



**CLARION
HOUSING
GROUP**

LAND OFF NEWTON MANOR LANE RUGBY



VISION DOCUMENT

Contents

PREFACE

01.	Introduction	1
02.	'The Site'	3
03.	About Clarion	5
04.	Planning Policy Context	7
05.	Site Opportunities & Influences	9
06.	Design Concept	15
07.	Delivering the Vision	16
08.	Benefits of Proposals	20

Prepared by:



Office Address:

CSA Environmental

Dixie's Barns, High Street, Ashwell, Hertfordshire, SG7 5NT

Office Telephone Number:

01462 743 647

On behalf of:



Disclaimer

This document is for illustrative purposes only and should not be used for any construction or estimation purposes. Do not scale drawings. No liability or responsibility is accepted arising from reliance upon the information contained in this drawing/document.

Copyright

All OS plans are Crown Copyright 2012. All rights reserved. Licence number 100020449

Issue:	Date:	Prepared by:	Authorised by:	File reference:
First Issue	13.08.2021	JC/SP	RC	5392_04_DRAFT
Second Issue	22.10.2021	JC	RR	5392_04_DRAFT_A
Third Issue	06.01.2022	JC	RR	5392_04_DRAFT_B



Preface

The development of land at Newton Manor Lane, Rugby offers the opportunity to bring forward a comprehensively planned development to deliver a high quality, exciting and sustainable new neighbourhood for around 240 new homes, including new affordable housing.

The proposals are set within a network of green infrastructure, to include new landscaping and ecological enhancements, children's play provision and new routes for walking and cycling, which allows the development to successfully integrate into the wider community, whilst respecting the assessed constraints.

01. Introduction

CSA Environmental has prepared this Vision Document on behalf of Clarion Housing Group who are working with the landowner of the Site, to promote the land for residential development. The 17.0 hectare (Ha) Site presents an exciting opportunity to create a sustainable new neighbourhood to address the future housing needs of both Rugby and the wider district.

Purpose of the Vision Document

The purpose of this Vision Document is, therefore, to demonstrate that the Site represents a logical and sustainable residential development opportunity which should be allocated for new housing.

This Vision Document identifies the Site's opportunities, with an emerging concept masterplan to support further consultation and engagement. This has been informed by initial technical work assessing accessibility, transport, ecology, heritage and landscape.

This Vision Document sets out:

- **An initial understanding of the Site and its local context;**
- **A summary of current Site assessment undertaken to date; and,**
- **The emerging key design principles and concept plan.**





Residential land allocation

Coton Park Pool LNR

Public Footpath
234/R110/1

Ashlawn Cutting LNR & Great Central Walk LWS

RUGBY
(BROWNSOVER NEIGHBOURHOOD)

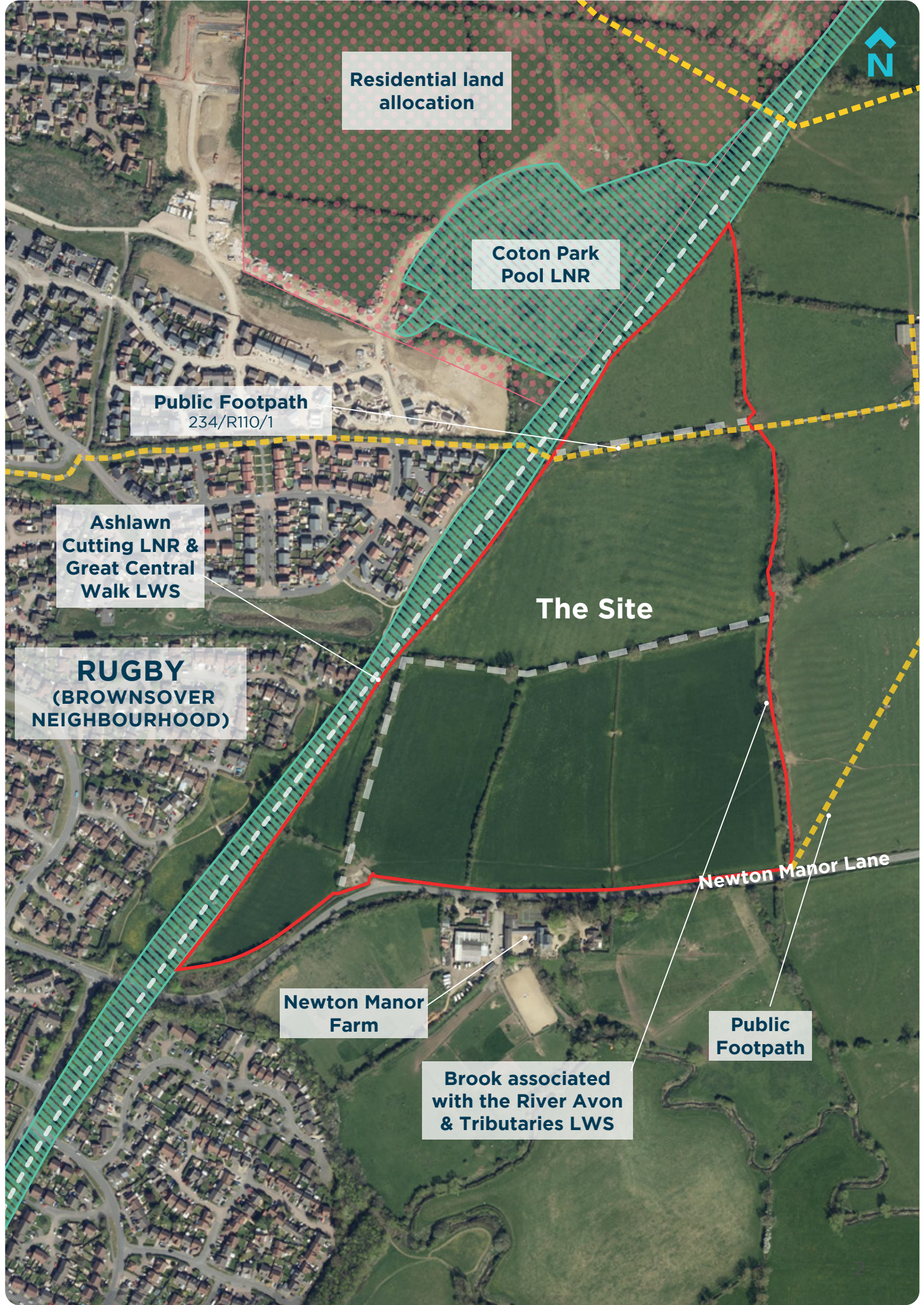
The Site

Newton Manor Lane

Newton Manor Farm

Public Footpath

Brook associated with the River Avon & Tributaries LWS



02. 'The Site'

The Site is located to the north of Newton Manor Lane on the north eastern edge of Rugby. It is triangular in shape and comprises seven grassland fields, currently in use for pasture, separated by hedgerow field boundaries. There is a public footpath (234/R110/1) which runs through the Site between Areas A and B connecting Rugby with Newton.

