



Rosconn Strategic Land

Land East of Marton Road, Long Itchington

SUPPORTING LANDSCAPE STATEMENT

October 2020

FPCR Environment and Design Ltd

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1.0 INTRODUCTION

- 1.1 FPCR Environment and Design Ltd (FPCR) have been appointed by Rosconn Strategic Land to assist in the promotion of Land East of Marton Road, Long Itchington within the Stratford-on-Avon district.
- 1.2 The purpose of this statement is to support, in landscape and visual terms, the promotional work for the site to be included within Stratford-on-Avon District Council's (SDC) Site Allocations Plan.

2.0 LANDSCAPE CHARACTER

National Character

- 2.1 The site lies within National Character Area (NCA) 96: 'Dunsmore and Feldon'¹ as shown at Figure 1. This NCA is briefly described below:-

“Dunsmore and Feldon is predominantly a rural, agricultural landscape, crossed by numerous small rivers and tributaries...It is an important food producing area and the agricultural expanse of large arable fields, improved pasture and small villages”.

- 2.2 Key characteristics, most relevant to the site and its context, for NCA 96 include:-

- *“The sense of a predominantly quiet, rural landscape is heightened by its close proximity to several urban areas, with a gently undulating landscape of low hills, heathland plateaux and clay vales separated by the occasional upstanding escarpment.*
- *... fertile alkaline soils to the east (Feldon) supporting grazed pasture.*
- *Generally low woodland cover across the area, although there are areas of wellwooded character...*
- *Canals, including the Grand Union Canal ... provide important riparian habitats and a well-used recreational resource.*
- *Mainly large fields, with regular or rectilinear shapes, although some smaller fields also feature...*
- *Predominantly nucleated settlement pattern with a low density of isolated farmsteads and some field barns sitting within a landscape of piecemeal and planned enclosure of the open fields which extended from the villages over large parts of this area. Many villages have recently expanded but the traditional buildings, constructed of red brick or Lias limestone, still retain their blue brick or ironstone details.*
- *Limestone quarrying for the cement industry was formerly a feature in the centre and south of the area, and disused quarries are now prominent elements in the landscape...”*

The NCA includes four 'Statements of Environmental Opportunity (SEO)'. Those of relevance are set out below:

- 2.3 **SEO 1:** *“Protect and appropriately manage the historic character, settlement pattern and features of Dunsmore and Feldon ...”*
- 2.4 **SEO 3:** *“Protect and manage the mosaic of habitats including woodlands, hedgerows and heathlands ... together with ... new planting of woodland and heathland, where appropriate ... to*

contribute to pollination, biodiversity and carbon storage, and for the benefits to soil and water management...

For example by;

Ensuring that any new woodland planting is generally appropriate, making a contribution to increasing the overall woodland coverage in the region and integrating new development into the landscape, as well as boosting carbon storage.”

- 2.5 **SEO 4:** *“Protect and manage the landscape character, high tranquillity levels and the historic settlement character to enhance sense of place and of history and to promote recreational opportunities; and ensure that new development is sensitively located and designed, integrate green infrastructure links into development, encourage new woodland planting to soften urban fringe developments and promote recreational assets...”*

For example by;

Integrating co-ordinated provision of green infrastructure into any development so that it offers the local community opportunities to enjoy their local green space and to take action to improve it. This will have benefits for the health and wellbeing of those living in the NCA, as well as providing benefits to biodiversity.

Ensuring that any new developments incorporate well-designed green infrastructure, to include improved access and recreational opportunities for local communities and visitors, providing them with a range of benefits, including health and economic benefits, afforded by access to good-quality green spaces”.

Local Character

The Warwickshire Landscape Guidelines (1993)

- 2.6 This Assessment² divides the county into seven broad character areas, placing the site within the ‘Feldon’ area which is further sub-divided into four landscape types. The site falls within the ‘Lias Village Farmlands’ landscape type, as illustrated at Figure 1, which is briefly described as “A varied small scale, hedged landscape of scattered farmlands and nucleated brick and stone villages”.
- 2.7 Key characteristics relevant to the site and its context are:-
- *“A varied, undulating topography...”*
 - *A well defined geometric pattern of small to medium sized fields.*
 - *Many hedgerow and roadside trees.*
 - *A nucleated settlement pattern of large and small villages.*
 - *Vernacular style Blue and White Lias stone buildings.*
 - *Disused quarries with semi-natural grassland and scrub”.*

- 2.8 The Management Strategy and Guidelines for ‘Lias Village Farmlands’ provide an overall framework for the conservation and enhancement of landscape character and are set out below:-

Management Strategy

- “Conserve the diversity and local distinctiveness of the landscape”.

