



COTON PARK EAST RUGBY

SUMMARY DOCUMENT

Prepared by Pegasus Urban Design | Persimmon Homes (South Midlands) Ltd | July 2014 | BIR.4315





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- Key**
- Proposal area
 - Sensitive boundary
 - M6 acoustic / visual issues
 - Existing park
 - Existing Hedgerow / planting
 - Existing public right of way
 - Proposed primary vehicular access
 - Existing O/H power lines with easement
 - Slope down
 - Existing water body
 - Potential privacy issue
 - Existing urban form
 - Great Central Walk

CONSTRAINTS &
OPPORTUNITIES PLAN

01 INTRODUCTION

1.1 Pegasus Group, on behalf of Persimmon Homes, is promoting land at Coton Park East, Rugby for development. The land forms part of a wider extension, which includes land under the control of AC Lloyd, that can deliver a mixed use scheme comprising of residential and employment development.

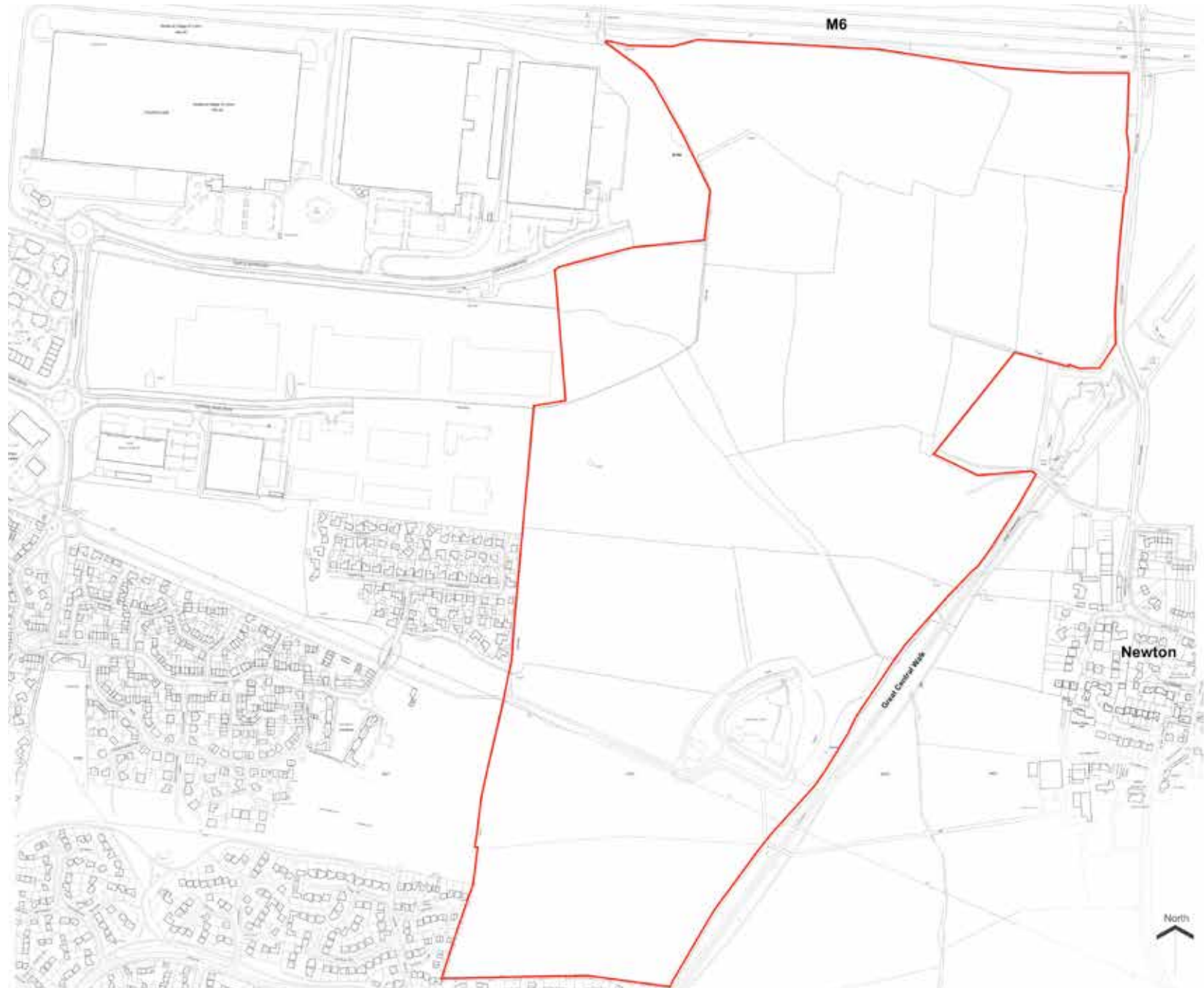
1.2 In response to the Development Strategy Consultation for the new Local Plan, this Summary Document provides a summary of background information previously prepared, whilst also updating the policy position, to support the future development of this land and its promotion as a sustainable location for growth within Rugby Borough's new Local Plan.

1.3 A Background Document was originally submitted in support of representations made to the Rugby Borough Council Core Strategy Preferred Options consultation in October 2008. A second edition Background Document was issued in August 2009 and third edition November 2010.



1.4 This Promotional Document is a summary of the earlier work undertaken. Additional work will be prepared in light of more recent circumstances and will be submitted to the Council in response to later consultations for the new Local Plan.

1.5 Initial findings of this document do, however, outline that the development of the land remains acceptable in principle on the basis that it is a sustainable location and there are no environmental constraints (known to us at this stage) that would prevent the development of the site. Indeed, it is also agreed by the Council that the site is 'highly sustainable' as evidenced by the reports to Committee (2 July 2014) for parts of the land within the proposed Coton Park East urban extension.



