



Clopton Quarter

by Davidsons





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1. INTRODUCTION

Davidsons Developments Limited and the Landowner have instructed a consultancy team to act on their behalf promoting land at Clopton Quarter for residential development.

The land at Clopton Quarter is put forward as a sustainable extension to the main town of Stratford-upon-Avon, deliverable in full in the plan period to 2050 as part of the emerging South Warwickshire Local Plan (SWLP).

Davidsons Developments Limited and the Landowner have been engaging with the policy team at Stratford-upon-Avon District Council and the site is being actively promoted. Representations have been made to the Stage 1 Scoping SWLP along with submissions to the call for sites exercise.

The purpose of the Vision Document is to sit outside of, but complementary to, the formal consultation stages informing the iterative SWLP plan making process.



The following document is an opportunity to set out in detail a range of technical and environmental issues which presents both a constraint and an opportunity to the delivery of the site. It demonstrates a commitment to the bringing forward of the site, which both Stratford on Avon District Council and Warwick District Council can rely upon as a positive housing allocation to meet both open market and affordable requirements in the period to 2050.

The site is ideally located adjoining the existing built-up area boundary to Stratford. Stratford is identified as a main town, and is positioned at the very top of the existing settlement hierarchy. Whichever of the seven growth options identified in the Stage 1 Scoping to the SWLP are taken forward, Stratford town features and will be the subject of housing growth. Whilst the precise quantum of development to be directed to Stratford is as yet untested, and there are a range of site options available to the Councils in bringing forward the SWLP, it is the case that the land at Clopton Quarter performs better than the reasonable alternatives against a range of sustainability criteria and plan objectives.

As a consequence, this Vision Document sets out that the land at Clopton Quarter should be the Council's first priority for allocating housing at Stratford.

This Vision Document is set out as follows;

PLANNING

THE SITE

CONSTRAINTS & OPPORTUNITIES

THE VISION

SUMMARY

The consultancy team engaged by Davidsons Developments Limited and the Land Owner welcome the opportunity to continue to engage with the Councils informing the SWLP as it progresses through its various stages of plan preparation moving to examination and ultimately adoption.

Key Benefits



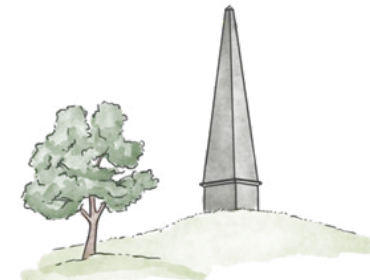
700 high-quality market and affordable homes



40% of the site forms a multi-functional green/blue infrastructure that delivers biodiversity net gain and ecological enhancement.



Restore the Vale Orchard Landscape through the planting of new orchards with native fruit trees;



Create a new, mixed use, pedestrian gateway into the Welcombe Hills Country Park;

2. PLANNING CONTEXT

This section of the Vision Document sets out the planning policy context against which the site should be assessed.

BACKGROUND

Before considering the SWLP and how the site might perform against future policy requirements, it is appropriate to consider the site in the context of the current Development Plan.

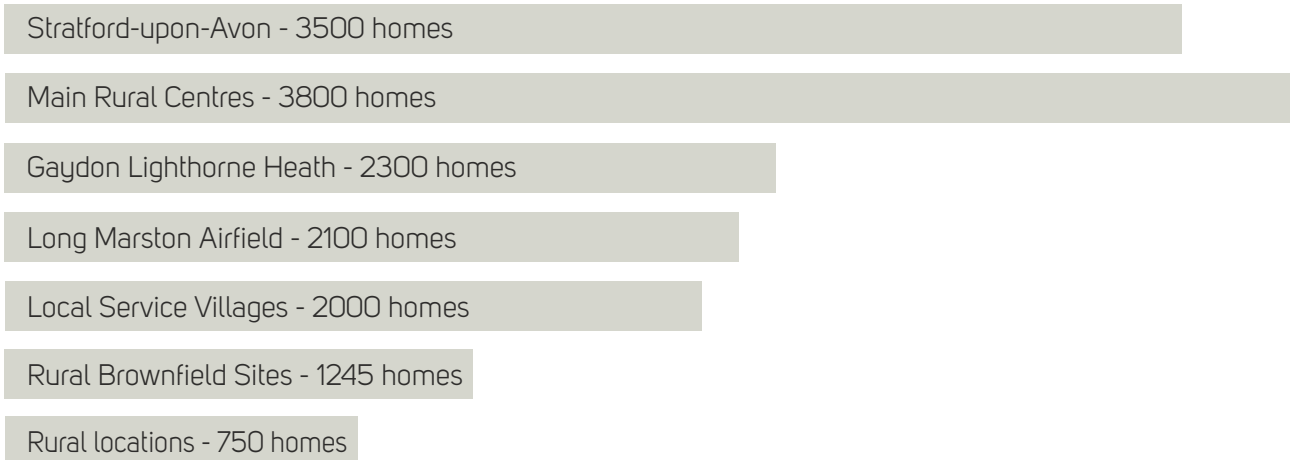
The primary Development Plan document of relevance is the Stratford-upon-Avon Core Strategy, adopted 2016 with an end date of 2031.

Policy CS.15 sets out a distribution of development for the district. This adopts a pattern of balanced dispersal adopting a settlement hierarchy starting with the main town of Stratford-upon-Avon followed by the main rural centres of:

- Alcester, Henley-in-Arden
- Kineton
- Shipston-on-Stour
- Southam
- Studley
- Wellesbourne.

Two new settlements are identified at Gaydon Lighthorne Heath and Long Marston Airfield.

Policy CS.16 sets out that between 2011 and 2031 at least 14,600 additional homes will be delivered as follows:



2011

2031

In terms of strategic allocations at Stratford Town, the proposals map highlights sites SUA.1 for 650 homes, SUA.2 for 65 homes and SUA.3 for 500 homes.

The Core Strategy also includes a series of Development Management policies concerned with protecting the Green Belt (Policy CS.10); Special Landscape Areas (Policy CS.12); as well as policies in relation to landscape (Policy CS.5) and restraint policy in terms of development in the countryside (Policy AS.10).

It is evident that the site sits four square with the current Development Plan strategy, a strategy which relies upon positive housing allocations including strategic scale green field land release at Stratford town. If the land at Clopton Quarter had been put forward as a candidate housing allocation in the preparation of the Core Strategy it is clear it would have performed well against the reasonable alternatives when assessed at a strategic level.

SOUTH WARWICKSHIRE LOCAL PLAN

The SWLP is at a very early stage of preparation, with only the Stage 1 Scoping document having been published at the time of preparation of this Vision Document.

Given that the plan making process is iterative, and should rightly respond positively to comments received at the various consultation stages, it would not be appropriate for this Vision Document to regard the SWLP as being in any way determinative at this stage.

However, a number of key themes can be identified which are material to the context to the promotion of land at Clopton Quarter.

There is a need for a vision to underpin the SWLP in order to set out how the Councils wish to see the area grow and evolve up to 2050.

As presently envisaged, the vision is to boost and to diversify the local economy by meeting development needs by ensuring the provision of appropriate infrastructure, in suitable locations, at the right time. To achieve this, there are four overarching principles as follows;



Tackling Climate Change



Promoting wellbeing



Improving connectivity



Increasing biodiversity

The vision is to be delivered through ten plan objectives. These are;

- Delivering homes that meet the needs of all our communities
- Creating attractive places
- Connecting people to places
- Developing opportunities for jobs
- Supporting vibrant and distinctive centres
- Providing infrastructure in the right place at the right time
- Protecting and enhancing the most important historic and environmental assets
- Contribute towards net zero carbon targets
- Improving the health and quality of life of communities
- Enriching the tourism potential

The extent to which the land at Clopton Quarter contributes towards meeting these ten plan objectives is assessed later within this Vision Document.

It is important to have in mind that the SWLP is a whole plan review. It is not intended as a partial review to the Core Strategy, nor as an update to reflect the most recent publication of the NPPF.

It is arguably one of the most important plan review processes underway given that the SWLP will cover both Stratford District and Warwick District.

It is therefore a strategic scale plan review, and as such the building blocks to the plan are being revisited from first principles and will be the subject of an extensive range of new evidence base.

In this context it is inevitable that a review of all of the parts of Stratford District and Warwick District will be undertaken.

That is to say, green field land that is covered by both Green Belt and non Green Belt designations will need to be assessed as to its suitability - set against the 10 plan objectives outlined to the left - for inclusion as a positive allocation of land in the SWLP.

A plan review which turns its back on the assessment of Green Belt land would not be assessing all of the reasonable alternatives, especially when Green Belt land adjoins or surrounds a number of the larger settlements in the two districts, including Stratford town.

