



ED.15.2.5

Date: October 2014

Southam,
Stratford-On-Avon

Landscape and Visual Overview

Prepared by
CSa Environmental Planning

On behalf of

Hallam Land Management Ltd

Report No: CSa/2520/001

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6523

	Date	Prepared by	Authorised by	File Ref
First Issue	02.10.14	CA C	S 252	0_001

Report No: CSa/2520/001

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1.0 INTRODUCTION

- 1.1 CSa Environmental Planning has been appointed by Hallam Land Management Ltd to undertake a landscape and visual overview of land to the east of Southam, Warwickshire. The Site is being promoted for a mixed development of up to 500 new homes, community facilities and open space through Stratford-on-Avon District Council's Site Allocations Plan. This overview document has informed the preparation of a Concept Masterplan (**Appendix F**) for the Site, which illustrates how the Site could potentially be developed to provide a comprehensive urban extension to the settlement. The location of the Site is shown on the Location Plan and Aerial Photograph at **Appendices A and B**.
- 1.2 This appraisal describes the existing landscape character and quality of the site and its visual characteristics. The report then goes on to assess any potential landscape and visual impacts resulting from development at the Site.

Methodology

- 1.3 This appraisal is based on a site visit undertaken by a suitably qualified and experienced Landscape Architect in September 2014. Weather conditions on the day of the appraisal were sunny and visibility was good.
- 1.4 In landscape and visual impact assessments, a distinction is drawn between landscape effects (i.e. effects on the character or quality of the landscape irrespective of whether there are any views of the landscape, or viewers to see them) and visual effects (i.e. effects on people's views of the landscape, principally from any residential properties, but also from public rights of way and other areas with general public access). This report therefore considers the potential impact of development on both landscape character and visibility.
- 1.5 Photographs contained within this document (see **Appendix C**) were taken using a digital camera with a lens focal length approximating to 50mm, to give a similar depth of vision to the human eye. In some instances images have been combined to create a panorama.

2.0 SITE CONTEXT

Site Context

- 2.1 The Site lies on the eastern edge of Southam, bounded to the north by Daventry Road and to the south by Welsh Road East. Immediately to the west is the existing settlement edge at Napton Rise, Barkus Close and Rainsbrook Close. Agricultural farmland extends to the north and east towards the neighbouring settlements at Stockton and Napton-on-the-Hill, which lie approximately 1.5km and 3.5km distant, respectively. The location of the Site and the surrounding context is shown on the Location Plan at **Appendix A**.
- 2.2 Daventry Road, which extends alongside the northern Site boundary, marks the western approach to the settlement at Southam. Immediately west of the Site is modern estate housing, which in combination with the building and grounds at Tarkus Restaurant and the detached housing at Calcutt Meadow to the north west, define the current western expansion of the town.
- 2.3 A short distance westward, Daventry Road meets the A423 Bypass which passes north south through Southam. West of this junction, Daventry Road continues through to the historic town centre, which is focused around Market Hill and St. James' Church. The spire of the church is a prominent landmark in views from the surrounding area. West of the church, a finger of open space and farmland follows the route of the River Stowe providing a green corridor indented into the edge of the town.
- 2.4 To the south west of the Site is a small pastoral field which is indented into the corner of the Site. Beyond this, Welsh Road East extends alongside a short section of the boundary, with an existing semi-detached dwelling and new commercial and housing development at Insight Park, currently under construction, defining the remainder of the south eastern Site boundary. To the south of Welsh Road East is an area of community allotments.
- 2.5 To the south of the Site, are a couple of small fields dominated by rough grassland and ruderal vegetation, and demarcated by overgrown, patchy hedgerows of elder and ash. Further east are the buildings and hard standing associated with Holt Farm.
- 2.6 To the east of the settlement at Southam the landscape is gently undulating, predominately arable farmland, comprising a medium size field network defined by mature, often tall field hedgerows. The landscape is punctuated by a series of small hills, notably the higher ground at Napton-on-the-Hill to the east; Windmill Hill to the south, and the higher ground around Stockton. These high points, provide vantage points for extensive views over the surrounding landscape, however they also lend a degree of containment to the eastern edge of the town, restricting views from further afield.

- 2.7 To the north of the town the landform has been disturbed by quarrying activity. The chimney stack at the existing cement works is a prominent landmark within the wider landscape.
- 2.8 The River Stowe passes a short distance to the north of the Site, extending westwards through the centre of Southam. Beyond the watercourse the topography rises gradually towards the route of the A426, which climbs gently to the settlement at Stockton.

National Landscape Character

- 2.9 Natural England has produced profiles for England's National Character Areas ('NCA'), which divides England into 159 distinct natural areas, defined by a unique combination of landscape, biodiversity, geodiversity and cultural and economic activity. The Site lies within the Dunsmore and Feldon landscape character area (Character Area 96).
- 2.10 The Dunsmore and Feldon landscape character area is defined by the following key characteristics:
- A quiet, gently undulating rural landscape of low hills, plateaus and vales;
 - A predominance of mixed farmland;
 - Generally low wooded cover, although some areas of well wooded character and ancient woodlands are present;
 - Narrow meandering river valleys;
 - Canals (including the Grand Union) providing riparian habitats;
 - Mainly large fields with regular or rectilinear shapes;
 - Predominantly nucleated settlement pattern with a low density of isolated farmsteads;
 - Busy roads and large industrial units on settlement outskirts exert an urban influence; and
 - Limestone quarrying was formerly a strong feature, resulting in disused quarries and spoil heaps forming prominent landscape elements.

County Landscape Character

- 2.11 The 'Warwickshire Landscape Guidelines' were produced by the 'Warwickshire Landscapes Project', a partnership between Warwickshire County Council and the Countryside Commission (Now Natural England).
- 2.12 The guidelines identify 'Regional Landscape Types' which are then subdivided into 'Local Landscape Types'. The Site at Southam lies within the *Feldon Regional Landscape Type* ('RLT') and *Lias Village Farmlands Local Landscape Type* ('LLT'), with the landscape a short distance to the east lying within the *Vale Farmlands*. Part 2 of the guidelines sets out the proposed management strategies and guidelines which should be adopted in order to maintain regional character and local distinctiveness.
- 2.13 The *Feldon* is described within the guidelines as:

“a lowland agricultural region strongly influenced by Tudor and Parliamentary enclosures, and characterised by heavy clay soils, and a nucleated settlement pattern of small rural villages.”

2.14 The *Lias Village Farmlands* LLT is described as a varied small scale, hedged landscape of scattered farms and nucleated brick and stone villages. The key characteristics of the *Lias Village Farmlands* are described as follows:

- A varied, undulating topography with steep, often wooded scarp slopes and narrow incised river valleys;
- 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; and
- Disused quarries with semi-natural grassland and scrub.

2.15 The adjacent *Vale Farmlands* LLT is described as a flat, open hedged landscape with few roads or settlements characterised by wide views to rising ground on one or more sides. This description is fairly typical of the agricultural landscape to the east of the Site.

2.16 Finally, the report sets out management strategies for each of the Regional and Local Landscape Types. The overall management strategy for the *Feldon* is to conserve and maintain the historic, rural, farmed character of the region. The strategy for the *Lias Village Farmlands* is to conserve the diversity and local distinctiveness of the landscape and the guidelines for the area includes the following:

- 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; and
- Enhance tree cover through small scale tree and woodland planting.

