



Land at Maple Lodge, Hampton Magna

Site Promotion Document
On behalf of Centaur Homes

May 2013

TURLEYASSOCIATES



“ The Maple Lodge site offers a **great opportunity** for a **bespoke residential development** capable of providing **new homes** for the local **community**. ”



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1. Introduction

Overview

1.1 This site promotion document has been prepared by Turley Associates on behalf of Centaur Homes. The document is made in response to Warwick District Council's "Local Plan – Preferred Options" (May 2012) consultation exercise.

1.2 It supports the role of Hampton Magna as a sustainable settlement to accommodate future residential development to help meet the identified need for housing within the Warwick Area. It demonstrates that land at Maple Lodge, Old Budbrooke Road is suitable, sustainable and deliverable for future housing and is to be considered the primary location for new residential development within Hampton Magna.

Scope and Structure

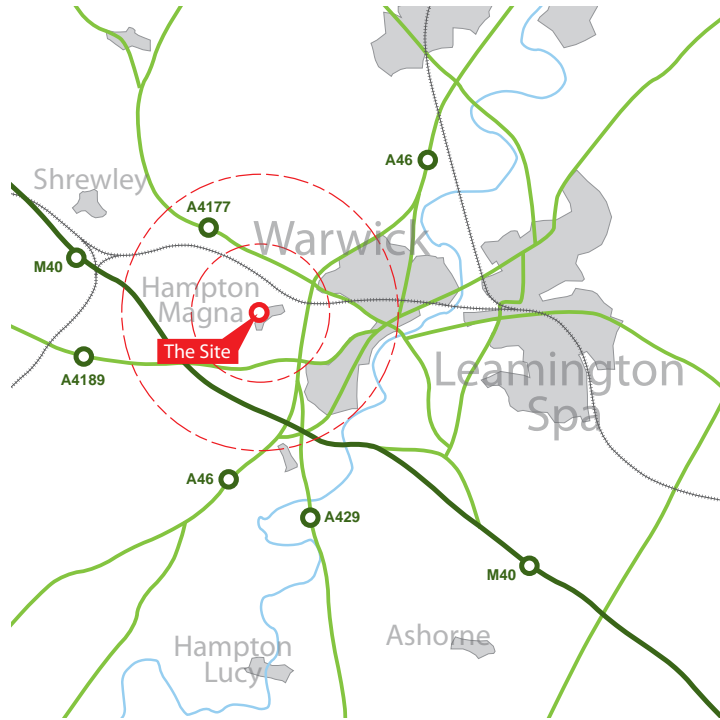
1.3 This statement comprises the following sections:

- Chapter 2 - Townscape: Comprises a detailed analysis of the village's historic growth and how this influences the future growth pattern of the settlement.
- Chapter 3 – Services and access: This section highlights how the surrounding urban context will support the sustainable redevelopment of the site.
- Chapter 4 – The site: This section focuses on the immediate site context, documenting how natural constraints will shape the development of the site.
- Chapter 5 – Towards a spatial framework: This section brings forward the conclusions from the analysis and demonstrates how they have influenced the spatial development framework for the site
- Chapter 6 – Summary and conclusions.

