



Lands Improvement

Kenilworth Golf Club - Redevelopment Proposals  
June 2014





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Site location





# Lands Improvement



Redhill Park, Telford



The Frythe, Hertfordshire



Shrewsbury, Shropshire



Haddenham, Buckinghamshire



Colchester, Essex

## 1.0 Introduction

This document has been prepared to inform the Warwick District Council (WDC) Publication Draft Local Plan April 2014. It provides an overview of key issues related to development at the Kenilworth Golf Club site and provides a concept masterplan for residential-led development at this site.

This document forms part of a package of information prepared and submitted by Lands Improvement and its consultant team, which seeks to inform WDC's consideration of matters related to the delivery of housing land in Kenilworth and the wider District. This package builds on representations submitted by Lands Improvement to the New Local Plan Revised Development Strategy consultation in July 2013.

### Lands Improvement

Lands Improvement specialise in the purchase, promotion and delivery of large-scale development projects throughout the UK. Projects include mixed use, brownfield regeneration and sustainable greenfield sites.

Lands Improvement's focus is on community led, sustainable development that delivers well designed and well connected developments that are pleasant and vibrant places to live and work and are valued by both new and existing residents.

Lands Improvement is working with Kenilworth Golf Club on the promotion of this site for redevelopment. The operational requirements and amenity of the existing Golf Club will be significantly impacted upon by the HS2 rail line, which is proposed to the Northeast of the course.

Due to the implications of HS2, the Club must consider if its current location best serves its long term future. Linked to this, the Club is exploring alternative locations in the Kenilworth area. A preferred site has been identified and the Club is in direct negotiations with the landowner. Details of the alternative site are currently confidential and commercially sensitive. The new site can provide facilities that, as a minimum, equal those provided at the current location. Lands Improvement is working with Kenilworth Golf Club to facilitate this process.



## 2.0 Planning Context



The evidence base underpinning the Local Plan Submission identifies a significant need for new housing in Warwick District. This includes a localised need for housing in Kenilworth which equates to some 2,400 dwellings in the period 2011 – 2029 (SHMA - March 2012). This need should be addressed in the Local Plan.

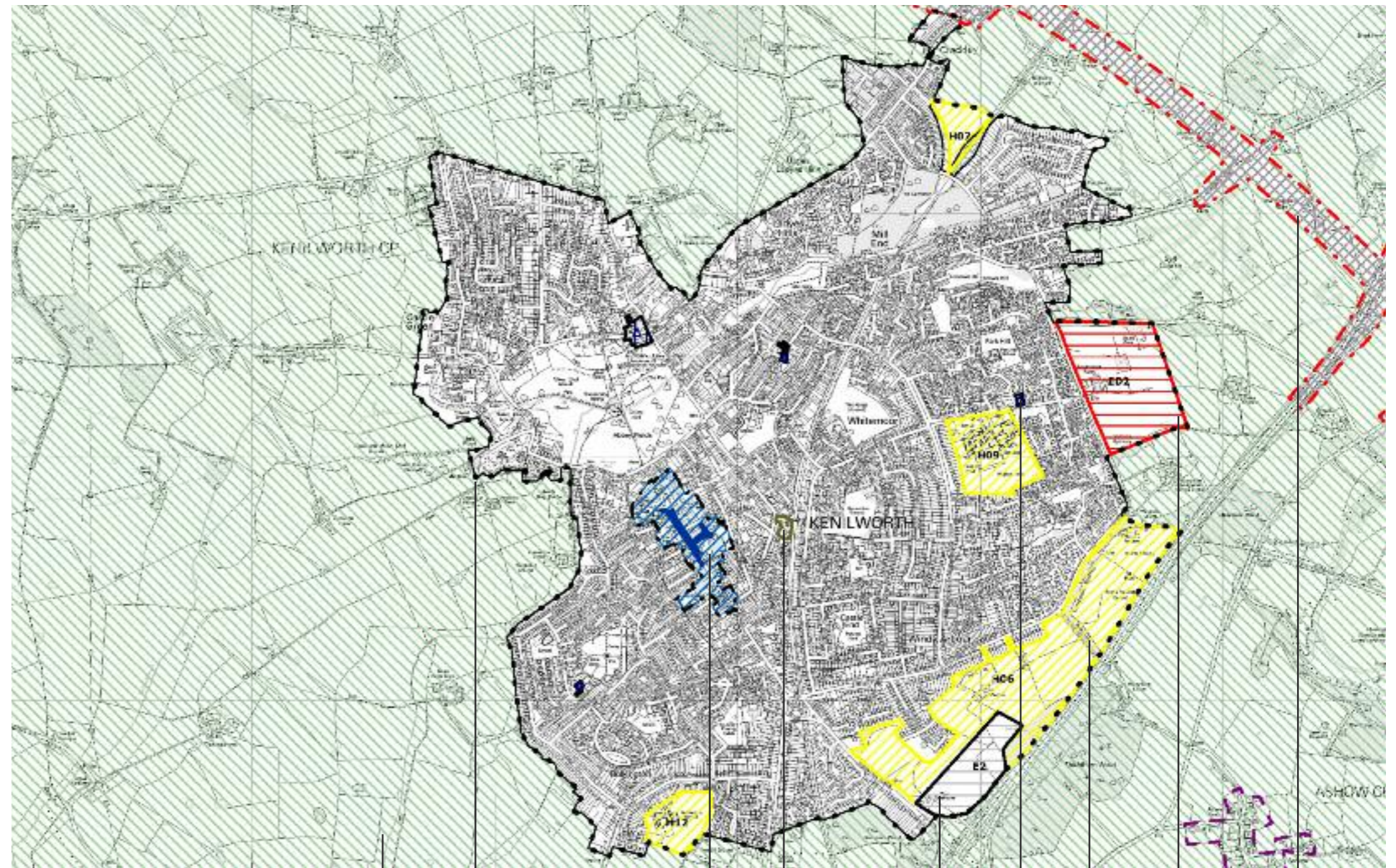
The Local Plan Publication Draft identifies sites capable of accommodating 1,230 dwellings in Kenilworth. This is a shortfall of over 1,000 dwellings against its objectively assessed need. Additional sites will need to be identified in or adjacent to the town to make up the shortfall.

