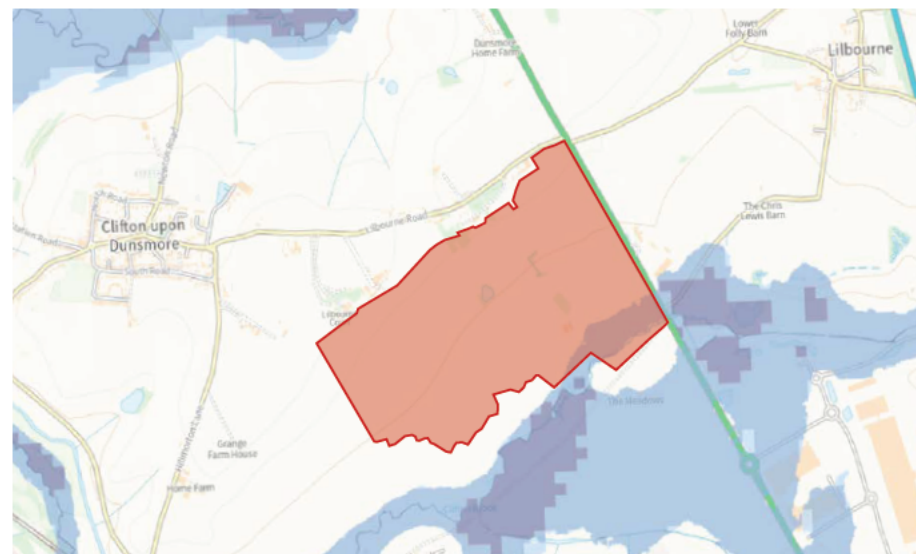
FLOOD RISK

The Environment Agency (EA) Flood Map confirms that the majority of the Site is located in Flood Zone 1 - the lowest probability of flooding with less than 1 in 1,000 annual probability of river or sea flooding. This is more important than ever since the Borough Council declared a climate emergency.

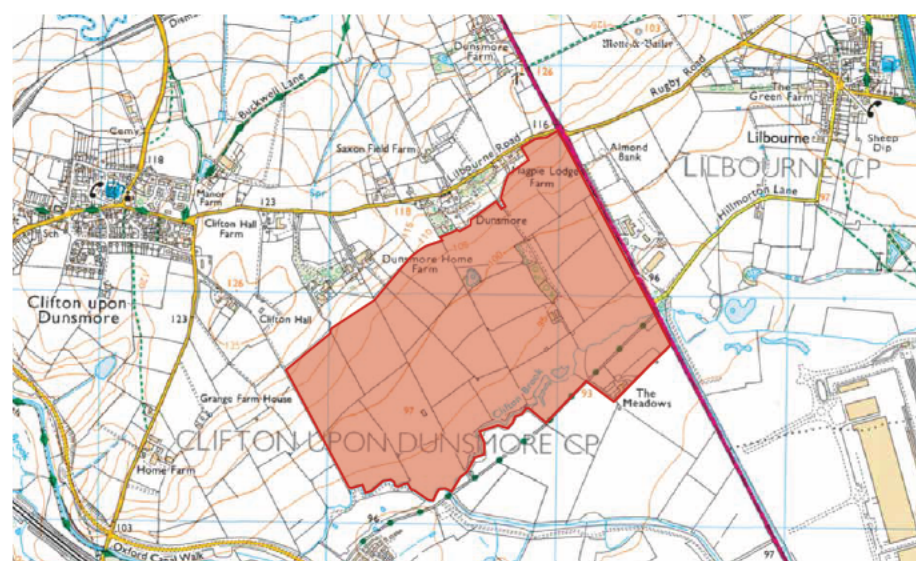
The southern most parts of the Site extend in to the Flood Zone along Clifton Brook. This does not preclude development at the Site and offers opportunities for enhancements to open space and biodiversity.

The EA undertook hydraulic modelling in 2016 which shows that the Flood Zone effects the southern parts of the Site to a lesser extent than is currently shown on their Flood Maps. The EA have confirmed their intention to update the Flood Zones to reflect the hydraulic modelling.

The Government's surface water drainage map indicates that the southern parts of the Site are liable to surface water flooding. This matter has been considered and Sustainable urban Drainage Systems (SuDS) will be incorporated to effectively manage stormwater. A detailed Flood Risk Assessment and Drainage Strategy would accompany any planning application for the Site and mitigate for any surface water risk whilst reducing the impacts of climate change.



