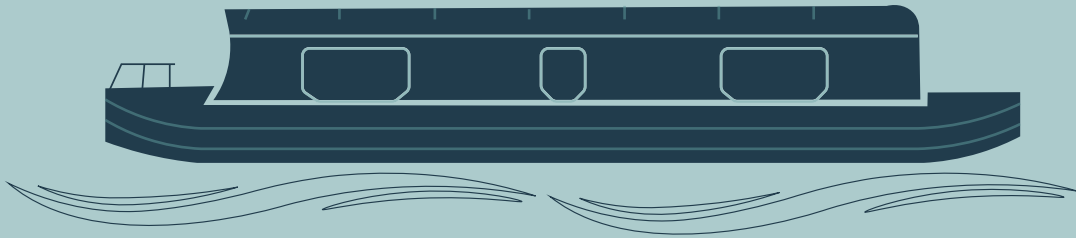


Design & Access Statement



Land East of Rugby Road Clifton-upon-Dunsmore

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01 Our Vision

Marrons have been appointed by Richborough to support the Outline Planning Application for land located to the east of Rugby Road in Clifton-upon-Dunsmore. Our vision is to create a vibrant, sustainable community that reflects the unique character of Clifton-upon-Dunsmore. This new development will prioritise people over cars, featuring safe, accessible walking and cycling routes that link homes and green spaces. The natural environment will play a central role, with thoughtfully integrated green and blue infrastructure that enhances biodiversity, safeguards local wildlife, and provides tranquil spaces for recreation and well-being.









Sustainability is at the heart of the proposal. From energy-efficient, high-performance homes to the integration of renewable energy sources and advanced water management systems, every element is designed to promote climate resilience. Rooted in local heritage and designed with the future in mind, this inclusive and well-connected development will foster a low-carbon lifestyle and a strong sense of community.