Kenilworth Golf Club has previously been considered by the council for redevelopment for housing in the SHLAA 2012 and the updated SHLAA 2014. The site was considered to be suitable for redevelopment subject to the release of the site from the Green Belt and design considerations to mitigate against any adverse impacts.

The site currently serves a limited Green Belt function or purpose which will be further eroded by the route of HS2 and proposed development to the south. The site therefore offers an opportunity to accommodate significant housing growth in addition to the sites already identified to meet the housing needs of Kenilworth.

The future of the club is uncertain due to the proposed HS2 route which will have significant adverse impacts on the function and viability of the club. Due to the anticipated impacts of HS2, the club is considering alternative options in order to secure its long term future.

Further information is provided in the accompanying note prepared by Indigo Planning.



Local Plan policies map

Green Belt

Local Plan policies map

Kenilworth  
Town Centre

Railway  
Station

Employment  
Allocation

Local  
Shopping  
Area

Thickthorn Draft  
Housing  
Allocation

Education  
Allocation

HS2 Safeguarding  
Directions





Existing site access



Crewe Lane



Crewe Lane



Dalehouse Lane

### 3.0 Accessibility

#### EXISTING CONNECTIVITY

Existing vehicular access to the Golf Club is taken from three access points on Crewe Lane.

There are a number of facilities located near the site which are within a comfortable walking and cycling distance. A number of bus services serve the site providing routes to Coventry, Warwick, Leamington, Stratford and Rugby. The existing accessibility and connectivity of the site to the adjacent community and amenities is considered to be reasonable.

#### ACCESSIBILITY STRATEGIES

The movement concept is based on the primary access to the site from the north on Dalehouse Lane and a secondary access from Crewe Lane.

There is the potential to create a new, ghost-island priority junction into the site from the northern boundary on Dalehouse Lane. This can be delivered together with a traffic management scheme on Dalehouse Lane, extending the 30mph entry speed limit to the east beyond the proposed site access.

The development of a detailed masterplan for this site would be predicated on ensuring that the site is accessible and connected to adjacent areas and local amenities by all modes of transport, particularly walking, cycling and public transport. The internal design of the site itself and connections to the community facilities will be equally important in facilitating internal trips / movements and setting the correct design code in terms of the layout and character of internal roads and links.

It is anticipated that a development of this scale will be able to provide the necessary funding to pump prime a new or diverted bus service into the site, thus providing a step change in accessibility by public transport and providing transport choice to future and existing nearby residents.

Continuous footway connections will be provided to tie into the existing local network with pedestrian crossings positioned at appropriate locations and desire lines. The site will become socially inclusive providing real travel choice for future and nearby existing residents.

