

Introduction

Welcome and thank you for taking the time to come to our Community Update Exhibition. We would like to hear your views and thoughts on the proposals emerging within Homes England's land at Homestead View in South West Rugby.

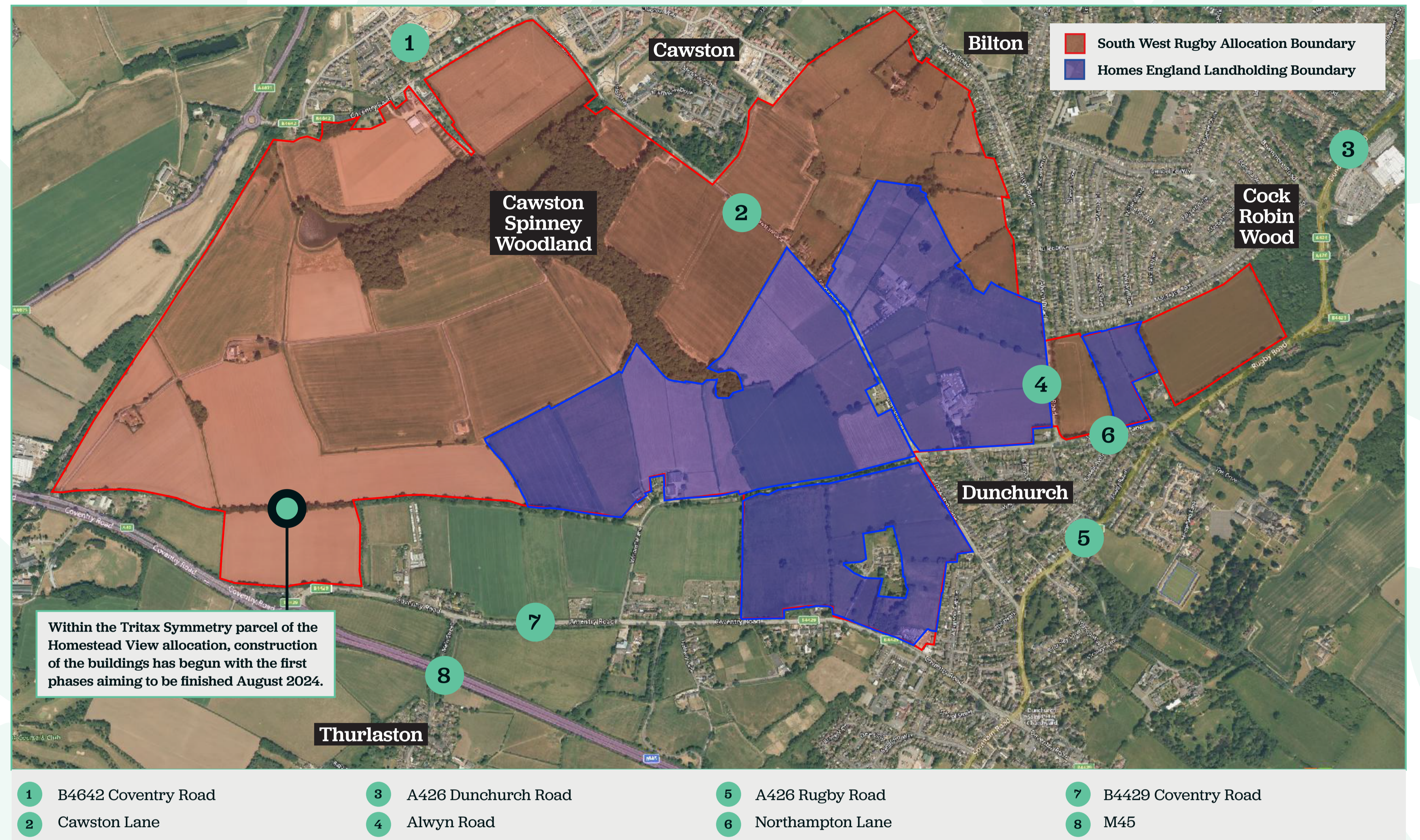
Background

Homestead View was allocated as part of Rugby Borough Council's Local Plan 2011 to 2031 (adopted June 2019), to provide around 5,000 homes and 35ha of employment land. The South West Rugby Supplementary Planning Document (adopted June 2021) provides additional guidance to help shape the delivery of the site. Some development has already taken place, and further planning applications are being determined.

Homes England is currently looking to bring forward part of Homestead View, the land in their ownership, for development in line with the Council's vision. Their site is circa 90 hectares / 222 acres and extends from Alwyn Road in the east, Coventry Road in the south and the Cawston Spinney in the north (see adjacent plan).

Purpose of Event

Following the previous public consultation event held in July 2023, this exhibition aims to further engage the local community to inform the development of the masterplan for the site within Homes England's land. A team of consultants (AtkinsRéalis, LDA Design and Levitt Bernstein) have been appointed to look at various technical aspects of the site. Alongside Homes England, they will be facilitating the event and on hand to answer your questions.



Feedback

If this is something that you would like to continue to be involved with in the future, please speak to one of our team to register your interest. We are keen to keep talking to local people and community groups, to help us to ensure the best possible outcomes, and to keep you up to date on progress.

There are comment forms available for attendees to fill in today, or send back to us via the following methods:

info@southwestrugby.co.uk +44 1214 835705

www.homesteadview.co.uk/engagement

Homestead View Engagement,
Two Chamberlain Square, Birmingham, B3 3AX

The Team

	Homes England
	AtkinsRéalis - Planning, Transport, Education, Engagement and Environmental Statement Lead
	LDA Design - Masterplanners, Landscape Architects and Engagement Specialists
	Levitt Bernstein - Masterplanners, Architects, Local Centre Design Lead
	Planning For Real - Community and Stakeholder Engagement

Key Themes – Community Engagement

Following the engagement we have undertaken with the local community and stakeholders so far; we have identified the following key themes as being important when formulating our proposals for Homestead View.



Landscape-Led Design

“Dunkleys Farm area especially existing pond – expansion, clean-up, wildlife conservation, possible public fishing”

- Retain the ability to access nature and retain public routes that connect destinations beyond the site boundary.
- Create greenways that serve different functions for wildlife and residents.
- Create a variety of new public spaces including play areas, meeting places, sport and recreation areas for people of all ages.
- Set homes within an attractive landscape network.
- Cawston Spinney is a locally cherished asset and new development will be set back to retain and protect it.
- The area has a number of good quality existing trees and hedgerows. These should be retained and incorporated into the design where possible.

Active Healthy Community

“A safe & pleasant pedestrian and cycle route [and] a highway infrastructure future proofed for bus services”

- Design for people and wildlife first, and cars second.
- Local journeys should be made easy for pedestrians and cyclists.
- Create attractive, enjoyable, and accessible routes that connect key destinations for all users, including horse riders.
- Incorporate and retain existing public rights of way, bridleways, and restricted byways.
- Slow speed neighbourhoods that reinforce the emphasis on non-car travel.
- Safe crossings for pedestrians, cyclists and horse riders.
- Consider innovative parking solutions such as mobility hubs.
- A need for a good quality bus service that links existing facilities and the new community and facilities.

A Vibrant Local Centre

“Space for the community to spend time, rather than just a row of shops.”

- A strong desire to create the Local Centre as a hub for the new and existing community with varied and independent shops.
- The inclusion of housing, education, co-working space, creative, cultural and community uses will add vitality and increase footfall to support independent businesses.
- A broad range of housing including bungalows, affordable housing, senior and inter-generational living.
- Encourage meanwhile uses and temporary installations.
- Ensure the masterplan layout provides appropriate services, including healthcare, to serve the new homes.

A Sense of Community and Pride

“Design for how we will live in the future.”

- Placemaking is key, the designs should combine protecting, enhancing and interpreting the site’s history and existing features.
- Design meeting places for events, gatherings, to sit and relax.
- Create a place that the community grow with and are proud of.
- A variety of development styles would reflect how Rugby itself has grown over time.
- New homes should reflect the character and scale of existing homes at the edges of the development.
- Create spaces (greenspaces or hard landscaped areas) for a mix of ages to bring the community together and address social isolation and loneliness.
- Adaptable homes that meet future needs and energy requirements.
- Lessons to be learnt from previous housing schemes to deliver a more integrated community that responds appropriately to its existing neighbours.

Sustainability and Design Outcomes

What are Sustainability and Design Outcomes?

Homes England recognise that sustainability and design are interconnected and that these help embed social value throughout their projects.

Homes England have developed a tool that will help them to agree on local needs and opportunities / common purposes and set a series of place specific outcomes (also called 'place based indicators') to guide the delivery of the project through construction, delivery, occupation and beyond.

These indicators are used as a starting point to further develop plans on how to provide an area of development with the best outcome.

Discussion point:

Do you agree that the sustainability and design outcomes are appropriate?

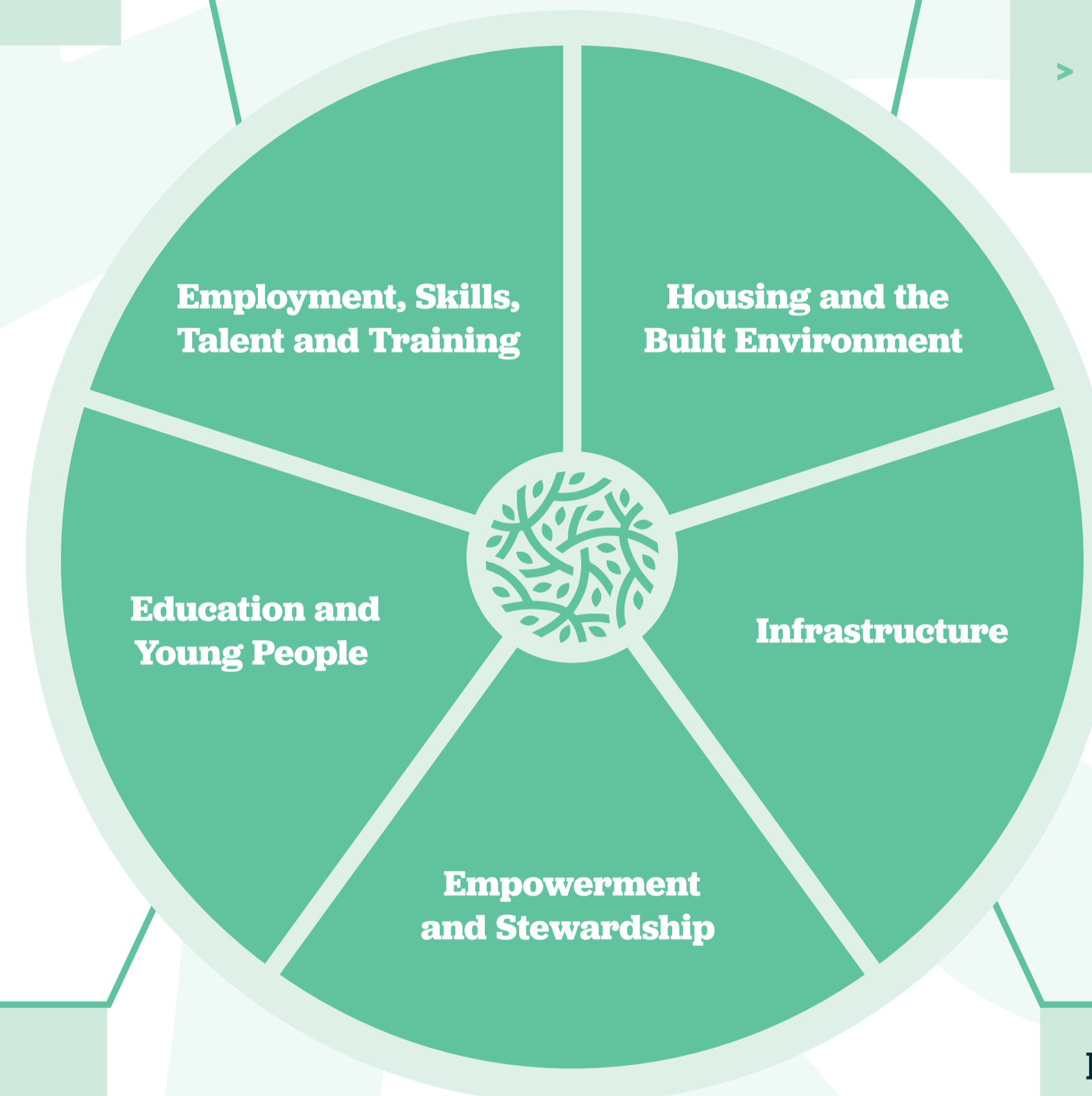
Would you like to see anything else added?

