Addendum for Strategic Site Options: Post-mitigation assessments

Final

Rugby Borough Council

December 2025







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Rugby Borough Council

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About this addendum & notes for readers

Lepus Consulting Ltd (Lepus) has prepared this addendum to support the Landscape Sensitivity Assessment of Strategic Site Options for the use of Rugby Borough Council. There are a number of limitations that should be borne in mind when considering the conclusions of this report. No party should alter or change this report without written permission from Lepus.

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This assessment is based on the best available published information at the time of writing. No attempt to verify secondary data sources has been made and they have been assumed to be accurate as published. This addendum was prepared in November to December 2025 and is subject to and

limited by the information available during this time.

Client comments can be sent to Lepus using the following contact details.

Eagle Tower,
Montpellier Drive
Cheltenham
Gloucestershire
GL50 1TA

Telephone: 01242 525222
E-mail: enquiries@lepusconsulting.com
www.lepusconsulting.com

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1 Introduction

1.1 About this addendum

1.1.1 Lepus Consulting have been appointed by Rugby Borough Council (RBC) to undertake a review of eight strategic sites options previously assessed for landscape sensitivity, in light of additional landscape evidence which has been submitted by site promoters. This document forms an addendum to the Landscape Sensitivity Assessments of Strategic Site Options¹.

1.2 Landscape Sensitivity Assessment

1.2.1 Landscape Sensitivity Assessment (LSA) is the process of assessing the resilience, or robustness of landscape character and the visual resource (and valued characteristics) to defined change or changes arising from development proposals. It can help decision makers to understand likely changes and the nature of change should the development scenarios be taken forward.

1.3 Post-mitigation assessments

1.3.1 Additional landscape evidence has come forward for eight strategic site options for which an LSA has previously been undertaken by Lepus Consulting. Taking into account the mitigation effects of the additional evidence, these eight sites have been re-evaluated for landscape sensitivity to consider whether there may be alterations in the assessments presented in the LSA for strategic sites. Table 1.1 and Figure 1.1 present the eight strategic sites evaluated within this addendum, as well as the type of landscape evidence which has come forward to support their application.

Table 1.1: Strategic sites assessed with additional landscape evidence

Site ref	Site name	Area (ha)	Proposed use	Additional evidence
73	Lodge Farm, off Daventry Road, Rugby	252.71	Residential	Landscape note, vision document
96 (assessed alongside 318)	Land at Coventry Road	27.22	Residential	Landscape note, masterplan
121	Land at Walsgrave Hill	201.67	Employment	Masterplan
130	Land north of Houlton	135.71	Employment	Masterplan
253	Lawford Fields Farm, Long Lawford	29.44	Mixed use	Landscape note, masterplan
316	Land at Long Lawford	26.34	Residential	Landscape note, masterplan
325	Land adjacent Magna Park	158.98	Employment	Parameter plan
328	Land West of Prologis Park	171.86	Employment	Vision document

¹ Lepus Consulting (March 2025) Landscape Sensitivity Assessment of Strategic Site Options. Available at: https://www.rugby.gov.uk/w/local-plan-preferred-options-public-consultation-evidence-base#strategy-evidence [Date accessed: 27/10/25]

