



Proposed Residential Development on Land North of

Normandy Way, Hinckley

Design & Access Statement

March 2024





THE VISION

“

A new residential area that defines a strong and positive new edge to Hinckley, with a landscaped character, meaningful green infrastructure network and which is highly legible and well connected.

”



Richborough

Richborough is a specialist land promotion business which supplies the housebuilding community with consented 'oven ready' land to accelerate the delivery of their new homes.

It is a Founder Member of The Land Promoters & Developers Federation (LPDF) which is a collection of the UK's leading land promotion and development businesses. It takes a considered and professional approach to land promotion at every stage of the process, giving confidence in both the technical work and the engagement taking place.

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1 Introduction

The following consultants have worked as a team with Richborough in the preparation of the submitted materials:



nineteen47
Urban Design



Boyer
Town Planning



Blade
Landscape, Arboriculture
& Ecology



BWB
Flood, Drainage, Noise
and Air Quality



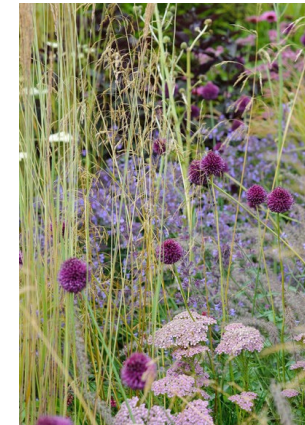
Hub Transport Planning
Highways



RPS
Heritage



James Holyoak
Illustrations



Proposed Development

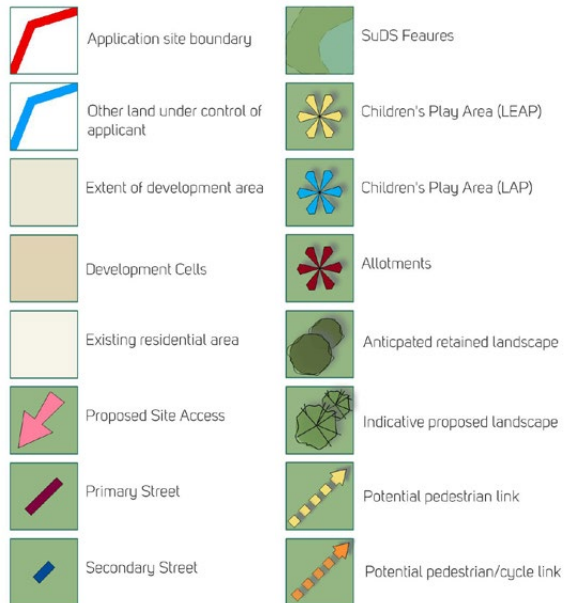
Application Site Area:
16.89ha (41.75 acres)