Employment, Skills, Talent, and Training

- > Number of local jobs, skills, training, and apprenticeship opportunities.
- > Number of new businesses, number of startups and business growth / opportunities.

Housing and the Built Environment

- > Increased amount of and access to blue and green infrastructure.
- > Number of new sustainable travel choices.
- > Increased amount of improved car parking solutions.
- > Number of new community facilities.



Employment, Skills, Talent and Training

Housing and the Built Environment

Education and Young People

Infrastructure

Empowerment and Stewardship

Education and Young People

- > Number of people leaving school with higher qualifications.
- > Number of vocational opportunities for young people.
- > Number of people involved in social interaction / activity.

Infrastructure

- > Increased amount of and access to blue and green infrastructure.
- > Number of new sustainable travel choices.
- > Improvements to road infrastructure, traffic and provide appropriate car parking solutions.

Empowerment and stewardship

- > Number of local community groups established.
- > Number of new 'community-led' activities.
- > Number of new partnerships to reduce social isolation and improve integration.

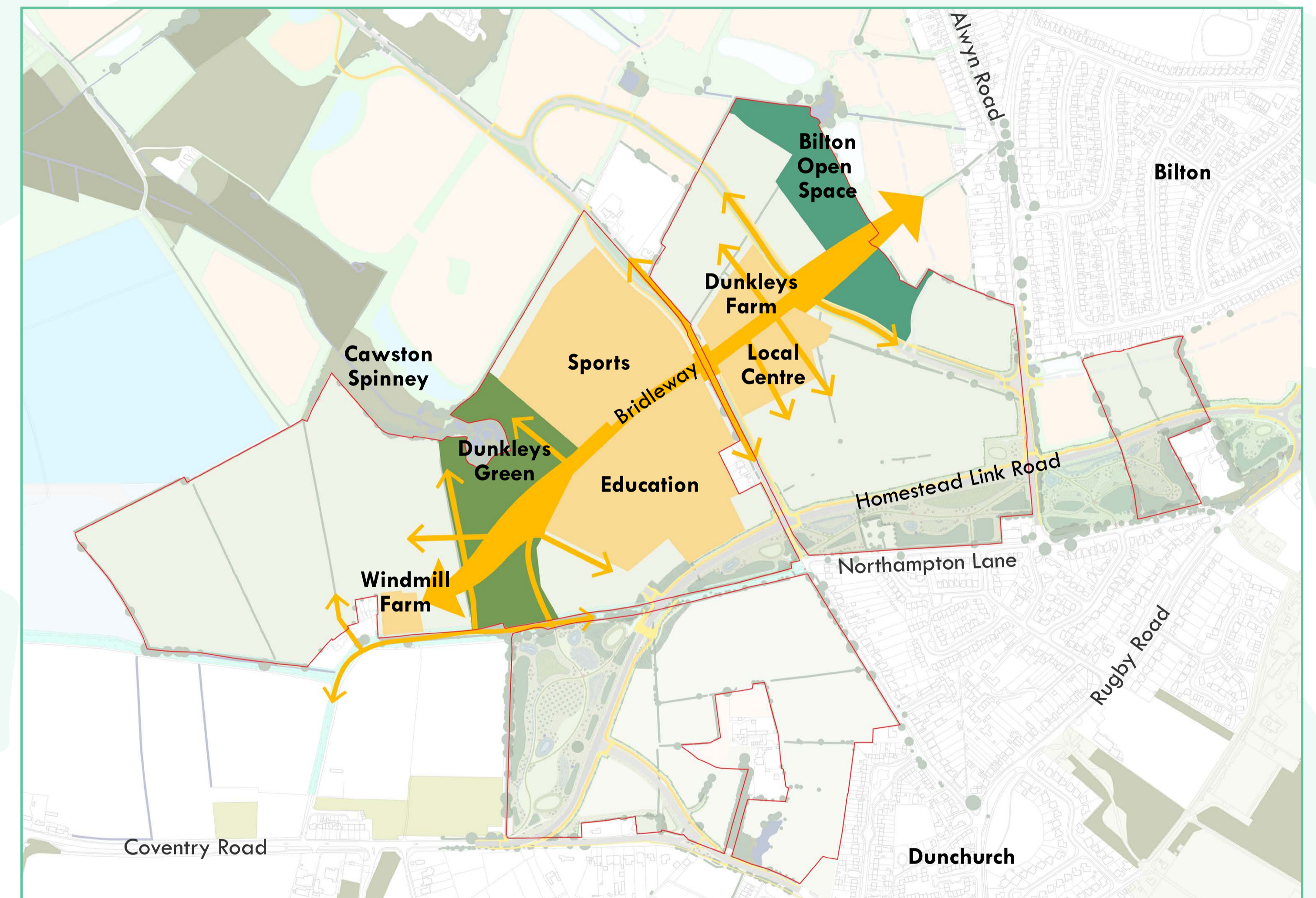
Design Principles

The following diagrams set out the design principles that have guided the masterplan. These have been informed by our understanding of the site; the requirements of the Supplementary Planning Document for the site; and the key themes identified in the stakeholder and community engagement.



A network of publicly accessible green spaces

- > **Homestead Link Road greenspace** – a series of footpaths, and habitat areas will link from Cock Robin Wood in the east, towards Northampton Lane and Coventry Road in the west.
- > **Dunkleys Green** – linking from Cawston Spinney Woodland to the Homestead Link Road greenspace. An important wildlife and ecological connection, as well as a central park for the new community.
- > **Bilton Common** – a wetland area incorporating existing public rights of way and bridleways, connecting north-south.
- > **Windmill Heath** - along the western boundary of the site, providing ecological links along existing hedgerows and a buffer to the employment area in the west.

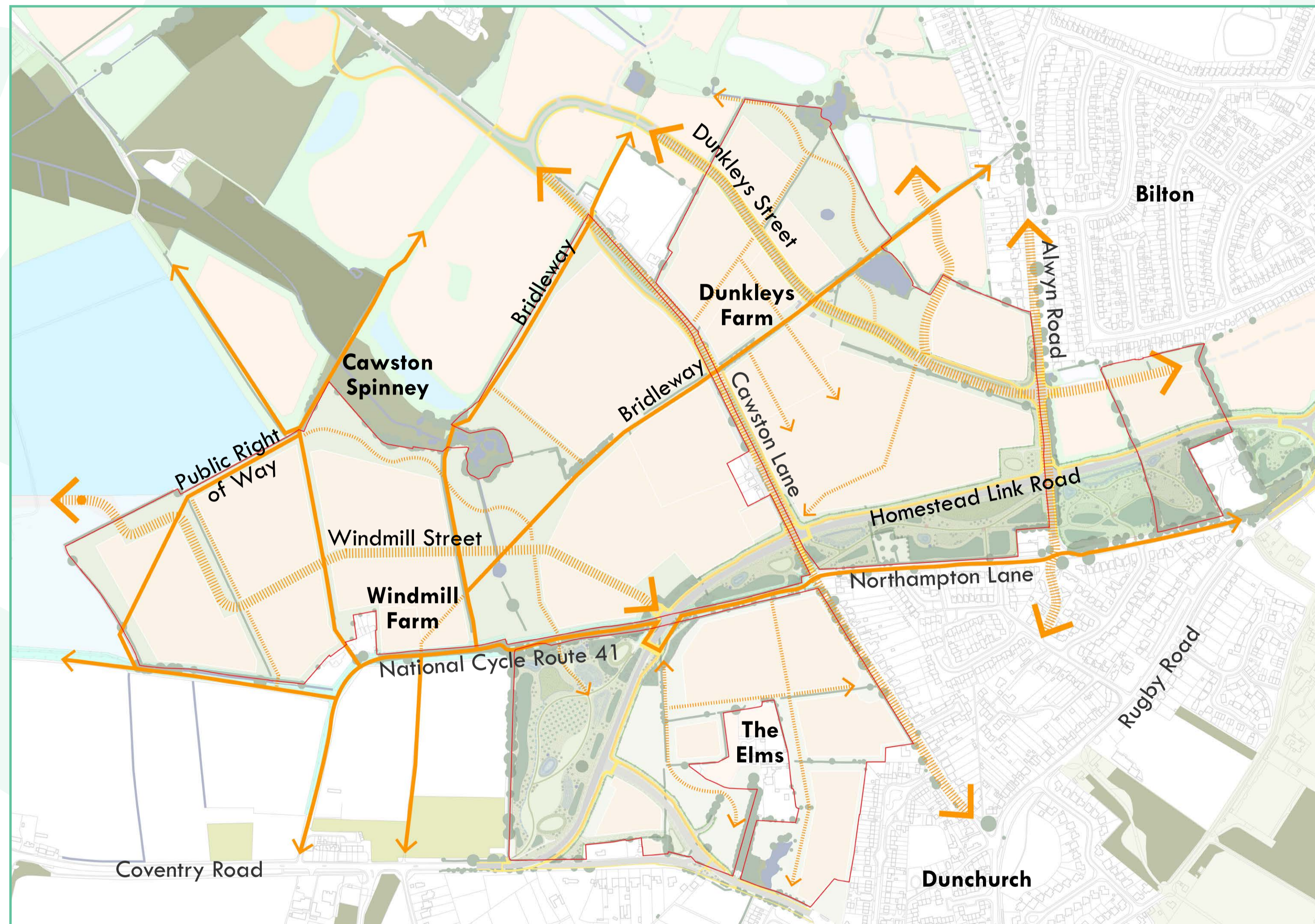


A dynamic way linking the key community uses

- > **Dunkleys Way** - the existing central bridleway acts as the green thread through the new community. A car free route that connects from Alwyn Road to Northampton Lane and is easily accessible for new and existing residents.
- > Linking the Local Centre and Primary and Secondary Schools; creating a safe, family friendly route for walking, cycling and horse riding.
- > A mix of non-residential uses such as community, sports and recreation, health and retail are combined with residential and homes for the elderly, creating a vibrant centre for all to enjoy.
- > Some buildings in Dunkleys Farm and Windmill Farm could be retained and re-purposed, creating local landmarks along the route.