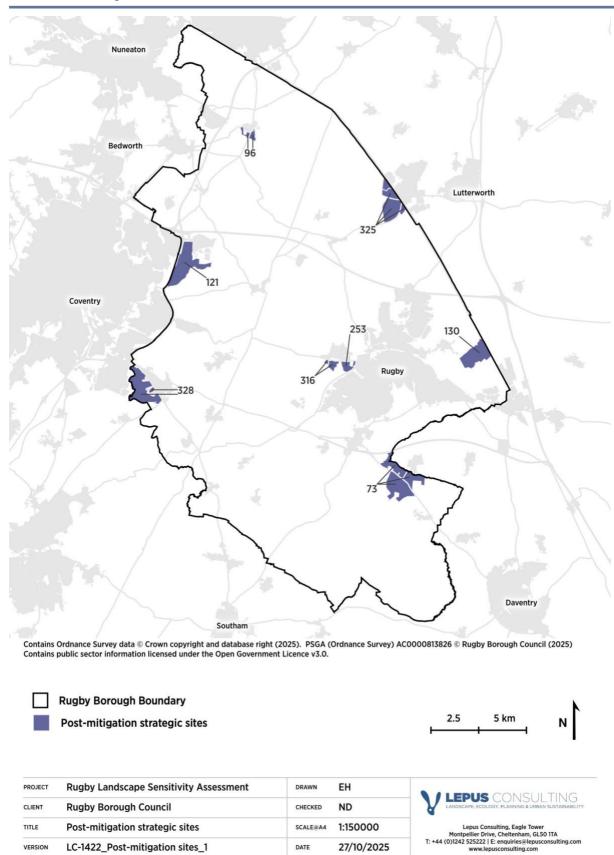


Figure 1.1: Strategic sites assessed with additional landscape evidence

2 Site 73: Lodge Farm, off Daventry Road, Rugby

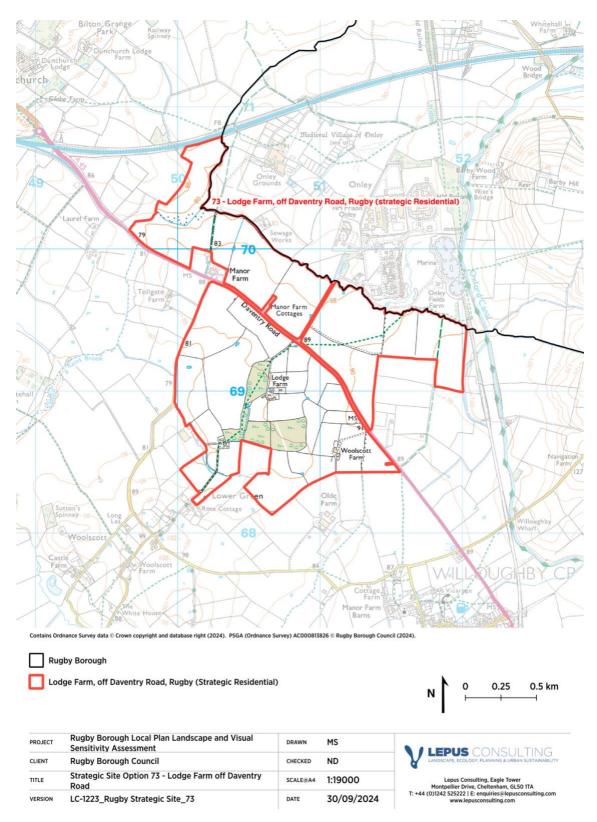


Figure 2.1: Site 73

Site reference	73
Site name	Lodge Farm
Location	Off Daventry Road, Rugby
Site size	252.7ha
Development type	Residential
National Character Area	Dunsmore and Feldon
Landscape Character Area (Rugby LCA)	Feldon
Landscape Character Type (Rugby LCA)	Vale Farmlands
Date of site visit	9th October 2024

Overall landscape sensitivity (landscape, visual and value) of the site

The site is characterised by a rural landscape with extensive and smaller arable and pastoral fields delineated by hedgerows with few hedgerow trees. To the north, a strong sense of enclosure is afforded to the vegetation boundaries. To the south, broad and expansive views from road links are possible. The presence of woodlands adds scenic and biodiversity value to the area. The isolated farmhouses and expansive views add to the strong rural character. There is a stronger sense of remoteness to the south, near Woolscott, further away from Rugby and the M45 motorway.



- 2.2.1 A landscape note has been prepared by Define Planning on behalf of St. Modwen Homes². The report includes:
 - A brief description of the planning background to the site.
 - A summary of the site's baseline landscape and visual context (including a summary
 of RBC's recently published landscape character and landscape sensitivity assessment
 studies).
 - A review of RBC's landscape sensitivity study, with particular reference to how the
 emerging proposals have evolved to better address the Inspectors previous concerns
 and the relevance of this to its judgements for the site.
 - Analysis of other allocated residential sites within the emerging Local Plan, with reference to RBC's judgements of landscape sensitivity.
- 2.2.2 A vision document has been prepared by St. Modwen Homes³. The vision document sets out:
 - The site context;
 - · Opportunities and constraints; and
 - A vision, including a site masterplan.

² Define (2025) Land at Lodge Farm Landscape Technical Report.

³ St. Modwen Homes (2025) Lodge Farm Vision Document.

Score Post-mitigation assessment The landscape note proposes to strengthen field boundaries and encourage taller vegetation growth to increase the sense of enclosure within and around the site. Plantation woodland to the south of Lodge Farm will only be partially retained. The landscape note also alludes to the presence of ridge and furrow within the site and suggests that these historic features will remain where possible. Green infrastructure is to be incorporated into the site plan, including open spaces. Sports pitches are located within the eastern portion of the site and are likely to soften the link between the site and more sensitive landscapes of steep topography to the east. Parkland and woodland to the east and south of the site is likely to improve the sense of enclosure and integrate the site into the surrounding rural areas, as well as retaining areas with ecological value. Blue infrastructure will link М to natural watercourses located to the north of the site. However, even where green infrastructure is effectively integrated, including around the site edges, residential development at this location is still expected to alter the largely undeveloped skyline and extensive views afforded from public footpaths within and in proximity to site, including the Oxford Canal Walk. Long-distance views are expected to be altered from more elevated, hilly landscapes located between Barby and Braunston to the east. The large-scale nature of the proposals are still expected to contrast with the rural and scenic character of the Feldon Vale Farmlands Landscape Character Type.