At this early stage of plan preparation, the SWLP sets out seven potential options for growth. These are inevitably high level, non site specific options being consulted upon to establish where a chosen strategy might lie. It is possible that one of the growth options is identified to be taken forward to underpin future iterations of the SWLP, or alternatively a hybrid approach could be taken whereby a number of growth options or taken forward where they are seen to be complementary to one another.

At this time, the potential options are as follows;

- Option - rail corridors
- Option B - main bus corridors
- Option C - main road corridors
- Option D - enterprise hubs
- Option E - socio economic
- Option F - main urban areas
- Option G - dispersed

For the purposes of this Vision Document, it is highly relevant to note that Stratford town features in all seven of the potential options for growth identified. This is perhaps not surprising given that Stratford is one of the main towns (and the only town in Stratford District) and is positioned at the very top of the settlement hierarchy. Nevertheless it is a highly material consideration since this demonstrates the land at Clopton Quarter is in a location supported strategically by the SWLP whatever growth option is taken forward.

STRATFORD TOWN

Having considered the SWLP in terms of strategic scale issues, it is necessary to have regard to Stratford as a town.

Stratford is a largely intact medieval planned town. The town is the focus of international cultural attractions, as well as being attractive for its riverside and historic centre. Tourism is a key economic component to the town, which in part drives the desire to retain its historic and cultural identity.

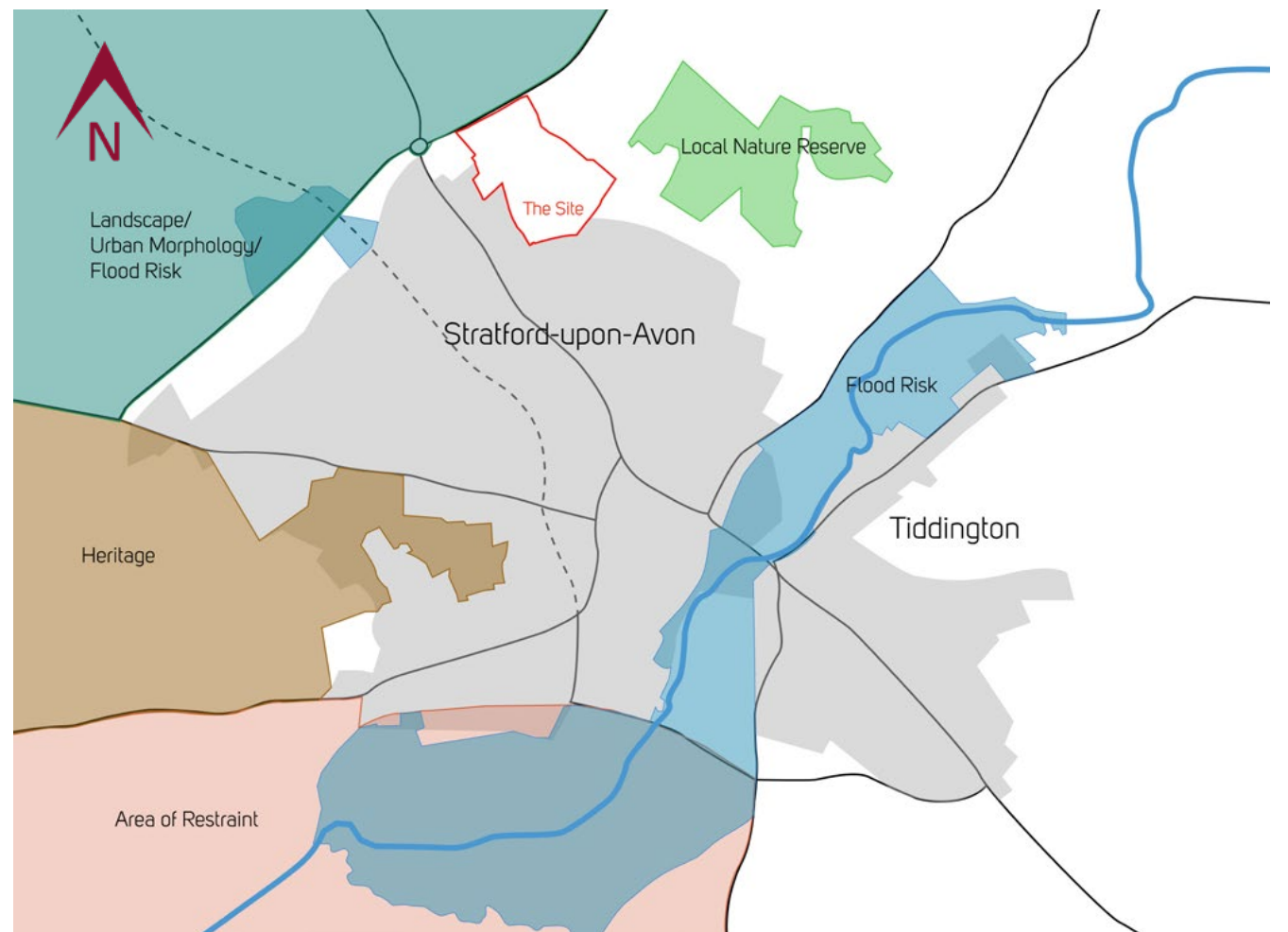
Tension exists between meeting the needs of local residents and the expectations of the significant number of visitors to the town. Transportation issues are a particular issue in this context.

The town supports a very wide range of shops and services, this is partly due to the need to support both residents and high tourism numbers. The town functions at various levels, a local centre for its own residents and also as an extensive catchment for retail, jobs and a wide range of services such as education and health.

The towns hinterland covers much of the central and western parts of Stratford District including large rural centres.

There are a number of key town wide issues which impact upon future planning for Stratford. Green Belt adjoins the built up area boundary on all of the north, north eastern and north western edge's. The River Avon flows to the south and south east of the town and its associated high flood risk areas are extensive. Stratford-on-Avon racecourse is located immediately south of the

town. To the west, planned strategic infrastructure and existing housing commitments define the settlements edge, positioned close to some of the most sensitive historic parts of the town in relation to the Anne Hathaway area. Tiddington, on the opposing bank of the River Avon to the town, is a settlement in its own right with his own built up area boundary and identity.



Planning constraints plan



At a country level the Warwickshire Landscapes Project identifies Stratford within the Avon Valley with the northern fringes of the settlement and the site forming part of the Vale Orchard Belt. The key features of the Vale Orchard Belt are identified as:

- “Rising ground with a large scale, rolling topography;
- A large scale, often poorly defined field pattern;
- Large orchards on hilltops and south facing slopes;
- Prominent hilltop woodlands;
- Steep wooded scarps and associated unimproved grassland;
- Varied settlement pattern of small nucleated villages and loose clusters of roadside dwellings;
- Local vernacular Blue Lias stone buildings.”

Having regard to all of the above, the following conclusions can be drawn in relation to future planned growth at Stratford town;

- Stratford is one of the most sustainable locations for growth in South Warwickshire.
- The site adjoins the existing built up area boundary.
- Given the relative lack of legacy land at Stratford town, any strategic scale housing will require outward expansion of the built up area.

- All seven emerging South Warwickshire Local Plan growth options including directing housing to Stratford town.
- There are a complex range of constraints affecting the suitability of edge of Stratford locations for new housing – heritage, traffic, infrastructure capacity, landscape, air quality, relationship to existing facilities including public transport, flood risk, coalescence.
- Green Belt is not in and of itself a constraint which warrants discounting any given location.

GREEN BELT

The site is located within the designated Green Belt that extends around the northern fringes of Stratford forming part of the wider Green Belt setting of Birmingham.

The purposes of the Green Belt are defined under paragraph 134 of the NPPF as:

- “to check the unrestricted sprawl of large built-up areas;
- to prevent neighbouring towns merging into one another;
- to assist in safeguarding the countryside from encroachment;
- to preserve the setting and special character of historic towns; and
- to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.”

In terms of its existing function, the current Green Belt in the location of the site serves little purpose in preventing the merging of neighbouring towns. Careful masterplanning with defined and enduring boundaries will also avoid unrestricted urban sprawl and allow for sufficient land to be allocated that meets the housing requirements of the local area which cannot be met by use of previously developed land alone.

The setting and special character of historic towns can be preserved through considered design. The site sits

adjacent to the modern settlement edge and has no relationship with the historic core of Stratford or the approaches to it. There are sensitivities relating to Clopton House and the Welcomebe Hills, but these are landscape and heritage issues that can be overcome and addressed positively through good urban design.

It is therefore clear that the purposes of the Green Belt in this location are not consistently strong.

The site presents clearly defined boundaries in the form of the settlement edge, the A46 and the rights of way network associated with the access road to Lower Clopton Farm. These boundaries are robust and enduring and further reinforced/emphasised by the distinct change in landform to the north and north-east.