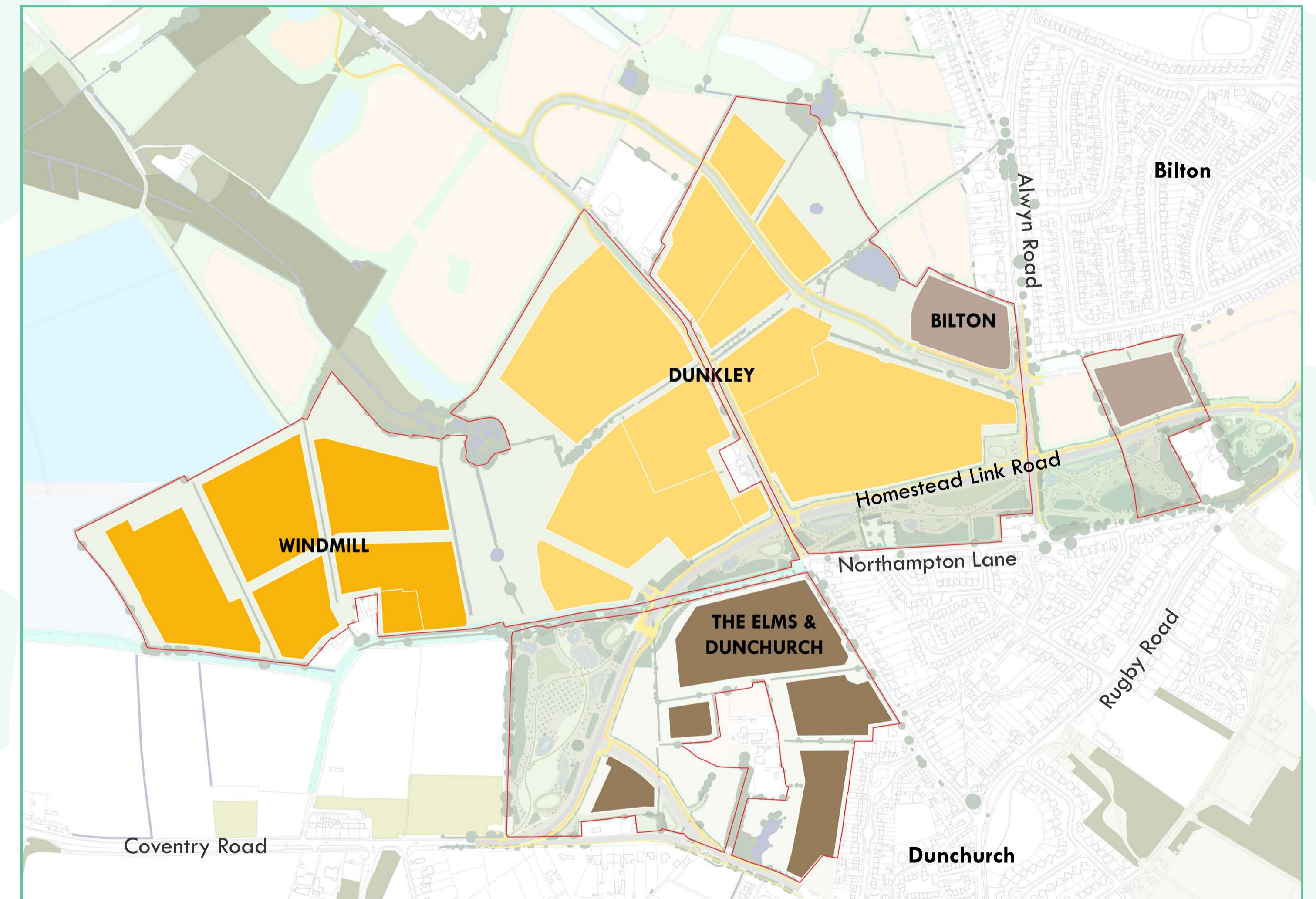
Design Principles

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An Active Travel Network

- Existing public rights of way and brideways will be retained, and new routes added to create a network of paths for non-car users.
- A series of different circular routes will be created, connecting to existing routes beyond the site boundary.
- The masterplan will be underpinned by this network, prioritising active travel.
- Residents will live within a short walk of greenspace, promoting healthier lives and improved wellbeing.



Distinctive Neighbourhoods that embed a sense of place

- Responding to the existing context, neighbours and site characteristics, there will be a series of distinct neighbourhoods.
- Each will have a clear purpose and identity that instils a strong sense of belonging and connects the masterplan with its surroundings.
- Greenspaces within and next to the neighbourhoods will create opportunities for residents to meet and enjoy nature.

The Emerging Masterplan

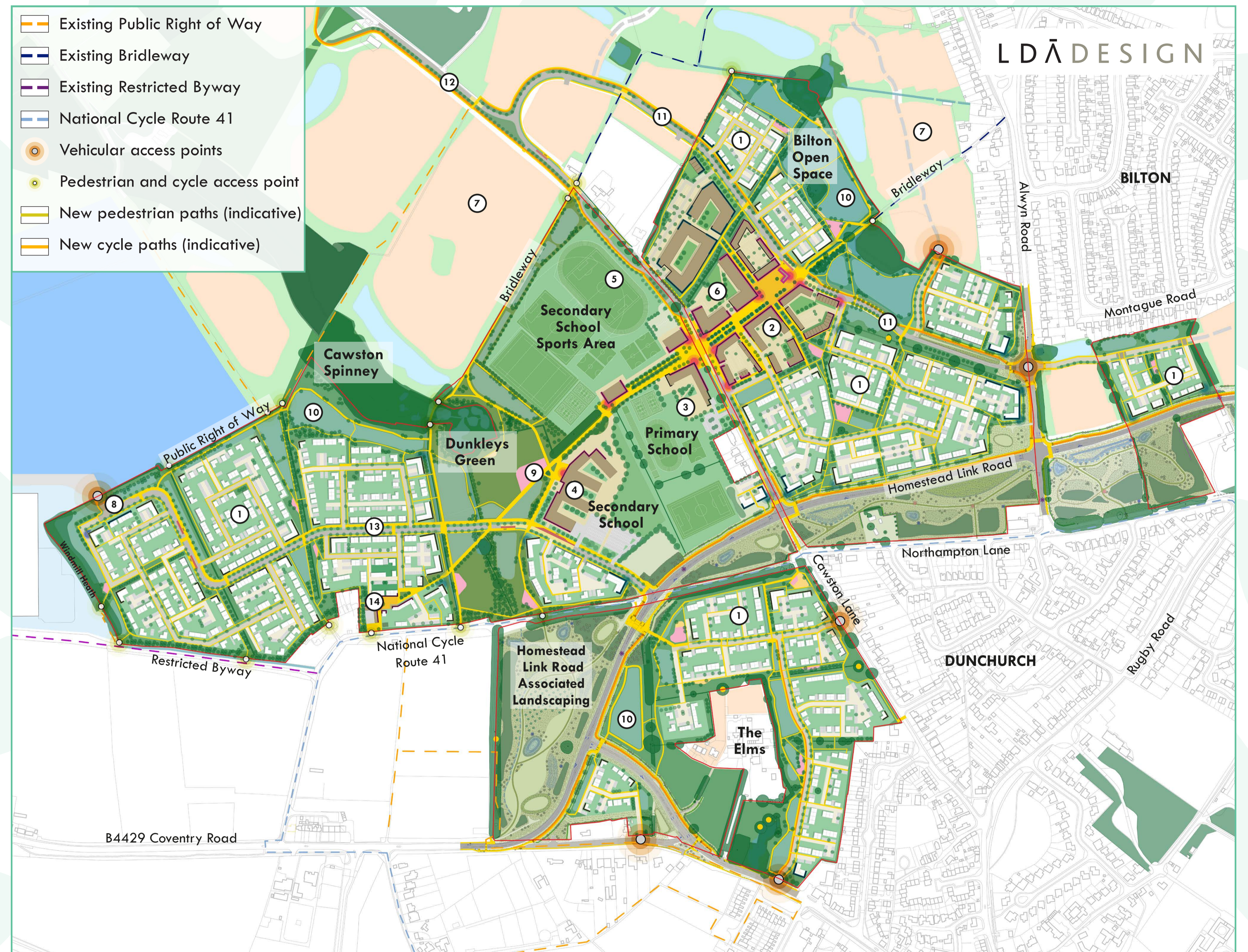
The emerging masterplan for Homestead View will deliver:

- > Up to 1,600 homes including affordable housing, an element of self build/custom build housing and homes for the elderly.
- > A Local Centre including retail, health and community uses.
- > A secondary school.
- > A primary school.
- > Public open space including existing public rights of way and bridleways, new play areas, sustainable drainage features, new and existing planting such as hedgerows and trees.

The final amount of residential development and other uses will be refined ahead of submission of a planning application.

The proposals also include upgrades to Cawston Lane - widening the road and providing a footpath and a shared footway / cycleway. Some hedgerows will need to be removed to enable the widening of the street. We are looking to retain existing trees along Cawston Lane, as shown on the masterplan.

The masterplan also includes the delivery of two new streets that will connect into the wider road network. Street 1 (known as Dunkleys Street) - connecting from Alwyn Road to Cawston Lane. Street 2 (known as Windmill Street) - linking from the Homestead Link Road west towards the employment land in the west.



Discussion point:

What do you think of the proposed street names?

