

LAND WEST OF FOSSE WAY, STRETTON-ON-DUNSMORE

Development Vision Document

January 2024

This document has been prepared by IDP working in conjunction with Bellway Strategic Land to illustrate the potential for new residential development at Land west of Fosse Way, Stretton-On-Dunsmore.



The following consultant team have supported Rosconn in the development of the proposals:

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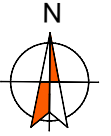


1. Introduction

This document has been prepared on behalf of Rosconn Strategic Land in response to Rugby Borough Council's Local Plan Review. The Council is carrying out a 'Call for Sites' for further potential housing sites within the Borough to meet the proposed housing requirement, and the purpose of this visioning document is to promote the site for development in the Local Plan.

The site covers an area of 3.5 hectares to the west of B4455 Fosse Way in Stretton-on-Dunsmore. It is bound by residential development to the east to the other side of Fosse Way, and properties off Brookside to the south. The site is enclosed by existing hedgerows and trees around the periphery, with some mature Oak trees to the roadside. The Fosse Way is the main route into the village from the A45, with the main core to the southwest set around a traditional village green.

-  Site Boundary
-  Settlement Extent



2. Appreciating the Context

This Vision Document has been prepared on behalf of Rosconn Strategic Land to illustrate the opportunities for potential residential development at Land at Stretton-On-Dunsmore.



Introduction

The document specifically assesses the site and its context in respect of how residential development could be accommodated in terms of the following matters:

- The context of the site, its location and proximity to local services, its planning context in terms of relevant adopted / draft designations and allocations and the historic form of the settlement;
- The local landscape character and visibility of the site and its context;
- The analysis of the site including its use, edges and features;
- The design principles that should be applied to the site to inform an appropriate form of development, including the extent and likely maximum number of dwellings the site can acceptably accommodate;
- The likely effects of development on the site, including the purposes of including land in the Green Belt and effects on the landscape and visual resource, and;
- The conclusions in respect of the site's ability to deliver residential development.



2. Appreciating the Context

Local context

The site is accessed from Fosse Way, and located approximately 500m from the historic centre of Stretton-On-Dunsmore.

The village is focused around the convergence of a number of lanes, and the historic core of the church and manor house on Church Hill within a Conservation Area. According to the Village Design Statement 2012 the main growth of the village took place in the 1940's and 50's, particularly focused to the northwest alongside a primary school, and to the east along Rugby Lane and Fosse Way.

The village generally retains its nucleated settlement pattern and sense of character, but is likely to be the focus for further development given its status as a main rural settlement.

Services in the village include the primary school, doctor's surgery, general store and Post Office, public house, village hall, and local bus services to adjacent towns.

All Saints Church is the focal point of Stretton, located at the southern end of the village within the Conservation Area, and is Grade II* listed. It lies within a cluster of listed buildings of Church Farm, Manor House, Stretton House, and the church which are buildings of great interest and grandeur.

The site lies immediately adjacent to the settlement boundary, within land designated as Green Belt. The fundamental aim of Green Belt policy, as set out in the NPPF, is to prevent urban sprawl by keeping land permanently open.



Locally important buildings and locations



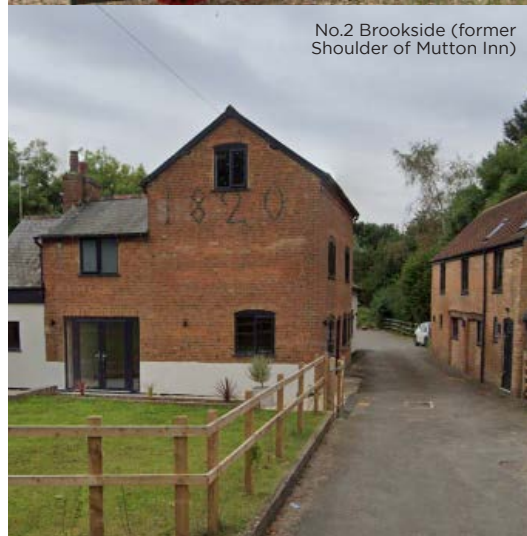
War memorial



Village Post Office



Parish Church of All Saints



No.2 Brookside (former Shoulder of Mutton Inn)



Village Green



The Oak and Black Dog Public House

2. Appreciating the Context

Introduction

This section of the document sets out a summary of the key qualitative and quantitative surveys and reporting that has been carried out by the project team to develop a full and clear understanding of the site conditions and its context. This study has fundamentally underpinned the proposals set-out in our overall vision, ensuring a sound baseline underpins the proposals.

Planning Policy Context

Rugby Borough are conducting a Local Plan Review and have launched a Call for Sites s required at the end of a 5 year period following the adoption of Local Plan 2019. Once adopted, estimated to be by December 2026, the Revised Local Plan will set out the planning policies and local growth strategy including for new homes, jobs and infrastructure.

The RBC Local Plan Issues & Options Document (Oct 2023) is reviewing existing policies and considering new policies covering:

- Land for employment uses
- Town centre regeneration
- Pitches for gypsies & travellers
- Houses in multiple occupation
- Climate change policies
- Design coding & guidance
- Land for Housebuilding

Alongside the consultation RBC are asking landowners and developers to put forward land for consideration for allocation in the new local plan which this document aimed at.

After the consultation closes, RBC will produce a housing and economic land availability assessment ('HELAA'). This is the first stage of assessing sites for allocation in the new plan.

Adopted Local Plan

The current Adopted Local Plan has several policies relevant to the Site and suitability to development.

Policy NE2: Strategic Green and Blue Infrastructure - Where appropriate new developments must provide suitable Green and Blue Infrastructure corridors throughout the development and link into adjacent strategic and local Green and Blue Infrastructure networks or assets where present.

Policy NE3: Landscape Protection and Enhancement - New development which positively contributes to landscape character will be permitted.

Policy SDC5: Flood Risk Management - The locating of suitable development will be undertaken by the Council based on the Environment Agency's flood zones as shown on the latest Flood Map. This will steer new development to areas with the lowest probability of flooding.