SITE LOCATION PLAN

02 SITE LOCATION, CONTEXT, DESCRIPTION AND HISTORY

SITE LOCATION

2.1 The site is approximately 72ha and is located 3.6km to the north east of Rugby Town Centre and is immediately south of the M6 which runs east to west. The Site Location Plan is provided as Figure 2.1.

SITE CONTEXT

2.2 The site and surrounding area comprise of the following elements:

- The northern area of Rugby, including residential area, local centre, industrial estates and schools;
- Open countryside to the north of the M6, and to the east and south east including the village of Newton;
- The existing Coton Park development (residential and employment) to the west;

2.3

The site represents a natural extension of the existing Coton Park development, which in turn is a natural extension of the existing urban edge of the community of Brownsover. The site stretches from the M6 in the north down to the northern edge of Brownsover, and from the GCW to the east across to the newly developed residential edge, and existing employment development, of the Coton Park development to the west.

- The existing urban edge community of Brownsover to the immediate south;
- A series of infrastructure elements including major road corridors and junctions such as M6 Junction 1, A426, A5 and electricity pylon line;
- The Great Central Walk (GCW) local nature reserve, informal public footpath and Sustrans cycle route.





SITE DESCRIPTION

- 2.4 The site consists of many irregular fields mostly used for agricultural purposes. The land undulates from the area of high ground, where Newton Lane crosses the M6, down to a small valley which follows a small watercourse in a south eastern direction, and then rises as you move westwards into two areas of high ground.
- 2.5 There is a balancing pond in the southern section of the site serving the existing Coton Park development. Two public footpaths also dissect the site.

SITE HISTORY

- 2.6 Parts of the wider extension have planning permission (Phase A) or have a resolution to grant planning permission subject to a S106 (Phases B1 and B2). The most southern section of the site (Phase A), under control of David Wilson Homes, was allowed on appeal in January 2010 and is now in the process of being constructed. The Inspector found that the site was 'suitable for the location of environmentally sustainable housing'.
- 2.7 More recently, outline applications for Phases B1 and B2 were submitted to the Council. On the 2 July 2014, Planning Committee determined the applications be permitted subject to the signing of a Section 106 Agreement. Of relevance is that the Committee Reports set out that the sites location is 'highly sustainable'.





- Key**
- Proposal Area
 - Proposed Residential
 - Formal Residential
 - Community Hub
 - Proposed Employment
 - Proposed Country Park
 - Public Right of Way
 - Water Body
 - Primary Road
 - Secondary Road
 - Lane
 - Paved Square
 - Indicative Planting
 - Existing Planting
 - Ex O/H Power Lines
 - Public Open Space
 - Existing Urban Form
 - Indicative Highway Network
 - HGW/ Car Restriction
 - Potential Bus Route

Schedule

Employment Area	15.388 ha
Residential Area	27.829 ha
Country Park	15.770 ha
Community Hub	1.00 ha
Infrastructure (Road/Storm Water/Ex.FW Pump.)	5.469 ha
Education (Primary School)	2.2 ha
Other POS	2.987 ha
Total Gross Area	70.643 ha
Total Dwellings (27.829 ha x 82.5% x 30 dph)	688
Employment:	
Nett Internal Area	29542.4 sq m

FIGURE 3.1 INDICATIVE MASTERPLAN

03 MASTERPLANNING CONTEXT AND DEVELOPMENT PROPOSALS

MASTERPLANNING CONTEXT

- 3.1 Since the previous Background Documents were prepared, the National Planning Policy Framework (NPPF) has been published. The NPPF replaced the suite of Planning Policy Guidance Notes and Planning Policy Statements that previously existed. In addition to the NPPF the government has recently published the Planning Practice Guidance (PPG) which sets out further detailed guidance. As such planning policy should now be considered against the guidance in the NPPF and PPG as the most up to date position.
- 3.2 Both the NPPF and PPG recognise that good quality design is an integral part of sustainable development. It is a key aspect which should contribute positively to making places better for people. Good design responds in a practical and creative way to both the function and identity of a place. It puts land, water, drainage, energy, community, economic, infrastructure and other such resources to the best possible use.
- 3.3 The NPPF requires that developments should:
- Function well and add to the overall quality of the area over the lifetime of the development;
 - Establish a strong sense of place, creating an attractive and comfortable place to live, work and visit;
- 3.4 In line with national and local guidance and policy, considerable importance is placed on achieving a high standard of design across a proposed development. Successful urban design is dependent upon achieving an appropriate relationship between community needs, development principles, development form and a positive response to local conditions.
- Optimise the potential of the site to accommodate development and create and sustain an appropriate mix of uses and support local facilities and transport networks;
 - Respond to local character and history;
 - Create safe and accessible environments; and
 - Are visually attractive.