The Site is bound to the north west by the vegetation and banks associated with the Great Central Walk which runs within a cutting along the route of the disused railway line. It is now a recreational route for pedestrians and cyclists. The Ashlawn Cutting Local Nature Reserve (LNR) which follows the route of the Great Central Walk is a designated Ecological asset. This extends northwards to Newton Lane at the northern edge of Newton village. The M6 motorway crosses the landscape west to east and is located approximately 850m north of the Site. Residential development extends west of the Great Central Walk which dates from the last 20 years. Further north west is an industrial estate comprising various large warehouse buildings at Coton Parks, Junction 1 of the M6 Motorway.

The Site is bound to the east by a hedgerow along which runs a stream which is a tributary of the River Avon located further south. East of this is a series of pastoral fields. The built edge of Newton village lies approximately 150m east of the Site at its closest point.

To the south, the Site is bound by Newton Manor Lane. Newton Manor House and several other residential properties and farm buildings are located immediately south of the road. An area of residential development within Rugby is located south west of these properties. The River Avon is located a short distance south of Newton Manor Road.

The Site's topography varies. The highest point of the Site is located in the western part of Area B at approximately 107m Above Ordnance Datum ('AOD'). The land falls away to the north, east and south with the lowest point on the Site being located in the south eastern corner of Area C at approximately 91m AOD.

Although the Site contains a number of hedgerows and trees, it was confirmed by correspondence with Rugby Borough Council that no trees are covered by Tree Preservation Orders, nor are there any within 50m of the Site boundary.

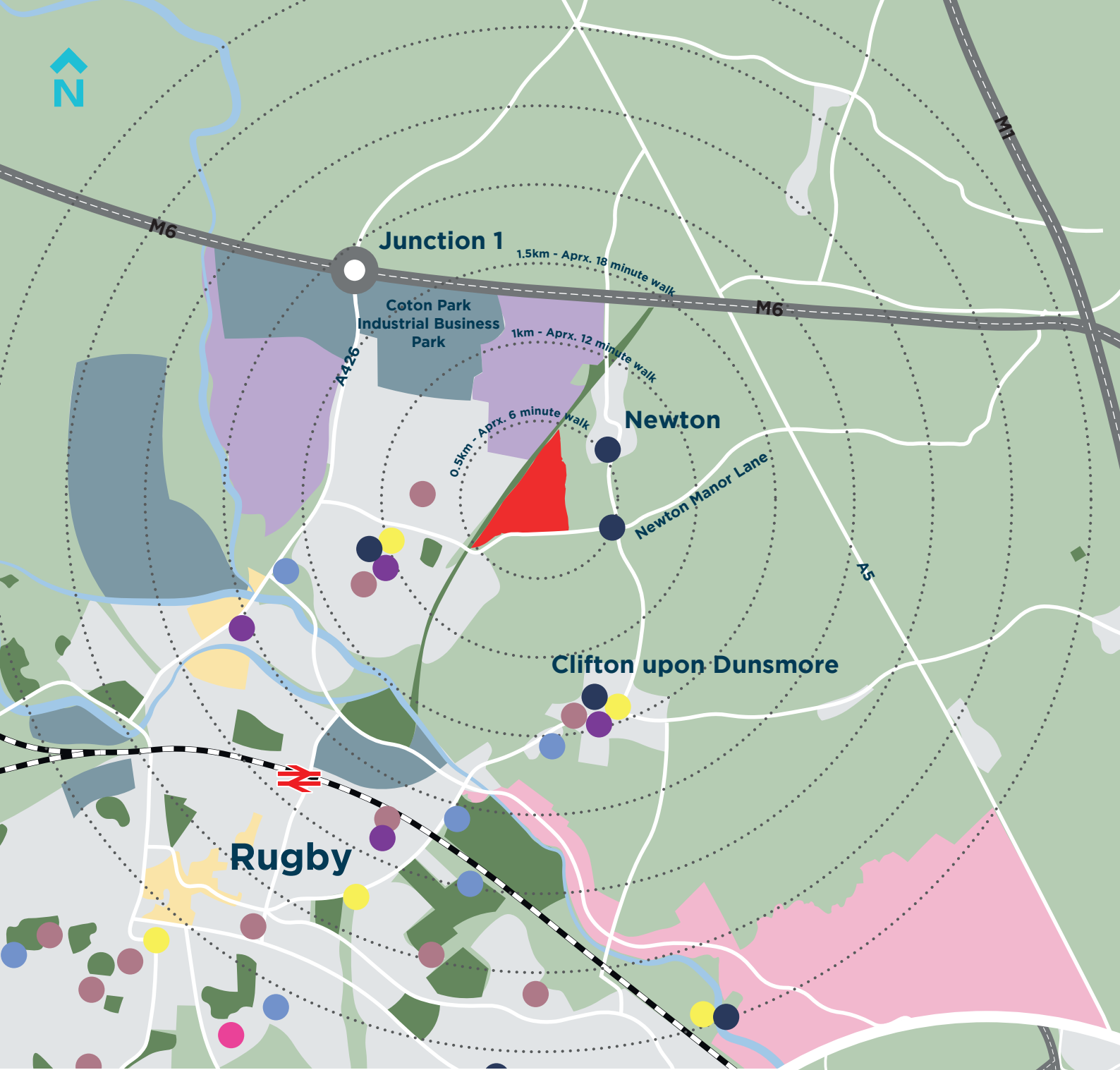
Rugby's Sustainable Location




The Borough of Rugby is on the eastern edge of the West Midlands Region, bordering directly on to the counties of Northamptonshire and Leicestershire. Rugby itself is the largest settlement within the Borough and is centrally located between Coventry (16.5km/10.2 miles) to the west and Northampton (28km/18 miles) to the south east.

