

SITE PROMOTION DOCUMENT

FOR

DAVIDSONS DEVELOPMENTS LTD

REGARDING

**LAND SOUTH OF NORTHAMPTON ROAD,
RUSHDEN**

**(PROPOSED ALLOCATION E – RUSHDEN
NEIGHBOURHOOD PLAN: POLICIES H2 AND
H3)**

Pegasus Group

Suite 4 | Pioneer House | Vision Park | Histon | Cambridge | CB24 9NL

T 01223 202100 | **W** www.pegasuspg.co.uk

Birmingham | Bracknell | Bristol | Cambridge | Cirencester | East Midlands | Leeds | London | Manchester

PLANNING | **DESIGN** | **ENVIRONMENT** | **ECONOMICS**

CONTENTS:

Page No:

1.	INTRODUCTION	2
2.	THE SITE	3
3.	PLANNING POLICY CONTEXT	4
	The Development Plan	4
	Neighbourhood Planning	5
4.	SITE SUSTAINABILITY	6
5.	THE PROPOSED SITE	7
6.	DELIVERY	13
7.	CONCLUSION	14
	APPENDIX 1: SITE LOCATION PLAN	15
	APPENDIX 2: CONCEPT MASTERPLAN	16
	APPENDIX 3: TREE SURVEY	17
	APPENDIX 4: EXTENDED PHASE 1 HABITAT SURVEY	18

1. INTRODUCTION

- 1.1 This report has been prepared by Pegasus Group, on behalf of Davidsons Developments Ltd, who are actively promoting the land south of Northampton Road, Rushden, Northamptonshire. This site has been selected as residential site allocation in the Rushden Neighbourhood Plan (Policies H2 and H3).
- 1.2 This document outlines the inherent sustainability of delivering development at the land south of Northampton Road (Site Allocation E) and how any development can successfully help deliver green infrastructure and a high quality residential capable of contributing towards the housing need of Rushden and the wider district.
- 1.3 This document should be read in conjunction with the representations submitted to the Rushden Neighbourhood Plan Draft Regulation 16 Consultation.

2. THE SITE

- 2.1 The site lies to the north west of Rushden town centre. The site itself measures approximately 2.83ha and is bounded by commercial development (B1, B2 and A1) and a single dwelling to the west, a significant landscaping buffer/wooded area to the south, and residential development to the east.
- 2.2 To the north, the site is bounded by Northampton Road, beyond which lies a Bowling Club and the site of a Gospel Hall (D2) which was recently granted planning permission. The land surrounding the Bowling Club is currently pastoral agricultural land, however, this land (12ha) has been formally allocated for a mix of business (B1) and general industry (B2) employment uses, a place of worship, open space and other employment uses compatible with the intended primary uses.



(Source: Google Earth)

- 2.3 A Site Location Plan has been submitted in support of this document.

3. PLANNING POLICY CONTEXT

The Development Plan

3.1 The relevant documents in the East Northamptonshire Council development plan are as follows:

- Local Plan Part 1 – North Northamptonshire Joint Core Strategy (NNJCS) (2011-2031)
- East Northamptonshire District Local Plan (November 1996) (retained/saved policies).

3.2 Together Table 1: Spatial Roles and Policy 11 of the NNJCS identify Rushden as a Growth Town. Growth Towns are recognised as the most sustainable settlements in East Northamptonshire.

3.3 Figure 25 of the NNJCS reveals that a Sub Regional Green Infrastructure Corridor (Nene Valley) is located approximately 300m to the north of the site. Running south from the Sub Regional Green Infrastructure Corridor is a Local Green Infrastructure Corridor (Rushden to Souldrop). This local corridor runs through the Nene Valley Farm site and the Land south of Northampton Road site. The Land south of Northampton Road site also falls within the Nene Valley Nature Improvement Area (Policy 4). Where necessary, planning applications for residential development will be expected to contribute towards the implementation of ecological mitigation strategies as identified in the Upper Nene Valley Gravel Pits Special Protection Area Supplementary Planning Document and the JPU Mitigation Strategy for the Upper Nene Valley Gravel Pits Special Protection Area.

3.4 Policy EN20: Important Open Land of the 1996 Local Plan no longer covers the allocation site as it was superseded by Policy 3 of the NNJCS. Policy 3 is a criteria based policy which seek to guide development proposals to ensure that existing landscapes are preserved and enhanced.

3.5 To the north of Northampton Road (opposite the site) is the Nene Valley Farm employment site. This 12ha site is allocated for a mix of B1 and B2 employment uses (and other uses where compatible) in the North Northamptonshire Joint Core Strategy (NNJCS) 2011-2031.