3 Site 96: Land south of Wolvey and Land at Coventry Road

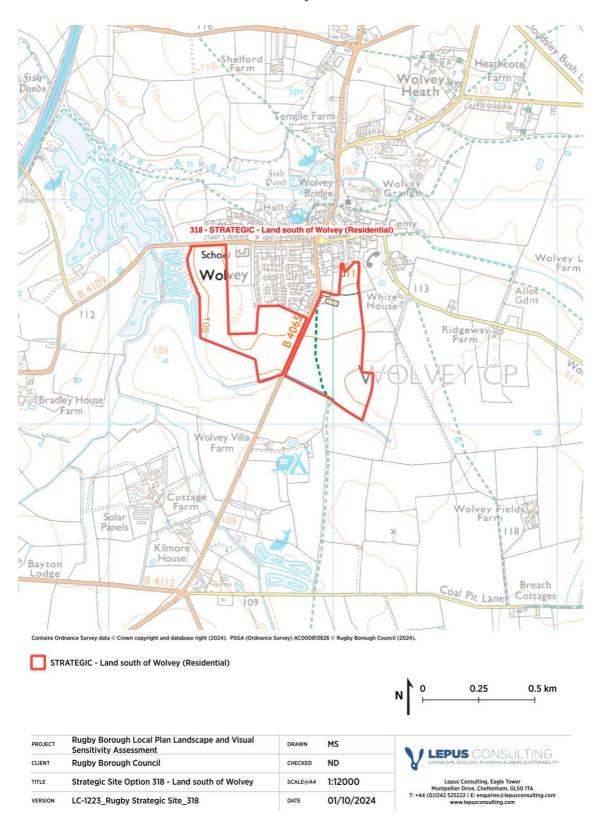


Figure 3.1: Site 96

Site reference	96
Site name	Land at Coventry Road
Location	Wolvey
Site size	27.2ha
Development type	Residential
National Character Area	Leicestershire Vales
Landscape Character Area (Rugby LCA)	High Cross Plateau
Landscape Character Type (Rugby LCA)	Open Plateau and Village Farmlands
Date of site visit	23rd October 2024

Overall landscape sensitivity (landscape, visual and value) of the site

The site is located to the south of Wolvey and comprises arable fields with the B4065 running through the centre. There are no known cultural heritage or historic features within the site or surrounding landscape. The site is likely of recreational value to local residents due to the location of a PRoW within the site. Views into the site from the surrounding transport infrastructure are filtered.



- 3.2.1 A landscape note has been prepared by Aspect Landscape Planning⁴ in order to establish the contribution of the site towards the Green Belt. The report includes:
 - A desktop study
 - A site field analysis
- 3.2.2 A concept plan has been prepared by Marrons⁵, illustrating an overview of the potential site masterplan.

Post-mitigation assessment	Score
The landscape note concludes that the site is an appropriate location within the landscape to address the present housing shortage. The note identifies opportunities for mitigation in the form of green corridors around the existing PRoW, and tree planting to the south in order to soften views from the approach towards the site on Coventry Road.	
Green infrastructure and sustainable urban drainage systems have been incorporated into the south of the site plan, in order to provide a vegetated barrier and interlink with the rural landscape to the south. A recreational ground and allotments are proposed within the centre of the western portion. The existing PRoW has been retained and historic field boundaries have been marked for restoration to respect the time-depth, support biodiversity connectivity, and created permeability when viewing the site from the south.	M/L
The site plan demonstrates that development at this location has potential to comprise a natural extension to Wolvey with appropriate landscape buffers to compensate. Appropriate development density should be carefully considered in line with the existing settlement pattern to the north in order to retain the medium / low sensitivity presently identified.	

 $^{^{\}rm 4}$ Aspect Planning (2025) Landscape and Green Belt Overview.

⁵ Marrons (2025) Land at Coventry Road Wolvey Concept Plan.