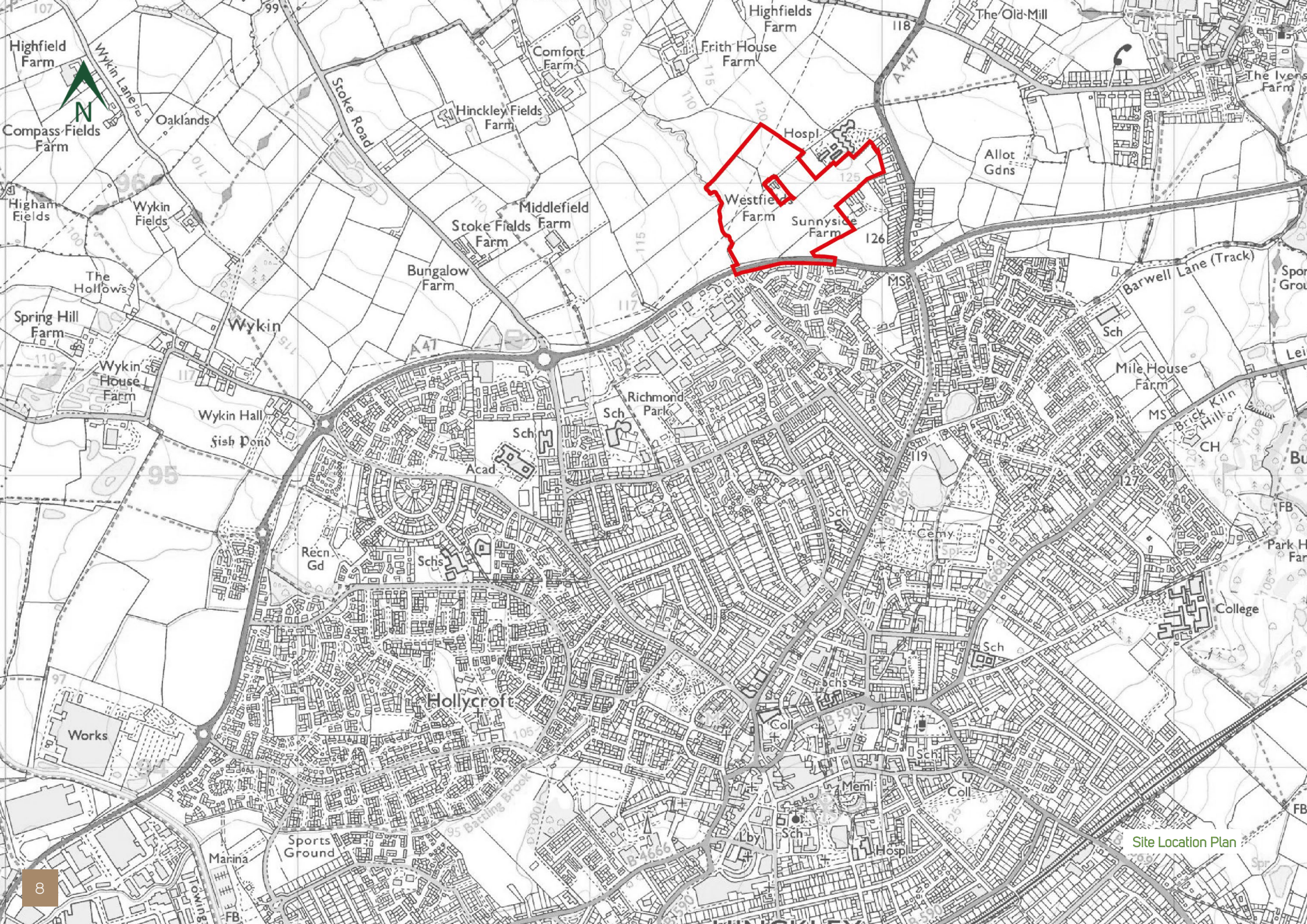
Existing Land Use: Agricultural grazing

Proposed Access Arrangements:
a 3-arm roundabout along the A47 Normandy Way, with shared footway/cycleway provision along the northern arm

Residential Use: up to 415 dwellings

Residential Density:
up to 32dph (gross)
up to 40dph (net)





Site Location Plan

Introduction

This Design and Access Statement (DAS) has been prepared and submitted on behalf of Richborough Estates in support of an outline planning application with all matters reserved except for access, for the erection of up to 415 dwellings, associated open space, drainage, landscaping and infrastructure.

“

A Design and Access Statement is a concise report accompanying... applications for planning permission... They provide a framework for applicants to explain how the proposed development is a suitable response to the site and its setting and demonstrate that it can be adequately accessed by prospective users. Design and Access Statements can aid decision-making by enabling local planning authorities and third parties to better understand the analysis that has underpinned the design of a development proposal.

The level of detail in a Design and Access Statement should be proportionate to the complexity of the application but should not be long.

”

Site Location and Context

The application site, hereafter referred to as “the site”, is located at the northern edge of Hinckley which is a market town in south-west Leicestershire. It is administered by Hinckley and Bosworth Borough Council and is the third largest settlement in the administrative county of Leicestershire, after Leicester and Loughborough.

The site is defined along part of its southern boundary by Normandy Way (A47) and in partially in the east by the rear boundaries of dwellings fronting Ashby Road (A447) and Hinckley and Bosworth Community Hospital to the north-east. The western site boundary is defined by an unnamed watercourse and the northern boundary by existing hedgerows and associated trees.

This Design and Access Statement has been structured as follows:

Section 1 Introduction: outlines the background to the proposals and the structure of the document.

Section 2 Planning Policy Context: sets out the key planning policies relating to design which have informed the proposals.

Section 3 Understanding the Place: provides an overview of the context within which the design proposals will sit in order to inform the design process.

Section 4 The Site: describes the characteristics of the site.

Section 5 Design Process: outlines the evolution of the proposed scheme, including how comments from stakeholders have informed the process.