- > Dunkleys Street
- > Windmill Street

- | | | |
|---|--|-------------------|
| ① Residential development | ⑥ Older People's Living / Retirement Village | ⑪ Dunkleys Street |
| ② New Local Centre including a mix of uses and public square | ⑦ Other development outside of Homes England's control | ⑫ Cawston Lane |
| ③ 2 Form Entry Primary School | ⑧ Bus gate | ⑬ Windmill Street |
| ④ 6 Form Entry Secondary School | ⑨ Equipped play area | ⑭ Windmill Farm |
| ⑤ Secondary School & Community Sports pitches (indicative layout) | ⑩ Drainage feature | |

Built Form

The Land Use Plan adjacent illustrates where the different uses will be permitted across the site. These include:

Residential development

Up to 1,600 homes will be delivered within Homes England's Landholdings. A range of dwelling types, sizes and tenure will be provided including affordable homes, to ensure the delivery of a healthy and balanced residential community. Areas of local landscape will be provided within the residential areas that are shown on this plan.

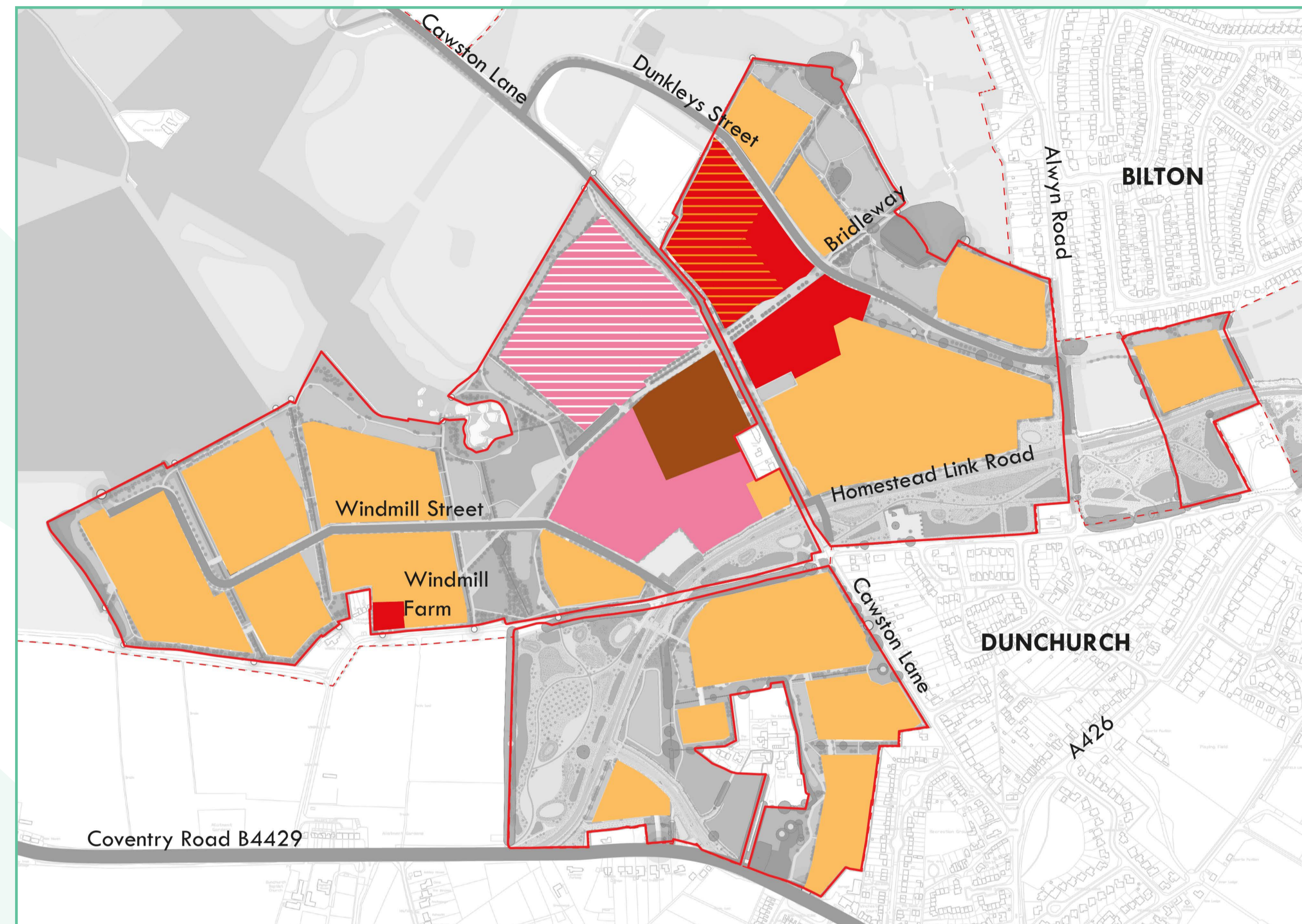
Local Centre

At the heart of the community will be the Local Centre comprising of both residential and non-residential uses. Non-residential uses will include retail, community uses, healthcare, convenience store, flexible workspace, mobility and active travel hub, older peoples living and associated parking. This area also includes a new public square and the potential to retain a farm building within Dunkleys Farm.

A small area of non-residential uses are also proposed around Windmill Farm, this will be smaller in scale than the main Local Centre and could include uses such as a pub, bike hire or flexible workspace. The mix of uses will be determined at detailed design stage.

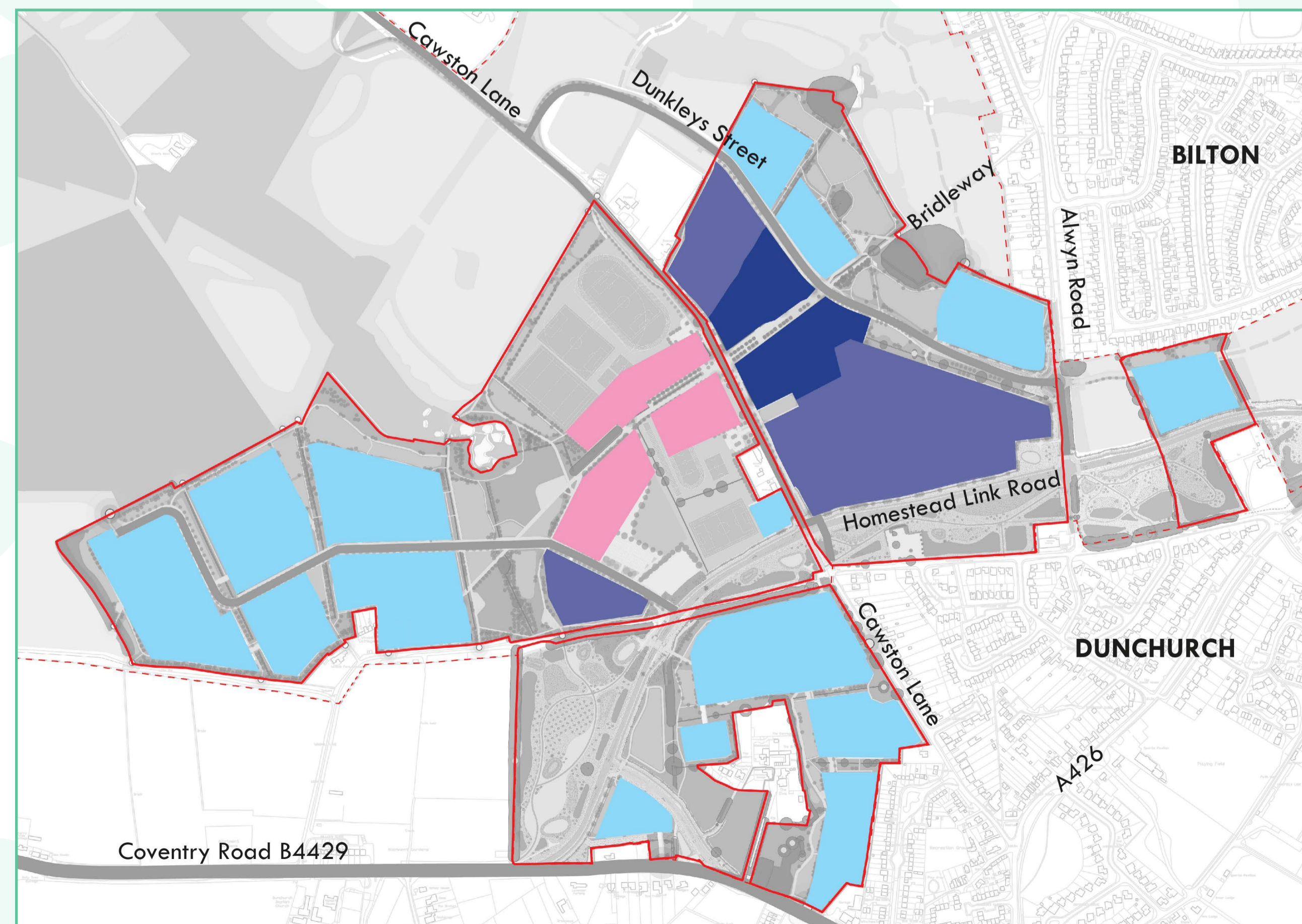
Education & Community Use Sports Area

A new 2-Form Entry Primary School and 6-Form Entry Secondary School will be delivered within the centre of the Homes England land. This also includes an area of sports pitches for community and school use.



Land Uses

- Secondary School
- Secondary School & Community Use Sports Area
- Primary School
- Mixed Use Local Centre including retail, community uses, healthcare, convenience store, flexible workspace, mobility and active travel hub, homes for the elderly and residential development
- Older Peoples Living
- Residential - Up to 1,600 homes



Building Heights

- Residential
 - Up to 5 storeys
 - Up to 4 storeys
 - Up to 3 storeys
- Non-Residential (Schools and Sports Buildings)
 - Up to 2 storeys

Building Heights

The heights shown on this plan represent the maximum / 'up to' heights of buildings across the different areas of the site. Not all buildings within these zones will reach this maximum height, this simply sets an envelope in which development can sit. The majority of the homes are likely to be two to two and a half storey, with taller buildings focused around the Local Centre to establish this as a focal point and are likely to comprise of apartments and town houses.

A Vibrant Mixed Use Centre

The Local Centre could be the heart of the community, providing public spaces for gathering, resting and meeting. This reflects comments received at the previous engagement event, where the community identified this as a priority. The existing bridleway will connect through the middle of the Local Centre - a car free route connecting from existing areas of Rugby in the east through to the National Cycle Route 41 in the west. We have renamed this central bridleway 'Dunkleys Way'.