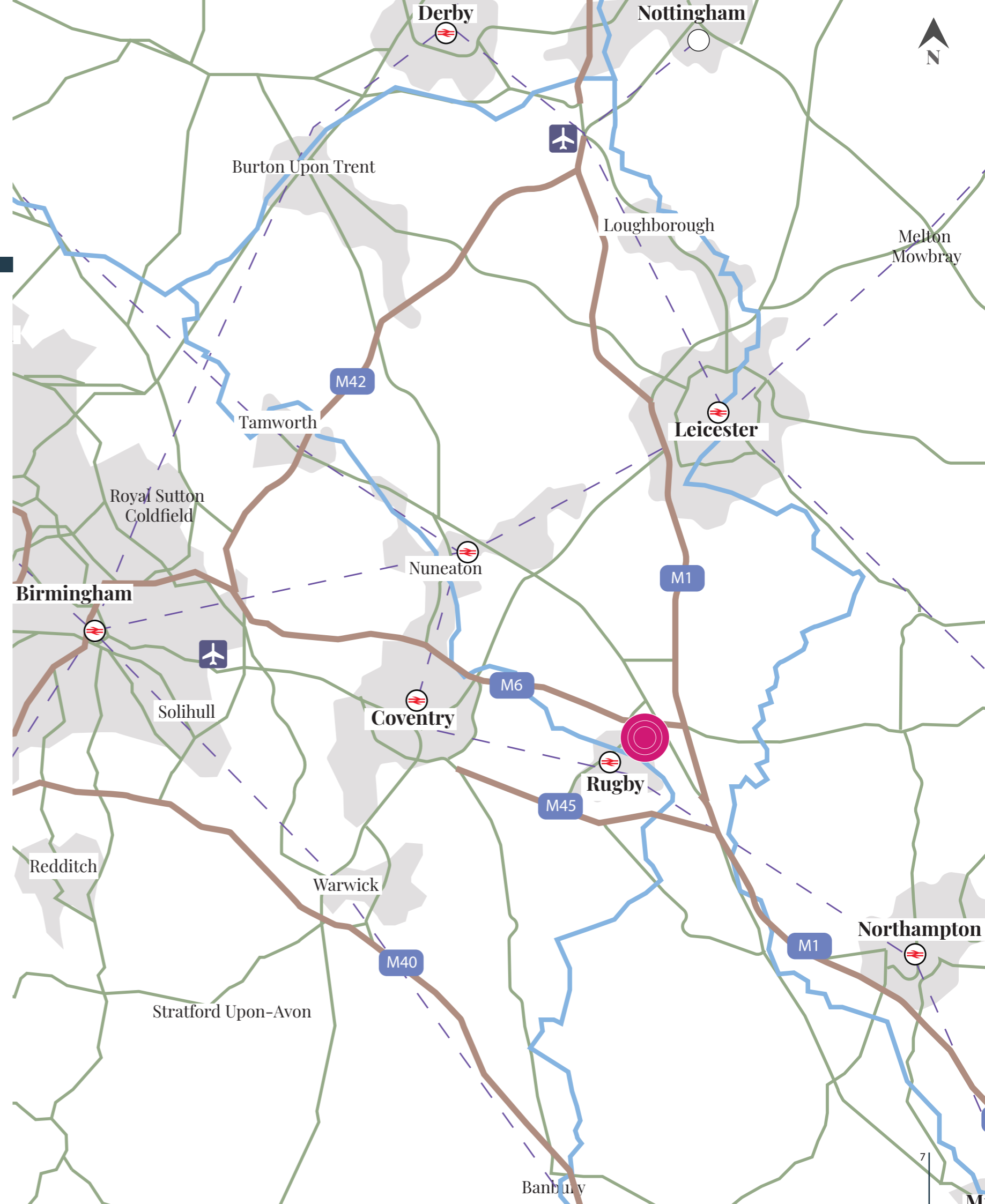


Analysing the O2 Context

The Wider Context diagram highlights Clifton-upon-Dunsmore's well-connected location within Warwickshire, with excellent transport links to key urban centres such as Coventry, Rugby, and Leicester. These connections are achieved by major road networks including the M6 and M1, as well as National Rail Connections from Rugby. The area also benefits from convenient access to both East Midlands and Birmingham airports, offering a range of domestic and international travel options.

In addition, the village enjoys close ties with neighbouring communities including Rugby and the historic village of Dunchurch and its proximity to the Oxford Canal promotes sustainable transport choices and enhances access to wider regional services. This high level of connectivity ensures that the proposed development aligns well with local ambitions and broader regional planning priorities.

-  The Site
-  Existing Settlements
-  Motorways
-  Key Roads
-  Key Railway lines
-  Key Railway Stations
-  Key Airports
-  Canal Routes



2.1 Planning Context

The planning context for this site in Clifton-upon-Dunsmore is shaped by a range of national and local policies that provide the framework for delivering sustainable, high-quality development that responds to its setting. The following documents have been used to inform the design and access principles of the proposal:

National Planning Policy and Guidance:

National Planning Policy Framework (NPPF) (2024) – Emphasises the importance of delivering sustainable development in rural communities like Clifton-upon-Dunsmore, ensuring that new proposals support local character, meet housing needs, and protect the natural and historic environment.

Planning Practice Guidance (PPG) (2024) – Offers detailed guidance to support the interpretation and implementation of NPPF policies.

National Design Guide (2021) – Supports a design-led approach that reflects the character and identity of its setting.

Manual for Streets (MfS) (2007) – Informs the layout and access strategy for the site, promoting safe, walkable streets that are in keeping with the village’s scale and setting.

Cycle Infrastructure Design (LTN 1/20) (2020) – Ensures the scheme promotes sustainable transport by incorporating appropriate cycling facilities, in line with national best practice.

Local Planning Policy and Guidance: Rugby Borough Council Local Plan 2011 –2031 (Adopted 2019) – The primary local planning framework. Relevant policies include:

Policy GP2 – Supports development in rural settlements like Clifton-upon-Dunsmore where proposals are well-related to the existing developments and reflect local character.

Policy SDC1 (Sustainable Design) – Ensures that development achieves high standards of design, integrates with its surroundings, and contributes positively to the visual quality of the area.

Policy SDC2 (Landscaping) – Requires appropriate landscaping that enhances the appearance of the site and integrates it into the rural setting of Clifton-upon-Dunsmore.

Policy NE1 (Natural Environment and Biodiversity) – Protects existing ecological assets and promotes biodiversity enhancements.

Policy NE2 (Strategic Green and Blue Infrastructure) – Encourages the protection and enhancement of strategic green infrastructure, contributing to the wider ecological network and landscape character.

Policy D1 (Transport and Access) – Ensures that the development is accessible by a range of transport modes and is well-connected to existing infrastructure.