District Landscape Character

2.17 The Stratford-on-Avon District Design Guide (April 2001) was published by Stratford-on-Avon District Council in order to provide design guidance to applications for planning permission. Chapter 2 of the guide is concerned with landscape character and identifies 5 main character areas within the district that are broadly in line with the County Assessment. The Character Map of Stratford-on-Avon District identifies Southam as lying within the *Feldon* character area. The town lies at the edge of the *Lias Uplands* sub-character area, with the Site within the *Clay Vale* sub-character area.

2.18 The *Clay Vale* is described as possessing the following characteristics:

- Broad flat valley with occasional small rounded hills, the valley running at right angles to the lines of the River Stour, Dene and 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;
- Relatively few, straight roads with few, small compact villages situated by streams along with scattered farmsteads and dwellings; and
- Main building materials are Blue Lias Limestone, 'Hornton Stone' (Marlstone Rock Bed) and Brick.

Landscape Sensitivity Assessment (July 2011)

- 2.19 In 2011 White Consultants were appointed to undertake a landscape sensitivity assessment of the main settlements in the Stratford-on-Avon District. The study aims to protect the most sensitive landscapes whilst identifying areas where housing and commercial development may be acceptable and therefore inform the strategic site allocations associated with the Core Strategy, or other sites to be allocated through the Site Allocations Development Plan Document.
- 2.20 The assessment divides the study area into a series of broadly defined land description units (LDUs) around the settlements, which are then further refined into a series of land cover parcels (LCPs) / zones. The Site occupies the northern part of LCP So02 (refer to map extract at **Appendix E**) which occupies several fields on the south eastern edge of Southam, either side of Welsh Road East.
- 2.21 The assessment considers the landscape sensitivity to housing development of the land at the periphery of Southam. In general terms, the plan at **Appendix E**, identifies that the land to the north and west of the settlement has a high or very high sensitivity to housing development, whilst the land to the south and south east of the settlement (including the Site) has a medium sensitivity.
- 2.22 The assessment describes LCP So 02 as an area of low lying, gently rolling, mainly arable farmland, with limited tree cover and stronger hedgerows to the south. It notes that the northern area (including the Site) is open to views from the A425 and is therefore sensitive. Development, it states in this location, would clearly extend the settlement into the open countryside. It notes that the area is inter-visible with the rising ground to the south east, which conversely also contains it in views from the wider area. The assessment concludes that the field to the north east of Bungalow Farm maybe suitable for housing, however development elsewhere would extend the settlement into the countryside and is considered inappropriate. The findings of this assessment are discussed in more detail in Section 5.

2.23 The assessment also considers the land to the land either side of Banbury Road to the south of the settlement (LCP So03). This area it also identifies to have a medium sensitivity to development. It notes that this area feels disjointed and that it would benefit from re-planning. This it states is unlikely to include housing owing to the proximity of commercial uses, however it does not rule this out.

Listed Buildings and Conservation Area

2.24 Napton Road Farmhouse is designated a Grade II listed building approximately 0.5 km to the north east of the Site. The remaining listed buildings in close proximity to the Site are contained within the Southam Conservation Area to the west. Intervening development and the rising landform prevent inter-visibility with the conservation area, and development at the Site would not result in any indirect landscape or visual effects on this part of the town. The location of the listed buildings and conservation area are shown on the MAGIC Map Extract at **Appendix D**.

Public Rights of Way

2.25 There is an existing Public Right of Way which extends from Welsh Road East westwards alongside sections of the southern Site boundary and on towards the settlement at Napton-on-the-Hill. A short distance to the north a footpath extends westwards from Southam crossing the farmland to the Grand Union Canal above Stockton. There are also foot paths which cross the higher ground at Windmill Hill, Napton-on-the-Hill and the edge of Stockton.

Tree Preservation Orders (TPOs)

2.26 There are no TPOs present on the Site as confirmed by an officer at Stratford-on-Avon District Council via email on the 01st October 2014.

3.0 LANDSCAPE POLICY CONTEXT

- 3.1 Stratford-on-Avon District Council adopted their Local Plan in July 2006 and published a Draft Core Strategy in February 2012 for public consultation. The Proposed Submission Core Strategy has now been submitted to the Secretary of State for independent examination.
- 3.2 A number of Local Plan policies were 'saved' in 2009 under the direction of the Secretary of State. Under the provisions of the National Planning Policy Framework ('NPPF') saved policies will remain relevant until March 2013, after which due weight will be given to existing policies according to their degree of consistency with the NPPF.
- 3.3 The adopted Local Plan shows the Site is not covered by any statutory or non-statutory designations for landscape character or quality.

District Local Plan Review (July 2006)

- 3.4 *Saved Policy PR.1 - Landscape and settlement character* states that all development proposals should respect and where possible, enhance the quality and character of the area. Proposals that would damage or destroy features which contribute to the distinctiveness of the local area will not be permitted unless significant public benefit would arise from the scheme.
- 3.5 The open land indented into the western edge of Southam is identified as an Area of Restraint (*Saved Policy EF.3*). The intention of the policy is to protect the inherently open character of this area because of the valuable contribution it makes to the character of the settlement.
- 3.6 *Saved Policy EF.6 - Nature Conservation and Geology (protection)* states that features of nature conservation and geological value will be protected by not permitting development likely to damage, either directly or indirectly, a designated or proposed European site, or a Site of Special Scientific Interest (SSSI).
- 3.7 *Saved Policy EF.7 – Nature Conservation and Geology (enhancement)* seeks to retain, protect, manage and create wildlife habitats in order to improve ecological diversity. This is to be achieved by ensuring that development proposals integrate existing ecological features and, where feasible, promote these for educational and amenity/recreation uses.
- 3.8 *Saved Policy EF.9 - Trees, woodland and hedgerows (protection of woodland)* states that the District Planning Authority will resist proposals that will impact on existing areas of woodland. The policy encourages the planting of new woodland that will enhance biodiversity and the distinctiveness of local landscapes and settlements. It is also stated that landscape character will need to have a strong influence on the design, scale, location and type of future woodland planting.

- 3.9 *Saved Policy EF.10 - Trees, woodland and hedgerows (preservation)* states that the landscape, amenity and nature conservation value of trees, woodlands and hedgerows will be preserved and enhanced. The policy recognises the importance of mature trees and hedgerows for their amenity, ecological, archaeological, landscape character, local distinctiveness, biodiversity, and cultural and historic associations.
- 3.10 *Saved Policy DEV.1 - Layout and design* stress the need for development to be sensitive to local character and amenity. Development proposals will be required to have regard to the character and quality of the local area through the layout and design of new buildings.
- 3.11 *Saved Policy DEV.2 – Landscaping* states that the landscape aspects of a development proposal will be required to form an integral part of the overall design. A high standard of appropriate hard and soft landscape will be required. All proposals should ensure that:
- a) Important site features have been identified for retention through a detailed site survey;
 - b) The landscape character of the area is retained and, where possible, enhanced;
 - c) Features of environmental, ecological, geological, and archaeological significance are retained and protected and opportunities for enhancing these features are utilised;
 - d) Opportunities for utilising sustainable drainage methods are incorporated;
 - e) New planting comprises species which are of ecological value and appropriate to the area;
 - f) In appropriate cases, there is sufficient provision for planting within an d around the perimeter of the site to minimise visual intrusion on neighbouring uses or the countryside; and
 - g) Detailed arrangements are incorporated for the long-term management and maintenance of landscape features.

Proposed Submission Core Strategy (June 2014)

- 3.12 *Draft Policy CS.4 Water Environment and Flood Risk* is concerned with the incorporation of Sustainable Urban Drainage Systems (SUDS) within development and states that where infiltration systems are not feasible then such systems should discharge surface water into a water course (subject to agreement with the Environment Agency). The policy goes on to state that development adjacent to canals should be supported by a level 2 Strategic Flood Risk Assessment.

