



Land off Rugby Road, Clifton upon Dunsmore

Vision Document
February 2024



 Richborough

 Marrons

 hub
TRANSPORT PLANNING LTD

 nineteen47
CHARTERED TOWN PLANNERS
& URBAN DESIGNERS

 zebra
LANDSCAPE ARCHITECTS



1. INTRODUCTION
2. SITE LOCATION PLAN
3. THE DEVELOPMENT SITE
4. SITE PLAN
5. PLANNING CONTEXT
6. TECHNICAL MATTERS
7. MASTERPLAN OPTIONS
8. CONCLUSIONS AND NEXT STEPS

1. INTRODUCTION

About us

Richborough is a highly experienced and specialist strategic land promoter with success across the country of bringing forward Sites in sustainable locations for high quality development. We facilitate landowners and agents in navigating the intricate process of efficiently delivering strategic land parcels to developers, ensuring the swiftest timeline and optimal approach. Richborough has recent experience in Rugby Borough, namely their role on part of the South West Rugby Strategic Urban Extension (Homestead View).

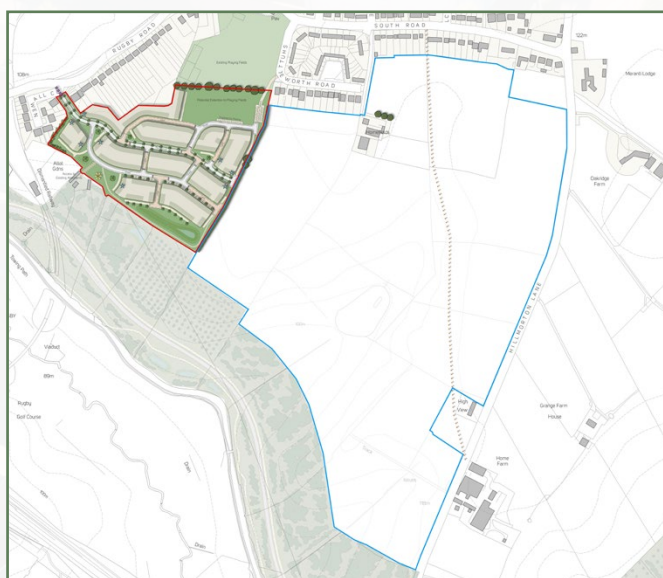
Document Overview

The adopted development plan, comprising Rugby Borough Local Plan, adopted in June 2019 which sets the overall development strategy for the borough until 2031, and is currently being reviewed ahead of the projected release of an updated Local Plan in 2026.

This Vision Document has been prepared to support Richborough's submission to the Rugby Local Plan Review 'Call for Sites' and Issues and Options consultation in respect of land east of Rugby Road, Clifton upon Dunsmore.

In total, the land has the potential to accommodate approximately 700 dwellings, encompassing both market and affordable housing, along with approx 28 hectares of public open space. We present three distinct masterplan options, tailored to meet local housing needs and accompanied by essential supporting infrastructure. Option 1 forms a 'village extension' which could provide 180 dwellings. Option 2 forms a 'Medium Extension' which could provide 340 dwellings, and Option 3 forms a 'Strategic Option' which could provide 700 dwellings. These alternatives are open for discussion and collaboration involving the community, Clifton upon Dunsmore Parish Council, and Rugby Borough Council.

Option 1



Scope and Structure

Section 1: Introduction

Provides an overview of the Site and its promotion for residential development.

Section 2: The Development Site

Focuses on the Site's context, setting out the constraints and opportunities.

Section 3: Planning Context

Focuses on the planning context surrounding the promotion of the Site and how the development of the Site can contribute to the Council's overall strategic objectives for land and development.

Section 4: Technical Matters

Shows how key technical matters including landscape and visual considerations, transport, ecology, and drainage have been taken into account in the development of the vision for the Site.

