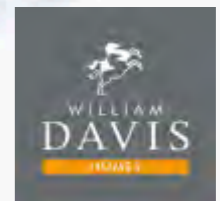
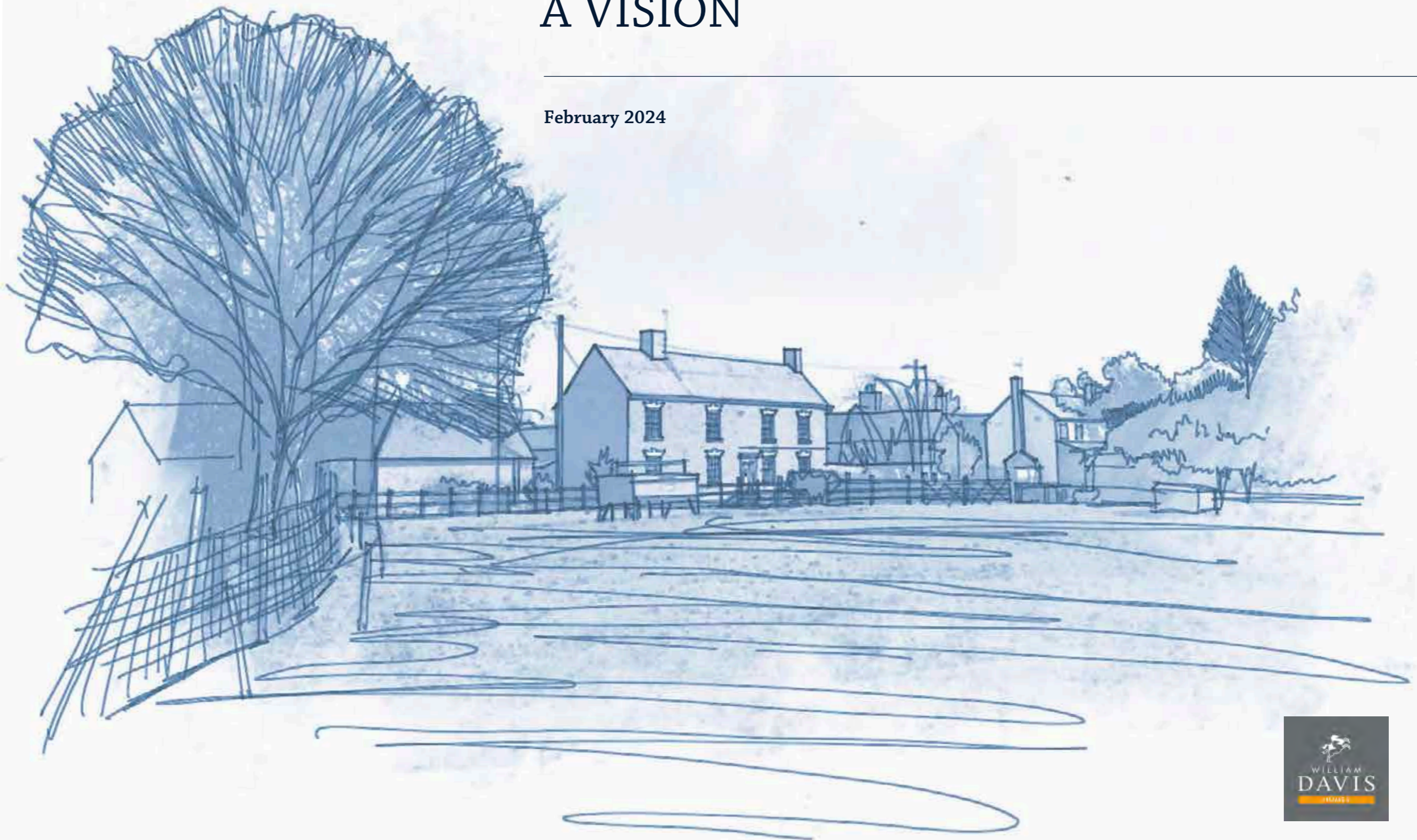


Land South of Rugby Road

Brinklow

A VISION

February 2024



tor
&co



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Land South of Rugby Road

Brinklow

A VISION

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1

INTRODUCTION

William Davis Homes controls 5.2 hectares of land to the south of Rugby Road, Brinklow. The site has the potential to accommodate around 100 dwellings, public open space and additional landscape planting and offers an exciting opportunity to establish a new neighbourhood within easy reach of the wide range of facilities that are available nearby.

1.1 This vision document has been prepared by tor&co on behalf of William Davis Homes to explain what the site's development could potentially achieve and how it could contribute towards the sustainable growth of the community of Brinklow.

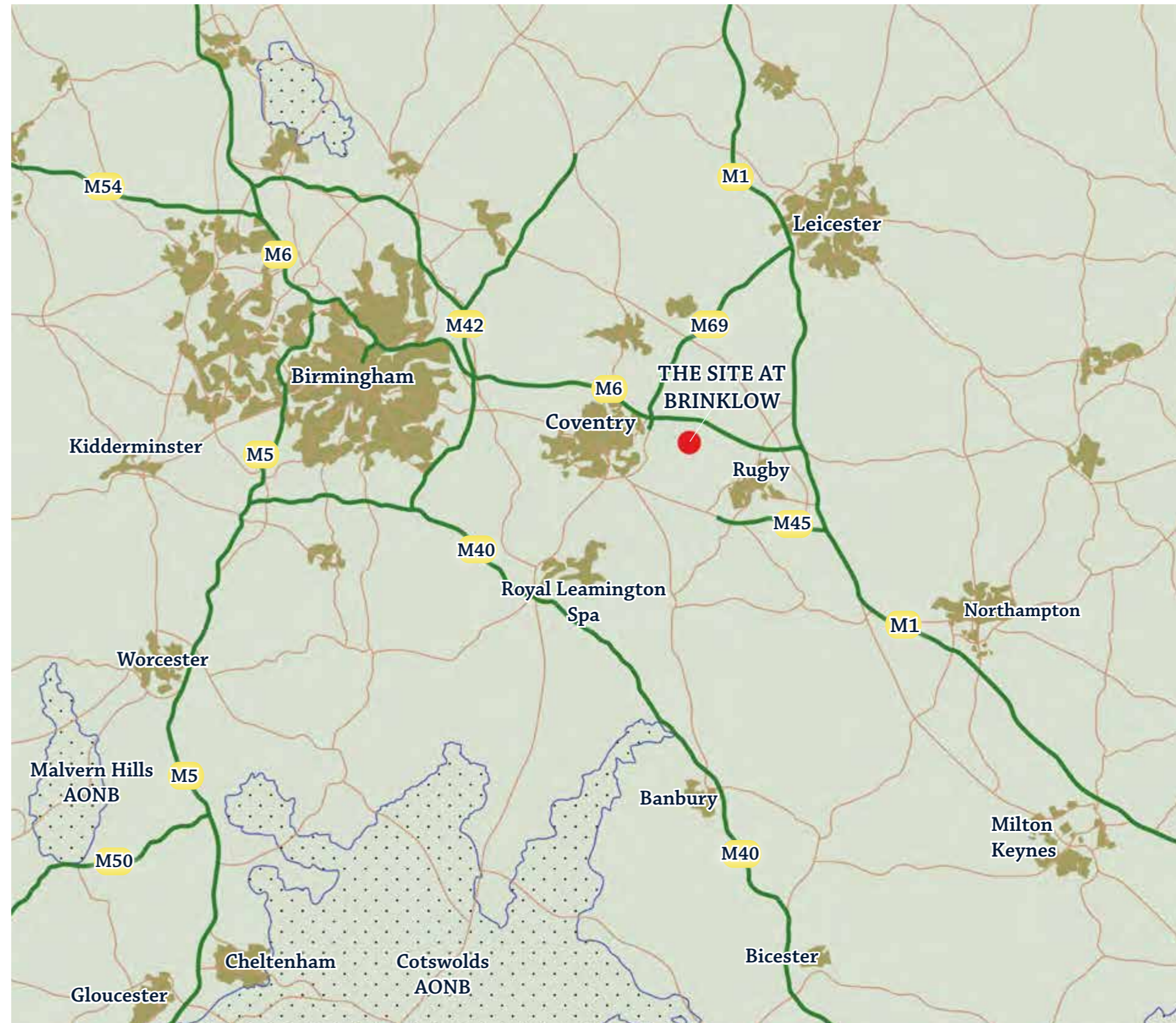


2

SITE CONTEXT

The village of Brinklow and Civil Parish is located in Rugby District in eastern Warwickshire, located approximately equidistant between the town of Rugby (8km to the east) and city of Coventry (9km to the west). Dating from the Norman Conquest, the village extends across the former Roman road of Fosse Way, which historically linked Exeter to Lincoln. Brinklow had a population of 1,101 at the 2011 Census, with an estimated population of 1,180 in 2020.

2.1 Positioned on the Coventry Way (a 40-mile public footpath that circumnavigates the city of Coventry) Brinklow is located in an accessible location that reflects its historically strategic position on the Fosse Way. Consequently, the village benefits from ease of access to both Rugby and Coventry with hourly buses between the two settlements (service no. 85) from bus stops located 150m to the north-west of the site on Coventry Road. The bus service allows access to a wider service base and employment opportunities.