The Maple Lodge Site

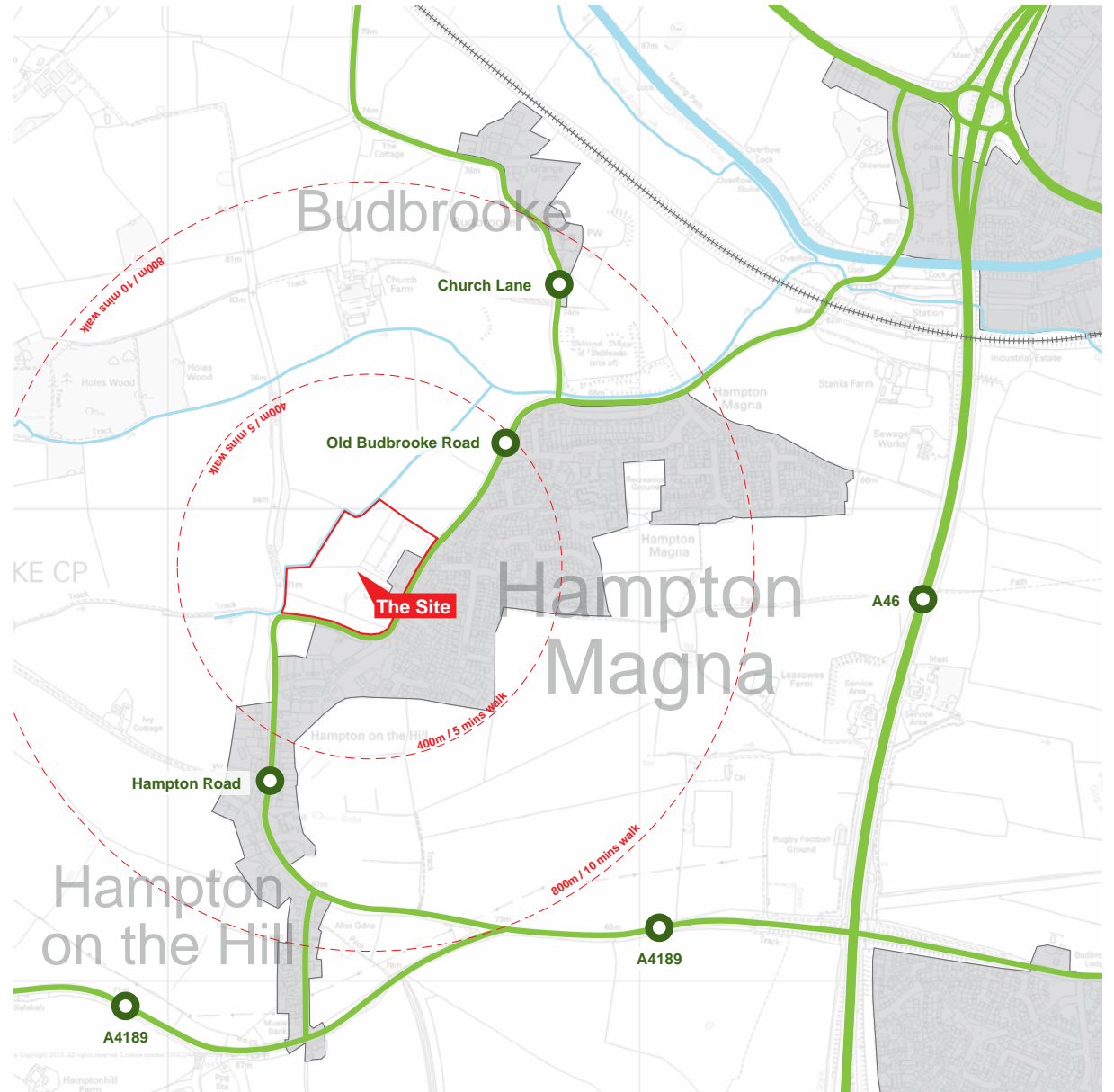
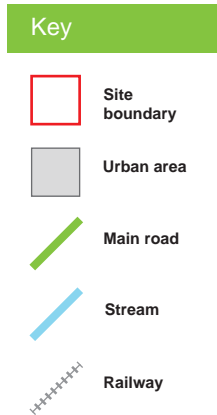
1.4 The Maple Lodge site extends to an approximate area of 5.5 hectares and is currently used as open farmland and paddocks. The site is situated on land to the north west of Old Budbrooke Road, between the settlements of Hampton on the Hill and Hampton Magna. Both villages are located 3km away from Warwick and 7km from Leamington Spa to the east and 20km away from the West Midlands conurbation to the north west. It benefits from good road connections to both of these locations and the wider area.

1.5 The site is defined by Old Budbrooke Road to the south and east, Woodway and a small stream to the west, and agricultural land to the north. Beyond these boundaries, the area has a largely rural village character with the villages of Hampton on the Hill being located to the south and Hampton Magna to the east, with open farm land extending outward to the north and west. A red line plan showing the extent and location of the site can be seen on the adjacent page.



Above: Regional location plan showing location of site within a wider urban context.

Left: Site location plan showing the extent of the application site in relation to adjacent properties and roads.



2. Planning context

The Need for New Housing in Warwick District

2.1 Warwick District Council has a requirement to meet its identified long term future housing need.

2.2 The Revised Development Strategy (RDS) (June 2013) adopts an interim position which states that 12,300 homes are required between 2011 and 2029.

2.3 Allowing for completions from 2011 to 2013 (447 units), commitments, small urban sites identified in the Strategic Housing Land Availability Assessment, windfall development and the consolidation of existing employments areas, the RDS states that a balance of 6,622 dwellings still need to be allocated. Notwithstanding this, it is acknowledged that the interim housing position may change as work continues on the joint Strategic Housing Market Assessment (SHMA) with neighbouring authorities such as Coventry and Rugby Borough.