DELIVERABILITY

Clopton Quarter is a demonstrably deliverable option for delivering housing led development in the emerging plan period to 2050.

Davidsons are uniquely positioned as both promotor and housebuilder. The site is in single land ownership and Davidsons have a legal interest already secured in the site, with an objective to promote the site and bring forward planned, comprehensive, infrastructure led residential development at the earliest appropriate opportunity via the plan making system.

Off site infrastructure requirements are not identified as delaying to any great extent the delivery of housing.

It is anticipated – in the context of Stratford being a strong housing market area – that the construction phase for the site would extend to approximately 6 - 8 years, on the basis of approximately 100 house build sales per annum.

Site phasing is such that new strategic highway improvements to the A46 and any additional works to Birmingham Road would be delivered early with a natural progression through the site from north west to south east.

CONSISTENCY WITH SWLP

The SWLP is at an early stage of preparation but already key objectives are emerging. A number of these are taken from the current Core Strategy, others are an evolution and there are some which are more prominent and reflect changing lifestyles and community requirements in light of recent events such as the global pandemic.

Clopton Quarter is well placed to meet these emerging SWLP objectives, not just as a innominate urban extension but as an exemplar, well thought out proposal which clearly has its place and relates to the north eastern side of Stratford town.

Delivering homes that meet the needs of all our communities

A range of housing size and type will be delivered at Clopton Quarter. Affordable housing will be provided across the site, with a range of tenures, integrated with open market housing. Different housing sizes will be provided recognising the diverse need for small households as well as larger family accommodation. Different housing types – terraced, semi detached and detached – of varying types and styles will capture the full housing market need.



Creating attractive places

The combination of a high quality landscape strategy which restores the Vale Orchard character with traditional, attractive and well-detailed new homes will create a distinctive new residential community. The masterplan articulates good urban design principles to ensure that a legible development is created, with a sense of place and a series of interesting spaces.

Connecting people to places

Clopton Quarter is designed as an integrated neighbourhood which makes connections with existing local communities and neighbouring assets such as the Welcombe Hills Parkland. The new facilities and network of green infrastructure will also connect people with nature and promote a healthy lifestyle.

Developing opportunities for jobs

There are a range of job opportunities to be created at construction stage, including master craftspeople required to construct houses to a very high standard.

The design of houses is such that home working is an integral part of the communities to be created. Home offices are to be designed within houses as well as separate home office pods within rear gardens.

The community orchards, governance, and community hub linking with the adjacent country park all present an opportunity for job creation.

Additional housing at Stratford will provide additional economic spend to support the long term vitality and viability of the full range of services on offer in the town. Whilst there is no suggestion that local services are under threat, additional spend inevitable improves commercial viability.

Supporting vibrant and distinctive centres

Stratford town has an enviable reputation as a jewel in the Warwickshire crown. New households at Clopton Quarter will reinforce the towns vibrancy, additional economic activity in the town will serve to support and reinforce local distinctiveness.

Providing infrastructure in the right place at the right time

Unplanned and piecemeal development serves to undermine the delivery of necessary infrastructure. A site wide strategy to development, where housing is part of a much wider community ethos as is the case at Clopton Quarter, ensures that infrastructure requirements are identified, planned for and phases in a manner to serve growth planned through the SWLP.

Protecting and enhancing the most important historic and environment assets.

To protect and enhance it is necessary to first identify. Underpinning this proposal is a full understanding of the constraints and opportunities (both on and off site) presented by the site. Once so identified, it is appropriate to explore in full the potential to enhance assets, not just to meet policy requirements, but to create communities within spaces to be proud of. This approach has been applied to Clopton Quarter.

Contribute towards net zero carbon targets

Davidsons are committed to be at the forefront of sustainable and ecologically efficient homes. Whilst traditional facades and elevational treatments are important components to the Davidsons brand, this is

not to the detriment of sustainable and ecologically sensitive construction; Building Regulation Co2 targets are already being exceeded in current developments and Davidsons are on track to meet emerging and increasingly stringent Building Regulation and local policy Co2 reduction requirements.

Improving the health and quality of life of communities

The vision for Clopton Quarter is to and connect people with nature and improve the sense of well-being for new residents and those in neighbouring communities. The masterplan creates pedestrian and cycle orientated routes and permeability that promote the use of non-motorised modes of transport. The Orchards are designed to promote healthy eating and foster social interaction. The Parkland Gateway creates similar opportunities and elevates the position of the site in relation to the Welcombe Hills Country Park and encourages people to use these green spaces and enjoy the stunning landscape.

Enriching the tourism potential

Creating a development which is exemplar, befitting the town of Stratford, plays its part in ensuring that the town is of the highest quality and continues to attract and maximise tourism. As mindfulness and well being becomes ever more important, embracing the adjacent country park and providing a community hub to increase its recreational and tourism use is a significant positive for this site.



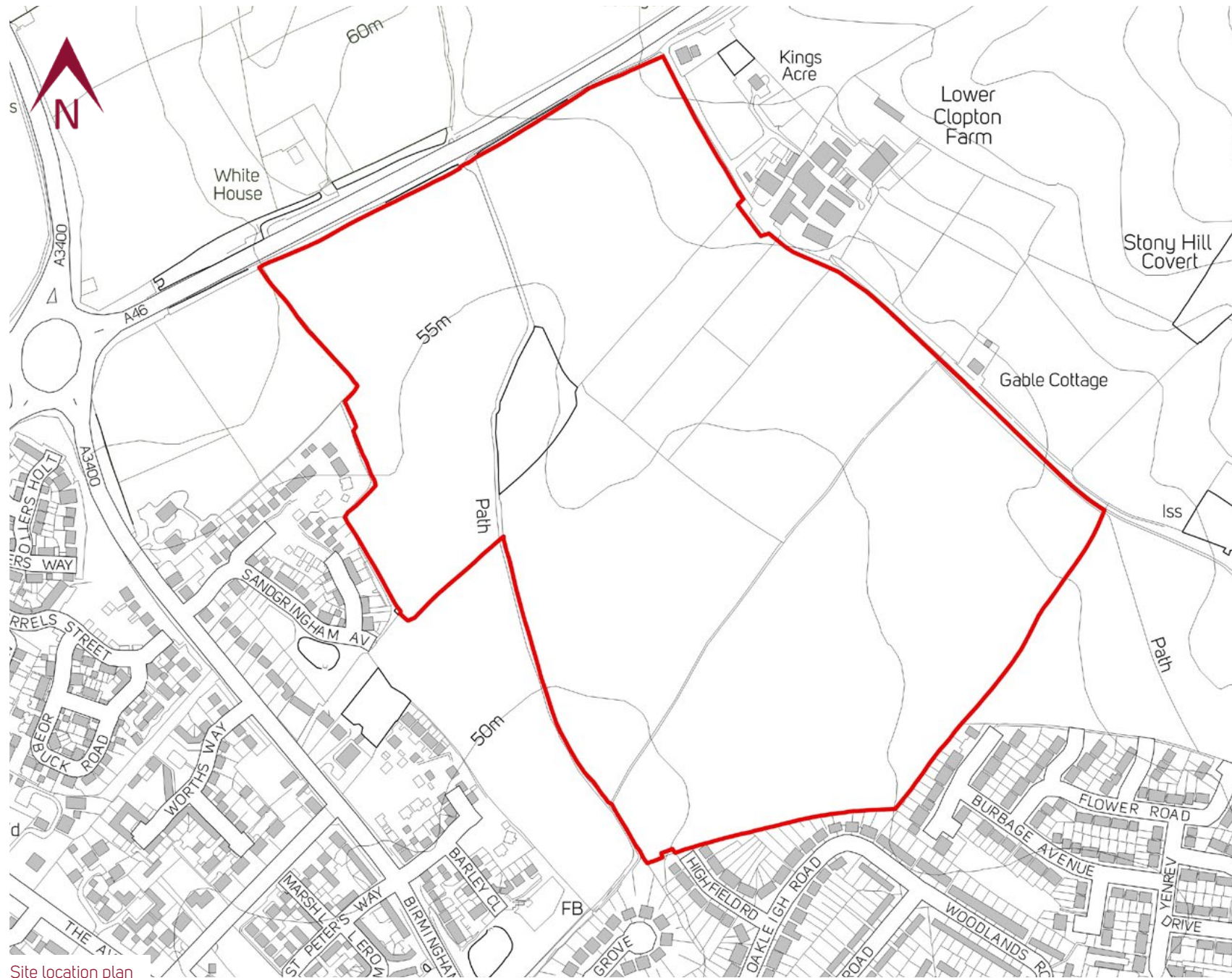
3. THE SITE

The site is located at the northern urban edge of Bishopton and Clopton that form the northern modern residential suburbs of Stratford upon Avon.