Source: <http://check-long-term-flood-risk.service.gov.uk/map>



Source: Gov.UK Surface Water Flood Mapping

SUSTAINABILITY

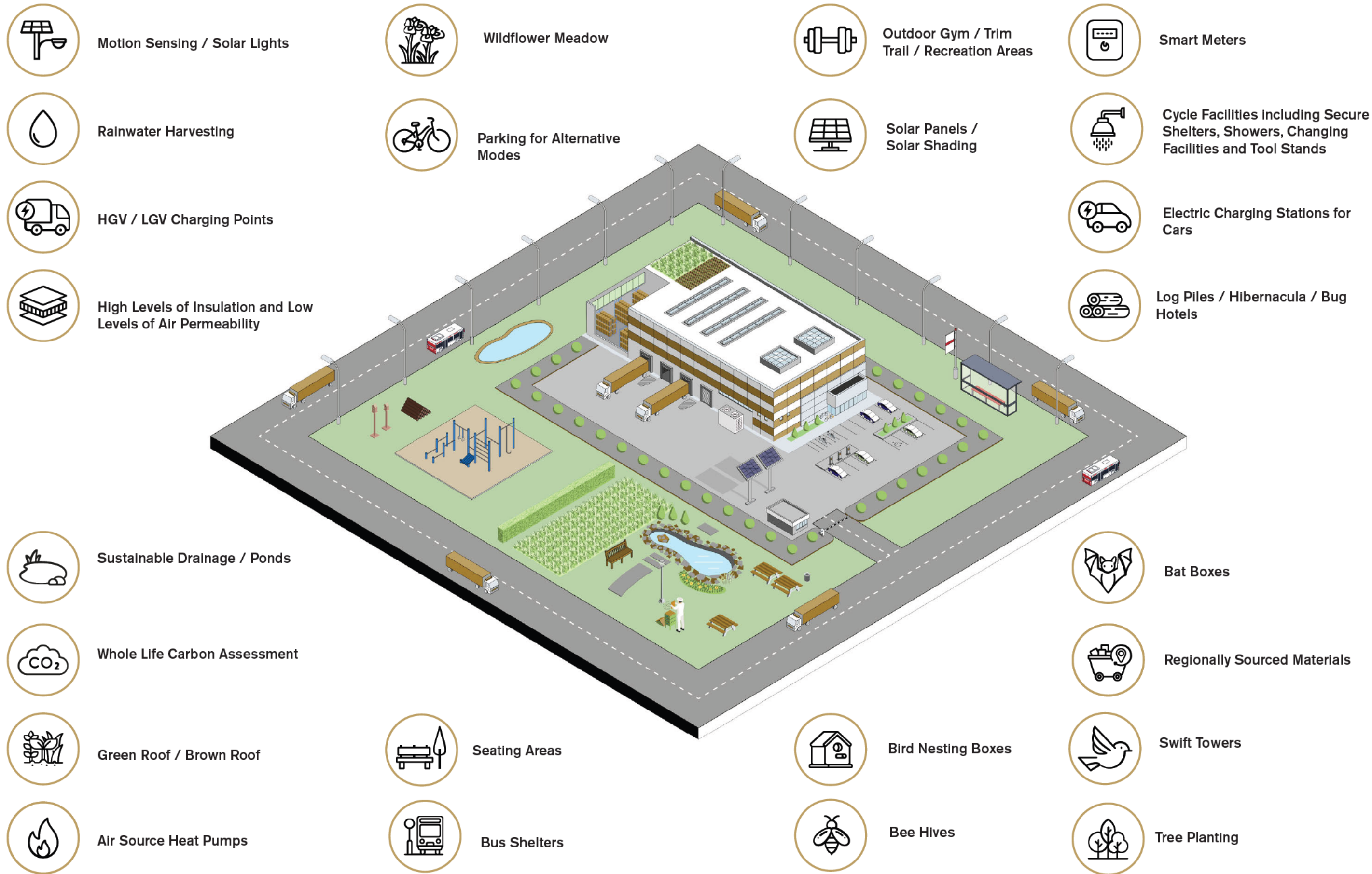
Stoford has a proactive approach to sustainability and the creation of sustainable employment parks that maximise the economic, social and environmental benefits of development. By way of example, this is evidenced in the delivery of our Worcester Six Business Park detailed in Section 3.

We are proud that our developments are now starting to achieve net zero carbon in operation (Cat A). Our developments at Ellesmere Port, for Stellantis (667,185 sqft), and our two-unit scheme at Redditch Gateway (446,794 sqft) have achieved this. These buildings will also achieve a minimum Energy Performance Certificate (EPC) rating of 'A' and BREEAM ratings of Outstanding and Excellent respectively. Our recent 670,000 sqft development for Pets at Home at Stafford North Business Park achieved a BREEAM rating of Excellent.