3.6 The site was assessed as part of the North Northamptonshire Strategic Housing Land Availability Assessment (SHLAA) (May 2013). The site falls within a larger area assessed by the SHLAA (Ref: 989). Site Ref: 989 was assessed as being a

Category 3 site suitable for development in the longer-term post 2021 (if on site constraints could be overcome).

Neighbourhood Planning

- 3.7 In December 2013, the whole of Rushden Parish was designated a Neighbourhood Plan Area. Since 2013 the Town Council have undertaken a number of public consultations and 'Call for Sites' exercises. Each site put forward for potential allocation has been assessed by the Town Council against sustainability criteria. This independent assessment process is recorded in the Site Assessment Report: Neighbourhood Plan which supports the current Neighbourhood Plan consultation.
- 3.8 The land south of Northampton Road site is identified as a proposed allocation for residential development under Policy H2 and Policy H3 (set out below) of the Neighbourhood Plan (Submission Version, October 2018).

"Site Allocation E – Land south of Northampton Road

- *the proposed development will provide for a green infrastructure wedge connecting with existing green infrastructure beyond the site boundaries;*
 - *the site will be expected to provide high quality housing reflecting the needs of the town;*
 - *any proposal will be expected to demonstrate robust consideration of the impacts on the local highway network in combination with other proposals, including Rushden Lake and Nene Valley Park;*
 - *the proposed development will provide for up to 80 dwellings."*
- 3.9 My client supports Policy H3 as it is currently proposed, indeed the Concept Masterplan and this document demonstrate that each of the specific policy requirements are deliverable and achievable. Full and detailed compliance with this policy will be demonstrated by my client upon submission of a planning application.

4. SITE SUSTAINABILITY

- 4.1 Rushden is categorised as a Growth Town in the NNJCS and is recognised as the most sustainable settlement in East Northamptonshire. Accordingly, it is appropriate for Rushden to be a focus for new residential and commercial development.
- 4.2 The land south of Northampton Road site is located approximately 1.12km from the northern end of Rushden town centre. Accordingly, the site benefits from excellent access to a wide range of services (including the two supermarkets and pub/restaurant circa 800m away), facilities and public transport links. The Town Council's Site Assessment Report: Neighbourhood Plan (Submission Version, October 2017) identifies that the site is within a 1.5km distance of: a bus stop, shops, Rushden town centre, primary school, doctor's surgery, indoor community sports use and sports pitches. Accordingly, any future residents at Site Allocation E would have excellent access to local services, thus having a positive impact on their health, social and cultural well-being. Residents will be able to walk or cycle to a full range of facilities and services which will promote health benefits and environmental sustainability.
- 4.3 The Town Council's Site Assessment Report: Neighbourhood Plan provides a full overview of the site's sustainability credentials. This assessment process appraised the proposed allocation site against a range of social, economic and environmental sustainability criteria. The outputs of this process are supported by my client and provide the Inspector with important information in respect of the site's suitability for residential development.

5. THE PROPOSED SITE

The Proposal

- 5.1 The allocation site will deliver to up to 80 dwellings, open space, play space and associated infrastructure. The dwellings proposed would be a mixture of types and sizes to meet the housing demands of the local area. Any scheme would also achieve a policy compliant level of affordable housing as set out in the NNJCS.



Concept Masterplan

Indicative Layout

- 5.2 The Concept Plan above (also submitted separately) shows a layout based on the following design principles:

- Complement the existing character of the area by providing detached dwellings fronting Northampton Road;
- Create a sensitive landscaped site gateway which leads into a central green space with attractive dwellings fronting this area to ensure high levels of natural surveillance;
- Provide significant open space provision and SuDS features which will be designed to enhance the biodiversity value of the proposed development.
- Achieve appropriate separation distance to the established employment uses to the west and residential development to the east;
- Deliver a sensitively designed plot layout with dual aspect dwellings turning prominent corners.

-
- Existing trees can be retained and integrated, where practicable, into the rear gardens of larger plots which consequentially have larger gardens;
 - Seek to preserve the tree belt to the south, these mature trees will be retained and will create an attractive backdrop to the rear gardens;
 - Affordable housing is provided in two clusters, one in the south-east corner and the other in the south west corner

Site Access

- 5.3 Vehicular, pedestrian and cycle access will be achieved via a junction off Northampton Road. A safe and technically sound solution, which achieves the necessary visibility splays can be delivered at this location. The site will integrate directly into the existing footpath network on Northampton Road. The south side of Northampton Road is served by an existing footpath which runs the full length of Northampton Road (connecting to Crown Way/Brindley Close, to the west and Hayway and Higham Road to the east).