2.4 In terms of the location of future development, the Council's Preferred Option for the broad location of development is to concentrate growth within, and on the edge of, the existing urban areas such as Warwick, Kenilworth and Leamington. Notwithstanding this, Policy RDS3 –'Broad Location of Housing' acknowledges the need to distribute growth across the District, including within and/or the edge of some villages. Policy RDS3 also highlights the need for a hierarchy of growth in the rural areas to include a higher level of growth in larger, more sustainable villages (Primary Service Villages) with a reasonable level of services.

2.5 The RDS identifies Hampton Magna as 'Primary Service village', which in principle, could accommodate 100-150 residential units. We support this designation and note that the village has a range of services. Within 800m (approximately 5 - 10 minute walking distance), there are local convenience shops and a post office, a community centre and 2 village halls, a number of local pubs, bus stops, a medical centre, recreation area and a primary school. The level of facilities available within the village demonstrates the sustainable credentials of Hampton Magna as a location for housing development, but equally, it should be noted that development will play an important role in helping to safeguard the long-term future of these services.



Above: The Warwick District Council Local Plan and SHLAA documents.

2.6 In terms of public transport, the X17 bus service (soon to be replaced by the No. 68 service) operates every half an hour, providing access to a number of surrounding settlements including Leamington and Warwick. Furthermore, Warwick Parkway railway station is located just 0.75 miles away from the centre of the village, providing direct access to Birmingham and London.

2.7 The RDS recognises that new village envelopes will need to be established in villages which are currently 'washed over' by Green Belt such as Hampton Magna. In terms of accommodating additional development and shaping the development boundary, the RDS states that new development should be located on the edge of established conurbations, so as to avoid the development of isolated, individual or groups of dwellings which are detached from or peripheral to the main built up areas. In this context, the purpose of this document is to demonstrate how the proposed site at Maple Lodge could make a significant contribution to delivering the housing need for Hampton Magna and the District as a whole, in a way which is integrated and sensitive to the issues surrounding the existing settlement.



3. Townscape

The growth of Hampton Magna

3.1 The urban area to the east and south of the Maple Lodge site consists of two separate settlements, the historic settlement of Hampton on the Hill to the south, and the modern settlement of Hampton Magna to the east. Hampton on the Hill has its origins charted in the doomsday book whilst Hampton Magna was developed in the 1960s.

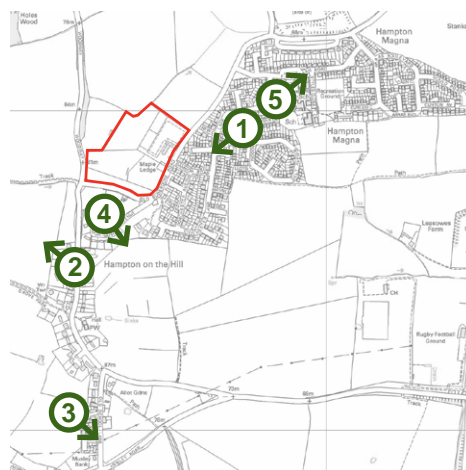
3.2 Hampton on the Hill developed as a linear village along Hampton Road serving the local rural community. The village remained relatively unchanged in footprint and size until World War II when the village played host to the construction of a large army barracks located to the east along Old Budbrooke Road. Following the end of the war and the closure of the barracks, the land was used for the development of Hampton Magna, a satellite residential estate servicing Warwick. As the estate grew through the 1960s and 70s, the footprint of the two settlements merged into one resulting in the urban form which exists today.

3.3 The following series of diagrams charts this growth, identifying the key factors that have shaped the form and layout of these villages. These diagrams provide a clear rationale for the future direction of growth for both Hampton on the Hill and Hampton Magna.

Key design thoughts...

- To deliver new, high quality housing on under-utilised land within close proximity to both the modern core of Hampton Magna and the historic Core of Hampton on the Hill. This will reduce walking distances from the site to both village centres and be sensitive to the village's historic growth.

Right: Images showing key buildings and features which demonstrate the areas historic past and influence the character of the surrounding village.





1. Historic Village

- The Village of Hampton on the Hill has developed as a linear village along Hampton Road and contains a small number of facilities serving the surrounding rural community including a school, church, village hall and a number of shops
- The village is located just south of the site of the Medieval village of Budbrooke which is replaced as the main urban settlement of the Budbrooke Parish.