Rugby is accessible by a good highway network and has good public transport connections, served by Rugby Train Station, approximately 2km (1.3 miles) to the south of the Site, which offers an extensive service to surrounding settlements and cities, such as Coventry, Birmingham and Leicester. Newton Manor Lane is a bus route, although there are currently no stops. Arriva service X84 runs along the road between Rugby Clifton Road and Leicester St Margaret's Bus Station, with the nearest bus

stop located approximately 800m to the west of the proposed Site access and frontage. The bus also stops at Newton, Magna Park, Lutterworth, Broughton Astley, Narborough, Fosse Park, and numerous other places in between.

In the close vicinity of the Site Brownsover neighbourhood centre is located within 1km, offering a number of local facilities including a Tesco Express, a takeaway, a medical centre, Broughton Leigh Junior School and religious meeting place, which means new residents can easily access these service via sustainable travel options, reducing the need for car travel to the centre of Rugby. There are many employment opportunities within Rugby, including the large industrial estate at Coton Park (junction 1 of the M6) within 1km north west of the Site.



- | | | | |
|--|--|---|---|
|  | Site |  | Railway station |
|  | Strategic Urban Extension |  | Educational facilities |
|  | Allocated Sites
(Policy DS3.1, 3.2 & 4.1) |  | Sporting/leisure facilities |
|  | Motorway |  | Religious facilities |
|  | Railway line |  | Convenience store/
supermarket |
|  | Existing water courses |  | Restaurant/takeaway/
cafe/public house |
|  | Town centre/retail |  | Hospital |
|  | Business/industrial park | | |



03. About Clarion

Clarion is the UK's largest social landlord and developer, and is committed to providing good quality homes for people across the country, focusing on serving the needs of people who have been let down by the housing market. Clarion owns 125,000 properties and more than 350,000 people call a Clarion home their own. Their first priority is the wellbeing of their current residents and communities, alongside tackling and meeting the challenges of the housing crisis.

Over ten years Clarion has ambitious plans to build a business which will be a top ten home builder in the UK. To achieve this, Clarion have moved beyond the traditional model for housing associations. Rather than relying on Section 106 agreements, Clarion is also committed to delivering large strategic schemes through joint ventures or partnerships. It is their commitment to reinvest every pound they make from building homes for sale, to provide affordable homes for those in need.

Clarion 2040 strategy identifies their key growth areas, with a particular focus on London, the South East, East of England, West Midlands and the M62 corridor.

Latimer have been established as the development arm of Clarion Housing Group to ensure that they have an organisation capable of building homes for multiple different communities and realising our mission to tackle the housing crisis. Latimer has over 200 employees, specialising in development, project management and delivery of complex development projects, and is committed to investing billions in new housing over the next decade.

In November 2019, Clarion became the first housing association in the country to adopt the newly developed Certified Sustainable Housing Label - a major new pan European initiative which promotes sustainability and aligns to globally recognised standards across all sectors.

Clarion Futures

Clarion Futures is the charitable foundation of Clarion Housing Group and its mission is to provide people with the tools and support they need to transform their lives and communities for the better. Over the past twelve months Clarion Futures has helped more than 4,000 people into work, awarded grants worth £300,000 to around 70 community initiatives and delivered digital training to almost 10,000 residents.

Over the next 10 years Clarion Futures will invest £150 million to support tens of thousands of people living in our communities, and has set out some very ambitious targets:

- **To support 4,000 people a year into work**
- **To provide 250 apprenticeship opportunities every year**
- **To make a positive difference to the lives of 15,000 young people**
- **To support 3,000 residents with budgeting and money management**



London Borough of Merton

Regeneration proposals for three existing Clarion estates in Merton based on the condition of the homes, levels of overcrowding and the results of an independent survey. This development will deliver around 2,800 new homes – including 740 social rented homes – across the three neighbourhoods and 9,000sqm of commercial and community space. This will create over 700 construction jobs annually as well as training and apprenticeship opportunities. Of the 2,800 new homes planned, all existing residents will be rehoused, and all the existing social and affordable rented homes, are being replaced. The remainder of the new homes – around 1,800 – will be for private rent or sale.



Grayling Park, Chichester

This is a multi-award winning development delivered through a joint venture with Linden Homes. The development has transformed a derelict former hospital site to provide 792 mixed tenure new build and refurbished homes to meet the needs of a range of family sizes and income levels. The scheme also benefits from new community facilities, sports facilities, a shop, restaurant, artist studios and commercial units. One of the country's largest net zero carbon developments under construction, an energy centre is located within the development's landmark water tower and there is a combined heat and power plant. This is providing heating and water to all the homes through gas fed low carbon technology.



Ebsfleet Garden City

In 2018, Clarion and Countryside Properties entered into a joint venture to deliver up to 2,600 new homes at Ebsfleet Garden City in North Kent. The 2,600 new homes are a major contribution to the residential development within the Eastern Quarry and Clarion is already delivering 425 shared ownership and affordable rented homes.



04. Planning Policy Context

A separate planning statement is being submitted to support this Vision Document. This section provides a summary of the planning policy context relating to the design of the Application Site.

National Planning Policy Context

The National Planning Policy Framework was revised on 20th July 2021 and sets out the government's planning policies for England and how these are expected to be applied. This revised Framework replaces the previous National Planning Policy Framework published in March 2012, revised in July 2018 and updated in February 2019. There is a clear focus within the revised NPPF and other legislation and guidance coming forward, including the Environment Bill and the National Model Design Code, on well-designed and beautiful homes and places, sustainable patterns of development, choice of transport modes and well designed and attractive walking and cycling networks and the protection and enhancement of the environment, improvements to biodiversity and the importance of trees within new development.

Alongside the requirement to significantly boost the supply of housing, this Vision Document and the Concept Masterplan have been produced with the key design, sustainability and environmental policy themes contained within the revised NPPF and emerging legislation and guidance, which will also form the framework for the policies contained within the forthcoming Rugby Local Plan Review.

Development Plan

The adopted Development Plan for Rugby Borough Council comprises of;

- **Rugby Borough Local Plan 2011-31 (adopted June 2019);**
- **Urban Policies Map (adopted June 2019);**

The Rugby Borough Local Plan Policies Map extract shows the adopted planning policies covering the site and the surrounding area.