Other Considerations

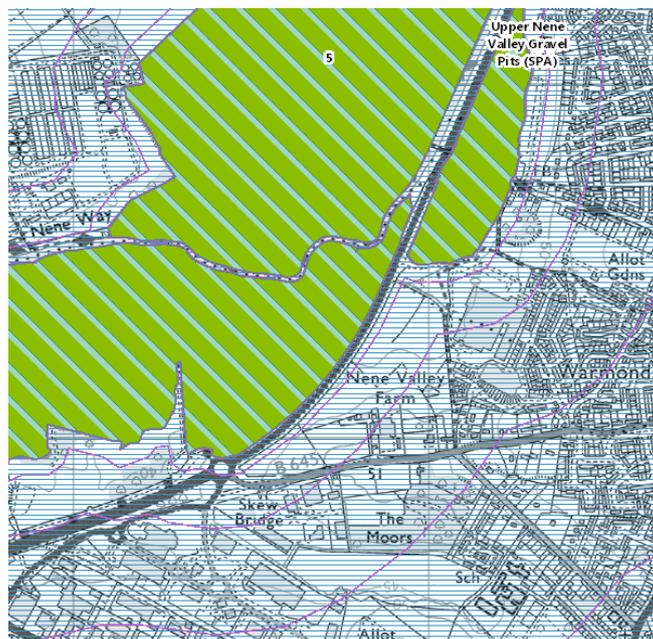
Highways

- 5.4 It is acknowledged that the road network surrounding the land south of Northampton Road is currently undergoing changes, due to the Rushden Lakes development, and will continue to do so once the Nene Valley Farm allocation is brought forward by the developers.
- 5.5 Any planning application to support the future development of the proposed allocation site would be supported by a Transport Assessment and Travel Plan. The Transport Assessment would need to take account of all existing traffic movements and future movements as agreed with Northamptonshire County Council. The Transport Assessment would need to demonstrate that any development at the proposed allocation site could be delivered without having a significant impact on the transport network. The Transport Assessment would address the requirements of bullet point four of the Site Allocation text as set out in Neighbourhood Policy H3.

Ecology

- 5.6 The DEFRA Magic Maps service (extract below) indicates that the proposed allocation site falls within a SSSI Impact Risk Zone by virtue of its proximity to the Upper Nene Valley Gravel Pits which is a designated Ramsar, SSSI and SPA site. Accordingly, Natural England would automatically be consulted on any future

planning application. It is worth noting that the Nene Valley Farm allocation also falls within this same Zone.



(Source: DEFRA Magic Map)

- 5.7 The impact of any proposed development at the land south of Northampton Road on the Upper Nene Valley would be assessed as part of the planning application process. Indeed, documentation supporting the application would define the level of impact, if any, and identify appropriate mitigation measures in line with local policy requirement.
- 5.8 In respect of on-site Ecology, the site's ecological merits have been assessed in an extended Phase 1 Habitat Survey. The extended Phase 1 Habitats Survey reveals that there are no on-site ecological constraints and confirms the following about the Northampton Road site:
- The site is of low ecological value and is occupied by improved grassland within which there is no indication of any rare or important habitats being present.
 - There is no indication that development of the site would result in the loss of or compromise the sustainability of any area of significant biodiversity.
 - Development of this land is highly unlikely to have any impact on the SSSI and SAC sites to the north on the opposite side of a major trunk road.

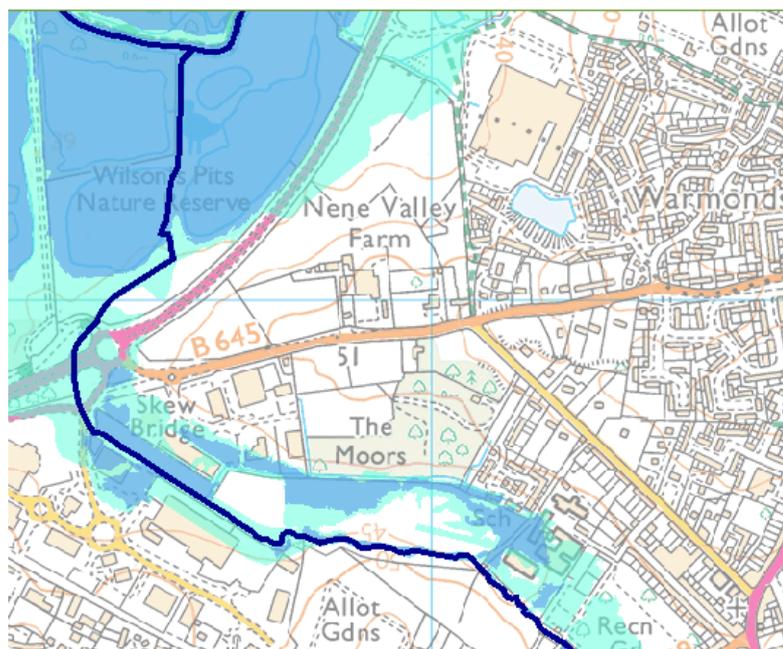
- No physical evidence of any protected species was found within the site area and there are no records of significant protected species activity in the immediate vicinity.