The site extends to approximately 34.42 hectares, comprising four medium-large scale geometrically shaped arable fields and a single similar sized square field maintained as grassland. The site is crossed by an open ditch course crossing north to south between the A46 and the settlement edge at Highfield Drive. There is a single wooded triangular copse central to the site.

The site is bound to the north-west by the A46, to the south and south-west by the modern residential edges of Bishopton and Clopton, to the east by the farmed parkland setting of the Welcombe Hills Country Park, and to the north-east by the farmland setting of Lower Clopton Farm.





Site location plan



View looking south west from the north east corner of the site

In relation to settlement and built form, the site shares an immediate relationship with the northern urban fringe of Stratford upon Avon. Beyond the urban edge built-form is limited to Lower Clopton Farm at the north-east boundary of the site, Clopton Hall to the east, and the Welcombe Hotel beyond. To the north on the ridge there is a small collection of houses on King's Lane. To the north-west of the A46 there are a collection of farm complexes that include Lowe Langley Farm, Park Farm, Comyns Farm and Brickyard Farm.

In terms of infrastructure, the site sits just to the east of the junction between the A46 and A3400, the Stratford upon Avon Parkway railway station and associated park and ride.

In respect of land use and vegetation cover, the site forms part of the wider setting of farmland, with the land proposed for development being unconstrained. In terms of the wider context, to the north of the A46 there is a similar pattern of

medium-large scale geometrically shaped fields maintained as arable farmland. To the north-east beyond Lower Clopton Farm the rising scarp slopes are intensively managed as arable farmland with limited boundary features. To the east there is a combination of pastoral farmland and farmed parkland with defined section of ridge and furrow around Clopton House and the retained farmed parkland to the north of the Welcombe Hotel. To the east of the site there is a marked increase in field trees, boundary tree cover and woodland.

In terms of landform the site is relatively flat. Beyond the site there is a marked change in topography with a sharp rise across the pronounced scarp slope that defines the northern edge of the valley setting to the River Avon.

With regard to access and recreation, the site is maintained as privately owned farmland and does not provide any access or recreation function, beyond the local



View from fields south of the site

network of public rights of way that cross the north-west extent of the site and align with the northern boundary. To the east of the site is the Welcombe Hills Country Park comprising 60 hectares of accessible farmed parkland and woodland.

To the south-west of the site there is an area of open space with equipped play facilities delivered as part of the recent housing development at Sandringham Avenue.

In terms of designations, the site forms part of the Green Belt that extends across the northern fringes of Stratford on Avon. Beyond the Green Belt, the site is not covered by any landscape, heritage, or nature conservation designation that would suggest an increased value or sensitivity to change. The site is also not covered by any statutory or non-statutory designation that would prohibit its development for residential development. The Welcombe Hills to the east of the site is designated as a Local Nature Reserve that is broadly contiguous with the boundary of the country park.



View of Clopton House from a neighbouring field

There are no statutory heritage assets within or directly adjoining the sites boundary. Clopton House to the east of the site is a Grade II* Listed Building with associated Grade II features at the western curtilage of the house and Grade II gate posts to the south on Clopton Road marking to entrance to Clopton Park. Further to the east the Welcombe Hotel is also a Grade II* Listed Building with Grade II stable block and Grade II obelisk slightly further to the north. Clopton Tower (Grade II) marks the location of an underground reservoir. To the south-west of the site there is a small collection of Grade II buildings within the urban area that include Bishopton House, The Lodge, The Limes and Linden House.

4. CONSTRAINTS & OPPORTUNITIES

This section provides a brief summary of the key considerations for the various technical disciplines. For further details please refer to the stand alone reports provided separately.

ECOLOGY *prepared by* **aspect** ecology

The ecological appraisal has been informed by a desktop study and ecological walkover of the site. In terms of ecological designations, the site is located approximately 0.2km south-west of Welcome Hills Local Nature Reserve (LNR) which comprises a mix of grassland, woodland and scrub. The LNR is sufficiently removed from the site such that it would not be directly impacted by development or indirectly through construction activities.

So far as Non-Statutory Designations, a potential Local Wildlife Site (pLWS), woodland near Bishopton Lodge, is located on site comprising a small area of broadleaved woodland connecting hedgerow and ditch.

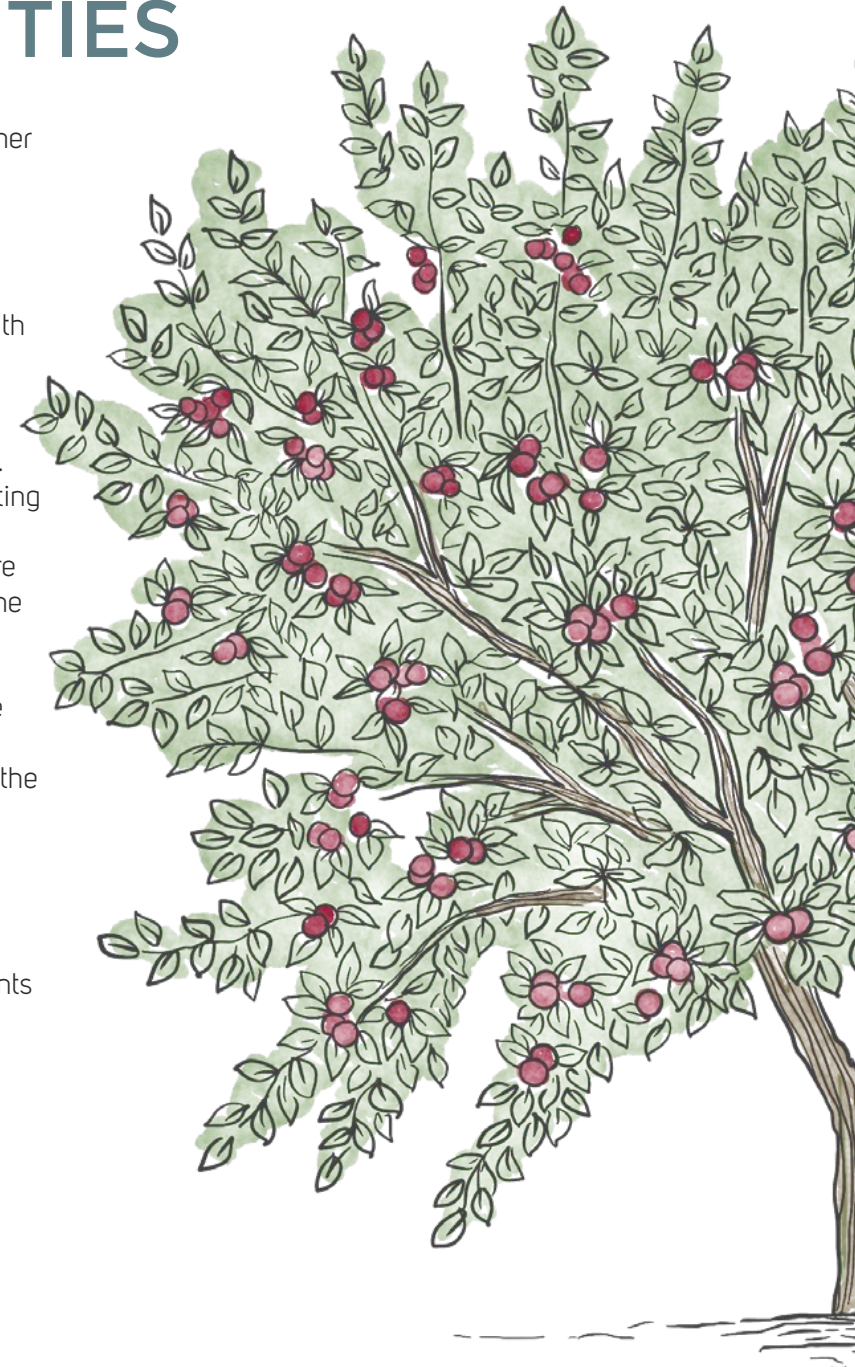
Residential development at the site is unlikely to significantly impact upon any statutory ecological designations in the local area. Subject to a sensitive scheme design and buffering of on-site and adjacent non-statutory designations, these are unlikely to pose a constraint to development.

The on-site habitats are unlikely to pose a constraint to development, subject to the retention of the woodland and the hedgerows wherever practicable. Consideration will need to be given to opportunities to

achieve biodiversity net gain on-site, potentially with adjacent land.

The habitats present provide relatively limited opportunity for protected or notable faunal species. Further survey work in respect of foraging/commuting bats, Badgers, reptiles, Great Crested Newt and breeding birds is recommended to inform any future planning application. Retention and protection of the woodland, pond and hedgerows within a sensitive scheme design would retain foraging and refuge opportunities for a range of species and ensure connectivity with the wider landscape is retained such that fauna can continue to commute through the site.