Overall Guidelines

- “Conserve and strengthen the regular pattern of small and medium sized, hedged fields.
- Enhance field pattern through more appropriate hedgerow management.
- Conserve and enhance tree cover through regeneration and replanting of hedgerow trees.
- Enhance tree cover through small scale tree and woodland planting.
- Conserve the rock exposures and areas of semi-natural vegetation associated with disused limestone quarries.”

Stratford-on-Avon District Design Guide (2001)

- 2.9 This document³, which provides design guidance for new development, divides the district into five landscape character areas (LCAs) each of which are sub-divided into smaller areas. The site is located within the ‘Feldon’ LCA and the sub-area of ‘Mudstone Vale’; key characteristics relevant to the site and its context are:-

- “Small flat valley with occasional small rounded hills, draining to the Avon at right angles to the line of the valley; a further area forms the foot of the River Itchen;
- A medium to large scale geometric field pattern; small areas of permanent pasture often with well preserved ridge and furrow; wide roadside verges typically bounded by a thick hedge and ditch; numerous hedgerow elm stumps;
- Scattered farmsteads and dwellings and the village of Long Itchington;
- Main building materials are Blue Lias Limestone and brick;

- 2.10 Section 4 of the guide recognises the importance of landscape character in defining a context for new development and promotes landscape, open space and planting as being integral to any future development proposals. It states that:-

- 2.11 “New development should maintain and extend the landscape and open space network of an existing settlement by taking best advantage of existing features and creating new features appropriate to the location including:-

- routeways of different kinds;
- edges or boundaries between distinct areas;
- landmarks;
- gateways;
- crossings;
- central spaces; and
- views. (paragraph 4.5.3)

- 2.12 *The boundaries, size and sequence of open space, including...footpaths...created by new development should extend and enhance the character of the landscape and open space network of an existing settlement. (paragraph 4.5.4)*
- 2.13 *Hard and soft landscape features must be conceived of as an integral part of designs for new development AND as an integral part of the wider landscape and open space network. (paragraph 4.5.10)*
- 2.14 *Landscape features should be designed as multi-purpose elements within the broader network, serving where possible as:-*
- *a visual amenity;*
 - *a buffer against temperature extremes;*
 - *a wildlife habitat;*
 - *a land drainage feature”. (paragraph 4.5.15)*
- 2.15 *In terms of edge treatment to developments, the design guide states that, “in cases where the treatment is soft, the principal constituent of the edge is most often hedges with hedgerow trees and/ or less formal screen planting. To be effective, the space for this edge screen planting should be a minimum of 5 metres wide”. (paragraphs 4.5.19, 20)*

Landscape Sensitivity Assessment for Villages: Volumes 1+2 (including Part C: Areas of Restraint Assessments) (2012)

- 2.16 White Consultants produced an assessment of landscape sensitivity to residential and commercial development for land surrounding villages within Stratford District. Ten zones surrounding Long Itchington have been assessed as part of the study. The site falls within the southern portion of Zone ‘LI03’ which is assessed as having Medium sensitivity to housing development. The following commentary is provided for Zone ‘LI03’;
- 2.17 *“The zone comprises very gently sloping pastoral fields with outgrown hedgerows and trees to the north of the settlement and south of Marton Road Farm and a terrace of housing. The southern fields are used for car boot sales with associated clutter but otherwise grazed. The area is generally in poor condition. The A423 lies adjacent and reduces the tranquillity of the zone but there are PROWs which run through and overlook the area which link the settlement with the countryside. A listed building lies to the south but is generally screened by trees. Importantly the zone lies on the northern approach to the settlement, close to the village pond and abutting the Conservation Area. Its sensitivities lie in this relationship and its essentially rural character and tree and hedgerow cover, albeit in poor condition. There is potential for housing development in the southernmost three fields provided that the hedgerows and trees are retained and enhanced and the frontage to the A423 provides a positive introduction to the settlement. A design brief would be necessary. Elsewhere, housing would be inappropriate as the area is essentially rural in character and part of open countryside.”*
- 2.18 Of the ten zones surrounding Long Itchington, ‘LI03’ is among the least sensitive to housing development, along with zones ‘LI01’ and ‘LI02’. The remaining zones are all assessed as having High/Medium or High sensitivity to housing development. The majority of the site consists of one of the southernmost fields within Zone ‘LI03’ which the assessment states has *“potential for housing development”*, an additional four small land parcels are also located within the site boundary to the north and northwest.