Trees

- 5.9 Located adjacent to the eastern boundary, are two trees which benefit from TPO status. In addition, there are a number of trees and hedgerow specimens located around the perimeter of the site. All trees and hedgerows, including the two TPO trees, will be retained as part of any development proposal. Indeed, the Concept Masterplan, which is supported by a Tree Survey, demonstrates that on-site Arboriculture can be successfully retained and incorporated into development proposals.

Flooding and Drainage

- 5.10 As shown by the Environment Agency Flood Map extract (below) the site lies within Flood Zone 1. Accordingly, the site is considered to be at a low risk of flooding by the Environment Agency.



(Source: Environment Agency Flood Map)

- 5.11 Any planning application for development at the proposed allocation site would be supported by a comprehensive Flood Risk Assessment and Drainage Strategy. The surface water drainage strategy would likely incorporate the use of Sustainable Urban Drainage Infrastructure (SuDs) to control and store surface water flows, these flows would mimic that of the current green field site in order

to mitigate flood risk. To this end the Concept Plan includes an indicative water attenuation pond, whilst serving as part of the drainage solution attenuation ponds also have significant ecological value.

- 5.12 In respect of foul drainage, subject to engaging with utility company, it is envisaged that any development would connect into the existing foul water drainage infrastructure serving the local area.

Heritage and Conservation

- 5.13 The Historic England online mapping service reveals that the nearest listed building to the proposed allocation is located approximately 700m to the east at Lime Street, Rushden. The site is not located within or adjacent to a Conservation Area. Accordingly, in respect of built heritage it is considered that there are no constraints to developing the proposed allocation site.

6. DELIVERY

- 6.1 Davidsons Developments Ltd have entered into an agreement to promote the land south of Northampton Road, Rushden by way of an option to purchase. Davidsons Developments Ltd will shortly enter into pre-application discussions with East Northamptonshire District Council with a view to submitting a planning application in 2018. Davidsons Developments Ltd is also committed to consulting with Rushden Town Council and the local community in the preparation of the planning application.
- 6.2 In terms of implementation and delivery, it is estimated that development at the site could be completed in 12-18 months following a formal allocation and approval of all the necessary planning applications.
- 6.3 Site Allocation E: Land south of Northampton Road, Rushden, as identified in the Rushden Neighbourhood Plan, is suitable, available and deliverable. The Inspector should have full confidence that this site will be delivered and as such will contribute to boosting housing land supply in the district.

7. CONCLUSION

- 7.1 In our assessment and as evidenced in this document, the accompanying representations, the land south of Northampton Road, Rushden is a sustainable and suitable location for residential development. This site, would assist Rushden Town Council and in turn East Northamptonshire District Council in delivering sound Plans and in turn the housing growth allotted to Rushden through the NNJCS.
- 7.2 Rushden is a designated Growth Town. It possesses a wide range of services, employment opportunities and public transport connection which would support the residents of any future development. Furthermore, the Northampton Road site is in an area of the town where growth and investment is proposed which will further strengthen the offer at Rushden and allow it to truly function as a Growth Town. The site's excellent access to services and employment opportunities, coupled with its limited impact on neighbouring residential areas makes it a sustainable site worthy of allocation in the Neighbourhood Plan.
- 7.3 The Concept Plan included within this Statement demonstrates that the site is capable of supporting a development of up to 80 dwellings and open space. The Concept Plan is indicative only at this stage and Davidsons Developments Ltd will work with East Northamptonshire District Council to shape the final layout as part of a formal pre-application advice process.
- 7.4 In light of the above, it is strongly considered that the land south of Northampton Road, Rushden (Site Allocation E) is a sustainable, available, deliverable and robust site in a suitable location to be identified as allocated housing site in the Rushden Neighbourhood Plan.

APPENDIX 1: SITE LOCATION PLAN

Submitted as a separate attachment

APPENDIX 2: CONCEPT MASTERPLAN

Submitted as a separate attachment

APPENDIX 3: TREE SURVEY

Submitted as a separate attachment

APPENDIX 4: EXTENDED PHASE 1 HABITAT SURVEY

Submitted as a separate attachment