Section 6 Design Proposal: includes details of the site uses, quantum of development, appearance and landscaping.

Section 7 Conclusion





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Planning Policy Context

Planning Policy Context

National Planning Policy

The National Planning Policy Framework 2023 (NPPF) outlines the Government's planning policies for England. The 'presumption in favour of sustainable development' is at the heart of the document.

Section 12 of the Framework refers to achieving well-designed and beautiful places and notes that the creation of high-quality buildings and places is fundamental to what the planning and development process should achieve. In this respect, Paragraph 131 states that good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

“

The National Planning Policy Framework makes clear that creating high quality buildings and places is fundamental to what the planning and development process should achieve.

National Design Guide

”

Paragraph 135 states that planning decisions should ensure that developments;

- Will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- Are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- Are sympathetic to local character and history;
- Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
- Optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- Create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users, and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

Paragraph 136 outlines the importance of incorporating trees into design, stating that trees make an important contribution to the character and quality of urban environments, and can also help mitigate and adapt to climate change. Planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that appropriate measures are in place to secure the long-term maintenance of newly-planted trees, and that existing trees are retained wherever possible.

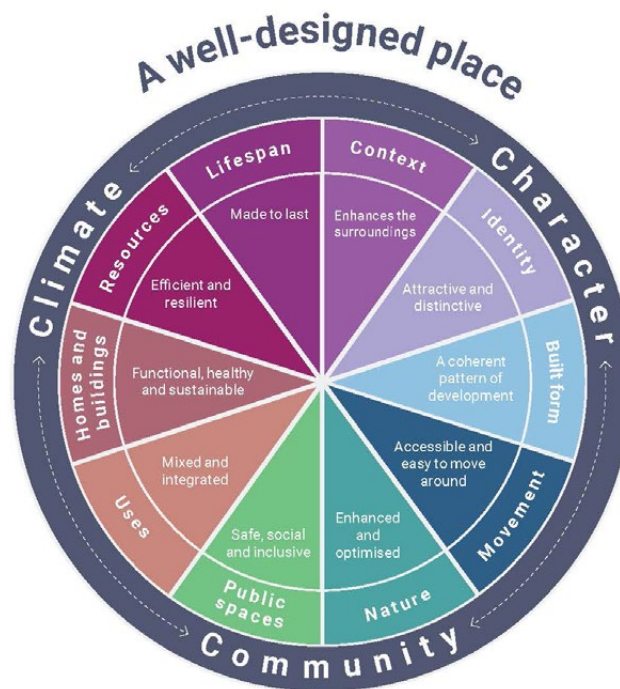
Paragraph 137 details that design quality should be considered through the evolution and assessment of individual proposals. Early discussion between the applicant, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.

This DAS demonstrates how each of the objectives of Paragraph 131, and design principles within the NPPF have been incorporated within the proposed scheme.

National Design Guide

The National Design Guide sets out the characteristics of well-designed places and demonstrates what good design means in practice. It forms part of the government's collection of planning practice guidance and should be read alongside the separate planning practice guidance on design process and tools. The ten characteristics are;

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



Extract from National Design Guide

Building for a Healthy Life

Building for a Healthy Life is the latest edition of - and new name for - Building for Life 12.

The original 12 point structure and underlying principles within Building for Life 12 are at the heart of BHL. The new name reflects changes in legislation as well as refinements which have been made to the 12 considerations in response to good practice and user feedback.



Building for a Healthy Life

Local Plan and Sites and Policies Document

A Planning Statement is submitted in support of the application and repetition of the detail contained within that report is not considered appropriate. The planning policy with regard specifically to Design and Access are however, summarised below;

Hinckley and Bosworth Core Strategy 2006-2026

The Core Strategy in Hinckley and Bosworth was adopted in 2009 to set out the policies of where and how development should take place in the borough up to 2026.

Policy 1: Development in Hinckley states that to support Hinckley as a sub-regional centre, land will be allocated for a minimum of 1,120 dwellings including a range of house types.

Policy 15: Affordable Housing provides the required affordable mix for development, stating that in Hinckley, developments consisting of 15 or more dwellings have a target of 20% affordable housing on site. Of this 20%, 75% will be social rented and the remaining 25% will be intermediate housing.