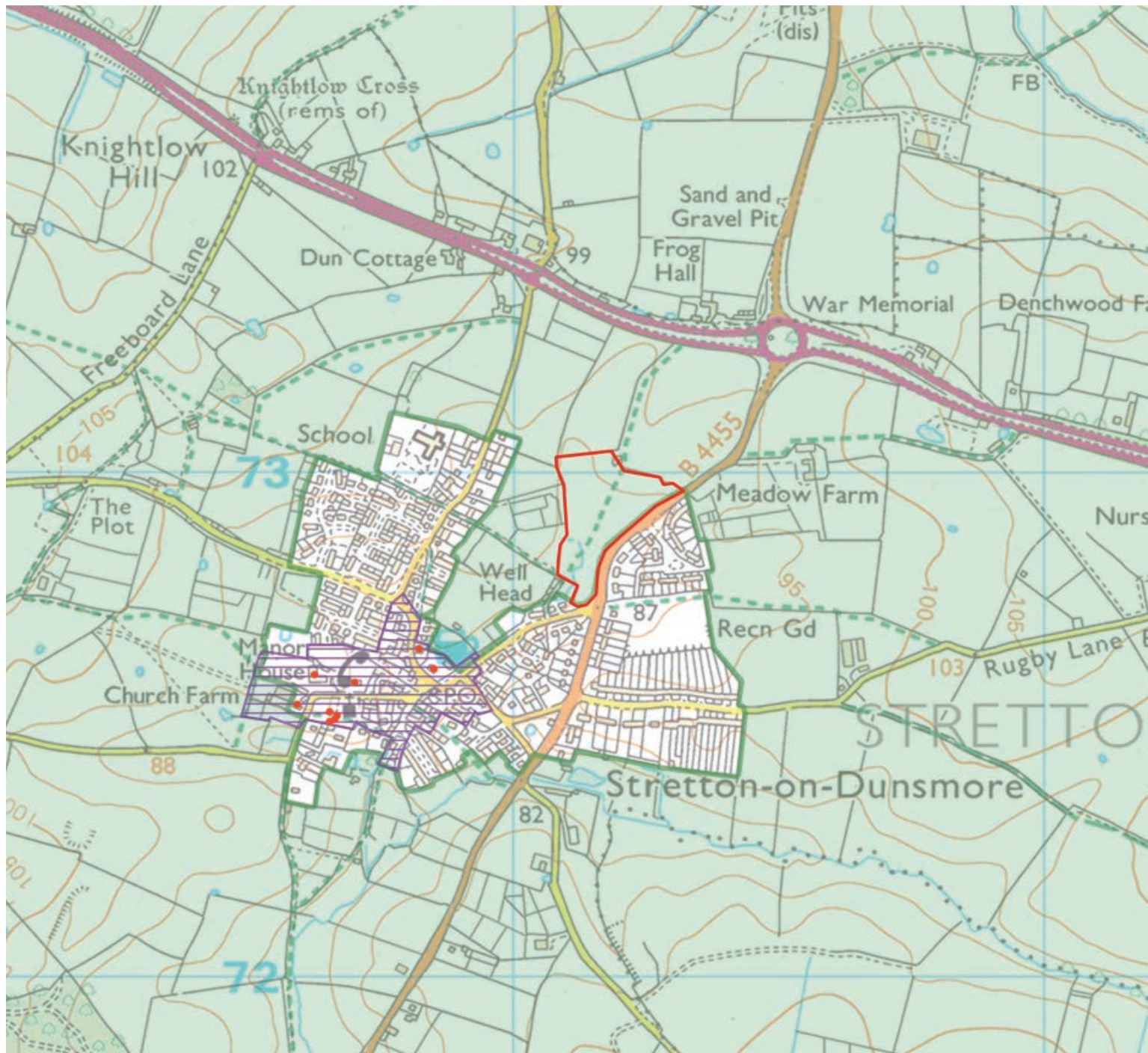
Policy SDC6: Sustainable Drainage - Sustainable Drainage Systems (SuDS) are required in all major developments and all development in flood zones 2 and 3.

Policy GP2: Settlement Hierarchy - Green Belt: New development will be resisted; only where national policy on Green Belt allows will development be permitted.

The site lies immediately adjacent to the settlement boundary, within land designated as Green Belt. The fundamental aim of Green Belt policy, as set out in the NPPF, is to prevent urban sprawl by keeping land permanently open.

Green Belt serves the following five purposes:

- to check the unrestricted sprawl of large built-up areas;
- to prevent neighbouring towns merging into one another;
- to assist in safeguarding the countryside from encroachment;
- to preserve the setting and special character of historic towns; and
- to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.



KEY

-  Site location boundary
-  Green Belt
-  Conservation Area
-  Listed Buildings

2. Appreciating the Context

Landscape Context

The landscape has a rolling topography of interlocking plateaus and small valleys containing springs and tributaries. Stretton-On-Dunsmore lies within a hollow surrounded by upland landscape.

The village is therefore relatively well contained by topography.

There are a number of hydrological features within the area including a high proportion of ponds, and Stretton brook that emerges near the site at Well Head and flows south through the village, culverted in a number of places to meet a larger watercourse to the south.

The village lies within the Regional Character Area of 'Dunsmore' in the Warwickshire Landscape Guidelines 1993, with the site located on the boundary of landscape types 'Plateau Farmlands' and 'Plateau Fringe'.

The Landscape Assessment of the Borough of Rugby 2006 is intended to support the development planning process, by examining the character of the landscape in the borough, its sensitivity as the combination of the fragility of inherent character and visual sensitivity, and the condition of the countryside. The area around the site is indicated as high fragility; moderate visibility, and therefore high sensitivity.

The concept of fragility incorporates both the natural (ecological) and cultural dimensions of the landscape. Visual sensitivity is a measure of the degree to which change is likely to cause a visual impact within a particular landscape. This is obviously a borough wide assessment and there will be local variation in natural, cultural and visual sensitivity for specific sites.