4 Site 121: Land at Walsgrave Hill

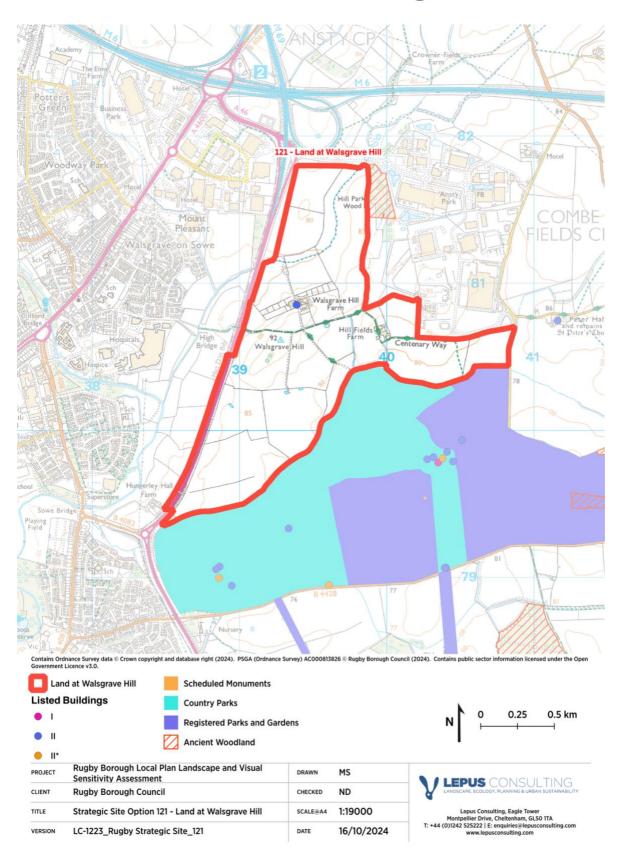
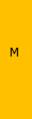


Figure 4.1: Site 121

Site reference	121
Site name	Land at Walsgrave Hill
Location	Newbold on Avon and Long Lawford
Site size	201.7ha
Development type	Employment
National Character Area	Dunsmore and Feldon and Arden
Landscape Character Area (Rugby LCA)	Dunsmore
Landscape Character Type (Rugby LCA)	Parklands
Date of site visit	23rd October 2024

Overall landscape sensitivity (landscape, visual and value) of the site

This extensive site consists of arable fields bordered by hedgerows and trees, with views from surrounding road links filtered by the vegetation. Adjacent heritage features include Coombe Abbey Country Park and RPG, along with a dense woodland area at the site boundary. Views from PRoWs, including Cemetery Walk, are likely to be disturbed. Situated at the urban fringe, the site is surrounded by warehousing and transport infrastructure to the west, with arable fields to the east. Long-distance views towards Coventry enhance the scenic experience, while the site retains a relatively rural feel, particularly in the eastern area.



4.2 Post-mitigation assessment

4.2.1 A site masterplan has been prepared by UMC Architects⁶. The site masterplan illustrates the location and density of the proposed employment units on the site.

Post-mitigation assessment	Score
The proposed site layout demonstrates that all employment units will be located within the western and northernmost sections of the site, in particular alongside the A46. The development will infill existing gaps between industrial estates at Ansty Park, Rolls Royce and Cross Point, located alongside a motorway junction with high traffic levels.	
The most sensitive area towards the south of the site, moving away from the roads, has been retained and comprises an extension to Coombe Abbey Country Park, providing a landscape buffer to Coombe Abbey Registered Park and Garden. However, the development still has potential to increase the imposing warehousing and employment development in proximity to the Registered Park and Garden, as well as listed buildings within the Coombe Abbey Conservation area. The extension to the country park is likely to have ecological benefits for the adjacent deciduous woodland priority habitat.	M/L
Although the development has potential to alter views from sensitive receptors, the large-scale extension proposed for the country park is likely to offer high levels of mitigation, in the form of benefits for recreation and biodiversity.	

⁶ UMC Architects (2025) Walsgrave Hill.

