



RYE HILL, RUGBY – ISSUES AND OPTIONS CONSULTATION REPRESENTATIONS

PROJECT NUMBER: 102-338
MIDLANDS LAND PORTFOLIO LTD
RYE HILL, RUGBY

VERSION 1
JANUARY 2024

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CONTENTS

1	INTRODUCTION	1
2	SITE AND SURROUNDINGS.....	3
3	THE DEVELOPMENT CONCEPT & DELIVERABILITY ASSESSMENT.....	6
4	PROPOSED SPATIAL STRATEGY AND LOCATIONS FOR HOUSING	8
5	HOUSING REQUIREMENT	10
6	CONCLUDING REMARKS	12

APPENDICES

Appendix A – 102-388 (P)001 Location Plan

Appendix B – Call for Sites Form

Appendix C – 102-388 Rye Hill Vision Document – Rev A

1 INTRODUCTION

- 1.1 rg+p have been instructed by Midland Land Portfolio Limited, the property development arm of Severn Trent Water ('Our Client'), as part of their appointed professional team, to support the submission of representations, to the Rugby Local Plan Review – Issues and Options Consultation.
- 1.2 We welcome the opportunity to submit representations to the Council during this consultation, undertaken in accordance with Regulation 18, of the Town and County Planning (Local Planning) (England) Regulations 2012.
- 1.3 By way of introduction, our client has an interest in a parcel of land some 3.29 hectares in area, which is located in Rugby Borough Council's administrative area (**see Appendix A**).
- 1.4 A "Call for Sites" form has also been submitted in respect of the site, and is appended to this document (**Appendix B**).
- 1.5 Herein, we provide our views on the 'Rugby Local Plan Review – Issues and Options' as outlined in the consultation document (January 2024). We submit that our client's parcel of land, known as "Land at Rye Hill" hereon referred to as 'the site', is considered for allocation, as part of the emerging Rugby Borough Council Local Plan. It is considered that the site is Suitable, Available and Achievable.
- 1.6 Through the promotion of this site we are seeking to work with the Council and other relevant stakeholders to secure its allocation for residential development.
- 1.7 We have carefully considered the consultation documents and associated Evidence Base. We consider that there are benefits associated with the development of the site and wish to explore those with the Council at the appropriate opportunity. This consultation is in our opinion such an appropriate opportunity and we look forward to further constructive discussions in due course.
- 1.8 The sections of this report consider the following planning issues:
 - The Site, Surroundings and Context;
 - The Development Concept and Deliverability Assessment;
 - Proposed Spatial Strategy & Locations for Housing;
 - Housing Requirement and;

- Concluding Remarks .

2 SITE AND SURROUNDINGS

- 2.1 As introduced above, our client (Midland Land Portfolio Limited) has an interest in a parcel of land (~3.29Ha) located to the South of Rugby. The site is formed of two areas, however, the focus for development is the 'northern parcel'. This is identified as 'Site A' in the accompanying Vision Document (**Appendix C**). This element of the landholding can accommodate residential development on land totalling 1ha. The vision documents also references and assesses the southern parcel of land, identified as 'Site B'. This is not the focus for built development but could be enhanced as part of development proposals, or developed later in the plan period.
- 2.2 It is located adjacent to the 'South West Rugby' Allocation (as identified in the current Local Plan) and close to the village of Dunchurch, Warwickshire. This offers an opportunity to create a mixed and balanced wider community in a sustainable location. The site is also located to the north east of the small village of Thurlaston and the reservoir – Draycote Water.
- 2.3 The site is currently greenfield land used for purposes of keeping and grazing horses and is characterised by pasture. Various land uses surround the site. A Severn Trent access road to Draycote Water (which lies to the south of the M45) borders the site to the west. A public right of way borders the site to the south. An embankment (c.3m high) occupies the western side of the site which has been planted with a mix of mature native trees. The northern boundary of the site benefits from a road frontage onto the B4429 (Coventry Road). The site also benefits from a road frontage onto Halfway Lane, which forms part of the National Cycle Route 41.
- 2.4 In summary, the wider surrounding land uses are as follows:
- Limited ribbon development and an extensive area of allotments lie to the north of the sites. The dwellings present are generally terraced in nature and their back gardens 'face onto' the Coventry Road. The dwellings are accessed by a small parking courtyard forming part of Miller's Close.
 - To the immediate north west of the site lies the recently rebuilt Dunchurch Baptist Church. It occupies a relatively large plot and contains a large parking area to the frontage. It is separated from the site by the further smaller grazing fields and the large embankment.
 - To the east of the site, along Halfway Lane, lies a number of larger dwellings. They generally differ from the dwellings to the north of the site but are similarly well-established. They tend to occupy larger plots but vary from large detached houses, semi detached houses and bungalows.

- To the south of site is Rye Hill stables. This is accompanied by two large dwellings, one being a barn conversion.

2.5 In respect of other technical baseline, a summary is provided below:

Flood Risk

2.6 In respect of flood risk, Environment Agency flood maps show that the appraisal site would not be at risk of fluvial flooding or surface water flooding. Surface water attenuation would be considered as part of a detailed scheme design.

Biodiversity

2.8 Online data held by DEFRA indicates that there are no internationally designated (SAC/Ramsar/SPA), nationally designated (SSSI) or locally designated (LNR) sites within the boundary of appraisal site. However, The Draycote Water Supply Reservoir (LWS), Fox Covert and Cawston Spinnery (LWS), Dunchurch Hall Meadow (LWS) and Springfields Pond (Ecosite) are located within 1km of the site.

2.9 A Preliminary Ecological Appraisal has been prepared by Wardell Armstrong which confirms that there are no significant ecological constraints that would impede development. Furthermore, a Preliminary Biodiversity Impact Assessment has also been prepared by Wardell Armstrong which confirms that measurable net gain could be accommodated on site, with suitable enhancements.

Heritage

2.10 There are no designated or non-designated heritage assets within the site or immediately adjoining it.

Highways

2.11 As noted above, the appraisal site benefits from a road frontage onto the B4429 (Coventry Road) which runs along its Northern Boundary of site A. Site A also benefits from a road frontage onto Halfway Lane, which forms part of the National Cycle Route 41.

2.12 The B4429 (Coventry Road) connects the site to the nearby village of Dunchurch and beyond to the wider strategic road network, including direct access to the M45.

2.13 Suitable, enhanced, road access via Halfway Lane has been tested and identified as suitable for the estimated number of dwellings to be provided, with suitable visibility splays. The access option had been designed to limit any impact on established hedgerows along Halfway Lane

and to avoid tree removals.

2.14 Arboriculture

2.15 There are a number of mature trees on the site, principally occupying the large bund to the western portion of Site A. development has been designed to limit impact on trees and limit removals.

2.16 Rights of Way

2.17 There is 1 public right of way registered within the site. It runs along the eastern and southern boundaries of Site A, before running from the north eastern corner to the south western corner of the Site B.