Site location

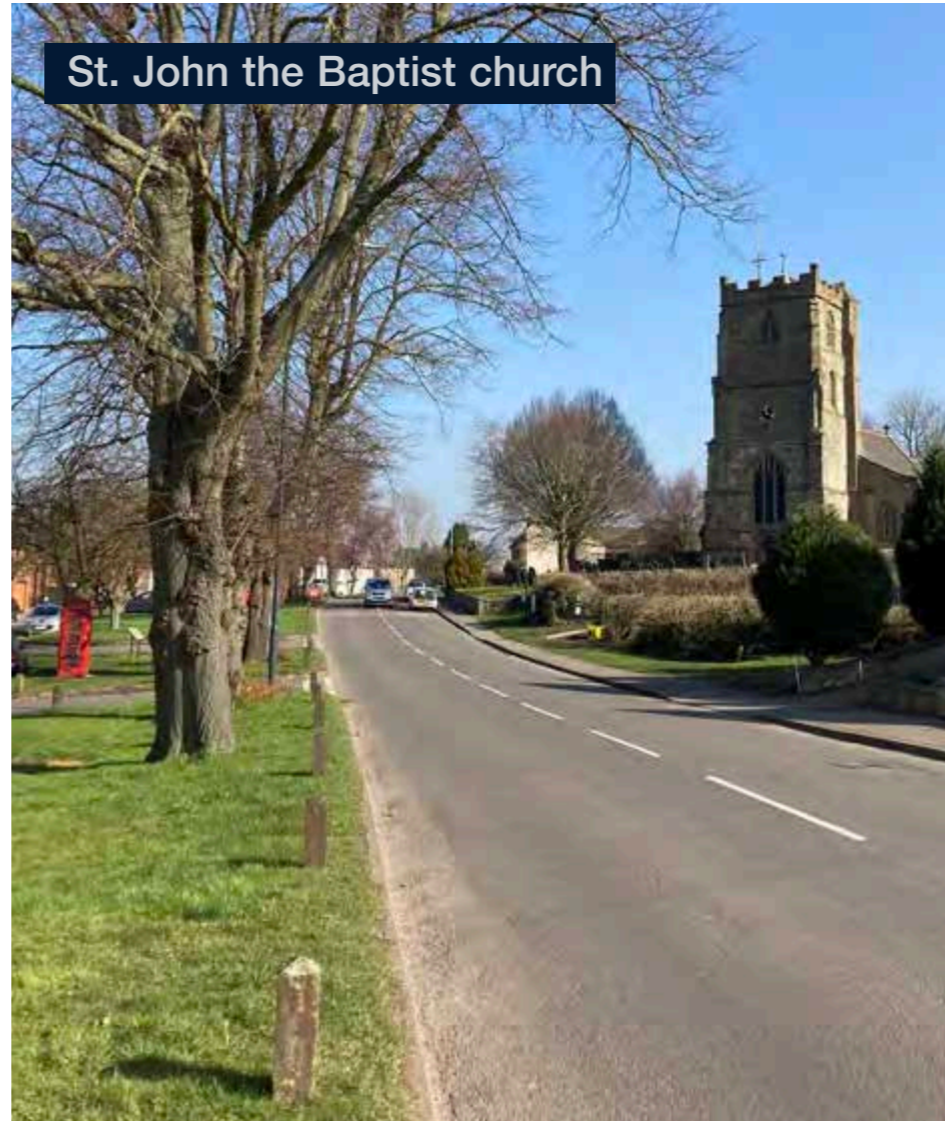
Properties in The Crescent facing old medieval square



Broad Street



St. John the Baptist church



The war memorial



Broad Street



Heath Lane



B4455 Rugby Road and Home Farm

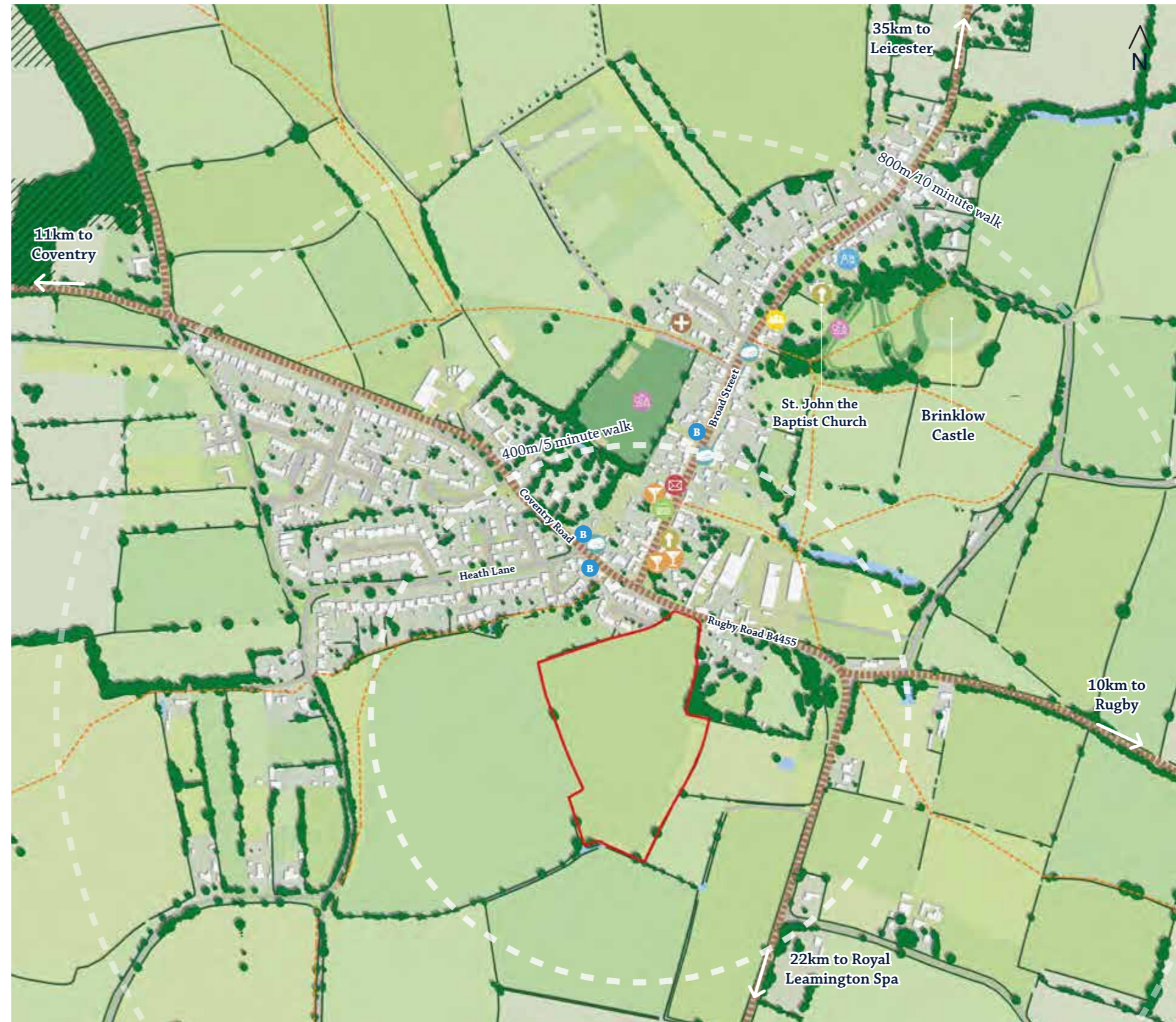


BRINKLOW VILLAGE

The settlement is centred around England's second largest surviving medieval market square and benefits from a range of amenities and services based out of the village centre. These include a surgery, community church hall, post office, recreation ground and multiple public houses.

2.2 These services and amenities are located within walking distance of the site and will not require the use of a private car. The bus stops located on Coventry Road, 150m west of the site also provide public transport options to access service and employment opportunities at Rugby and Coventry.

- Site boundary
- ▬▬▬ Roads
- - - PRow
- ▨ Ancient woodland
- Aa School (single year)
- † Place of worship
- ☺ Pub
- ✉ Post office
- 🍷 Restaurant
- 🛒 Retail
- + Surgery
- 👥 Community hall
- 🌳 Public green space
- B Bus stop



Brinklow Village

3

THE SITE

The land being promoted by William Davis Homes comprises 5.2 hectares of grade 3b agricultural land located to the south of Rugby Road on the southern edge of Brinklow. Comprising of a single field, the site lies opposite the Grade II listed Home Farm and is adjacent to mid 20th-century housing in Brays Close to the west. Vehicular access is obtained directly from Rugby Road.

3.1 Hedgerows form the site's western boundary whilst landscape planting extends existing tree belts that comprise the site's eastern limits. To the north-east, the site abuts residential housing that fronts onto Rugby Road.

3.2 Topographically, the site has no notable ground height changes, although there is a gentle slope across the site from the north down towards the southern boundary.



The site (refer to page 10 for site photos)

SITE PHOTOS



View looking west toward neighbouring homes. Two prominent mature trees form a focal point. Existing homes to the west of the site in Brays Close are visible



View looking north towards attractive red brick building opposite the existing site access. Although not listed, this has been identified as a building of importance to the Brinklow conservation area, which has its boundary on the northern edge of the site



Zoomed view looking north towards Rugby Road. Brinklow Castle motte and bailey is glimpsed in the distance



View looking south west towards wider countryside. The general feeling within the southern part of the site is a transition from semi-rural to rural



View looking north towards Rugby Road. Seedling plantations are visible on eastern boundary, and parts of the southern boundary of the site