- 3.13 *Draft Policy CS.5 Landscape* states that development should protect landscape character and avoid detrimental effects on patterns and features which make a significant contribution to the character, history and setting of a settlement or area. It goes on to say that where visual impacts are predicted, new landscaping should be incorporated to reduce the impacts and enhance the existing landscape. In addition, proposals are required to incorporate measures which will protect existing woodland, hedgerows and trees.
- 3.14 *Draft Policy CS.6 Natural Environment* is concerned with the safeguarding of existing habitats, particularly SSSI's but also those with local designations such as Local Wildlife Sites, and expects development proposals to secure a net gain in biodiversity.
- 3.15 *Draft Policy CS.7* states the proposals must demonstrate, dependent on their scale, use and location, how they contribute to the provision of a comprehensive Green Infrastructure network.
- 3.16 *Draft Policy CS.8 Historic Environment* states that particular priority will be given to preserving and enhancing:
- Designated heritage assets including Listed Buildings and Conservation Areas and their settings;
 - Non-designated heritage assets and their settings;
 - The distinctive character of market towns and villages; and
 - Features that reflect the historic interaction of human activity on the landscape.
- 3.17 The land to the east and south of Nampton-on-the-Hill lies within the Ironstone Hills Fringe Special Landscape Area ('SLA'). *Draft Policy CS.12* notes that these SLA's will be protected by resisting development proposals that would have a harmful effect on their distinctive character and appearance which make an important contribution to the image and enjoyment of the District.

Supplementary Planning Guidance

Stratford-on-Avon District Design Guide, 2001

- 3.18 The District Design Guide focuses on the need for new development to respond to the 'distinctive, local, qualities of the District' so as to respect and enhance the character of the areas within which it is located. Stratford-on-Avon District Council is currently in the process of updating the District Design Guide.

4.0 SITE DESCRIPTION AND VISIBILITY

Site Description

- 4.1 The Site comprises a single, large arable field on the eastern edge of the existing built up area of Southam. It contains no notable landscape features within the body of the Site however there are a number of mature hedgerows located at the boundaries of the Site. To the south, at the frontage with Welsh Road East there is an area of hard standing and a concrete agricultural barn. The Site and its immediate context is illustrated on the aerial photograph and on the photographs contained in **Appendices B and C**, respectively.

Boundary Conditions

- 4.2 The northern Site boundary is defined by an established field hedgerow approximately 2 – 3 m in height alongside Daventry Road. To the east, is a mature, dense overgrown hedgerow, approximately 5 – 6 m in height and containing numerous hedgerow trees. To the south, the boundary with Holt Farm is marked by a mixed hedgerow, with a combination of post and rail fencing and hedging defining the boundary with the adjoining fields and the construction site at Insight Park further west. To the south west, the boundary with the adjoining paddock is open, however a mature band of ash trees extends alongside Welsh Road East, a short distance beyond. To the west, the boundary with the adjoining housing is largely defined by hedging to the rear of the properties.

Topography

- 4.3 The Site is broadly flat and relatively low lying at approximately 90m Above Ordnance Datum ('AOD'). To the north, the landform falls away slightly to the route of the River Stowe before rising gradually along the route of the A426 in the direction of Stockton. To the south, the ground rises slightly around Home Farm, before rising more steeply to a high point at Windmill Hill. To the east, the settlement at Napton-on-the-Hill rises to approximately 160m AOD, forming a prominent feature within the wider topography.

Landscape Quality, Sensitivity and Value

- 4.4 The Site comprises a single, extensive, arable field with no notable landscape features. It is influenced by its proximity to the existing urban area of Southam, which forms a rather blunt edge to the settlement, and by the large industrial sheds which are currently under construction within Insight Park to the south east. The Site is therefore considered to be of medium landscape quality, although lower in parts where it is influenced by the adjoining existing built form. It is also of medium sensitivity owing to its low lying position on the edge of the settlement, with potential for views from surrounding higher ground.

- 4.5 In terms of value it does not contain any known heritage assets, nor is it of particular scenic quality. It does however have some public access and is visible in views from Daventry Road which is one of the principal approaches to the town. It is therefore considered to have a medium value.

Visual Overview

- 4.6 The following section provides an overview of the key views towards the Site from the surrounding area. Owing to its low lying position at the edge of the settlement there is potential for far reaching views from higher vantage points. Despite this, the presence of a high number of field hedgerows within the surrounding agricultural landscape assist in screening the Site in views from public vantage points. The key views of the Site are illustrated in the photographs in **Appendix C** and the photo-locations are shown on the Location Plan and the Aerial Photograph contained in **Appendices A** and **B**, respectively.
- 4.7 There are near distance views of the Site from the approach to Southam along Daventry Road (**Photographs 01, 02, 03 and 04**). These views however, are limited to a relatively short section of the route, owing to the presence of mature hedgerows within the intervening landscape.
- 4.8 There are relatively open views from the public footpath which crosses the farmland a short distance to the north of the Site (**Photograph 05**). Beyond this, views from public footpaths and from the A426 which cross the rising land to the north of the Site, are restricted by intervening vegetation (**Photograph 20**), although occasional, glimpsed views of the industrial units at Insight Park to the south, and housing on the edge of Southam, are available. Similarly, there are a small number of houses located at the south eastern edge of Stockton which are visible in views out of the Site. Despite this, views from ground level are well contained by vegetation (**Photograph 19**), however there are likely to be views from first floor habitable rooms.
- 4.9 Views from Welsh Road East are filtered by the vegetation to the north of the allotments (**Photograph 09**). There are partial views of the Site over the existing Site access point, however further south, views are largely screened by existing development and vegetation at Insight Park and in Holt Farm (**Photograph 07 and 08**).
- 4.10 To the south of the Site, views from the public footpaths leading from Welsh Road East are screened by combination of topography and vegetation (**Photographs 17 and 18**), although there are glimpsed views of the industrial units in Insight Park. There are more open views from the higher ground along the route of Welsh Road East (**Photograph 14**). In this view, the Site can be discerned to the rear of the buildings at Insight Park.

- 4.11 Views from the footpath which crosses Windmill Hill are limited by topography and vegetation (**Photograph 16**). **Photograph 15** illustrates the view from the farmland north of the access to Ladbrooke Hill Farm (not a public vantage point). This demonstrates that extensive views over Southam are available from the higher ground in this location. Again the Site is discernible to the rear of Insight Park.
- 4.12 There are open views from the public footpath which passes alongside the southern Site boundary. Beyond the western Site boundary views are limited by boundary vegetation and intervening hedgerows (**Photographs 12 and 13**).
- 4.13 There are extensive views from the edge of Napton-on-the-Hill over the adjoining landscape (**Photograph 21 and 22**). In these views the Site is clearly visible, albeit distant in the foreground of the existing settlement.
- 4.14 There will be near distance views from the rear of the dwellings which adjoin the western Site boundary over the existing boundary vegetation (**Photograph 06**).

5.0 ABILITY OF THE SITE TO ACCOMMODATE DEVELOPMENT

5.1 The following section assesses the ability of the Site to accommodate development. In order to assist this process a Concept Masterplan for the Site has been prepared which shows how the Site could be comprehensively developed to provide up to 500 new homes, community facilities and open space. A copy of the Concept Masterplan is contained in **Appendix F**.