Climate Change and Sustainable Design and Construction SPD (2023) – Encourages the incorporation of renewable energy, energy-efficient design, and sustainable drainage systems, all of which have been considered in the site’s development.

Housing Needs SPD (2021) – Informs the mix and type of homes, ensuring the scheme responds to identified local housing needs within Clifton-upon-Dunsmore and the wider borough.

Warwickshire Design Guide (2020) – Ensures that the proposal is in keeping with the rural character and architectural traditions of Warwickshire villages.

Clifton-upon-Dunsmore Conservation Area Appraisal (2010) – Highlights the village’s historic character and informs a design approach that respects the heritage setting and ensures development preserves and enhances the conservation area’s significance.



5 YEAR HOUSING LAND SUPPLY POSITION STATEMENT 2024-2029



Rugby Borough Council
Local Plan 2011-2031

June 2019

2.2 Responding to National Guidance and Local Guidance

The proposed design has been carefully developed to respond positively to the national and local planning policies and guidance identified in the planning context.

Our approach ensures the development integrates harmoniously with the village character of Clifton-upon-Dunsmore, while delivering high-quality, sustainable and accessible new homes.

Responding to National Policy and Guidance:

- The layout reflects the principles of the National Planning Policy Framework (2024) and National Design Guide (2021) by promoting well-connected, legible, and inclusive spaces that respond to the scale and form of the village.
- Streets and public spaces are designed in accordance with Manual for Streets (2007), prioritising pedestrians and creating a safe, attractive environment that supports community interaction.
- Provision for cycling is integrated in line with Cycle Infrastructure Design (LTN 1/20), encouraging active travel and reducing reliance on private cars.
- The design process has drawn on the Planning Practice Guidance (2024) to ensure a robust assessment of

context, character, and policy compliance throughout.

Responding to Local Policy and Guidance:

- The development respects the role of Clifton-upon-Dunsmore as a rural settlement as defined in Policy GP2 of the Rugby Local Plan, with a layout that is proportionate in scale and maintains a strong relationship with the existing built form.
- The layout includes meaningful green spaces and boundary planting, enhancing the visual quality of the development and responding to Policy SDC2 (Landscaping).
- Existing natural features are retained and enhanced where possible, supporting biodiversity and aligning with Policies NE1 and NE2, including links to the existing green infrastructure network.
- The site layout provides clear and efficient vehicular, pedestrian, and cycle connections, supporting Policy D1 (Transport and Access) by ensuring the site is well-integrated with the wider village and encourages sustainable modes of transport.

Sustainability and Community Needs:

- The scheme incorporates measures set out in the Climate Change and Sustainable Design and Construction SPD (2023), including energy-efficient building design, orientation for solar gain, and the use of sustainable materials.
 - A carefully considered housing mix responds to the Housing Needs SPD (2021), helping to meet identified local demand and support a balanced community.
 - Design principles from the Warwickshire Design Guide (2020) have been applied to ensure a strong relationship between built form and open space.
 - The development respects the character and setting of the Clifton-upon-Dunsmore Conservation Area, as identified in the Conservation Area Appraisal (2010), by maintaining key views, using sensitive design detailing, and reinforcing the historic grain of the village.
- Overall, the site layout and design reflect a policy-led, context-sensitive approach that promotes sustainable growth while respecting the distinct character of Clifton-upon-Dunsmore.

2.3 Facilities, Movement & Sustainable Travel

The proposed development is ideally situated within walking distance of several key amenities commonly used by residents of Clifton-upon-Dunsmore. These include convenience stores (650m), a primary school (300m), sports pitches and playgrounds (280m), a church (700m), and allotments (265m). These distances comply with the walking accessibility standards set by the Chartered Institution of Highways and Transportation, ensuring that daily necessities are easily accessible on foot.

Additional services and facilities in nearby settlements such as Rugby and Dunchurch are just 2km away, in line with the Manual for Streets guidelines, which promote walking and cycling for local travel. This makes it easy to replace short car journeys with cycling, while longer trips can be combined with cycling and public transport.

The nearby Oxford Canal offers an additional route for both cycling and walking, enhancing the area's connectivity. The canal route can be used for travel to nearby destinations, providing a scenic and sustainable alternative to road transport.



2.4 The Site

The site is located to the south west of the village of Clifton-upon-Dunsmore, within the borough of Rugby in Warwickshire. Clifton-upon-Dunsmore lies approximately 2.7 kilometres to the northeast of Rugby town centre, around 6.3 kilometres northeast of Dunchurch, and approximately 7.1 kilometres northwest of the village of Crick. The location benefits from proximity to these settlements while retaining a predominantly rural and undeveloped character.