Overall, subject to a sensitive scheme design, there are no over-riding ecological constraints to development of the site. On the contrary there are numerous opportunities for ecological enhancements at the site.





ARBORICULTURE *prepared by* **aspect** arboriculture

The site is not within a Conservation Area, accordingly the amenity value of the trees is not elevated to preserving or enhancing any unique or distinctive interest linked to the setting.

Enquires with Stratford-upon-Avon District Council have confirmed that land to the east of the site is influenced by an area type Tree Preservation Order¹, which affords protection to trees situated adjacent to the site's boundary.

The site's principal trees comprise a parcel of deciduous native woodland, three mature English Oak standards commensurate to BS5837:2012 category A, and a number of mature Lime and Horse Chestnut which occur adjacent to the site's north-eastern boundary. The woodland is linked to the site's external boundaries via agricultural hedgerow, and is a central and connecting component of the site's green infrastructure network.

The woodland will be a priority to retain within any future development proposal, and this will need to be achieved through appropriate offsets to ensure there is a transition between woodland edges and residential areas.

The three category A English Oak are sited within the southern extent of the site and hold prominent positions within field boundary hedgerows including boundaries shared with existing development, which will be retained.

The majority of the remaining tree canopy cover on the site occurs as hedgerow-thrown standards set within agricultural field boundary hedgerow, and frequently of low individual merit and distinction. The collective function and integrity of the hedgerows and boundary groups is nevertheless substantial and should be retained for screening and containment benefits.

Owing to the lack of diversity and the site's open interior, there are tangible opportunities to enhance its green infrastructure contribution, amenity and canopy coverage. Since public access is prerequisite in attaining the public benefits attributable to trees, there is also inherent gain from providing development enabled access to the extant woodland within the interior of the site.

LANDSCAPE *prepared by golby+luck*

The assessment considers the landscape and visual baseline setting of the site, taking into account published assessments at a national and local level, the location and type of local designation, the features and use of the site and associated value, and the visual setting of the site through the consideration of a series of representative views.

In terms of settlement and built-form, the site shares an immediate relationship with the northern urban fringe of Stratford upon Avon. Beyond the urban edge built-form is limited to Lower Clopton Farm at the north-east boundary of the site, Clopton Hall to the east, and the Welcombe Hotel beyond. To the north on the ridge there is a small collection of houses on King's Lane. To the north-west of the A46 there are a collection of farm complexes that include Lowe Langley Farm, Park Farm, Comyns Farm and Brickyard Farm.

In terms of land use and vegetation cover, the site forms part of a wider setting of farmland. The site comprises arable farmland with a small section of farmland defined by low clipped native boundary hedgerows and intermittent tree cover.

In terms of designation, the site forms part of the Green Belt that extends across the northern fringes of Stratford on Avon. Beyond the Green Belt, the site is not covered by any landscape, heritage, or nature conservation designation that would suggest an increased value or sensitivity to change.

The site sits low down at the foot of the scarp slope, set between the A46 to the north-west and the settlement edge to the south-west. The combination of landform, settlement and infrastructure substantially restrict the visual envelope of the site.

Given the nature and extent of the land the opportunity also exists to secure significant landscape enhancement measures. Consideration should be given to:

- the retention and reinforcement of the existing landscape framework with field boundary hedgerows, ditch courses and areas of woodland;
- the provision of meaningful areas of open space and structural landscaping measures at the northern and north-east boundaries of the site to secure a suitable landscape transition with the scarp slope;
- a crumbling edge to the settlement with space to accommodate increased levels of tree planting; along the northern boundary as well as across the site

- creation of a gateway space to the access land around Clopton House and the wider setting of the Welcombe Hills country park;
- meaningful pockets of green space throughout the development to secure an extended tree canopy across the site that will present a softer extension to the settlement in elevated views from the ridge; and
- the potential restoration of historic hedgerows on arable fields to the north east of Lower Clopton Farm beyond the site, delivering wider landscape enhancements.

A way of achieving this in line with the county character assessment would be the inclusion of orchards with the site in keeping with the character of the Vale Orchard Belt.



View towards Clopton Tower from neighbouring field

HERITAGE *prepared by* **RPS**

The assessment has been informed by a site visit, a review of listing citations, a Warwickshire Historic Environment Record search, and the application of professional judgement.

There are no designated heritage assets within the site.

A search of National Heritage List for England and Local Authority datasets show that there are 14 designated heritage assets (1 Grade II* and 13 Grade II Listed Buildings) within 1km of the site. There are no other designated heritage assets (Conservation Areas, Scheduled Monuments, Registered Park and Gardens or Registered Battlefields) located within the search area.

Clopton House is located c.190m to the east of the site and is surrounded on all sides by parkland albeit this is less formal and somewhat reduced to the south of the Listed Building. The house is accessed from a historic main driveway located to the south-east of the property, but a second driveway historically also entered from the north-west, along the existing footpath located adjacent to the site's north-east boundary. This second driveway remains legible by the former estate buildings of Clopton Cottages, Lower Clopton Farm and Gable Cottage and a short avenue of trees planted to the east of Gable Cottage.

There is limited visibility of Clopton House from within the site owing to intervening vegetation located within and outside of the parkland. Return views of the site from the Listed Building itself are also anticipated to be limited owing to the orientation of the main house facing to the south and the position of outbuildings (stables etc.) located to the west of the house.

Clopton Tower is located c.500m to the south-east of Clopton House and at the edge of the house's parkland as identified on the HER. The Tower is located c.700m southeast of the site. Owing to the Tower's topographical location and as per its design, it is visible from across a wide area and likely facilitates distant views of its surroundings. However, it is the Tower's visibility in association with Clopton House and within the parkland contributes most to understanding and appreciating the significance of this Listed Building.

In respect of non-designated built heritage assets, the HER identifies Clopton Park located immediately adjacent (south-east and north-east) of the site. This landscape comprises a post-medieval former deer park which also incorporates elements of seventeenth and nineteenth century landscape design surrounding Clopton House (Grade II* Listed Building).

The allocation of the site would have the potential to affect the heritage significance of Clopton House (Grade II* Listed Building) and the non-designated built heritage assets of Clopton Park, Lower Clopton Farm, Clopton Cottages and Gable Cottage through changes within their settings. This is however, not considered a constraint to the allocation of the site as the potential harm could be mitigated through design and masterplanning of the development.

There are no known below ground, archaeological constraints to the promotion/development of the site and whilst further surveys would be required to support any future planning application the site is assessed to have a low/negligible potential for significant remains of all periods.



Clopton House

The site is located to the north of Stratford-upon-Avon and has frontage onto the A46, which is part of the strategic road network (SRN).

The site is in a sustainable location and provides opportunities for pedestrian travel, with footways beside Birmingham Road and Bishopton Road providing access to various employment opportunities in the vicinity of the site.

The pedestrian catchment area covers most of the northern parts of Stratford-upon-Avon including various retail and employment opportunities. The Stratford Enterprise Park and Avenue Farm Industrial Estate are also within walking distance of the site, as are the Maybrook Shopping Centre and parts of the town centre.

Traffic-free cycle routes are also available on the A46, Bishopton Lane and parts of Birmingham Road to facilitate cycle travel around the town. A number of residential roads in the vicinity of the site are also classified as advisory routes. Therefore, there are no barriers to restrict cycle travel to and from the site and the use of bicycles could be a viable alternative to the use of private car for trips to school or work.

There are also opportunities for bus travel, with bus stops accessible via footways on Birmingham Road. Although many bus operators throughout the country are operating temporary timetables due to COVID-19, it is anticipated that more frequent services will resume when travel restrictions are lifted, and local amenities and facilities are reopened. In addition, if access to the site from the local road network was provided via Birmingham Road, there could be the potential to divert an existing bus service through the site to improve connectivity.

Further, the Stratford-upon-Avon Park and Ride and Parkway rail station are within walking distance of the site and offer more frequent journeys to the town centre and to further commuter locations such as Birmingham, Worcester and Leamington Spa.

Primary access to the development is to be provided via the A46 with secondary access via the local road network via Highfield Road. Access from the A46 would include improvements to the existing A46/A3400 Bishopton Roundabout.

A high quality access could be achieved from the A46 that accommodates the proposed development whilst also providing significant improvements to the queuing and delay across A46/A3400 Bishopton

Roundabout. The improvement scheme would also provide additional headroom for future local plan growth, including allowing for the widening of the A46. There is also potential to access the site from the local road network and hence provide multiple accesses for all road users.

Overall, safe and suitable access can be achieved by all modes of travel, and the impacts of the development can be appropriately mitigated through improvements along the A46 corridor alongside providing additional highways benefits.



View of the A46

WATER RESOURCES *prepared by* ADC INFRASTRUCTURE

The key considerations in relation to water are flood (both on site and implications within the wider watercourse catchments), surface water and foul water connections.