The characteristics of the Dunsmore Plateau Fringe are the undulating topography of hills and meandering valleys with large arable fields, often with a poorly defined field pattern. Pockets of permanent pasture and smaller hedged fields are characteristics that relate well to the site, shaped by the way the village has evolved. The current situation is paddocks and rough grassland, with a composition of hedgerows, tree groups and scruffy vegetation, with occasional shelter belt planting.

There is a mature hedgerow along the western side of Fosse Way, which separates the road from the site, although there are some gaps that provide glimpsed views in. There is a discernible edge to this area along the north of the site where the land use changes to large scale arable fields and the topography ascends to the A45.

The Incomparable 29th Division

Between December 1914 and March 1915, many of the soldiers who would make up the 29th Division were billeted in Warwickshire and North Oxfordshire. They stayed in towns and villages including Coventry, Rugby and Kenilworth.

The members of the Division came largely from the north of England, Ireland, Scotland and south Wales. Only a few came from the Midlands. The billeting was very successful. It was popular amongst the local communities and even led to marriages between soldiers and local women.

King George V in Right War Uniform © Our Warwickshire

The Division landed at Cape Helles in Gallipoli in April 1915 under heavy fire from the Turkish Army. They fought throughout the campaign until the evacuations of Gallipoli in December 1915. Their brave efforts earned them the name 'The Incomparable 29th'.

They next served in France and Belgium from 1916 to 1918, from the first day of fighting in the Battle of the Somme to the Fifth Battle of Ypres.

After the war, money was raised by public subscription following a local wish to commemorate King George V's review of the troops and their brave action with the 29th Division. The memorial was erected in 1920 and is 12.3m tall. It was unveiled in May 1921, before a crowd estimated to be over 7,000. At that point, the monument was flanked by two captured German guns. An avenue of elms, planted in the early 18th century, ran for six miles over Dunsmore Heath on either side of the London road (now the A45). Many of these were blown down during severe gales in 1916.



In the interests of safety, the Duke of Buckingham wanted to fell the remainder of the trees, so in 1917 Warwickshire County Council formed the 'Dunsmore Avenue Committee'. The wages and trees were transferred to the County Council who undertook to replant the avenue using some of the money raised to build the memorial thus also creating a 'living memorial'. During the autumn and winter of 1920/21 444 lime, elm and beech trees were planted over a distance of two miles.

In 1953, dying elms were replaced with more lime trees. More trees were felled when the second carriageway was added in the late 1950s so further replanting took place. The Dunsmore Avenue Committee met for the last time in 1973, when 70 new limes were planted on the east side of the Memorial. More trees were felled when the roundabout was built in 1985 so in 1983 two lime trees 6.5 metres in height were planted to enhance the setting of the Memorial.

As part of the Dunsmore Living Landscape Scheme, in 2003 three new lime trees were planted between the roundabout and the petrol station. These were dedicated to Officers from the Division who were awarded the Victoria Cross.














Kithia
By Jessaca Scuffie and Sophie Garmbling
Kithia, a violent place.
Will we survive the dark and hate?
Too hot, too cold, can never decide,
Our boredom, all feelings are kicked to the side.
With No-Man's Land fishing net,
Wire, wood, earth and mud all we have left.
Kithia,
Will you let us live!

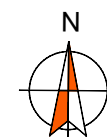
To see more poems written by pupils at Knightlow C. of E. Primary School, visit explore.dunsmore.org/projects/pupils-poetry-for-the-29th-division



War Memorial Interpretation Board



- KEY**
-  Public Footpath
 -  Views Towards the Site
 -  Village Approach View
 -  No views available due to screening
 -  Heavy Screen Planting
 -  Major Road Corridor (A45)
 -  Topographical Contours
 -  Waterbodies / Streams
 -  Landscape Structure
 -  Listed Buildings
 -  Listed War Memorial
 -  Development Area
 -  Conservation Area



2. Appreciating the Context

Visual Analysis

The visual envelope is restricted by topography and intervening vegetation to the local network of roads to the east and west of the site, and as far north as the A45 which forms a strong linear barrier.

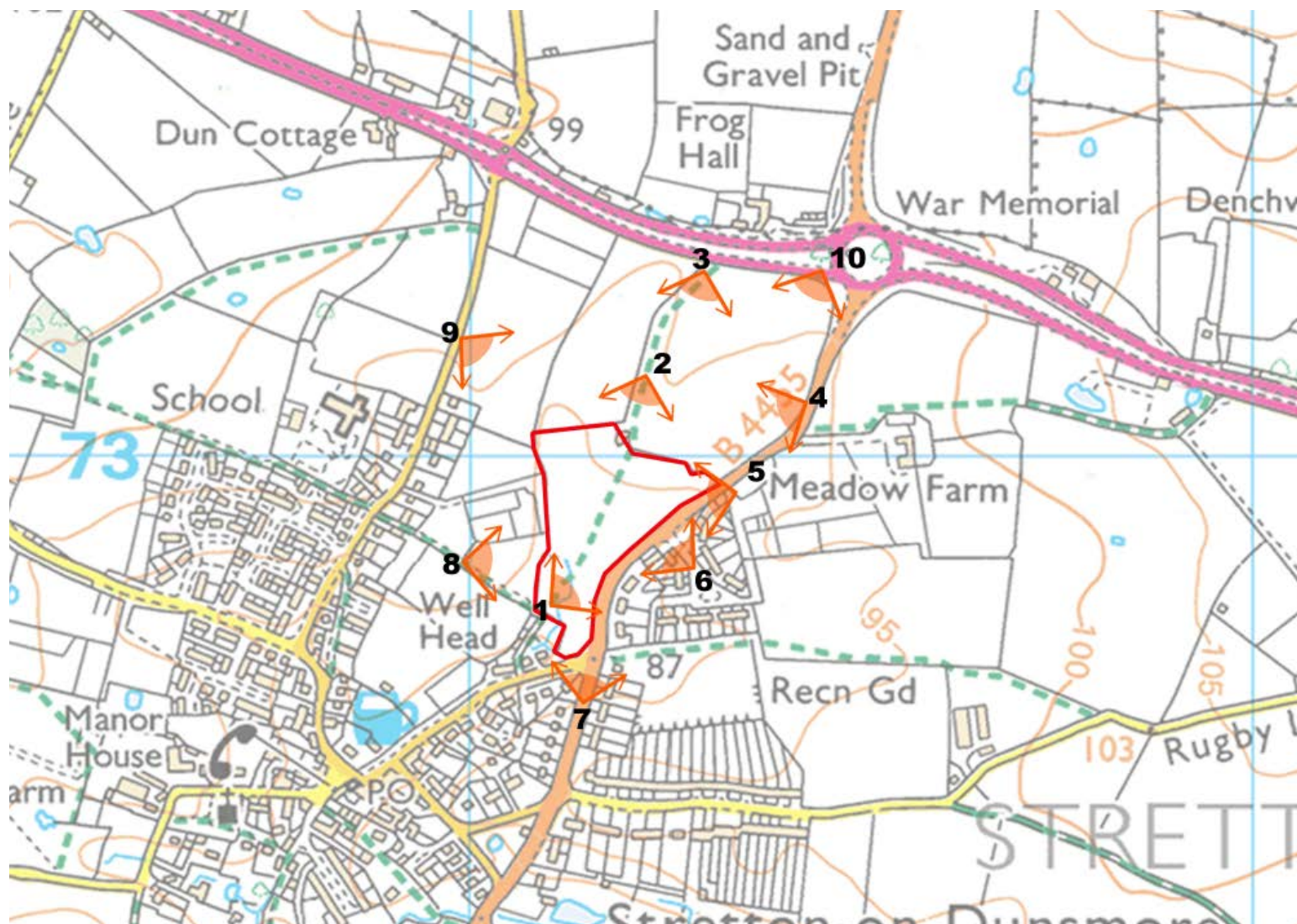
A key approach is along the Fosse Way towards the village depicted by Viewpoint 4, with All Saints Church a local landmark set within the treescape.