3 THE DEVELOPMENT CONCEPT & DELIVERABILITY ASSESSMENT

3.1 **Appendix C** provides a vision document, containing concept drawings to illustrate how development could be accommodated within the site and respond to the constraints and opportunities posed by this location.

3.2 The vision documents concludes that there are a number of key features for future development. They include:

- The retention of hedge to Halfway Lane.
- Avoiding individual driveway accesses to Halfway Lane to reduce impact on hedgerow and existing properties.
- Development organised to define and overlook internal streets.
- Bungalows adjacent to Halfway Lane to reflect existing bungalows.
- New footway within the site, linking the existing footway on Coventry Road and the PROW to the south of the site, offering a safer alternative to pedestrians using Halfway Lane.
- Development arranged to overlook PROW to south.
- Swales or attenuation basin to the south of the site, to make best use of topography.
- Development offset from existing woodland to the west of site.
- Two storey development to the west of the site.
- Architecture to reflect the materials & details of the locality

3.3 Government Guidance defines that for a site to be considered deliverable it must be; Suitable, Available and Achievable.

Suitable & sustainable location

3.4 The site is considered to be a suitable location for development that would contribute to the creation of a sustainable and mixed community. This is especially relevant given the mixed nature of surrounding development and the location of the South West Allocation to the north. With regard to policy restrictions, currently, the principal policy restriction is the settlement boundary policy.

Available

- 3.5 This site is owned by willing landowners, Midland Land Portfolio. As such, there are no impediments to the site becoming available in legal or practical terms.

Achievable

- 3.6 The site is being promoted and will be developed by Midland Land Portfolio, who have extensive experience in delivering sites providing market, affordable and other specialist housing. If delivery of homes from this site is required in the first 5 years of the plan period to meet a specific locational need, Midland Land Portfolio are willing and able to submit an outline planning permission, in discussion with the Council at an agreed point in the emerging plan period.
- 3.7 There are no viability issues at this time or third party requirements to prevent early delivery.

4 PROPOSED SPATIAL STRATEGY AND LOCATIONS FOR HOUSING

- 4.1 The sustainability of proposed locations for growth is embedded in the NPPF, to ensure that areas of growth meet their own needs and the needs of future generations. Paragraph 7 of the NPPF states: “The purpose of the planning system is to contribute to the achievement of sustainable development, including the provision of homes, commercial development, and supporting infrastructure in a sustainable manner. At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs”.
- 4.2 Furthermore, Paragraph 69 of the NPPF states: “Strategic policy-making authorities should have a clear understanding of the land available in their area through the preparation of a strategic housing land availability assessment. From this, planning policies should identify a sufficient supply and mix of sites, taking into account their availability, suitability and likely economic viability. Planning policies should identify a supply of:
- a) specific, deliverable sites for five years following the intended date of adoption;
 - and
 - b) specific, developable sites or broad locations for growth, for the subsequent years 6-10 and, where possible, for years 11-15 of the remaining plan period.
- 4.3 There currently is not a robust spatial strategy which identifies key areas for growth, rather it only identifies sites broad areas without evidence. In the absence of a Housing and Economic Land Availability Assessment (HELAA), it is not yet clear whether there is a robust and evidenced locational criterion for allocating the most appropriate land for housing, including affordable and self and custom build homes.
- 4.4 Our clients assert that the site would be suitable for development as it is adjacent to the main built up area of Rugby and the incoming build out of the South West Allocation. The site could be developed effectively. It is available and achievable as it is being actively promoted through the SHELAA process with confidence that there are no impediments to development.
- 4.5 As part of the local plan review, we maintain that the Council should identify a sufficient mix of sites that provide an adequate mix of homes that serve the needs of the Borough. This should include suitable provision for Self and Custom Build homes, above and beyond single dwelling sites where individuals buy and build out small plots.
- 4.6 Our client is concerned with the lack of focus on the role that SMEs play to deliver new homes

in the Borough. It is not clear at this stage whether the distribution of housing growth in the Rugby Borough will come in the form of large sites or a good mix of different sized sites that can deliver housing growth over the plan period, ensuring that supply is healthy. This will be particularly relevant when defining the spatial strategy as some edge of settlement areas will be able to cater for smaller sites which can deliver a different type of dwelling, beyond that of traditional housebuilding. It is becoming recognised that the delivery of new homes has increasingly relied on a small number of larger, often nationally active developers. This has come to the forefront of discussion within the construction industry and the role SME sites play is recognised within the NPPF (2023). Paragraph 70 of the NPPF states: “Small and medium sized sites can make an important contribution to meeting the housing requirement of an area, and are often built-out relatively quickly.” Paragraph 70b also states that LPAs should “seek opportunities, through policies and decisions, to support small sites to come forward for community-led development for housing and self-build and custom-build housing;”. This recognises the need for variety in the market and the provision of choice for the population.

- 4.7 Understanding the ability for SME housebuilders to build out sites relatively quickly is required within Local Plans to ensure that supply is consistent. This is particularly relevant within the area surrounding Rugby as a sufficient supply of homes throughout the plan period will be required to support growth without overwhelming services and allowing them to adjust and expand as investment is realised.

5 HOUSING REQUIREMENT

- 5.1 The issue of the amount of housing development proposed within the Local Plan is clearly a matter of great importance, particularly as the Government clearly signals its intention for Local Planning Authorities to meet the objective of “significantly boosting the supply of homes”. Local Planning Authorities should use their evidence base to ensure that a “sufficient amount and variety of land can come forward where it is needed” (para 60 NPPF).
- 5.2 As stated above, paragraph 60 of the NPPF notes that to support 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 and that land with permission is developed without unnecessary delay.
- 5.3 To determine the minimum number of homes needed, strategic policies should be informed by a local housing needs assessment, conducted using the standard method in national planning guidance – unless exceptional circumstances justify an alternative approach which also reflects current and future demographic trends and market signals.
- 5.4 Paragraph 010 Reference ID: 2a-010-20201216 of the PPG provides helpful guidance and states that “The government is committed to ensuring that more homes are built and supports ambitious authorities who want to plan for growth” and “The standard method for assessing local housing need provides a minimum starting point in determining the number of homes needed in an area.”
- 5.5 In order to be considered sound, a Local Plan must be positively prepared, justified, effective and consistent with national policy. Paragraph 11b of the NPPF states that it should be based on a strategy which seeks to provide for objectively assessed needs for housing and other uses, including unmet requirements from neighbouring authorities where it is reasonable to do so and consistent with achieving sustainable development. It should be the most appropriate strategy when considered against reasonable alternatives, be deliverable and based on effective joint working on cross-boundary strategic priorities. It should enable the delivery of sustainable development.
- 5.6 Our client welcomes the assertion within the issues and options consultation that the standard methodology as minimum housing figure, not ‘the’ housing figure and welcomes the use of the HEDNA in calculating an alternative housing figure at this early plan making stage. Our clients therefore accept that there will be no quantifiable planning harm arising from exceeding the requirement (provided development is acceptable in all other terms).