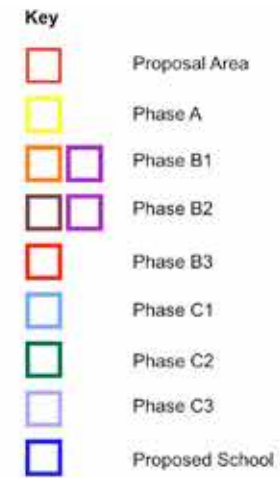
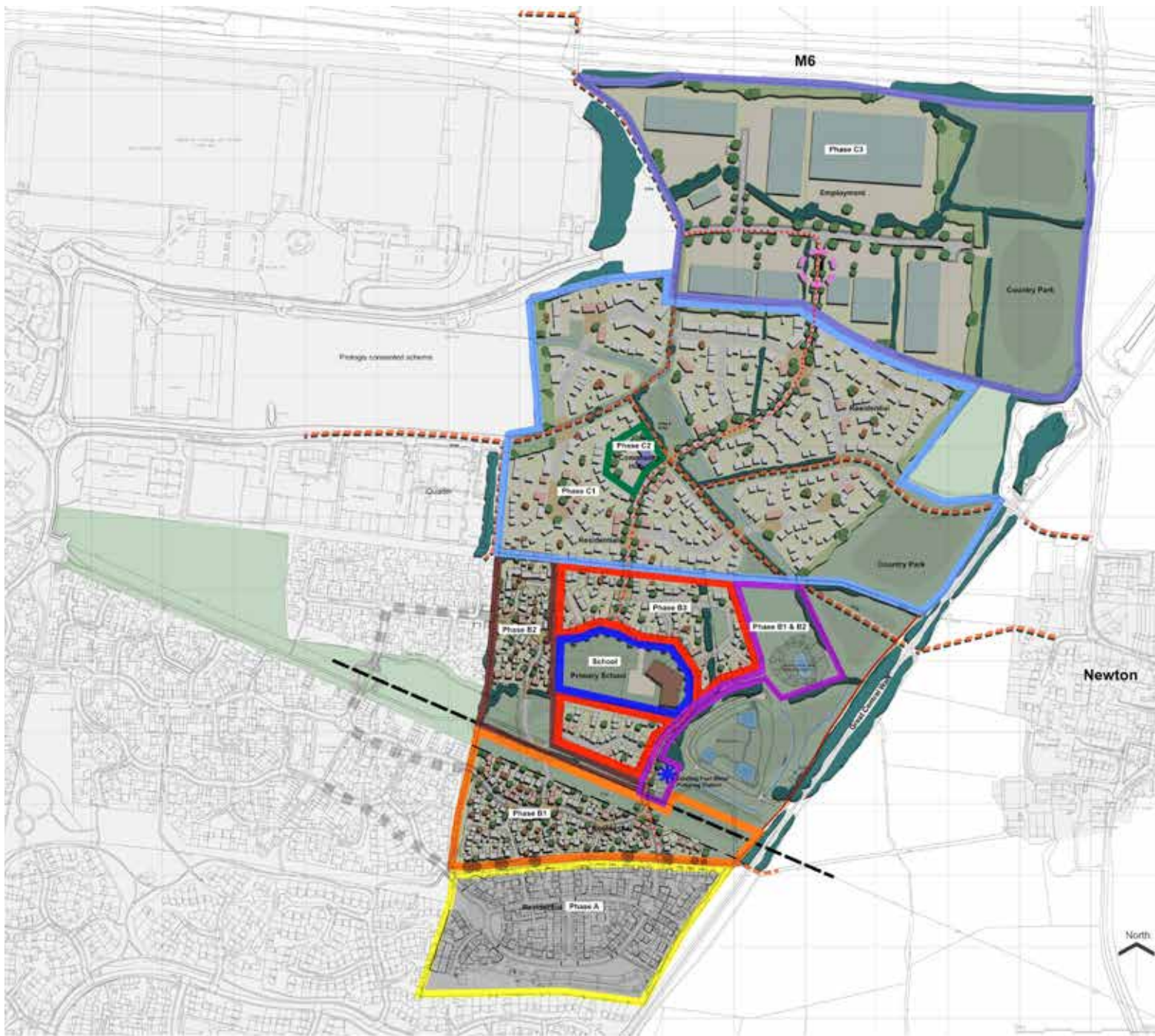


PHASE	DEVELOPER	DWELLINGS	EMPLOYMENT	OTHER
Phase A	David Wilson Homes	165		
Phase B1	Persimmon Homes	110		
Phase B2	Persimmon Homes	40		
Phase B3	Persimmon Homes	50		
Phase B4	Warwickshire CC (Primary School)			2.2 ha
Phase C1	AC Lloyd	300		
Phase C2	AC Lloyd (Community Hub)			1 ha
Phase C3	AC Lloyd		15 ha	
TOTAL		665	15 ha	3.2 ha

FIGURE 3.2 COTON PARK EAST SUSTAINABLE URBAN EXTENSION INDICATIVE PHASING

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Schedule

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FIGURE 3.1 INDICATIVE MASTERPLAN

DEVELOPMENT PROPOSALS

- 3.5 It is proposed that the sustainable urban extension could provide;
- A significant number of dwellings of varying type, size and tenure, the Indicative Masterplan (Figure 3.1) illustrates the potential for 665 houses (of which 315 dwellings have planning permission or a resolution to grant planning permission) at 35 dwellings per hectare;
 - Approximately 15ha of employment land, which will provide additional employment opportunities for existing and prospect residents;
 - A range of affordable dwellings to attract a variety of occupier groups;
 - Appropriate community facilities, including informal and formal open space provision; and
- Public transport in the form of a bus service to connect the existing Coton Park and proposed Coton Park extension to employment, retail and leisure opportunities both to the north of Coton Park and to the south within the town centre;
 - A 2.2 hectare primary school; and finally
 - A quality development that will achieve high environmental standards in accordance with the Government's objectives for achieving zero carbon homes.
- 3.6 The proposed development will be set within structured landscaping which would be sympathetic to the surrounding area. An Indicative Masterplan is provided at Figure 3.1.
- 3.7 As set out earlier, the wider extension is under the control of Persimmon (Phase B, land to the south) and AC Lloyd (Phase C, land to the north). A Phasing Plan (Figure 3.3) and Phasing Schedule (Figure 3.2) demonstrate how the site could be delivered.



04 PLANNING POLICY

4.1 The planning policy position for the site has changed since the submission of the previous background documents, with the publication of the NPPF and PPG (replacing all Planning Policy Statement and Planning Policy Guidance) and the revocation of the Regional Spatial Strategy.

NATIONAL PLANNING POLICY FRAMEWORK

4.2 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how they should be applied. It comprises of three main sections – Achieving Sustainable Development, Plan-Making and Decision-Taking. The Framework applies to both plan making and development management.

4.3 The Framework reaffirms the three economic, social and environmental dimensions of sustainable development. These, it says, should be pursued jointly and simultaneously through the planning system.

4.4 **An economic role** – contributing to building a strong, responsive and competitive economy. Sufficient land of the right type should be available in the right places and at the right time to support growth and innovation. Development requirements, including the provision of infrastructure, should be identified and coordinated.