5.2 Any development of the Site should be sensitive to the surrounding landscape and the adjoining townscape and the following key landscape principles are addressed by the Concept Masterplan:

- Retain and enhance the existing boundary vegetation;
- Provide an appropriate landscape setting to the approach to Southam along Daventry Road;
- Provide a soft landscaped edge to the settlement alongside the eastern Site boundary with the adjoining countryside;
- Provide new community facilities alongside the boundary with Insight Park;
- Incorporate landscaped, sustainable drainage features within areas of open space;
- Provide opportunities for new tree planting within the streetscene to create an attractive residential environment and soften views of built form; and
- Respect appropriate back to back distances and visual amenity of the existing dwellings to the west.

5.3 The following section considers the ability of the Site to accommodate the proposed development against a series of landscape criteria.

Impact on Landscape Features

5.4 There is very little vegetation of note to constrain development at the Site and the Concept Masterplan shows that there is significant opportunity to provide new planting within areas of open space.

Relationship to the Existing Urban Area

5.5 The Site is located adjacent to the existing residential area to the west and will not extend development further than the new development at Insight Park and the existing buildings at Holt Farm. It will inevitably result in an extension of built form along a section of Daventry Road, westward of the existing

residential area of Southam. However, as noted within The Landscape Sensitivity Assessment prepared by Stratford-on-Avon District Council, opportunities for growth to the north and west of the settlement are limited in landscape terms, with the greatest potential to expand to the south and east. In addition, an appropriate development, set back from Daventry Road, and orientated to overlook the route could provide an attractive entrance to the town.

Impacts on Public Rights of Way

- 5.6 The existing public right of way can be retained along its current alignment and new connections can be provided to areas of open space within the Site. Any indirect effects of public footpaths will be limited to those on visual amenity which are discussed more fully later.

Visual Change and Effects

- 5.7 An outline appraisal of the key views from the surrounding area is set out in Section 4. The following text considers any visual effects which may result from development on these key views.
- 5.8 Despite the low lying nature of the Site, the appraisal found that middle distance views from public vantage points on higher ground tended to be limited by the robust hedgerow structure within the intervening landscape. In views from the edge of Stockton, the A426 and the rising ground to the north, there are glimpsed views of the industrial units within Insight Park and the existing settlement edge, through breaks in the vegetation. It is therefore, likely that glimpsed views of new housing will be possible, however these will be limited to occasions where there are breaks in vegetation, and will not appear conspicuous or overbearing. Similarly, in views from the public footpath at Windmill Hill views are largely prevented by topography and existing vegetation, although it acknowledged that from the more open north flank of the hill, housing will be visible to the rear of development at Insight Park.
- 5.9 The Site is more apparent in middle and long distance views from higher ground to the east. **Photograph 14** illustrates the middle distance from the higher ground above Southam Holt Farm. In this view, new housing would be apparent to the rear of Insight Park and in the immediate foreground of the existing residential edge of Southam. The proposals would result in an increase in urbanisation at the edge of the settlement however the character of the existing view would not be significantly affected.
- 5.10 In distant views from the edge of Napton-on-the-Hill, viewers would have a greater appreciation of the extent of the proposals due to the expansive views available from this elevated position. In these views, the proposals would result in a visible, albeit distant, expansion on the edge of Southam. The proposals would occupy the immediate foreground of the town, with the existing commercial areas visible to the left of the Site and the residential area

occupying the right of the view. New landscaping within the eastern part of the Site would provide a buffer to the housing area and assist in assimilating the new urban edge into the wider countryside.

- 5.11 There will be views of the new housing from a section of Daventry Road and from the Public Right of Way to the north of the Site. These views will be relatively localised and the Concept Masterplan illustrates how a sensitive frontage to the road can be provided which could create an attractive landscape frontage to the route.
- 5.12 The character of the views from the existing footpath at the southern Site boundary will inevitably change where it borders the Site. These views however are already affected by the proximity of the industrial buildings at Insight Park and agricultural buildings at Holt Farm. East of the Site, any visual effects on this Right of Way will be limited as views are screened by existing hedgerow vegetation.
- 5.13 Any loss of visual amenity from the adjoining housing area will be limited to those dwellings adjacent the boundary, and minimised by the adoption of appropriate back to back distances within the proposed development..

Landscape Change and Effects

- 5.14 The Site is currently an undistinguished arable field on the urban fringe of Southam and is influenced by the proximity of the new commercial development at Insight Park. Development of the proposed scale will inevitably have some landscape effects on the wider area, the most significant being the increased urbanisation along Daventry Road. Despite this, these effects will be relatively localised in the vast majority of views from the wider landscape, and often seen in context with the industrial units in the immediate foreground and the existing housing area to the rear. The Concept Masterplan shows how new landscaping to the northern and eastern boundaries will minimise the effects on Daventry Road and provide an appropriate edge to the wider countryside. Accordingly, development as indicated could be accommodated without resulting in substantive effects on the landscape character of the wider area.

Impacts on Cultural and Heritage Assets

The proposed development will not impact on the setting of the listed building at Napton Road Farm or on the Conservation Area at the centre of Southam.

Landscape Sensitivity Assessment

- 5.15 As noted in Section 2, Stratford-on-Avon District Council undertook a landscape sensitivity assessment of the main settlements in the Stratford-on-Avon District. This assessment identified the Site as lying within the northern part of LC PSo02. It identified this area as having medium landscape sensitivity to new housing development.