The site itself is largely unaffected by any policy designations or allocations. The policies map shows the site is located:

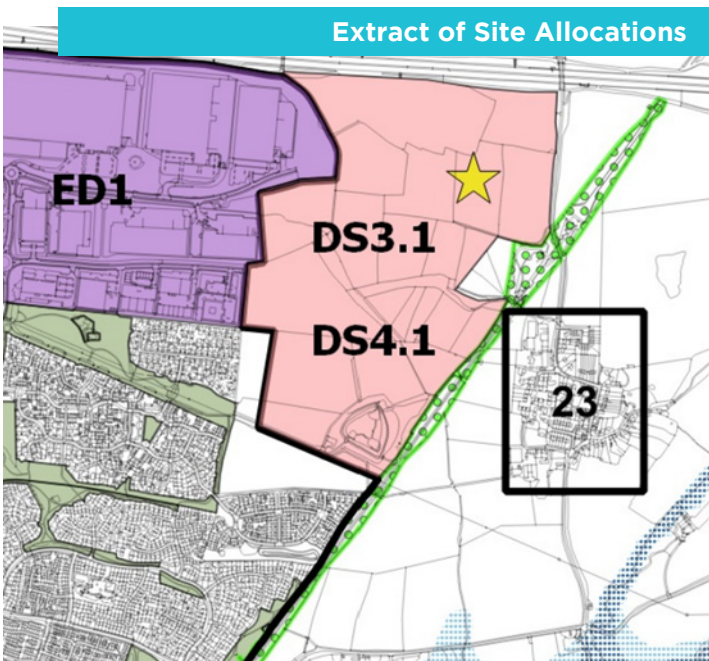
- **Outside but abutting the urban edge boundary**
- **Adjoins a designated Local Wildlife Site, which runs along the western boundary**
- **A small area in the south eastern part of the site is within Flood Zones 2 and 3**

Further to the north-west beyond the Local Wildlife Site are site allocations DS3.1 and DS4.1 relating to the development of Coton Park East.

Within the adopted Local Plan, the development strategy focuses the majority of new development within and on the edge of Rugby urban area, as the largest and most sustainable settlement within the Borough. Local Plan Policy DS1 sets out the overall development needs of the Borough, which includes a housing requirement 12,400 additional homes, including 2,800 dwellings to contribute to Coventry's unmet needs. This equates to 620 dwellings per annum.

Within the main urban area of Rugby, the Local Plan proposes several large sustainable urban extensions to meet housing requirements over the plan period including Rugby Radio Station

(6,200 dwellings), Rugby South West (5,000 dwellings) and Rugby Gateway (1,300 dwellings) supported by a further allocation at Coton Park East for 800 dwellings, which is just to the north west of the Newton Manor Lane site. The Gateway Rugby and Rugby Radio Station Sustainable Urban Extensions were allocated in the June 2011 Core Strategy and development has commenced upon each. Both sites have a continuing strategic role in housing delivery throughout the plan period, but it is acknowledged that smaller sites such as Coton Park East are required to support housing delivery in the short to medium term.



Development Plan Review

The time scales for the next Rugby Local Plan review have not yet been announced but are expected to align with other authorities within the wider Coventry and Warwickshire Strategic Housing Market Area (SHMA).

Summary

The Site has not previously been put forward and is not included within the Council's latest Strategic Housing Land Availability Assessment (SHLAA). However, it is ideally located to provide a future expansion to the urban area of Rugby, adjoining the existing urban boundary for Rugby and relating well to the existing residential development to the south and west.

The Site is not affected by any significant constraints or designations that would prevent it from coming forward for residential development whilst maintaining an acceptable gap and separation between the edge of Rugby and the village of Newton. There are opportunities to contribute towards and extend the existing Local Wildlife Sites which adjoin the site to west, as well as providing some small scale local and community facilities and services.

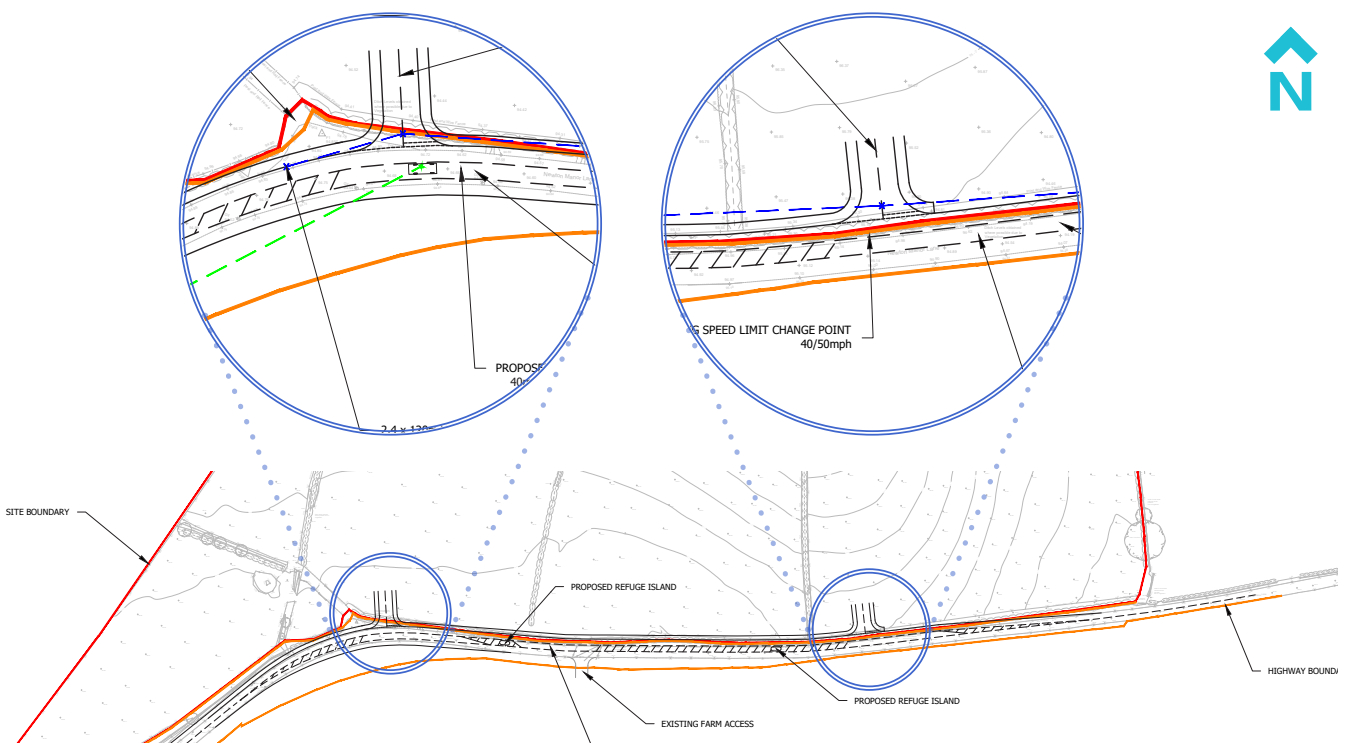
Within the context of the likely levels of unmet housing needs to be addressed in the wider Coventry and Warwickshire HMA, the Site would provide a small-medium sized housing allocation which is capable of coming forward within the early stages of the next Plan Period to contribute towards maintaining a flexible housing land supply and 5-year housing land supply position.

