

# INTRODUCTION

1



Site location plan

On behalf of Bryer Estates, we are pleased to welcome you to view our proposals for a housing development at Park Farm, Warwick (at the junction of the A452 Warwick By-Pass and A425 Banbury Road).

It is considered that Park Farm, Warwick is suitable to deliver a high-quality residential development that will significantly assist in meeting Warwick District Council's identified housing needs.

The proposals are for up to 750 new houses, a primary school, community hall, convenience store, public open space, landscaping and drainage areas, with vehicular accesses onto the A425 Banbury Road.

We are presently in the process of preparing an outline planning application, and the final plans will be submitted to Warwick District Council for their consideration.

We welcome your thoughts on our scheme and if there are any local issues or circumstances that you feel the development should reflect. Please take the time to complete our online comment forms.



# PARK FARM WARWICK





Site Boundary



The Site comprises 42 hectares of land in agricultural use, bounded by the A425 Banbury Road to the north east, the A452 Warwick By-Pass to the south and Barford Road to the north west. Park Farm is located approximately 1.8 miles to the south of Warwick and 2.5 miles south-west of Leamington Spa.

To the north-east of the site, on the opposite side of the A425 Banbury Road, is the Asps residential development which is currently under construction. This development includes the provision of a Park & Ride facility, which will provide frequent (every 15 minutes) and rapid bus services to Warwick and Leamington Spa. The Warwick Castle Registered Park and Garden is located to the north and west of the site, on the opposite side of Barford Road. To the south is the A452 and M40 motorway.

The site is well placed to benefit from an emerging multi-modal network delivered as part of adjacent development, comprising active travel links, public transport services and access to the local and strategic highway networks, as well as existing local facilities.

Stratford-on-Avon District Council and Warwick District Council are working together to prepare a new Local Plan for South Warwickshire. The South Warwickshire Local Plan is expected to replace the strategic policies of the existing Warwick District Local Plan which runs until 2029 and will set out a long-term spatial strategy for housing, jobs, infrastructure and climate change. Park Farm is identified as forming part of a potential Strategic Growth Location (SG09 South of Europa Way Group) within the Preferred Options Consultation (Reg. 18) on the emerging Plan in January 2025 - as part of a mix of sites within the Spatial Growth Strategy to assist in meeting South Warwickshire's identified housing and employment needs.