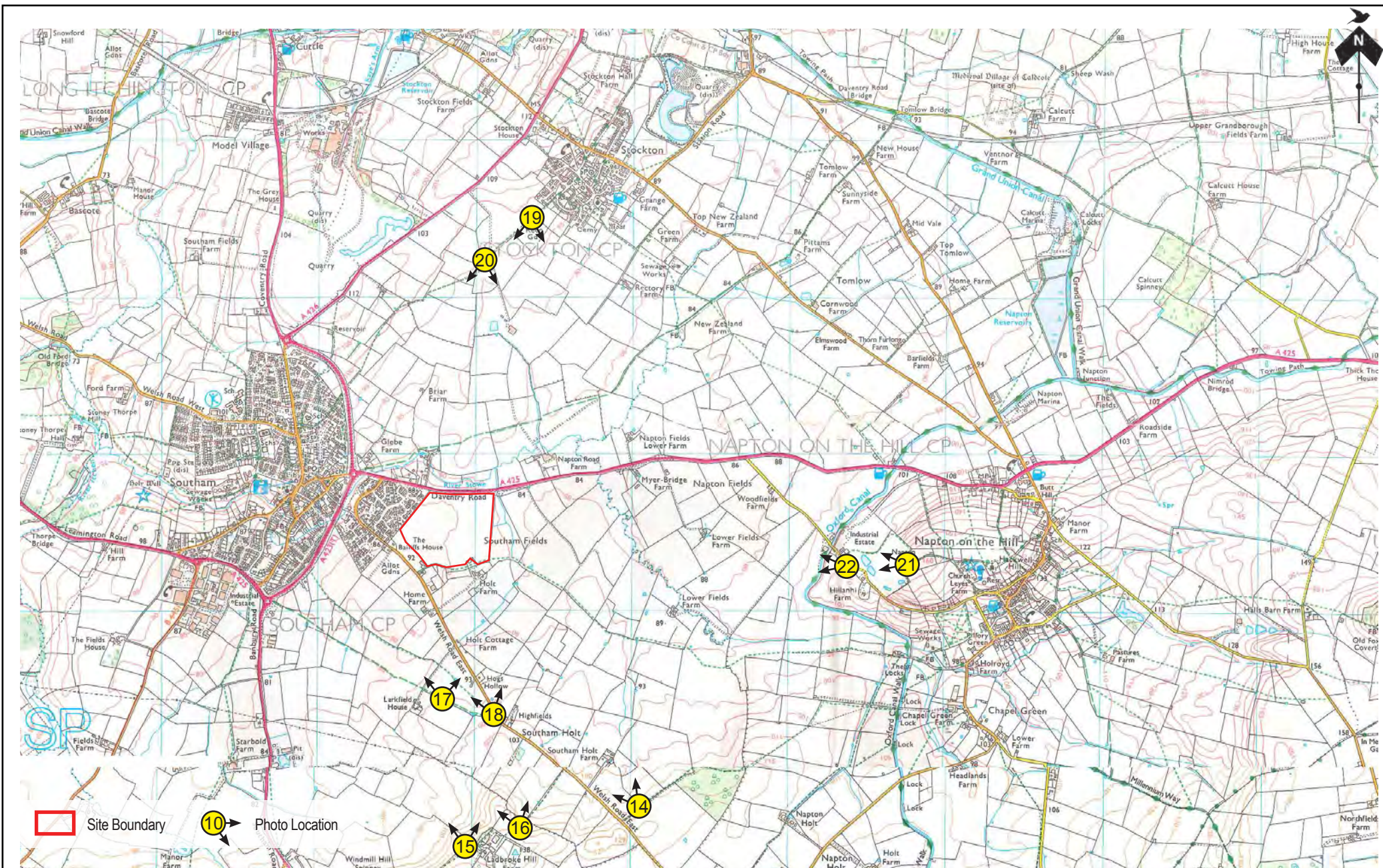
- 5.16 In general terms, this assessment identified the land to the south and south east of the settlement (including the Site) as having the lowest landscape sensitivity to housing development with the remainder of the periphery of the settlement to the north and west being of high or very high sensitivity.
- 5.17 The assessment states that the northern part of LCPSo02 is open to views from the A425, and would clearly extend development in the open countryside. The assessment concludes that development in this location is therefore considered inappropriate.
- 5.18 Our own appraisal would acknowledge that development will be conspicuous in views from Daventry Road, and inevitably will encroach on the wider countryside. Despite this, as outlined above the Site is relatively well contained in middle distance views from the wider countryside. Furthermore, the Concept Masterplan demonstrates how an appropriate, comprehensive urban extension, that positively addresses the frontage with Daventry Road and the wider countryside, can be accommodated without causing significant harm to the wider landscape setting of the area.

6.0 CONCLUSION

- 6.1 The Site is not covered by any statutory or non-statutory designations for landscape character or quality. There are few notable landscape features contained within the Site, save the vegetation located at the site boundaries. In terms of landscape quality and sensitivity, this report considers the Site to be *medium*, and lower where it adjoins the existing housing area or the new development at Insight Park.
- 6.2 The visual appraisal found that although the Site is low lying and there is potential for middle and long distance views, the relatively robust landscape framework of established hedgerows within the wider agricultural landscape limits opportunities for expansive views. Extensive views from the higher ground at Napton-on-the-Hill are seen at distance and new landscaping within the Site can assist in assimilating the development proposals into the wider landscape.
- 6.3 In conclusion, the Concept Masterplan demonstrates how a comprehensive urban extension can be accommodated at the Site, which positively addresses the frontage with Daventry Road, providing an appropriate approach to the settlement, and respects the setting of the wider countryside.

Appendix A

Location Plan
CSa/2520/101



Appendix B

Aerial Photograph
CSa/2520/100



Insight Park (under construction): live/work homes alongside industrial units / warehouses units

Site Boundary

10 Photo Location

CSa
 environmental planning
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 e ashwell@csaenvironmental.co.uk

Project	Southam
Title	Aerial Photograph
Client	Hallam Land Management

Date	September 2014		
Scale	Not to Scale		
Drawn	SH	Checked	CA

Drawing Number	CSa/2520/100
Revision	-

Appendix C

Photo Sheets
CSa/2520/104



View westwards towards the Site along Daventry Road

Photograph 01



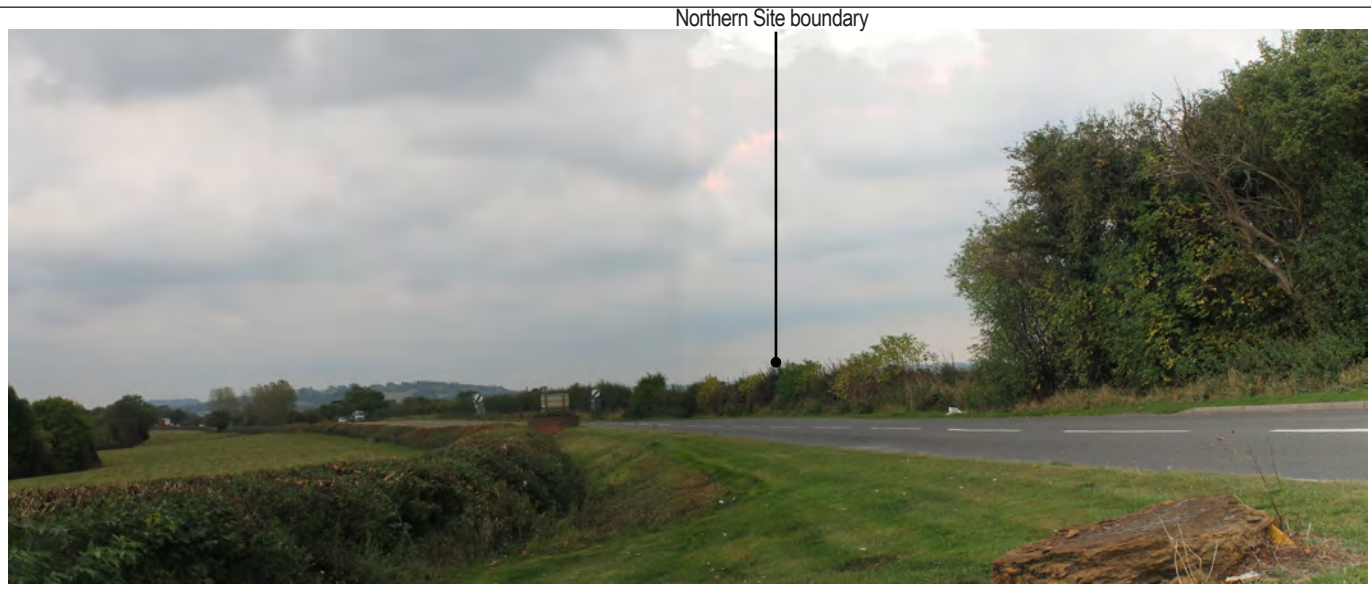
View westwards towards the Site along Daventry Road