The approach into the village has a sudden transition at the northeast corner of the site where the existing dwellings front onto Fosse Way to the east. There is an open view into the site at this point (Viewpoint 5), then with the mature hedgerow and trees provide some screening along the eastern boundary (Viewpoint 6 and 7).

The two public rights of way provide views across the site with the peripheral housing often glimpsed amongst the vegetation, and with views out to the north.



View along the A45 close to Stretton on Dunsmore exit

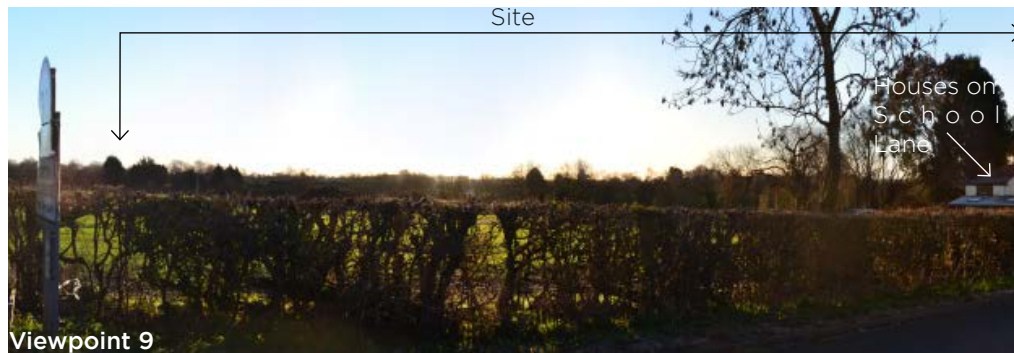
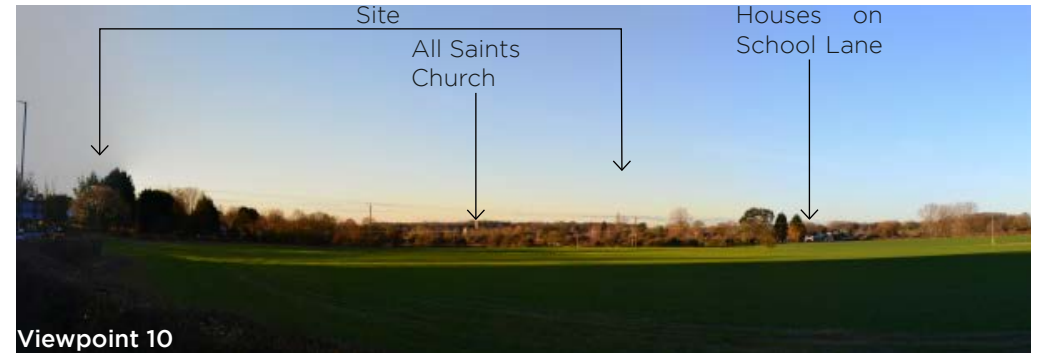


Viewpoint Location Plan

2. Appreciating the Context

Visual Analysis





2. Appreciating the Context

Access & Highways

Savoy Consulting, a specialist transportation planning consultancy, has been instructed by their client, Rosconn Strategic Land, to carry out an initial site feasibility assessment for a site in Stretton on Dunsmore, Warwickshire.

Highways Access

Existing Conditions

The site in question is located on the western side of the B4455 Fosse Way. This section of Fosse Way is subject to a 30 mph speed limit, and benefits from a system of street lighting. North of Meadow Close is a chicane which controls the speed of traffic entering the village.

As part of the feasibility study an automatic traffic counter has recently been installed to record the speed and volume of traffic on Fosse Way in the immediate vicinity of the site in question. The results of the survey show that traffic flows on Fosse Way are modest for this classification of road and the 85th percentile speed of traffic is in the order of 33 mph.

Site Access

To access the site it will be necessary to provide a junction that provides adequate visibility splays and accords with relevant highway design standards. To demonstrate that it is possible to meet highway design standards an indicative site access plan has been prepared and is shown opposite.

From examining this drawing it can be readily seen that a junction could easily be provided that could provide access to at least 50 dwellings. As part of providing the new site access two parking spaces in a lay-by on the western side of Fosse Way will be lost. As part of the construction of the new access three replacement spaces will be provided on the new access road within the site.