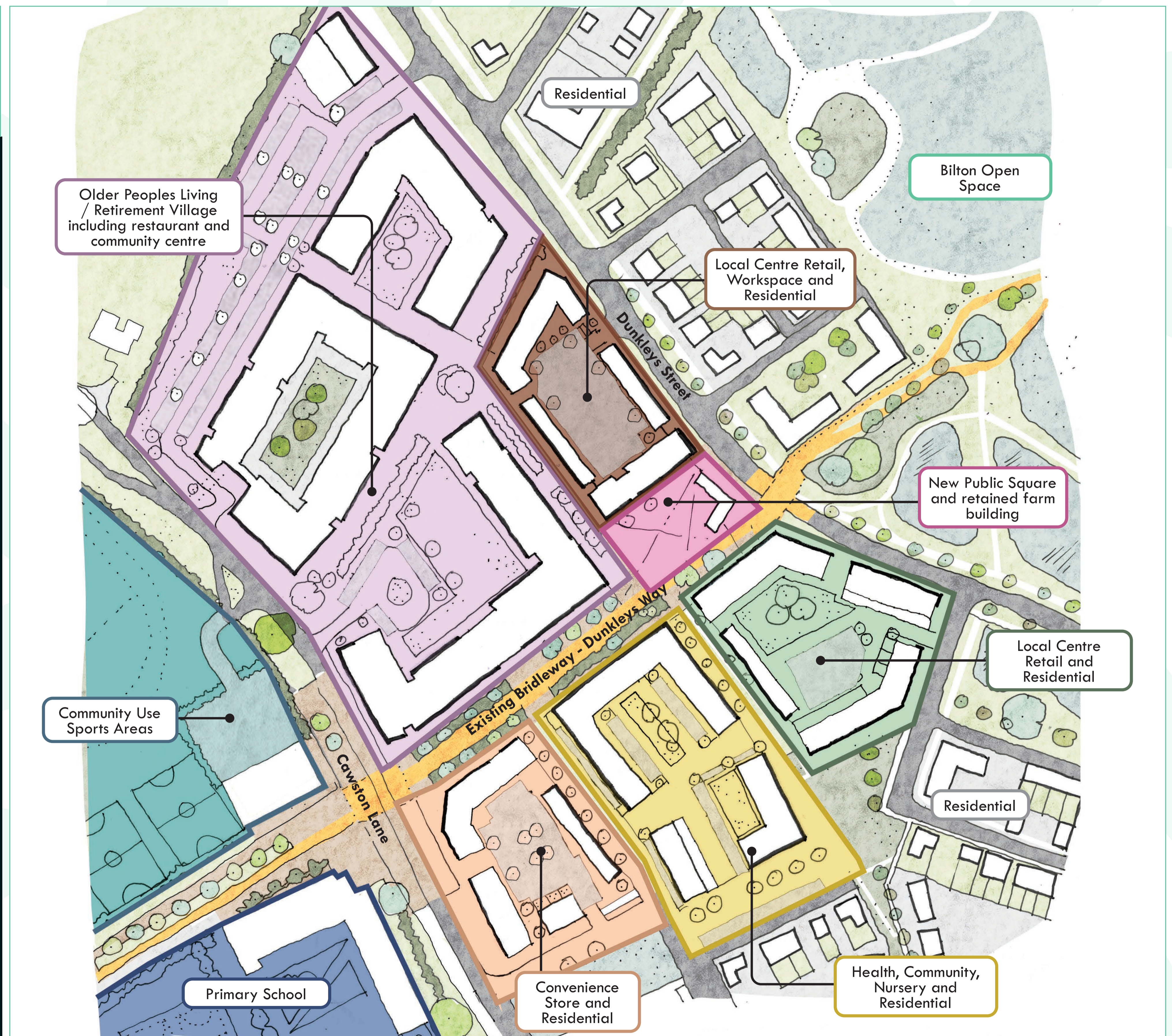
A mix of uses will be provided in the Local Centre including retail, community uses, healthcare, convenience store, flexible workspace, mobility and active travel hub, homes for the elderly and residential development. The mix of uses will provide immediate day-to-day facilities for the new homes, which existing homes in the local area will also be able to access.

A new public space, Dunkleys Yard, will provide a new square creating opportunities for occasional events or celebrations, furthering its role as a point of community focus. We are exploring the retention and refurbishment of an existing farm building as part of this space.



1 Dunkleys Way and the Local Centre

This is an illustrative view looking west along Dunkleys Way (the bridleway).



The above plan shows how these mix of uses might be delivered in the Local Centre. This is indicative at this stage. The central bridleway is car free, with a mix of uses fronting onto the bridleway and new public square.

Education & Sports

A 2-form entry Primary School and 6-form entry Secondary School are co-located with the Local Centre. The existing brideway connects from the Local Centre, over Cawston Lane, to the schools. The Primary School is situated south of the brideway and will have vehicular access via Cawston Lane.

The Secondary School is situated next to the primary school with vehicular access from a new road – known as Windmill Street. The sports pitches are located north of the brideway and will be a shared community facility. This means they can be used outside of school hours. The sports area will include a sports hall and changing facilities.

Discussion Point

There will be opportunities to deliver a variety of non-residential uses within the Local Centre. What would you most like to see in the new development?



2 Dunkleys Green

This is an illustrative view looking south east from a new park - Dunkleys Green, looking towards the Secondary School. The park will provide a destination play area for children of all ages.



Drawing illustrating the Primary and Secondary School and sports area. The layout is indicative at this stage.

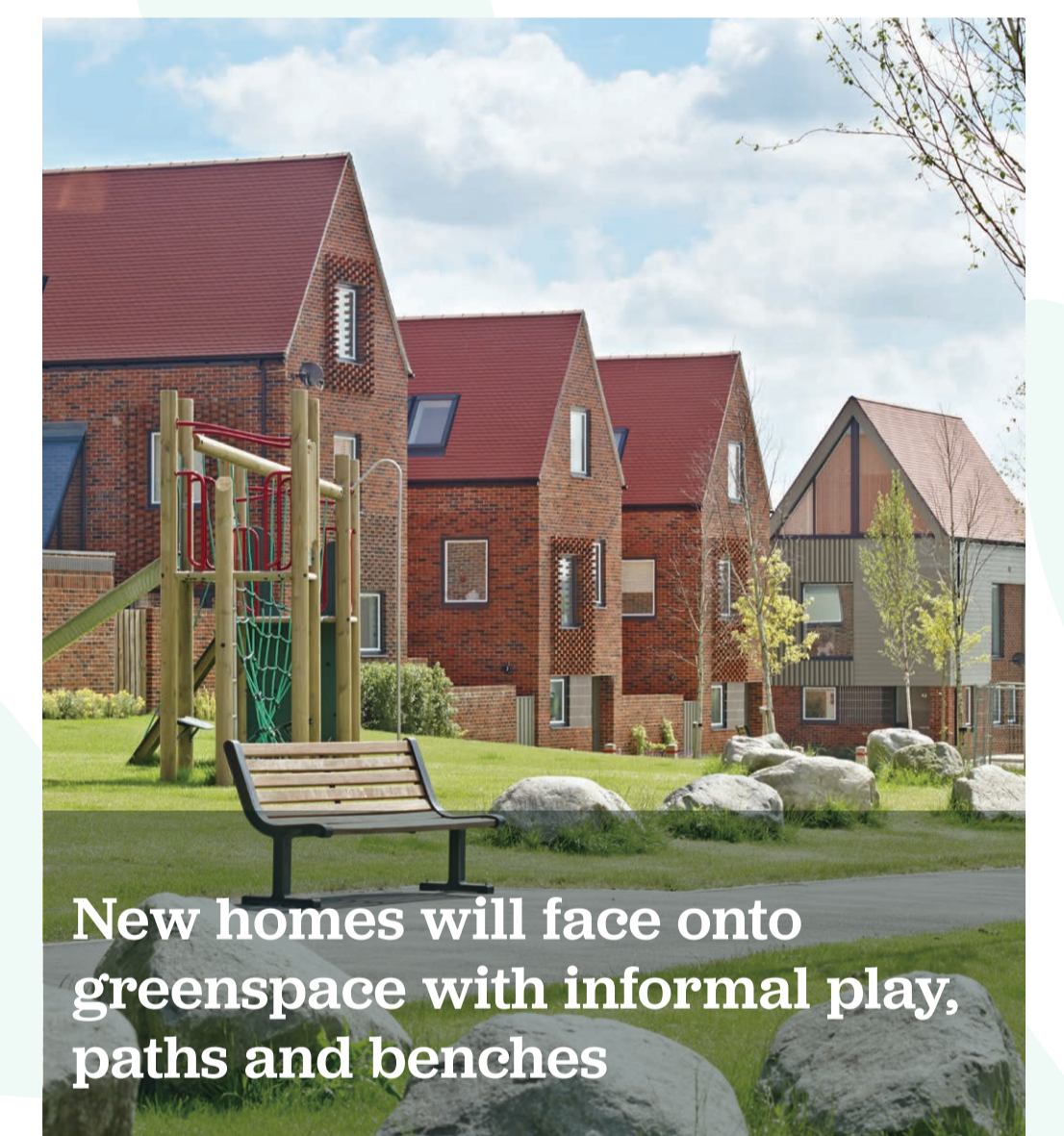
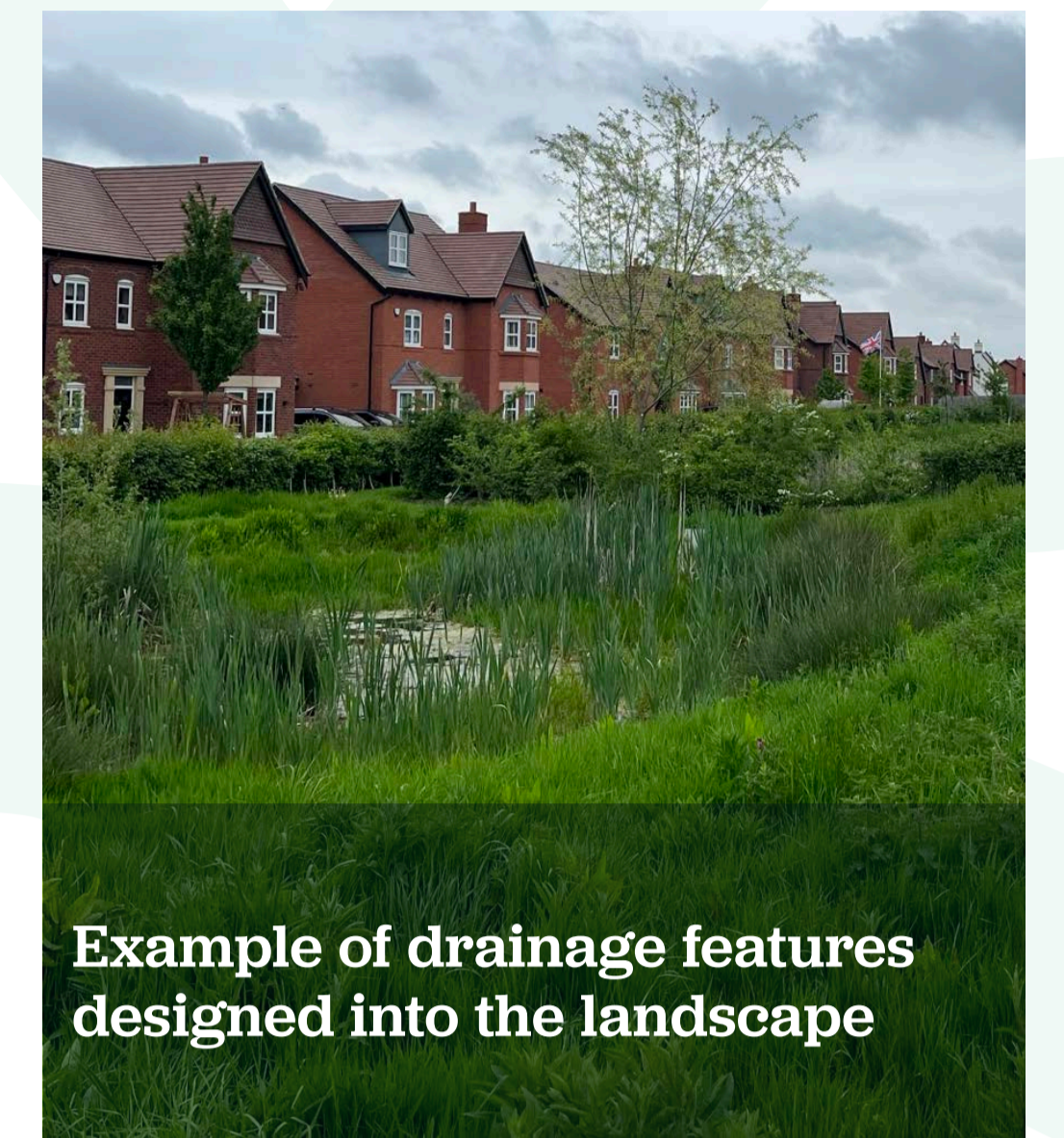
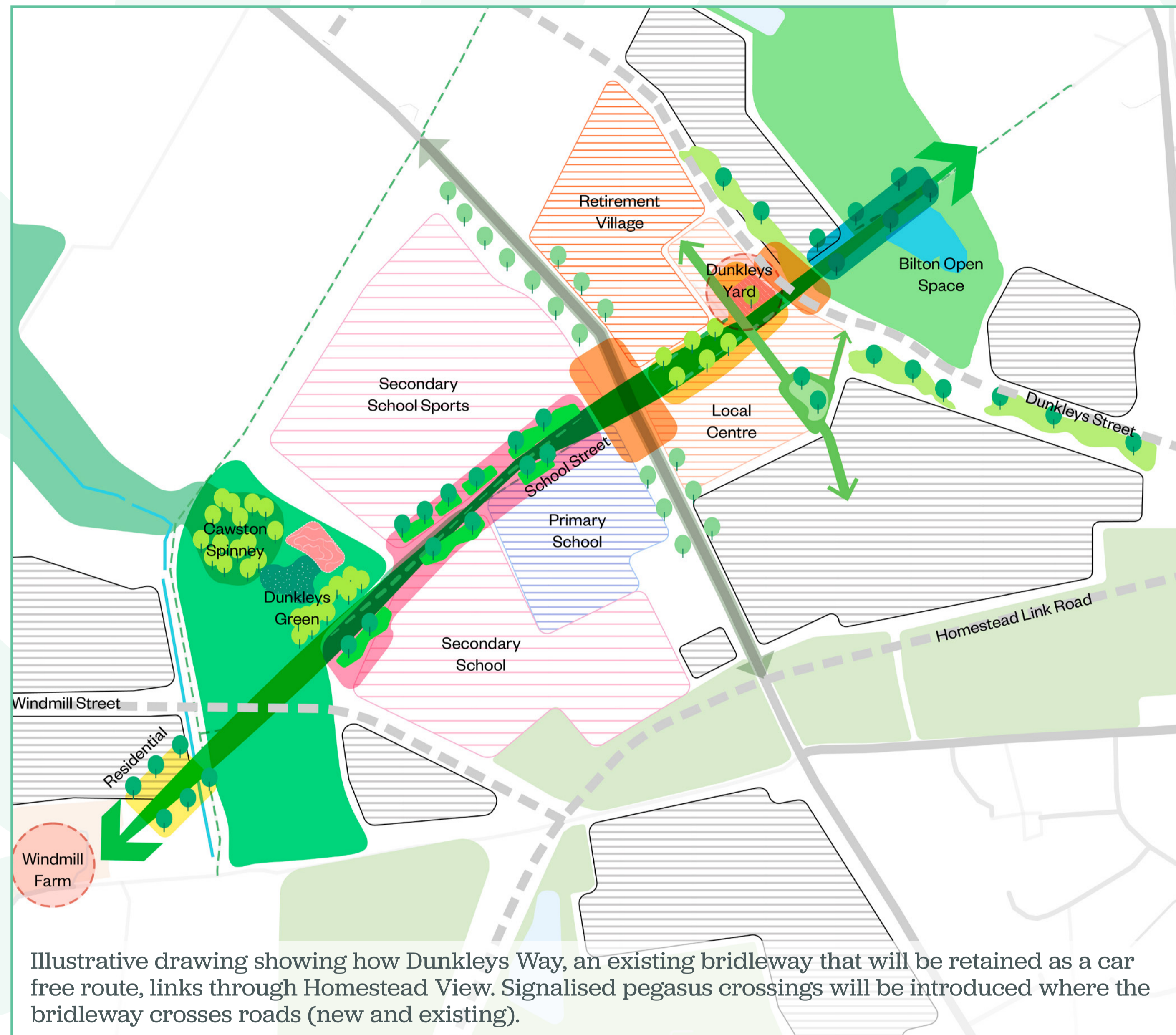
Landscape Strategy