5 Site 130: Land north of Houlton

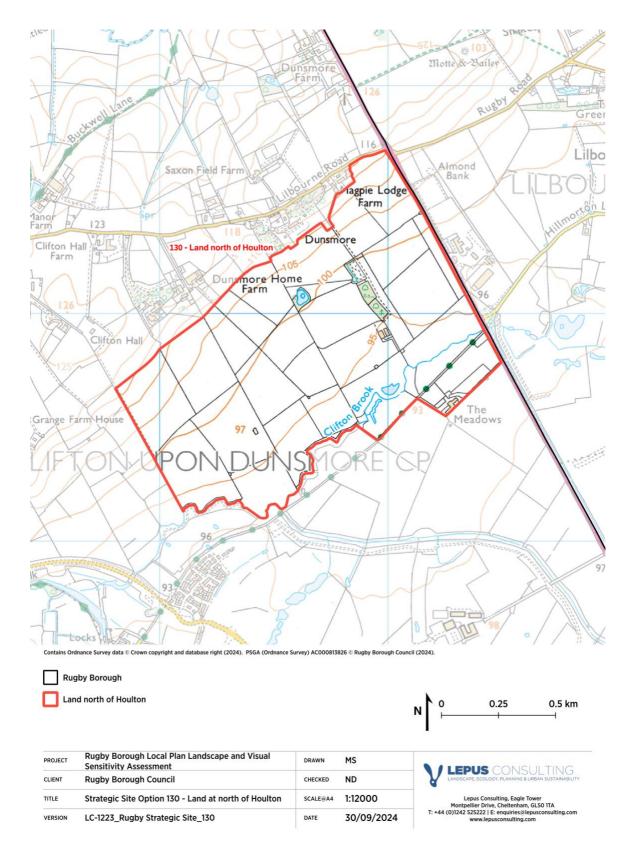


Figure 5.1: Site 130

Site reference	130
Site name	Land north of Houlton
Location	East of Clifton upon Dunsmore
Site size	135.7ha
Development type	Employment
National Character Area	Dunsmore and Feldon and Northamptonshire Uplands
Landscape Character Area (Rugby LCA)	Dunsmore and Feldon
Landscape Character Type (Rugby LCA)	Dunsmore - Plateau Farmlands and Feldon – Vale Farmlands
Date of site visit	17th October 2024

Overall landscape sensitivity (landscape, visual and value) of the site

The large site comprises a number of fields partially enclosed by hedgerows with trees. The site is located within a rural landscape, situated between Rugby and the A5, around which warehousing developments are concentrated.

L

5.2 Post-mitigation assessment

5.2.1 A site masterplan has been prepared by Rugby East⁷. The site masterplan illustrates the location and density of the proposed employment units on the site.

Post-mitigation assessment	Score
The proposed site layout demonstrates that all employment units will span the majority of the site, well-screened by tree planting and green infrastructure. Opportunities for sustainable urban drainage systems are located throughout the site, however these are more concentrated to the southwest in close proximity to the River Avon and Tributaries LWS which traverses the southern site boundary. A community orchard is also proposed to be located adjacent to the river.	
The units proposed are likely to be visible from Grade II Listed Building Dunsmore House, located in close proximity to the north of the site on Lilbourne Road. The scale of employment development proposed is likely to impact the rural qualities of the landscape of which Dunsmore House overlooks, detracting from the scenic character of the gently sloping topography.	L
The proposed pedestrian and cycle links are positive recreational assets for site-end users and nearby residents, and will promote sustainable and active travel within the site and connecting to the surrounding areas.	

⁷ Rugby East (2025) Site Masterplan for Land north of Houlton.

6 Site 253: Lawford Fields Farm, Long Lawford

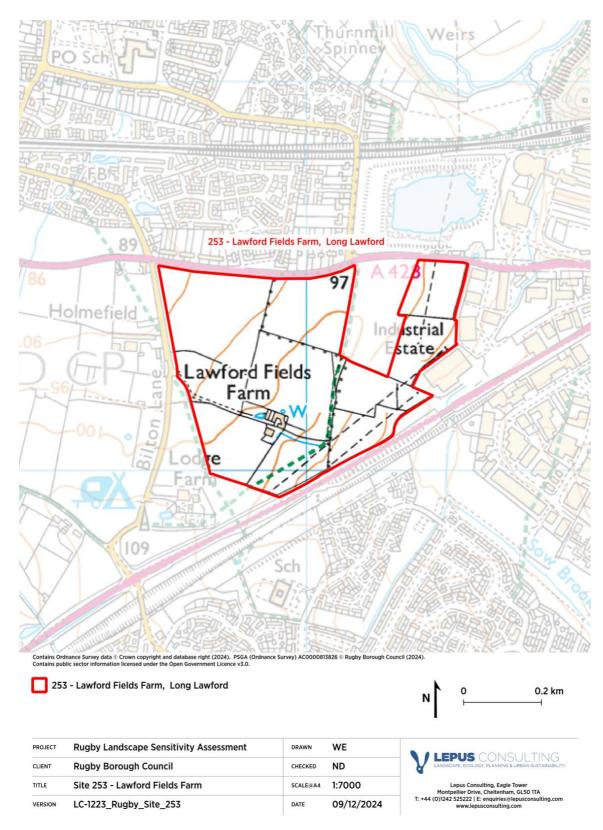


Figure 6.1: Site 253

Site reference	253
Site name	Lawford Fields Farm
Location	Long Lawford
Site size	29ha
Development type	Mixed use
National Character Area	Dunsmore and Feldon
Landscape Character Area (Rugby LCA)	Dunsmore
Landscape Character Type (Rugby LCA)	Plateau Farmlands
Date of site visit	10 th December 2024

Overall landscape sensitivity (landscape, visual and value) of the site

The overall landscape sensitivity is considered to be low. This site comprises a patchwork of arable and pastoral fields of various shapes and sizes, divided and bounded with hedgerows, which are well maintained and cut short. The site is surrounded by development within the town of Rugby to the north, east and south.