As part of the proposals within this Vision Document, there are opportunities to contribute towards and extend the existing Local Wildlife Sites which adjoin the site to west, as well as providing some small scale local and community facilities and services.

05. Site Opportunities & Influences

A series of technical studies have been undertaken on and around the Site, in order to identify the key opportunities and influences to development. While the studies are at an early stage, their initial findings have not identified any issues that would prevent a successful, high-quality proposal from coming forward in this location.

Access Proposal



Highways and Access

It is proposed that vehicular access will be taken in the form of two new junctions along Newton Manor Road. Two ghost island T-junctions can be provided that would have adequate visibility and can be designed to standard, within the site frontage. These two access points will comprise a 6.7m-wide spine road to form a loop through the development, with 2m wide footway/cycleways to either side of the carriageway, connecting into the existing highways network, creating a safe and convenient route for vehicles, cyclists and pedestrians alike.

Opportunities for enhancing bus connections to the development will be explored as part of any future planning application submission, in close consultation with relevant parties. The main street within the development will be designed to be able to accommodate a future bus route.

Heritage

There is no current evidence to suggest that prehistoric or Roman remains are likely to be present which would preclude development. This initial assessment has not identified any designated heritage assets likely to be adversely impacted as a result of residential development of the Site. From within the Site there are distant views to the tower of the Grade II* Church of St Mary the Virgin, located within Clifton-Upon-Dunsmore Conservation Area, and towards towers within Rugby Town Centre Conservation Area. However, it is not anticipated that residential development of the Site would adversely impact the significance of these designated heritage assets.

Landscape

The Site is not covered by any statutory or non-statutory designations for landscape character and quality. It is triangular in shape and comprises seven grassland fields, currently in use for pasture, separated by hedgerow field boundaries.

The Site is positioned east of the Great Central Walk on a generally south east facing slope. There are views of the Site from the immediate vicinity as well as locations to the east and south of the River Avon valley. However, there has been extensive recent development directly west of the Site and the Adopted Local Plan has allocated all of the remaining land north west of the Site northwards to the M6 for residential and employment development in the next plan period.

Overall, the new development should be well integrated with the existing settlement through the use of green infrastructure enhancements and extensions to existing public open spaces. The proposals should respect and retain the existing landscape features of value wherever practical. While there will be a substantial change in the landscape character of the Site, landscape effects on the wider landscape and townscape will be limited.

Ecology

A desk study and extended Phase 1 Habitat survey of the Site were undertaken in March 2021. The Site is bound by the Ashlawn Cutting LNR and Great Central Walk LWS to the west, the River Avon & Tributaries LWS to the east and Newton Manor Lane to the south. The Site lies adjacent to a Local Nature Reserve and Local Wildlife Sites, therefore mitigation for potential direct and indirect impacts arising from proposals will be required in accordance with Policy NE1 of the Rugby Borough Local Plan.

Habitats currently present within the Site are generally common and widespread, with the greatest ecological interest associated with the native hedgerows and mature trees present at field boundaries. These should be retained, protected and enhanced wherever possible and included within the green infrastructure strategy. Further surveys to confirm the presence or likely absence of protected species, and the nature of their use of the Site will be undertaken to inform the concept masterplan for the Site.

No overriding constraints to the principle of development of the Site have been identified. Recommendations have been provided for ecological enhancement measures that could be delivered as part of the proposed development.

View from public footpath 234/R110/1 looking west (Site extends full width of view)



Utilities

In the northern third of the Site, there is a high-power overhead powerline which crosses the Site in a south east-north west direction. A total easement of 40m is to be retained, which should be left free from any development and/or new planting which may interfere with this utility.

Within the southern third of the Site is a CEMEX pipe which runs from the south western corner of the Site in a diagonal direction north east, before leaving the Site just to the south of existing east-west hedgerow corridor. This pipe also has an associated 6m easement which needs to be retained as part of the proposals. It is considered appropriate for the pipeline to be retained within the route of infrastructure such as the spine street, however, residential development should be left free from this area.

Flooding and Drainage

The Site has been found not to be at any direct flood risk from flooding associated with tidal, canal, sewer, or groundwater sources. The development Site is predominantly within Flood Zone 1; however, a minor southern section of the Site is in Flood Zone 2. It is recommended that no development should take place in this portion of the site so as to mitigate against flood risk. EA mapping highlights that the Site predominantly possesses a very low risk of pluvial flooding.

The surface water drainage strategy has been considered with the proposed development considered to discharge surface water runoff into the unnamed tributaries of the River Avon. Attenuation is proposed via the use of a series of detention basins which will be located sporadically across development to suit the onsite topography, development proposals and natural flow paths. The surface water from each basin will ultimately drain via gravity conveyed pipes to basins located in the site's low points in the southeast and southwest corners. There is further scope for additional SuDS such as swales, pervious paving and rainwater harvesting systems to be included within the onsite drainage strategy.