Open space was identified as a priority by the public at the previous consultation event and as a Place Based Indicator. The masterplan is underpinned by a network of open spaces.

A variety of landscaped areas will be provided across the masterplan, including play areas, growing areas, sports provision, pathways and cycle routes, existing public rights of way and bridleways, public square, parks, habitat areas, and pocket parks.

Discussion Point

Within the new development, what types of open space would you like to see?



Movement Strategy

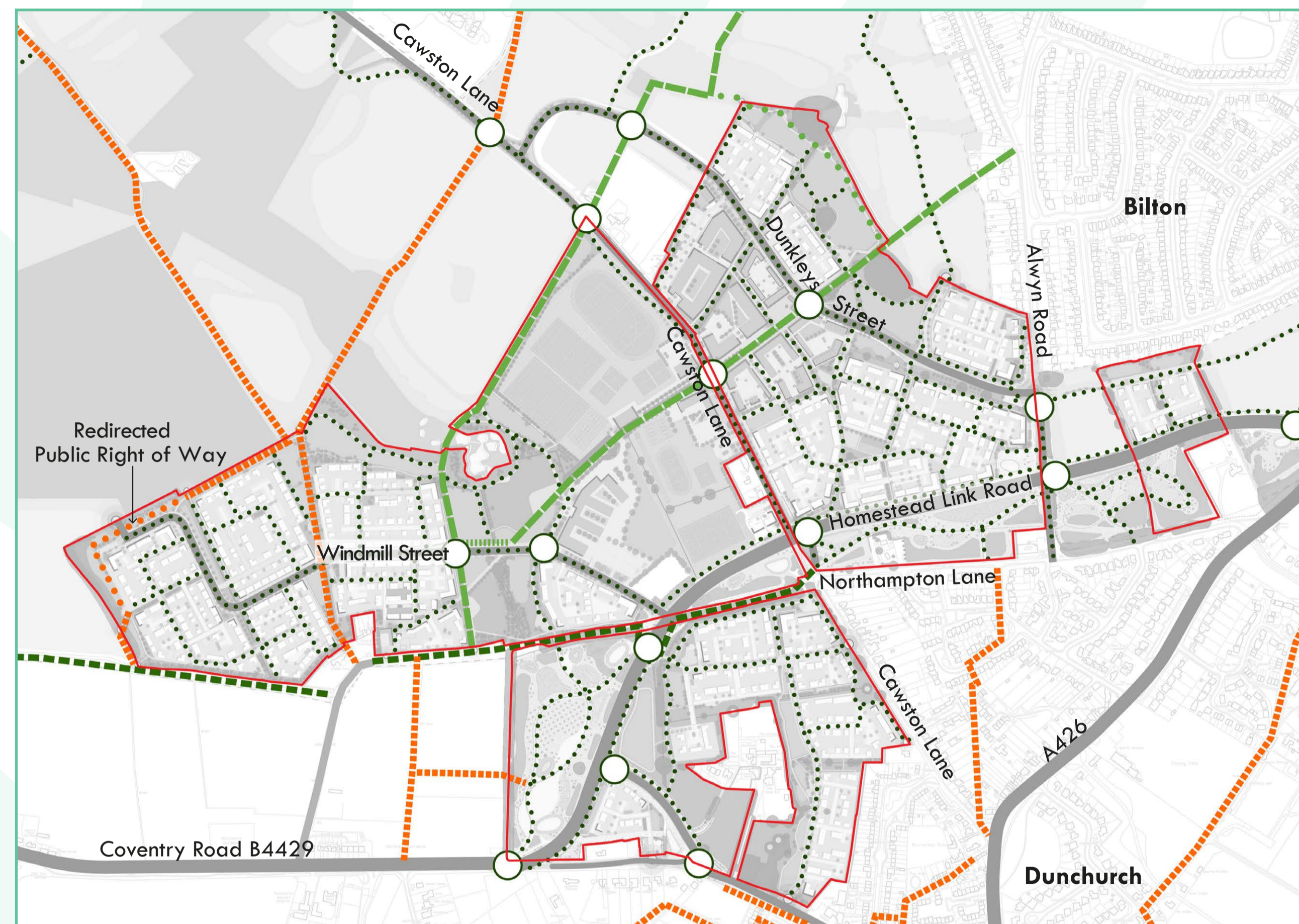
This board shows the access principles we will strive to achieve at Homestead View and how this has been designed to link with the existing residential areas.

Provide easy access to facilities and sustainable transport modes

- > All residential homes will be within approximately 400m of a bus stop.
- > All residential homes will be within approximately 800m walk of local facilities and services.
- > A Mobility Hub will be located within the Local Centre to provide car and cycle parking, freeing up other parts of the Local Centre from cars.
- > Electric Vehicle (EV) charging points or an EV charging hub could also be provided.