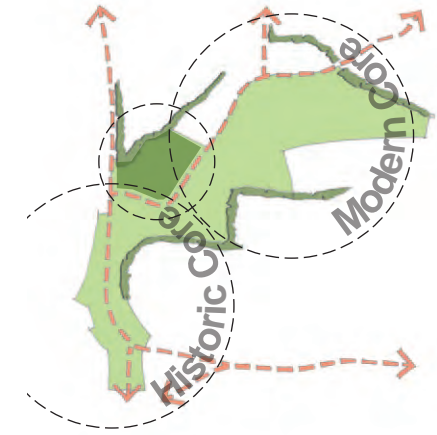
2. Wartime Village

- In 1877, the Royal Warwickshire Regiment set up barracks on land to the east of Hampton on the Hill along Old Budbrooke Road. This sets the precedent for urban expansion of Hampton on the Hill eastward
- The barracks are relatively small in size until the start of World War Two, where they undergo significant expansion to include regional training facilities including shooting ranges.



3. New Villages

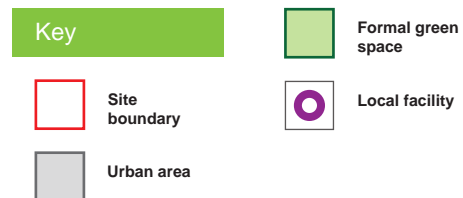
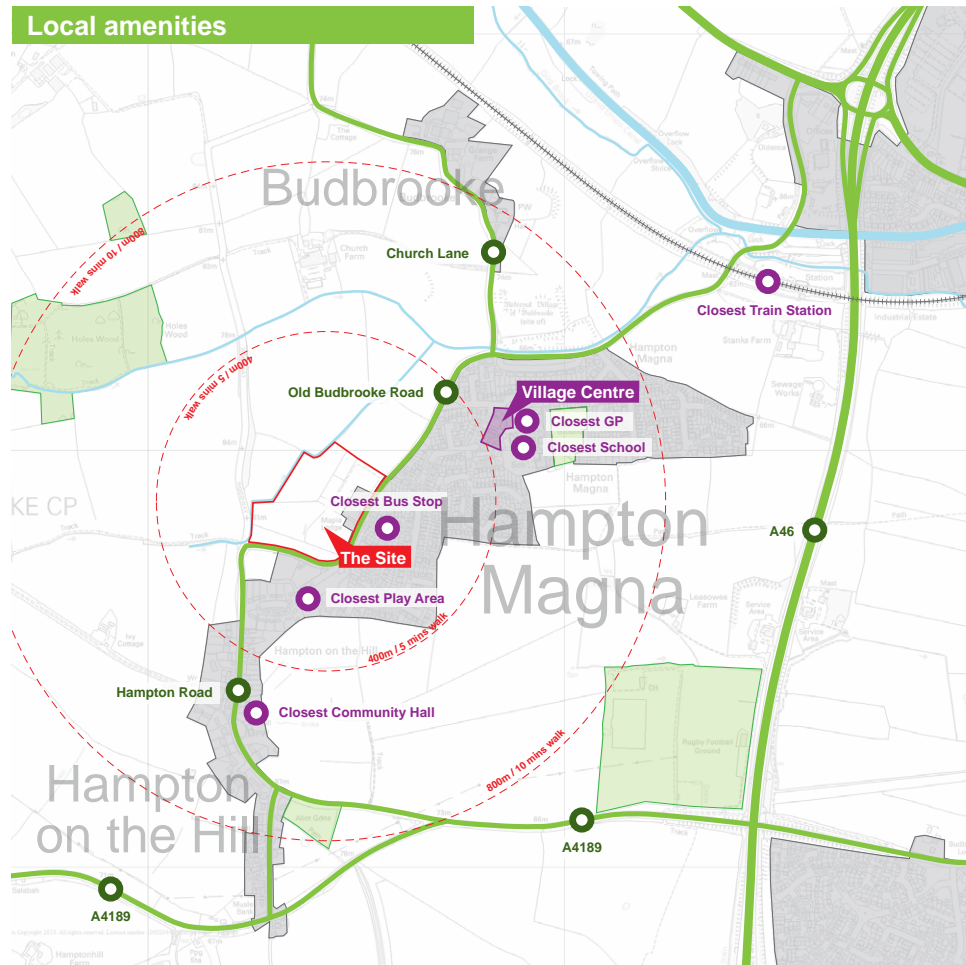
- After the war, the barracks were closed and sold for private housing to address the country's shortage of homes. The site was named "Hampton Magna" – a new satellite residential estate serving the Warwick area
- New and modern facilities including a school, medical centre, library and shops are constructed as part of the new estate which lead to the closure of many of the facilities in Hampton on the Hill. The consolidation of many of these services merged the two settlements together to act as a single entity.