This illustration presents some of the features that we incorporate into our developments as part of our approach to delivering on site sustainability.

We make the following commitments in respect of sustainable development at Rugby East:

- Buildings that are well designed, well insulated and minimise energy use
- Minimum EPC rating of 'A'
- Minimal carbon use in construction with carbon neutral cladding systems
- BREEAM Excellent rating in relation to energy and water efficiency
- Rainwater harvesting
- Passive and active EV charging points
- Robust, plentiful new planting.



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OPPORTUNITIES & CONSTRAINTS

It is the responsibility of the recipient to print this document to the correct scale. All drawings and specifications should be read in conjunction with this drawing.



Phase 1 Gross Site Area
75.84 acres / 30.69 ha

Phase 1 Net Developable Area
38.72 acres / 15.67 ha

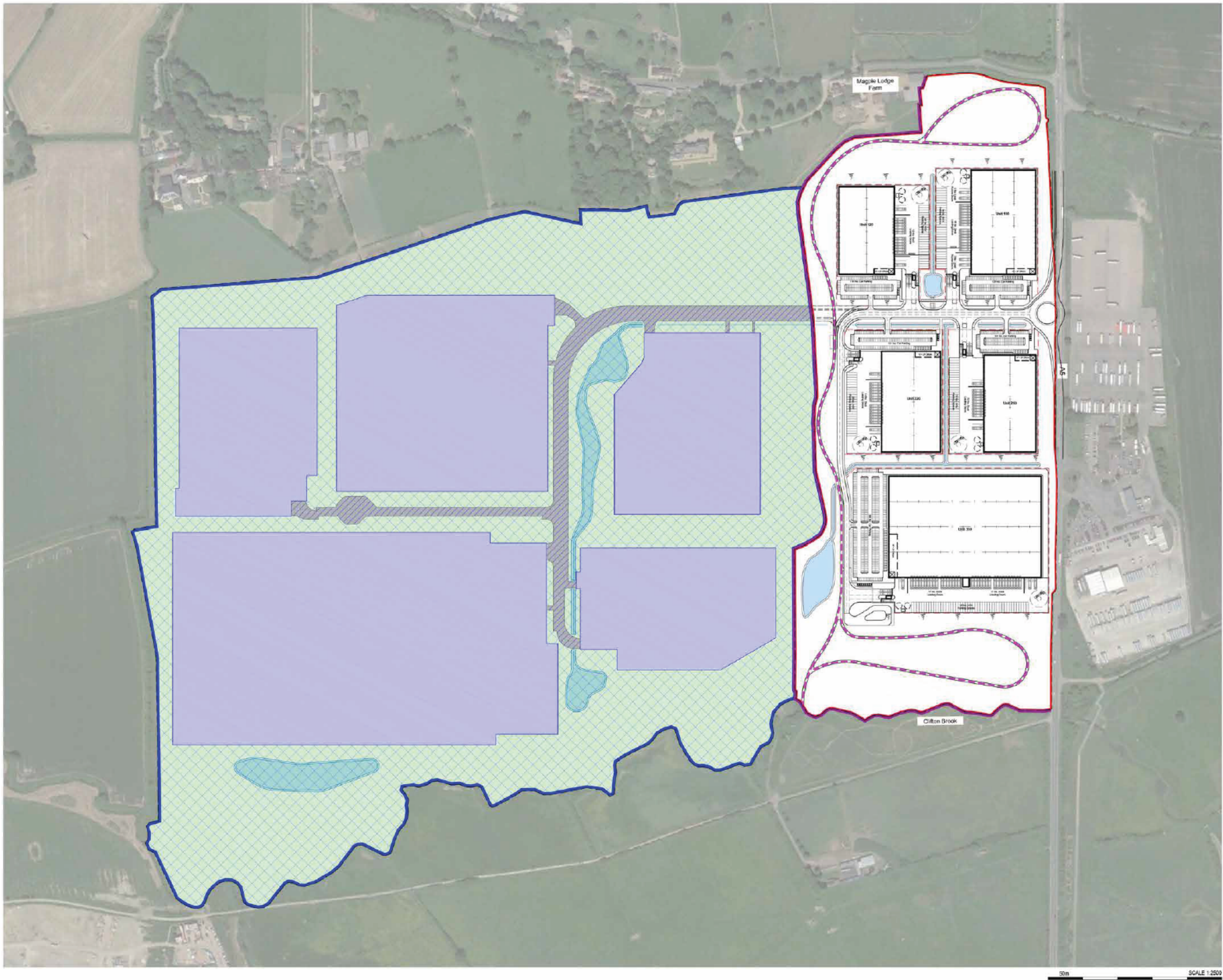
1.05% Net Developable Area / Gross Site Area