It is important to note that the vast majority of the traffic generated by this site would be using the local classified highway network to gain access to the strategic network, A45 and A423. This means that little if any traffic arising from the development would be passing through the village centre, unless that was its primary destination.

Sustainability

A preliminary examination of local amenities has been carried out and it can be readily seen that easy access from this site is possible for example, to the local primary school, post office, doctor's surgery, convenience store and bus stops.

Conclusions

From the preliminary work that has been carried out by Savoy Consulting it can be seen that it is possible to provide access to the site in question that meets with all relevant highway design standards. Any traffic generated by the development will use the classified highway network rather than the local village roads. It can also

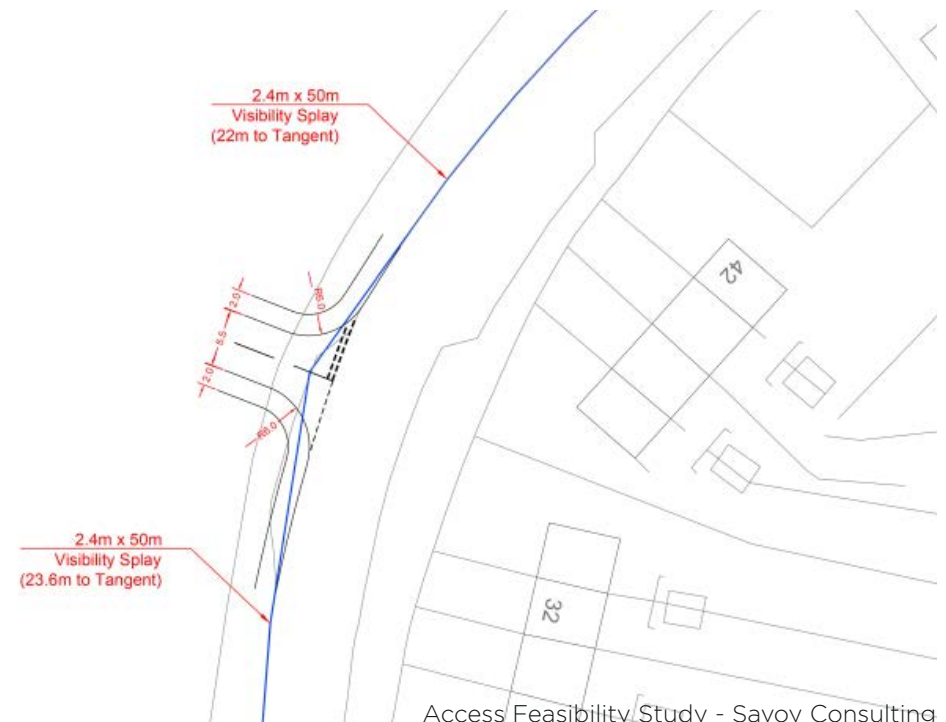
be seen that the site is in a sustainable location in Stretton on Dunsmore.

Non-Car Access

An existing right of way runs between Brookside to the south and London Road (A45) to the north and School Lane to the west. These paths link to a wider network of public rights of way surrounding the village. The nearest bus stops are located on Brookside (275m, south) and School Lane (245m, west)

Opportunities

There are opportunities for a number of measures to enhance the site's sustainability and to benefit the wider community, such as new and improved local pedestrian and cycle infrastructure, improved bus facilities/services, on-site community parking, and a residential travel plan.



Drainage & Flooding

Fairhurst have produced a Preliminary Flood Risk & Drainage Assessment on behalf of the Rosconn Strategic Land to provide an overview of flood risk and drainage status in relation to the potential development of the site.

Environment Agency mapping data shows that the entirety of the site lies in Flood Zone 1 which has an annual probability of fluvial flooding of less than 1 in 1000 year.

Surface Water Flooding Mapping Data shows that the site has two small strips within the Southern section which are affected by surface water flooding. This area coincides with a small watercourse running from the southern part of the site through the adjoining housing.

Geological information from the British Geological Society indicates that the site is underlain by a bedrock deposit of Mercia Mudstone (clay) with Bosworth Clay and some Alluvial Fan Deposits, apart from the Alluvial Fan these soils can be classed as impermeable.

Evidence from the site visit indicates that the site has poor drainage in the east and west due to a clogged ditch, a previously installed pipe and land drainage is conveying flows across the site and greatly improved the sites drainage.

The proposed flows from developable areas of the site are to be restricted to greenfield run off rates and attenuated in a pond or storage structure prior to discharge to the existing watercourse ensuring that there is not any increase in flood risk downstream.



2. Appreciating the Context

Ecology

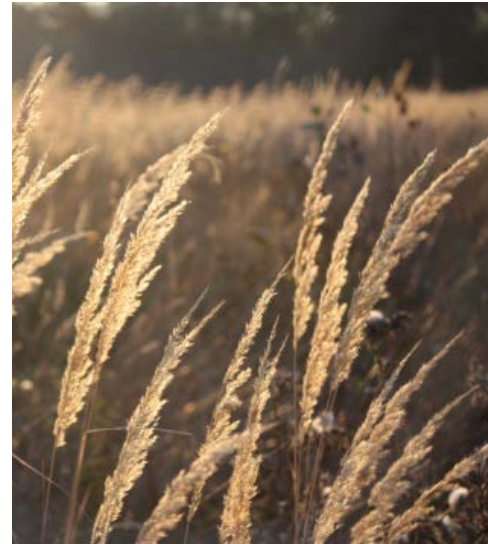
The site comprises two grassland field compartments which support other neutral grassland, divided by a brook and largely bound by outgrown native hedgerows, treelines and scrub. As the site slopes to the south the field grades to a damper grassland community and is dominated by rushes within the southern half. There is also a small area of wet grassland dominated by floating sweet-grass around a drainage pipe along the eastern boundary.

The site is not covered by any statutory ecological designations and no direct impacts to local statutory and non-statutory designations are anticipated. The nearest statutory designation comprises Wolston Gravel Pits SSSI, located approximately 1.63km to the north which comprises a geological designation. The proposed development will provide opportunities to create new habitats that will buffer and enhance the value of retained habitats by improving the overall habitat connectivity across the site.