4. Sustainable Village

- To ensure identified housing needs are satisfied, growth within the area is focused towards locations within close proximity to both the historic core of Hampton on the Hill and the modern service core of Hampton Magna
- This ensures development is a sustainable walking distance away from all the services within both villages whilst also limiting the growth of the urban footprint of the villages to within defined boundaries such as established hedgerows and streams and existing streets and routes.
- To reduce the visual impact on surrounding rural areas, contained sites located within the shallow valley to the north west of Hampton Magna are priorities.

4. Services and access



Amenities and facilities

4.1 The villages of Hampton on the Hill and Hampton Magna are well served by a host of services and have a number of local amenities and facilities which support the local community, all are located within an easy walking distance from the Maple Lodge site.

4.2 Within 800m (approximately 5 - 10 minute walking distance), there are local convenience shops and a post office, a community centre and 2 village halls, a number of local pubs, bus stops, a medical centre, recreation area and a primary school which services both villages and the wider area.

4.3 There are also a range of higher order facilities, high schools and colleges, and railway and coach stations in nearby Warwick and Leamington Spa.

Key design thoughts...

- Ensure the development provides desirable and convenient pedestrian and cycle connections to the local amenities.



Above and Right: Images showing key facilities which support both villages

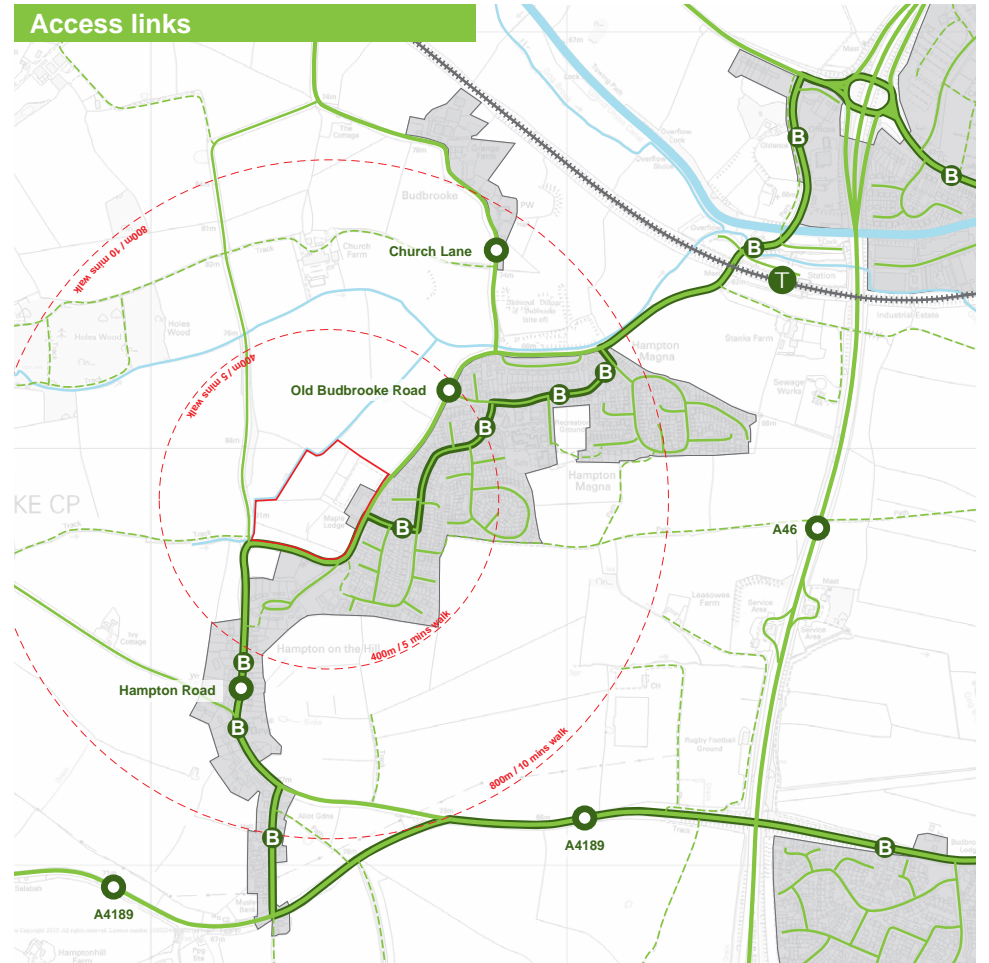
Access

4.4 Vehicular access onto the site is currently taken off Old Budbrooke Road. From here drivers have access to the surrounding road network via the A46 Warwick By-pass which also provides access to Junction 15 of the M40 Motorway. From here, drivers have fast and easy access to surrounding towns and cities including Warwick, Leamington Spa, Stratford upon Avon and the West Midlands Conurbation.

4.5 The site also benefits from regular high quality public transport links. The X17 bus route (soon to be replaced by the No. 68 service) links both villages with Warwick Town Centre and Warwick Parkways Train Station and stops within a few minutes walk of the Maple Lodge site. This service offers twice hourly busses in both directions throughout the week. Warwick Parkway Train station is also located within an 15 minute walk/2 minute drive from the site. This offers regular and direct train services to Warwick, Birmingham and London making the area a popular location with commuters.

Key design thoughts...

- Ensure the new access and internal movement pattern create a permeable layout that compliments the surrounding network.



Key

 Site boundary	 Secondary road	 Bus route and stop
 Main road	 Footpath or track	 Railway and station

5. The site

The Maple Lodge Site

5.1 Located between Hampton on the Hill to the south and Hampton Magna to the east, the site comprises of approximately 5.5 hectares of land in single ownership. The site is greenfield in nature and is currently being used as open farmland and paddocks. The site is currently accessed of Old Budbrooke Road along its eastern boundary.