The site is predominantly within Flood Zone 1, this is with exception to minor areas of land running parallel to the two unnamed minor watercourses which cross the site.

The Environment Agency mapping highlights that there are areas of minor surface water flood risk on land running parallel to the two unnamed watercourses which cross the site. This will be mitigated by the proposed surface water strategy as well as general master planning and design considerations such as the raising of floor levels

above existing ground levels and the arrangement of external levels to preferentially divert any exceedance flows away from building thresholds.

The surface water drainage strategy has been considered and a calculation of the anticipated discharge rates and attenuation volumes has been carried out.

The proposed development would discharge surface water runoff into the unnamed watercourses and Racecourse Brook, at a restricted discharge rate based upon the development area of each catchment. Attenuation is proposed via the use of detention basins which will be sited in low points within each catchment.

An on-site pumping station may be required to convey foul effluent to the connection point identified by Severn Trent in Birmingham Road. This is subject to further consultation with Severn Trent but is not considered to be a constraint to development.

The minor watercourses that flow through the site offer potential to mitigate flood risk further downstream within Stratford; this would allow the development to provide wider betterment. Amendments to the watercourses could comprise introduction of meanderings or additional flood storage, all of which could be accommodated on site.

In all respects the development proposals are considered sustainable from a flood risk and drainage perspective.



Example of sustainable urban drainage at Davidsons scheme in Houlton Rugby

NOISE



A noise model has been built in order to complete a simple suitability assessment of the proposed residential use across the site based upon the ProPG: Planning & Noise Guidance.

Given that for this site the likely dominant source of noise is attributed to road traffic, the predicted noise levels are based on traffic counts on the two roads where DFT traffic flow data was available

Daytime and night time assessments have been based upon noise contours applied to the site at 1.5m above ground level. The predicted daytime noise levels across the site show that the majority of the site is likely to fall into the low or negligible risk categories. The predicted night-time noise levels across the site also show that the majority of the site is likely to fall into the low-risk category.

The area of the site closest to the A46 is likely to fall in to the medium risk category, for both daytime and night time assessments. To address these medium risk assessments acoustic glazing will likely be required, potentially with alternative means of ventilation. This is likely to relate to the first properties facing the A46; those properties behind will benefit from the natural screening which occurs from built form.

Further sustainable design measures can be considered. These include landscaping, layout and orientation of the proposed houses and the locations of specific amenity areas and the internal orientation of houses and specific habitable areas.

In overall terms, with careful consideration of the sustainable design and additional mitigation measures, the site will be suitable from a noise perspective.



The A46

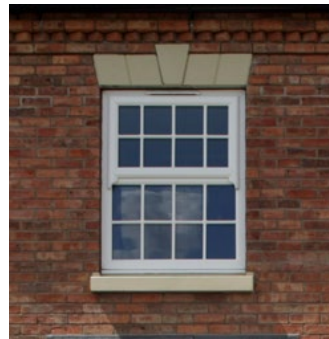
The Site

Mitigation

Acoustic Glazing

Landscaping

Layout and Orientation



AIR QUALITY

prepared by



An assessment has been undertaken including the modelling of nitrogen dioxide (NO₂) concentrations across the site, allowing an understanding of the suitability of the site for future residential occupiers.

The main urban area of Stratford-Upon-Avon has been declared as an Air Quality Management Area (AQMA) for exceedances of the NO₂ annual mean objective. The AQMA does not cover the site, the AQMA boundary extends up to and is consistent with the sites southern boundary.

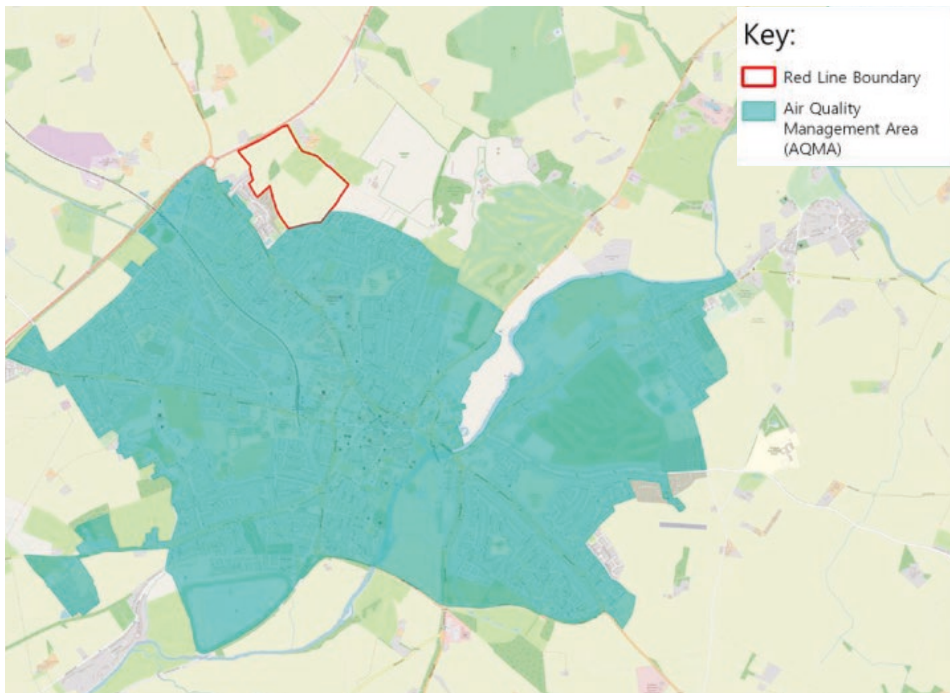
The concentrations of NO₂ have been modelled across the site at a ground floor level. The traffic data utilised within the modelling exercise is based upon 2019 Department for Transport (DfT) baseline traffic data for the surrounding highway network.

The modelled NO₂ concentrations shows that NO₂ concentrations across the site are below the annual mean objective (40 µg/m³). Levels are higher along the boundary with the A46, however, levels are still within the annual mean objective. The assessment illustrates that the NO₂ concentration decreases significantly with increased distance from the road sources.

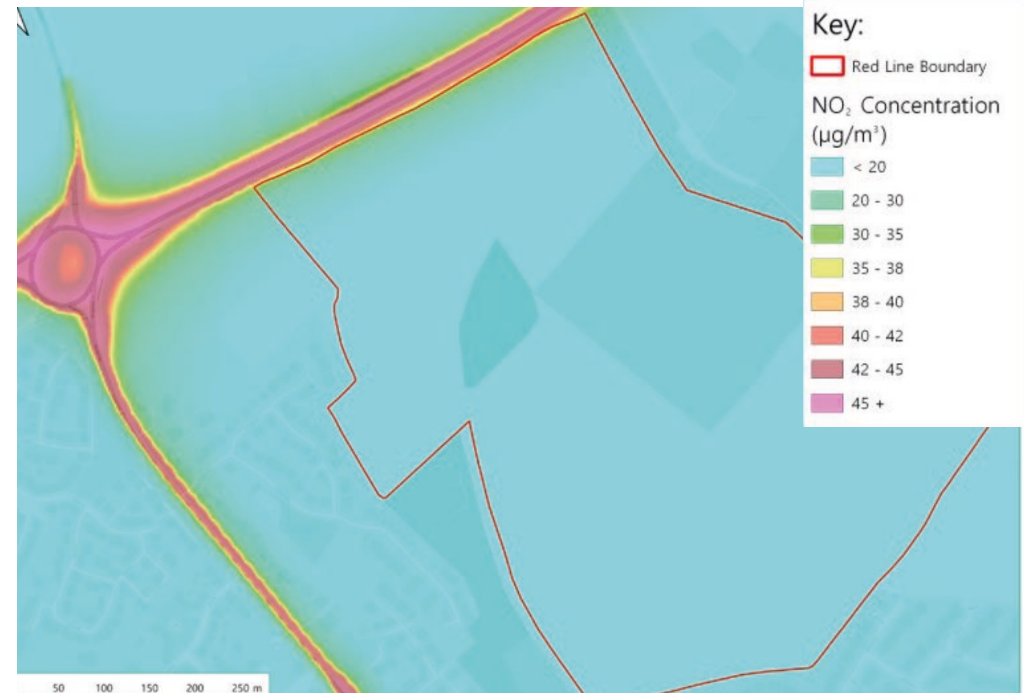
The highest predicted NO₂ concentrations are within the highway carriageway, especially approaching the highly trafficked roundabout to the west of the site. Away from the roadside, concentrations fall off and it is therefore expected that the concentrations at the ground floor of the site will be lower than the annual mean objective.

The results of the air quality assessment demonstrate that the air quality concentrations at the site are not anticipated to be at a level that would adversely impact future residential occupiers and would fall within the NO₂ annual mean objective (40 µg/m³).