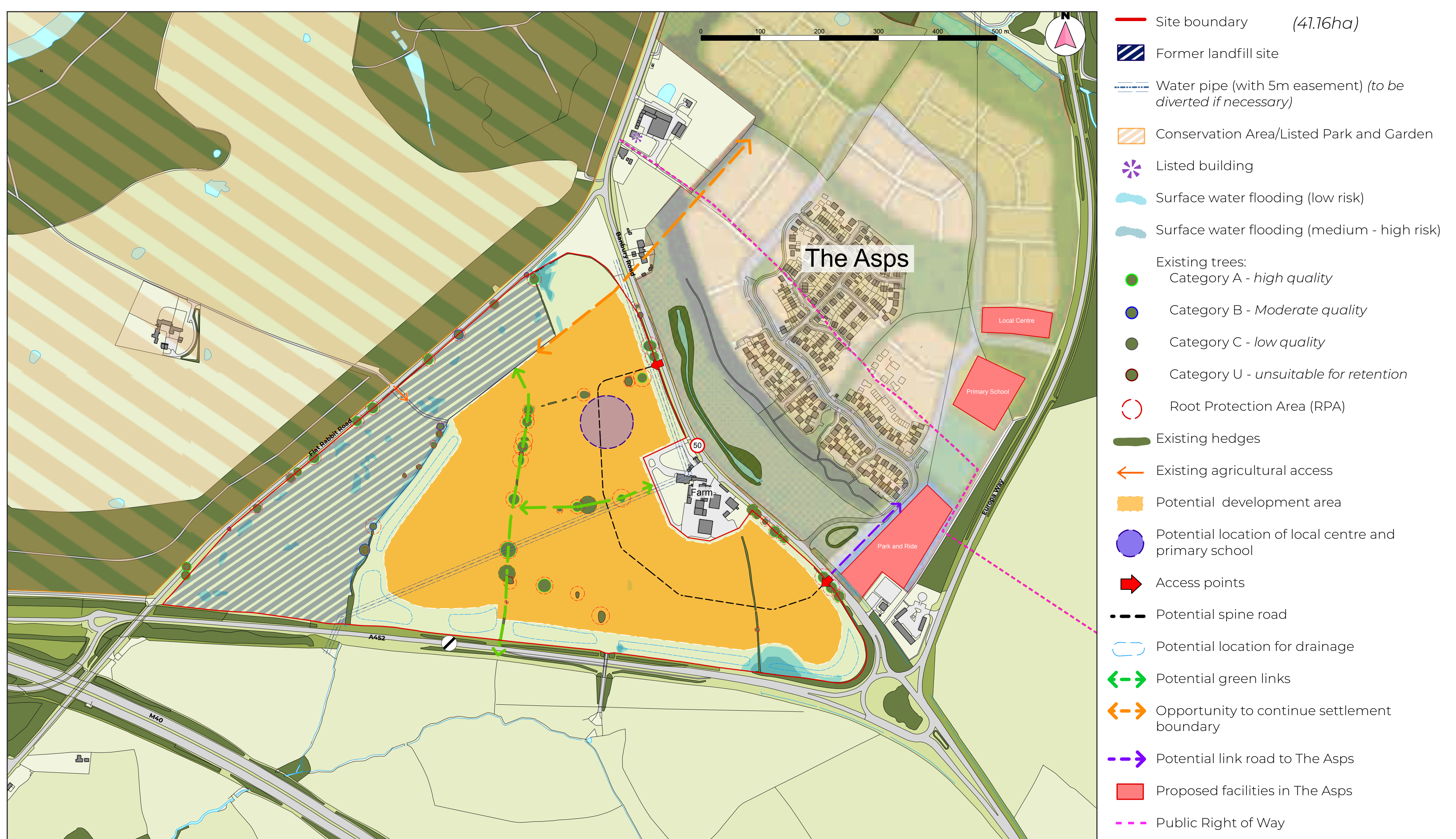
# SITE CONSTRAINTS & OPPORTUNITIES

3

The proposed development will be informed by the site's existing features:

- The northern portion of the site is separated by a drainage ditch. It is understood that this northern portion formerly comprised a landfill, which was operational between 1970 and 1977 and accepted domestic waste. Consequently, layers of 'clean' materials will be placed above soils as a barrier to guard against any upward movement of contaminants. There is an opportunity to turn the former landfill area into new accessible open spaces, in addition to an area dedicated to Biodiversity Net Gain;
- The open space and biodiversity enhancement areas along the full length of the northern site boundary, south of Barford Road, will provide a buffer of openness and rural character to the immediate boundary of the Warwick Castle Registered Park and Garden and Warwick Conservation Area to the north, allowing legibility of the historic rurality when approaching Warwick along Banbury Road;

- The existing trees and hedgerows along the site's boundaries and within the site will be retained as far as possible and new landscaping will be introduced to compensate for any losses where vegetation needs to be removed to make way for new accesses;
- The topography of the site, which slopes gently from the north towards the south;
- The proposed residential development will be buffered from the A425 Banbury Road to the east and A452 Warwick By-pass to the south by landscaping. This open space and drainage area will also create a set back from the roads and help reduce noise levels on site;
- Given the size of the development, there is an opportunity to create a new local centre, school and community hall for use by residents of the new houses;
- There is opportunity for residents to walk or cycle to the proposed Park & Ride to the east.