4.5 **A social role** – supporting strong, vibrant and healthy communities. The supply of housing required to meet the needs of present and future generations should be provided. A high quality built environment should be created with accessible local services that reflect the community's needs and support its health, social and cultural well-being.

4.6 **An environmental role** – contributing to protecting and enhancing our natural, built and historic environment. As part of this, planning should help to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change.



National Planning Policy Framework

Ministerial foreword



The purpose of planning is to help achieve sustainable development.

Sustainable means ensuring that better lives for ourselves don't mean worse lives for future generations.

Development means growth. We must accommodate the new ways by which we will earn our living in a competitive world. We must house a rising population, which is living longer and can be better, but they will certainly be worse if things stagnate.

Sustainable development is about change for the better, and not only in our built environment.

Our natural environment is essential to our wellbeing, and it can be better looked after than it has been. Habitats that have been degraded can be restored. Species depleted of diversity can be reconnected. Green Belt land that has been experience it, to the benefit of body and soul.

Our historic environment – buildings, landscapes, towns and villages – can better be cherished if their spirit of place thrives, rather than withers.

Our standards of design can be so much higher. We are a nation renowned worldwide for creative excellence, yet, at home, confidence in development itself has been eroded by the too frequent experience of mediocrity.

So sustainable development is about positive growth – making economic, environmental and social progress for this and future generations.

The planning system is about helping to make this happen. Development that is sustainable should go ahead, without delay – a presumption in favour of sustainable development that is the basis for every plan, and every decision. This framework sets out clearly what could make a proposed plan or development unsustainable.

In order to fulfil its purpose of helping achieve sustainable development, planning must not simply be about scrutiny. Planning must be a creative exercise in finding ways to enhance and improve the places in which we live our lives.

This should be a collective enterprise. Yet, in recent years, planning has tended to exclude, rather than to include, people and communities. In part, this has been a result of targets being imposed, and decisions taken, by bodies remote from them. Dismantling the unaccountable regional apparatus and introducing neighbourhood planning addresses this.





4.7 At the heart of the Framework is a presumption in favour of sustainable development and, as Paragraph 14 notes, this should be seen as a golden thread running through both plan making and decision taking. Paragraph 14 continues:

“For plan-making this means that:

- local planning authorities should positively seek opportunities to meet the development needs of their area;
- Local Plans should meet objectively assessed needs, with sufficient flexibility to adopt to rapid change, unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
 - specific policies in this Framework indicate development should be restricted.

For decision taking this means:

- approving development proposals that accord with the development plan without delay; and
- where the development plan is absent, silent or relevant policies are out of date, granting permission unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
 - specific policies in this Framework indicate development should be restricted.”

4.8 The framework contains a set of core land use principles which should underpin both development management and plan making. These principles are that planning should:

- Be genuinely plan-led with plans being kept up-to-date and based on joint working and co-operation to address larger than local issues. Plans should provide a practical framework within which applications can be decided;
- Not simply be about scrutiny;
- Proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made objectively to identify and then meet housing, business and other development needs, taking account of market signals and setting a clear strategy for allocating sufficient land;
- Always seek to secure high quality design and a good standard of amenity;
- Take account of the different roles and character of different areas, promoting the vitality of main urban areas, protecting the green belts around them, recognising the intrinsic character and beauty of the countryside and supporting thriving rural communities within it;
- Support the transition to a low carbon future, taking full account of flood risk and coastal change, encourage the reuse of existing resources, and encourage the use of renewable resources;
- Contribute to conserving and enhancing the natural environment and reducing pollution;
- Encourage the effective use of land by reusing land that has been previously developed, provided that it is not of high environmental value;
- Promote mixed-use developments and encourage multiple benefits from the use of land;
- Conserve heritage assets in a manner appropriate to their significance;
- Actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable; and
- Take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.

4.9 The Framework provides guidance on delivering sustainable development and this covers a range of matters including, housing development (and the need to significantly boost supply), transport, design, healthy communities, climate change, and the natural and historic environments.

4.10 Specific policies in relation to housing are set out at paragraph 27 of the NPPF, which aim to boost significantly the supply of housing. It sets out that local planning authorities should amongst other requirements:

“use their evidence based to ensure their Local Plan meets the full, objectively assessed needs for market and affordable housing in the housing market area, as far as consistent with the policies set out in this Framework, including identifying key sites which are critical to the delivery of the housing strategy over the plan period”

4.11 In respect of plan making, the NPPF notes that local planning authorities should ensure local plans are based on adequate, up to date and relevant evidence. They also need to ensure that their assessment of, and strategies for housing, employment and other uses are integrated to take full account of relevant market and economic signals (paragraph 158).

4.12 In terms of housing, the NPPF requires local planning authorities to have a clear understanding of housing needs in their area and identify the scale of housing for the local population over the plan period, which meets household and population projections (paragraph 159). The NPPF goes on to require a Strategic Housing Land Availability Assessment to establish realistic assumptions about the availability, suitability and the likely economic viability of land to meet the identified need for housing over the plan period.

PLANNING PRACTICE GUIDANCE

4.13 The PPG provides additional guidance to matters concerned in the NPPF. This includes additional guidance on relevant matters such as conserving and enhancing the historic environment, flood risk, housing and economic development needs assessments, housing and economic land availability assessments, natural environment, open and green spaces, planning obligations, transport assessments, trees, viability etc.

THE DEVELOPMENT PLAN

4.14 The Development Plan for land at Coton Park East comprises the adopted Core Strategy (June 2011) and saved policies from the Rugby Borough Local Plan (July 2006) that have not been superseded by the Core Strategy. High level policies of the Rugby Core Strategy are identified below.

**RUGBY CORE STRATEGY
(JUNE 2011)**

- 4.15 The Core Strategy was adopted in June 2011 and sets out the amount of housing to be delivered and identifies the sites where the proposed homes will be located over the next 20 years to 2026.

and Rugby Radio Station (5,000 to 6,200 homes). Long term growth beyond this will be directed to the south west of Rugby.