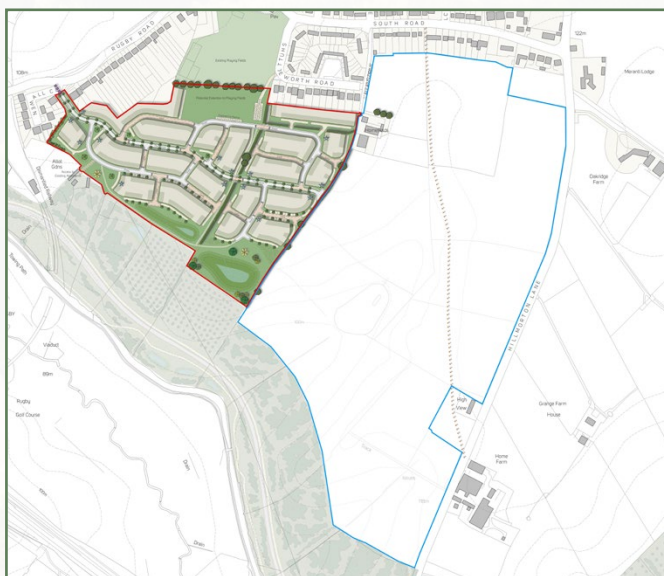
Section 5: Master planning Options

Presents the three distinct masterplan options.

Section 6: Way Forward

Provides a summary and overview of the proposals.

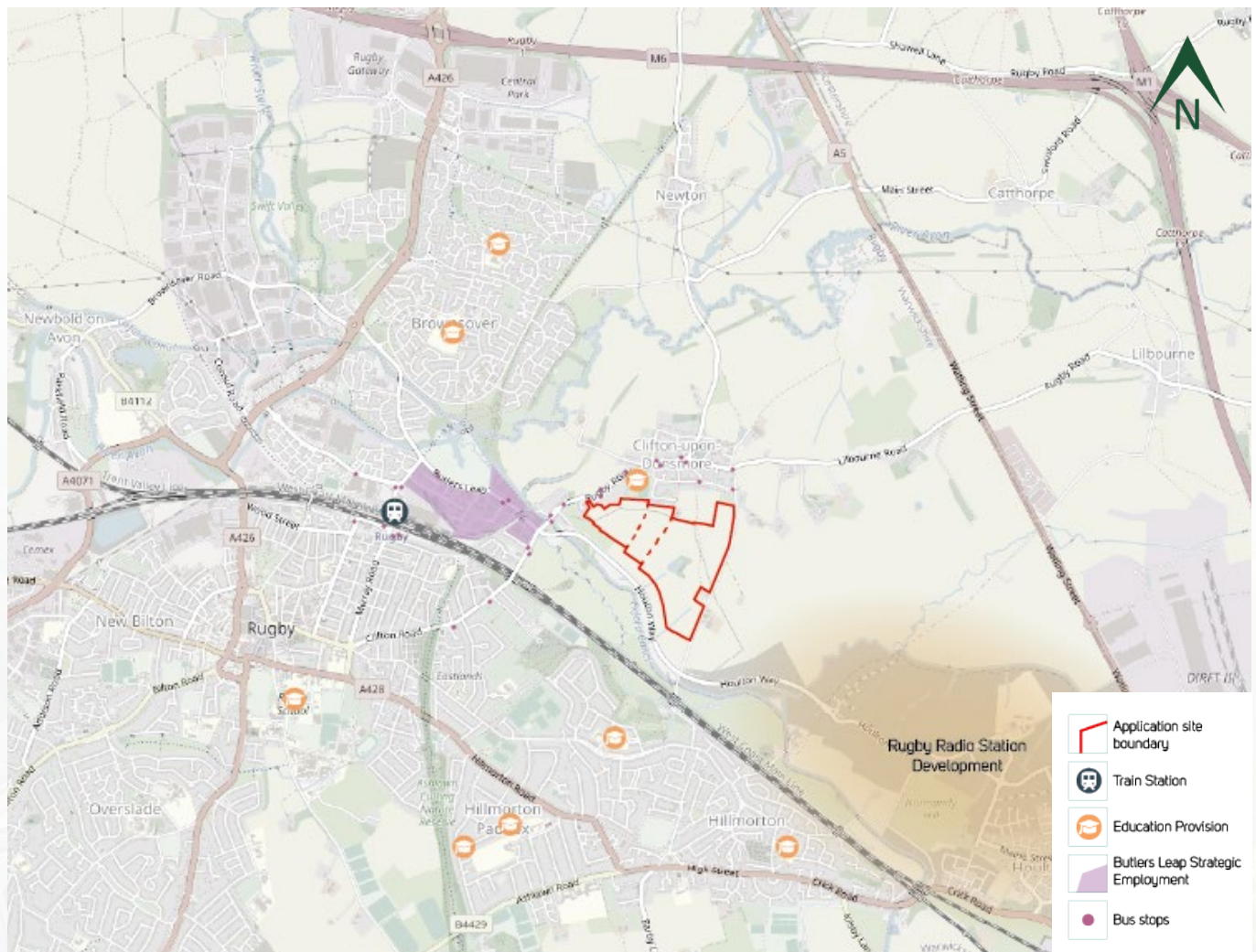
Option 2



Option 3



2. SITE CONTEXT PLAN



3. THE DEVELOPMENT SITE

Site Context

Clifton upon Dunsmore, situated on the north-eastern outskirts of Rugby in Warwickshire, is a village and civil parish located about 2 miles from the town centre of Rugby. According to the 2011 census, the population of the parish was recorded at 2,999.