Were it the case that mitigation is a requirement, this could be considered on the north-west boundary of the site with the A46, in the form of a setback of at least 10m from the boundary between the A46 and the start of residential areas. This could readily be accommodated within any site layout were it required.



Site in relation to AQMA



Modelled NO₂

CONSTRAINTS & OPPORTUNITIES *prepared by nineteen47*

The accompanying constraints and opportunities plan summarises the key considerations for the site and are identified as follows: -

CONSTRAINTS

- The site is currently designated as Green Belt, but considered to be a very logical location for Green Belt release;
- A suitable access strategy will need to be agreed onto the A46 with emergency links available elsewhere via Highfield Road.
- Noise from the A46 will need to be mitigated.
- Existing trees, in hedgerows and the triangular copse of trees will need to be retained, along with stand-offs to protect the value of these assets.



OPPORTUNITIES

- Restore the Vale Orchard Landscape through the planting of new orchards with local species;
- Expand the network of hedgerows across the site and allow this to inform the pattern of development;
- Create a new, mixed use, pedestrian gateway into the Welcombe Hills Country Park;
- Design a distinctive new residential development with well-detailed new houses set within an attractive new landscape;
- Celebrate the proximity of Clopton House (Listed Building) by integrating features into the scheme
- Integrate the existing mature trees and hedgerows
- Create a multi-functional green/blue infrastructure that delivers biodiversity and ecological enhancement, including reducing downstream surface water flows
- Form a new, soft edge to the settlement with lower density at the site margins.





Constraints and opportunities plan

5. OUR PROPOSAL

Scale of Development

The masterplan sets a vision for 700 high quality new dwellings within a strong green infrastructure which equates to 14ha, 40% of the total site area. This creates a landscape setting for new housing with an average density of 35 dwellings per hectare, with variations in density anticipated with a denser and slightly taller frontage to the A46 and a lower density informal edge to the south and east.

It is anticipated that the delivery of 700 high quality new homes will include a mix of 1, 2 and 3 bedroom smaller homes as well as 3, 4 and 5 bed family homes to create a mixed community with a variety of tenures.



Vision

Clopton Quarter by Davidsons is a distinctive new residential community of approximately 700 new high quality homes with health and well-being at its heart. The scheme will respond to the Vale Orchard landscape character, re-introducing local heritage fruits in new orchards, restoring and strengthening field patterns, creating pedestrian and cycle routes, informal 'play on the way' structures and creating a new gateway to the Wellcombe Hills Country Park, knitting together the natural and built environment.

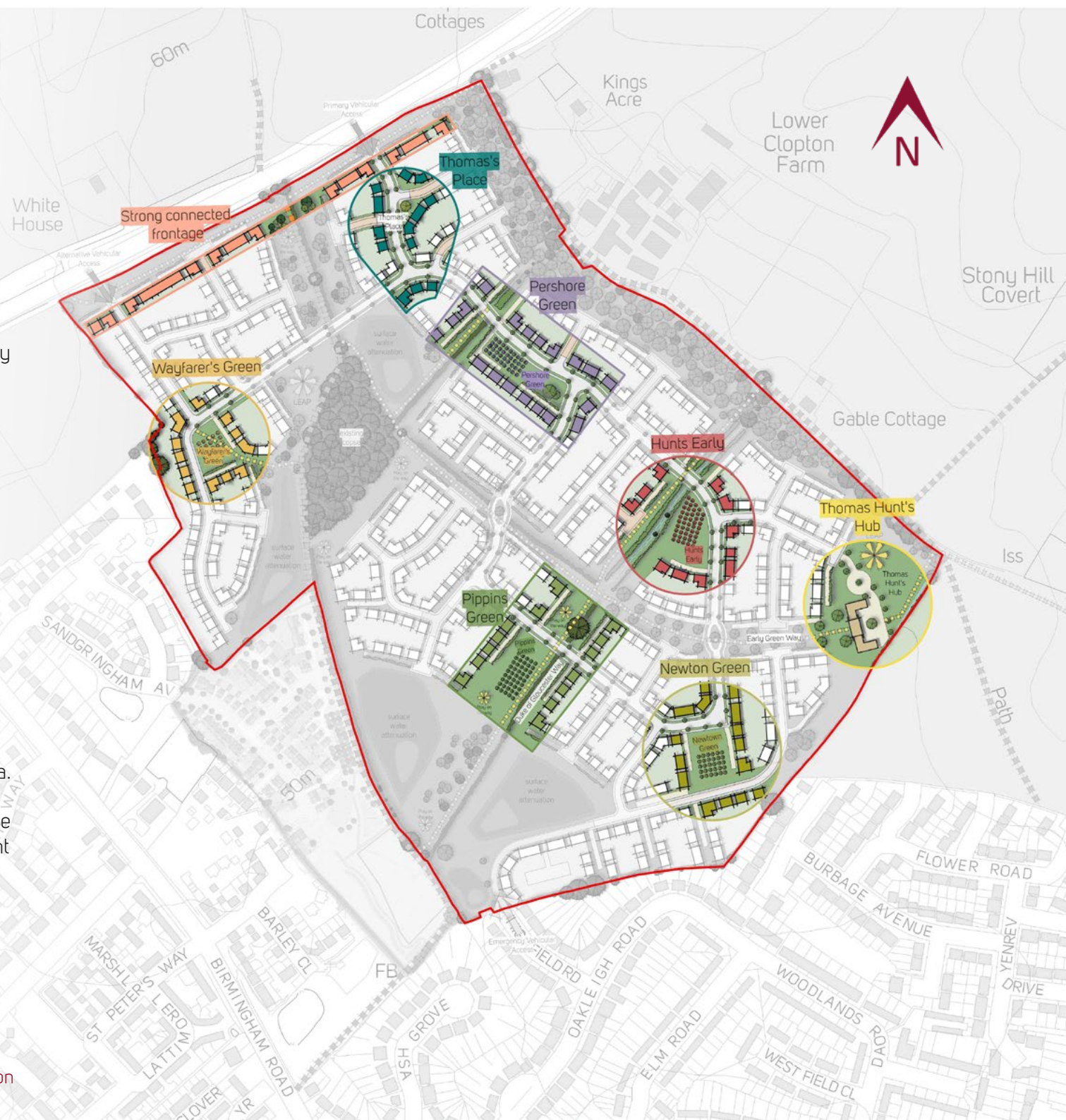


I. CREATING THE ORCHARD VALE CHARACTER

Creating the orchard vale character

The masterplan is developed in a series of 'quarters' that are defined by existing and new hedgerows and green corridors. Each parcel will have a unique character with a feature green space at its heart many of which feature newly created Orchards as the focal point. These orchards will be home to heritage fruits that were/are local to the area, re-introducing local varieties into the district.

Davidsons have liaised closely with the Mid Shires Orchard Group to understand the local history and develop a vision of houses gathered around orchards. Much of the local landscape of orchards has been lost to new development, this proposal seeks to restore that landscape, and the history of it, referencing Thomas Hunt, a local man who was instrumental in introducing new species of fruit, such as the 'Hunt's Early' and 'Newtown Pippin'. The names of these heritage species featuring as names of open spaces and pedestrian routes, with the intention to reintroduce these varieties to the area. The built form will be designed to complement this strategy, incorporating timber elements such as barge boarding, window frames and doors that complement the colours of the fruit within the orchard, creating distinctive features to each phase.





Forming a new parkland gateway

In addition to restoring the Vale Orchard Landscape Character the proposal also intends to strengthen it's a position as a gateway into the Welcombe Hills Country Park, an attractive local area of parkland, supporting the active lifestyle that the proposals seek to create. The Thomas Hunt Parkland Gateway Hub is positioned at the eastern edge of the scheme connecting with the network of existing 'desire line' paths that lead into the Country Park. It is anticipated that the Gateway Hub will include community uses which could include a café, cycle hire and play areas, all with a synergy to the Country Park.

Restoration of historic hedgerows pattern

As part of a series of landscape enhancements the potential exists to reinstate the historic pattern of hedgerows within the wider landscape to the north east of Lower Clopton Farm which is within the same land ownership. This is subject to these fields being required for their current use in the medium to long term.