Phase 1 - Schedule of Accommodation

Phase 1 GIA	-	879,859 ft ²	(81,741 m ²)
Area	-	75.22 acres	30.44 ha
Developable Area	-	38.72 acres	15.67 ha
Density GIA	-		26.85%

110			
House Area	-	147,040 ft ²	(13,660 m ²)
Core Area (incl. GF core)	-	7,738 ft ²	(719 m ²)
House	-	300 ft ²	(28 m ²)
110 GIA	-	155,078 ft ²	(14,407 m ²)
Area	-	6.94 acres	2.81 ha

120			
House Area	-	105,801 ft ²	(9,829 m ²)
Core Area (incl. GF core)	-	5,568 ft ²	(517 m ²)



Opportunities and Constraints Plan

From a comprehensive review of the site's conditions, we have identified a range of exciting opportunities:



Around 305,309 sqm (c.3.3m sqft) of employment floorspace, with ancillary offices, across a mix of small, medium, and large sized units



Direct vehicular access from the A5



Link to existing footpath to the south of the Site and footpath network beyond



Within walking distance of existing bus services along Houlton Way



Within walking distance of Houlton's amenities



Potential to divert existing bus services through our site with inclusion of on-site bus loop



Sustainable connection to the proposed Rugby Parkway Station



Joined up green infrastructure with adjacent open spaces



On-site cycle hub with employee bike hire



On-site employee wellbeing area with seating



On-site trim trail and walking / cycle route



Retention of existing hedgerows and trees, and supplemental planting



Sustainable Urban Drainage and enhancements to biodiversity

With regards to constraints, the Flood Zone is limited to the southern end of the Site and outside the proposed area of development. As noted in Section 6, the EA will be updating the Flood Zone along the southern parts of the Site to reflect their hydraulic modelling which shows that the Site is affected by flooding to a lesser extent'. This matter does not affect the deliverability of the Site.



Existing pond to be retained






Existing copse to be retained

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MASTERPLANS






Schedule of Accommodation

Unit no.	Total floor-space - sqft (GIA)	Total floor-space - sqm (GIA)
110	274,368	25,489
120	571,551	53,098
210	301,403	28,001
310	155,094	14,409
320	413,873	38,450
330	256,647	23,843
410	171,385	15,922
420	1,005,317	93,396
430	136,710	12,701
Total (GIA)	3,286,348	305,309
Site Area		135.83 ha
Net Developable Area		86.34 ha
Gross to net density		63.5%

-  Bus Stops
-  Pedestrian / Cycle Links
-  Central Hub
-  Green Infrastructure
-  Other route with Public Access



Masterplan for Strategic Warehousing (over 9,000 sqm)

-  Bus Stops
-  Pedestrian / Cycle Links
-  Central Hub
-  Green Infrastructure
-  Other route with Public Access



Schedule of Accommodation

Unit no.	Total floor-space - sqft (GIA)	Total floor-space - sqm (GIA)
110	185,081	17,194
120	130,291	12,104
130	183,228	17,022
140	137,762	12,798
210	301,403	28,001
310	155,094	14,409
320	212,255	19,719
330	188,171	17,482
340	256,647	23,843
410	171,385	15,922
420	110,693	10,284
430	103,150	9,583
440	151,593	14,083
450	170,801	15,868
460	269,788	25,064
470	136,710	12,701
Total (GIA)	2,864,052	266,077
Site Area		135.83 ha
Net Developable Area		51.97 ha
Gross to net density		38.26%

Masterplan for Industrial Land (smaller units)

The masterplans for Rugby East have been developed through a comprehensive analysis of the Site's opportunities and constraints to present two possible schemes that are suitable, achievable and deliverable. Owing to the scale of the Site, its access to the strategic road network and proximity to the urban area, we recognise that the Site can accommodate a range of larger warehouses to serve regional, national, and international markets, that can contribute to meeting the strategic employment needs of Coventry and Warwickshire.

The HEDNA has informed the Rugby Issues and Options consultation material. Within that document, the Council suggest that there are local industrial needs of up to 9,000sqm footprints, and other strategic needs, that are above 9,000sqm footprints. The Council suggests that by 2041, 150.5ha of land will be required to meet local industrial needs, and 218.2ha of land by 2051. The amount of land required within Rugby to meet strategic needs (considered to be above 9,000sqm) is not yet known, albeit a figure of 735ha by 2050 is being considered across the Coventry and Warwickshire area.