Constraints and Opportunities Plan



# ILLUSTRATIVE MASTERPLAN

4



The illustrative masterplan demonstrates how the site could accommodate the proposed development, including:

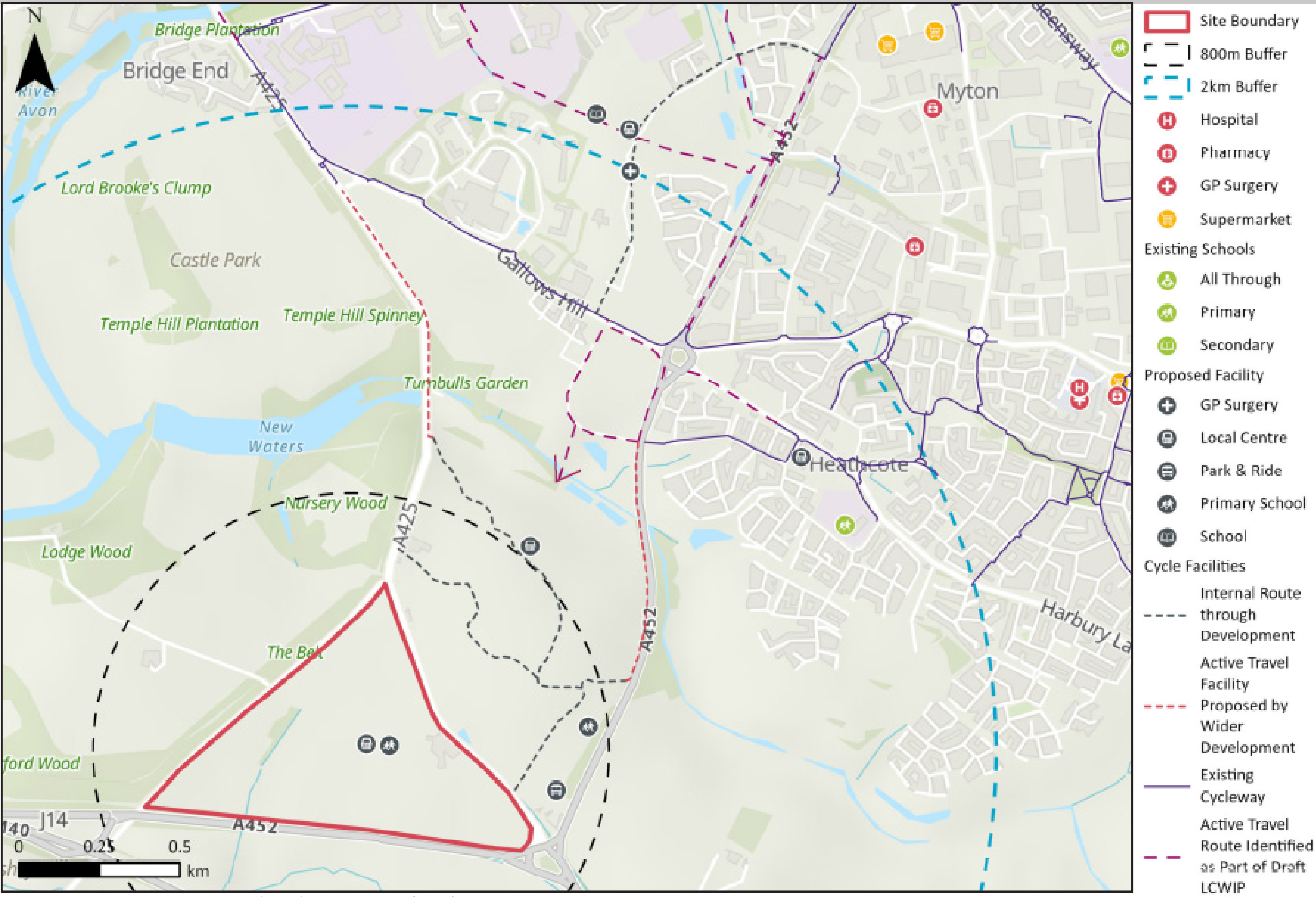
- Up to 750 dwellings ranging from 1 to 4 bedroom properties, of which 40% (up to 300 dwellings) would be affordable (a mix of rented and shared ownership);
- A 1 form-entry primary school, a community hall, and a small local centre (convenience store <500 sqm) could be provided in a convenient location to benefit residents of the site, reducing the need to travel off-site for daily needs;
- New public open space, comprising parks and gardens, natural areas and urban woodland, amenity greenspace, allotments, children's play areas and extensive areas of new landscaping;