The northern boundary of the site is defined by residential properties located on the southern side of Rugby Road, as well as the village playing fields, which provide a community recreational space. Further residential development adjoins the northeastern corner of the Site, creating a semi-urban fringe.

In contrast, the southern and eastern boundaries of the site are bordered by open, undeveloped agricultural land. The site is bounded by a series of allotments to the northwest and southwest, which contribute to the local green infrastructure and community agriculture.

The site itself extends to approximately 9 hectares and comprises primarily arable land forming part of a larger, single agricultural field. It remains undeveloped. Vehicular and pedestrian access to the Site is available from the northwestern corner via Newall Close, which connects directly to Rugby Road, the main thoroughfare running through Clifton-upon-Dunsmore.



2.5 Character Analysis

Housing Typology

- Predominantly two-storey residential dwellings
- Mixture of detached, semi-detached, and terraced properties
- Occasional examples of bungalows or three-storey townhouses in newer developments or infill sites.

Street Layout and Public Realm

- Predominantly straight or gently curving streets forming a cul-de-sac layout.
- Detached and semi-detached houses typically set back from the street, featuring front gardens and private driveways.
- Terraced housing generally built to the pavement, with no front gardens.
- Main roads often have wider pavements and street trees and green spaces.

Open Space Provision

- Small green spaces at road junctions, often with planting.
- Larger open spaces include a park with football pitches and children's play area.
- Some community and religious buildings have associated grounds with mature trees.

Architectural Character and Materiality

- Predominantly traditional style
- Occasional modern homes or extensions with more contemporary style but using the same materials
- Use of red brickwork and render as primary wall finishes.
- Decorative timber detailing seen in gable ends, porches, or bay windows
- Roofing materials include a mix of red or brown clay tiles and slate.
- Varied roof forms, occasional dormer and chimneys.

Windows and Doors

- Mostly white UPVC casement windows, with glazing bars or leaded lights.
- Traditional style doors, mainly in UPVC or timber.

Other Notable Features

- Boundary treatments vary: low brick walls, timber fences or hedges
- Garages are mostly detached or integrated to the side.