The Site is located to the south east of Newall Close (off Rugby Road), Clifton upon Dunsmore. It borders Clifton Village Playing Fields to the north, while Clifton Primary School is located just beyond, across the Rugby Road. To the south west, there are allotments, and to the east, there is agricultural land. Throughout its history and currently, the land has been used for agricultural purposes. Notably, the Site is not subject to any specific national or local policy designations.

4. SITE LOCATION PLAN



Site Location Plan

5. PLANNING CONTEXT

Why allocate land at Newall Close?

In light of the likely considerable development needed to meet the demands of the area throughout the Plan period, it becomes imperative for the Rugby Borough Local Plan to allocate suitable locations for growth within the borough. Land East of Rugby Road, (the Site) stands out as an ideal candidate for allocation due to the following reasons:

1. Clifton upon Dunsmore is outside of the Green Belt, and the Site is in a sustainable location, within easy reach of Rugby town centre and the range of services and facilities that the town has to offer and local facilities within Clifton upon Dunsmore.
2. The Development will form a coherent extension of the built form of Clifton, complementing the existing built form of the village, and forming new and attractive south-eastern edge to Clifton.
3. There are no environmental designations on Site and it is not within the setting of any heritage assets.
4. The extent of land within Richboroughs' control enables a 'landscape-led' approach to be taken to the masterplan, providing extensive green infrastructure, landscape enhancement and mitigation, open space, play space, further allotment provision and biodiversity net gains.
5. The Site offers the potential to enhance connectivity to Houlton's amenities, such as schools, through walking, cycling, and road improvements, with the potential for connectivity to the Houlton Link Road south of the site.
6. The absence of growth in Clifton upon Dunsmore during the preceding allocation window, with only neighbouring areas receiving allocations, presents a distinctive opportunity for transformative development. This opportunity emerges as a strategic move to balance and distribute growth more evenly across the borough.
7. With approximately 150-180 dwellings planned for phase one, the Site is sufficiently scaled to facilitate swift development, contributing to the early fulfilment of housing land supply within the plan period. Meanwhile, larger allocations requiring more lead-in time can progress at a measured pace. Richborough Estates has a track record of promptly bringing allocated Sites to the market for development.
8. Should the Council consider that strategic growth is necessary in the Local Plan Review, Clifton upon Dunsmore is in a highly sustainable location to address the potential for additional phases presents an opportunity to introduce further public benefits to the local community and an integrated well connected development..