4.20 In order to remedy the five year land supply shortfall and to plan for a higher housing requirement as identified by the Coventry and Warwickshire SHMA (published November 2013), the Council has acknowledged a need to prepare a new Local Plan for additional sites to be identified. It is considered that the Coton Park East extension would assist to deliver additional residential and commercial development to meet the arising needs of the Borough.
- 4.16 The Core Strategy sets out what Rugby Borough Council considers to be the most appropriate proposals for the Borough. With regards to housing development, the Core Strategy states that Rugby Borough Council will deliver 10,800 dwellings between 2006 and 2026 with at least 9,800 within or adjacent to Rugby.

4.18 With regards to the provision of affordable housing, the Core Strategy seeks to secure 40% affordable housing. A number of other policies are proposed in respect of climate change, sustainable design and construction, employment, town centre, retail, open space and planning obligations.
- 4.17 In terms of the allocated locations for development the Core Strategy identifies that Rugby town will be the main focus for all development as it is considered to be the most sustainable location within the Borough. This growth will be primarily accommodated through two allocated strategic urban extensions to the town, these being Gateway Rugby (1,300 homes)

4.19 Three years on from adoption, it is clear that the housing strategy of the Core Strategy has failed as there is a five year land supply shortfall. This is due to the identification of too few sites to deliver the housing requirement. As recommended to the Inspector at the time of examination, additional deliverable sites should be included to ensure a consistent delivery of housing in the short, medium and long term.

05 SOCIO ECONOMIC

5.1 A socio economic assessment was undertaken by Pegasus Group in the November 2010 Background Document for Coton Park East. This gave consideration of the potential socio economic impacts of the proposed development by examining the effect on the population anticipated as a result of the proposals, and in turn assessing the impact upon the services and facilities.

5.2 The key findings of the November 2010 socio economic study were based upon the most up to date available data for relevant wards within the identified study area, which at the time of submission was the 2001 Census data. The findings were that the development proposals would result in an increase in population, which will subsequently have an impact upon social and economic elements (employment, regeneration, education, affordable housing and open space). In summary, it was considered that the development is likely to have a positive impact on

the local area, through the provision of market and affordable housing to meet needs and demands of households within Rugby Borough; additional employment opportunities; will assist to regenerate areas of deprivation; and provide a significant green infrastructure package. Where potential negative impacts exist, it was suggested that appropriate mitigation be proposed.

5.3 Since the original chapter was submitted the 2011 Census data has now been published and data for key indicators has been updated accordingly within this Summary Document. The findings of the 2011 Census data are generally consistent with the 2001 Census data and the conclusions of November 2010 Background Document remain valid.



POPULATION AND HOUSEHOLD POPULATION

- 5.4 The population of the Avon and Swift ward has grown 366 people since 2001 (12.5%). The population of the Brownsover North ward has increased by 2,134 people since 2001 (34.4%).
- 5.5 The population per household for Avon and Swift and Brownsover North marginally differs between 2.50 and 2.48 respectively. When comparing these figures to the average household populations of Rugby and England, the wards have a slightly higher household size.

- 5.6 The average household size identified by the 2001 Census for the Avon and Swift ward was 2.38. The increase identified by the more recent data is possibly due to poor economic circumstances, which has prevented new households from forming. Additional new development will provide opportunities for such household to form. The opposite trend has occurred in the Brownsover North ward as the average household size identified by the 2001 Census was 2.53. This is possibly due to the delivery of Coton Park, which has also changed the overall affluence of the ward resulting in less people per household.

	AVON & SWIFT WARD	BROWNSOVER NORTH WARD	RUGBY DISTRICT	WEST MIDLANDS	ENGLAND
2011 Population	2,920	6,205	100,075	53,012,456	5,601,847
Average person per household	2.50	2.48	2.39	2.44	2.40

TABLE 6.1 POPULATION DATA

ECONOMIC ACTIVITY

- 5.7 The percentage of economically active people in Avon on Swift (72.9%), identified within the 2011 Census, has risen from 69.7% recorded within the 2001 census. The latest figures compare positively with regional and national percentages of (68.30% and 69.90% respectively); however, economic activity within Brownsover North and Rugby district (83.3% and 73.5% respectively) ranks higher.



AGE PROFILE

- 5.8 The 2011 Census identifies that the age profile within Avon and Swift ward predominately consists of residents over 30 (72%), the majority of which fall between 30 and 60 years of age (40.3%), which demonstrates a profile typical of rural communities. Brownsover North shows similar results but holds a high population of 16-30s and a much lower population of residents over 60 (only 10.9%), which shows characteristics typical of a more urban population. It is impossible to predict the age profile of additional residents but it is expected for the current age dynamics to remain without substantial change.

POTENTIAL IMPACTS

- 5.9 The new development is expected to result in an increased population of all ages which will inevitably have a resulting impact on environmental, social and economic factors, some of which are considered opposite.

EMPLOYMENT

As mentioned above, the Avon and Swift ward has already demonstrated strong economic activity through a significant rise in active employment between 2001 and 2011 Census data. In addition 83.3% of Brownsover North's population is economically active. Both wards, therefore, rank above national and regional averages. There are new emerging employment opportunities (as possibly created by the Coton Park extension) and existing areas of employment within reasonable access of Coton Park, which will provide employment for new residents and increase economic activity in Rugby Borough.

REGENERATION

The 2010 Index of Multiple Deprivation indicates that Super Output Area 002C (closest urban SOA to the proposed development site) ranks as the least deprived of SOAs within the study range (31,660) which falls just outside the top 500 SOAs in England. This demonstrates that little deprivation exists within the surroundings of the site.

EDUCATION

As discussed above the proposed development will result in an increased population of children of all ages. It is anticipated that there is currently insufficient surplus primary, secondary and preschool capacity to meet additional needs of the development. This can be mitigated for through educational contributions.