Church Street - Terraced houses



Lilbourne Road - Terraced houses



Lilbourne Road - Detailed gable end



Rugby Road - Semi-detached, with driveway



North Road - contemporary style detached house



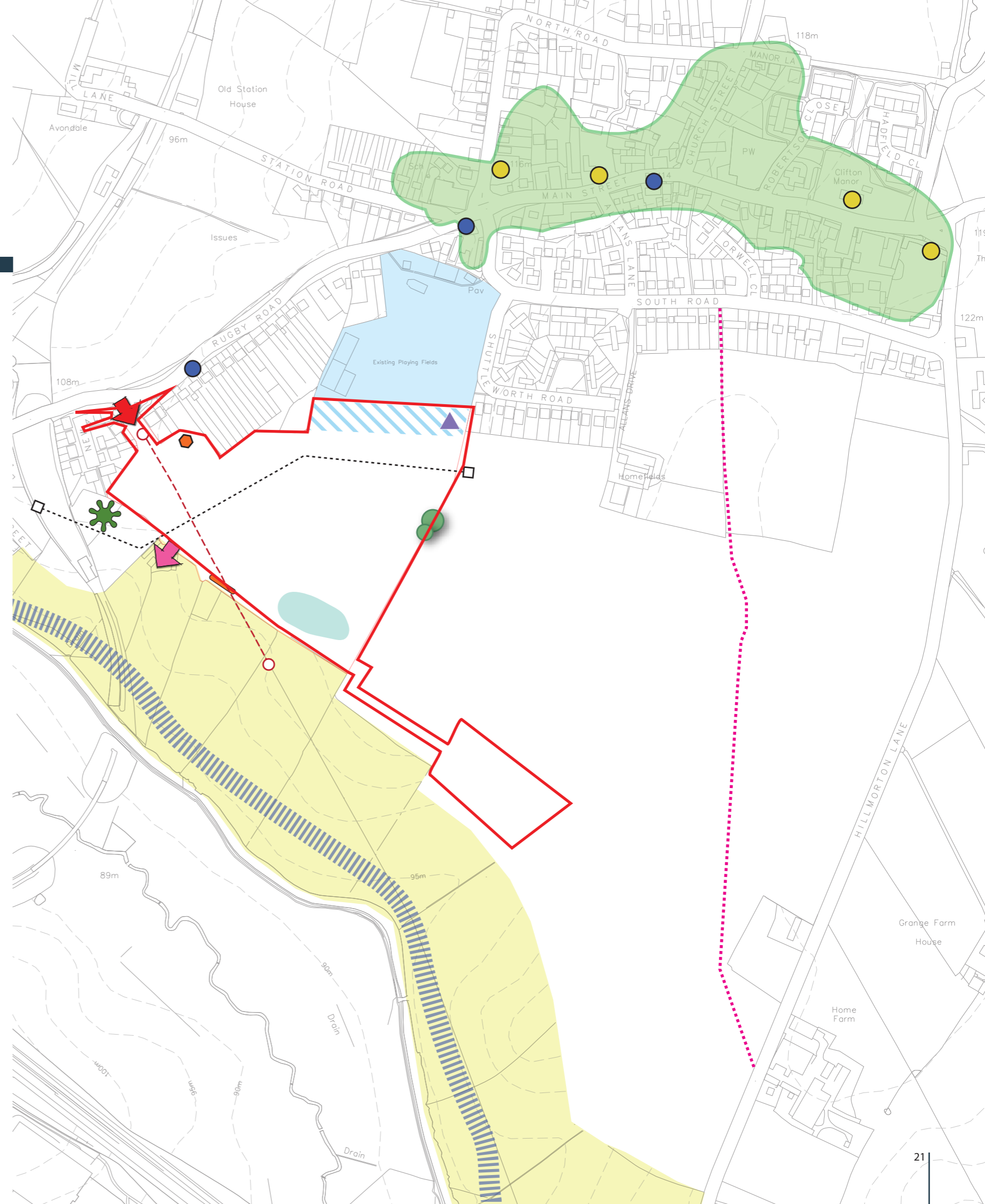
Rugby Road - Detached house with detached garage

Opportunities and Constraints

2.7 Constraints

The plan identifies key constraints and opportunities for the development, emphasizing the importance of preserving existing trees and hedgerows, managing the site's topography, and considering utilities and access points. It highlights opportunities such as incorporating green spaces, existing allotments, utilizing Sustainable Drainage Systems (SuDS) for effective surface water management, and enhancing pedestrian and cycle links. This strategy ensures the design is harmoniously integrated with the site, promoting a cohesive and well-connected community layout.

- | | | | |
|--|-----------------------------------------|--|-------------------------------|
| | Site Boundary | | Potential SuDS Location |
| | Land Under Control of Applicant | | Listed Assets |
| | PRoW | | Bus Stops |
| | Houlton Way | | Existing Trees |
| | Site Access | | Existing Allotments |
| | Potential Allotments Access | | Potential Changing Facilities |
| | Potential Cycle Access to Houlton Way | | Potential Car Parking |
| | Potential Pedestrian / Emergency Access | | Existing 33kV Power Line |
| | Indicative playing fields | | Existing 11kV Power Line |
| | Existing Playing Fields | | Existing Substation |
| | Existing Allotments | | Existing Building |
| | Conservation Area | | |



03 Engagement

As part of the preparation of this application, Richborough has undertaken a comprehensive programme of pre-application engagement with key stakeholders, including Rugby Borough Council, Clifton-upon-Dunsmore Parish Council, and the local community.

Pre-Application Advice

Early engagement with the Local Planning Authority was sought through a formal pre-application advice request. Written feedback was received from Rugby Borough Council in May 2025. The Council encouraged Richborough to ensure that the emerging proposals aligned with both national and local planning policy objectives. In particular, the Council emphasised the importance of promoting healthy, safe, and inclusive communities through high-quality, well-designed development. This advice has been carefully considered and has informed the evolution of the proposals.

Engagement with Clifton-upon-Dunsmore Parish Council

Richborough has engaged with Clifton-upon-Dunsmore Parish Council on multiple occasions throughout the pre-application process. A series of meetings were held, the most recent of which took place in April 2025. These meetings provided an opportunity to present and

discuss draft iterations of the development masterplan, and to obtain constructive feedback from the Parish Council. Key areas of concern raised by the Parish Council included the scale of the proposed development, potential impacts on local traffic, and existing infrastructure capacity.