Policy 16: Housing Density, Mix and Design on developments of 10 or more dwellings, the Council requires a mixture of housing types and tenures to be provided within the scheme. Additionally, in Hinckley, new residential developments are required to provide at least 40 dwellings per hectare, unless site characteristics dictate otherwise. Policy does not explicitly state what the area used to calculate density should include.

Policy 19: Green Space and Play Provision sets out the requirements of developments to provide towards Green Space as well as Play Provision.

Policy 24: Sustainable Design and Technology sets out the Council's requirement of all developments in Hinckley to meet the Code for Sustainable Homes. Residential developments are required to meet Code Level 6 from 2016 onwards. Developments are also expected to meet the sustainability targets set out in Building a Greener Future.

Site Allocations and Development Management Policies DPD

In 2016, Hinckley and Bosworth Borough Council adopted the Site Allocations and Development Management Policies, which sets out the specific proposals and policies for development taking place in the Borough.

The document states that within the Core Strategy there is a minimum requirement of 1,120 housings to be built in Hinckley. However, since the adoption of the Core Strategy in 2009 steps have been taken to increase the number of housing and in September 2015, it was confirmed that the residual housing requirement for Hinckley is 779 dwellings.

Policy DM1: Presumption in Favour of Sustainable Development outlining that development that accords with the policies within the Local Plan will be approved without delay unless material consideration indicates otherwise.

Policy DM2: Delivering Renewable Energy and Low Carbon Development asks for development to be appropriately designed and inclusion of renewable energy and low carbon measures to reduce the environmental impact.

Policy DM6: Enhancement of Biodiversity and Geological Interest states that applications must demonstrate how the scheme will conserve and enhance nature conservation and geological value. Major developments must also deliver a biodiversity gain.

Policy DM10: Development and Design states that developments will be permitted where they are in keeping with the local character, would not have an adverse effect on the privacy of existing residents, a high level of landscaping is provided, and maximising opportunities for the conservation of energy and being sustainable.

Policy DM11: Protecting and Enhancing the Historic Environment requires applications that may have an effect on a heritage asset, or its setting will need to demonstrate the impact on the heritage asset, mitigation or avoidance of the impacts, how the benefits will outweigh any harm to the asset caused.

Policy DM13: Preserving the Borough's Archaeology asking for an appropriate desk-based assessment to be submitted where a proposal has the potential to impact of a site of archaeological interest.

Policy DM17: Highways and Transportation sets out the Council's support for proposals that seek to make the best use of existing public transport services, safe active travel provisions, need for travel is minimised and there will be no significant adverse effects upon highway safety.

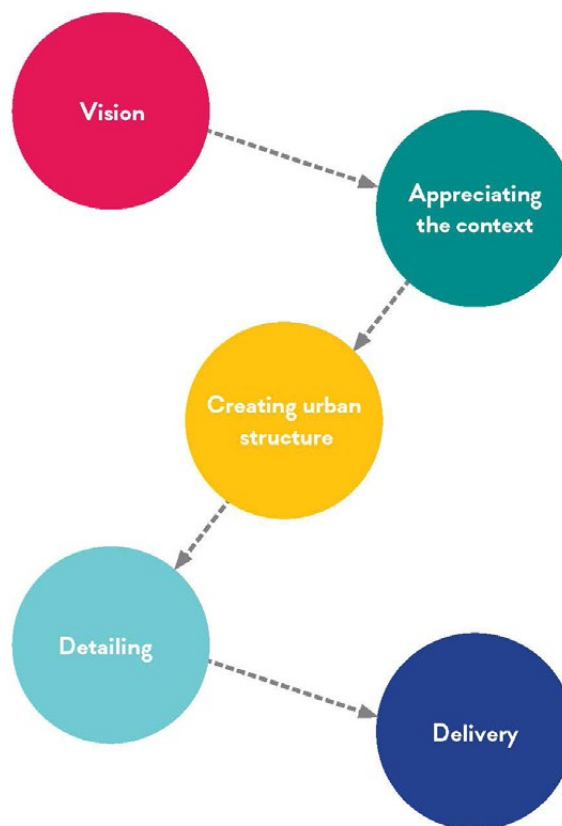
Policy DM18: Vehicle Parking Standards requires new developments to provide appropriate parking provision, including provision of disabled parking.

List of Relevant Supplementary Planning Documents

The following documents also form part of the local policy context;

Open Space and Recreation Study 2016

Sets out the provision of open space within Hinckley, indicating that there is a deficiency in amenity areas, facilities for young people, allotments and children's play.