AFFORDABLE HOUSING

The proposed development seeks to provide 40% affordable housing in accordance with national, regional and local policies. A range of affordable dwelling types will be provided which will attract a variety of occupier groups both single and multiple person households as part of delivering a mixed tenure sustainable community to benefit the indigenous growth of Rugby and migrants who aspire to live in this popular suburb.

OTHER SERVICES

The proposals will assist to sustain local shops, community facilities and public transportation services. In addition, there will be a significant green infrastructure package to provide areas of open space and it will bring forth contributions to necessary services within the local area.

SUMMARY

To conclude, analysis of the 2011 Census data has identified that the population of the Avon and Swift and Brownsover North ward has increased. Economic activity has also increased in these areas. It is considered that the proposal will have positive socio economic impacts on the local area. Where potential negative impacts arise, appropriate mitigation will be proposed.

	001A	001B	002A	002B	002C	002D	002E	002F
Index of Multiple Deprivation Score	12.29	9.83	14.31	7.16	3.23	13.97	17.98	44.62
RANK	21,197	24,249	18,892	27,613	31,660	19,260	15,603	3,314
Income Score	0.06	0.07	0.11	0.07	0.04	0.11	0.15	0.30
RANK	24,114	21,898	15,873	22,024	28,628	17,004	11,778	3,702
Employment Score	0.05	0.08	0.08	0.05	0.03	0.07	0.09	0.22
RANK	26,617	17,007	17,685	24,331	29,840	18,099	13,713	2,156
Health Deprivation/ Disability Score	-0.53	-0.25	-0.34	-0.48	-1.11	-0.23	-0.23	0.84
RANK	23,406	19,596	20,852	22,693	29,335	19,205	19,321	5,593
Education Skills and Training Score	4.41	9.02	11.97	6.18	4.05	23.84	32.01	64.54
RANK	27,772	22,552	19,747	25,768	28,196	11,141	7,617	1,311
Barriers to Housing and Services Score	43.56	11.08	14.50	20.92	15.86	8.65	8.01	21.79
RANK	1,427	26,655	22,888	15,506	21,332	28,950	29,473	14,589
Crime Score	-0.19	-0.22	0.58	-1.16	-0.86	0.40	-0.01	0.87
RANK	19,162	19,565	8,092	29,828	27,481	10,409	16,455	4,720
Living Environment Score	12.59	6.57	13.30	4.00	4.00	4.82	11.34	9.11
RANK	20,146	26,994	19,462	29,991	29,981	29,042	21,434	23,936
IMD; SOA Population	2,920	1,148	1,167	1,196	1,844	1,369	1,799	1,672

TABLE 6.2 INDEX OF MULTIPLE DEPRIVATION AT SUPER OUTPUT AREA LEVEL (2010)





06 LOCATION AND ACCESSIBILITY

- 6.1 A Statement of Common Ground was prepared by the Highways Agency, Warwickshire County Council, Persimmon Homes and AC Lloyd in 2010 to assist the Core Strategy DPD Examination. The Statement of Common Ground set out how extensive consultation, discussion and assessments were undertaken to consider the implications of the delivery of the full Coton Park East site and also the neighbouring Central Park development. Of particular note is that the Statement of Common Ground confirmed that there were no areas of fundamental disagreement between the Highways Agency, Warwickshire County Council, Persimmon Homes and AC Lloyd in relation to the Coton Park East site coming forward as proposed.
- 6.2 The Statement of Common Ground set out how the wider impacts of the development could be mitigated in an appropriate and deliverable manner, albeit the precise nature of the measures would be tested and refined using an agreed PARAMICS model which would ensure the effects are appraised on a cumulative basis. This is the approach that was adopted for the Phase A and Phase B 1 and 2 planning applications which have subsequently been granted/ received resolution for granting planning permission. Indeed, it is of note that neither the Highway Agency nor Warwickshire County Council raised any objections to the proposals in response to the planning application process for Phases A and B 1 and 2.
- 6.3 Persimmon Homes and AC Lloyd would continue to work in a collaborative manner with the Highway Agency and Warwickshire County Council to ensure that promotion of the remaining phases at Coton Park East would be undertaken using the same agreed approach to ensure that the appropriate mitigation measures come forward in a timely manner.

ENCOURAGING SUSTAINABLE TRAVEL

6.4 The consented Phase A and Phase B 1 and 2 developments will contribute significantly to improving public transport provision in the area. The Phase A development provides 5 years of funding for a high frequency bus service linking the site with Rugby town centre, bus and rail stations.

6.5 Given the scale of the wider strategic area, the proposals for the remaining area of the Coton Park East site would include the promotion of a new bus service which would route through the full development with associated high quality passenger waiting facilities and bus stop infrastructure which would include real time information. It is envisaged that, if necessary, further development of Phases B3 and Phase C elements would see similar contributions made to public transport to secure the delivery of these further enhancements.

6.6 The public transport strategy improvements will deliver access to public transport for occupiers of and visitors to the proposed development, thereby minimising any impact the development may have on the surrounding highway network. In addition, and in order to optimise the positive effects of the public transport improvements, travel planning measures have already been secured to accompany the approved Phase A and the resolution to approve Phase B 1 and 2 developments. These include a range of initiatives and incentives to support and promote the uptake of the sustainable travel at the development site. The travel planning strategy for the remainder of the Coton Park East site would be entirely compatible with the early phases that are already consented, again ensuring that the development proceeds in a comprehensive and coordinated manner.