L

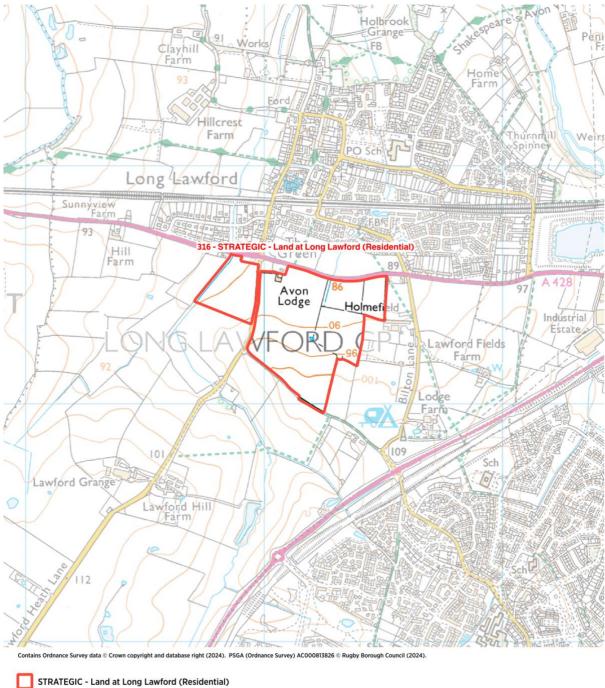
- 6.2.1 A landscape note has been prepared by SLR⁸. The report includes:
 - A landscape summary
 - · Map of key viewpoints
 - · Annotated site photos.
- 6.2.2 A concept plan has also been prepared by SLR⁹, illustrating an overview of the potential site masterplan.

Post-mitigation assessment	Score
The landscape note highlights that although the site is free from development, there is a strong influence of built development and vehicular movement. The western side of the site has greater connections with the countryside. The landscape note suggests opportunities for mitigation in the form of green corridors and careful consideration of the positioning and density of development.	
The concept plan locates the potential commercial area of the site within the northeastern area, extending off an existing area of warehousing. All residential development is located to the north of the site opposite existing residential properties on Rugby Road. Recreational areas comprising potential sports pitches are proposed for the south of the site. Green corridors are proposed adjacent to the residential areas. The area of steeper gradient towards the southeast of the site has been left free from new development. These illustrated opportunities for development within the concept plan are likely to ensure residential and employment development is located within areas most appropriate to the urban context.	L

⁸ SLR (2025) Landscape and Visual Overview Note for Land at Lawford Fields Farm.

⁹ SLR (2025) Concept Plan.

Site 316: Land at Long Lawford





PROJECT	Rugby Borough Local Plan Landscape and Visual Sensitivity Assessment	DRAWN	MS	1 LEDUS CONSULTING
CLIENT	Rugby Borough Council	CHECKED	ND	LEPUS CONSULTING LANDSCAPE, ECOLOGY, PLANNING & URBAN SUSTAINABILITY
TITLE	Strategic Site Option 316 - Land at Long Lawford	SCALE@A4	1:12000	Lepus Consulting, Eagle Tower Montpellier Drive, Cheltenham, GL50 1TA
VERSION	LC-1223_Rugby Strategic Site_316	DATE	01/10/2024	T: +44 (0)1242 525222 E: enquiries@lepusconsulting.com www.lepusconsulting.com

Figure 7.1: Site 316

Site reference	316
Site name	Land at Long Lawford
Location	Long Lawford
Site size	26.3ha
Development type	Residential
National Character Area	Leicestershire Vales
Landscape Character Area (Rugby LCA)	High Cross Plateau
Landscape Character Type (Rugby LCA)	Open Plateau
Date of site visit	17th October 2024

Overall landscape sensitivity (landscape, visual and value) of the site

The site consists of arable and pastoral fields situated at the urban edge, yet it retains rural scenic character. There are no known notable landscape, cultural heritage, or historic features present within the site. However, it holds recreational value due to the presence of several PRoWs in the surrounding landscape. While views into the site are possible, they are partially filtered by the surrounding transport infrastructure. The presence of transport infrastructure and HGVs detracts from the site's tranquillity. Warwickshire County Council¹⁰ categorises the site as having a 'high' sensitivity to residential development. Sensitivity varies within the site, being lower to the north and higher to the south.