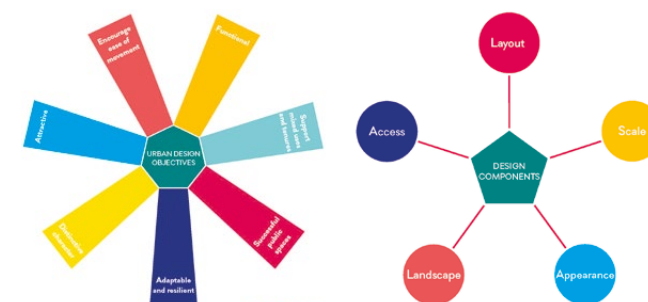


Good Design Guide SPD 2020

This document aspires to “Substantially raise design quality in Hinckley and Bosworth Borough whilst ensuring that the local identity and heritage of the Borough is preserved and enhanced. It sets out an approach to the preparation of design proposals that proposes similar steps and methodologies to the of Building for a Healthy Life.

The document sets out design objectives which form the building blocks for design development. It then breaks down the individual component elements of design to promote clear communication of design features.

The Good Design Guide also states that “In addition to the core principles of urban design, there are a series of individual components, or building blocks, that can collectively be utilised to describe the elements of design proposals.” These 5 Design Components have informed the structure of Chapter 6 of this Design and Access Statement.







3

Understanding
the Place

Understanding the Place

The first step in the design process was to gain a thorough understanding of the context within which the site sits. This section sets out the contextual analysis which has been undertaken.

Background

The site is located at the northern edge of Hinckley which is a market town in south-west Leicestershire. It is administered by Hinckley and Bosworth Borough Council and is the third largest settlement in the administrative county of Leicestershire, after Leicester and Loughborough.

Settlement Patterns and Growth

As referenced in the Good Design Guide, Hinckley largely dates back to medieval times, when it prospered as a market town. Industrial development, in particular framework knitting and hosiery, led to rapid expansion of the town. With this, social growth resulted in development within the town centre and new suburbs of Georgian and Victorian terraces. The 20th century brought dramatic expansion with large scale suburban housing estates pushing out the settlement edge.

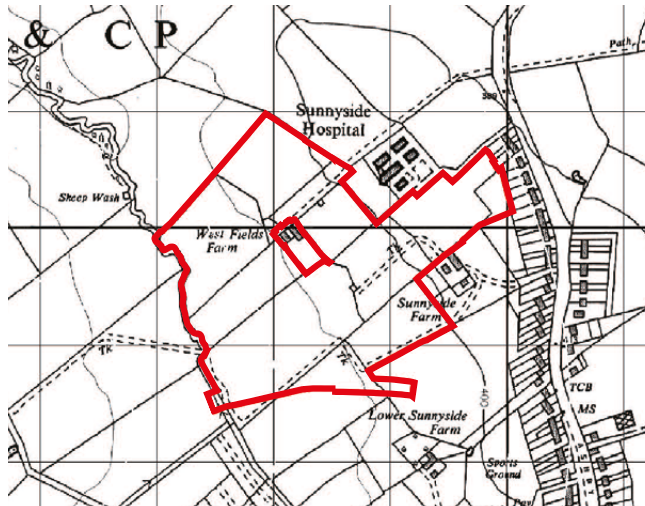
The site has remained within a relatively rural setting, with only field boundary configuration changes being of note; and the construction of Hinckley's northern bypass (Normandy Way A47) in the 1980's.

Timeline of the Site

1835



1967



2006





Residential Development in Hinckley

Hinckley's residential architecture mirrors the town's historical evolution. The heart of Hinckley includes examples of Tudor-style homes, reflecting the town's medieval roots. The town expanded through the Georgian era, giving rise to distinctive residences characterised by symmetrical façades and sash windows. These buildings contribute to the town's architectural diversity, highlighting a period of prosperity and growth. The Victorian era brought with it the construction of terraced houses and cottages. These dwellings, often adorned with ornate details, reflect the societal changes and industrial expansion of the 19th century. The 20th century brought a mix of housing styles to Hinckley, including areas of post-war development and more modern estates. More recently, a large area of new housing is currently being delivered to the west of A47 Normandy Way to the south-west of the site, and expansion of the settlement has occurred at its edges such as at Olympic Way.