- 5.7 Our clients maintain that more work and understanding is required regarding the changing population growth statistics across the Coventry, Rugby and wider Warwickshire area, including how this is to be incorporated into the housing requirement for a New Local Plan.
- 5.8 Furthermore, it is not yet clear whether there is an agreement in place with Coventry regarding any unmet housing need in Coventry City. This will be a crucial element of the plan to explore fully, ensuring that Rugby Borough Council meets its requirement to foster “Effective and on-going joint working” (Paragraph 26, NPPF 2023) and to identify “whether development needs that cannot be met wholly within a particular plan area could be met elsewhere”.

6 CONCLUDING REMARKS

6.1 To inform the Local Plan Review process and in order to demonstrate the deliverability credentials of this proposal succinctly the following points are key when considering its credentials against the three dimensions of sustainable development:

The Environmental Role

6.2 The development will:

- Provide an estimated 20 new homes in an area of low flood risk
- Form a logical extension to an area of residential use to the south of Dunchurch and will be incorporated into the landscape through sound landscaping and master planning principles
- Provide a high-quality environment for residents, utilising green infrastructure and landscaping alongside techniques to deliver a high level of environmental performance

The Social Role

6.3 The development will:

- Develop homes for a flexible number of end users, not limited to housing for those looking to get onto the property ladder, family homes, plots for self and custom builders and affordable housing.
- Not result in significant harm to any cultural or historical assets;

The Economic Role

6.4 The development will:

- Constitute financial investment in the rapidly developing area south of Rugby, with good links to areas of employment growth
- Create direct and indirect employment opportunities

6.5 These representations have looked at the potential development of Land at Rye Hill. Through the undertaking of technical and master planning studies, it can be clearly demonstrated that the development would be achievable and deliverable within the timescales of the future Rugby Borough Council Local Plan.

6.6 Our clients are committed to playing an active role in the preparation of the draft Local Plan and look forward to taking part in future consultation, including oral participation at the eventual

examination (as may be required). We trust that the information provided in this document is sufficiently clear and provides assistance in further developing the emerging Local Plan. We will actively seek further discussions to understand the Council's response to these representations.

Appendix A - 102-388 (P)001 Location Plan



Key:

Site Boundary



Project	Rye Hill, Rugby
Status	For Information
Client	Midlands Land Portfolio Ltd.
Package	n/a
Sheet Title	Location Plan
Scale	1:2000@A3
Date	June 2023
Drawn by	ADA
Checked by	DNW
Drawing reference	102-388 (P)001
London Birmingham Leicester 0203 327 0381 0121 309 0071 0116 204 5800 rg-p.co.uk - design@rg-p.co.uk	
Notes: All designs should be constructed in strict accordance with building regulations. In addition any materials, components and fixings in/or connected to a façade should be non-combustible if the top storey of the building is above 11m. All dimensions to be checked on site. Do not scale off this drawing for construction purposes. This drawing is the copyright of the Architect, and not to be reproduced without their permission. Ordnance Survey map information reproduced with permission of HMSSO Crown Copyright reserved. rg+p Ltd. Trading as rg+p	

Appendix B - Call_for_Sites_Proforma

Appendix C - 102-388 Vision Document - Rev A



102-388 Ryehill, Rugby
 Vision Document for
 Midlands Land Portfolio Ltd

CONTENTS

1.0 INTRODUCTION4

1.1 Background and Context 5

1.2 Purpose of the Document 5

1.3 Document Structure 5

2.0 ASSESSMENT6

2.1 Site Location and Description 7

2.2 Planning Context 8

2.3 Arboriculture.....13

2.4 Ecology14

2.5 Flood Risk15

2.6 Utilities15

2.7 Access & Circulation16

2.8 Townscape Character17

2.9 Constraints & Opportunities19

3.0 SITE VISION.....20

3.1 General Arrangement and Layout.....21

3.2 Development Schedule.....22

4.0 CONCLUSION23

4.1 Conclusion24

DOCUMENT CONTROL

REVISION	DATE	CREATED	CHECKED
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A	01/02/2024	NEC	DNW

FIGURE LIST

Fig. 01 Site Context Map.....5

Fig. 02 Site Location Plan 7

Fig. 03 Southwest Allocation9

Fig. 04 Aerial Photograph with Contours.....10

Fig. 05 Photos 1-3.....10

Fig. 06 Site Photos 4-11.....11

Fig. 07 Site Photos 12-14.....12

Fig. 08 Tree Constraints Plan.....13

Fig. 09 UK Habitat Plan14

Fig. 10 Flood Map15

Fig. 11 Access & Circulation16

Fig. 12 Townscape Character - Part 1.....17

Fig. 13 Townscape Character - Part 2.....18

Fig. 14 Constraints & Opportunities.....19

Fig. 15 Sketch Layout.....21

Fig. 16 Development Schedule.....22

Fig. 17 Site & Context Photographs24

Fig. 18 Sketch Layout.....24

CONSULTANT TEAM



1.0 INTRODUCTION

2.0 ASSESSMENT

2.1 SITE LOCATION AND DESCRIPTION

2.1.1 The site is located to the south of Coventry Road on the western side of Dunchurch and is split into 2 parcels - referred to here as Site A and Site B.

Site A

2.1.2 Site A (1.48ha) lies to the west of Halfway Lane and extends as far as Rye Hill Farm to the south. A Severn Trent access road to Draycote Water (which lies to the south of the M45) borders the site to the west. A public right of way borders the site to the south.

2.1.3 Site A comprises a single field currently in use as a paddock. An embankment (c.3m high) occupies the western side of the site which has been planted with a mix of mature native trees. The site is relatively flat with a slight fall from north to south.

Site B

2.1.4 Site B (1.73ha) lies to the south west of Site A on the western side of the Severn Trent access road. It's southern boundary is defined by the M45 dual carriageway. It's northern boundary is defined by a mature hedgerow with individual trees. The eastern boundary is defined by trees and hedgerows associated with the Severn Trent access road. The western boundary is partly defined by trees and hedgerows but there are gaps and views to neighbouring fields to the west.

2.1.5 The site appears to be used as pasture. A public right of way crosses the site from east to west and is defined by a simple post and wire fence either side of its alignment. Land falls from the east to the west, with a more pronounced level change to the west, close to the M45 boundary.

Fig. 02 Site Location Plan

Key:

Site Boundary



2.2 PLANNING CONTEXT

Planning Background

- 2.2.1 For planning purposes the site is located within the administrative area of Rugby Borough Council. The sites are located around 1km from the centre of the village of Dunchurch, Warwickshire, which lies to the South Western outskirts of Rugby. In planning terms, the sites lie outside of the 'main built up area' and settlement of Dunchurch. The sites are therefore for planning purposes located within the countryside. Generally, the planning system seeks to provide a degree of protection to limit many forms of development in countryside locations.
- 2.2.2 The appraisal sites are not covered by any other land use planning, landscape designation (such as green belt or AONB) or other designation which indicates development should be restricted.