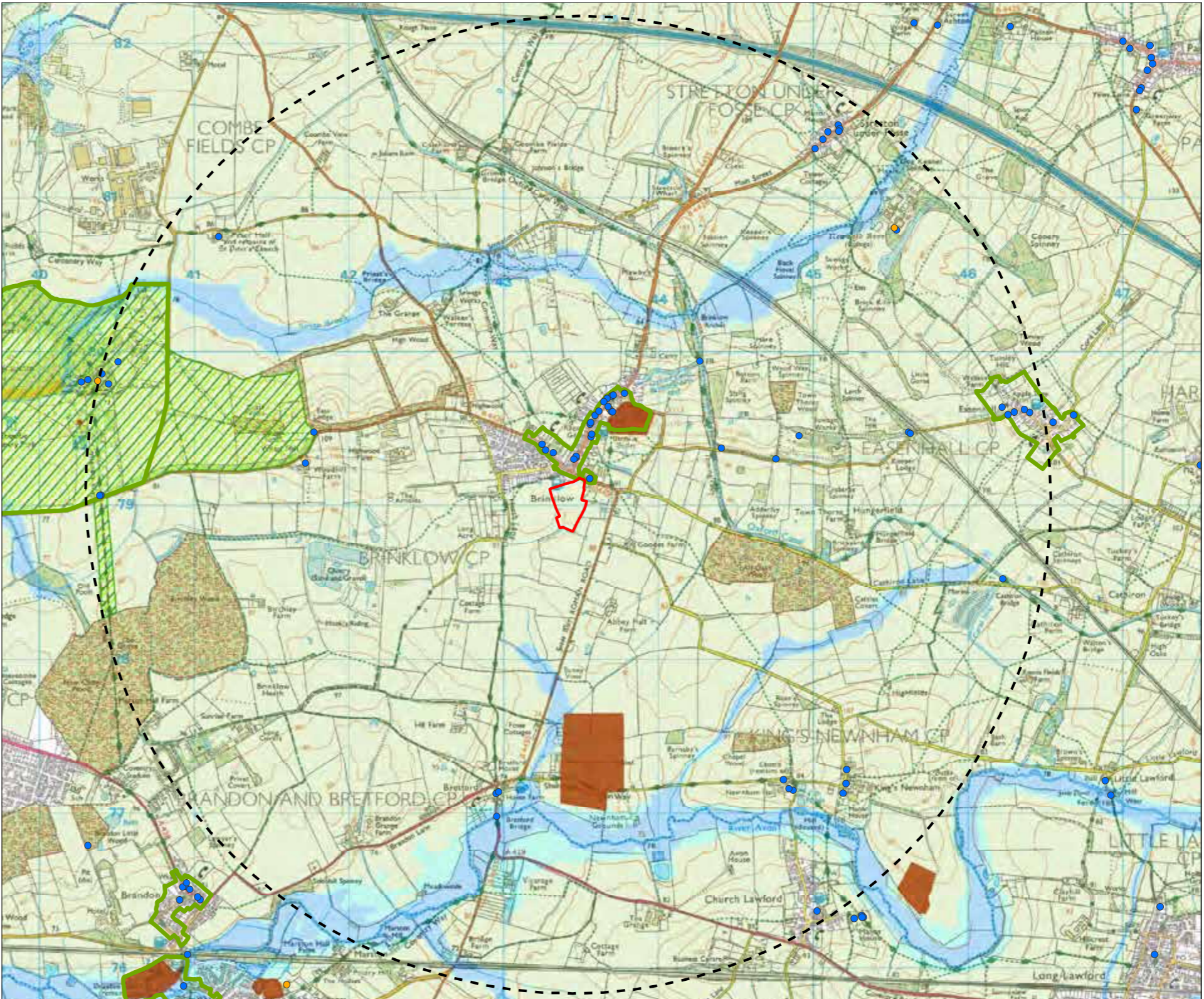
View looking east from junction of Broad Street and Coventry Road. A triangular village green includes a war memorial and an ornamental village sign. This green space is visible from the site, which can be seen on the right hand side of the image

DESIGNATIONS

No public rights of way cross the site and the site does not fall within a floodplain. A small area of medium to high surface water flood risk does cover a southern portion of the site. This area of land is associated with a field drain that forms the site's southern boundary.

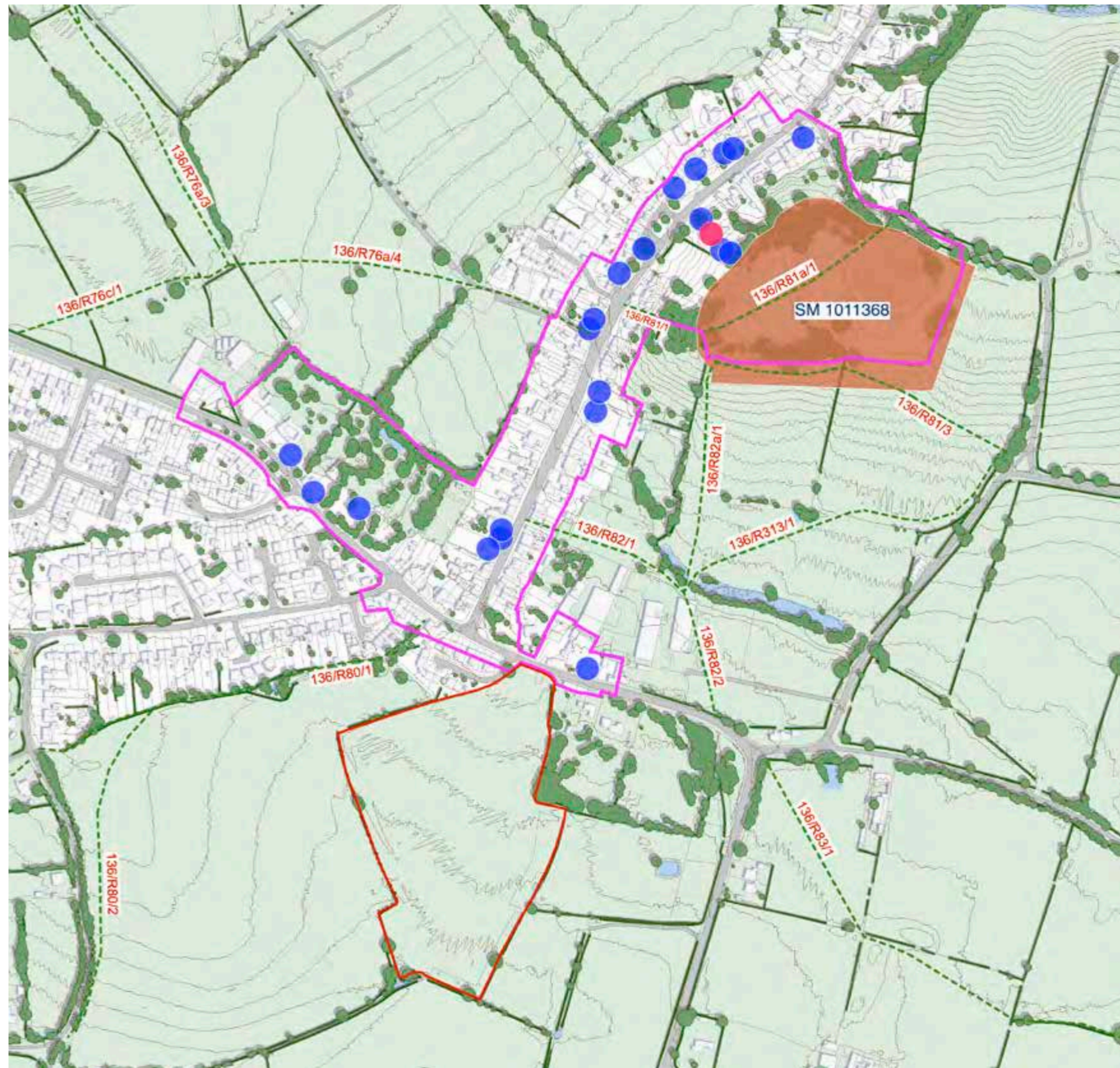
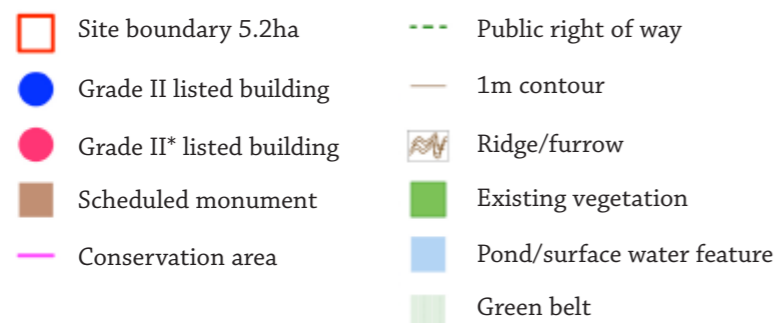
3.3 The site is not constrained by other specific landscape, heritage or archaeological designations.

- Site boundary
- 3km study area
- Listed buildings
 - Grade II
 - Grade II*
- Scheduled monuments
- Registered parks and gardens
- Conservation areas
- Ancient woodland
- Site of Special Scientific Interest
- Flood Zone 2
- Flood Zone 3
- Green belt



Designations

3.6 Approximately 350m to the north of the site is Brinklow Castle, a Norman Motte and Bailey structure which is a Scheduled Monument. The castle also falls within the Brinklow Conservation Area and by virtue of its prominence within the local area, is also a heritage asset where its setting needs to be considered and respected as part of any new development.



Constraints

HERITAGE

Introduction

3.7 The potential for effects on cultural heritage will be a key issue for consideration as part of the formulation of a masterplan for the development of the site.

3.8 The site is located just off the B4455, which here follows the course of the Fosse Way, the Roman road that ran between Exeter and Lincoln, and to the south of the centre of the village that was originally laid out in two phases of medieval planning. The first phase at The Crescent to the north related to the construction of the motte and bailey castle soon after the Norman Conquest, and the later area at The Broad to the south was laid out in c.1220, as part of the establishment of a planned borough and market. The town failed to develop and by the 16th century had lost urban status, reverting to an agricultural village, which has preserved the medieval layout. Brinklow is recognised as one of the best surviving examples of a small medieval planned town. A large proportion of the buildings in the village are listed for their national interest (the castle motte and bailey is a scheduled monument) and are covered by a conservation area designation.

The history of Brinklow

3.9 The brief outline of the history of the village given here is based on the national designation record and the information in the Warwickshire Historic Environment Register (HER) as well as the available online sources. There is an extensive academic literature on the medieval village

and a number of detailed characterisation reports have been produced in addition to the published conservation area appraisal. A full review of these and other sources would be part of future work, in the form of a detailed desk-based heritage assessment.

3.10 There may have been an early settlement focus in the area; based on the placename evidence the spur at the edge of the east to west ridge that is now occupied by the Norman castle motte is identified as a possible location of a Bronze Age barrow. The alignment of the Roman road may also have related to a pre-existing feature.

3.11 The form of the present settlement pattern based on the nucleated village relates to the establishment of the castle, which was probably constructed as part of the pacification and creation of new administration immediately after the Norman Conquest. The motte and bailey of the timber castle is set on the high point alongside the Fosse Way (which was diverted to the west) allowing control of the important route. The existing settlement pattern was amended and the new village was established close to the castle, the road layout at The Crescent following the curve of the outer bailey. Brinklow was not independently assessed at the time of the Domesday survey 1087, forming part of the neighbouring manor of Smite.

3.12 A new phase of planned development occurred in the early 13th century, a period of the establishment of new towns across the country. By this time the castle itself was out of use. The right



Village sign illustrating the history of Brinklow, located on the green on Broad Street, next to the war memorial

to hold a market was granted in 1218 and the existing settlement was replanned, with the line of long curved holdings around the market at The Crescent extended south to The Broad, and a system of formal burgage tenure was established. The earliest fabric of the Church of St. John the Baptist also dates to this to this period, though it was largely rebuilt in the 15th century. The medieval layout made use of a number of earlier east to west routes; one forming the current route of Rugby Road and Coventry Road at the south end of the village, and a number of smaller routes including at Barr Lane, and Butcher's Row, extending across the surrounding agricultural land.