- 7.2.1 A high-level site masterplan has been prepared as part of the vision document for the site at Long Lawford. A landscape note has also been prepared by Golby and Luck¹¹, including:
 - A summary of the landscape and visual baseline
 - Constraints and opportunities
 - Local setting of the site relevant to the Green Belt

Post-mitigation assessment	Score
The landscape note offers numerous opportunities for mitigation. These include retaining the existing tree and hedgerow setting, reinstating the historic field pattern and securing a robust network of greenspace.	
The site masterplan locates the proposed development across the entirety of the site, with boundary vegetation to soften the visibility of the development from the surrounding countryside and housing. Historic hedgerows have been restored within the masterplan, and integrated with new lines of trees and green corridors for biodiversity and recreational purposes. New pedestrian networks have been integrated within these green corridors, and a children's play area has been located within the northern section. Sustainable urban drainage systems are also located within the northern section of the site.	M/L
Although the proposed site plan offers opportunities for screening, green corridors and recreation, development at this location is likely to detract from the sense of tranquillity which prevails across the southern site area due to the introduction of greater vehicular movement and urban	

¹⁰ Warwickshire County Council (2016) Landscape Sensitivity Study for Binley Woods, Brinklow, Long Lawford, Ryton-on-Dunsmore, Stretton-on-Dunsmore, Wolston and Wolvey.

¹¹ Golby and Luck (2025) Land South of Coventry Road, Long Lawford: Landscape Summary Note

development. Views from nearby PRoW networks are also likely to be impacted, although development is likely to be largely screened by vegetation.

8 Site 325: Land adjacent Magna Park

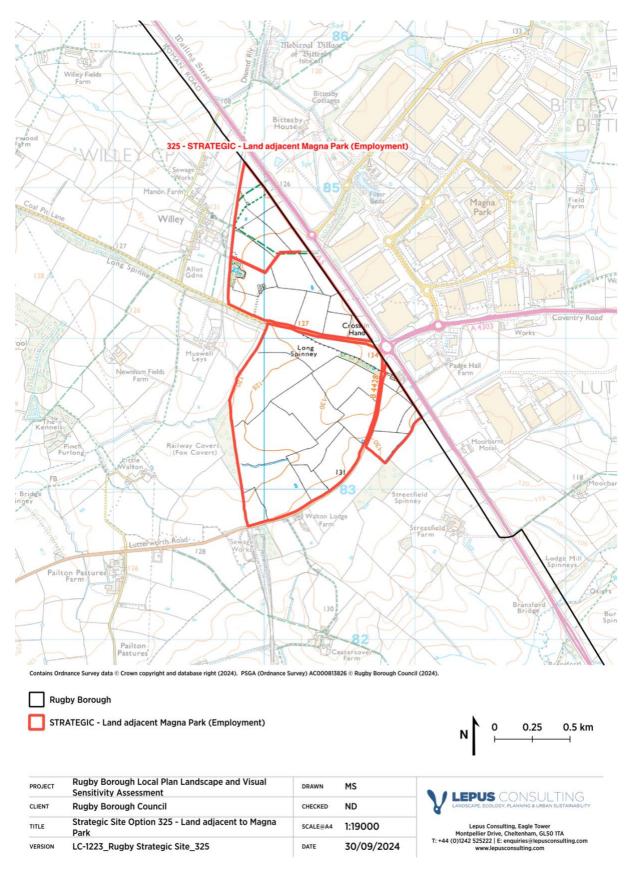


Figure 8.1: Site 325

Site reference	325
Site name	Land adjacent Magna Park
Location	West of Magna Park
Site size	158.9ha
Development type	Employment
National Character Area	Leicestershire Vales
Landscape Character Area (Rugby LCA)	High Cross Plateau
Landscape Character Type (Rugby LCA)	Open Plateau
Date of site visit	17th October 2024

Overall landscape sensitivity (landscape, visual and value) of the site The site comprises arable and pastoral fields located within a broadly rural landscape to the west and warehousing development and transport infrastructure to the east. There are no known cultural heritage or historic features within the site and views from and into the surrounding RPGs are unlikely to be affected by the development. The site is of recreational value due to the location of PRoWs within and surrounding the site. Views into the site are filtered from the surrounding transport infrastructure. The A5 and B4027 and surrounding warehousing development detracts from the tranquillity and visual value of the site.

8.2 Post-mitigation assessment

8.2.1 A parameter plan has been prepared by GLP¹². The parameter plan illustrates a high-level indicative outline for the location and density of development within the site.

Post-mitigation assessment	Score
The parameter plan situates employment development across all three site parcels, with opportunities for green corridors in between development units. These green corridors are more prominent towards the western site boundary in order to soften the site edge against the adjacent countryside and small settlements. This green edge has potential to provide opportunities for vegetation screening, biodiversity enhancement, sustainable urban drainage systems and recreation. The site has potential to integrate with adjacent industrial development and warehousing to the	
east.	M/L
However, the proposed development is still likely to increase the number of HGV vehicles along the A5, as well as largely altering views from PRoW networks within and in close proximity to the site. Views from Grade II* Listed Building 'Church of St Leonard' are likely to juxtapose with the historic setting. The deciduous woodland priority habitat at the LWS 'disused railway' adjacent to the western boundary should be retained and enhanced in order to ensure sufficient separation from the small settlement of Willey.	