Planning History

- 2.2.3 A search of records held on the Rugby Borough Council website shows there are no records held which indicate any recent planning applications for development on the site as a whole. However, there are a number of applications nearby (most notably along Halfway Lane) that relate to replacement dwellings and smaller, householder extensions.
- 2.2.4 Other relevant applications nearby include permission for the demolition of existing church buildings and construction of new church building with associated new car parking at Dunchurch Baptist Chapel, Coventry Road. Furthermore permission was granted for the change of use of horticultural land for the siting of 5 timber clad glamping pods on the land immediately west of 'site A'.

Policy Context

- 2.2.5 The Planning and Compulsory Purchase Act 2004 defines the development plan as the development plan documents (taken as a whole) which have been adopted or approved in relation to that area. In this case, that is the Rugby Local Plan, adopted in June 2019. The National Planning Policy Framework (NPPF) is an overarching consideration.

- 2.2.6 The development plan for the appraisal site is formed of the Rugby Local Plan 2011 to 2028, which was adopted in 2019. Key policies within the Rugby Local Plan (2019) that should be taken into consideration include:

- Policy GP1: Securing Sustainable Development
- Policy GP2: Settlement Hierarchy
- Policy DS1: Overall Development Needs
- Policy DS3: Residential Allocations & DS4: Employment Allocations
- Policy DS9: South West Rugby
- Policy DS9: South West Rugby Spine Road Network
- Policy H1: Informing Housing Mix
- Policy H2: Affordable Housing Provision
- Policy H4: Rural Exceptions Sites
- Policy HS4: Open Space, Sports Facilities and Recreation
- Policy HS5: Traffic Generation and Air Quality, Noise and Vibration
- Policy NE1: Protecting Designated Biodiversity and Geodiversity Assets
- Policy NE3: Landscape Protection and Enhancement
- Policy SDC1: Sustainable Design
- Policy SDC2: Landscaping
- Policy SDC5: Flood Risk Management
- Policy SDC6: Sustainable Drainage
- Policy D1: Transport
- Policy D2: Parking Facilities

- 2.2.7 A review of the Local Plan will take place, with an 'Issues and Options' Consultation (Reg 18) running from 30 October 2023 to 2 February 2024.

The South West Allocation

- 2.2.8 The southwest allocation was identified as part of the current Local Plan.
- 2.2.9 The allocation is approximately 390 Hectares (960 acres) and is predominantly in agricultural use, within the open countryside and lies generally between Cawston to the north, Bilton to the east, Dunchurch to the south, and the A4071 (London Road). The allocation will provide a total of 5000 dwellings and 35ha of employment land.
- 2.2.10 The South West Rugby Masterplan Supplementary Planning Document (SPD) (2021) confirms that the area will comprise of a new neighbourhood (with a mix of uses) alongside green and blue infrastructure, transport infrastructure (including the Southwest Link Road) and community infrastructure.
- 2.2.11 The allocated site is expected to be delivered over a 20-year period and will continue beyond the current plan period.
- 2.2.12 The allocation will change the general character of the area to the north of the site. It will inevitably change the general landscape on a wider scale, becoming more 'urbanised' in nature. This will complement the development of the development site at Rye Hill.