5.2 With regard to topography, the site is located on a north facing slope. Falling from its highest point of 90m AOD in the southern corner of the site down to approximately 78m AOD along its northern edge, the site falls 12m over an approximate distance of 280m in the form of a gentle slope. Notwithstanding the above, this gradient is unlikely to create issue with regard to accommodating development.

5.3 Early stage assessments with regard to ecology and access have been undertaken to identify any constraints which may need to be considered with regard to the site future development. A summary of their findings are discussed on the following pages. They conclude there are no technical constraints which would inhibit the site's future development for residential purposes. A review of planning policy also confirms the site does not appear to encroach upon any areas of known historic or archaeological sensitivity, nor does it cover any areas identified as at risk of flooding.





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- 1. Existing stable block
- 2. Existing farmhouse
- 3. View of slope across the site
- 4. Established hedgerows bounding the site
- 5. Vehicular access of Old Budbrooke Road
- 6. Existing paddocks
- 7. View looking south across the site
- 8. Highway works storage in the eastern corner of the site.
- 9. Panoramic view looking north east from the highest part of the site



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Traffic and access

5.4 Old Budbrooke Road within the vicinity of the site incorporates nominal traffic calming measures within Hampton on the Hill and a single measure towards the northern end of Hampton Magna. The road geometry and alignment of Old Budbrooke Road in the vicinity of the site, is acceptable for the suburban location and level of traffic upon it. Vehicular access onto the site is currently served from the west side of Old Budbrooke Road via an existing T-junction that is suitably located to provide good visibility and separation from existing junctions on the east side of the road.

5.5 Opportunities exist to improve and enhance the transport links along Old Budbrooke Road through the reinforcement of pedestrian and cycle links between the site and Warwick Parkway Railway Station, provide additional bus stops to serve the site and the southern end of Hampton Magna, improve the safety of other road users along Old Budbrooke Road and encourage sustainable travel through provision of pedestrian and cycle friendly improvements between the site and at Warwick Parkway Railway Station.

Ecology

5.6 The site comprises seven improved grassland paddocks which are horse-grazed and contain grassland and herb species typical of agriculturally improved swards. The paddocks have been subdivided by post and rail fencing. There are some small areas of rough grassland although these do not meet UK or local Biodiversity Action Plan habitat criteria.

5.7 Hedgerows define the edges of the site and are likely to be Important under the Hedgerow Regulations 1997. Important hedgerows will be retained wherever possible as well as maximising opportunities to enhance existing hedgerows through planting and hedgerow management.