- 2.19 The site is located adjacent to recent development off Marton Road, which covers the other two fields within 'LI03' identified as having potential for housing development. The site is set back from the A423 beyond this existing development therefore concerns regarding the frontage to the A423 and entrance to Long Itchington are not relevant to the site itself.

Site Context and Character

- 2.20 The site is situated at the north eastern edge of the village of Long Itchington to the east of Marton Road (A423). It comprises five compartments separated by vegetation and/or fences. The majority of the site consists of grassed fields, though the two north western most compartments contain features associated with the site's use as a car boot sale location. This includes hardstanding, a facilities building and an outbuilding as well as items in various states of repair being stored on the site. This is particularly apparent in the north westernmost field which has become overgrown and cluttered. Overall, the north west of the site displays a somewhat neglected appearance. The remainder of the site is more typical of agricultural land in appearance though influenced by the settlement edge with views of adjacent housing. The site is relatively well contained by existing vegetation, including a line of established trees along its eastern and western boundaries and a number of trees within the overgrown north western compartment.
- 2.21 Land to the north and east of the site is typically agricultural in character while to the west and south the site adjoins the existing settlement including modern residential development off Bishop's Drive and Cox Crescent.
- 2.22 Public Right of Way (PRoW) SM8 runs between the two north western most compartments of the site. Travelling north from Marton Road it passes modern residential development before crossing a short section of the site and continuing into countryside to the north east. PRoW SM9 runs east from Marton Road along the southern boundary of the site before continuing to Collingham Lane.
- 2.23 The site is relatively flat with little variation in landform, the western portion of the site lies at approximately 70m Above Ordnance Datum (AOD) while towards the eastern boundary the land lies slightly higher at approximately 75m AOD. The immediate landscape and developed areas adjoining the site lie on similar contours to the site as does the village centre located to the southwest. In the wider context, the surrounding landscape displays undulating landform.

Designations

- 2.24 The site is not covered by any statutory or non-statutory landscape designations and nor do any lie within the vicinity of the site. A listed building "The Red House" lies to the south of the site beyond established trees/vegetation.
- 2.25 The Long Itchington Conservation Area covers a large proportion of the village centre and adjacent areas immediately south of the site. A short section of the north eastern boundary of the conservation area adjoins the site's southern boundary. Existing vegetation separates the site from private gardens included within the conservation area.

3.0 VISUAL AMENITY

- 3.1 Photographic viewpoints of the site from selected vantage points have been carried out, their locations are shown at Figure 2 while the photographs are included at Figures 3.1 – 3.4. These

depict the nature of the landscape character and visual containment provided by established vegetation and existing development which result in limited visibility of the site overall.

- 3.2 Potential close-range visual receptors of any future development of the site are generally restricted to residents of properties along Cox Crescent and Bishop's Drive, limited properties off Marton Road adjoining the site, and users of PRow SM8 and SM9. Views may also be available from PRow SM9a as it crosses agricultural land to the east of the site. Visibility from Marton Road will generally be prevented by the adjacent residential development.
- 3.3 There are no views of the site from the majority of the village including the village centre.

4.0 GREEN INFRASTRUCTURE AND MITIGATION

- 4.1 A development framework has been produced as part of the promotion of the site (drawing 9702-L-02 B included at Appendix A). This shows one way in which development of the site could be brought forward in a way which respects the local context.
- 4.2 The site's inherent well-established setting provides an existing strong framework for any future development. This will be maximised and reinforced through additional planting along the site's eastern boundary, creating a strong visual barrier to the east as well as scattered planting within the site's public open space to the north and south. The inclusion of avenue trees along the site's access route from Cox Crescent will also provide the opportunity to visually link existing vegetation and the positioning of public open space to the north and south of the site ensures the development respects the settlement pattern established by the adjacent residential area. This open space also affords a strong buffer between any future development and wider countryside to the north as well as the listed building to the south.
- 4.3 Development of the site provides the opportunity for the neglected north west of the site to be cleared and established as new public open space. Connectivity from the site to the surrounding PRow network will be provided by pedestrian links to PRow SM8 and SM9.
- 4.4 Any future development of the site has potential to assist in the delivery of NCA 96 Statements of Environmental Opportunity 1, 3 and 4 the Management Strategy and Guidelines for county landscape type 'Lias Village Farmlands' together with the design aspirations within the Stratford Design Guide.
- 4.5 New tree and hedgerow species associated with the GI for any future development will be selected in accordance with the 'Feldon' district landscape character area as set out in Appendix D of the Stratford-on-Avon District Design Guide (2001).