Photograph 02

Project	The Beeches, Deanshanger
Title	Photosheets
Client	Hallam Land Management

Date	September 2014		
Drawn	SH	Checked	CA

Drawing Number	CSa/2520/104
Revision	-



View eastwards towards the Site along Daventry Road

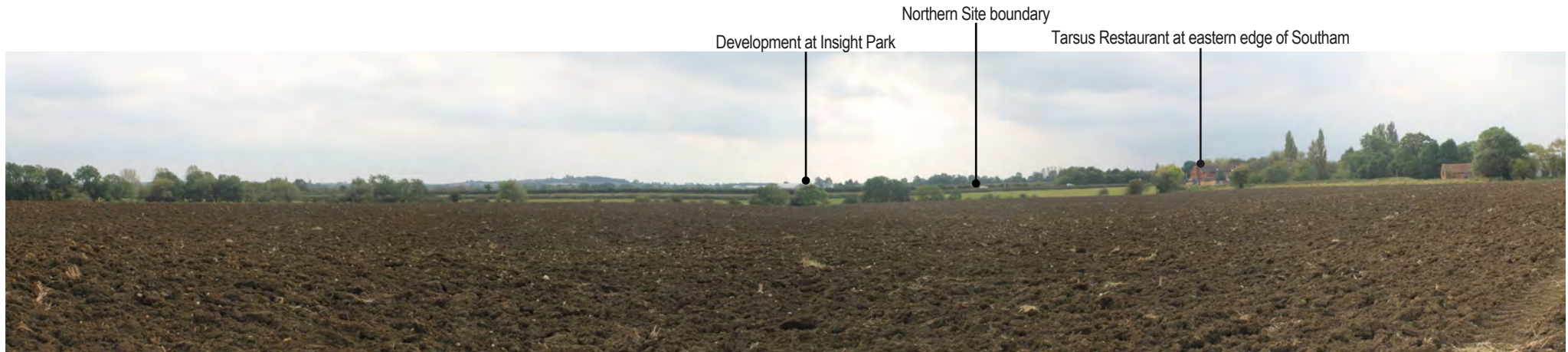
Photograph 03



View eastwards towards the Site along Daventry Road

Photograph 04

Project	Southam	Date	September 2014	Drawing Number	CSa/2520/104
Title	Photosheets	Drawn	SH	Checked	CA
Client	Hallam Land Management	Revision	-		



View from PRoW which crosses the farmland north of the Site

Photograph 05



View south eastwards from Napton Rise towards the Site

Photograph 06

Project	Southam
Title	Photosheets
Client	Hallam Land Management

Date	September 2014		
Drawn	SH	Checked	CA

Drawing Number	CSa/2520/104
Revision	-

New development at Insight Park (under construction)



View west along Welsh Road East

Photograph 07

South western Site boundary

Proposed site access



View west along Welsh Road East

Photograph 08



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Project	Southam
Title	Photosheets
Client	Hallam Land Management

Date	September 2014
Drawn	SH
Checked	CA

Drawing Number	CSa/2520/104
Revision	-



View south eastwards along Welsh Road East

Photograph 09



View across site from southern boundary

Photograph 10

Project	Southam	Date	September 2014		Drawing Number	CSa/2520/104	
Title	Photosheets	Drawn	SH	Checked	CA	Revision	-
Client	Hallam Land Management						




View across site from southern site boundary

Photograph 11



View from PRoW to the east of the site

Photograph 12

 Dixies Barns, High Street, Ashwell, Hertfordshire, SG7 5NT t 01462 743647 f 01462 743648 e ashwell@csaenvironmental.co.uk	Project	Southam	Date	September 2014		Drawing Number	CSa/2520/104	
	Title	Photosheets	Drawn	SH	Checked	CA	Revision	-
	Client	Hallam Land Management						

Site screened by intervening hedgerows



Views northeastwards from a PRoW to the east of the Site

Photograph 13

Development in Insight Park

Welsh Road East

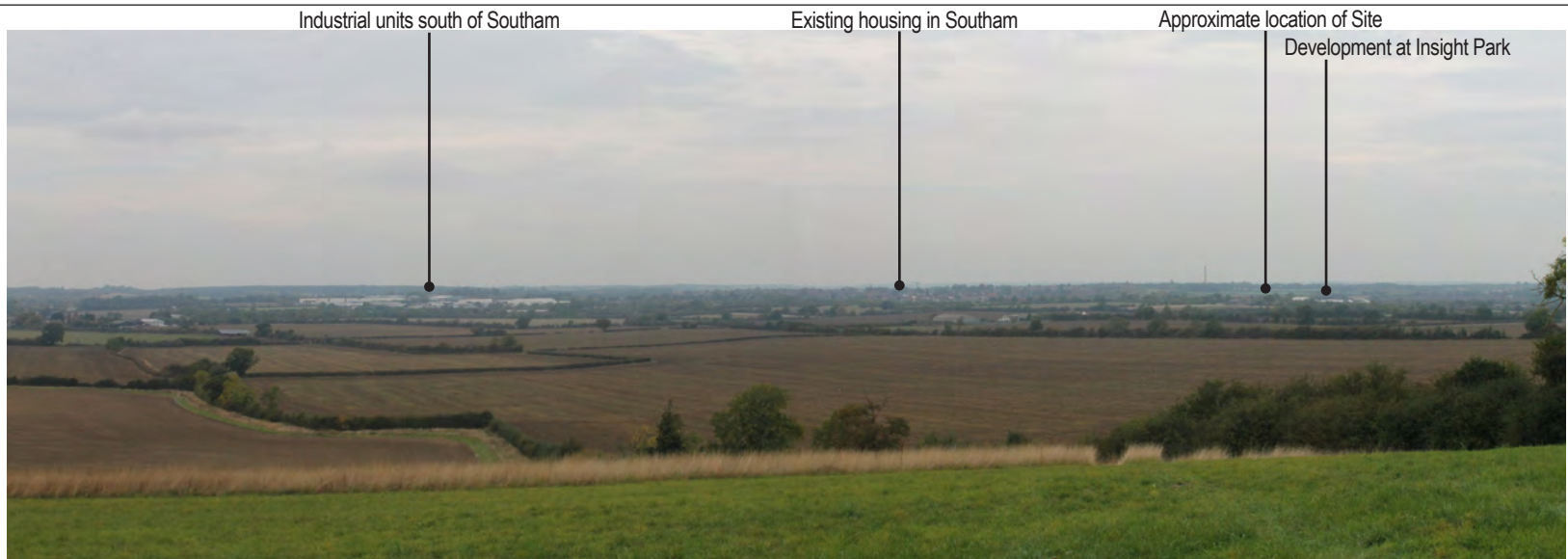
Housing on eastern edge of Southam

The Site



Views northeastwards from a PRoW on higher ground to the south east of the Site Photograph 14

Project	Southam	Date	September 2014		Drawing Number	CSa/2520/104	
Title	Photosheets	Drawn	SH	Checked	CA	Revision	-
Client	Hallam Land Management						



View from agricultural land north of access road leading to Ladbroke Hill Farm Photograph 15



View northwards from a PRoW on Windmill Hill Photograph 16

Project	Southam	Date	September 2014		Drawing Number	CSa/2520/104	
Title	Photosheets	Drawn	SH	Checked	CA	Revision	-
Client	Hallam Land Management						



View northwards from a PRoW to the south of Welsh Road East

Photograph 17



View northwards from a PRoW to the south of Welsh Road East

Photograph 18

Project	Southam
Title	Photosheets
Client	Hallam Land Management

Date	September 2014		Drawing Number	CSa/2520/104	
Drawn	SH	Checked	CA	Revision	-



View southwards from a public PRoW

Photograph 19



View southwards from a PRoW

Photograph 20

Project	Southam	Date	September 2014		Drawing Number	CSa/2520/104	
Title	Photosheets	Drawn	SH	Checked	CA	Revision	-
Client	Hallam Land Management						