Fig. 03 Southwest Allocation

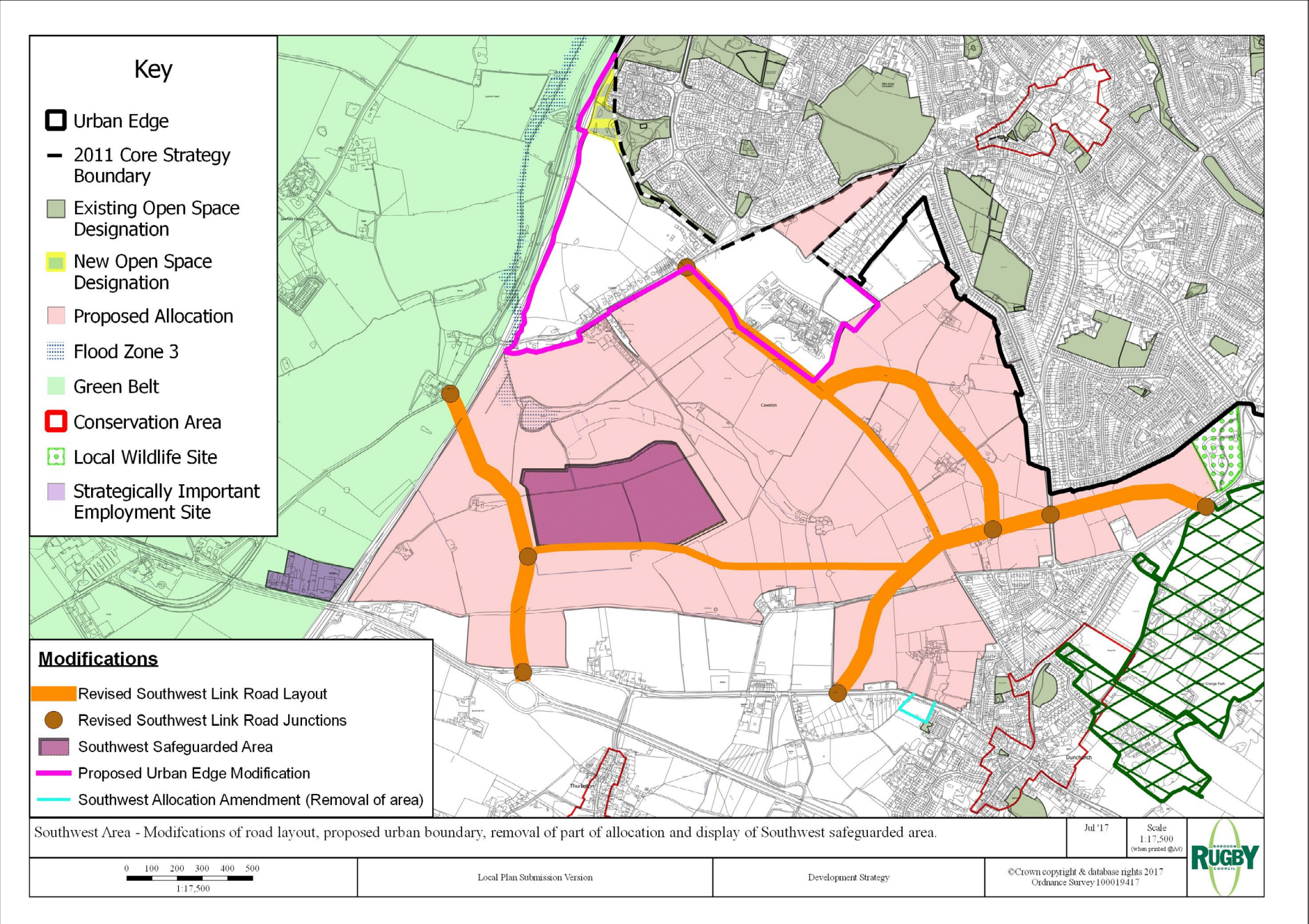


Fig. 04 Aerial Photograph with Contours

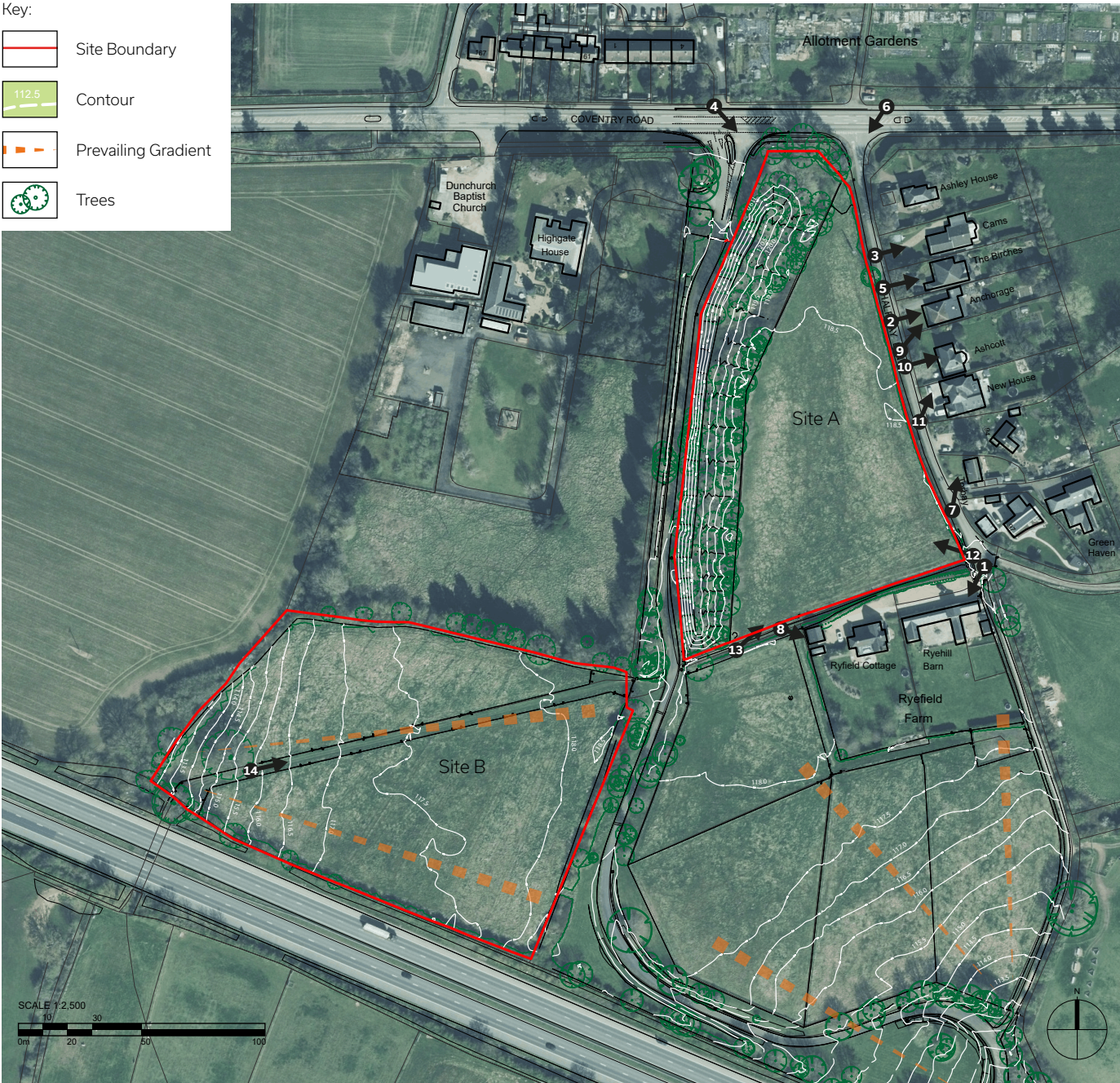


Fig. 05 Photos 1-3



1: Ryehill Barn



2: Anchorage, Halfway Lane



3: Cams, Halfway Lane

Fig. 06 Site Photos 4-11



4: Junction of Coventry Road (B4422) and Severn Trent Water Emergency Access Road



5: The Birches, Halfway Lane



6: Junction of Halfway Lane and Coventry Road (B4422)



7: Torbay, Halfway Lane



8: Ryehill Cottage Outbuilding



9: Anchorage & Ashcott, Halfway Lane



10: Ashcott, Halfway Lane



11: New House & Ashcott, Halfway Lane

Fig. 07 Site Photos 12-14



12: Looking across Site A from the southeast towards the western boundary



13: Looking across Site A from the southwest towards the eastern boundary (Halfway Lane.)



14: Looking across Site B from the southwest towards the northern and eastern boundaries of the site.

2.3 ARBORICULTURE

- 2.3.1 An Arboricultural tree survey was undertaken RPS Group.
- 2.3.2 The majority of the site is bordered by native hedgerows of varying species. With many of the hedgerows containing mature trees.
- 2.3.3 A strip of woodland (with a small pocket of dense scrub) borders the north and west of Site A. It is categorised as lowland mixed deciduous woodland.
- 2.3.4 A large English Oak tree is present in the southwest corner of the Site B.