3.13 Possibly because of the proximity of the important centre at Coventry, the medieval town did not develop further and Brinklow had lost urban status by the end of the 15th century, the last references to burgage tenure occurring in 1473. This early decline has preserved the two phases of medieval planning on the single north to south aligned street, in the width of the street as laid out for the markets and the curving green to the north and the patterns of urban plots and subdivisions, as well as the alignments of the areas of medieval crofts to the north. The outline of the former open fields remains legible in the areas of ridge and furrow cultivation earthworks visible around the village. The most extensive is the large area to the

south and west of the castle within the circuit of Ell Lane, which includes a range of other earthworks, field divisions and the alignments of the older routes. Other areas are to the south and west of the present village where they have not been ploughed out, including across the site area.

3.14 The later development of the village has preserved a number of the buildings of 16th and 17th century date, though there was extensive rebuilding in the 18th and early 19th centuries, which largely retained the patterns of the plots with narrow frontages to the street and long plots beyond. Most are of modest scale, though there are examples of some higher status houses. The parish was enclosed in 1742. Three of the main post-enclosure farmsteads are on the road to the south of the village centre, at West Farm, Home Farm and Brierley Farm to the west. There was some industrial development, and for a period from 1790 the Oxford canal ran through the village, crossing the main street twice on a long loop, before a more direct route was created in the 1830s.

3.15 Some ribbon development had occurred to the west of the village along Coventry Road by the 1930s and the post-war and more recent housing development has continued to be focused in this area, in the triangle defined by Green Lane and Heath Lane.



Brinklow 1903



Brinklow 1950



Brinklow 2001

The key heritage issues

3.16 The heritage issues for any development of the site relate to the archaeological interest of the site itself, the potential for harm to its value as part of the setting of the south edge of the conservation area and of the farms on Rugby Road, and any change to the relationship to the motte and bailey castle as the monument that dominates the village, particularly in its important visual connections to the Fosse Way.

3.17 The earthworks of pre-enclosure cultivation, in patterns of ridge and furrow with headlands between, cover the whole of the site. The survival of these is a characteristic of several areas around the village. The HER records no previous finds within the site area and its archaeological potential remains unknown.

3.18 The frontage of the site on Rugby Road is part of the Brinklow conservation area designation, linking the group of cottages opposite West Farm to the south of Rugby Road and the mid-20th century housing area at Brays Close (the latter is of no interest in itself, but is important as the terminal feature in the views down The Broad). This part of the designation is distinct from the core of the medieval planned town, and includes several of the main farmsteads on the edge; the farmhouse and yards at Home Farm, the grade II listed cottages at nos 5-7 Rugby Road, West Farm and the cottages on the south side of the road. Both the farmhouse and the buildings around the yard at Home Farm are identified as important unlisted buildings in the

conservation area, as is West Farm, and the continued presence of the farming operation and integration into the village edge is of value to the character of this part of the conservation area. The long distance view south across the site is not identified as a view of particular value in the adopted character appraisal, but allows the continued connection to the rural setting and the landholding of one of the main farms. The existing planting on the site edges will reduce these views over time as it comes to maturity.

3.19 The motte and bailey castle is closely integrated into the linear village street, in close association with the church (which may have originated as a chapel for the castle). Aside from the view of the rising slopes as seen from the green at The Crescent and alongside the church there are few other public views of the motte from within the centre of the village. The earthwork is a landmark feature of views

across a wider area, reflecting the military and administrative function; the most important being those along the Fosse Way in both directions but experienced most clearly to the south. Views outwards from the monument itself are afforded across a wide swathe of land to the south and along the straight line of the Fosse Way, and across the closer functional and historic setting of the adjacent areas of fields, with extensive related earthworks and ridge and furrow, enclosed by the line of Ell Lane. The scenic value of the motte is clear only from close locations where the form can be seen, again mainly from Ell Lane. (There is potential for future change to views of and from the monument because of the effect of the surrounding scrub around the earthworks in reducing views. Any future management or clearance, particularly on the south and south west edge of the baileys, could open up additional high level views across the village and beyond the present built extent.)

3.20 The site area forms part of the area of open fields in the approach to Brinklow from the south along the Fosse Way, offset from the main view corridor looking north. There are partial views of the motte from within the site, restricted to the south western corner and towards Heath Lane, though much of its form and the earthworks of the baileys are obscured by trees around the monument and along boundaries of properties on the east side of the main street. Similarly, the church tower is obscured by woodland in views towards the village from within the site area. In views outwards from the top of the motte the site is visible beyond the roofs of the farms on Rugby Road, marked by the distinctive form of the red brick gable ends and chimneys of Home Farmhouse.



Information board illustrating how Brinklow Castle looked in the 12th century



The remaining motte of Brinklow Castle

4

LANDSCAPE CONTEXT

LANDSCAPE CHARACTER

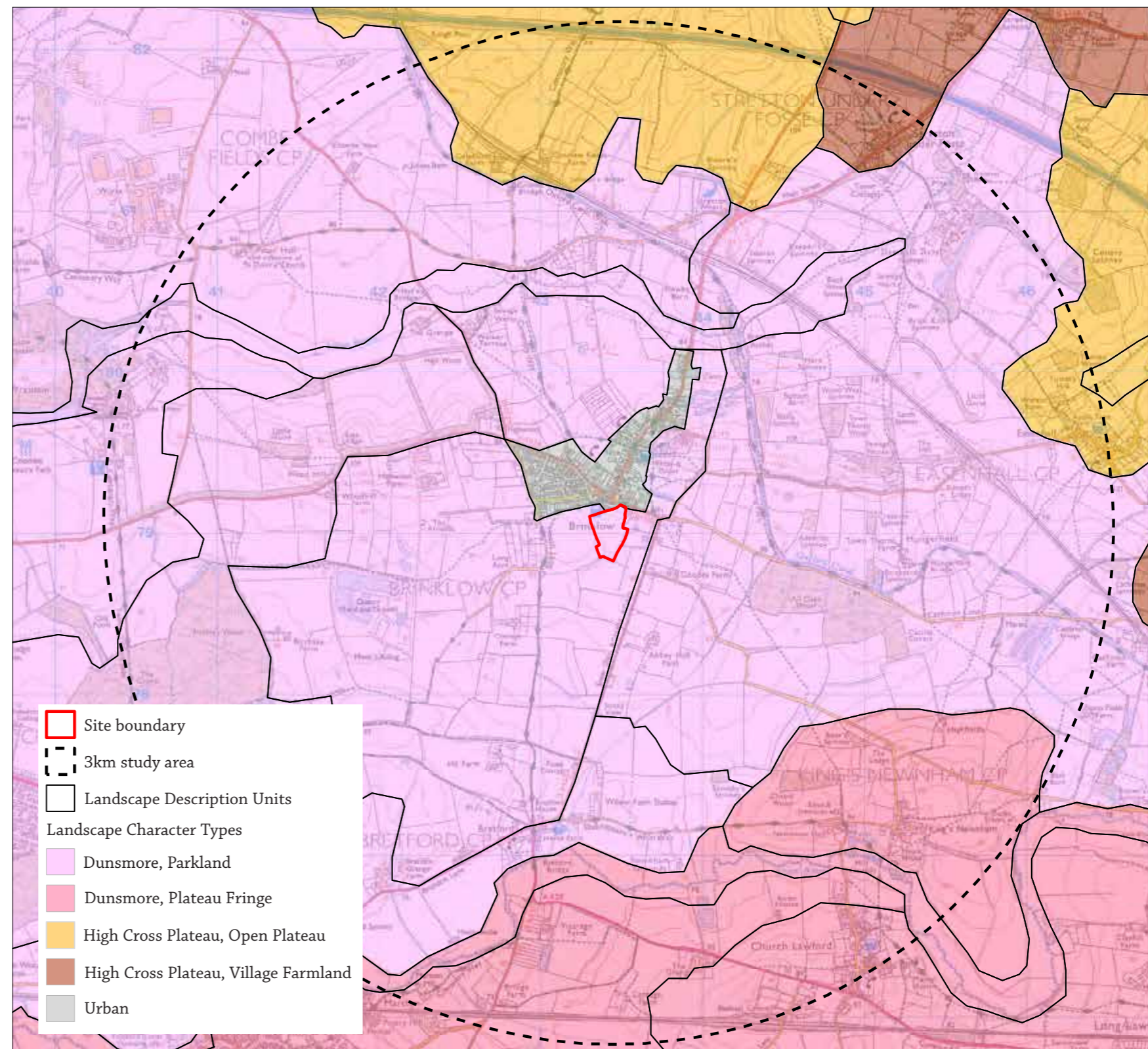
4.1 To understand the landscape setting and character of Brinklow there are a number of key documents which have been published and reviewed to assist in developing the vision for the site. The following paragraphs below provide a summary of those key landscape characteristics which are considered to be relevant to the site and its contribution to the existing local landscape character.

Warwickshire Landscape Guidelines (1993)

4.2 The Warwickshire Landscape Guidelines (WLG) defines the site and surrounding area as forming part of the Dunsmore Parkland landscape character type within the wider Dunsmore regional landscape character area. The general character of the Dunsmore Parklands is described in the study as “an enclosed, gently rolling estate landscape with a strongly wooded character defined by woodland edges, parkland and belts of trees” and its key features include middle distance views enclosed by woodland edges; belts of mature trees associated with estate lands; mature parkland with large country houses and mature hedgerow and roadside oaks.

4.3 The study notes that the St. John the Baptist church and adjoining motte are especially prominent features within the village of Brinklow. In the landscape around the village, the smaller hedged fields with a more intimate pastoral character are considered a distinctive feature. Beyond the fields, the study notes that the settlement consists of scattered farmsteads, large country houses and groups of estate cottages.

4.4 Within the Dunsmore Parkland character area, the study concludes that hedgerow and woodland planting and management are highlighted as a high priority.