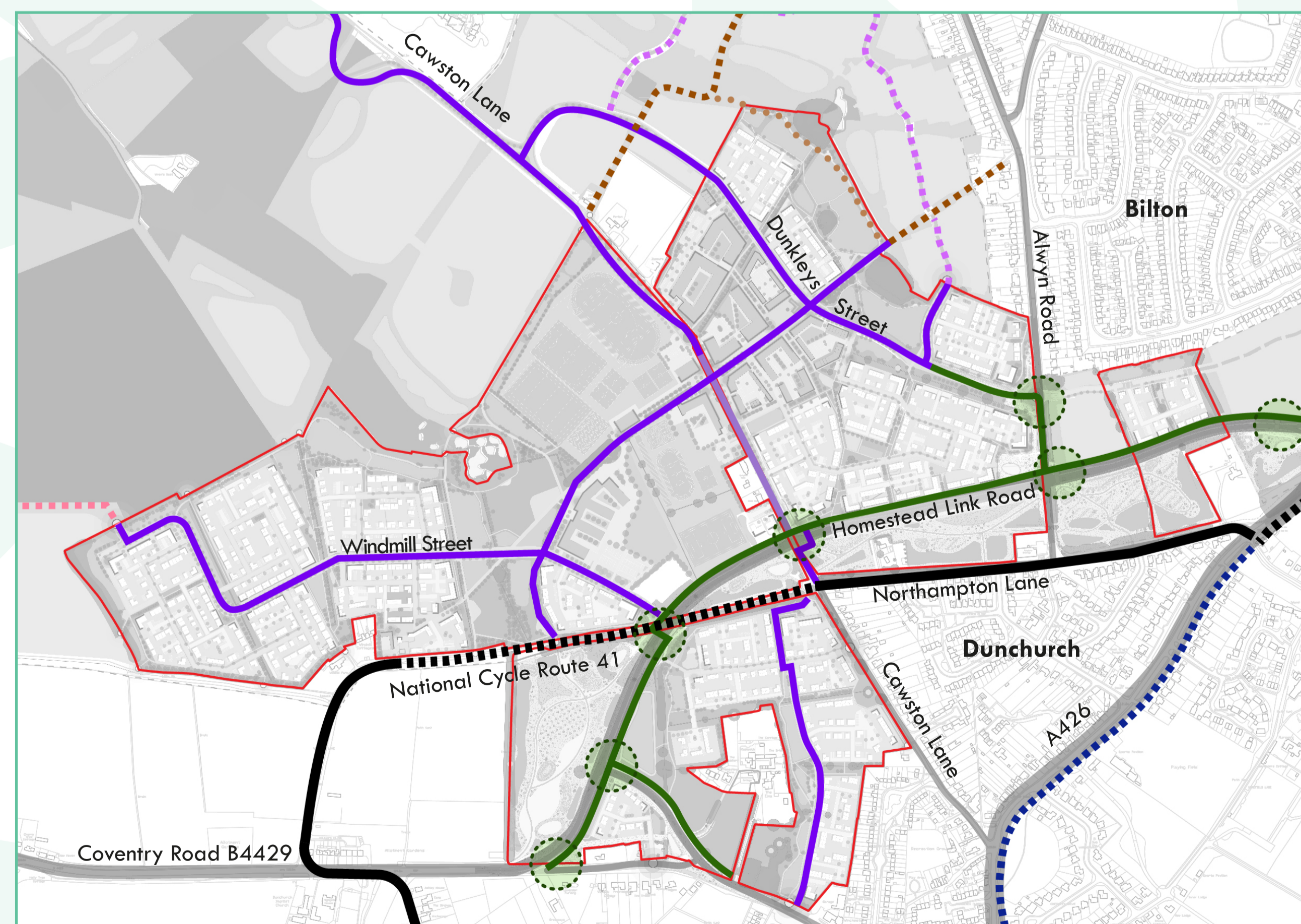
Proposed bus network

- > Provide a new bus service that connects residents to the Local Centre.
- > Bus-only access to the site on the western edge to allow bus service to connect to the employment land.
- > Cawston Lane and the new roads will be designed to accommodate regular bus movements.



Existing and Proposed Routes

- Homes England Site Boundary
- - - Existing Public Right of Way
- . . . Redirected Public Right of Way
- - - Existing Bridleway (including pedestrian, cycle and equestrian movement)
- . . . Redirected Bridleway
- . . Proposed Bridleway (indicative location)
- - - Restricted Byway
- . . . Indicative key pedestrian routes
- Street Network
- Crossing points



Cycle Routes

- Homes England Site Boundary
- Existing National Cycle Route (On Road)
- - - Existing National Cycle Route (Off Road)
- - - Existing Shared Pedestrian / Cycle Path
- - - Existing Bridleway outside of Homes England's land ownership
- - - Proposed cycle route within Taylor Wimpey's land ownership
- Homestead Link Road cycle path
- Homestead Link Road crossing point
- Proposed cycle routes - segregated cycle path
- - - Proposed cycle route - shared footway / cycleway
- - - Proposed cycle route - shared footway / cycleway through Tritax Symmetry's Land
- . . . Proposed bridleway

Movement Strategy

Create a pedestrian friendly environment

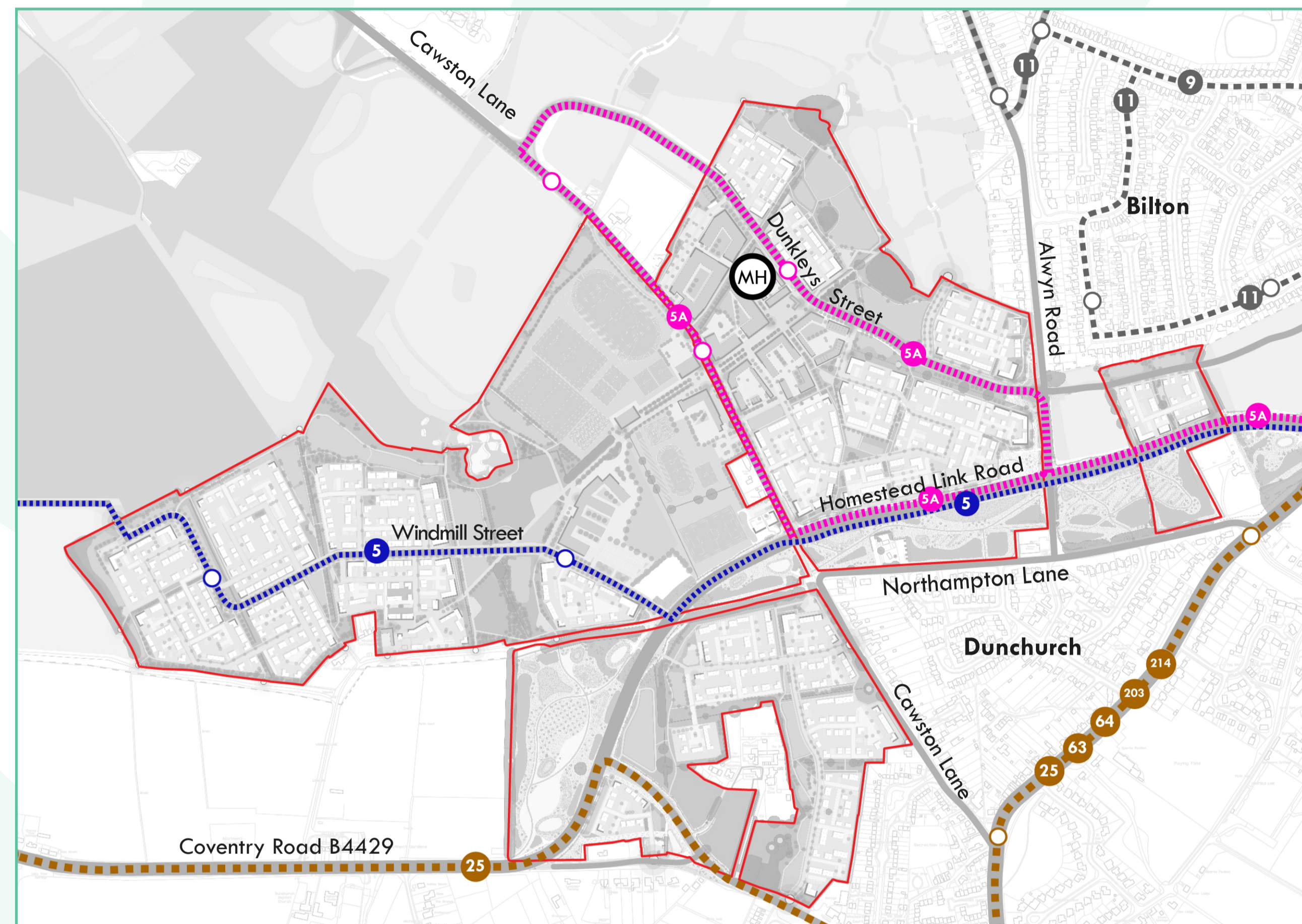
- > Pedestrian and cycle routes will be segregated from vehicles, where possible.
- > Pedestrians and cyclists will have priority over vehicles where they interact, such as at crossing points.
- > Bridleways will be integrated into the new development, providing a shared space for all users (including equestrians) where site constraints permit.
- > All roads will be designed to naturally reduce speeds.
- > Cawston Lane will be subject to 20mph speed limit in proximity to the schools.
- > The masterplan will be designed so that walking and cycling to local destinations is seen as being quicker and more convenient over the car.
- > On-street parking restrictions to prevent inconsiderate parking.

Discussion Point

How do you think children could safely travel to school?