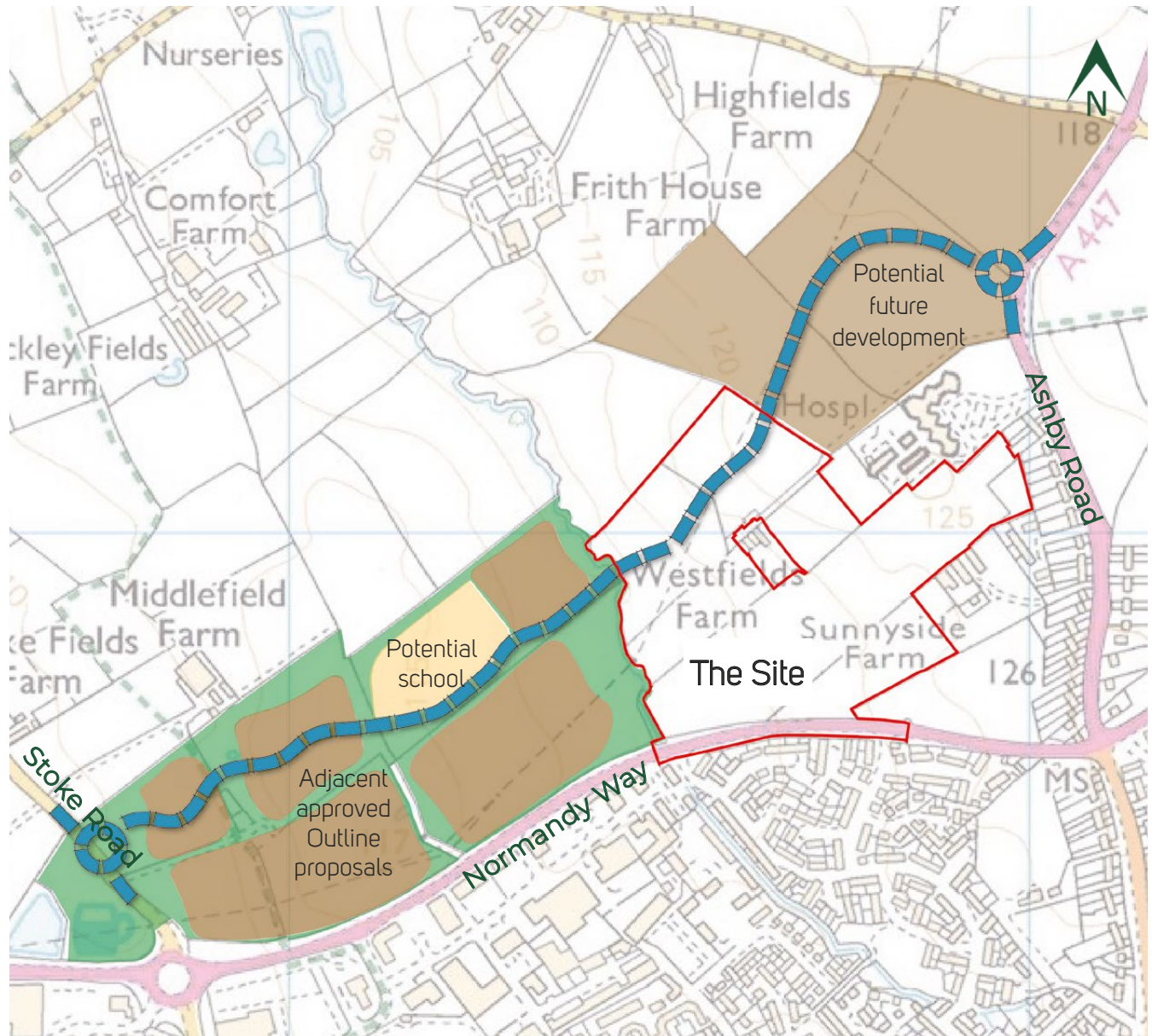
Local to the site, houses along Road define a distinctive street scene consisting predominantly of red brick frontages with rendered panels framed by brickwork quoining detailing and with grey roof tiles. Roof forms are generally gable-ended with occasional hipped forms and street-facing gables. Normandy Road is defined by the rear boundaries of houses - usually timber fences - and lacks any sense of activity or natural surveillance.

