



Kennel Lane, Witherley

Design & Access Statement

February 2026



CAMERON



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AMENDMENT

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Introduction

1.0

Introduction 1.0



Aerial view of the site with boundary.

Introduction 1.0

EXECUTIVE SUMMARY

The scope and content of this Design and Access Statement (hereafter referred to as the DAS) aims to communicate the detailed design approach applied to the site off Kennel Lane, Witherley, Atherstone.

This Statement has been prepared by White Ridge, a firm of architectural and urban design consultants on behalf of Cameron Homes, in support of a Reserved Matters Planning Application.

The DAS submitted is in accordance with recognised planning and design criteria.

The proposed development is for 50 No. new build dwellings along with associated access and landscaping proposals.



View of the Site from Kennel Lane.

SUPPORTING DOCUMENTS

This statement should be read in conjunction with the following Supporting documents;

- Planning Statement
- Arboricultural Assessment & Supporting Plans
- Ecological Appraisal, including an Ecological Mitigation and Enhancement Strategy
- Biodiversity Net Gain Assessment
- Tree Survey
- Landscape Management Plan
- Building for Healthy Life Assessment
- Final Drainage Strategy
- Written Scheme of Investigation (WSI)

Introduction 1.0

STRATEGIC & WIDER CONTEXT

The site is located in, Witherley, Atherstone.

Witherley is a village and civil parish within the Hinckley and Bosworth district of Leicestershire.

It lies on the border between Leicestershire and Warwickshire in the heart of the Midlands, 15 miles north-east of Birmingham, 10 miles north of Coventry and approximately 15 miles southwest of Leicester.

Kennel Lane forms the main arterial route through Witherley via the A5, with the majority of the village sitting to the west.

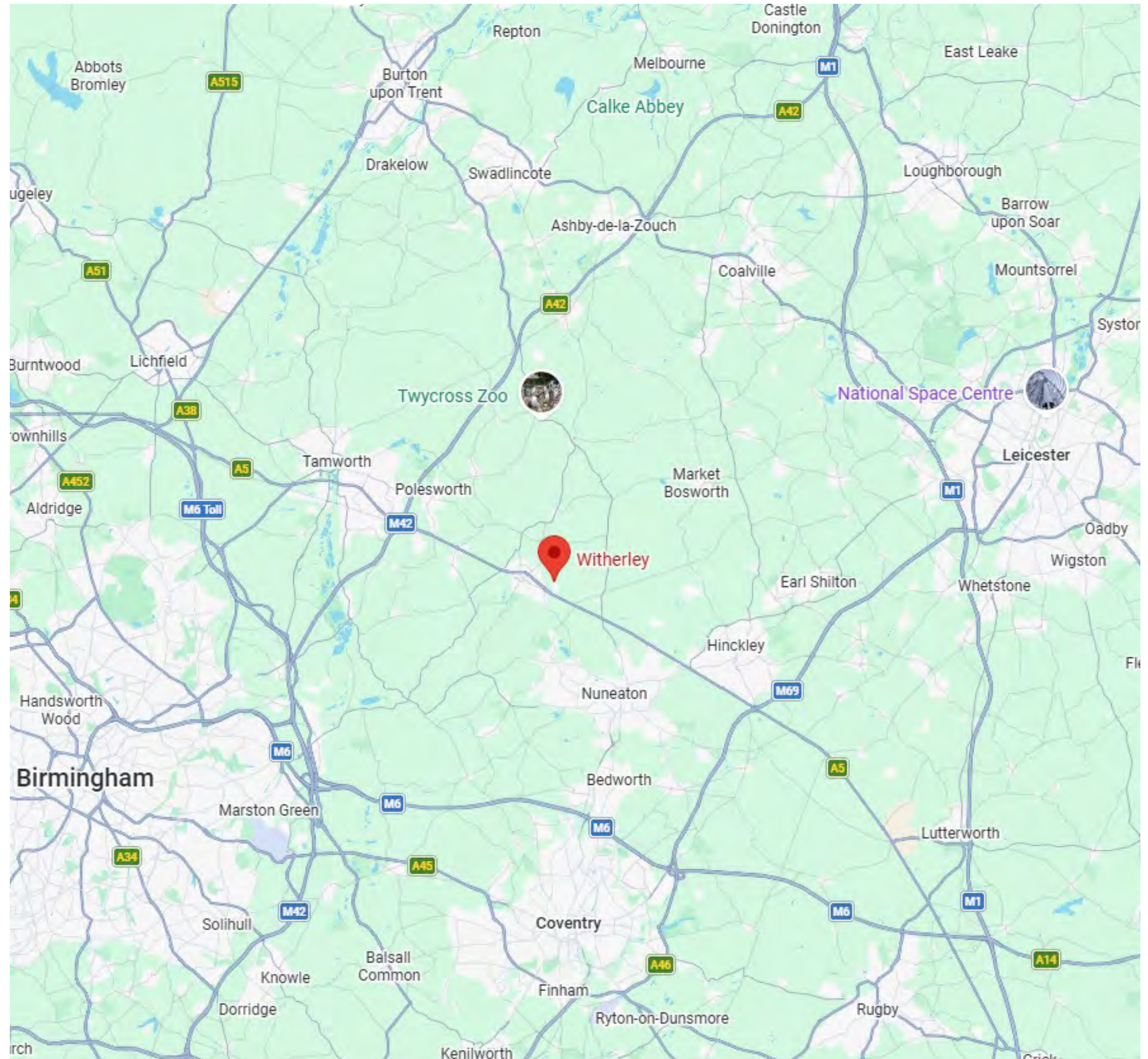
To the west of Witherley lies the larger Market town of Atherstone, and the outlying village of Mancetter.