Development in Insight Park The Site



View eastwards from the western slope of Napton-on-the-Hill

Photograph 21

Development in Insight Park The Site



View eastwards from Brickyard Road

Photograph 22

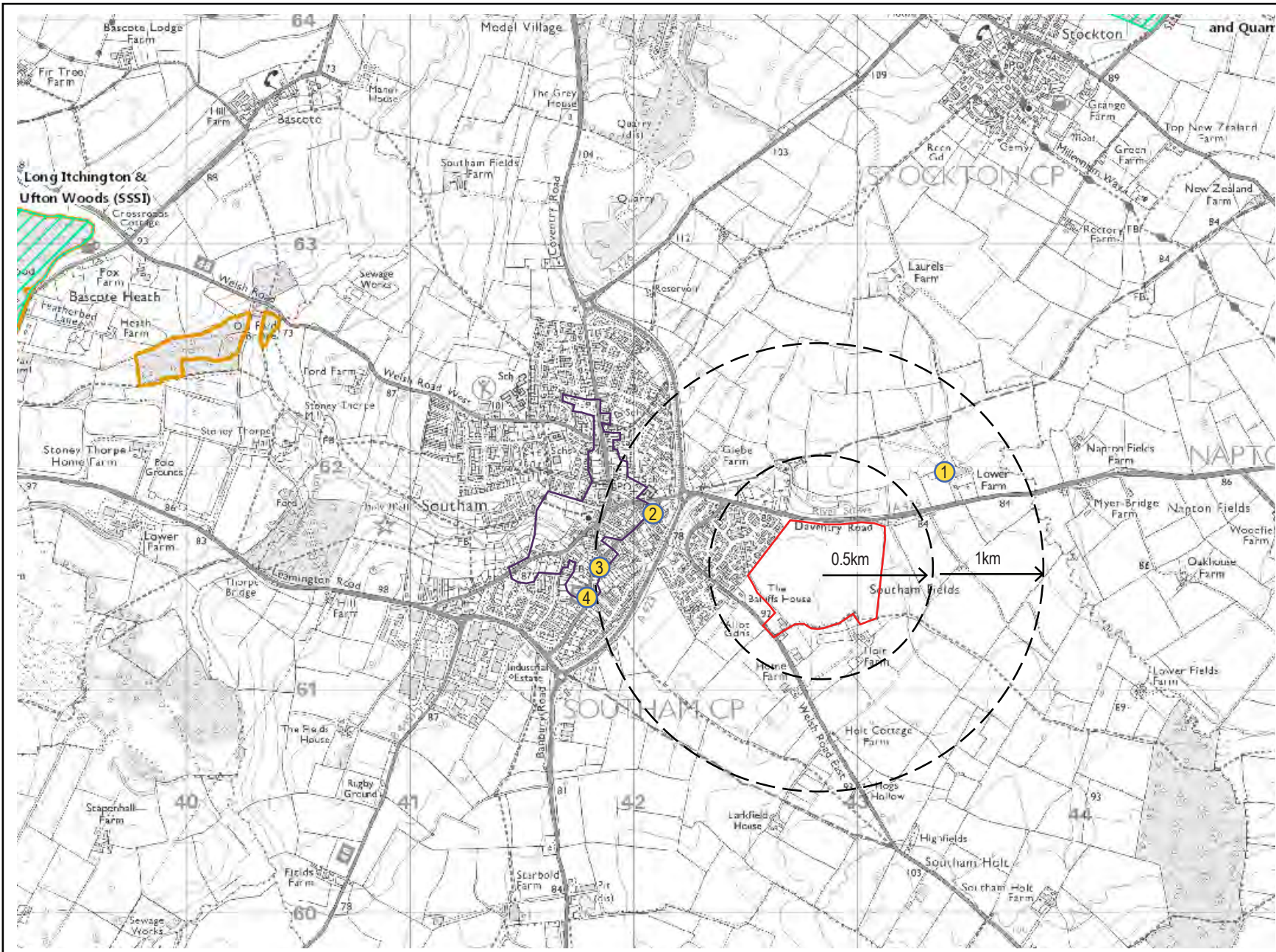
Project	Southam
Title	Photosheets
Client	Hallam Land Management

Date	September 2014
Drawn	SH
Checked	CA

Drawing Number	CSa/2520/104
Revision	-

Appendix D

MAGIC Map Extract
CSa/2520/102



- Site Boundary
- Site of Special Scientific Research
- Ancient Woodland
- Southam Conservation Area
- Listed Buildings

1. Napton Road Farmhouse, Grade II
2. No. 4 Pendicke Street, Grade II
3. No's 3 and 5 Banbury Road, Grade II
4. Brown's Bridge, Grade II



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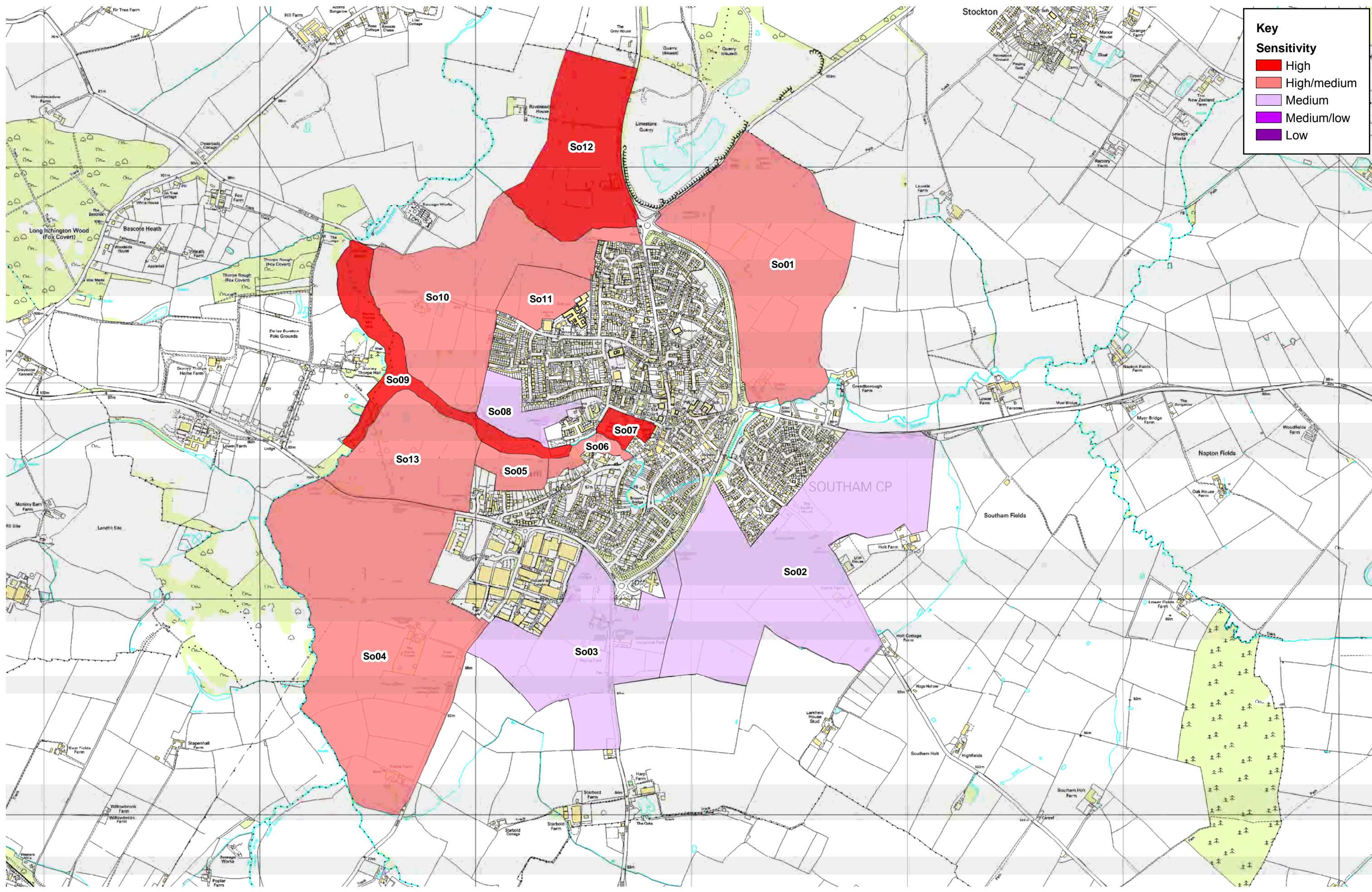
Project	Southam
Title	Magic Map Extract with Heritage Information
Client	Hallam Land Management