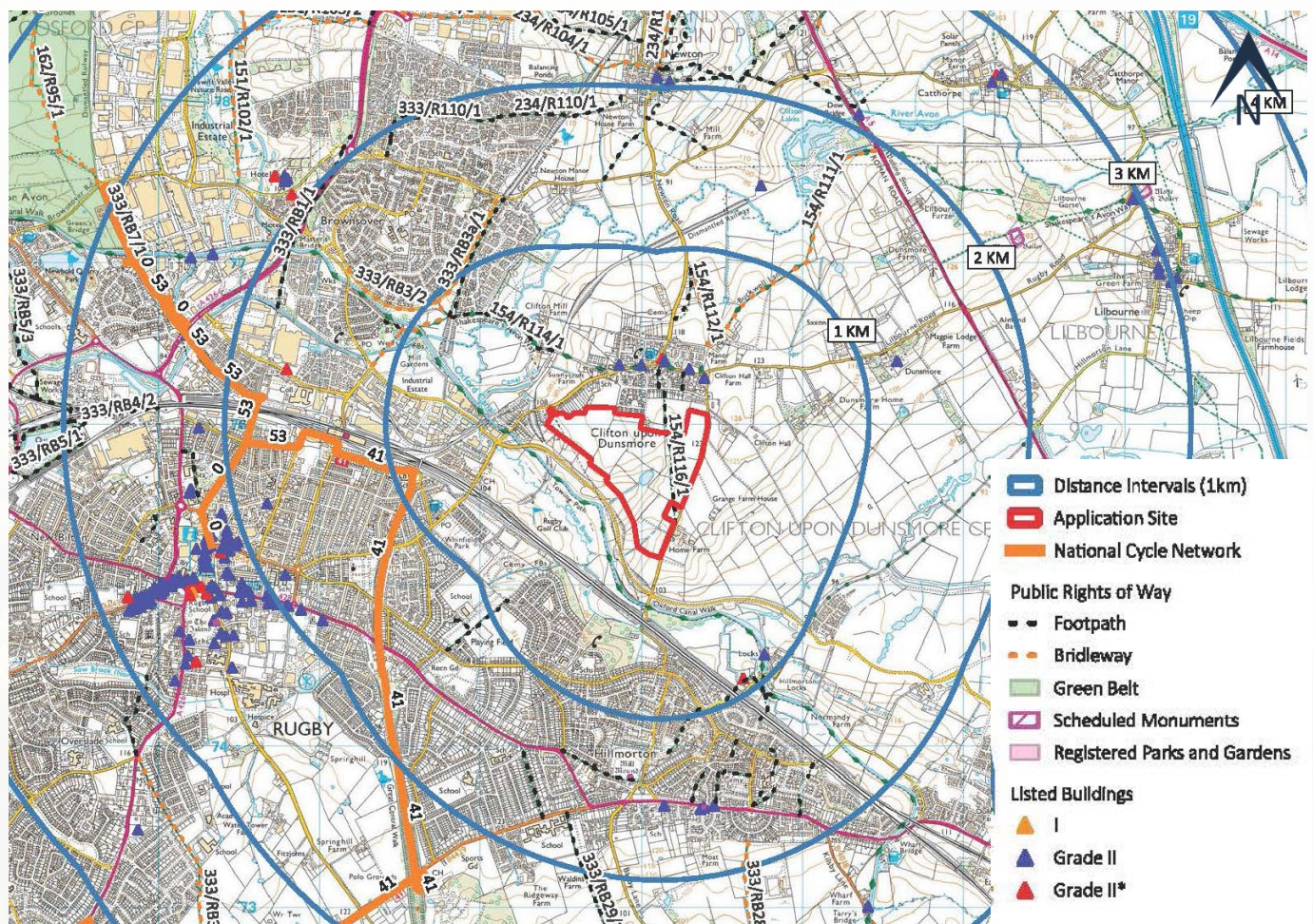
Summary

The allocation of Land East of Rugby Road would represent a crucial step towards future sustainable growth of the Borough. Situated conveniently near local amenities, the Site seamlessly extends Clifton's built form. With strategic connectivity improvements and a commitment to green infrastructure, the Site enhances biodiversity and community well-being. Initial development could come forward early in the plan period and subsequent phases underscores its significance in creating a comprehensive, sustainable, and integrated urban environment for the community and the region.

6. TECHNICAL MATTERS

Landscape and Visual

The Site is not situated within a National or local landscape designation. South of the village of Clifton upon Dunsmore there is a very limited network of Public Rights of Way (PRoW), with an individual PRoW passing through the Site area north to south linking the village with Hillmorton Lane to the south. However, there is no Public Access Land within the Site, and the Site is not situated within, or bordering a Registered Park and Garden, and contains no Listed Buildings or Scheduled Monuments.



Landscape context plan

Regional Landscape Assessment

The area within which the Site sits was assessed by Warwickshire County Council in the document Warwickshire Landscapes Guidelines of 1993. The area was assessed as being part of the 'Dunsmore - High Cross Plateau – Mease Lowlands' Regional Character Area, which is referred to as 'Dunsmore'. In brief, this Regional Character Area is described in the above document as: 'intensively farmed, and in places urbanised, region, with a varied rolling, dissected topography characterised by low glacial plateaux and incised, meandering river valleys.' Within this larger Regional Character Area, the location in which the Site sits is further located within the Landscape Type 'Plateau Fringe', and is described in the above document as:

'A rather variable, often large scale farmed landscape with a varied, undulating topography and characterised by a nucleated' settlement pattern of often small, sunken villages';

The published Landscape Character Assessment identifies a number of key landscape features:

- 'An undulating topography of lowland round hills and narrow meandering river valleys.
- Large, arable fields often with a poorly defined field pattern.
- Pockets of permanent pasture and smaller hedged fields, usually associated with more steeply sloping ground.
- A nucleated settlement pattern typically comprising loose clusters of dwellings.'
- At a local level, the village of Clifton upon Dunsmore is not appraised in the Landscape Sensitivity Study published by Rugby Borough Council in 2016.