A single pond was located on-site, with a further nine identified within the local area and mostly isolated from the site. If GCN were confirmed to be present the proposed green infrastructure will ensure that suitable terrestrial habitats can be provided to compensate for any minor losses of existing suitable habitats with works undertaken in accordance with a Natural England licence to ensure no impact on this species.

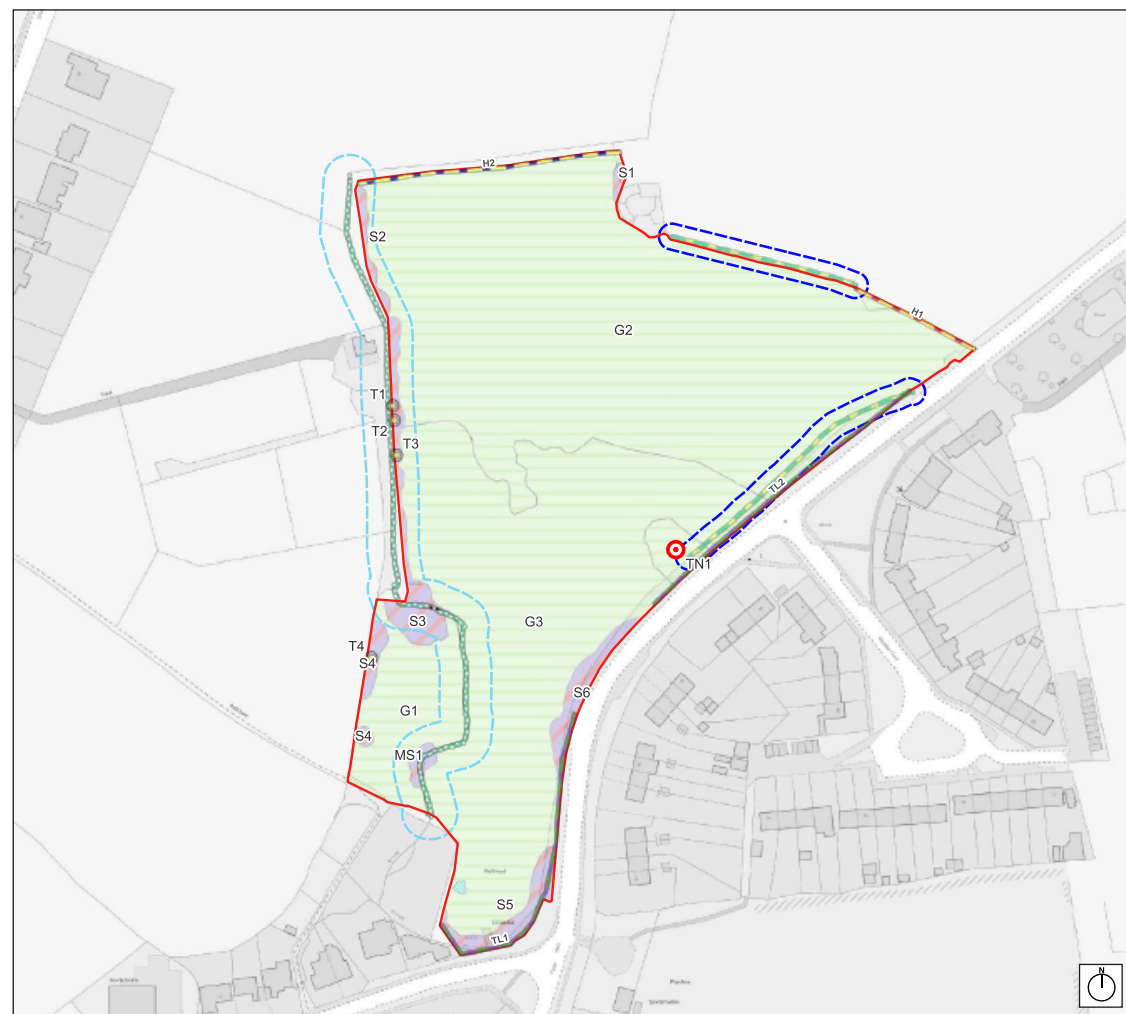
Two trees were considered to provide potential bat roosting opportunities which are to be retained and buffered within the proposals. The proposed lighting scheme will aim to minimise illumination of habitat corridors. The proposals will provide foraging and nesting opportunities for a range of common and widespread bird species and opportunities for additional enhancement will include the provision of bird and bat boxes on suitable retained trees across the scheme.

The brook is to be retained and buffered within the extensive green infrastructure.



Key

- Red Line Boundary
- Bramble scrub
- Hawthorn scrub
- Mixed scrub
- Other neutral grassland
- Ponds (non-priority habitat)
- Line of trees
- Native hedgerow - associated with bank or ditch
- Native hedgerow with trees - associated with bank or ditch
- Culvert
- Ditches
- Other rivers and streams
- 10m Watercourse Buffer
- 5m Ditch buffer
- Existing Medium Rural Tree



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 masterplanning ■ environmental assessment ■ landscape design ■ urban design ■ ecology ■ architecture ■ arboriculture

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3. Visioning Principles

This site would deliver a development that is high quality, sensitive to its landscape context, and does not cause significant harm to the setting of the village or the Green Belt.



3. Visioning Principles

A Vision: A Connected Place

The following pages give an indication of the development vision for the Land off Fosse Way, Stretton on Dunsmore.