Wider Community Engagement

In May 2025, a programme of public consultation was undertaken to engage with the wider community and seek their views on the emerging proposals. Leaflets outlining the scheme were distributed to all residential properties in Clifton-upon-Dunsmore, and a dedicated website was launched to share further information and gather feedback. A public exhibition was held on 21st May 2025 at the Townsend Memorial Hall, where residents had the opportunity to view the proposals in detail and discuss the development directly with representatives from Richborough and members of the consultant team. Feedback was invited both at the event and through the website and a dedicated email address.

The main concerns raised by residents during this consultation period related to traffic impacts, site access arrangements, and the adequacy of local infrastructure to support the proposed development. These issues have been considered in the evolution of the scheme and are addressed in detail in the accompanying

Statement of Community Involvement, which forms part of this application submission.

Feedback received from Rugby Borough Council, Clifton-upon-Dunsmore Parish Council, local residents, and other stakeholders has played an integral role in shaping the proposals. This collaborative approach has helped ensure the development responds appropriately to local concerns while delivering a scheme that aligns with policy objectives and provides meaningful benefits to the community.

O4 Developing Design Strategies

Placemaking principles

Accessibility & Connectivity

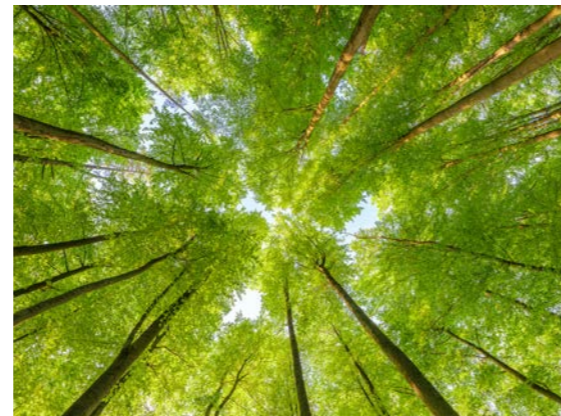
The development is designed to promote sustainable travel by encouraging walking, cycling, and the use of nearby canal paths where accessible. A network of safe, direct pedestrian and cycle routes will run through the site, connecting key areas within the development and linking to the wider village.

These connections support access to local amenities, schools, and places of interest, helping to integrate the development with the existing community. By prioritising active travel and reducing dependence on cars, the scheme supports a healthier, more accessible, and environmentally responsible way of living.



Sustainability

The development incorporates key strategies aimed at enhancing sustainability and environmental quality. These include the integration of green and blue infrastructure to improve the urban ecosystem, alongside efforts to enhance biodiversity through the creation of well-designed public open spaces (POS) and green corridors. Energy-efficient buildings are prioritized to reduce environmental impact, while the use of Sustainable Drainage Systems (SuDS) ensures effective water management. Overall, these initiatives contribute to ensuring a resilient and sustainable future for the community.



Community Interaction

The development focuses on fostering a strong sense of community by creating inclusive spaces that encourage social interaction and gatherings. It aims to provide areas for both play and quiet reflection through public open spaces (POS). These spaces promote community pride and offer support for people of all ages. The introduction of new play areas and POS is strategically linked to existing play spaces and sports grounds, ensuring continuity and connectivity.



Visual Appeal & Design

The proposal prioritizes visual appeal and design by incorporating high-quality landscaping to create attractive and well-utilized spaces. Green corridors are woven throughout to enhance the natural landscape, while preserving and integrating existing trees and hedgerows. By using local architectural styles, the design fosters a distinct character that resonates with the area's identity, ensuring a harmonious connection with the environment.



4.1 Design Evolution

The design approach has evolved to prioritise sustainability and a strong sense of community, shaped by the site's physical and environmental constraints. Development boundaries were initially established to accommodate existing utilities, easements, and ecological features. As the scheme progressed, elements such as Public Open Space (POS) and Sustainable Urban Drainage Systems (SuDS) were integrated to reinforce green infrastructure, promote biodiversity, and contribute to the overall environmental resilience of the site.



The identification and area of development involved several key steps. First, potential areas for development were identified, considering factors such as land availability and suitability. Next, the route from the existing village and its local amenities was determined to ensure accessibility. The main route through the site and the specific areas designated for development were also outlined to facilitate efficient movement and planning. Additionally, an analysis of the existing landscaping and site topography was conducted to understand the natural features of the land and how they could be incorporated or altered to support the development.