Stoford's position is that employment land delivery will be market-led. Occupiers will decide what footprint they want, and where they want to be located, irrespective of whether they are a local company serving a wider market, or a national/strategic operation requiring a local base. This can be seen on existing industrial estates within Rugby – Swift Valley for example has units ranging from 1,486sqm to 31,000sqm. With the exception of Rugby Gateway and Prologis Park, all industrial estates within the Borough (see accompanying Major Strategic

Employment Sites analysis, prepared by Stoford) have a mix of units both above and below 9,000 sqm. We therefore do not consider in reality that a site will deliver units for just local needs, or just strategic ones.

However, being conscious that the Council may wish to explore what range of footprints could be accommodated on our Site, we have prepared two masterplans. Our Masterplan option for strategic warehousing focuses on footprints over 9,000sqm comprising units between c.12,000 sqm to c.93,000 sqm providing a total of 305,309 sqm (c.3.3m sqft) of Use Class B2 and B8 floorspace, with ancillary offices. Our Masterplan option for industrial land comprises smaller units ranging from c.9,000 sqm to c.28,000 sqm, providing a total of 266,007 sqm (c.2.9m sqft) of Use Class B2 and B8 floorspace, with ancillary offices.

These Masterplans can be merged, and both can accommodate roadside uses close to the proposed new roundabout junction with the A5.

The development can be delivered in phases from the A5 to meet the requirements of the Plan, or ahead of an allocation should the Council support an occupier-led application based on evidential demand for floorspace in the Borough. We envisage that within the first five years of the Plan we will develop at least 30ha and that over the following 10 years we will deliver the remaining land.

The buildings on each Masterplan have been carefully sited so that predominantly the long elevations of each development platform align with the lie of the land to minimise landscape visual effects. The largest buildings have also

been sited on the lowest ground in the southern part of the Site to protect visual amenity and preserve the Clifton ridge line.

The development has been framed within extensive green buffers along the northern and southern boundaries of the Site to create a high-quality landscaped environment which minimises its visual effects. Generous open space has been included around Dunsmore House to preserve its historic setting.

Open space has also been left between the buildings to facilitate the inclusion of landform alterations and structural planting to soften the appearance of the buildings. The Site is designed to retain the existing perimeter planting as much as possible and provides opportunities for new green infrastructure to deliver on-site biodiversity gains.

The buildings will be viewed in context with the industrial buildings of DIRFT, the A5 corridor and mixed-use development at Houlton, and be screened by existing and additional planting.

A new roundabout is proposed on the A5 to serve the Site alongside the potential stopping up of Lilbourne Road / A5 junction with diversion through the northern part of the Site. A Central Hub is proposed with sustainable transport features including an integrated public transport system linking Rugby Parkway Railway Station.

New footpaths within the Site link to the existing footpath enabling sustainable commuting and access to Houlton's amenities.

Drainage ponds are located across the Site to manage stormwater from each unit.

In summary the following features are provided:



High quality employment park



Sustainable drainage and ecological enhancement



Around 305,309 sqm (c.3.3m sqft) of employment floorspace



Approximately 50ha green and blue infrastructure



Direct access to strategic road network



Employee wellbeing areas and trim trail



Direct access to existing footway / cycleway leading to Houlton



Creation of c.5,000 FTE jobs during the operational phase and further jobs during construction



Central hub with cycle facilities and integrated public transport system with links to Rugby Parkway Railway Station

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SUMMARY

Land at Rugby East provides a compelling opportunity to extend the employment offer at Houlton in the east of the borough.



Direct access onto the A5 and 3 miles from the M1 motorway.



Located outside of the Green Belt



Logical extension to the urban area



Can start to delivery immediately



Can accommodate a range of unit sizes and meet strategic and / or local employment needs



Creation of c.5,000 FTE jobs



Walking / cycling distance of potential employees and facilities at Houlton



Significant amount of enhanced green and blue infrastructure



Accessible by bus and cycle to the town centre and Rugby Parkway Railway Station



Sustainable drainage and ecological enhancement



Access to a large pool of potential labour





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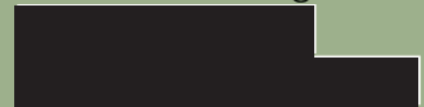
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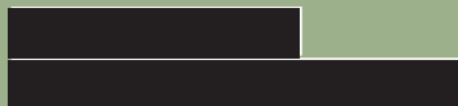
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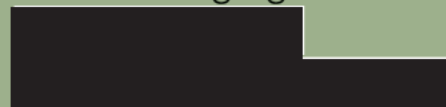
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