- New recreational routes will run through the site and open spaces;
- Sustainable Urban Drainage Systems (SuDS) will manage storm water and discharge into the surrounding watercourses and maintain run off to greenfield rates plus allowances for climate change; and
- A Biodiversity Net Gain of over 10% will be achieved to ensure the development delivers a measurable improvement in nature, leaving the environment in a better state than before.



## PARK FARM WARWICK





### Access

- Access is proposed to be taken from the Banbury Road via two points:
- A signalised access formed through the addition of a fourth arm at the Asps access (The Asps development is currently being constructed on the northern side of the Banbury Road immediately opposite the site); and
  - A ghost island right turn priority junction further to the north on the A425 Banbury Road, with a spine road connecting the two access points.

### Public Transport

It is proposed that public transport services implemented for the Asps development could be enhanced and extended to serve Park Farm using the spine road loop. This will allow residential dwellings to be within a suitable walking distance of bus services. The proposed development would also benefit from frequent (every 15 minutes) and rapid services to Warwick and Leamington Spa (including Warwick and Leamington Spa railways stations) from the nearby Park & Ride Facility proposed at the Asps site.

### Cycle and Pedestrian Access

The delivery of adjacent development, in addition to proposals included within the Warwickshire Cycling and Walking Infrastructure Plan, will provide excellent opportunities for connectivity to local amenities and to Warwick and Leamington Spa, as indicated on Figure 1.



# TECHNICAL CONSIDERATIONS

6

## Landscape and Visual Impact

The planning application will be accompanied by a Landscape and Visual Impact Assessment (LVIA) which has been commissioned. An initial baseline survey has already been undertaken which confirms the site is not subject to any landscape designations. Sensitive design of the proposed development and an effective landscape design strategy will include protecting and strengthening site boundaries with additional planting, creating new habitats and undertaking appropriate management.

Early and ongoing field appraisals have informed the evolving proposals in order to ensure that the masterplan is 'landscape led.'



## Ecology and Arboriculture

Habitats and protected species surveys have been completed. The site is suitable for bats and birds. Habitat retention and enhancement will be maximised, and new habitats created to ensure species populations are maintained at favourable conservation status. A biodiversity net gain in excess of 10% will be delivered.

There are no statutory designations on or near to the site. The nearest is Coton End Quarry SSSI, 2.6 km to the north. The site borders Warwick Castle Park Ecosite. Mitigation will ensure no adverse effects, with appropriate buffers to ensure wildlife opportunities remain



## Flood Risk

The site is not in an area at risk of flooding being located in Flood Zone 1 (the lowest probability of flooding).

A Flood Risk Assessment will be prepared to support the application. The Strategy will utilise Sustainable Drainage Systems (SuDS) provided through a combination of attenuation basins, rain gardens and permeable paving which will store surface water runoff and discharge this into surrounding watercourses at the existing greenfield runoff rate, thereby not increasing flood risk on-site or off-site post development.