The adjacent diagrams illustrate a number of key design principles captured within the subsequent proposed development framework:

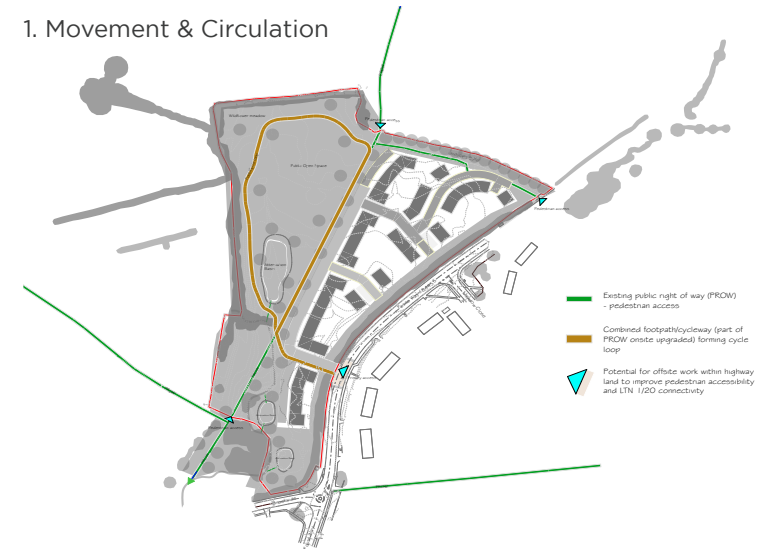
Movement and Circulation

The proposed movement framework for the site prioritises pedestrian movement and sustainable travel options in line with good practice urban design principles and government guidance such as LTN 1/20. Existing PROW routes are retained and enhanced where appropriate as part of an internal footway/cycle circuit within new public open space. A legible, well connected and permeable network of routes are set out, both within the site and linking to the wider movement framework offsite. There is the potential for additional work within the adjacent adoptable highway to further improve pedestrian connectivity and cycle infrastructure, such as a potential traffic calmed raised table junction at the primary access point into the site and an extension of existing footways along various parts of the Fosse Way boundary.

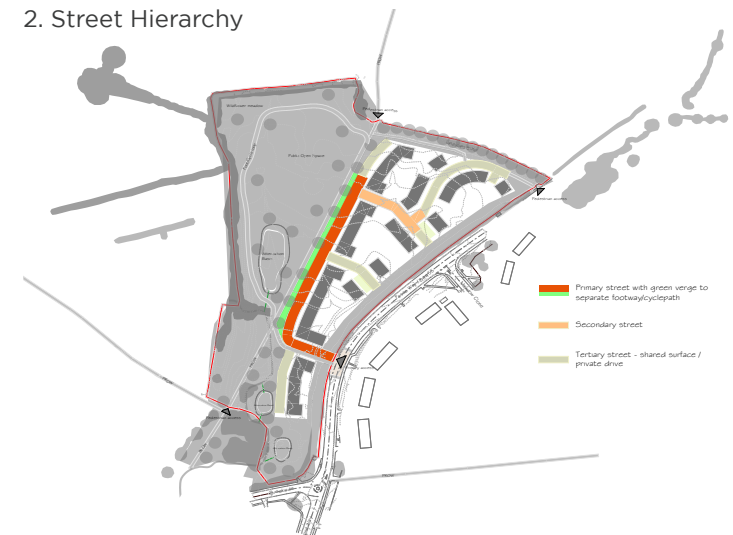
Street hierarchy

A simple street hierarchy is proposed. This structured network of streets, of varying levels of order and formality, will aid legibility and way-finding and contribute towards placemaking. The proposed street typologies compliment the wider movement framework with higher order streets utilising green verges, street trees and combined footpath/cycleways.

1. Movement & Circulation



2. Street Hierarchy



A Vision: A Connected Place

Block Structure

Efficient development parcels utilise perimeter block principles promoting a clear definition of public/private space. Built form fronts onto the public realm and open spaces, with dual aspect corner turning units maximising overlooking and private amenity areas securely enclosed internally within the blocks.

The block structure creates a simple hierarchy of spaces which reinforce the movement framework and promotes legibility within the layout. There is the potential to express vista stops and nodal elements within the development through set piece architectural elements.

Landscape

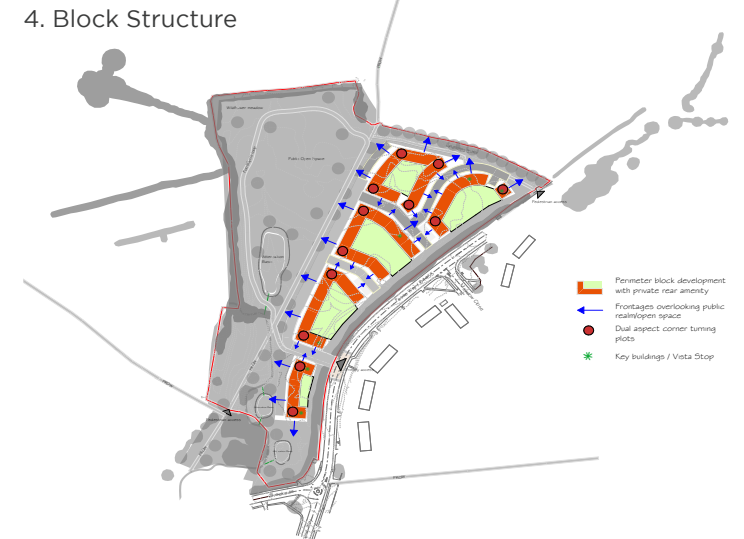
The proposed development will retain and enhance existing green infrastructure, complimented by the creation of attractive blue infrastructure features and supplemented by new landscaping where appropriate. Through considered design and specification there is an opportunity to increase wildlife diversity and habitat and in turn create biodiversity nett gain.

The pattern of development promotes meaningful green open spaces that link with new homes, connecting residents and the wider community with public open space for play, exercise and amenity.