Landscape character

Landscape Assessment of the Borough of Rugby – Sensitivity and condition study (prepared on behalf of Warwickshire County Council, 2006)

4.5 This study builds on the WLG findings, and focuses on the issue of landscape sensitivity within the Borough of Rugby.

4.6 In summary, the study assesses the Dunsmore Parklands character area (which includes the site and wider landscape around Brinklow), as being of ‘moderate’ fragility, ‘moderate’ to ‘low’ visibility (depending on level of tree cover) and of ‘moderate’ overall landscape sensitivity. The condition of the landscape is considered to be generally in decline.

Brinklow Site Allocations Development Pack (prepared by Rugby Borough Council, 2016)

4.7 This document utilises the work undertaken as part of the two previous studies discussed above. It notes that the site (site ref: S16043, 2016 SHLAA submissions) *“comprises small to medium scale pastoral farmland with ridge and furrow. The zone relates to other small pockets of pasture around the settlement edge and functions as a transition between settlement and wider farmland. These smaller hedged fields are a special feature of the landscape around Brinklow. There are also key interrupted views of Brinklow Castle from the Fosse Way. Due to the small scale fields of pasture and important views to Brinklow Castle this zone is inappropriate for development. Therefore the site is inappropriate for development”*. The site is a single field within a larger assessed site adjacent to the existing settlement edge. The smaller fields immediately adjacent to Fosse Way will be unaffected by the proposal, therefore reducing the potential effects on the views towards Brinklow Castle from Fosse Way

4.8 The report concludes that the *“fields within the sites are open in nature and free from development. There are also no boundaries present that would help to prevent encroachment of the wider countryside in the Green Belt”*. The eastern and south eastern boundaries of the site have been planted with a belt of mix of native woodland species including oak, alder, red alder, wild cherry, rowan, pine and spruce between approximately 10 m and 25 m wide, which will help filter and screen views towards the site.

Landscape Sensitivity Study for Binley Woods, Brinklow, Long Lawford, Ryton-on-Dunsmore, Stretton-on-Dunsmore, Wolston & Wolvey (prepared on behalf of Rugby Borough Council, 2016)

4.9 The site forms part of the larger landscape unit identified as zone BK_13. The site consists of the single larger field to the west, close to the existing southern settlement edge of Brinklow.

4.10 The report concludes that the landscape around Brinklow is *“very rural in character with a strong surviving small scale pastoral field pattern around the settlement edge that is a special feature of the landscape around Brinklow and often has strong historical associations. For example the small scale field pattern with extensive ridge and furrow connected with Brinklow Castle. The castle is a good example of a motte and bailey construction and a Scheduled Ancient Monument. The surrounding field pattern also includes a medium scale, open to farmed landscape on gently undulating ground. There are few wooded areas around the settlement which comprise the Oxford Canal corridor and the trees immediately adjacent to the motte and bailey (both potential Local Wildlife Sites) and the ghost of an ancient woodland block, High Wood (a Local Wildlife Site). Field boundaries are mostly hedgerows which range from intact to trimmed and gappy. Hedgerow*

trees are often scattered to insignificant and of mixed age.”

4.11 Within the site description, the report notes that the larger BK13 zone functions as a transition between settlement and wider farmland and that the smaller hedged fields are a special feature of the landscape around Brinklow (ref. Warwickshire Landscapes Guidelines for Dunsmore). Dense hedge trees and mature roadside trees contrasts with some gappy hedgerows with limited hedgerow trees creating a varied degree of enclosure across the larger zone. Views towards the settlement edge are further screened by vegetation along the garden boundaries. As you travel north along Fosse Way on approach to the village there are uninterrupted views of Brinklow Castle.

4.12 In summary, the report grades the zone as highly sensitivity to housing/commercial development and states that *“due to the small scale fields of pasture and important views to Brinklow Castle this zone is inappropriate for development”*. Other landscape characteristics of note include medium intervisibility, medium tranquillity rating (effected by traffic noise and settlement edge), the properties on Brays Close are visually prominent and create a hard edge due to the lack of a hedgerow field boundary and a stream course also provides a link to the wider area.

Brinklow Conservation Area character appraisal (prepared by Rugby Borough Council)

4.13 Within the Brinklow conservation area character appraisal, the war memorial, to the south of the village on the corner of Coventry Road and Broad Street, is highlighted as an important green space, with a key view of this space from the site.

4.14 The appraisal describes the landscape setting, green and open spaces and important trees and notes that the approaches to the

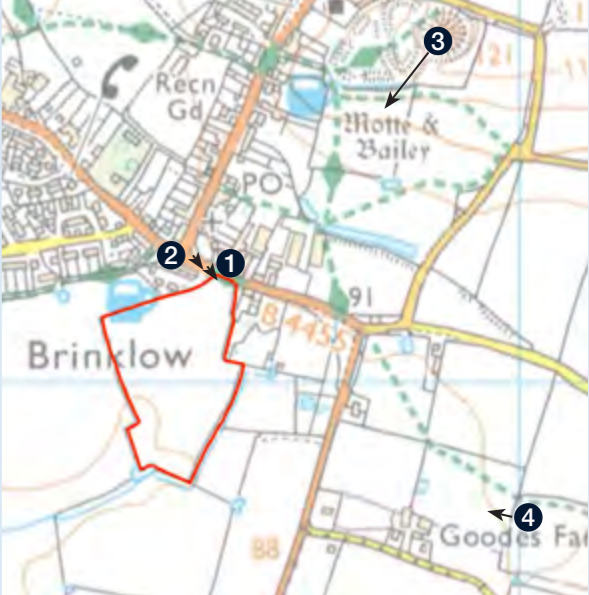
village from north, east and west are all through the rural landscape. Once within the village, only glimpses are generally possible of the surroundings. The rural approaches into the village include the archaeology of the motte and bailey castle.

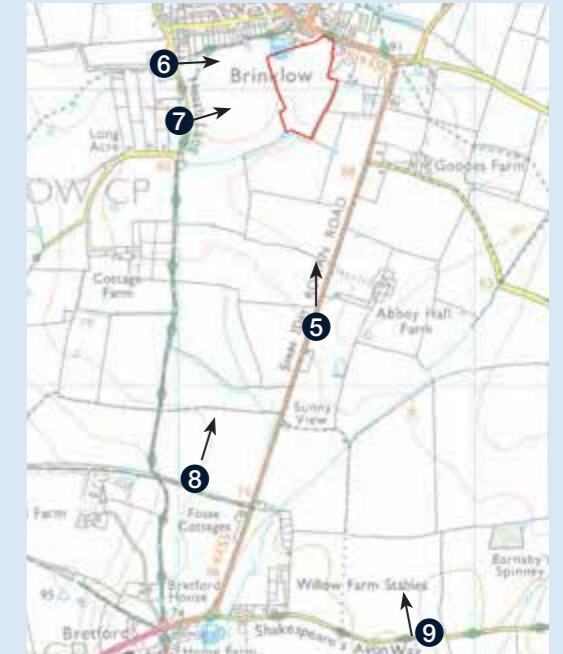
Visual analysis

4.15 Views of the site are limited to immediately south of the site, along the northern section of Fosse Way until visibility is obscured by mature roadside trees, an isolated view from Rugby Road (conservation area), beyond which there is no intervisibility between the historic core of Brinklow and from a public right of way along the village’s southern settlement boundary. In summary, whilst the proposal will introduce new residential development within the landscape, it will be seen within the context of the southern built form of Brinklow and will not be uncharacteristic of the receiving modern settlement edge. The existing woodland planting within the site will in time, largely filter views of the proposal from the east and south. There is no intervisibility between the site and the historic core of Brinklow and the proposal is not expected to influence the rural approaches to the village for the north, east and west. There is a degree of both physical and visual separation between the site and the motte and bailey and the proposal is not expected to influence the scenic value and setting of this monument. A more detailed analysis of the visual relationship between the site and the surrounding landscape is described further in the site objectives and opportunities.

4.16 To assist with understanding the visual context on the site with the surrounding landscape, selected views have been included on pages 18 and 19.

LANDSCAPE VIEWS OF THE SITE





KEY LANDSCAPE OBJECTIVES AND OPPORTUNITIES

Notwithstanding the previous studies and documents prepared, the site (smaller than those site's previously considered), has the potential to bring forward development through developing a strong landscape approach which responds the existing landscape character and village setting. The key issues raised have been defined into five key landscape objectives and opportunities, as set out below and in the diagram on page 21.

OBJECTIVE 1 – To maintain and respond to the village character – The core of the special historic and architectural interest of the village is focused on the distinctive linear form along Broad Street, to the north of the site. This has a strong sense of enclosure with limited views out to the wider countryside. The site does not have a direct relationship/intervisibility to the historic core of the village. The village's conservation area includes the frontage of the site on Rugby Road, the character of which is distinctly different to the village core, with the presence of a farmhouse and yard.

OPPORTUNITY 1 - As a design response to the site's proximity to the conservation area, creating an appropriate set back will provide the opportunity to create an area of open space that maintains a green approach into the village, whilst helping to signify the group of trees on the corner of Brays Close as an important village feature. It will also maintain a view towards the war memorial from the site and a maintain a 'green setting' in the view from the memorial towards the site.

OBJECTIVE 2 - Respond to settlement edge – The modern 20th century extension along Brays Close and Heath Lane is a notable feature from views in the surrounding landscape. The southern settlement boundary is weak and is defined by rear garden boundaries and vegetation. The three storey properties in Poppy Close are prominent in the views towards the settlement edge.

OPPORTUNITY 2- The site has the opportunity to redefine part of this settlement edge by creating a new distinctive built character by minimising the scale of the buildings and articulating the built form in response to the farming and rural setting. Creating a large area of open space to the south of the built form provides an opportunity to create a new 'soft' settlement edge.