# PARK FARM WARWICK



# TECHNICAL CONSIDERATIONS

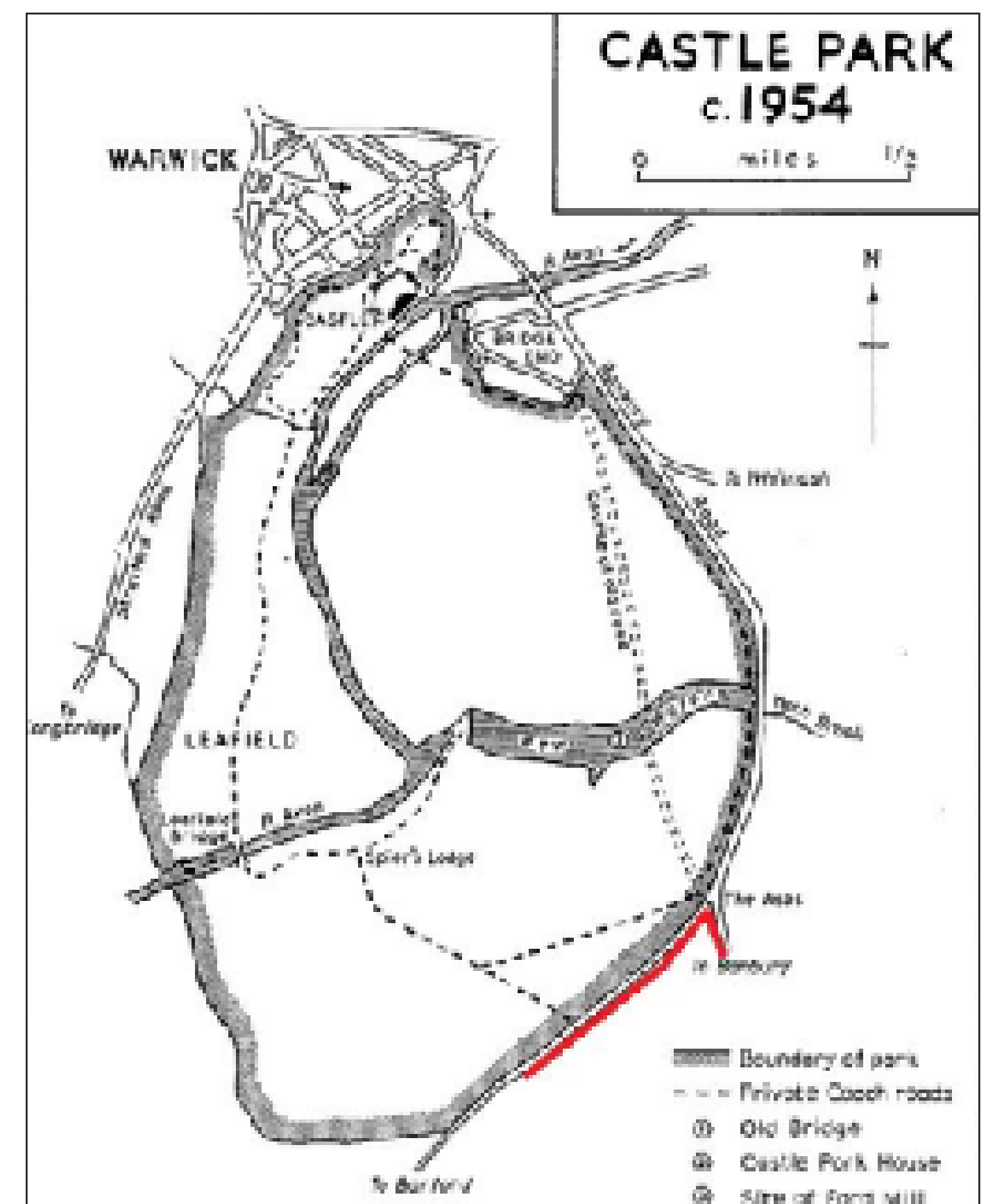
7

## Heritage

There are no designated heritage assets located within the site. A Built Heritage Statement has been prepared which considers the following designated heritage assets within the 1km search area:

- The Aspens (Grade II Listed Building)
- Warwick Conservation Area
- Warwick Castle Registered Park and Garden (Grade I Listed Building)
- Warwick Castle (Grade I Listed Building)

The Site contributes to the setting and overall significance of the adjacent Warwick Castle Registered Park and Garden (RPG) and Warwick Conservation Area through its historic association with the Earl of Warwick's estate, linked to Park Farm and forming an element of their setting. Although there is no visual relationship between the Site and the RPG or Conservation Area due to a dense, historic tree belt that severs sightlines, the Site nonetheless plays a role in the heritage context and character of these assets. The proposed residential development will be low-lying and unobtrusive, and the changes to the setting will be limited in scale and impact. In addition, the northern part of the site has been kept free from development.