5.8 A wooded stream forms the northern boundary of the site. The wooded stream has a number of natural channel features, although it is heavily shaded for much of its length which restricts aquatic and emergent plants. There are also some mature trees along the stream which will need to be retained. There is potential for enhancement of the stream and its immediate surrounds as part of the development. The value of the stream is further enhanced as it forms a connection with Holes Wood woodland complex (an area of Ancient Semi-natural Woodland) to the west of the site.

5.9 A hardstanding area in the east of the site used for storing road materials and gravel is bordered by an earth bund 2 - 4m high. There is also a large stable building and the main house. Along the side of the main house there is an area of planted trees and scrub. There are habitats capable of supporting Badger, commuting, foraging and possibly roosting bats (in the farm buildings and trees), nesting birds and reptiles.

5.10 There are three ponds within 500m of the site and habitats suitable for Great Crested Newts. Further protected species surveys will be undertaken to determine the presence of the above species.





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- 1. Water course along northwestern edge of site.
- 2. Site access of Old Budbrooke Road.
- 3. Mature trees and hedgerows within the site.

- 4. Existing farmhouse on the site.
- 5. Ruin of former farm building.

Opportunities and constraints

5.11 At this stage, there are no physical constraints which would inhibit the future development of the Maple Lodge site. There are however a number of matters and opportunities which have been identified in this document which will need to be addressed in the design of any future proposal.

5.12 These matters broadly include:

Housing - The site offers a great opportunity to deliver a new residential community and family homes to meet local demands for housing in the area.

Ecology - The site contains a number of established hedgerows and mature trees which will need to be preserved and enhanced wherever possible.

Access - Development will need to include the construction of a new public footway on the side of the Maple Lodge site and traffic calming measures along Old Budbrooke Road in order to reduce traffic speeds and improve safety.

5.13 Other features within the site also include a farmhouse which has recently been renovated, and a ruin of a former farm building.

5.14 The adjacent plan offers an insight into the above matters and how they may influence the sites future redevelopment.

Key

- Site boundary
- Grassland

Constraints and opportunities



- Tree planting
- Hedgerows
- Contours
- Viewpoint
- Existing buildings
- Wall / Building ruin
- Features to be retained
- Stream
- Stream buffer
- Potential reptile habitat
- Roads and access

6. Towards a spatial framework

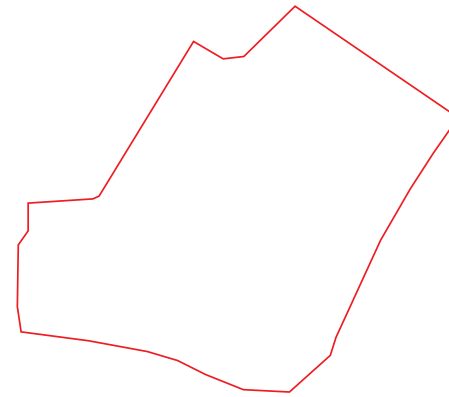
Towards a design solution

6.1 In order to promote this site as a sustainable, suitable, deliverable and achievable housing development opportunity, it is necessary to demonstrate how development may be accommodated on the site.

6.2 Having identified the key characteristics and opportunities which are likely to influence the form of any proposal, it appears they can be broadly categorised into 6 broad topics. The topics are:

1. The extent of the site
2. Retention of site assets
3. Creation of a habitat corridor
4. Routes and slopes
5. Amenity spaces
6. Developable blocks

6.3 The following diagrams and supporting text explore these matters in the form of spatial steps. These in turn will help inform a development framework which can be tested prior to entering the later stages of the planning and design process. The framework offers a spatial interpretation of how the site could be taken forward for development in the future having addressed the key constraints and opportunities identified through the course of this document.

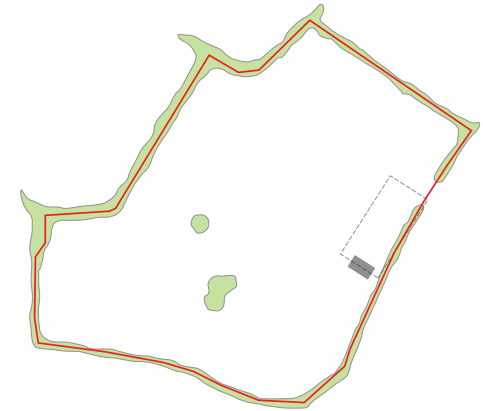


1. The extent of the site

- Utilise the extent of site area within land ownership boundaries.

Benefits

- Opportunity to approach the site as a “Blank Canvas” and explore ways in which future development can respond to both its urban and rural context.