Date	September 2014
Scale	Not to Scale
Drawn	SH
Checked	CA

Drawing Number	CSa/2520/102
Revision	-

Appendix E

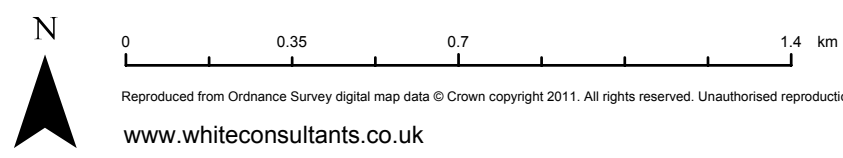
Extract from the Stratford-upon-Avon
Landscape Sensitivity Study (June 2011)



Key

Sensitivity

- High
- High/medium
- Medium
- Medium/low
- Low



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Southam
Landscape Sensitivity to Housing Development

LCP/Zone So02

Settlement: Southam

Landscape sensitivity to housing development medium

The zone comprises of a low lying gently rolling mainly arable landscape with limited tree cover and stronger hedgerows to the south. The northern part of the area is open to views from the A425 and is therefore sensitive. Development here would clearly extend the settlement into open countryside. Generally the area is intervisible with rising land to the south east which also partly contains it. Scattered farm complexes are minor detractors. The allotments are well used and contained and apparently form an important resource for the community. The field to the north east of Bungalow Farm may be appropriate for housing as it falls towards the bypass although its south eastern hedge would need to be reinforced as a screen. Housing development in other parts of the area would extend the settlement into the countryside and is considered inappropriate.

Landscape sensitivity to commercial development high/medium

The zone comprises of a low lying gently rolling mainly arable landscape with limited tree cover and stronger hedgerows to the south. The northern part of the area is open to views from the A425 and is therefore sensitive. Development here would clearly extend the settlement into open countryside. Generally the area is intervisible with rising land to the south east which also partly contains it. Scattered farm complexes are minor detractors. The allotments are well used and contained and apparently form an important resource for the community. The field to the north east of Bungalow Farm may be appropriate for low level hotel/office use as it falls towards the bypass although its south eastern hedge would need to be reinforced as a screen. Commercial development of other parts of the area would extend the settlement into the countryside and would be inappropriate.

Landscape characteristics

	LDU level
Physiographic	Soft rock vales & valleys
Ground type	Wet claylands
Land cover	Pastoral farmlands
Settlement pattern	Villages and small farms
	LDU level
Cultural sensitivity	Moderate
Ecological sensitivity	Low
Visual sensitivity	Moderate

Land Cover Parcel data

Land Use	Cropping
Pattern	Medium/large_regular
Origin	Farmland_planned

Designations

Landscape/planning

Green Belt Parks, Gardens and Amenity Green Spaces Ancient woodland TPO

Biodiversity

SSSI Local Wildlife Sites Local Nature Reserves Warks Wildlife Trust Reserves

Historic/archaeology

Cons. Area SAMs Historic Parks/Gardens Listed Buildings Registered Battlefield

Other

Flood

Characteristics

Landform gently rolling lowland

Landcover arable and allotments

Field boundaries

Type Hedgerows Hedgebanks Stone walls Wet ditches

Species Thorn Elm Mixed Ancient

Condition Good Poor Redundant Relic

Management Trimmed Outgrown Mixed

Hedge/Stream Trees

Extent Dense Scattered Insignificant None

Age of mixture Mixed Age Overmature Immature

Other Trees

Extent Prominent Apparent Insignificant None

Age of mixture Mixed Age Overmature Immature

Patch Survival

Extent Widespread Localised Relic

Management Intense Traditional Neglected

Ecological corridors

Condition Intact Declining Fragmented

Intensity of Use

Impact High Moderate Low

Pattern

Settlement pattern scattered farm complexes- relatively modern

Other built features -

Presence of water n/a

Scale medium **Sense of enclosure** open

Diversity diverse

Skyline

Prominence/ importance not applicable **Complexity**

Comments -

Key views

To settlement False

Landmarks -

From settlement False

Detractors farm complexes are minor detractors

Intervisibility

Site observation medium **...to key features** **...from key place**

Comments next to A425 road approaches and intervisible with rising land to the south east

Tranquillity

Noise sources roads

Views of development one side 180

Presence of people infrequent

Summary medium

Comments the A425 reduces tranquillity and the settlement edge is highly visible in most parts, both of which reduce tranquillity

Functional relationship of area with settlement, wider landscape or adjacent assessed area
Corridor?

Comments apparently part of a series of farmed units with allotments separately managed and of particular value to residents

Visual relationship of area with settlement, wider landscape or adjacent assessed area

Setting?

Comments forms part of low lying rural countryside to south east of settlement

Are adjacent assessed areas mutually reliant...

... visually?

...functionally?

Comments -

Settlement edge

Pre C20 edge C20-21 edge

Nature of edge negative Form of edge smooth/linear

Comments settlement forms visible raw edge with limited mitigation of vegetation

Receptors

Receptors	Sensitivity
urban residents	high/medium
roads/rail/cycleways	high/medium
long distance/public footpaths	high

Comments main receptors are users of the A425 and PROWs to south

Other

Other factors -

Potential for landscape enhancement

strong woodland belt to screen housing possibly with public access would be desirable. Hedgerows could be improved by gapping up, management and encouragement of hedgerow trees [other than elm]

Potential mitigation if area potentially suitable for development

strong woodland belt advance planting to screen potential housing possibly with public access to ensure that it is maintained in perpetuity as positive edge

Appendix F

Concept Masterplan
CSa/2520/103



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- LEGEND**
- Site Boundary: 23.53ha
 - Potential residential blocks: 17ha
Up to 500 dwellings @ 29dph
 - Future Community Facilities: 1ha
 - Open Space: 5.53ha
(Includes space for Playing Fields, Children's Play Area and SuDS features.)
- Circulation:**
- Existing primary routes
 - Existing secondary routes
 - Existing bus stops
 - Existing public footpath
 - Existing bridleway
 - Potential vehicular access points
 - Key pedestrian linkages
 - Potential main route and bus route through development
 - Potential recreational routes
- Drainage:**
- Potential location for SuDS feature
- Vegetation:**
- Existing trees and vegetation
 - Indicative new landscaping

Revision	Date	By	Description
A	01.10.14	SeM	Green buffer enlarged along western boundary.

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Project: Southam, Stratford-On-Avon

Title: Concept Masterplan

Client: Hallam Land Management Ltd

Scale @ Size: 1:2500 @ A2
 Date: September 2014
 Drawing Number: CSa/2520/103

Drawn: SE
 Checked: RR
 Revision: A

SUBJECT TO TOPOGRAPHICAL SURVEY