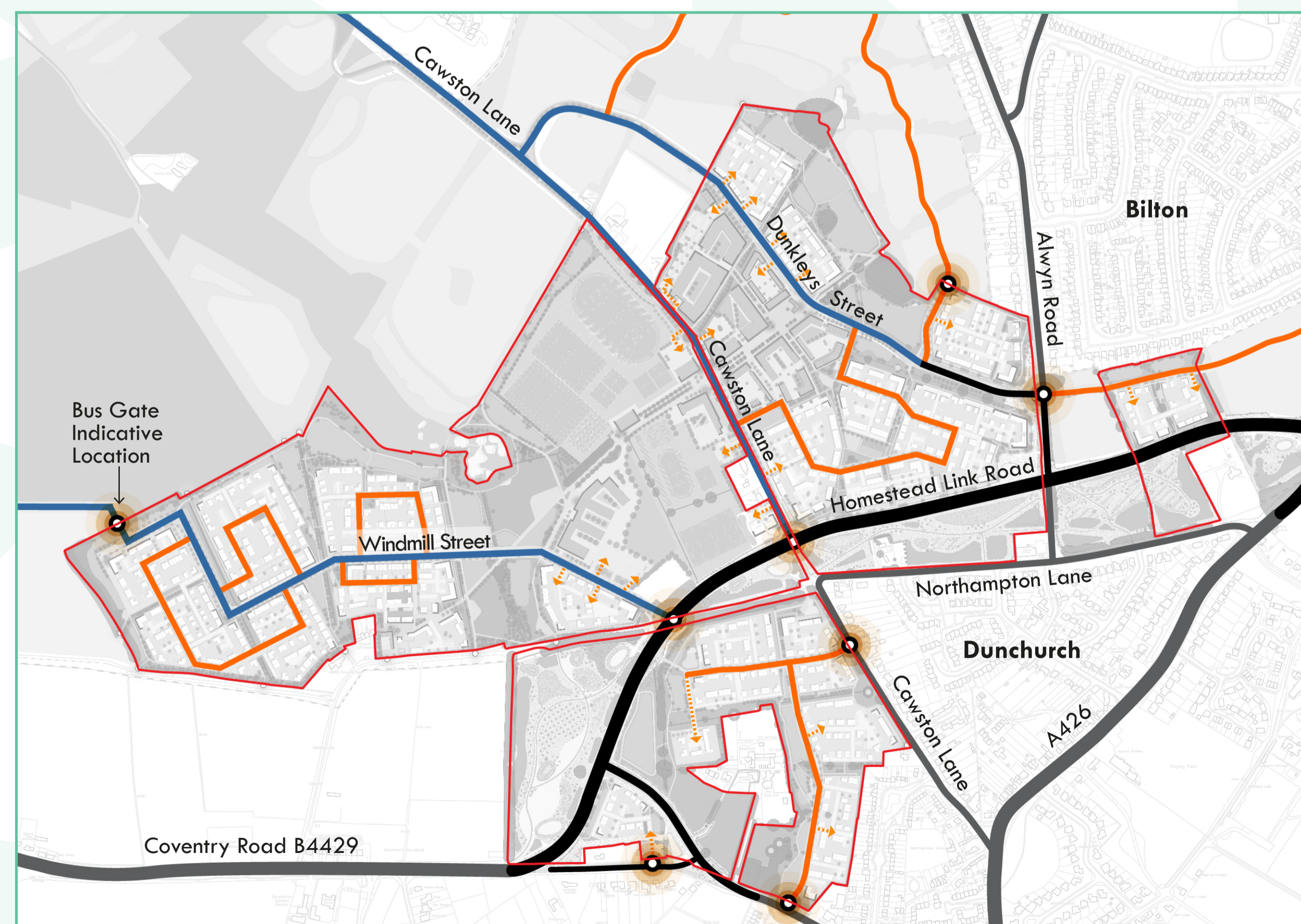
Discussion Point

How can the masterplan encourage walking and cycling around the site and to key destinations?



Public Transport

- Homes England Site Boundary
- Major Streets
- PROPOSED BUS ROUTES
- Indicative Future Bus route (5A)
- Indicative Future Bus Stop (5A)
- Indicative Future Bus Route (5)
- Indicative Future Bus Stop (5)
- ⊙ (MH) Indicative Mobility Hub Location
- EXISTING BUS ROUTES
- Existing Regional Buses (25, 63, 64, 203, 214)
- Existing Regional Bus Stop Location
- Existing Local Bus Routes (9,11)
- Existing Local Bus Stop Location



Street Network

- Homes England Site Boundary
- Site Vehicular Access Point
- Homestead Link Road
- Secondary Street
- Tertiary Street
- Residential Streets & Access
- Existing streets

Next Steps


We want to hear from you

From today, Friday 13th September 2024, the formal engagement period will be open until 5pm on Friday 11th October 2024.

Please submit your feedback forms which are provided in person at this event and online to help shape the masterplan. There are QR codes provided at this event to take you to the online feedback forms.

You can also submit comments via email, phone or post:

 **Email** – info@southwestrugby.com

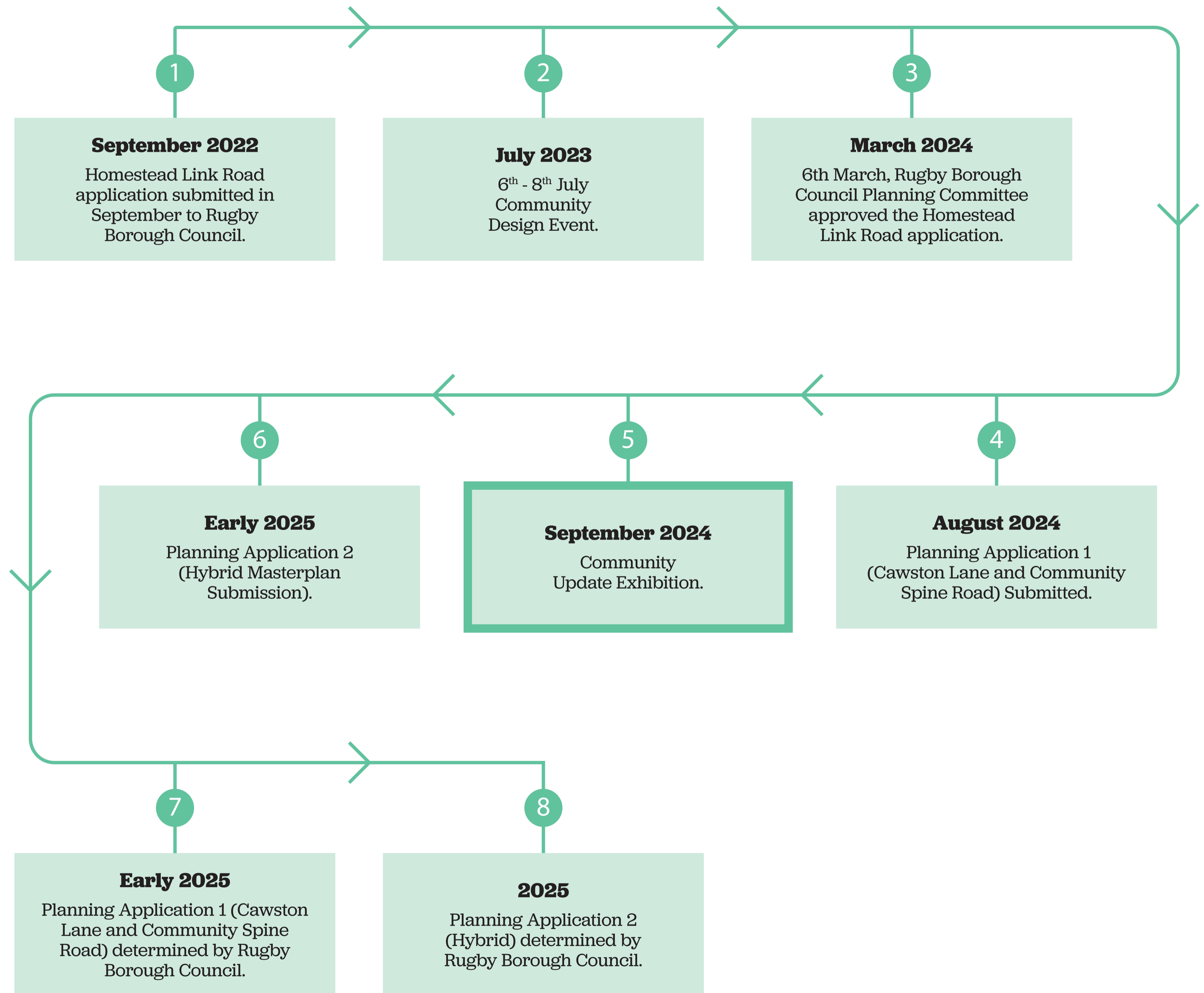
 **Telephone** – +44 1214 835705

 **Online** – <https://www.homesteadview.co.uk/engagement/>

The information presented on these boards is available in other languages and formats, so that it is accessible to all. If required please request this form via the contact information above.

Thank you for your attendance at this exhibition, we hope today has given you the opportunity to discuss any matters of importance or concern.

Please continue to let us know your views through the feedback forms available here today or the online forms accessible on the Homestead View website.



Technical Studies Update

Landscape

We will be carrying out up to date studies including a Landscape and Visual Impact Assessment for the site. This will inform the emerging proposals to ensure that the proposals respond appropriately to views to and from any landscape designations in the surrounding area. The masterplan will need to respond to these findings through the layout, form and height of development proposed.

Heritage & Archaeology

There are no world heritage sites, scheduled monuments, or registered battlefields located within the site.

Within 100m of the site there are:

- > 63 listed buildings
- > 2 registered parks and gardens (Dunchurch Lodge; Bilton Grange)
- > 1 scheduled monument



View from Alwyn Road looking west, with existing mature trees and hedgerow to be retained.

Air Quality

The site is located within the Rugby Air Quality Management Area.

Trees and Hedgerows

Trees along the southern part of Alwyn Road and along National Cycle Route 41 are protected by a Tree Preservation Order.

We have undertaken a full assessment of the tree stock within the site to inform development proposals in the short-term and support the submission and determination of a planning application in the long-term.

The survey recorded 122 individual trees, 44 groups of trees and 53 hedgerows. The tree population comprises a mix of ash, birch, lime, oak, pine and sycamore. There are six veteran or veteran potential trees within the site, which will be retained as part of the masterplan. There are a number of high-quality trees and hedgerows within and surrounding the site. The Masterplan will seek to retain A and B category trees and important hedgerows.

Generally, trees are located along field boundary hedgerows and will be retained and integrated within the landscape strategy for the masterplan. Cawston Spinney is situated adjacent to Homes England's land. New development will be set back from the woodland to protect the habitat. Part of the woodland is designated ancient woodland.

Agriculture and Farming

The site is within grade two agricultural land. Measures can be implemented to retain and beneficially re-use the soil resource within the completed development, but (in and of themselves) neither land quality nor the circumstances of the farm business occupying the site represents a significant constraint to its proposed development.

Ecology

Further up to date ecology and environment studies will be undertaken throughout the site. To date some features within the site have been identified as being of high ecological value such as the hedgerow network and two small areas of woodland and ponds. The rest of the site is generally of low ecological value.

Fox Covert and Cawston Spinney Local Wildlife Site is located adjacent to the Site.

Drainage

Further up to date studies will be undertaken to input into the overall Environmental Statement. The site is located within Flood Zone 1, and is deemed to be at less than 0.1% chance of flooding in any year, this is sometimes known as having a 1:1000-year chance. In terms of the surface water flood risk, the EA surface water flood map shows that the majority of the site has a 'very low' risk of surface water flooding. There are, however, isolated areas and corridors with low, medium and high risk of surface water flooding. The risk is mainly associated with drainage ditches and low lying areas. Development will be located away from the areas at risk from surface water flooding.

All developments present opportunities to incorporate Sustainable Drainage Systems (SuDS), the use of SuDS attempts to mimic the existing flow of the undeveloped site, thus reducing the impact of the proposed development on the hydrology of the undeveloped catchment.

Mitigation will also be put in place to ensure that development proposals will not increase the risk of surface water flooding downstream of the development.



National Cycle Route 41 & Restricted Byway