3. Landscape



4. Block Structure



Development Framework

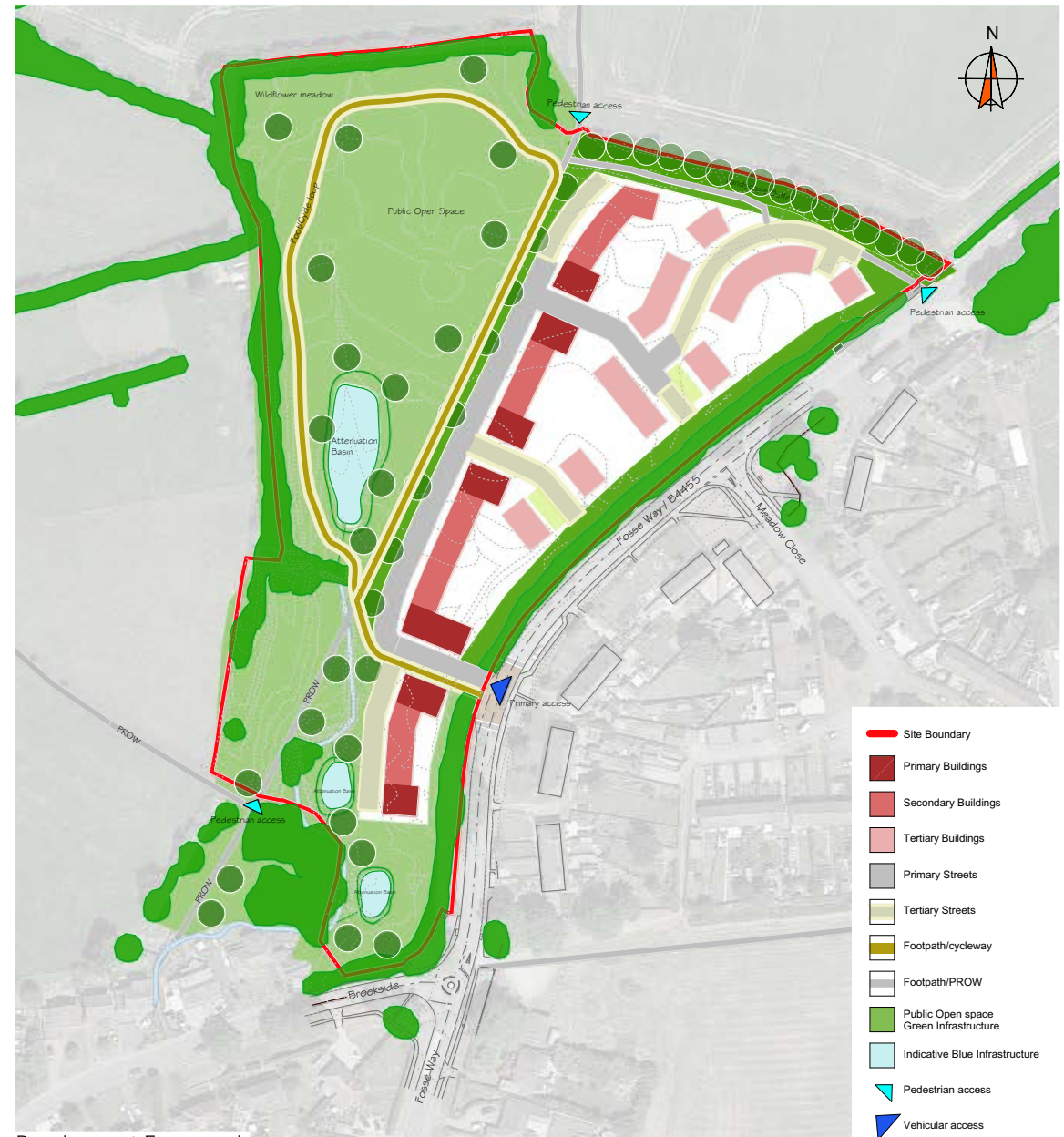
The proposed development framework builds upon our landscape strategy, movement framework and block structure proposals and also follows local and national planning policy in terms of placemaking and potential development character:

Proposals will:

- establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit - NPPF para 126 (d)

and

- Create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience - NPPF para 126 (f)



4. Illustrative Masterplan

Potential Development Opportunity

The adjacent plan demonstrates the potential to create a complimentary sequence of open spaces and built form with the provision of formal and non-formal green spaces – play areas, natural space and green movement corridors for the enjoyment of both new and existing residents.

The proposals can make a positive contribution to the character and quality of the immediate area through the creation of a sustainable, safe and attractive residential development whilst achieving a density appropriate to its setting and making efficient use of land, thus following planning policy guidance and adding additional diversity to development in the Village.



5. Conclusions

The purpose of this document is to consider the site, its context, the opportunities and constraints for housing development, and the landscape, visual, highways and drainage considerations. Transport planning consultancy, has been instructed by their client, The Rosconn Group, to carry out an initial site feasibility assessment for a site in Stretton on Dunsmore, Warwickshire.

The landscape assessment outlined the implications of development on the landscape and visual environment, and its likely effects. It recommended that developing to the east of the public footpath, and utilising the western side for public open space would retain an undeveloped area between the east and west parts of the village. This extent of development would have a limited impact on the open green zone which is locally important.

The landscape structure has the potential to be enhanced through the development of the site and the POS, which will follow the Warwickshire Landscape Guidelines to strengthen the general landscape structure of the area.

The site is 3.5 hectares in size, and it is envisaged that approximately 1.2 hectares (35% of the site area) of land is appropriate to be developed for housing and associated infrastructure, with the remaining 2.3 hectares (65% of the site area) promoted as public open space. This would provide a capacity of around 40 dwellings, based on an average density of 35dph.

The visual environment has some capacity for sensitive change as there are areas that are influenced by adjacent residential development, and where there would be limited effects to the characteristics through sensitive development proposals. The key view north out of the village could be maintained along the footpath with development set back to the east and an appropriate edge created. The likely visual effects of developing the eastern part of the site would be minor as there would be a small degree of change on the visual environment, but not of significant influence on the visual characteristics of the area.

In respect of the site access, it is possible to provide access to the site that meets with all relevant highway design standards. Any traffic generated by the development will use the classified highway network rather than the local village roads. In terms of flood risk and drainage, the proposed flows from developable areas of the site are to be restricted to greenfield run off rates and attenuated in a pond or storage structure prior to discharge to the existing watercourse ensuring that there is not any increase in flood risk downstream.

The essential characteristics of the Green Belt have been considered and the development would maintain an open green zone that separates the east and west of the village, despite some loss of openness on the site which is inevitable with development of green field sites. The development would not encroach further north than the adjacent development on Fosse Way, and would allow reinforcement of an existing field boundary with further planting to ensure that the visual impact is kept to a minimum.

This site would deliver a development that is high quality, sensitive to its landscape context, and does not cause significant harm to the setting of the village or the Green Belt.





placemaking for life

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