Sustainable Urban Drainage Systems (SuDS) were incorporated to manage surface water effectively and promote sustainability. Public Open Spaces (POS) were also integrated to provide communal areas and enhance the livability of the development. The site was linked with existing amenities to ensure connectivity and convenience for future residents. Additionally, the best zoning practices were applied to determine appropriate frontages and facilitate efficient movement throughout the site.



The final layout incorporated several key elements to enhance the overall design and functionality of the site. Green corridors and Public Open Spaces (POS) were integrated to promote biodiversity and create a more natural, inviting environment. Secondary roads were added between housing groups to improve connectivity and accessibility within the development. Additionally, initial tree placement was added to the layout to define street hierarchy, enhance placemaking and contribute to the ecological value of the area.

4.2 Development Framework Plan

This framework plan outlines the proposed structure for a new residential development, providing a strategic layout to guide future detailed design. The plan indicates:

Residential Development Parcels:

Indicative housing plots are arranged around a clear street hierarchy, including primary and secondary streets, shared surfaces, and private lanes, ensuring legibility and permeability throughout the site.

Community and Recreation Facilities:

The layout identifies land for a car park for the existing recreational ground, a children's play area, allotment access, and extensions to existing playing fields, reinforcing a sense of place and social cohesion.

Access and Movement:

Multiple vehicular and pedestrian access points are proposed, with connections to surrounding areas and internal circulation designed to support safe, inclusive movement.

Green and Blue Infrastructure:

Extensive landscaping is integrated, including new planting, retention of existing trees, ecological enhancement zones, and a proposed swale to support biodiversity and sustainable drainage. Strategic placement of surface water attenuation basins and a foul water pumping station ensures appropriate infrastructure to manage drainage and flood risk.



4.3 Illustrative Masterplan

The Illustrative Masterplan for the site presents a well-considered design that delivers a diverse and inclusive residential environment. A mix of detached, semi-detached, and terraced homes caters to a wide range of households.

A clear street hierarchy of Primary Street, Secondary Streets and Private Drives ensures safe, legible movement throughout the site. All homes benefit from private outdoor space, with both hard and soft boundaries, reinforcing the distinction between public and private areas.

Green verges along the primary street support on-plot parking and regular tree planting, creating a strong landscape character. The site benefits from significant green corridors to all edges of development, enhancing Biodiversity Net Gain (BNG), aiding orientation, and integrating green infrastructure into daily life.

Selective use of 2.5-storey dwellings at key vistas adds visual interest and assists wayfinding. Active frontages along development boundaries and open spaces provide natural surveillance and promote safety and community interaction.

The northern green space can potentially accommodate two mini sports pitches (U9/U10) and generous parking, which could service both the existing and proposed sports pitches and provide overflow parking at school drop-off and pick-up times contributing to the development's social and recreational offer.

The Illustrative Masterplan thoughtfully integrates a suitable new housing mix, ecologically significant and extensive green space, and critical infrastructure to deliver a sustainable and desirable new neighbourhood.



4.7 Design Policy Compliance

This section demonstrates how our design proposals align with both national and local planning guidance, ensuring a high-quality, sustainable, and community-focused scheme.

National Planning Policy Framework : Sustainable Development: Our proposals prioritise sustainability in accordance with the NPPF, incorporating energy-efficient construction methods, renewable energy options, and sustainable drainage systems (SuDS). These measures are designed to reduce environmental impact, conserve resources, and enhance climate resilience.

High-Quality Design: In line with the NPPF's emphasis on high-quality and attractive design, the development integrates traditional materials and architectural detailing with modern standards. The proposals respect local character while introducing features that improve both the visual appeal and functionality of the neighbourhood.

Housing Supply and Affordability: The scheme addresses housing needs identified in the NPPF by delivering a varied mix of housing types and tenures, including affordable homes. This approach supports a balanced and inclusive community, accommodating a wide range of residents and ensuring long-term sustainability.

Good Design Supplementary Planning Document:

Community and Accessibility: The development layout ensures that key amenities—such as green spaces—are easily accessible from all homes. This supports a community-oriented design approach that enhances convenience and promotes a strong sense of neighbourhood.

Sustainable Transport Focus: Dedicated pedestrian and cycle routes provide direct and safe connections to surrounding areas. These routes are designed to minimise car dominance and encourage active, sustainable travel for all residents.