5.0 CONCLUSION

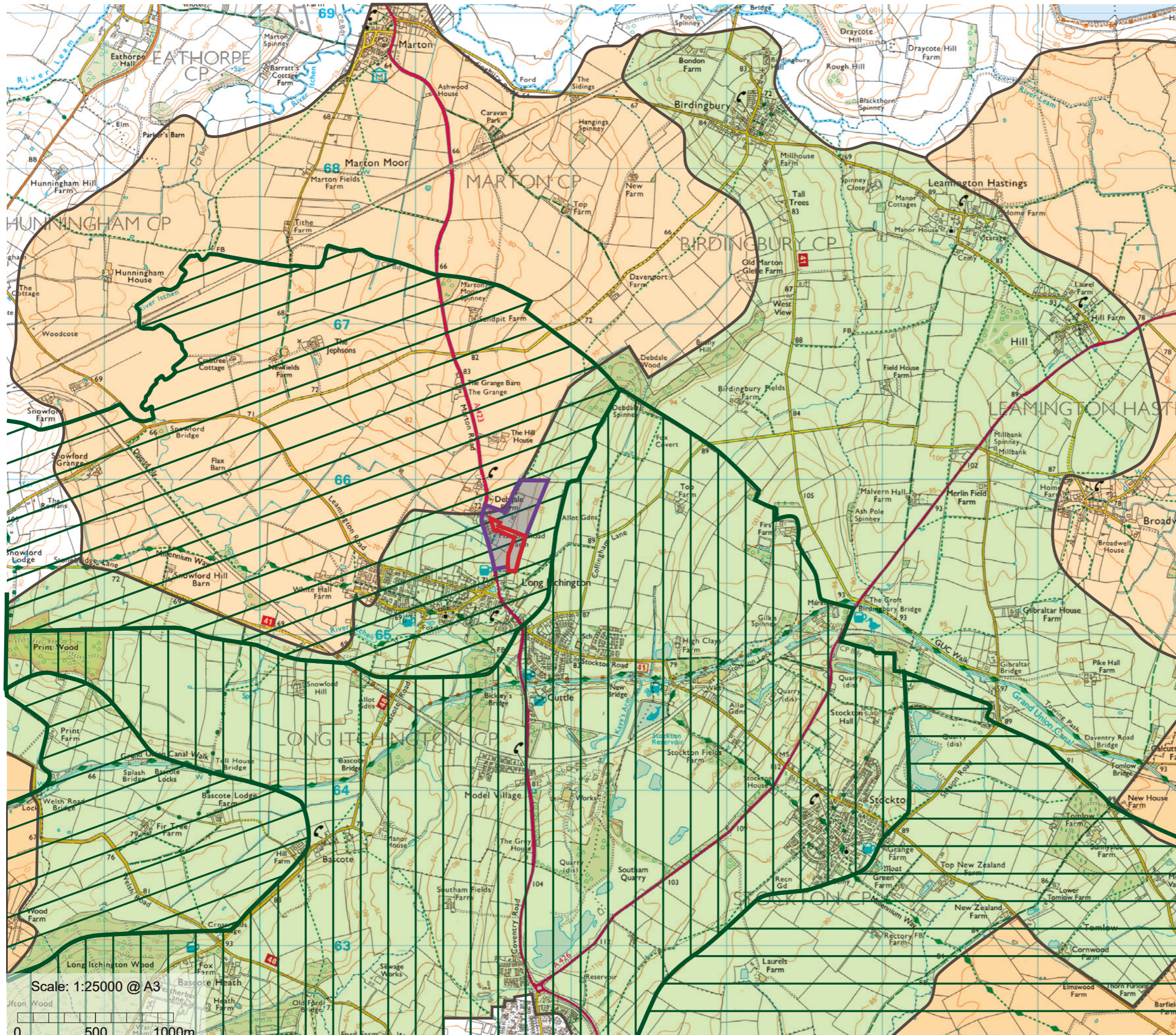
- 5.1 This appraisal has found that the site is not particularly sensitive in landscape and visual terms with no landscape designations covering the site or its immediate context. The site is well contained visually with relatively few potential visual receptors identified. There is a lack of inter-visibility from the majority of the village including the village centre, the majority of the conservation area and from Marton Road on its approach to the village. Development of the site could be accommodated while respecting the adjacent settlement form and would be in-fitting with the adjacent residential development. Development of the site would also present the opportunity to change the dilapidated and cluttered areas in the north west of the site to new public open space. Overall, it is considered that the site is capable of accommodating an appropriately designed residential development set