ACCESS ARRANGEMENTS

- 6.7 The Indicative Masterplan for the Coton Park East site promotes vehicular access to the development from new access links off the Stonechat Road corridor and also an access onto Castlemound Way. The broad principles of the access strategy and internal road network are agreed with Warwickshire County Council.
- 6.8 Details of the access arrangements onto the Stonechat Road corridor have been agreed as part of the planning permission for the Phase A and resolution to approve Phase B 1 and 2 development areas. The access onto Castlemound Way will accord with the Indicative Masterplan with the precise details being determined as part of any future Phase B3 and Phase 3 planning applications.
- 6.9 In addition to the above, as the Indicative Masterplan for the development is refined, work will be undertaken to establish if the connectivity and permeability within the development can be further enhanced through the introduction of possible ancillary accesses points to the development. These could potentially include use of the Oaklands Haul Road or Central Park Drive as tertiary / emergency access points to the development. Again, Persimmon Homes and AC Lloyd would continue to work in a collaborative manner with Warwickshire County Council in respect of refining the Indicative Masterplan with full details of the access arrangements for the remaining phases being provided within the Transport Assessment work that would be undertaken in support of any future Phase B3 and Phase C planning applications.



07 LANDSCAPE & VISUAL ISSUES

7.1 The site is extremely well visually contained by the complex lattice of hedgerow denoting the field boundaries, providing partial screening from the motorway on the northern boundary and a high level of screening to the east. The hedgerow is also continuous along the western boundary, however the southern boundary lacks vegetation and so has a lower screening value. The eastern boundary is formed by Newton Lane and to the north the site directly borders the existing industrial development.

7.2 The topography of the area contains three prominent high areas and there are partial views of the site from the two high points to the north east and north west, although development to the west and Newton to the east may act as buffers for the views from these high points. Although it is likely that the site will be seen from lower viewpoints, particularly from the northern edge of Clifton upon Dunsmore, local

views of the site will possibly be limited to those immediately abutting the proposed development site to the south and west. The hedgerow and localized topography of the GCW act as a successful buffer in shielding large areas of the site from Newton, to the east of the site.

7.3 In terms of landscape character, there is the opportunity for the site to reflect the character of the area with a sympathetic landscape design by retaining the existing landscape infrastructure, minimising the impact on the landscape character and reducing ecological impacts. Development alongside a landscape strategy and landscape masterplan will aim to conserve landscape resources, character of the site and ensure that the development would complement its surroundings.

7.4 There is the potential for the development to provide an area of both recreational use and ecological conservation by providing a

green buffer and incorporating the existing balancing pond area. New infrastructure planting will allow for a visually consistent and linked green infrastructure to develop, individual development zones to be defined and will also help to visually contain the new development. New public footpaths could create a permeable development and open the site to the public, creating new landscape recreating opportunities.

7.5 Mitigation measures would be integrated into the Design stage, ensuring a high quality development. Additionally, a comprehensive and effective landscape masterplan and strategy for the proposed development will ensure that the scheme is acceptable in landscape and visual terms.



08 ENVIRONMENTAL CONSIDERATIONS

ECOLOGY

- 8.1 The site is not subject to any statutory or non statutory nature conservation designations.
- 8.2 A number of surveys have been undertaken in relation to the southern part of the site (Phase B), however, some of the findings will relate to the northern part of the site (Phase C).
- 8.3 An ecological assessment was undertaken in March 2008, which included an Extended Phase 1 Habitat Survey and surveys of other relevant protected species such as Great Crested Newts, Badgers, Bats, Reptiles and Birds. More recently in 2011 and 2013, additional survey work was undertaken in the context of the applications for Phases B 1 and 2, which included an Extended Phase 1 and Phase 2 Fauna Surveys.
- 8.4 The majority of habitats are considered to be of low or negligible ecological value, the exceptions being the network of hedgerows and mature trees. The habitats at the site provide some opportunities for Great Crested Newt. No reptiles were found during the specific survey work undertaken, nor was there any evidence of Badger presence. A number of bats were recorded to be foraging over the site, however, it is considered that the site is not of high value. A number of widespread and common species of bird were recorded, however, the site is not considered to be of particular ornithological importance.
- 8.5 A number of potential impacts were identified, the most significant of which relate to increased visitor pressure on the Great Central Way LNR, habitat losses within the site and potential impacts on Great Crested Newts. A range of mitigation measures have been identified. The main mitigation measure is the creation of areas of public open space, within eastern parts of the site. This will mitigate impacts on Great Central Way. In addition, the creation of green areas will compensate for loss of low quality habitats. The creation of a balancing pond will provide habitat for Great Crested Newts and will enhance the conservation status. The overall ecological impact of the development following mitigation is considered to be moderate and positive at the local level.
- 8.6 Based on the evidence obtained from the detailed ecological survey work and with the mitigation set out, there is no reason to suggest that there will be any significant adverse effects upon any ecological designations, habitats of nature conservation interest or any protected species.

ARCHAEOLOGY AND CULTURAL HERITAGE

- 8.7 An assessment has been completed to identify the nature and extent of the heritage assets within both the site and its surrounding. The survey focused upon the southern section of the Coton Park East proposal outlined as Phase B.
- 8.8 An assessment has been completed to identify the nature and extent of the heritage assets within both the site and its surrounding. A baseline survey identified no previously recorded heritage assets within the site. A geophysical survey carried out recorded no anomalies suggestive of archaeological features. The site does not lie within the setting of any Listed buildings, Scheduled Monuments, Registered Parks and Gardens, Registered Battlefields, or Conservation Areas.
- 8.9 The proposed development will partially impact upon any surviving remains of the prehistoric pit and associated features; undated post-medieval and modern features recorded during the trial trenching; possible former ponds in the southern area of the site; and the furrows which are likely to be present below ground in the western area of the site. The hedgerow along the Great Central Way will not be impacted upon.
- 8.10 Further detailed archaeological investigation of a discrete area in proximity to the discovered prehistoric remains will be undertaken in advance of construction of Phase B. The aim of the mitigation strategy is to ensure that where it is not possible to preserve archaeological remains within the proposed development, any remains that are to be disturbed are subject to thorough archaeological recording, partially offsetting their loss by the information gained through their recording.
- 8.11 Archaeological evaluation would be valuable in confirming the archaeological condition of the site in relation to that of the surrounding landscape, however, it has been concluded that it is unlikely to uncover significant archaeological remains that would prevent the development from taking place. By incorporating mitigation measures during the construction phase, there will be negligible impact on cultural heritage and archaeological receptors.