Emerging Context

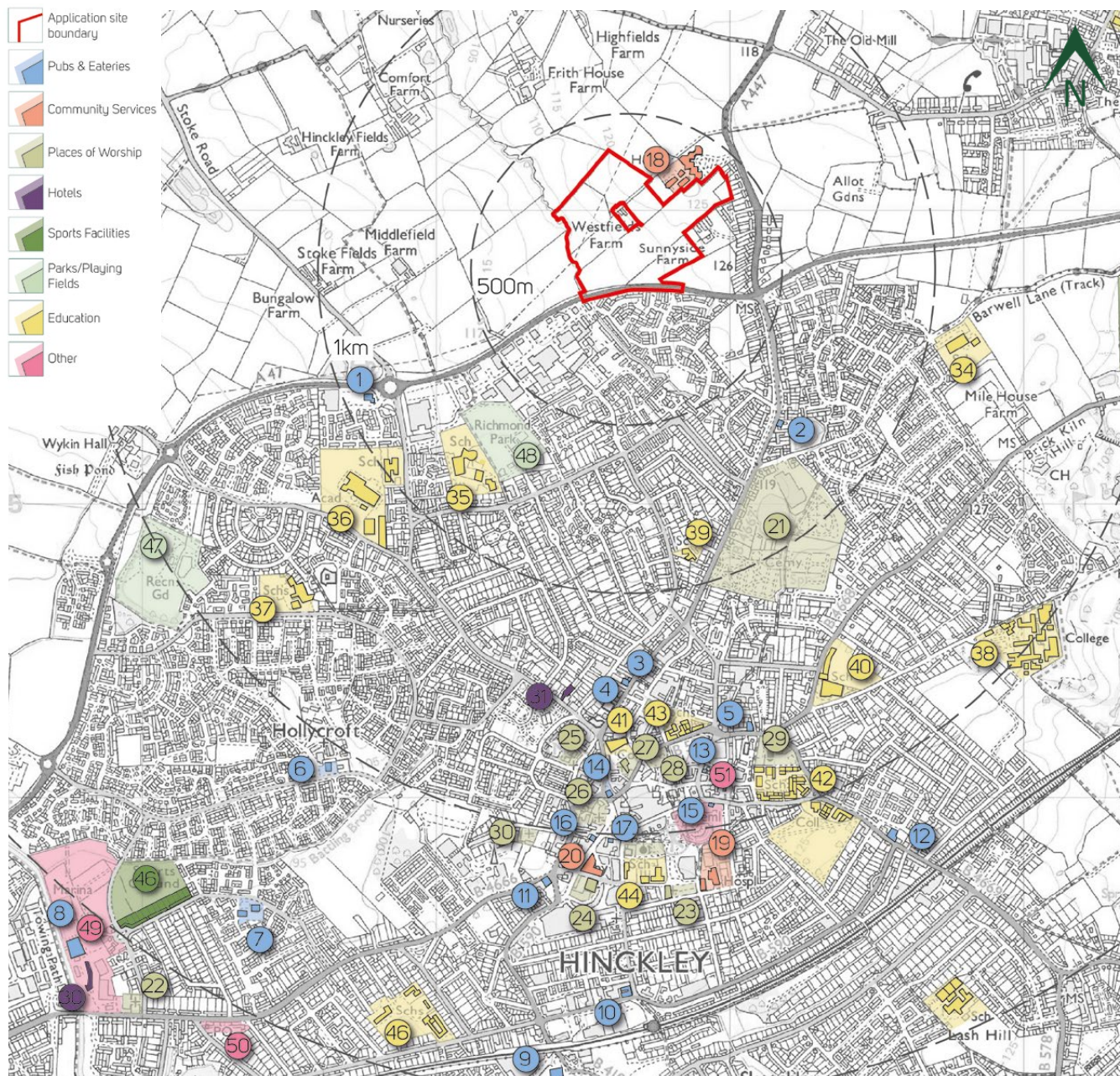
An Outline Planning application for the erection of up to 475 dwellings, including public open space, land reserved for a primary school together with future expansion land (Use Class F1(a)), landscaping, drainage and associated infrastructure has recently been approved on land directly to the west of the site. The key aspects of this scheme include;

- Strong landscape structure to deliver a range of green spaces and sustainable urban drainage
- Retention and enhancement of existing landscaping and new tree and hedgerow planting to provide biodiversity enhancements
- A high-quality pedestrian and cycle network
- A range of children's play spaces
- A new access roundabout from Stoke Road, from which a tree-lined primary street leads through the proposals to the western boundary of the application site

Representations have also been made to the Council concerned with the potential future development of land to the north, which it has been explained, could facilitate the completion of a new highway link to Ashby Road from Stoke Road.