Site Character and Context

The Site is managed for arable land, and contains typical features such as medium scale rectilinear field pattern and undulating landform. The fields area enclosed by native hedgerows and scattered broad leaf trees. However, it was noted there is a degree of degradation of landscape character noted on Site including outgrown and gappy hedgerows, limited scattered hedgerow trees, direct views across the urban setting.

Green Infrastructure and Landscape Strategy

The emerging proposals have been developed iteratively with a breadth of technical disciplines, including arboriculture, ecology and landscape. The Site has significant potential for new green infrastructure to be an integral part of the proposed Site layout. This landscape-led approach will enhance the local landscape and provide a new and attractive eastern edge to Clifton, comprising habitats, recreational routes and new planting.

This green infrastructure would best integrate the development at the Site through new landscaping, as well as the conservation of typical landscape fabric, which would be designed to enhance the landscape, rather than simply filter views. This strategy also includes the retention of the existing greenfield areas of the Site affording ecological enhancement, habitat creation and amenity space, which has a pedestrian and cycle focus for substantial links between existing and new neighbourhoods.



Ecology

The predominant composition of the Site primarily consists of arable farmland with minimal ecological significance. However, the boundary treelines and mature on-Site trees represent the features of utmost ecological importance. It is imperative to retain and safeguard these elements within the proposed development, wherever feasible.

Notably, the Site is devoid of any internationally designated areas within a 10km radius of its boundaries, and there are no nationally designated Sites within a 2km radius. Consequently, the anticipated development is not foreseen to yield any adverse impacts.

Moreover, no non-statutory designated Sites, such as Local Wildlife Sites (LWS), exist within or immediately adjacent to the Site. The proposed landscape strategy for the project envisions extensive green corridors traversing the new neighbourhoods, serving as focal points for habitat creation and ecological enhancement. Collaborating with the consulting Arboriculturist and Ecologist, the development incorporates various green and blue infrastructure initiatives and ecological enhancements.

These enhancements encompass a diverse array of features, including a mosaic of grasslands and native planting associated with attenuation lagoons, new swales, and existing ditches. The landscape strategy further encompasses the establishment of a new fruit orchard, featuring locally found species like apples, pears, plums, and nut species, including endangered varieties. This initiative is undertaken in consultation with the Mid Shires Orchard Group, reflecting the historical abundance of fruit orchards in the mid-Warwickshire area.

The selection of plant species for the attenuation basins and their surrounding environment aligns with native varieties found in the broader landscape. Additionally, where feasible, the Sustainable Urban Drainage System (SUDs) attenuation basin will retain water, fostering a diversity of semi-aquatic and aquatic planting.

This comprehensive strategy also entails the preservation of existing greenfield areas on the Site, contributing to ecological enhancement and habitat creation. The overarching goal of the development is to achieve a net gain in biodiversity, in accordance with the mandates of the National Planning Policy Framework. Through these concerted efforts, the project aims to strike a balance between development goals and ecological preservation.

Flood Risk and Drainage

Flood Risk

The existing Site is characterised as entirely greenfield, with a general slope towards the south. A central valley within the Site contributes to undulations in the topography. In accordance with the Environment Agency Flood Map for Planning, the application Site falls entirely within Flood Zone 1 (Low Probability), signifying a low annual probability of river or sea flooding, less than 1 in 1000.

Surface Water Drainage

The emerging masterplan incorporates an extensive Sustainable Urban Drainage System (SUDs) featuring swales and ditches that feed into the attenuation pond system along the southern boundary, specifically towards the Houlton Link Road. This design aims to minimise Site discharge. The application of SUDs involves multiple stages of treatment to ensure water quality protection in the broader drainage network. SuDS features are planned to be above ground wherever possible, providing amenity and biodiversity benefits. The attenuation structures will be appropriately sized to

account for climate change, incorporating features such as detention basins, bio-retention areas, and swales.

A drainage strategy, aligning with the latest local and national guidelines, will be implemented to mitigate the increase in surface water runoff resulting from the development.

This strategic approach ensures that the development not only complies with environmental regulations but also prioritises sustainability and resilience in managing water-related aspects of the project.