Landscape Integration: Green spaces, corridors, and tree planting throughout the site contribute to a well-integrated and environmentally responsible setting. These features offer both ecological and aesthetic value, creating a high-quality living environment.

Warwickshire Design Guide: The proposals also align with the principles set out in the Warwickshire Design Guide, ensuring that the development is contextually appropriate, locally distinctive, and sustainably designed.

Placemaking and Layout:

The scheme creates a clear and legible layout that fosters a strong sense of place. The positioning of streets, open spaces, and built form reflects the guidance's emphasis on character, permeability, and community focus.

Built Form and Materials:

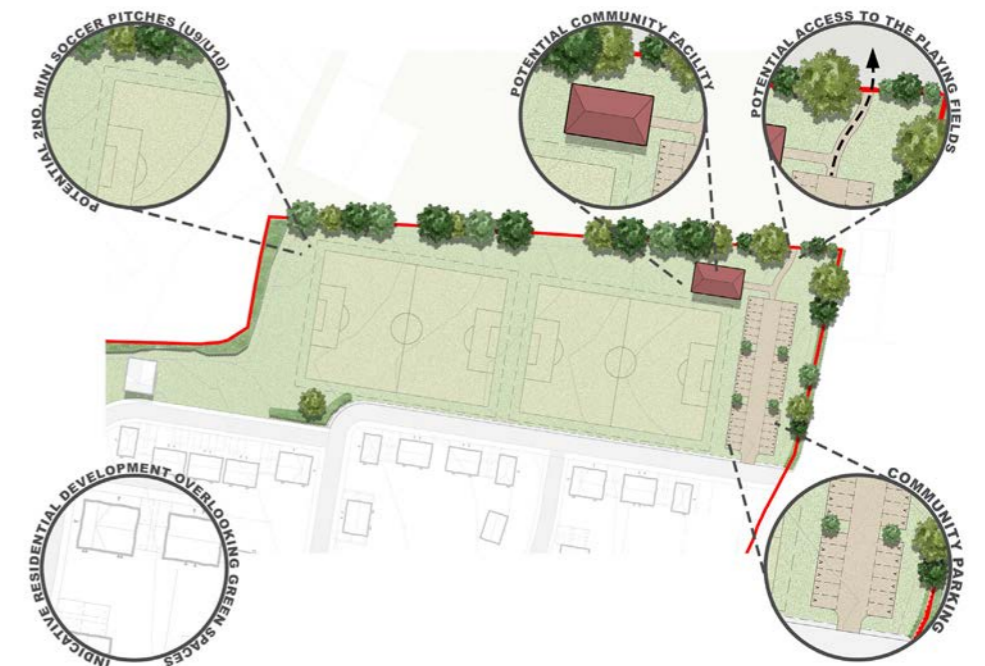
Architectural detailing and the choice of materials draw on local precedents, ensuring that the development sits comfortably within its Warwickshire context while achieving a contemporary and enduring design quality.

Green Infrastructure and Landscaping:

In line with the guide's recommendations, green infrastructure plays a fundamental role in the layout. Tree planting, landscaped corridors, and open spaces contribute to biodiversity, visual interest, and resident wellbeing.

Access and Movement:

The site promotes walkability and sustainable transport modes through its network of pedestrian and cycle routes, reflecting the guide's call for active and inclusive design that reduces reliance on private vehicles.



Potential Sports Pitches with Potential Community Facility

05 Conclusion

The proposed development to the land east of Rugby Road has been carefully designed to respond to the site's specific context, constraints, and opportunities, resulting in a well-considered proposal that aligns with both national and local planning policies. The scheme reflects a balanced approach, combining the provision of housing with the integration of green infrastructure, enhanced public open spaces and community facilities and improved connectivity to create a sustainable, inclusive, and well-connected residential community.

The development features a high-quality design and a balanced mix of housing types to meet local needs, while retaining and enhancing existing green infrastructure. Strong connections to the surrounding area are maintained, encouraging active travel and supporting broader sustainability goals. The proposals have been sensitively integrated into the local area to deliver a cohesive and attractive neighbourhood that meets the needs of future residents.

In conclusion, this Design and Access Statement demonstrates how the proposed development to the land east of Rugby Road aligns with key design principles and planning objectives, contributing positively to the wider community and environment while enhancing the character of the area.