2. Retention of assets

- Retain assets which may be of any ecological or heritage value including hedgerows, trees and buildings.

Benefits

- Ensures development is locally responsive to the sites unique attributes
- Allows the development to evolve its own sense of character and identity
- Protects local ecology and removes the need to relocate established habitats.



3. Creation of a habitat corridor

- Allow for the provision of a new Habitat Corridor running along the route of the water course defining the north western edge of the site.

Benefits

- Connects local habitats to surrounding areas enhancing the ecological value of the water course and the wider site
- Allows greater opportunities to include Sustainable Urban Drainage Systems and increase provision of Public Open Space.



4. Routes and slopes

- Provide a route network through the site which responds positively to surrounding connections and the sites topography.

Benefits

- Provides a permeable development which offers good pedestrian, cycle and vehicular connections to surrounding facilities
- Reduces the associated building costs of infrastructure by harnessing the sites physical attributes either following or cutting across the sites topography.



5. Amenity spaces

- Include a suitable provision of public amenity space including a mix of formal and informal hard and soft landscaped areas.

Benefits

- Increases the level of Public Open Spaces increasing levels of residential amenity for future residents
- Allows for a sequence of spaces through the site, aiding legibility and helping to create areas of varying character throughout the development.



6. Developable blocks

- Utilise areas of the site not used in steps 1 – 5 to develop meaningful development plots.

Benefits

- Ensures development parcels are suitably placed to provide appropriate levels of natural surveillance and creating an attractive and high quality environment
- Demonstrates a viable and deliverable development can be accommodated on the site within the identified constraints which meet the aspirations of both the developer and local authority.

7. The framework



Indicative framework plan

Overview

6.1 Following from the steps identified in Chapter 6 of this document, the adjacent development framework has been produced.

6.2 The framework has been developed to accommodate the following components on the site in a way which is sensitive to the sites unique physical attributes:

- Provision of at least 100 dwellings at a density of between 20-25 dph.
- Provision of approx. 0.9Ha of Public Open Space including a new habitat corridor
- Retention of features of any ecological or heritage value

6.3 The layout follows a clear rationale and offers a spatial interpretation of how the site could be taken forward for development in the future having addressed the key constraints and opportunities identified through the course of this document.

Framework features

1. Existing road access (Retained)
2. Potential new pedestrian access
3. Primary street
4. Secondary streets
5. Gateway "Farmyard" space
6. Nodal spaces

7. Central green space

8. New habitat corridor
9. Farmhouse (Retained)
10. Indicative developable areas
11. Existing hedgerows and tree belts (Retained)
12. Indicative dwelling plots

8. Summary and conclusions

Overview

8.1 The purpose of this site promotion document is to support the role of Hampton Magna as a sustainable settlement to accommodate future residential growth in response to the identified housing needs of the wider Warwick area. It demonstrates the reasons why land at Maple Lodge should be considered the primary sustainable location for growth and shows the site to be capable of accommodating at least 100 new family homes.

8.2 Through a robust assessment of the sites physical context, it has been demonstrated that land at Maple Lodge is not only suitable and appropriate for future development, but that it also represents the most deliverable and viable opportunity to provide sustainable housing growth within Hampton Magna.

8.3 The analysis of the site and subsequent development framework clearly illustrates how a sensitive, high quality development which responds to the valuable attributes of the site can be achieved.

8.4 In summary, this development framework has concluded the following:

- **Townscape and direction of growth** – The site represents the closest development opportunity to both historic and modern cores of both villages. The site is well contained and represents the most suitable and sensitive opportunity for the expansion of the Hampton Magna area in line with historic growth patterns.
- **Amenities** – The site sits in close proximity to a host of services and amenities, including a community hall, school and shops all of which being located within a 800m / 5 - 10 minute walking distance from the site.
- **Access** – The site benefits from great local and regional road links, benefits from regular bus connections to local centres and is in walking distance of a host of local services which helps promote sustainable movement patterns.

- **The site** – The future development of the site can be delivered whilst retaining and enhancing the sites specific landscape and ecological attributes. New areas of public open space can also be delivered through the release of the land for residential development.

8.5 It is concluded that the Maple Lodge site is both suitable and appropriate for a sustainable, high quality residential scheme and can be delivered as a primary house site early in the plan period. This will help achieve the demonstrable housing need for Hampton Magna and the surrounding area.

“ The Maple Lodge site could create a unique high quality residential community, bespoke in design and distinct in character. ”

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