Foul Drainage

Concerning foul drainage, early and ongoing consultations with Severn Trent Water will be conducted to determine the most suitable point of contact and allow for timely implementation of any necessary infrastructure improvements.



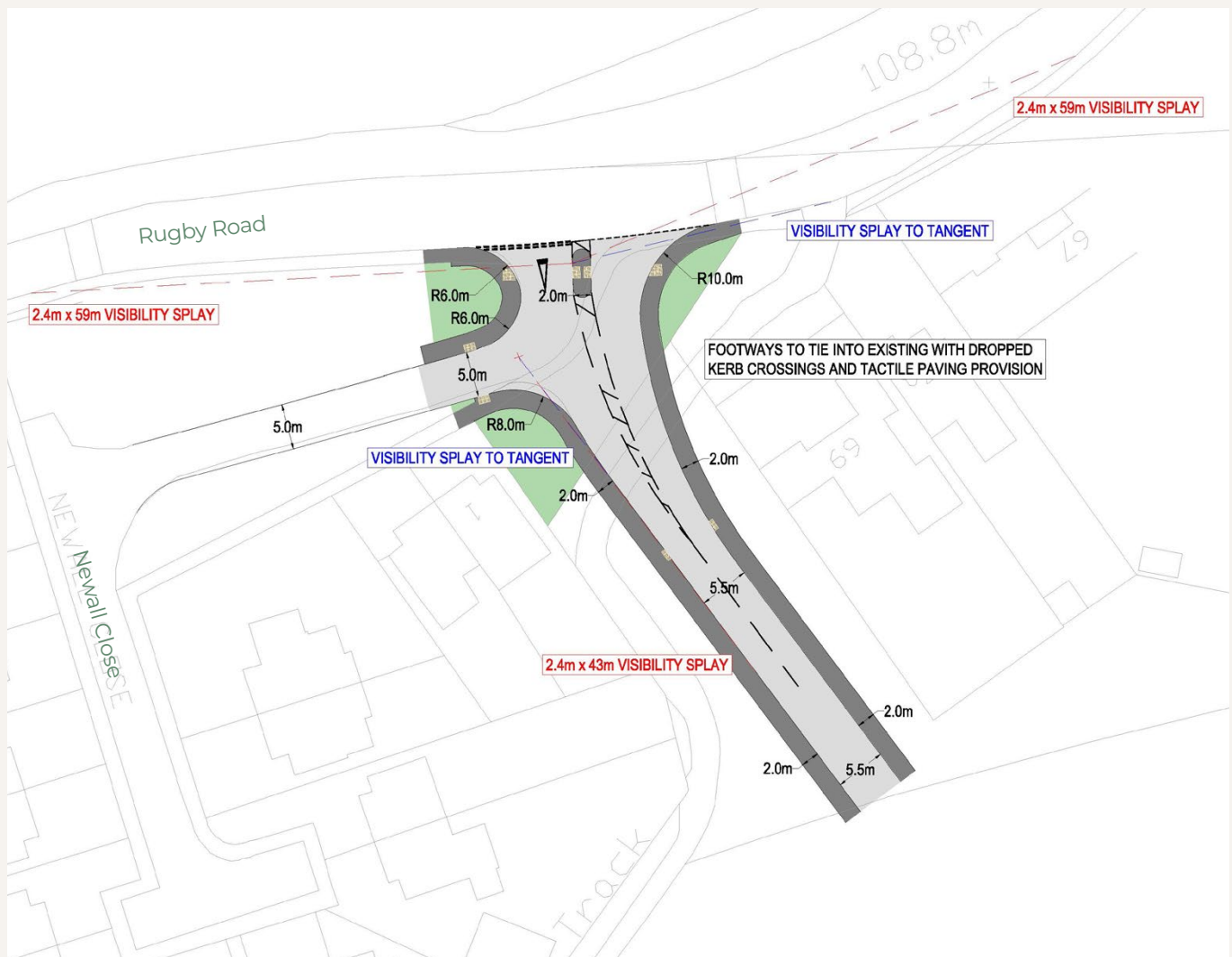
Flood Plan

Access and Movement

Access

Vehicular access to the Site is proposed from Rugby Road which provides access to Newall Close and the Site. The proposed access junction takes the form of a priority junction, incorporating the existing access for Newall Close.