View along Newton Manor Lane Site frontage



View from public footpath 234/R109/1 looking west of the Site and overhead powerlines



Summary of Opportunities and Constraints

The specific features and characteristics of the Site described in the preceding pages have been drawn together to shape and influence the Concept Masterplan. The following bullet points provide a summary of the key principles which should be considered within the proposals:

OPPORTUNITIES

- Provision of two new vehicular, cycle and pedestrian access points from Newton Manor Lane, which will allow for sustainable travel options to local community facilities.
- Potential to provide new bus route through the development, to further increase sustainable travel options.
- Pedestrian links to the existing public footpaths which run through the Site, allowing connections to Newton, the neighbourhood of Brownsover, Rugby and the wider countryside. Safe cycle and pedestrian links, which are overlooked by the new homes can be provided within the development, enhancing the connectivity and sustainability of the Site.
- Large wildlife area within the northern part of the Site to form an extension to the adjacent Ashlawn Cuttings LNR, Great Central Walk, Cotton Park Pools and Brook LWS's, as well as further green infrastructure corridors and woodland belts through and around the new homes, incorporating the vast majority of existing vegetation.
- A number of new children's play areas can also be provided, along with a Trim-Trail, promoting an integrated, active and healthy community.
- New allotments and community orchards to benefit both new and existing residents, as well as local wildlife.
- Provide new hedgerow, thicket and tree planting to significantly increase tree cover within the Site and its boundaries and set the entire development within a strong green framework.
- Provide a range of ecological enhancement measures in order to maximise the Site's biodiversity value. Enhanced green corridors within and around the boundaries will improve wildlife connectivity, with the addition of orchards, wildlife ponds, and wildflower meadows.
- Provide sustainable drainage basins (SuDS) in the lower parts of the Site, which will form an integral part of the development's green infrastructure, providing ecological benefits and habitat creation.

INFLUENCES

- Overhead powerlines and CEMEX pipeline cross the Site, and these and their potential easements need to be accommodated within the development.
- The existing topography and edge of settlement location mean that a considered range of densities should be used to help assimilate the new homes into the surrounding landscape and its setting.
- The public footpath which crosses the Site will be retained along its current alignment, within green corridors.
- The Ashlawn Cuttings LNR, Great Central Walk, Cotton Park Pools LWS and the brook should be protected and enhanced with new areas of green infrastructure.
- Fluvial and surface water flooding should be considered to demonstrate how the proposals can positively and effectively store and manage surface water during periods of heavy and persistent rainfall.

Retain and enhance the brook corridor



This area of open space has been left free from development to provide the local area and new residents an extension to the Coton Park Pools LWS. Orchard, tree and wildflower planting and ecological enhancements could be provided in this area to create new habitats. At least one basin will have a wet core to further enhance habitat creation and protect protected species identified locally. A semi-natural character will be created, with informal mown footways meandering through these spaces. This area will also help to retain the perceived separation between Rugby and Newton to the north east.

Coton Park Pools LWS

Trim Trail stations could be provided within this area to further promote a healthy and active neighbourhood.

Avenue street tree planting along the primary streets will create a strong, well-defined verdant routes through the development, framing views out towards the open space, defining and aiding legibility of a clear street hierarchy, as well as breaking up the built development.

A green corridor has been created here to help integrate the new development with the homes in the west. This corridor forms an extension to the corridor, with existing trees and hedgerows incorporated into it. New tree and thicket planting will bolster the tree canopy for visual mitigation. Recreational routes within the public open space, will be connected and linked to the Great Central Walk to the west, via new pedestrian/cycle links along the western boundary, enhancing connectivity and integration.

Betony Road Play Park

Opportunity to provide a community orchard which will allow nre and existing residents to pick fruit, as well as helping create habitats.







Brooklime Playground

This corner of the development has been free from development, to create a new wildlife area, which will form an extension to the Ashlawn Cuttings LNR and Great Central Walk LWS. Wildlife Ponds will be created with large areas of wildflower planting, along with other ecological enhancement features to help promote wildlife and habitat creation and Biodiversity Net Gain.





CONCEPT MASTERPLAN

-  Site Boundary: **Aprx. 17.00ha**
-  Potential vehicular access point
-  Proposed developable area: **Aprx. 6.55ha**
(Up to 240 dwellings @ 35/37dph)
-  Low density housing to respect the edge of settlement countryside edge
-  Potential public open space
-  Potential woodland belt, thicket & wildflower planting
-  Potential community orchards
-  Potential location for children's & teenager's play provision
(LEAP - Local Equipped Area for Play - LAP - Local Area of Play)
-  Potential Trim-Trail stations
-  Potential location for SuDS with permanently wet areas for habitat creation
-  Potential location for Wildlife Ponds
-  Potential primary streets
-  Potential secondary streets
-  Avenue street planting
-  Potential pedestrian & cycle routes
-  Potential shared surface/pedestrian priority
-  Potential pedestrian & cycle links
-  Potential location for community allotments
-  Potential location for pump station (15m cordon sanitaire)
-  Allocation: Resi & Employ Development Policies DS3.1, 3.2 and 4.1
Rugby Borough Local Plan (Adopted 2019)
-  Local Nature Reserve (LNR) 'Ashlawn Cuttings & Great Central Walk'
Warwickshire CC - Biological Records Centre
-  Local Wildlife Site (LWS) 'Coton Park Pools' (Reference 40/57)
'Great Central Walk North' (Reference 02/57)
Warwickshire CC - Biological Records Centre
-  Streams and Rivers: 'River Avon and Tributaries' (Reference 40/57)
-  Existing vegetation
-  Surface water flooding
-  Fluvial flooding
-  Existing water bodies & courses
-  Existing Public Rights of Way
-  Overhead powerlines & easement

Pedestrian link to connect to the route of the Public Right of Way and the surrounding areas of Rugby and Newton.

Large areas of woodland, thicket, tree and wildflower planting will visually mitigate views from the east of the new homes, as well as protecting the LWS, which forms the Site's eastern boundary. This dense vegetation character will allow for more ecological benefits, as well as deterring public access, further protecting this area.

Existing vegetation should be retained and strengthened where possible. The existing hedgerows will set the structure to the residential parcels and will retain important wildlife corridors.

A network of SuDS features will help manage the flow of surface water during heavy and persistent rainfall. These features will be planted with aquatic species, wildflower mixes and thicket and tree planting to enhance habitat creation, forming part of the green infrastructure network.

River Avon & Tributaries LWS

This area of the development should be a lower density to respect the setting of its edge of settlement countryside location. Buildings across the development should be limited to 2 storey, with very limited use of 2.5 storey within more central areas along the primary street.

Potential vehicular, pedestrian and cycle access taken from Newton Manor Road will provide safe and suitable junctions for all forms of expected traffic. The primary street will provide a loop and principal route through the development. Lined with avenue street trees to create a verdant character when traveling along the route.