Atherstone is the largest town in the immediate vicinity and provides all of the local amenities, such as schools, shops and services.

The site is served by the number 7 bus, that connects Measham - Twycros - Atherstone and Fenny Drayton, passing through Witherley.

Witherley's closest train station is located in Atherstone, 5 min drive or 20 min walk from Kennel Lane.

Atherstone station forms part of the London North-western Railway and provides connections to London Euston, Crewe, Liverpool South Parkway and Liverpool Lime Street, as well as Birmingham and Coventry on respective lines.



Introduction 1.0

THE SITE

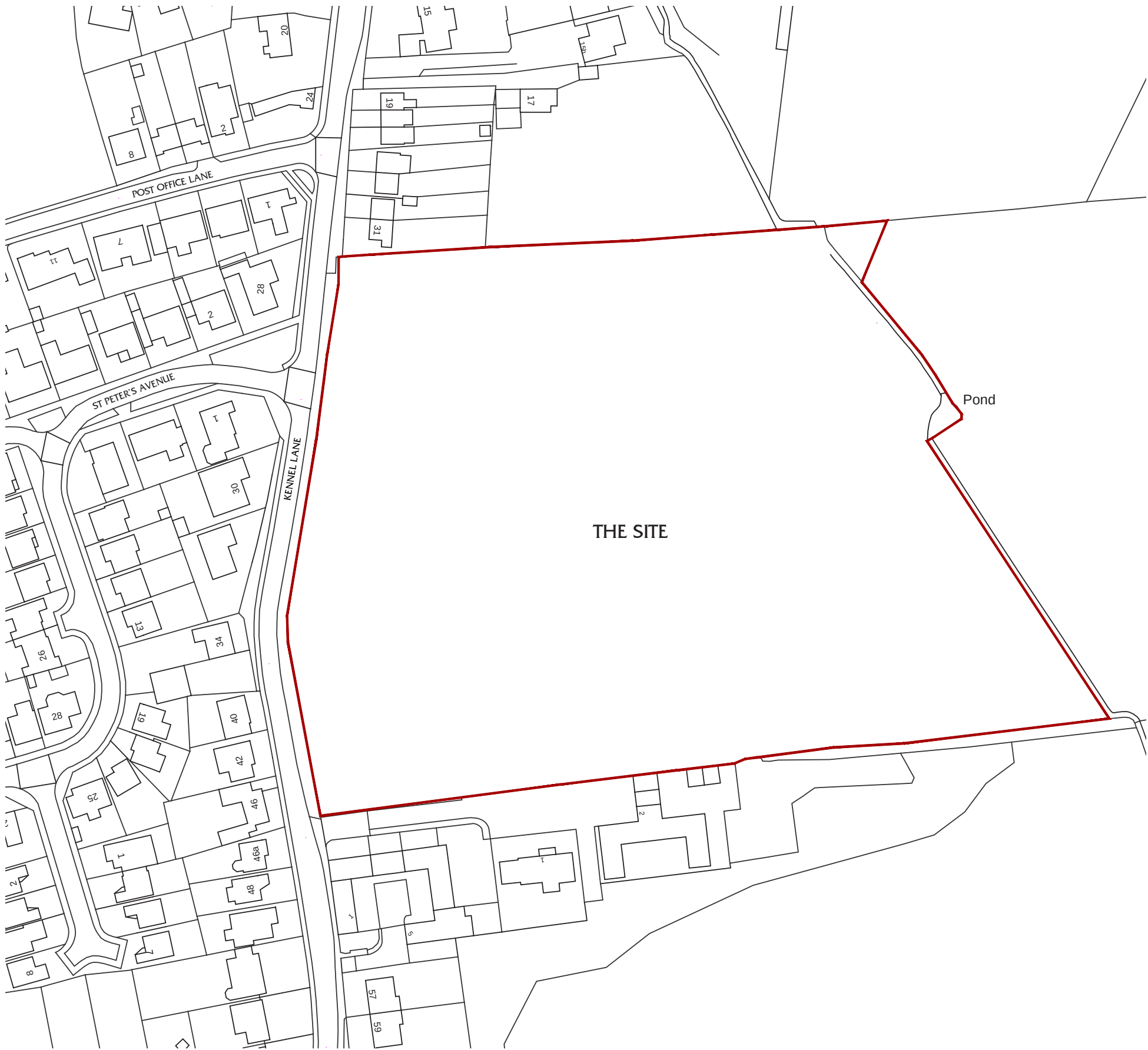
The site lies on the eastern side of Kennel Lane, Witherley and has an area of circa 3.2ha (7.9acres) and principally comprises open pasture land.