On this basis, the site should be supported from a highways and transport perspective as it encourages sustainable development / travel choice and is in keeping with the policies contained within the National Planning Policy Framework.



## 4.0 Site Context

### Connectivity to the Wider Context:

- Good road connections provided by the A46 (M40, M6 and M69).
- Good rail connections provided by the Canley Rail Station which is located approximately 7 km to the north east of the site and the Tile Hill rail station which is located approximately 8 km to the provide rail services to London Euston, Birmingham New Street and Coventry.
- Possible re opening of Kenilworth Railway Station (as outlined in the emerging Draft Local Plan) will provide improved connectivity by rail.



Wider context diagram





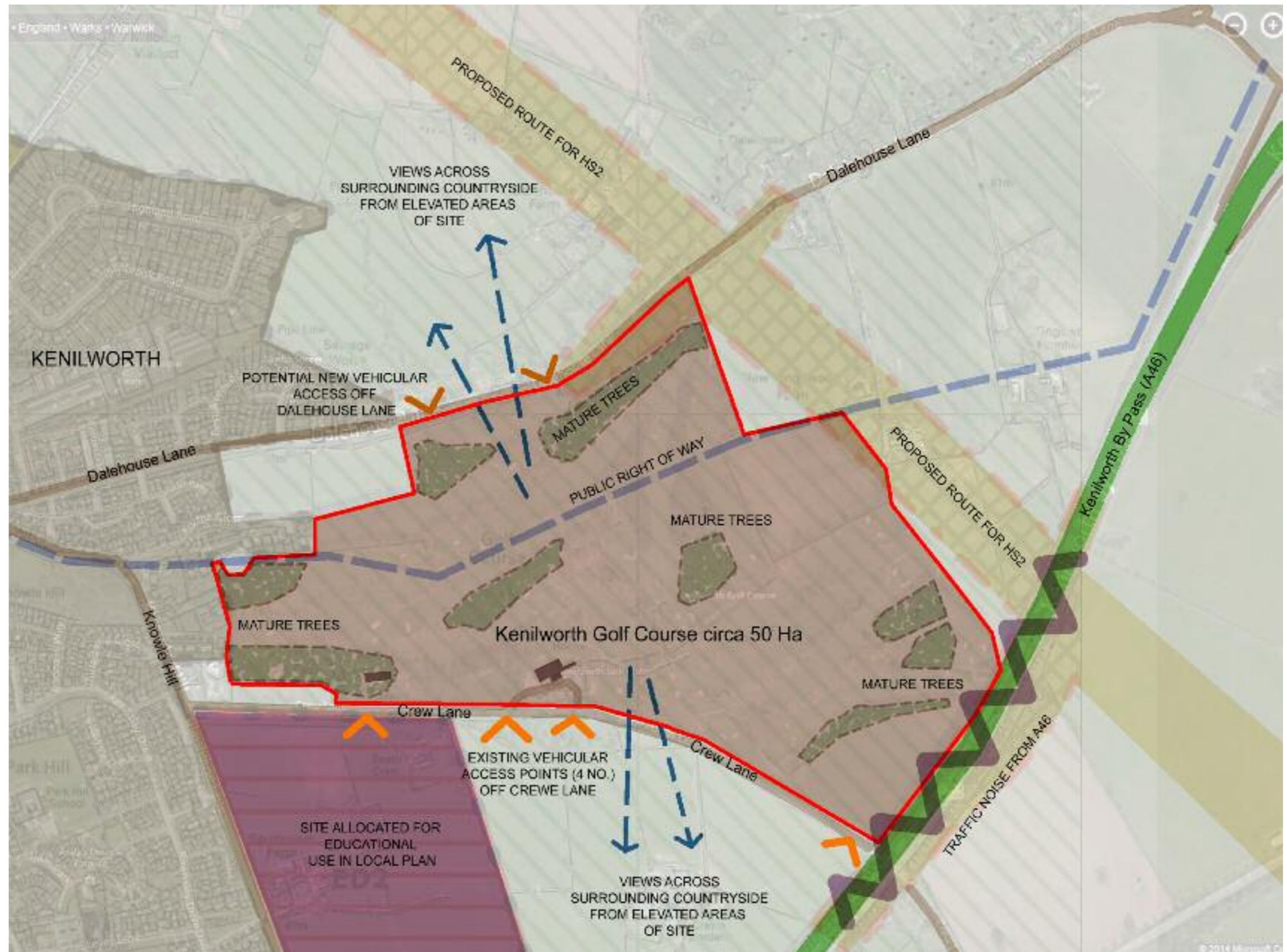
- Site
- Residential Allocations
- Education Allocations
- Employment Allocations
- Town Centre and Local Centres
- HS2 Safeguarding Directions
- Proposed Railway Station