06. Design Concept

Initial Concept Masterplan

The vision for the Site at Newton Manor Lane, Rugby is to create a place which is well integrated with its context and responds sensitively and appropriately with the assessed constraints and opportunities. A mix of housing types and tenures will be provided that suit the needs of the local community, including first time buyer homes and family homes.

The development can provide high quality, sustainable and sensitively designed new market and affordable homes, which create a locally distinctive development which draws upon the local vernacular. The masterplan has identified scope for:

- **Capacity:** Around 6.55ha of residential development facilitating a range of housing types, resulting in around 240 dwellings at an average density of 35-37 dwellings per hectare.
- **“Homes for All”:** Clarion are committed to providing new homes for those most in need. Therefore, the majority of the new homes will be a mix of affordable tenures, including social rent, affordable rent, Affordable home ownership or shared ownership.
- **“Walkable neighbourhood”:** Scope for appropriate pedestrian, cycle and vehicular routes into and across the development. A number of pedestrian and cycle connections will link the development to the existing settlement and surrounding public footpath network and encourage “active travel”,
- **Green Spaces:** 10.45ha of new public open space will provide recreational opportunities, children’s play facilities, Trim-Trail, community orchards, allotments and ecological enhancements. Large wildlife corridors will enhance the surrounding local wildlife and nature sites, ensuring the new homes compliment and respect these local wildlife assets, working harmoniously together in creating an environment for everyone to enjoy.
- **Sustainable Drainage Systems:** A network of SuDS in the form of attenuation basins will manage the flow of surface water runoff.
- **Potential Link to Local Wildlife Site:** The area in the north of the Site will form a designated wildlife area to ensure the proposals are working towards a biodiversity net gain. This area could form an extension to the Coton Park Pools LWS and the Great Central Walk.



07. Delivering the Vision

Clarion Housing Group believes that Land at Newton Manor Lane, Rugby provides a viable, realistic and logical opportunity to help the Council fulfil its housing needs. Our proposals for the Site have carefully considered the economic, social and environmental dimensions set out in the NPPF and responds to the technical opportunities and constraints of the Site.










CONNECTIONS

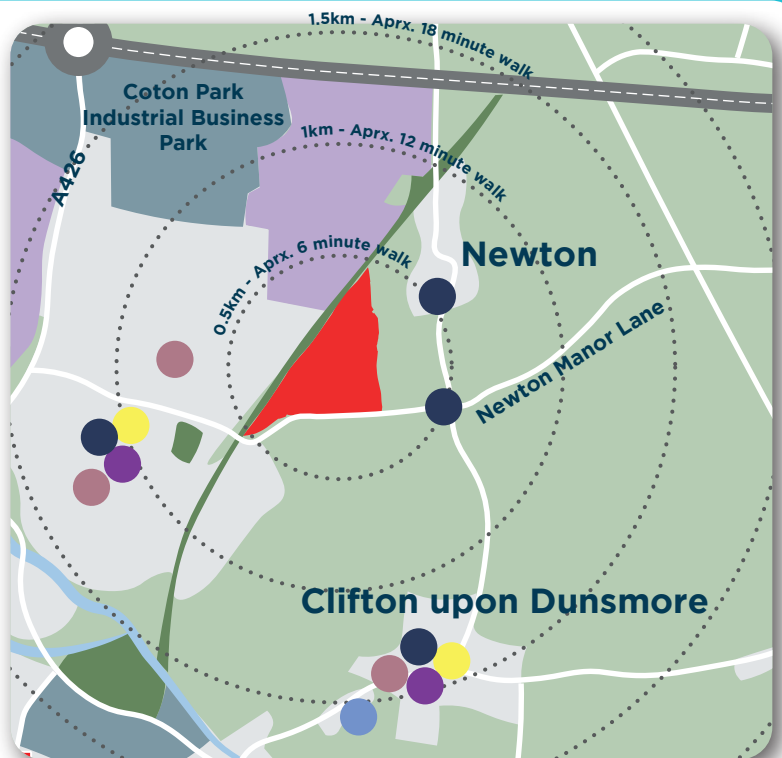
AN INTEGRATED NEIGHBOURHOOD WALKING, CYCLING AND PUBLIC TRANSPORT

The opportunity for short trips for local journeys on foot or bicycle will be maximised by providing safe and convenient routes, helping to maximise healthier lifestyle choices. Inclusion of a bus stop along Newton Manor Road enhanced by a bus route running through the western part of the new neighbourhood will provide a sustainable transport option for those less able to walk and cycle and where distance cannot be reduced to enable active travel.



- A network of safe, convenient and direct pedestrian and pedestrian and cycle paths, which follow desire lines, will be provided.
- Short and direct walking and cycling connections will make public transport an easy choice to make to existing bus routes located along Newton Manor Road and within the Brownsover neighbourhood, to the immediate west of the Site.
- 20mph design speeds, designations and traffic calming will create safe streets which encourage walking and cycling.

-  Site
-  Strategic Urban Extension
-  Allocated Sites (Policy DS3.1, 3.2 & 4.1)
-  Educational facilities
-  Sporting/leisure facilities
-  Religious facilities
-  Convenience store/supermarket
-  Restaurant/takeaway/cafe/public house
-  Business/industrial park



HEALTH AND WELLBEING

DELIVERING FACILITIES AND SERVICES TO CREATE VIBRANT NEIGHBOURHOODS

The new neighbourhood will offer a range of recreational opportunities a short walk or cycle from the new homes. The pedestrian and cycle connections within the Site will maximise accessibility to the open space assets, creating more vibrant streets and public spaces by virtue of people travelling to these uses by foot or bicycle.



- ‘Play on the way’ – Trim-Trail exercise equipment will be located on key routes to the children’s play areas to make the whole experience of going to play more exciting and inclusive for everyone.

- Frequent benches along key routes to the new recreation and ecological assets will help residents with mobility difficulties to walk more easily between places.

CREATING HEALTHY STREETS

The design of the new neighbourhood at the Site will recognise that streets are places which need to accommodate the movement of vehicles, alongside the need for people to move along and cross streets with ease. Activity in the streets will be an essential part in creating a series of vibrant and lively new neighbourhoods. This will create streets which will make it more attractive for people to choose to walk or cycle for short trips.



- Principal streets to be tree-lined – trees to have sufficient space to grow above and below ground.

- The street network will anticipate and respond to pedestrian and cycle desire lines.

- New landscaping will combine with existing landscaping to create layers that add sensory richness to a place – visual, scent and sound.