OBJECTIVE 3 – To maintain and respond to the approach from Fosse Way – When approaching the village along Fosse Way, the hedgerows in the landscape are generally low and gappy with some hedgerow trees. To the west of Fosse Way, the fields are generally medium sized and largely arable with pockets of smaller intimate pastoral fields mainly visible to the east. There is a distinctive cluster of trees either side of Fosse Way just as you enter the village. Fosse Way gently undulates and therefore glimpsed and filtered views towards the site vary. Whilst the existing vegetation is intact in places within the wider landscape to the south, it still creates a layered landscape structure which in summer is likely to reduce the extent of the visibility of the site. Whilst the site is currently pastoral land, its perception as such is not clearly distinguishable from the wider landscape due to the low-lying topography. The remaining pockets of arable farmland as described above, which are considered to be a 'special' feature, will be unaffected by the proposal. There are glimpsed uninterrupted views of the eastern side of the motte as you travel north towards the village. The immediate

setting of the motte and bailey is seen within a wooded setting. The site is offset from the main view corridor along from Fosse Way, positioned alongside the southern settlement edge of Brinklow. The agricultural fields between the site and Fosse Way, in combination with the wider rural setting to the south of the site will continue to maintain an uninterrupted view to the motte.

OPPORTUNITY 3 - The existing woodland planting along the eastern and south eastern boundaries within the site will over time enhance the strong treed setting as you approach the village along Fosse Way. The planting builds upon a key Dunsmore Parkland landscape characteristic and management strategy, to prioritise woodland planting. Providing an area of open space within the southern extents of the site will create a transitional zone between the settlement and the wider countryside and help to minimise impact on the visual character of Fosse Way.

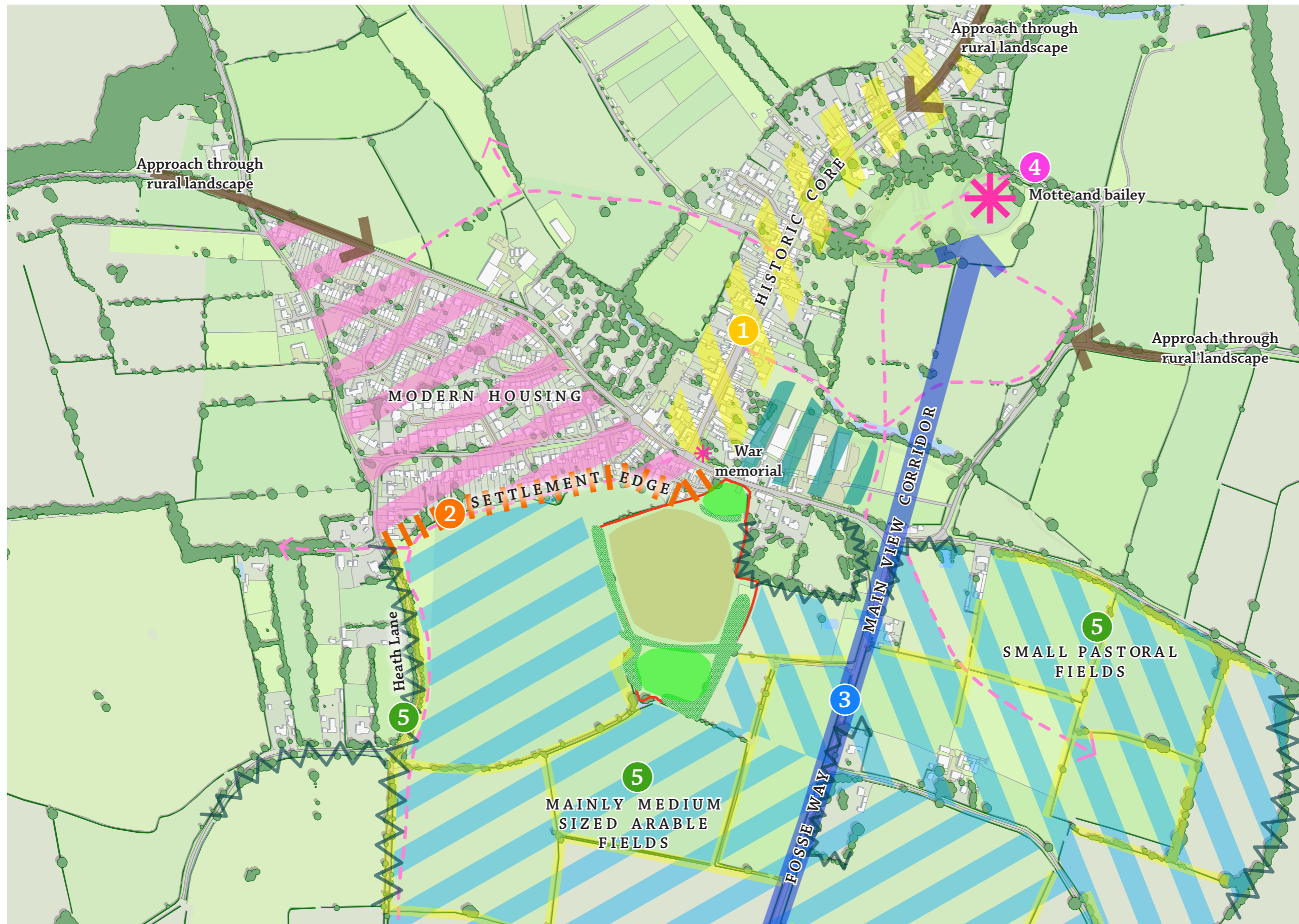
OBJECTIVE 4 – To maintain and respond to the motte and bailey setting – The large farmstead north of the site and the cluster of houses to the east off Rugby Road provide a degree of separation and visual containment between the site and the motte and bailey. There is an elevated long distance panoramic view from the top of the monument, which includes views to the south across the site to the wider countryside beyond. The site is largely screened by existing vegetation and built form. The Fosse Way is a distinctive linear feature in the view to the south. The site's

interaction/intervisibility with Fosse Way is limited.

OPPORTUNITY 4 - Reducing the extent of development to the south of the site will minimise impact on the scenic value and setting of this view. In addition, providing opportunities for tree planting within the development area will help to integrate and soften the built form within the landscape setting.

OBJECTIVE 5 – To minimise impacts on wider rural landscape – The strong tree lined setting of Heath Lane which lies beyond the settlement edge and the public right of way and long distance footpath of Coventry Way to the south of the site, generally contains wider views towards the site from the west and south west. Closer to the site, the public right of way follows the southern settlement edge of Brinklow. The views towards the site are open and look across a large arable field. The site is seen within a settlement edge character with wider long distance views afforded across the rural landscape to the south. The wooded setting of the motte and bailey and the settlement edge of Brinklow are distinctive features in the views.

OPPORTUNITY 5 – Provide a landscape buffer along the site's western edge to provide opportunities for new tree planting. In addition, strengthen the site's western hedgerow and provide new hedgerow trees to help filter views of the proposal and to soften and integrate the built form within the wider landscape.



Landscape opportunities

5 THE STRATEGIC CONTEXT FOR THE PROPOSED DEVELOPMENT

NATIONAL POLICY

5.1 The government wishes to see 300,000 houses per annum built in the UK. Paragraph 60 of the National Planning Policy Framework (NPPF) duly states that, *“To support the Government’s objective of significantly boosting the supply of homes, it is important that sufficient amount and variety of land can come forward where it is needed”*. Paragraph 70 recognises that small and medium size sites can make an important contribution to meeting the housing requirement of an area and are often built out quickly.

5.2 Paragraph 74 notes that the supply of large numbers of new homes can often be best achieved through planning for larger scale development, such as new settlements or significant extensions to existing villages and towns, provided they are well located and designed, and supported by the necessary infrastructure and facilities (including a genuine choice of transport modes). Paragraph 79 states that to promote sustainable development in rural areas, housing should be located where it will enhance or maintain the vitality of rural communities. Planning policies should identify opportunities for villages to grow and thrive, especially where this will support local services. Where there are groups of smaller settlements, development in one village may support services in a village nearby.

LOCAL POLICY

5.3 At the local level, the Rugby Local Plan was adopted in June 2019 and covers the period from 2011 to 2031. It makes provision for the delivery of 12,400 homes across the borough, including 2,800 dwellings to contribute towards the unmet housing need of Coventry. The Local Plan recognises Brinklow as a Main Rural Settlement, reflecting its broad range of services and its position as a centre that provides local services for

its population and immediate catchment. However, Brinklow was not allocated any development and no sites surrounding the village were released from the Green Belt.

5.4 On 25 October 2023, Rugby Borough Council resolved to commence a Local Plan Review by launching an Issues & Options consultation. The consultation document recognises the latest housing need evidence as contained in the Coventry & Warwickshire Housing and Economic Development Needs Assessment (HEDNA) 2022. The HEDNA uses the Census 2021 data, which establishes a decrease in the housing need figure for the Housing Market Area against the figure derived by the Standard Method.

5.5 Whilst the HEDNA identifies an increase in local need for the Rugby Borough Area, William Davis Homes strongly considers that the Council has not demonstrated exceptional circumstances to justify a departure from the Standard Methodology, in accordance with paragraph 61 of the NPPF. Therefore, the overall need for the Housing Market Area (HMA) should adhere to the higher Standard Method figure, ensuring alignment with both strategic and local needs of the functional market area. Furthermore, the housing need of Rugby Borough and the HMA provides the necessary evidence and justification to demonstrate exceptional circumstances for green belt release, in accordance with paragraph 145 of the NPPF.

5.6 In this regard, the site is a suitable and deliverable option for new housing growth that can contribute towards meeting local and strategic need. Further, its delivery would secure a sustainable development that can support local services and amenities. Housing growth in Brinklow would also assist households in remaining local, which the HEDNA recognises is difficult due to the lack of suitable and financially accessible family homes coming forward in rural areas (HEDNA; pages 254-255).

KEY POLICY CONSIDERATIONS

5.7 The site is located in the Green Belt. However, it does not perform strongly against the strategic purposes of the Green Belt as defined at paragraph 138 of the NPPF. The Coventry & Warwickshire Joint Green Belt Study Part 2 (2016) identifies that Parcel BR3, which includes the Rugby Road site, confirms that the site performs poorly against Strategic Purposes 1 – 4 as per paragraph 143 of the NPPF, which supports the case for Green Belt release in this location.

5.8 In addition, the site’s development for housing, open space and landscaping would meet several strategic planning and placemaking objectives in the NPPF, including:

- Helping to provide economic support for shops and services in the village centre (paragraph 83)
- Promoting a healthy community and sustainable transport by maximising opportunities for walking and cycling (paragraph 116a)
- Making effective use of land (paragraph 123)
- Achieving a high-quality, well-designed development (paragraph 131)
- Delivering sensitive and well-landscaped development that responds to heritage designations and history (paragraph 135c)
- Delivering a new defensible and permanent green belt boundary (paragraph 148)
- Conserving and enhancing the natural and historic environments through measurable biodiversity gain and buffers to Brinklow Conservation Area (paragraphs 180 and 200)

6

WHY THIS SITE?