Site context diagram



## Opportunities and Constraints

- Proposed HS2 will form a newly defined 'edge' to the Northeast of Kenilworth, providing an opportunity for expansion of the town and a defensible boundary to prevent further future encroachment into the Green Belt and beyond;
- Proposed merging of education uses on to (40 acre) site to the south of Crew Lane and the proposed allocation of land at Thickthorn provides a precedent for development of greenbelt land to the east of Kenilworth and directly adjacent to the south of the golf course site;
- 4 no. existing vehicular access points to the south of the site along Crew Lane;
- Potential for new vehicular access point to the north off Dalehouse Lane;
- Mature trees across large areas of the site and undulating nature of the golf course provides a unique opportunity for a new, very distinct and high quality residential neighbourhood extension to Kenilworth which will assist in meeting housing need in the town and wider district;
- Certain vantage points across the site offer distant and attractive/desirable views across the surrounding countryside;
- Close proximity to existing amenities;
- Limited ecological value on the site (with the exception of some tree clusters) due to it being intensively managed and maintained as a golf course;
- No environmental or ecological designations covering the site;
- Due to the impacts of HS2 on the golf club and its ability to remain operational and viable, the proposed development offers the opportunity for the club to relocate and provide new and improved facilities for both existing and prospective members



Opportunities and constraints diagram





Existing clubhouse



View within the golf course



Adjacent farmland northwest of the site



Existing residential area in Kenilworth



Existing residential properties adjacent to the golf course



Undulating topography of golf course



Areas of mature trees currently define fairways



Views of surrounding countryside from elevated areas of the golf course



## 5.0

### Concept Masterplan Proposals

**EPR**  
architects

#### Our Vision

Our vision for the site can:

- Create a high quality natural extension to the existing urban area of Kenilworth;
- Deliver a significant number of new family homes in response to local demand;
- Create a diverse and sustainable neighbourhood, providing a mix of high quality homes in close proximity to existing and new community facilities;
- Encourage use of sustainable modes of transport by enhancing pedestrian and cycle linkages within and around Kenilworth;
- Improve the provision of public transport and access to it for new and existing residents; and
- Enable new recreational resources in the form of new formal and informal green open spaces and sports facilities, providing safe and accessible places for recreation and outdoor activities. There is also scope for shared facilities between schools and local community;
- Create synergies between new community and leisure facilities with the adjacent education campus, forming an educational and sports centre of excellence in Kenilworth and ultimately delivering mutual benefits to both existing and new residents.

#### The Concept Masterplan

The masterplan draws upon the natural landscape features of the site to create an attractive, high quality residential neighbourhood where nature plays a dominant part and creates a unique sense of place.

The site will be designed as a sustainable community that naturally extends the existing residential areas to form a new edge to the east of Kenilworth. The initial masterplan layout is designed to maximise connections between Kenilworth and the surrounding landscape to ensure both visual and physical integration. This new neighbourhood would offer high quality design in a pedestrian friendly environment where key buildings and spatial variations create an inspiring and interesting place to live and to visit.

The site offers the opportunity to create in the region of 700-1000 new homes; a range of dwelling types will attract a wide range of occupants to ensure the residents of Kenilworth enjoy a balanced and sustainable community.

- Existing buildings
- Existing area of landscaping
- Proposed area of landscaping
- Public open space
- Residential
- Community / Leisure
- Primary access
- Secondary access



Concept Masterplan sketch



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## 6.0 Conclusions



Aspirational sketch

The Golf Club site is suitable, available and deliverable for residential-led development. The site is accessible to existing facilities and there is an opportunity to provide further community facilities on-site. This opportunity will be explored with the local community through public consultation. The site will also provide a pleasant residential environment, with existing areas of mature trees and views to the open countryside.

Lands Improvement is committed to delivering a high-quality, sustainable urban extension at the Golf Club site to meet the identified local housing need. This development will also enable the re-location of Kenilworth Golf Club, which may be necessary due to the impacts on its operational requirements from HS2.





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