As part of the access strategy, improvements to pedestrian facilities will be provided. At the new junction this will include dropped kerbs and tactile paving for pedestrians, and will connect pedestrians to both Clifton upon Dunsmore, as well as Rugby.



Proposed Site Access from Rugby Road

Local Highway Network Capacity

TRICS analysis has been undertaken, based on the Site and relevant parameters, and has indicated that Option 1 of the Site will generate 92 two-way vehicle trips in the AM peak and PM peak hours.

This equates to two vehicle movements every three minutes across the highway network.

At planning application stage, capacity assessments will be carried out as part of the Transport Assessment at key junctions in the vicinity of the Site, where required.

However, at this stage, it is considered that the Site access junction would provide safe and suitable access to the development, operating well within capacity; and it is not expected that the proposed development would have a significant impact across the local or wider highway network.



Location of proposed access

Sustainable Travel Options

The Site benefits from a diverse array of local facilities conveniently situated in the vicinity. These amenities, such as primary schools, convenience stores, public houses, and various other services, are anticipated to be regularly utilised by both residents and employees. Clifton upon Dunsmore further enhances the appeal of the area by offering a comprehensive range of retail, education, employment, and community facilities. Notably, all mentioned amenities are located within a 2km walking distance from the Site's centre, with several situated within 2 miles.

Access to these facilities are available through the existing footway/cycleway network in the vicinity of the Site, and to which the Site connects.

National Cycle Network (NCN) Routes 41 can be found southwest of the Site and further afield connects cyclists to Route 53, providing connectivity to Rugby town centre and the surrounding area.

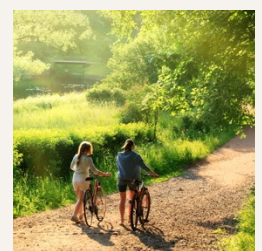
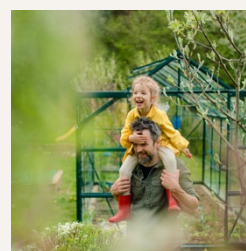
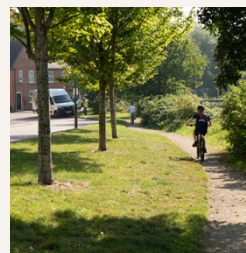
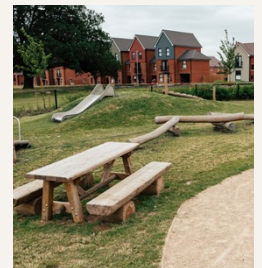
The local bus service provides links to Clifton-upon-Dunsmore and Rugby and stops directly outside the station. Existing bus stops are located on Rugby Road, 400m from the centre of the Site, providing access to the 9 and L1 bus service. An additional set of bus stops are located 900m from the centre of the Site serving the 96 bus service. The bus stop serving the number 9 bus provides around 8 services per day while the L1 is a one-a-day service. The 96 service offers up to 29 buses a day.

Rugby Rail Station is located approximately 2.25km from the Site and provides regular services to Birmingham New Street, London Euston, Northampton, Manchester, Edinburgh and many other destinations. Whilst not yet constructed, approval has been granted for a new Rail Station south of Houlton which will provide additional rail connectivity.