A sustainable location for new development

- It is in a highly sustainable location and within easy walking and cycling distance of Brinklow's facilities including the post office, surgery, community centre, primary school, allotments and a number of public houses
- It has direct access from Rugby Road and is within 150m of bus stops providing direct access to Rugby and Coventry.

Site is unconstrained and accessible

- The site is free from statutory designations and geographically is a good site to consider for development due to its proximity to existing facilities
- The site is deliverable with no on-site constraints that would prohibit development
- It has good pedestrian and cycle access to the wider village
- The site has level access and can be accessed safely from Rugby Road.

New housing will sustain the village

- New homes will help support local services and facilities and sustain the village as a Main Rural Settlement in line with the objectives of the adopted Rugby Borough Plan
- A variety of housing types, sizes and tenures can be provided
- 30% affordable housing will be provided and managed by a registered provider
- Some specialist housing for older people can be provided.

Limited wider impact of the proposal

An appropriate and considered approach to defining the development edge will limit the impact on the southern fringes of Brinklow

- Sensitive design will create a responsive layout that considers important views, particularly of Brinklow Castle
- There is potential to provide new and strengthen existing green infrastructure to help soften the visual impact of new development
- The site is a logical extension and rounding off to the settlement that will help deliver a new permanent defensible green belt boundary
- The provision of open space and structural soft landscaping will help to preserve and enhance the setting of the Brinklow Conservation Area and nearby listed buildings.

7

THE VISION

Design cues

7.1 The vision for the site follows on from the layered analysis of the site, Brinklow and its context. This has led to several design cues to inform the emerging masterplan.



1. Views of Brinklow Castle

7.2 The motte and bailey of Brinklow Castle can be glimpsed from within the site area. Therefore if possible the masterplan should retain these occasional views of the castle.

7.3 The internal street network could be aligned to create these views, framing the castle from within the masterplan and respecting its importance.



2. Brinklow conservation area

7.4 The northern part of the site borders the Brinklow conservation area, which features a number of listed and locally important buildings. The masterplan should respond to this edge by creating an appropriate buffer to the conservation area on the northern edge.

7.5 There is also the opportunity to create vistas to the attractive red brick building on Coventry Road.

7.6 The masterplan should reference the scale and materials used within the conservation area.



3. Use of crescent/verges

7.7 Along the northern part of Broad Street is The Crescent, an attractive, wide, grass and treed verge. It helps form the setting to St. John the Baptist church as well as Brinklow Castle.

7.8 A more modern interpretation of this verge can be seen along Heath Lane, with the front gardens and building line creating a subtle crescent along the street.

7.9 The masterplan has the opportunity to reference this characterful element from the village.



4. Local typologies, form and scale

7.10 The urban form of the village is predominantly linear, especially along Broad Street and Coventry/Rugby Road. Therefore the masterplan could feature a strong central linear corridor in reference to the village centre.

7.11 The village comprises a variety of architectural styles and typologies, which are generally traditional in character.

7.12 Buildings in Brinklow feature decorative brickwork, clay and slate roof tiles and elements of timber panelling and stone details.

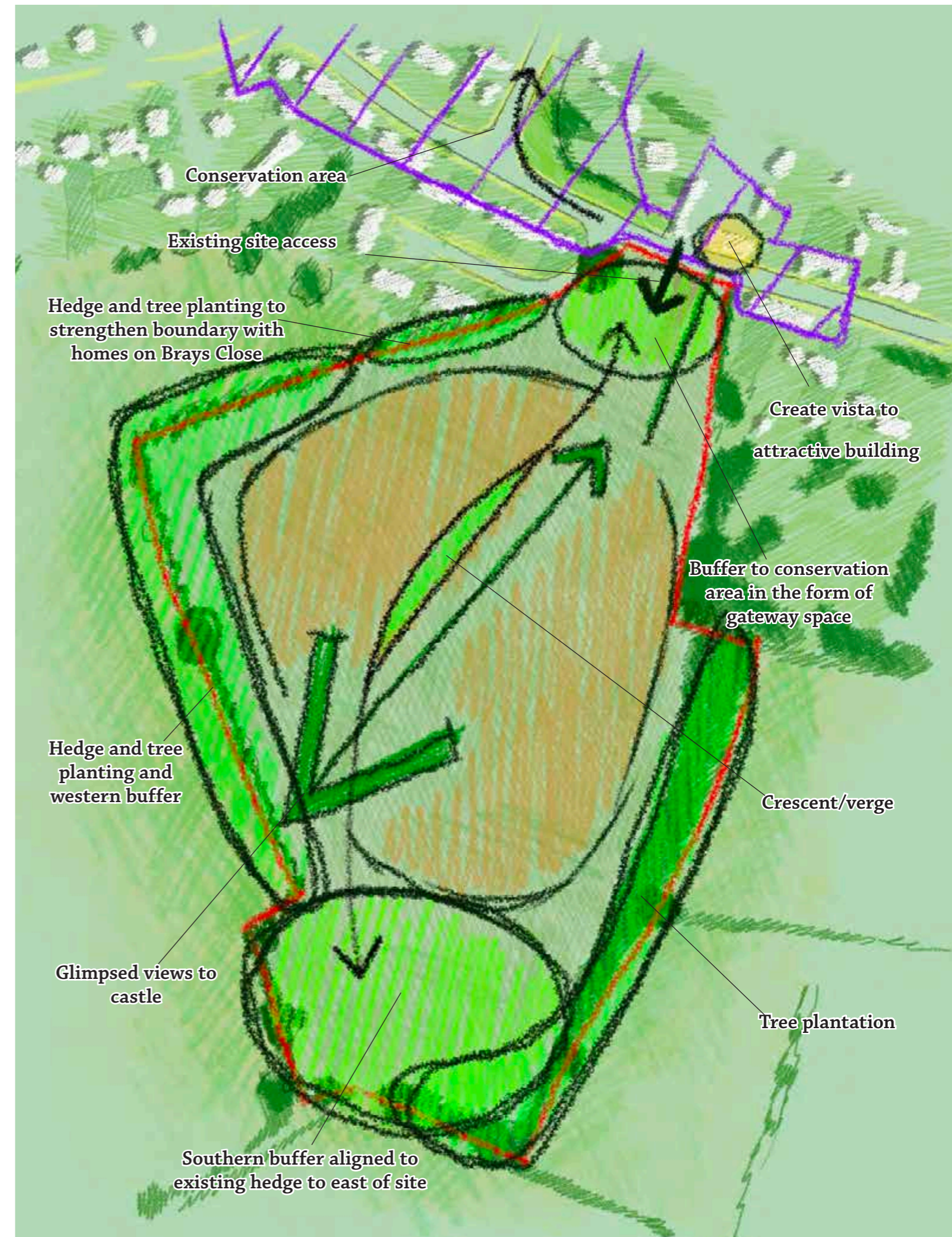
These design cues will form the framework elements of the masterplan, which begin to take shape in the plan opposite.



5. Site edges

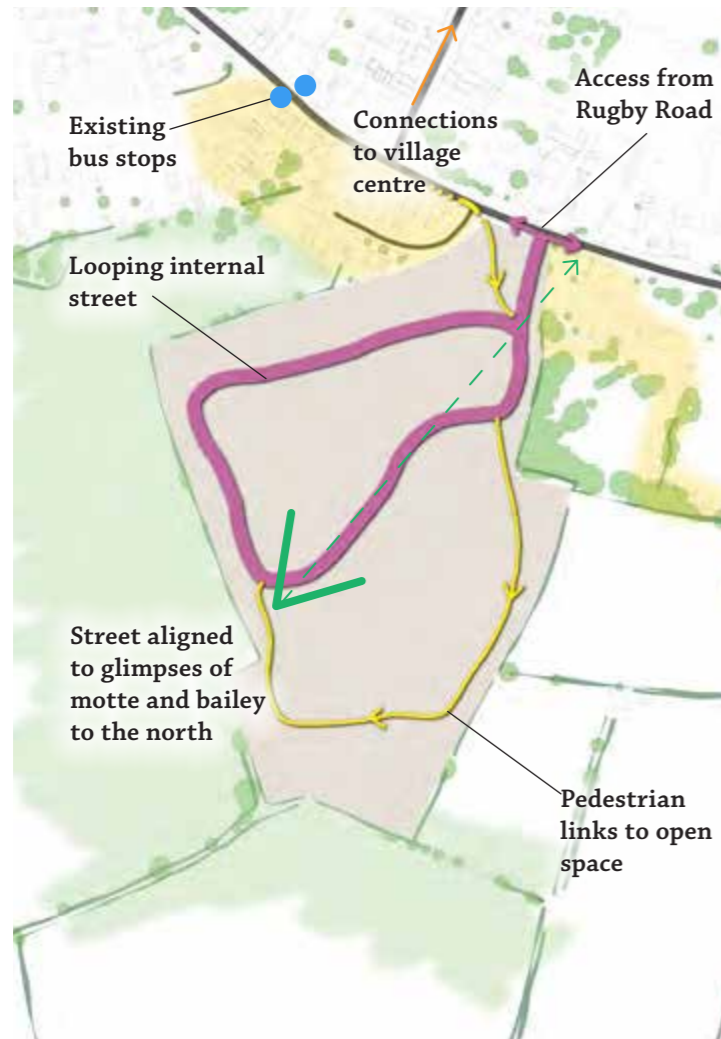
7.13 The western edge of the site features a tree plantation that should be retained and strengthened within the masterplan. Over time this will create a natural woodland edge to the site area. The southern edge of the site features views over the wider countryside, and the character of the site changes from semi-rural to rural. The masterplan could feature lower residential density on this southern edge to blend with this more rural feeling.

7.14 The western edge features a mix of hedge and tree planting, which should be retained and strengthened, with an appropriate buffer to the open fields beyond. Where the site borders homes in Brays Close, the current post and wire fencing should be strengthened with new hedge and tree planting, and a generous set back applied to retain the privacy of existing residents.