Emerging Context Plan



Existing Services and Facilities

Local Services and Facilities

The table below and plan opposite indicate the location and distance from the site of available services and facilities within the local area.

- | | |
|---|--|
| 1 Milestone | 31 Premier Inn Hinckley Hotel |
| 2 Ashby Tavern | 32 Hollycroft Private Hotel |
| 3 Black Horse | 33 Barwell Academy |
| 4 The Queen's Head | 34 Dorothy Goodman School |
| 5 The New Plough Inn | 35 Richmond Primary School |
| 6 Flintlock | 36 Redmoor Academy |
| 7 Tin Hat | 37 Battling Brook Community Primary School |
| 8 Marina Brewers Fayre | 38 The Hinckley School |
| 9 Hansom Cab | 39 Allsorts Nursery School |
| 10 Steamin' Billy The Railway | 40 Hinckley Parks Primary School |
| 11 Steamin' Billy Whitebear | 41 NWSLC Hinckley Campus |
| 12 Hollywell Hinckley | 42 St Peter's Catholic Primary School |
| 13 The Greyhound | 43 ASA Theatre Artsv |
| 14 Union Inn | 44 St Mary's CofE Primary School |
| 15 The Pestle & Mortar | 45 Football Stadium and Sports Ground |
| 16 Crafty Baron Hinckley | 46 Sports Ground |
| 17 The Bountry | 47 Recreation Ground |
| 18 Hinckley and Bosworth Community Hospital | 48 Richmond Park |
| 19 Hinckley and District Hospital | 49 Marina |
| 20 Library | 50 Post Office |
| 21 Ashby Road Cemetery | 51 Memorial |
| 22 St John's Church | |
| 23 Mount Road Baptist Church | |
| 24 The Salvation Army | |
| 25 Holy Trinity Church | |
| 26 Hinckley URC Church | |
| 27 Unitarian Church | |
| 28 Hinckley Baptist Church | |
| 29 St Peter's Catholic Church | |
| 30 Holy Community Church | |

Connections and Movement

Highway Network

Partially forming the southern boundary of the site, Normandy Way A47 is a wide single-carriageway road subject to a 40mph speed limit. To the west the A47 meets the A5 at a four-arm signalled roundabout to the southwest of Hinckley. The A47 then continues southwards towards Nuneaton via the signalled Longshoot junction. To the northeast, the A47 provides a route towards Barwell and Earl Shilton and onwards to Leicester.

Ashby Road runs parallel to the eastern site boundary and its junction with the A47 takes the form of a four-arm traffic signal junction. Each arm of this junction has two-lane entries.



Existing vehicular access

There is not currently any formal vehicular access to the site, but the adjacent proposals do show how a primary street could lead through that scheme from Stoke Road up to the western boundary of the site.

Public Transport

The nearest bus stop is located along Ashby Road, approximately 750m from the centre of the site. Each bus stop along Ashby Road consists of a flagpole stop, with service and timetable information provided, and are served by the 148 and 158 services.

In addition, there are bus stops along Stoke Road, approximately 1.3km from the centre of the site; each of these bus stops consist of a flagpole stop, with service and timetable information along with sheltered seating, and are served by the 6 service.

The nearest train station is Hinckley Railway Station, located about 4km from the centre of the site.

New residents of development on the site would be able to access Hinckley Railway Station via 10- 15 minute cycle journey, 25-30 minute bus journey, or 10 minute car journey.

Services from Hinckley Railway Station run towards Birmingham New Street via Nuneaton, Coleshill Parkway and Water Orton; and Cambridge via Narborough, Leicester, Melton Mowbray, Oakham, Stamford, Peterborough, March and Ely.

Pedestrian and Cycle Movement

There are no Public Rights of Way that cross the site but various routes are present throughout Hinckley which residents of a new development at the site would be able to use as traffic-free walking routes, as well as throughout the surrounding countryside which will allow residents to go for leisure walks. A segregated off-road footway/cycleway is located on the southern side of the A47 in the vicinity of the site.