within a robust GI framework as presented on the Development Framework Plan (see Appendix A).

¹ Natural England (2014) **National Character Area Profile 96: Dunsmore and Feldon** Natural England

² Warwickshire County Council and Countryside Commission **The Warwickshire Landscapes Project** (1993)

³ Stratford-on-Avon District Council **Stratford-on-Avon District Design Guide** (2001)



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 Site Boundary

Natural England - National Character Areas (NCAs)

All of mapped area falls within NCA 96: Dunsmore and Feldon




The Warwickshire Landscape Guidelines (1993)

Feldon Character Area


-  Lias Village Farmlands Landscape Type
-  Vale Farmlands Landscape Type

Stratford-on-Avon District Design Guide (2001)

Feldon Character Area

-  Mudstone Vale
-  Lias Uplands
-  Clay Vale

Stratford-on-Avon District Council - Landscape Sensitivity of Local Service Villages (June 2012)

-  Zone LI03

client
Rosconn Strategic Land

project
Land East of Marton Road,
Long Itchington

drawing title
LANDSCAPE CHARACTER

scale
1:25,000 @ A3

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

Figure 1



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Aerial imagery © 2019 Microsoft Corporation

-  Site Boundary
-  Public Rights of Way (with reference)
-  Viewpoint Locations
-  Localised Visual Barriers (to the site)
-  Listed Buildings
-  Long Itchington Conservation Area