Fig. 08 Tree Constraints Plan



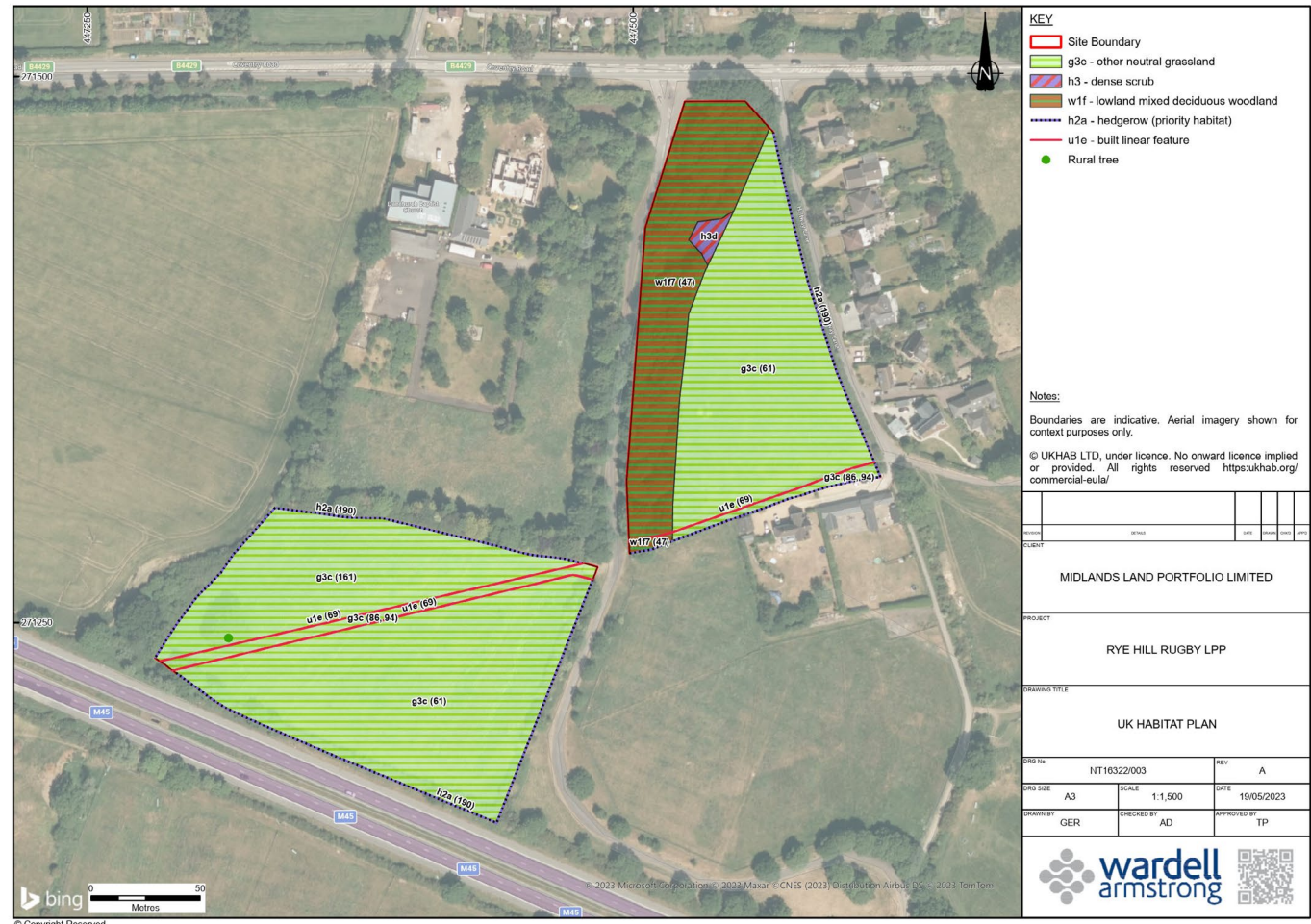
2.4 ECOLOGY

2.4.1 A Preliminary Ecological Appraisal has been prepared by Wardell Armstrong.

2.4.2 The conclusion of the report is set out below:

"In summary, the assessment identified that there were no significant ecological issues found on site that would impact the development of the site. Furthermore, Biodiversity Net Gain (BNG) can be achieved on the site receptors, with opportunities with opportunities to create and enhance grassland areas around new buildings, and to manage retained woodland and trees. Further surveys would be undertaken in the process of submitting a planning application."

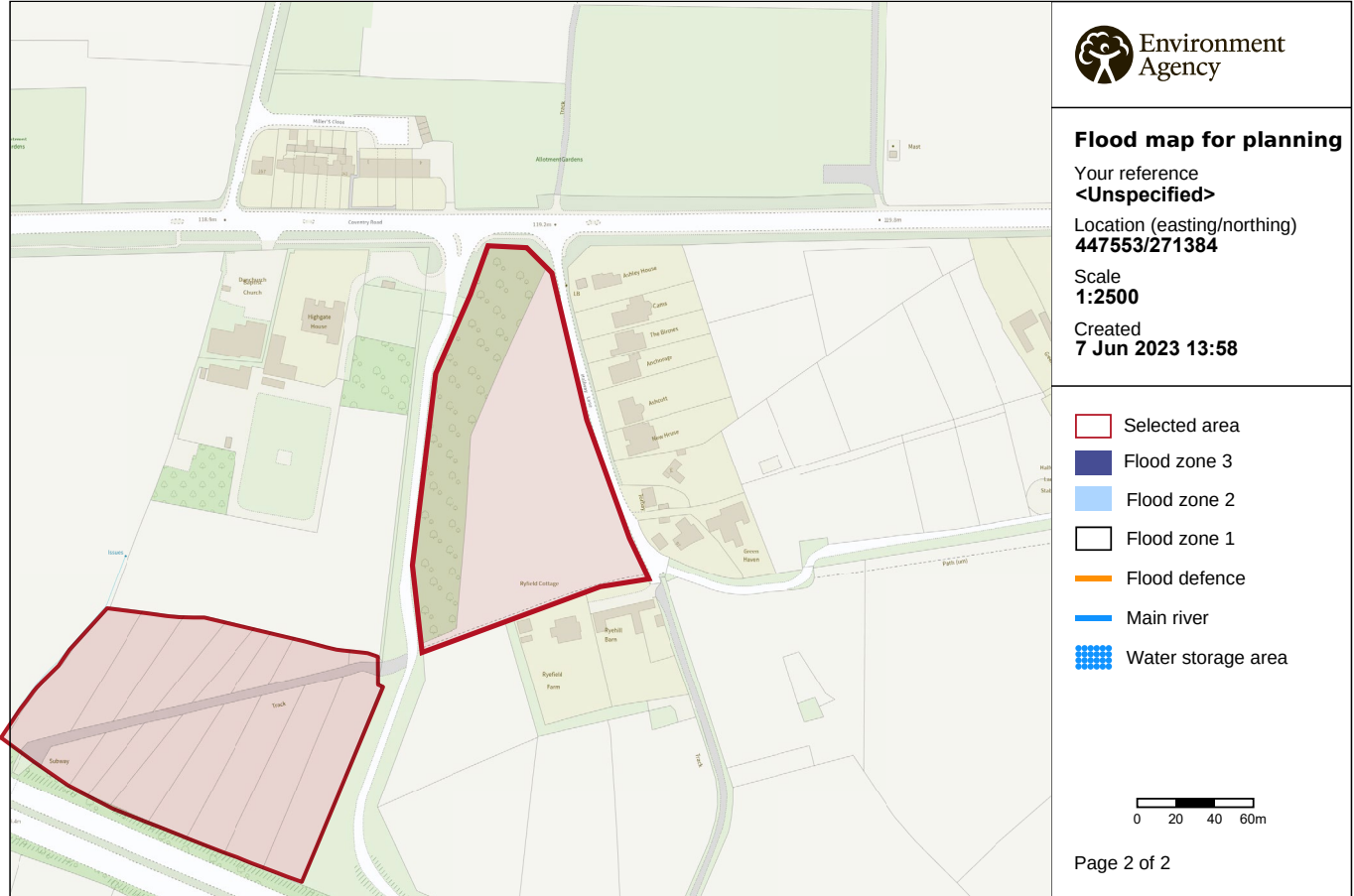
Fig. 09 UK Habitat Plan



2.5 FLOOD RISK

- 2.5.1 Both Site A and Site B lie within the Environment Agency's Flood Zone 1, that is having the lowest likelihood of river or tidal flooding.
- 2.6 UTILITIES
- 2.6.1 A Topographical & Location and Mapping of Underground Services and Drainage Survey has been carried out by RGI Surveys.
- 2.6.2 Various services (overhead and underground) have been identified in the access routes surrounding the sites.
- 2.6.3 Within Site A, to the north, a foul sewer has been detected running west to east and overhead power cables running south-west to north east. In the south-east of Site A overhead telephone cables have also been observed.
- 2.6.4 Within Site B, to the north, overhead telephone cables have been identified running south-west to north-east.
- 2.6.5 These relevant items are shown on the opportunities and constraints plans for the sites.
- 2.6.6 RGI Surveys have advised that the location of services are confirmed by trial excavations.