## Highways

Given the scale and location of the development, we acknowledge that there may be concerns from local residents and communities regarding the impact on the surrounding area and highway network. A Transport Assessment and Framework Travel Plan will accompany the outline planning application, focussing specifically on the local road network's capacity to cope with the proposed development taking into account the impact of recent housing developments, and will consider any necessary mitigation. Discussions are ongoing with Warwickshire County Council and National Highways.

There are a number of committed improvement schemes to be provided along the adjacent highway network to include dualling of the M40 spur, Europa Way Corridor and local junction improvements. If found necessary, there is potential for the development to fund or contribute towards various offsite measures to meet the requirements of planning tests and following modelling of impacts to ensure the site is accessible by all modes and does not have an unacceptable impact on the surrounding networks. This could include localised improvements and proportional contributions towards wider active travel improvements.

## Other

An Environmental Impact Assessment (EIA) of the development proposals will be undertaken and an Environmental Statement will also be prepared to accompany the application. Other technical considerations that will be addressed in the material accompanying the outline planning application will include:

- Archaeology
- Air Quality
- Climate Change
- Energy and Utilities
- Ground Conditions and Contamination
- Noise



# HIGH QUALITY DESIGN AND SCHEME BENEFITS

8

The planning application will be submitted in 'Outline' in order to establish the principle of residential development at the site - allowing Bryer Estates to gain approval for the general concept before committing to detailed plans. If approved, specific details such as appearance, layout, scale and landscaping are then confirmed through a subsequent reserved matters application.

Whilst the proposals will not include details for the appearance of the houses themselves, the application will include precedent images of the sort of character being proposed, to ensure the development responds to the local character of the wider area and the site itself. The images below illustrate the type of homes and new public open spaces that could be built.

It is considered that the development of Park Farm can provide the following benefits:

- Creation of a choice of new housing, ranging in size from 1 bedroom to 4 bedroom homes;
- The on-site provision of affordable homes. Planning policy requires 40% of the housing (i.e. up to 300 homes) to be affordable;
- Construction of a well-designed, high-quality and energy efficient sustainable new homes. The Warwick District Council Net Zero Carbon Development Plan Document (2024) aims to ensure all new developments should be net zero carbon in operation. It is an expectation of the Council for developments to exclude gas boilers, meaning each house is to be equipped with an air source heat pump;
- Provision of new green infrastructure and habitat in order to achieve a 10% net gain in biodiversity which will be required to be maintained for the lifetime of the development;
- Provision of new public open space for recreation, including parks and gardens, natural areas and urban woodland, amenity greenspace, allotments, children's play areas and new recreational routes for walking and cycling;
- Enhancement of the viability of local businesses within the area by reason of an increased local resident population;
- Creation of construction jobs and training opportunities during the construction of the development; and
- Potential S106 (planning obligation) contributions to local infrastructure such as schools and healthcare and active travel initiatives.



Concept Plan



## PARK FARM WARWICK



# WHAT HAPPENS NEXT

9

We welcome your views on the proposals and would be grateful if you would provide feedback online via our website [www.framptons-planning.com/projectsandconsultations](http://www.framptons-planning.com/projectsandconsultations) or by email at [enquiries@framptons-planning.com](mailto:enquiries@framptons-planning.com). Alternatively, if you would prefer to submit your comments by post, please send your completed form to:

**Frampton Town Planning Ltd**  
**42 North Bar**  
**Banbury**  
**Oxfordshire**  
**OX16 0TH**

The deadline for submitting comments is midday on Monday 20th October 2025

In finalising the planning application, we will have regard to the comments expressed by members of the public submitted through this virtual consultation exercise and will look to incorporate those comments in the scheme design where possible. We will provide Warwick District Council with a report that sets out the range of comments expressed at this exhibition.

It is intended that the outline planning application will be submitted to Warwick District Council in Autumn 2025.

**Thank you for viewing the virtual consultation material.**  
**We hope it has been of interest to you.**

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# PARK FARM WARWICK