FLOOD RISK

- 8.12 A flood risk assessment has been carried out by EWE Associates Ltd relating to this potential Sustainable Urban Development in accordance with national guidance. The Environment Agency Midlands Region was also consulted.
- 8.13 The site is within the Environment Agency Flood Zone 1 which comprises of less than 1 in 1000 annual probability (less than 0.1%) in any year. The general flood risk in this area is considered to be of a low probability.
- 8.14 There are two local watercourses that need to be considered with regards to the site. The first is a tributary of the River Avon, which remains undefended and so overtopping of the natural bank requires further consideration. However, this area is proposed to be kept as a green buffer and so the flood risk to the proposed development is considered to be low. The second is fed via a pipe from the existing balancing pond and it has been determined as part of the FRA that this watercourse is adequate in cross sectional area to convey the 1 in 100 year flows for development on the south of the site only, representing a low flood risk to this area of the site.
- 8.15 Mitigation measures, such as SUDS, will assist to reduce the level of flood risk to the proposed development site and surrounding areas. The risk of flooding from groundwater, overland flow and surcharged sewer systems is considered to be low.



GEOTECHNICAL ISSUES & LAND CONTAMINATION

- 8.16 A ground condition review/ site appraisal was undertaken in April 2008 and focused upon the southern section of the Coton Park East identified as Phase B.
- 8.17 The BGS Geological Sheet for the southern area shows superficial deposits of Alluvium and Glacial Till over Solid Geology of Lias Clay. Further information obtained classifies the Oadby Till and underlying Lias Clay Formation as Non Aquifers. There are no recorded groundwater abstraction licenses within 900m of the site. Information from the Environment Agency (EA) suggests that the site is not located within a Source Protection Zone.
- 8.18 The site is not located within or close to an indicative fluvial floodplain, no significant pollution incidents have been reported to affect the site and there are no nearby licensed surface water abstractions or discharges that are likely to be affected by site activities. Additionally, the site is not located within a Radon protection area and so Radon protection measures will not be required. Furthermore, there are no registered landfill sites or active contemporary trade entries within approximately 500m of the site, however there are four registered landfill sites located between approximately 501- 1000m of the site.
- 8.19 The environmental sensitivity of the site is potentially neutral and does not pose a risk to identified receptors. The site does not pose a risk to potential end users or controlled waters, therefore no mitigation measures are required. Further survey work will be required, yet it is appropriate to conclude that the proposal would have a negligible impact.

09 CONCLUSION: SUITABILITY FOR DEVELOPMENT

9.1 The site is considered to be a highly sustainable location and as such a suitable location for housing contributing to the creation of a sustainable, inclusive and mixed community.

ASSESSING DEVELOPABILITY AND DELIVERABILITY

9.2 The site as a whole, and any smaller part of the site, is considered to be a suitable location for housing and would contribute to the creation of sustainable, mixed communities. This is agreed by officers of the Council as evidence in the Committee Reports for Phases B1 and B2.

9.3 The town of Rugby is the most sustainable location within the Borough due to range of employment, services and facilities and good transportation links into the town centre and beyond, which include rail links to within and outside the West Midlands region.

9.4 No part of the site is allocated for development in the adopted Development Plan, however, there is: a need to increase the housing requirement in order to meet emerging needs; and an identified shortfall in the supply of housing land in the Borough.

9.5 Further evidence of the suitability of the site(s) for residential development, is taken from the planning permission granted at appeal relating to land at Coton Park East (Phase A) which lies directly to the south of the sites. The appeal was successful on the basis that there was considered to be a reasonable doubt that the Council's calculations of five year supply of deliverable sites were sufficiently up to date and robust. In addition the Inspector stated that the site's location adjacent to the urban area was suitable for development of environmentally sustainable housing and that the development of this site would not undermine wider policy objectives relating to Rugby and its environs.

9.6 As identified above, more recently Phases B1 and B2 of Coton Park East, which cumulatively totals 150 dwellings, have received a resolution to grant planning permission from Planning Committee on the 2 July 2014. Within the committee report, officers identified that the site is a 'highly sustainable location'. It should also be noted that there were no technical constraints identified through the planning application process.

9.7 No part of the site is located within any area that is noted within the plan as being important from a landscape perspective. The Landscape Strategy relating to the proposals for the site(s) will ensure that the scheme will be acceptable in landscape and visual terms through the retention, enhancement and creation of landscape features on site, which will not only have landscape value but will have inherent landscape value and will also assist in ensuring that any visual effects will be mitigated over time.

9.8 There are no planning/landscape/environmental designations that would constrain the site(s) from development.

9.9 The development of the site(s) for residential development is in general conformity with relevant national and local planning policy. With regards to national planning policy, the NPPF has a 'presumption in favour of sustainable development', which as Paragraph 14 makes clear is a golden thread running through both plan-making and decision-taking.





ASSESSING AVAILABILITY FOR DEVELOPMENT

- 9.10 Persimmon Homes have a controlling interest in Phase B of the wider site and have submitted two planning applications for the development of 110 and 40 dwellings (Coton Park East B1 and B2 respectively, which have a resolution to grant planning permission subject to the signing of a legal agreement).
- 9.11 AC Lloyd has a controlling interest and is actively promoting Phase C of the wider site, which consists of the remaining land to the north.
- 9.12 In light of above, both application sites, as well as the wider site, are/ is therefore available for housing in the short/ medium term.

ASSESSING ACHIEVABILITY FOR DEVELOPMENT

- 9.13 The site is considered achievable for development as there is a reasonable prospect that the majority of housing will be developed on the site in the next five years upon receipt in planning permission. The site is economically viable, there are no physical constraints or exceptional works required (that we are aware of at this point in time).

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