client
Rosconn Strategic Land

project
Land East of Marton Road,
Long Itchington

drawing title
VISUAL APPRAISAL

scale
Approx. 1:1000 @ A3

drawn
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rev
-



Figure 2



Photo Viewpoint 1: View East from Cox Crescent

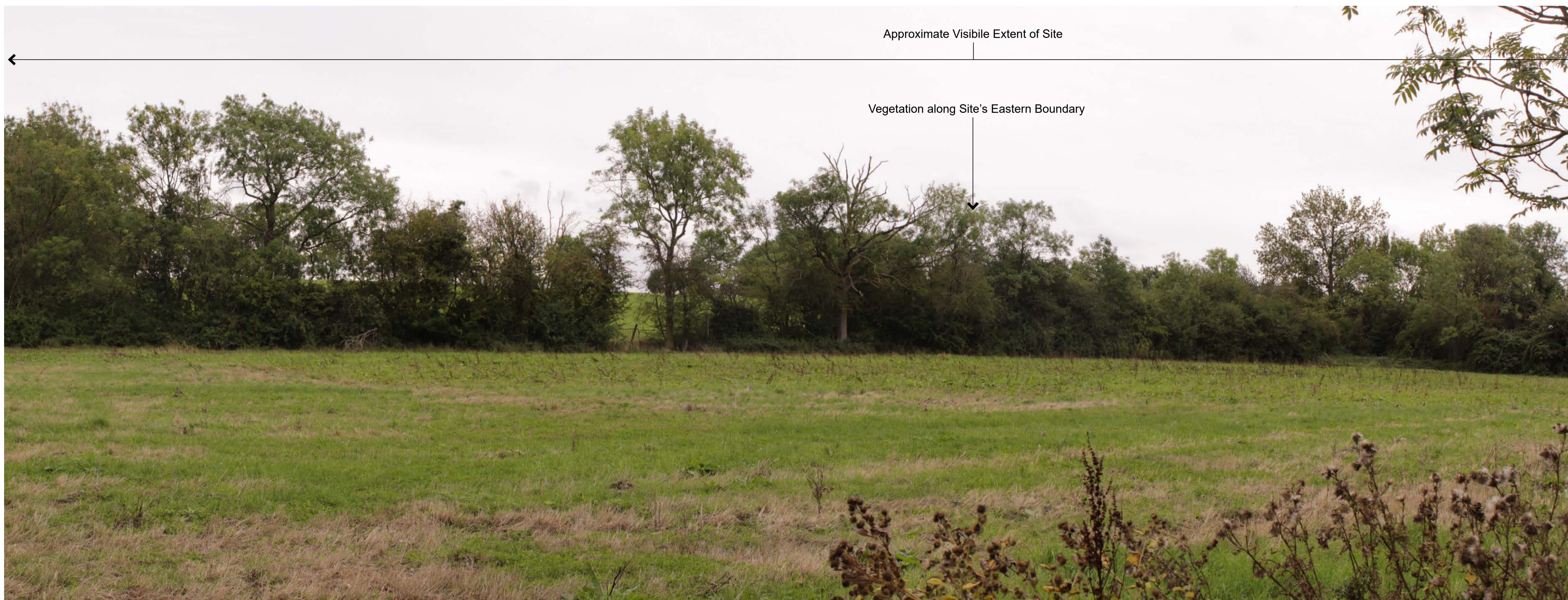


Photo Viewpoint 1 (Continued): View East from Cox Crescent



Photo Viewpoint 1
 Date & time of photo: 02 Sept 2020, 14:04
 Camera make & model, & sensor format:
 Canon EOS 1300D
 Horizontal Field of View: 132°
 Direction of View: 90°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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Photo Viewpoint 2: View East from PROW SM8 within Site



Photo Viewpoint 2 (Continued): View East from PROW SM8 within Site



Photo Viewpoint 2
 Date & time of photo: 02 Sept 2020, 14:15
 Camera make & model, & sensor format:
 Canon EOS 1300D
 Horizontal Field of View: 124°
 Direction of View: 100°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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Photo Viewpoint 3: View West from PROW SM8 within Site



Photo Viewpoint 4: View Southeast from PROW SM8



Photo Viewpoint 3
 Date & time of photo: 21 Feb 2019, 14:16
 Camera make & model, & sensor format:
 Canon EOS 1300D
 Horizontal Field of View: 75°
 Direction of View: 270°, bearing from North

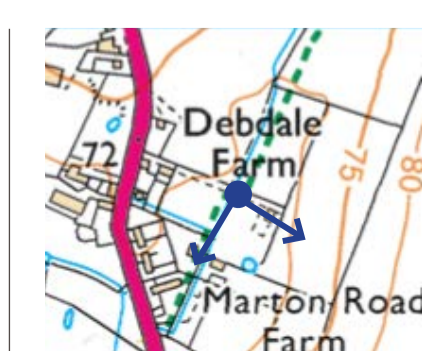


Photo Viewpoint 4
 Date & time of photo: 21 Feb 2019, 12:49
 Camera make & model, & sensor format:
 Canon EOS 1300D
 Horizontal Field of View: 75°
 Direction of View: 135°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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Photo Viewpoint 5: View West from PROW SM9/SM9a



Photo Viewpoint 5 (continued): View West from PROW SM9/SM9a

Photo Viewpoint 5
 Date & time of photo: 02 Sept 2020, 15:08
 Camera make & model, & sensor format:
 Canon EOS 1300D
 Horizontal Field of View: 111°
 Direction of View: 270°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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client
 Rosconn Strategic Land
 project
 Land East of Marton Road,
 Long Itchington
 drawing title
PHOTO VIEWPOINT 5
 drawn
 KAD
 issue date
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 drawing / figure number
Figure 3.4
 rev
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Appendix A: 9702-L-02 B Development Framework



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Aerial imagery © 2020 Microsoft Corporation

-  Site Boundary (2.23ha)
-  Proposed Residential Area (1.07ha)
-  Proposed Indicative Access Route
-  Existing Public Rights of Way
-  Proposed Indicative Pedestrian Links
-  Existing Vegetation
-  Proposed Tree/Shrub Planting
-  Proposed Public Open Space
-  Potential Location for SuDS Basin

K:\19700\19702\LANDS\Plans\Land East of Marton Road, Long Itchington\19702-L-02 Framework RevB.indd

Rosconn Strategic Land
Land East of Marton Road,
Long Itchington

DEVELOPMENT FRAMEWORK PLAN

1:2000 @A3
25 September 2020 MST/KAD / EAF

9702-L-02 B


 masterplanning
 environmental assessment
 landscape design
 urban design
 ecology
 architecture
 arboriculture

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