- Edge to edge connectivity – clear and direct routes will be provided across the Site, with safe linkages between them.

- Pedestrian and cyclist desire lines will be responded to, including the relationship of new recreational routes to the existing public footpath.

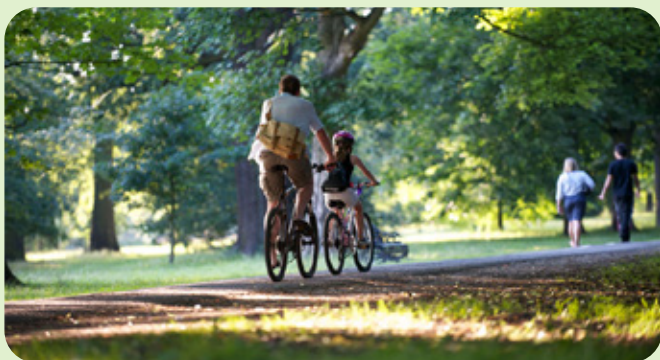
LINKED “WALKABLE NEIGHBOURHOOD” & OPEN SPACE

The development of the Site will create a place that is well-integrated into its immediate context and wider natural and built surroundings, promoting wellbeing with link to the natural environment. This will create a well-connected place that is easy to move through and around for everyone to enjoy. The masterplanning of the Site will look beyond its boundaries to provide connections to adjacent streets, create a well-connected street and path network and respond to how water flows and nature moves across the Site and the wider surroundings.

LANDSCAPE & ECOLOGY

GREEN AND BLUE INFRASTRUCTURE

The new neighbourhood will have creative surface water management at its heart to enrich the public realm, particularly the green infrastructure, and help to improve a sense of well-being and offer residents and visitors alike interaction with nature. As one of the richest habitats for a range of flora and fauna, the drainage features will play a key role in maximising biodiversity enhancements. The green spaces will be defined by a connected network of different open space typologies, which will be overlooked by the new dwellings to afford strong levels of natural surveillance.



- The green spaces are to be defined by a range of specific characters and functions, such as 'woodland', 'allotments' and 'wildflower meadows', rather than simply 'P.O.S'.

- The structure of the new neighbourhood will be defined by a connected and accessible network of green spaces incorporating the existing public footpath, new paths for walking and cycling and connections to key destinations such as the new allotments, wildlife area and play spaces.

- The new paths will create circular routes in places in order to encourage higher levels of physical activity and social interaction, enhanced by Trim-Trail stations which will further promote active lifestyles.

- The connected nature of the green spaces will provide wildlife movement and feeding corridors. This will provide plentiful opportunities for residents and visitors alike to interact with nature on a day-to-day basis.

- Surface water run-off will be captured and managed creatively and close to where it falls using features such as swales, basins and permeable surfaces.

- Movement corridors will be made between existing and new habitats. Existing trees and hedgerows are to be retained within the public realm, safeguarding their future retention and management. The protection and enhancement of the Ashlawn Cuttings Local Nature Reserve (LNR) and the Great Central Walk and The River Avon & Tributaries Local Wildlife Sites (LWS) corridors is a key consideration. Further ecological enhancements across the development will help towards achieving a net gain in biodiversity.

CLIMATE CHANGE & NET ZERO CARBON

ADDRESSING RUGBY'S CLIMATE EMERGENCY

Rugby Borough Council has declared a climate emergency and will adopt an action plan to address the council's impact on climate change.

Latimer is the development arm of Clarion Housing Group, created to ensure that we have an organisation capable of building homes for multiple different communities and realising our mission to tackle the housing crisis. Latimer is committed to delivering Net Zero Carbon 'compatible' housing, therefore, these proposals could offer the following:

- **All electric solutions i.e. no connection to gas supply;**
- **Air source heat pumps for each home (or equivalent in line with enhancements in technology);**
- **Connection to an electricity supplier that is preferably carbon neutral;**
- **Construction to be of high performance fabric;**
- **Internal air quality measures;**
- **High levels of sound insulation / acoustic performance;**
- **Electric car charging points; and**
- **Bio-diversity net gain to meet emerging policy targets as a minimum.**

HOMES FOR EVERYONE

A COMMITMENT TO ALL

Clarion have the in-house capability to deliver affordable, private sale and build to rent product which we can flex to suit individual sites, accelerate delivery and deliver market need to operate in varied economic cycles.

At Clarion Housing Group we are driven to play a key role in addressing the country's housing shortage.

Therefore, a range of homes are to be provided at the Site that meet local community needs. This is likely to include first time buyer homes, family homes and homes for those wishing to downsize.



- Homes and streets are to be designed to be difficult to determine the tenure of the properties.

- A range of housing typologies supported by local housing needs and policies will help create a broad-based community.

- Affordable homes will be distributed across the development as a whole.

- Apartments and maisonettes will be provided with private outdoor amenity space such as semi-private garden spaces for ground floor homes; balconies and terraces for homes above ground floor.

08. Benefits of the Proposals

The Site is deliverable. Clarion Housing Group would welcome continued discussions with the Council and other consultees through the Call for Sites and Local Plan Review process at this early stage, as we look to realise this exciting development opportunity, and deliver a carefully integrated and sustainable extension to Rugby. This development will deliver significant and lasting economic, social and environmental benefits to the local community.

Economic

- Provision of jobs through the construction period;
- New Homes Bonus payments;
- Additional residential expenditure in the local economy; and
- Additional s106 payments to support local infrastructure.



Social

- Significant opportunity to help meet Rugby's housing need, widening the range and choice of new homes;
- Clarion and Latimer are able to support an affordable housing target over and above the emerging policy requirement.
- Large amounts of new public open space, including allotments and community orchards; and
- More spending power in the local area to enhance the vitality of local services.



Environmental

- Residential Development in an identified key service settlement within the District;
- A number of ecological enhancements, including wildlife ponds, orchards, wildflower meadows, large green corridors, and the retention of the vast majority of the existing vegetation;
- High-quality public open space, new planting, and landscaping will be enhanced with a range of play facilities;
- Sustainable pedestrian and cycle routes connecting into the surrounding public footpath network; and
- Provision of Sustainable Drainage Systems (SuDS) which will also provide ecological benefits.
- Clarion's commitment to a Net Zero 'compatible' scheme recognises the current limitations but reaffirms its commitment to sustainability.



CSA
environmental