It is located outside the designated Witherley Conservation Area, but is ideally located in close proximity to the village centre and primary services.

The existing access to the site is in the north western corner from Kennel Lane.

The site is relatively flat and rises approximately 1.5m from the north east corner to the south west.

To the north, west and south of the site are residential properties, to the east is Witherley Brook with open fields beyond.



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Introduction 1.0

PLANNING HISTORY

Outline Consent (22/001190/OUT) was granted on 25th February 2025 for up to 50 residential dwelling houses with access. The reserved matters (set out in Condition 1 of the consent) are layout, scale, appearance and landscaping.

There is no other recent planning history for the site.

PLANNING CONSIDERATIONS

The National Design Guide sets out the 10 characteristics of well designed places and provides a structure to use for the content of local design policies and guides.

These elements will be applied through the DAS and demonstrate how high quality design has been achieved.

The proposals have been guided and influenced in its preparation and evolution by :

- The National Planning Policy Framework
- Hinckley and Bosworth Borough Councils Core Strategy
- Supplementary Planning Documents (SPDs) and
- Supplementary Planning Guidance (SPGs).

The adopted SPDs and SPGs provide additional detail and guidance to Local Plan Policies.



National Design Guide

Planning practice guidance for beautiful, enduring and successful places



Ministry of Housing,
Communities &
Local Government

- **Context** – enhances the surroundings.
- **Identity** – attractive and distinctive.
- **Built form** – a coherent pattern of development.
- **Movement** – accessible and easy to move around.
- **Nature** – enhanced and optimised.
- **Public spaces** – safe, social and inclusive.
- **Uses** – mixed and integrated.
- **Homes and buildings** – functional, healthy and sustainable.
- **Resources** – efficient and resilient.
- **Lifespan** – made to last.

Assessment

2.0

Assessment 2.0



Assessments 2.0

LOCAL AMENITIES PLAN



St Peters Church.



Blue Lion Pub.



Witherley C of E Primary School.

- KEY:
-  BUS STOP
 -  TRAIN STATION
 -  GROCERY
 -  PUBLIC HOUSE
 -  SCHOOL
 -  RECREATIONAL
 -  COMMUNITY USE



Assessment 2.0

CHARACTER APPRAISAL

The prevalent built forms on Kennel Lane, within the vicinity of the site, are large 2 storey detached residential dwellings and bungalows.

Properties are typically set back from the road with parking and landscaped gardens

Front boundary treatments are a mixture of low brick walls and hedges.

Elevational treatments are predominantly traditional in style, materials include tiled roofs, red facing brickwork, render and some timber boarding.

Architectural details include gables, bay windows, dormer windows and chimneys.



Assessments 2.0



Assessment 2.0

AERIAL IMAGES



View from the North West



View from the West



View from the South West



View from the South East



View from the East



View from the North East

Design Considerations

3.0

Design Considerations 3.0



Design Considerations 3.0

CONSTRAINTS AND OPPORTUNITIES

The main purpose of the DAS is to identify the design parameters and principles of future developments. It is important to consider the constraints and opportunities arising from the prospective development of the site, and how the proposed development will satisfy this criteria.

To enable the development proposals to respond to the local character, site constraints and conditions, a detailed review of the site has been undertaken. This process identifies constraints such as topography, vegetation and existing access positions.

The plan on the following page identifies the constraints and opportunities which have been identified as part of the assessment of the site and its context. This process has been used to inform the design proposals for the site.



Constraints

- Existing trees and vegetation, respect root protection zones
- Provide safe access into the site
- Flood risk to the eastern section of the site
- Existing services run along Kennel Lane to the west of the site
- Overhead electrical cables crossing the site
- Protect residential amenity of neighbouring properties
- Consider views in and out of the site
- Public right of way beyond the eastern boundary of the site
- In keeping with the local area
- Landscape Sensitivity

Opportunities

- To create an inclusive and integrated development of 50 dwellings
- Incorporate existing trees and hedgerow into the design for ecological value and natural amenity and actively respond to landscape and visual impact.
- Safeguard and enhance biodiversity
- Utilise an existing access point for the development to serve 4 dwelling
- A new access to serve the remaining proposed dwelling is to be formed from Kennel Lane
- Utilise views over the countryside
- Link pedestrian routes to public footpath beyond the eastern boundary of the site
- To soften the relationship of the proposed settlement with the surrounding countryside
- To provide dual aspect or feature dwellings at appropriate positions to create a feeling of arrival and maximise natural frontage
- To create a legible movement network for pedestrians and vehicles
- Incorporation of sustainable drainage solutions
- Create a development that enhances local distinctiveness

Design Considerations 3.0



The Proposal

4.0

The Proposal 4.0