Fig. 10 Flood Map

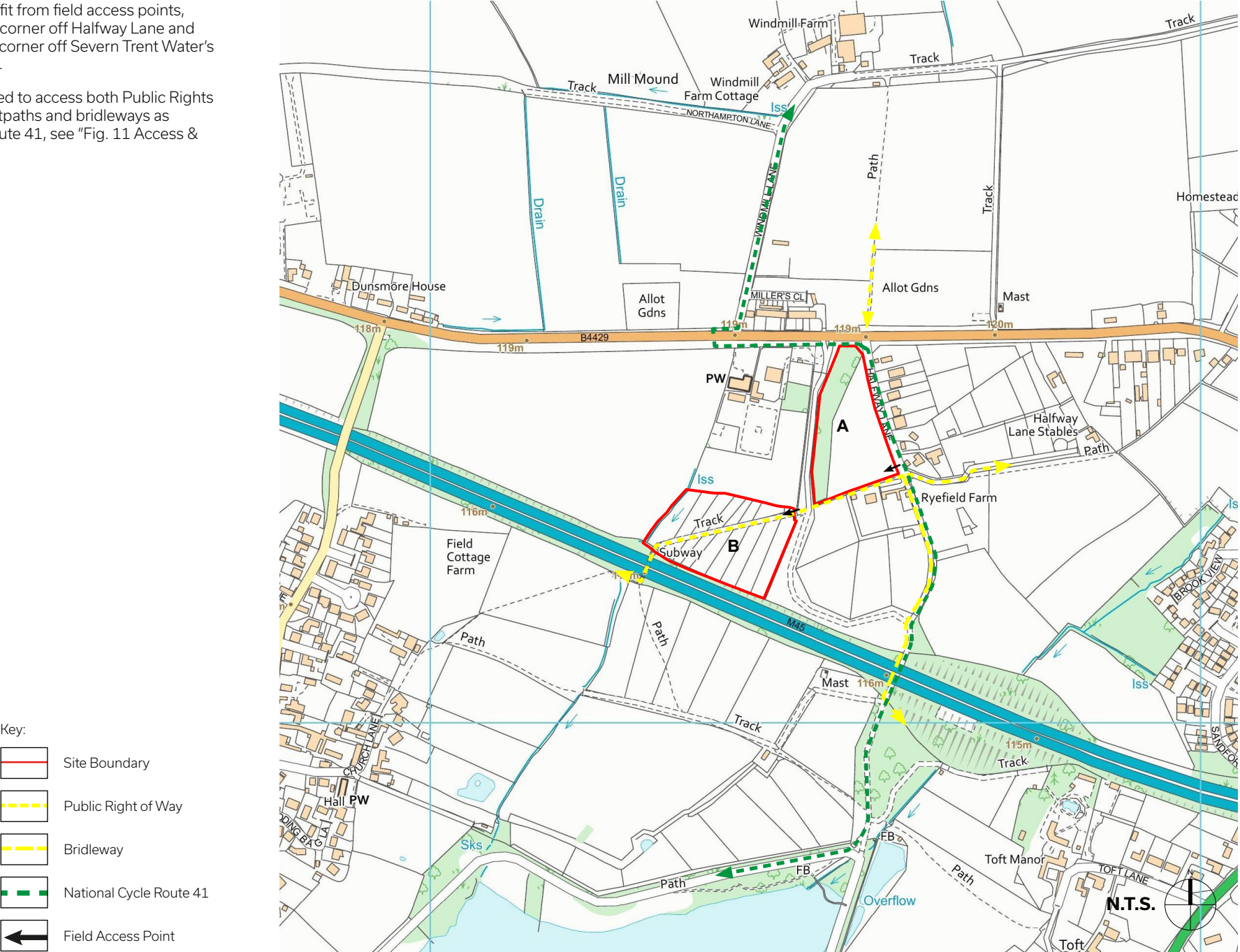


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2.7 ACCESS & CIRCULATION

- 2.7.1 Both sites currently benefit from field access points, Site A's at the south-east corner off Halfway Lane and Site B's at the north-east corner off Severn Trent Water's Emergency Access Road.
- 2.7.2 Sites A & B are well located to access both Public Rights of Way in the form of footpaths and bridleways as well as National Cycle Route 41, see "Fig. 11 Access & Circulation".

Fig. 11 Access & Circulation



2.8 TOWNSCAPE CHARACTER

2.8.1 The character of the area adjacent to the sites is varied and has evolved over time. Areas with different characteristics can be grouped as follows:

- Halfway Lane - North
- Halfway Lane - Middle
- Halfway Lane - South, Ryfield Cottage & Ryehill Barn
- North of Coventry Road
- Dunchurch Baptist Church

2.8.2 The key themes and characteristics are as follows:

Halfway Lane - North

- Detached dwellings.
- Bungalows dominate, but a two storey dwelling is located at the junction of Halfway Lane and Coventry Road.
- Hipped roof types prevail but gabled roofs are also present.
- Dwelling types are not repeated.
- Front gardens with soft landscaping separate dwellings from the street.
- Parking is to the front and side of properties.
- Mix of red brick, brown brick and painted render.
- Roof coverings are a mixture of slate and modern concrete tiles in varying shades.

Halfway Lane - Middle

- Detached dwellings, some with recent extensions.
- One and a half and two storey dwellings.
- Hipped roof types dominate, but gabled roofs are also present.
- Dwelling types are not duplicated.
- Dwellings are set back from the street with the majority having soft landscaping in front gardens.
- Parking is to the front and side of the properties.
- Red brick and painted render prevail.
- Roof coverings are a mixture of slate and modern concrete tiles in varying shades.

Fig. 12 Townscape Character - Part 1



Single storey bungalow, contemporary in style and use of building materials.



Two storey dwellings with recent additions, mostly finished with red brick and render with roofs covered with slates.



A single storey bungalow with a 'traditional' appearance using red brick and plain clay tiles.



One and a half storey dwelling in a 'traditional' style, finished with buff brick and modern concrete tiles.



A dwelling with a 'traditional' character, with walls finished with painted render. The single storey bungalow has a hipped roof covered with plain clay tiles.