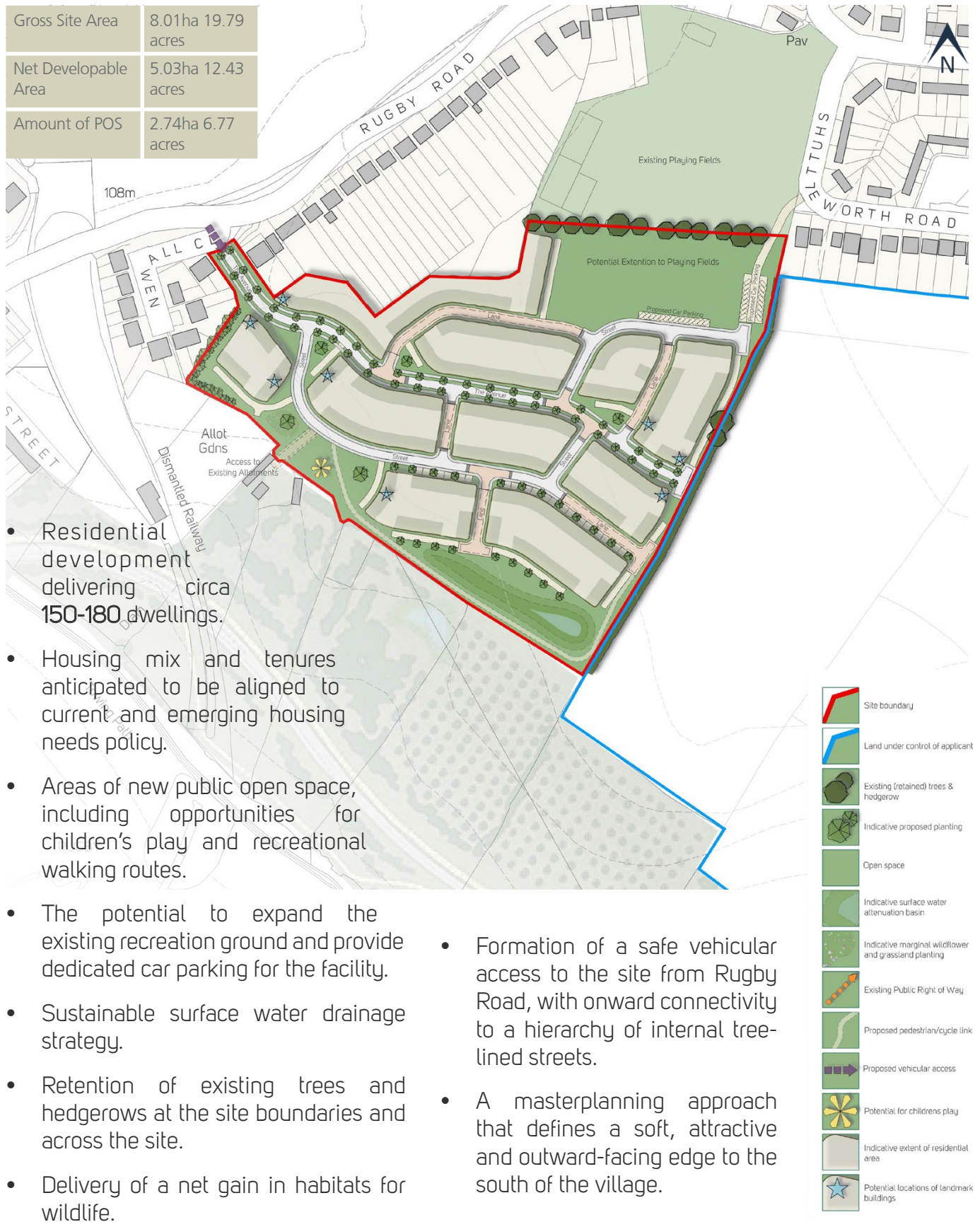
At the planning application stage, a Travel Plan will be undertaken which will seek to promote sustainable travel from the development.

7. MASTERPLAN OPTIONS

In total, the land has the potential to accommodate approximately 700 dwellings, encompassing both market and affordable housing, along with approx 28 hectares of public open space. We present three distinct masterplan options, tailored to meet local housing needs and accompanied by essential supporting infrastructure. These alternatives are open for discussion and collaboration involving the community, Clifton upon Dunsmore Parish Council, and Rugby Borough Council.



Option 1



Option 2



Option 3





8. SUMMARY AND NEXT STEPS

Land East of Rugby Road presents a unique opportunity for the establishment of a sustainable residential development in close proximity to Clifton and Rugby facilities, helping to address local and borough-wide housing needs while fostering community infrastructure.

This location has no statutory designations and minimal constraints, making it an ideal setting for new homes.

The Site offers varying sizes of potential development to suit flexibly to the Local Plan's development strategy as options are considered, whether that it is a dispersal approach, with an element of growth focussed in various sustainable settlements or targeted strategic development opportunity.

Each development option includes key features such as public open spaces, children's play areas, affordable housing provisions, and potential Biodiversity Net Gain within ecologically designed and landscaped areas, along with sustainable drainage systems.

Leveraging our proven track record, Richborough is poised to swiftly bring allocated Sites to the market for development and support early Local Plan delivery. Early development potential, coupled with potential subsequent phases, underscores the Site's significance in shaping a holistic, sustainable, and integrated urban environment for the benefit of the community and the wider borough of Rugby.

Moving forward, our next steps involve presenting these development options to the Parish Council and officers at Rugby Borough Council, seeking valuable input, at this early stage, into scheme's alignment with the future vision of Clifton and Rugby's Local Plan Review.