Developing the concept masterplan

The concept masterplan is structured by the three framework elements shown below.



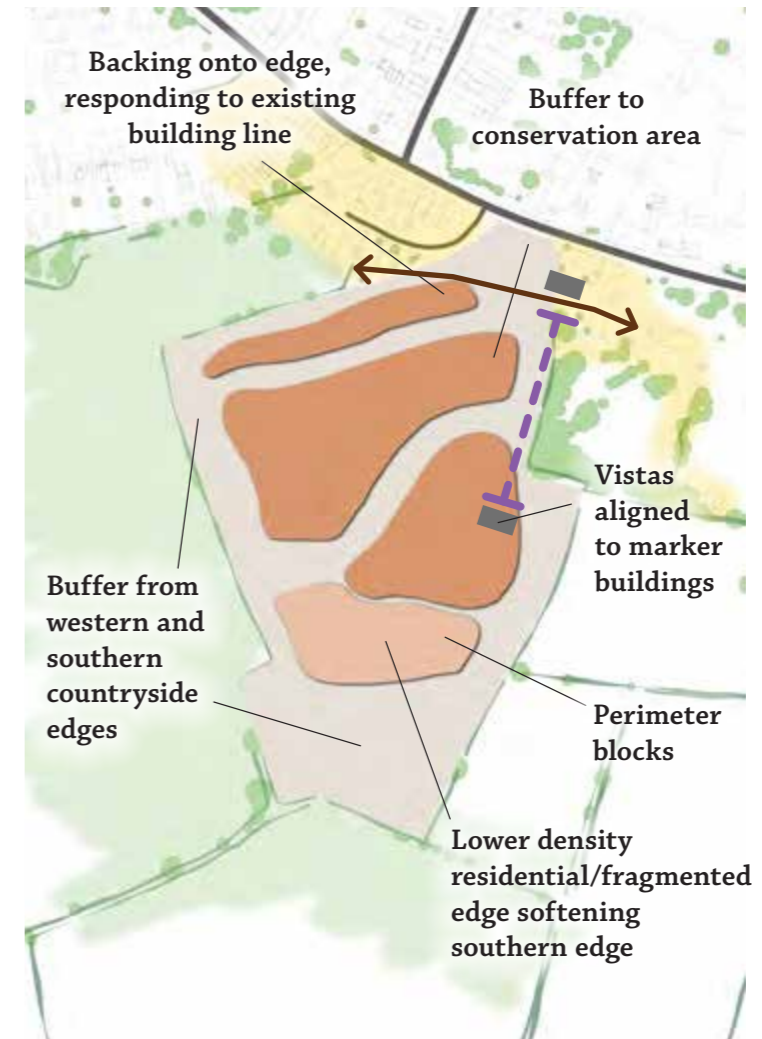
Movement framework

- Site is well located to access the village centre on Broad Street, with existing pavements along Rugby Road - potential for a defined pedestrian crossing point
- Proposed vehicular access from Rugby Road
- Street aligned for glimpsed views of historic motte, and forms an internal loop through site, linking to lower order streets and pedestrian connections
- Attractive walking trail through variety of greens and open spaces
- Short walk to existing bus stops on Coventry Road and Broad Street.



Green framework

- Create focal green gateway space at site entrance, retaining existing mature trees, location for potential natural play area
- A series of connected green spaces through the site, including the gateway space will visually and physically link to the war memorial green space on Broad Street, reinforcing the connection with the village centre.
- Strengthened green framework around the site
- Tree lined street connects principal areas of open space with potential to reference the village crescent
- Southern park to feature wildflower meadows, trails and picnic areas.



Development framework

- Parcels of perimeter blocks with interconnecting street network
- Mix of detached, semi-detached and terraced homes
- Lower density residential, fragmented on southern edge to soften development towards countryside
- Development parcels set back from sensitive edges including conservation area on northern edge
- Marker buildings aligned to key vistas
- Backing onto northern edge of site and reflecting building line of Brays Close.

7.15 When combined (below), the constituent elements of the framework masterplan illustrates the vision and structure for the site:

- The masterplan is a logical extension to Brinklow, positioned in the correct location with good links to the village centre and beyond
- The masterplan will create an attractive new neighbourhood to the village and provide much needed new homes
- This is a responsive masterplan, which reflects the local character and heritage of the village

- A series of linked green spaces connects the site with the village centre
- The masterplan also responds positively to its site edges, with strengthened areas of tree and hedge planting, and buffers to sensitive edges.

The framework plan has been further refined and developed to create the concept plan shown right, indicating the broad arrangement of development blocks, open spaces and streets.



Framework plan



Concept plan

Illustrative masterplan

7.16 The illustrative masterplan is responsive to both the site area and wider village. It is based upon a layered analysis of the site and context, its landscape setting and heritage.

7.17 The structuring framework elements of movement, green framework and development have synthesised to form an attractive new neighbourhood for Brinklow.

7.18 The layout frames vistas of key buildings and spaces/trees, using perimeter blocks to create a clear distinction between public and private spaces.

7.19 A safe and welcoming network of low vehicular speed streets interconnect the new homes, and link areas of open space and pedestrian routes.

7.20 The proposed new vehicular access from Rugby Road has been informed by pre-application engagement with Warwickshire County Council Highways, the Warwickshire Design Guide and speed surveys, and is considered to be acceptable.

- 1 Site vehicular access from Rugby Road
- 2 Attenuation features designed as part of a wider sustainable drainage system, supported by small ponds and swales. These will also increase biodiversity and be attractive landscape features
- 3 Tree lined street aligned to afford glimpsed views of the motte and bailey. The tree lined street features a subtle crescent of built form on its southern edge to reflect this attractive feature in the village
- 4 Gateway green providing a setting to the existing mature trees. The green will visually connect to the war memorial green on the southern edge of Broad Street, and create a setback to the conservation area north of the site. The green will also provide an attractive open space for natural play
- 5 Retained trees and hedgerows will be supplemented with new hedge and tree planting, in particular along boundaries with existing homes
- 6 Western edge set back from site boundary, featuring fragmented building line in response to countryside edge
- 7 Southern edge to feature lower density residential and fragmented edge in response to the countryside setting
- 8 Existing tree plantation to be retained and strengthened. Over time this will create a strong natural edge to the site
- 9 Continuation of existing building line into the site, with proposed large rear gardens backing on to existing neighbouring gardens to ensure privacy for existing residents
- 10 Southern park with areas of wildflower meadow, benches, nature trails and mown grass for picnics.



Land uses

7.21 Based on a net residential area of 3.57ha, the masterplan can provide between 98 and 116 new homes at an average residential density range of 27.5 dwellings per hectare to 32.5 dwellings per hectare.

7.22 In addition, the masterplan provides open space in the form of new gateway space, a southern park and various smaller elements of incidental green space, along with areas of retained and proposed tree planting.

	Site boundary	5.21ha
	Primary road	0.05ha
	Open space	1.19ha
	Existing tree plantation	0.36ha
	Pump station	0.01ha
	Highways improvements	0.01ha
	Residential development	3.57ha
@27.5dph		98 units
@30dph		107 units
@32.5dph		116 units

Land use plan



Village context





8

WILLIAM DAVIS HOMES

Based in Leicestershire and trading for over 85 years, William Davis Homes is one of the Midlands' leading independent house builders, with a track record of successfully creating award-winning sustainable communities across the region.

8.1 William Davis Homes prides itself on utilising locally sourced supply-chains and tradespeople, to ensure the delivery of homes of the highest standard. Best practice underpins the culture of the company, which is reflected in their five-star status for 7 years running, as rated by the Homes Builders Federation's annual survey of homeowners.

8.2 By identifying sustainable and appropriate sites for development, William Davis Homes is able to realise residential development that is able to contribute towards supporting local communities and responding to the Climate Emergency through a strategy of environmental enhancement. This includes the planting of over 700 trees and 2000m of hedgerow to ensure appropriate offset and measurable improvements.



At Land South of Rugby Road, Brinklow, William Davis Homes will:

Deliver high quality, much needed new homes

The proposal can deliver much needed high quality family homes in a sympathetically, landscaped environment. This will include a mix of house types and sizes, including affordable housing and specialist housing for the elderly.

Define a new logical and defensible boundary to the green belt

The development will establish an appropriate and responsive settlement edge to the southern fringe of Brinklow, strengthened with structural and strategic soft planting to provide a defensible and permanent new boundary to the green belt.

Respect Brinklow's unique historic environment

The emerging concept masterplan incorporates careful consideration of Brinklow's heritage assets, with maintained views of Brinklow Castle and provision of appropriate buffers to maintain the setting of the Conservation Area and listed buildings.

Proposed a sustainable approach to movement

The route to key destinations such as the Revel Surgery, Brinklow Post Office and other services in the village centre will be direct and convenient on foot or bicycle, thereby helping to prioritise sustainable modes of transport. This will help reduce the need for short car trips in and around the village. Homes will include cycle storage options and houses will be fitted with sufficient electrical infrastructure to enable electric vehicle charging.

Emphasise green infrastructure and biodiversity

The masterplan incorporates generous provision of open space, including the retention of existing trees and hedgerows. Tree belts that currently terminate at the eastern boundary of the site will be extended to establish a green infrastructure network that provides new, continuous linear habitats. The provision of landscape buffers to the south and west will help to increase the opportunity for biodiversity gains and for landscape screening.

Improve existing facilities and infrastructure

There is potential for the proposed development to deliver infrastructure improvements in the village via the Community Infrastructure Levy and section 106 contributions. This alongside an expanded village population will help support the existing service base in Brinklow and help maintain its position as a recognised main rural settlement.

Deliver development of the highest environmental credentials

Construction of homes on the site will incorporate strategies to mitigate environmental impacts through the provision of energy efficient materials, electric vehicle charging and alternative heating methods to align with the national departure from natural gas use.

9

SUMMARY

The proposal for Land South of Rugby Road, Brinklow will:



Support and enhance

the status of Brinklow as a Main Rural
Settlement



Connect

to existing local facilities
in the village



Deliver

housing in a sustainable
location



Provide

opportunities to contribute towards
community facilities



Strengthen

the existing green framework



Provide

much needed new family homes,
affordable housing and specialist
homes for the elderly



Create

a new defensible and permanent
green belt boundary



Deliver

affordable first homes



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