II. DISTINCTIVE PLACES

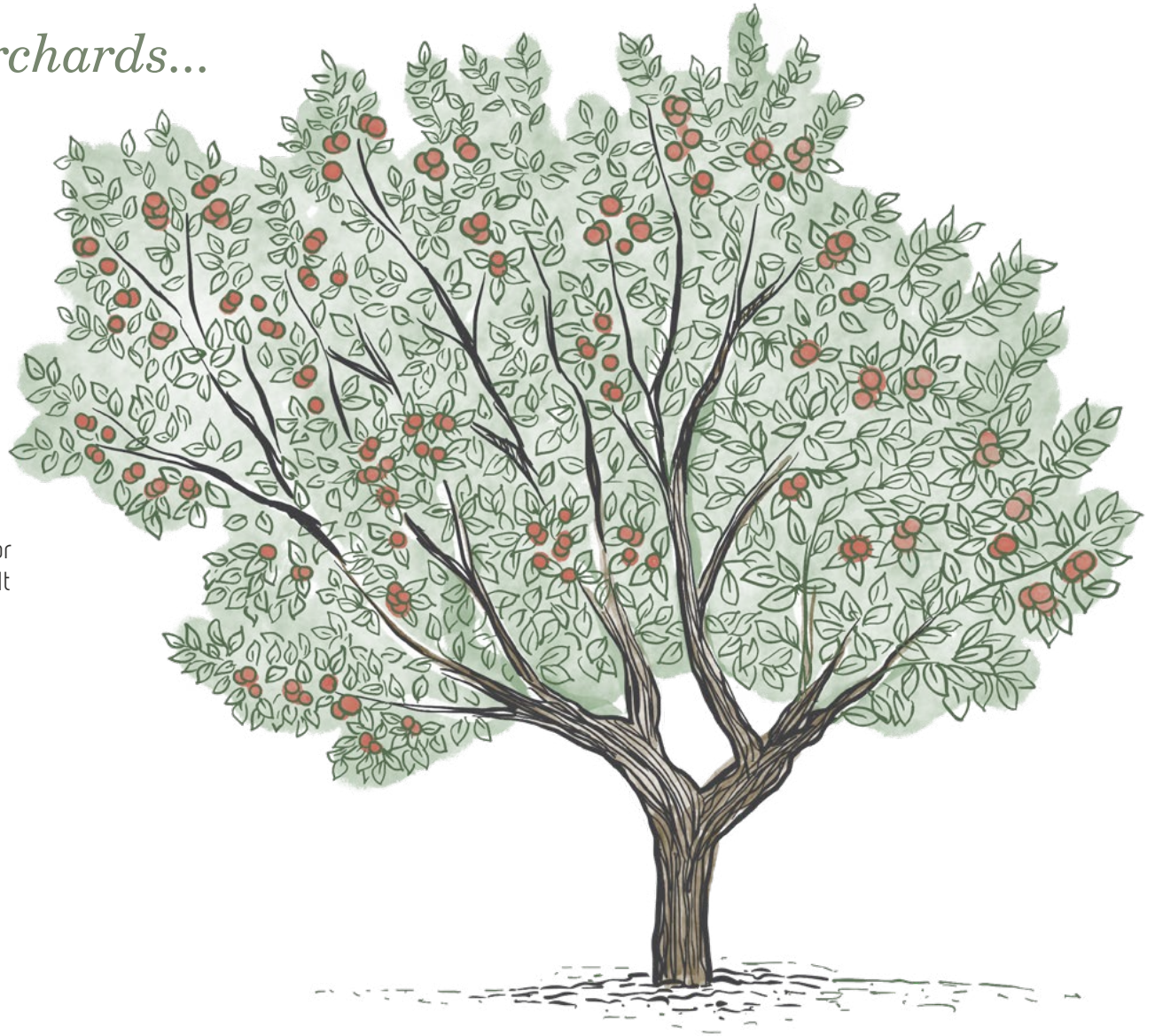
The history of Stratford's orchards...

Stratford-upon-Avon has been a significant fruit growing area for centuries. Most of these orchards around the town itself have been lost to development, hence the opportunity at Clopton Quarter to restore the orchard landscape.

In the early 19th century, Stratford-upon-Avon had a famous fruit breeder. Thomas Hunt was the Town Clerk and a solicitor and when he wasn't dealing with urban and legal matters, he raised new apple varieties in his orchards. In addition, he introduced varieties for commercial use, that had been grown by others. The 'Hunt's Early', 'Hunt's Royal Nonpareil' and 'Hunt's Duke of Gloucester' are local examples of apples.

In the 17th and 18th century Hunt introduced American and German apples to Great Britain, giving them his own names for use here. 'Hunt's Green Newton Pippin' is an example of this. It is an 18th century apple from New York State in the USA.

The masterplan is anchored in this cultural heritage with 'Thomas's Place' a feature space at the gateway into the scheme, Early Green Way (a key pedestrian route) and the Hunt Parkland Gateway Hub all evoking this local history.





Making the most of what's there...

A mature copse of trees positioned centrally within the site will be retained along with the network of existing hedgerows ensuring that the features of ecological value are integrated into the scheme, and enhanced.

The architecture of the buildings will follow the well detailed, traditional Davidsons house types with feature buildings in prominent locations re-elevated to reference to some of the best architectural elements of the Stratford area rather than just the standard housing in the immediate vicinity of the site.

A memorable character...

The 'orchard character' will be reinforced by the built form which will enclose these green spaces through the use of purple (plum) and green/red (apple) paintwork colours. It is anticipated that Edwardian and Victorian elevational styles will be most appropriate in these areas, which feature more timber of their facades. This landscape strategy will create a memorable character for the area.



Easy to find your way around...

Throughout the proposed masterplan vistas will be created towards key buildings and frontages. These are the locations for re-elevated, locally inspired house types and frontages which help wayfinding and navigation through the site.



Well defined streets and spaces...

The masterplan uses street types, buildings, spaces, landscape, water and other features to help people create a 'mental map' of a place. This in turn creates a hierarchy of streets, distinguishing between primary and secondary routes. Streets are as straight and direct as possible and link directly to the green corridors such as Early Green Way and Duke of Gloucester Way.



III. STREETS FOR ALL

Healthy Streets

The masterplan illustrates a series of streets and pedestrian routes which include 'play on the way' structures making it attractive for people to choose to walk or cycle for short trips helping to improve levels of physical activity, air quality, relieve local congestion and improve the quality of the street scene.

The spine route which loops through the site has a tree lined verge, separating vehicles and pedestrians/cyclists and the masterplan is designed so that the street network directly links into a central, tree lined green corridor (Early Green Way) which extends from the A46 (on the public right of way) down to the Parkland Gateway Hub.



Green and Blue Infrastructure

An integrated approach will be taken to green and blue infrastructure with creative surface water management such as rills, brooks and ponds enriching the public realm and helping to improve a sense of wellbeing, offering an interaction with nature. As the richest habitat for a range of flora and fauna, they are also a key play in achieving the net gain in biodiversity alongside the proposed orchards and wildflower meadows.



IV. INTEGRATED NEIGHBOURHOODS

Better integration between rural and urban....

The design of the masterplan seeks to integrate with what is a relatively hard existing edge to Stratford-upon-Avon, creating a softer and outward looking edge to the settlement and a connection with the Welcombe Hills Country Park.



Natural connections....

The existing public rights of way that run through, and around the edges, of the site have been integrated with new connections, expanding the network of pedestrian and cycle routes running north-south and east-west following existing hedgerows and newly formed tree lined routes such as Welcombe Way, leading to the Parkland Gateway Hub.



Facilities and services...

In addition to the residential element of the scheme, the proposal includes a Parkland Gateway Hub which strengthens the position of the site as a gateway into the Welcombe Hills Country Park, an attractive local area of parkland, supporting the active lifestyle that the proposals seek to create.

Homes for everyone...

A mix of house types will be delivered within the framework of 700 houses, including smaller 1, 2 and 3 bedroom properties as well as larger 3, 4 and 5 bed family homes. A mix of market and affordable housing will also be delivered to create a mixed, cohesive community.



6. SUMMARY/CONCLUSION

Clopton Quarter is a demonstrably deliverable option for delivering housing led development in the emerging plan period to 2050.

Davidsons are uniquely positioned as both promotor and housebuilder, with a track record for placemaking. The site is in single land ownership and Davidsons have a legal interest already secured in the site, with an objective to promote the site and bring forward planned, comprehensive, infrastructure led residential development at the earliest appropriate opportunity via the plan making system.

Off-site infrastructure requirements are not identified as delaying to any great extent the delivery of housing and site phasing allows new strategic highway improvements to the A46 and any additional works to Birmingham Road to be delivered early with a natural progression through the site from north west to south east.

This vision document has outlined a truly unique and bespoke opportunity to allocate land for housing which can deliver clear benefits to the local area, and not only deliver much needed housing, but also create a remarkable new place to live.



Our Vision

Clopton Quarter by Davidsons is a distinctive new residential community of approximately 700 new high quality homes with health and well-being at its heart. The scheme will respond to the Vale Orchard landscape character, re-introducing local heritage fruits in new orchards, restoring and strengthening field patterns, creating pedestrian and cycle routes, informal 'play on the way' structures and creating a new gateway to the Wellcombe Hills Country Park, knitting together the natural and built environment.