¹² GLP (2025) Magna Park West Parameter Plan.

9 Site 328: Land West of Prologis Park

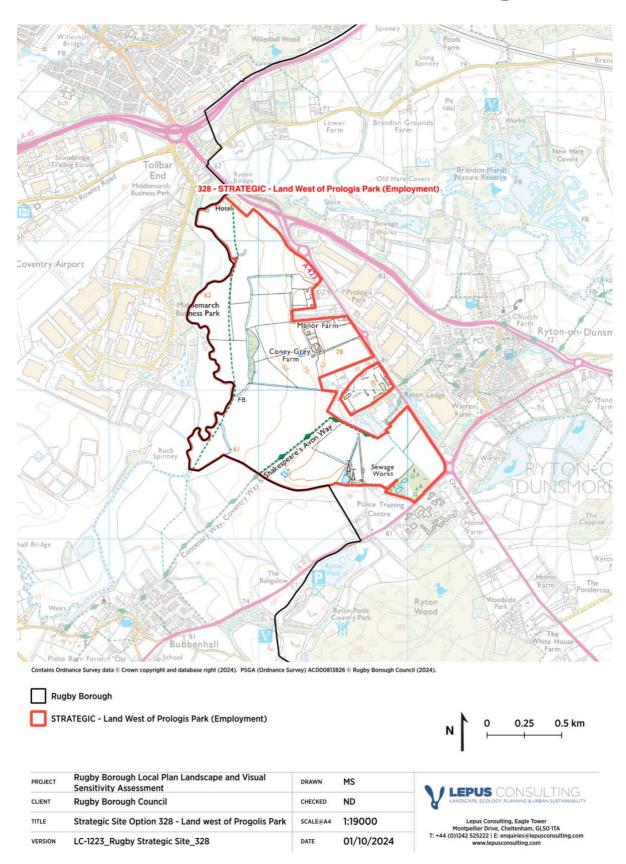


Figure 9.1: Site 328

Site reference	328
Site name	Land west of Prologis Park
Location	West of Prologis Park
Site size	171.9ha
Development type	Employment
National Character Area	Dunsmore and Feldon
Landscape Character Area (Rugby LCA)	Dunsmore
Landscape Character Type (Rugby LCA)	Plateau Fringe
Date of site visit	23rd October 2024

Overall landscape sensitivity (landscape, visual and value) of the site Situated on Coventry's urban fringe between existing warehousing developments and key transport infrastructure, the site is visually and audibly influenced by surrounding infrastructure. Nevertheless, it holds recreational value due to the presence of PRoWs within the site, including the Centenary Way, Coventry Way and Shakespeare's Avon Way. Development would align with the existing landscape, filling an evident gap between current warehousing developments. However, the priority habitat to the north, woodland areas, key recreational routes, and scenic views towards the wooded landscapes to the south and southwest contribute to the site's aesthetic and recreational value.

- 9.2.1 A vision document has been prepared by Prologis¹³. The vision document sets out:
 - The site context and proposal
 - Site delivery
 - Maps comprising a concept plan

Post-mitigation assessment	Score
The vision document offers opportunities for mitigation in relation to flood risk, visual impacts, transport and biodiversity. Concept plans within the vision document demonstrate that development will be focused within the eastern portion of the site, directly across from existing employment development adjacent to the A423.	
The location of the site is well-contained and will be largely screened by boundary vegetation. A community park is to be located within the western portion of the site, allowing for the conservation and enhancement of the River Avon and Tributaries LWS. This will allow for opportunities for sustainable urban drainage systems and green infrastructure within the flood extent of the river.	M/L
The existing PRoWs within the site will be retained and interconnected with new PRoW networks. However, views from these PRoWs are likely to be altered, in particular from the Centenary Way, Coventry Way and Shakespeare's Avon Way. There will also be opportunities for public art and creative architectural features within the site.	

¹³ Prologis (2025) Prologis Park Ryton West: Vision Statement - Updated

Habitats Regulations Assessments

Sustainability Appraisals

Strategic Environmental Assessments

Landscape Character Assessments

Landscape and Visual Impact Assessments

Green Belt Reviews

Expert Witness

Ecological Impact Assessments

Habitat and Ecology Surveys



© Lepus Consulting Ltd

Eagle Tower

Montpellier Drive

Cheltenham

GL50 1TA

T: 01242 525222

E: enquiries@lepusconsulting.com

www.lepusconsulting.com

CHELTENHAM





Lepus Consulting
Eagle Tower
Montpellier Drive
Cheltenham
Gloucestershire GL50 1TA

t: 01242 525222

w: www.lepusconsulting.com

e: enquiries@lepusconsulting.com