Halfway Lane - South, Ryfield Cottage & Ryehill Barn

- Detached dwellings in both 'traditional' and contemporary styles.
- A mixture of single, one and a half and two storey dwellings.
- Hipped, side gabled, cross gabled and mono-pitched roofs are all present.
- Dwelling types are not replicated.
- Dwellings are set back from the street with the majority having soft landscaping in front gardens.
- Parking is to the front of the properties.
- A mixture of red brick, horizontal and vertical timber cladding and render is utilised.
- Roof coverings are a mixture standing seam and slate.

North of Coventry Road

- Dwellings with a 'traditional' character.
- Detached and terraced dwellings.
- A mixture of one and a half and two storey dwellings.
- Side gabled and cross gabled dwellings.
- Dwelling types are repeated.
- Both front and rear gardens with soft landscaping separate dwellings from Coventry Road.
- Parking within dwelling's curtilage is rare. Garage and street parking is to the rear in Miller's Close.
- A mixture of red brick, horizontal timber cladding and render.
- Roof coverings are a mixture of red plain tiles and modern brown tiles.

Dunchurch Baptist Church

- The Church is built in a contemporary style.
- Two storey building.
- Mono-pitched and side gabled property.
- Building is set back from the street with communal vehicular and bicycle parking in front.
- A mixture of red brick and curtain wall glazing.
- Standing seam roof covering.

Fig. 13 Townscape Character - Part 2



Recent new build two storey dwelling in a contemporary style, using timber as a main facing material and solar panels on the mono pitched roof.



Rear gardens of these one and a half storey dwellings back onto Coventry Road.



Dunchurch Baptist Church is a two storey building built in a contemporary style, with a mono-pitched roof and faced with red brick and curtain wall glazing.



A recent new build two storey dwelling in a contemporary appearance, using timber and off white cement render.



A two storey dwelling in a 'traditional' style finished in roughcast render turns the corner between Coventry Road and Windmill Lane.



Recent contemporary new build single storey dwelling with a central two storey section, finished in timber and off white cement render.



Front gardens of these two storey traditional dwellings front onto Coventry Road.

2.9 CONSTRAINTS & OPPORTUNITIES

2.9.1 Both Site A & Site B are relatively free from physical constraints however the principal constraints as well as opportunities are set out below and identified in "Fig. 14 Constraints & Opportunities".

- The majority of edges of the sites are bordered by native hedgerows of varying species. With many of the hedgerows containing mature trees.
- A strip of lowland mixed deciduous woodland borders the north and west of Site A.
- A large English Oak tree is present in the southwest corner of the Site B.
- A Public Right of Way dissects Site B, running south-west to north-east.
- Site A's topography (except the area of woodland) is relatively flat.
- Site B's terrain falls from east to west.
- The most opportune location to access Site A is via Halfway Lane.
- Severn Trent Water Emergency Access Road's provides the most favourable way to access Site B.

Key:

























	Site Boundary		Up to 1.5 Stories
	Contour		Up to 2 Stories
	Watercourse		Foul Water Sewer
	Trees		Surface Water Sewer
	Shrub, Hedges, Shrubs & Saplings		Unidentified Services
	Root Protection Area		Overhead Power Cables
	Source of Noise		Overhead Telephone Cables
	Views		Electrical Cables - Low Voltage
	Public Right of Way		Telecom (assumed)
	Bridleway		Gas Main (assumed position)
	National Cycle Route 41		Indicative Location for Drainage Basin
	Up to 1 Storey		Potential Vehicular Access

Fig. 14 Constraints & Opportunities



3.0 SITE VISION

3.1 GENERAL ARRANGEMENT AND LAYOUT

3.1.1 Following the appraisal of the opportunities and constraints of Sites A & B, it has been decided to focus on Site A in the short term; with Site B being a longer term prospect for development.

3.1.2 The sketch layout for site A considers how development could be successfully arranged on site and take the constraints and opportunities into account. It would utilise approximately 1.0ha of land on the eastern side of the retained embankment.

3.1.3 Key features that are felt to be important in any future scheme are:

- ① The retention of the hedgerow along Halfway Lane with the exception of 2 sections to facilitate vehicular access.
- ② Avoiding individual driveway accesses to Halfway Lane to reduce impact on hedgerow and existing properties.
- ③ Swales or attenuation basin to the south of the site, to make best use of topography.
- ④ Development arranged to overlook PROW to south.
- ⑤ Development organised to define and overlook internal streets.
- ⑥ Bungalows adjacent to Halfway Lane to reflect existing bungalows.
- ⑦ Two storey development to the west of the site.
- ⑧ Development offset from existing woodland to the west of site which will remain in situ.
- ⑨ New footway within the site, linking the existing footway on Coventry Road and the PROW to the south of the site, offering a safer alternative to pedestrians using Halfway Lane.
- ⑩ Architecture to reflect the materials & details of the locality as identified in the Townscape Character section.

Fig. 15 Sketch Layout



3.2 DEVELOPMENT SCHEDULE

3.2.1 The site could deliver in the region of 20 dwellings dependent on the mix and drainage strategy.

Fig. 16 Development Schedule

TYPE	BEDS	NO	SIZE (SQM)	SIZE (SQFT)	TOTAL (SQM)	TOTAL (SQFT)	PERCENTAGE
A (Bungalow)	2	3	58.21	627	174.63	1,881	15%
B (Bungalow with integral garage)	2	4	83.06	894	332.24	3,576	20%
C (2 storey house)	2	8	65.08	701	520.64	5,608	40%
D (2 storey house)	3	4	90.64	976	362.56	3,904	20%
E (2 storey house)	4	1	137.62	1481	137.62	1481	5%
Totals		20			1,527.69	16,450	100%

4.0 CONCLUSION

4.1 CONCLUSION

- 4.1.1 In conclusion, we have, as part of the vision document detailed that the land at Rye Hill, Rugby can effectively accommodate housing development, contributing to the requirements of the Rugby Borough.
- 4.1.2 A site visit and technical studies of the site and its context have resulted in the identification of the most suitable site for short term development (Site A.) The appraisal of this research resulted in a list of constraints and opportunities which have informed the design proposals.
- 4.1.3 The proposed development footprint seeks to minimise the impact to existing dwellings on Halfway Lane and lessen the effect on existing trees and hedgerows. The proposal improves safety and pedestrian connectivity whilst taking advantage of the existing topography to locate an attenuation basin.
- 4.1.4 Architecturally, the scheme could be designed to relate to its surrounding context by using a palette of building materials and details drawn from the local area.
- 4.1.5 The relevant technical evidence, land designations, opportunities and constraints all indicate that Site A is suitable for development and could be pursued in the short to medium term. The topography is suitable for development and there are no landscape or ecological designations that apply.
- 4.1.6 Development could be designed to protect and enhance the existing trees and hedgerows around the edges of the site, land is not at risk of flooding, within a Conservation area or near Listed Buildings. Overall it represents a suitable opportunity to deliver much needed residential development in the Borough.

Fig. 17 Site & Context Photographs



Fig. 18 Sketch Layout

