

Land at Ashby Road, Ibstock

January 2009

On behalf of Bellway Homes



Ibstock- A Sustainable Rural Town

- A good range of shopping, schools, leisure and health facilities;
- Easy access to job opportunities in Coalville and Bardon Industrial Estate;
- Regular bus services to Coalville.



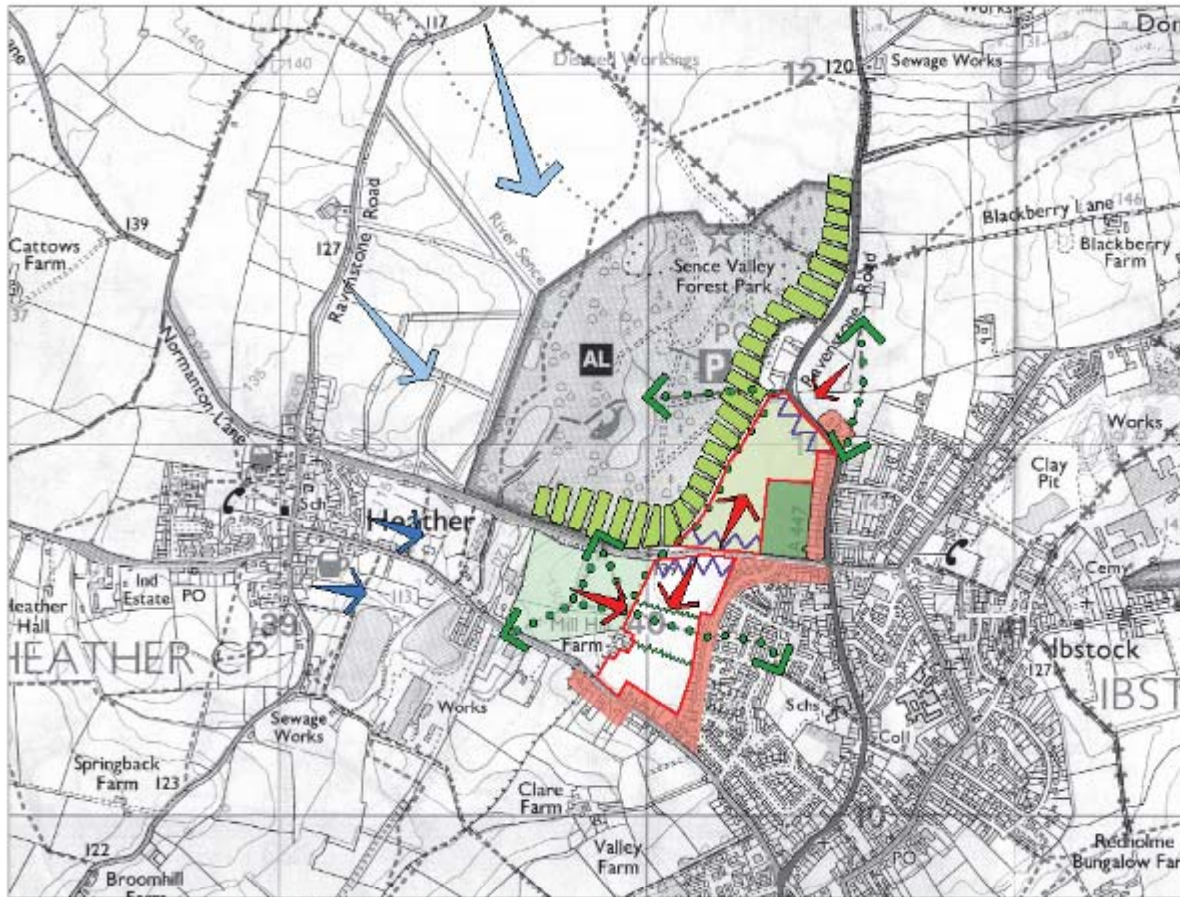
Land North and South of Ashby Road

- 16 hectares of land:
 - 7.2 hectares north of Ashby Road;
 - 8.3 hectares south of Ashby Road;
- Site is well related to existing built up area of Ibstock;
- Sence Valley Park to the north-west.

Opportunities:

- Enhanced settlement edge with consolidated National Forest planting;
- Existing playing field retained;
- New housing to help support existing services and facilities;
- junction improvements if required to support the development.

Constraints and Opportunities



- KEY**
- Site boundary
- Landscape & Visual Constraints**
- Open views to site
 - Elevated mid distance views to block
 - Residential frontage presents hard urban edge to settlement
 - Internal hedgerow network
 - Existing public rights of way crossing the site
- Landscape & Visual Opportunities**
- Existing significant landscape buffer
 - Distant views to north & west softened and filtered by landform & vegetation
 - Site visually contained by a combination of vegetation, landform & existing residential areas
 - Active frontages to surrounding highway network
 - Existing sports pitches with associated changing facilities
 - Existing links to surrounding landscape
 - Planting at Mill Hill Wood will enhance existing landscape buffer



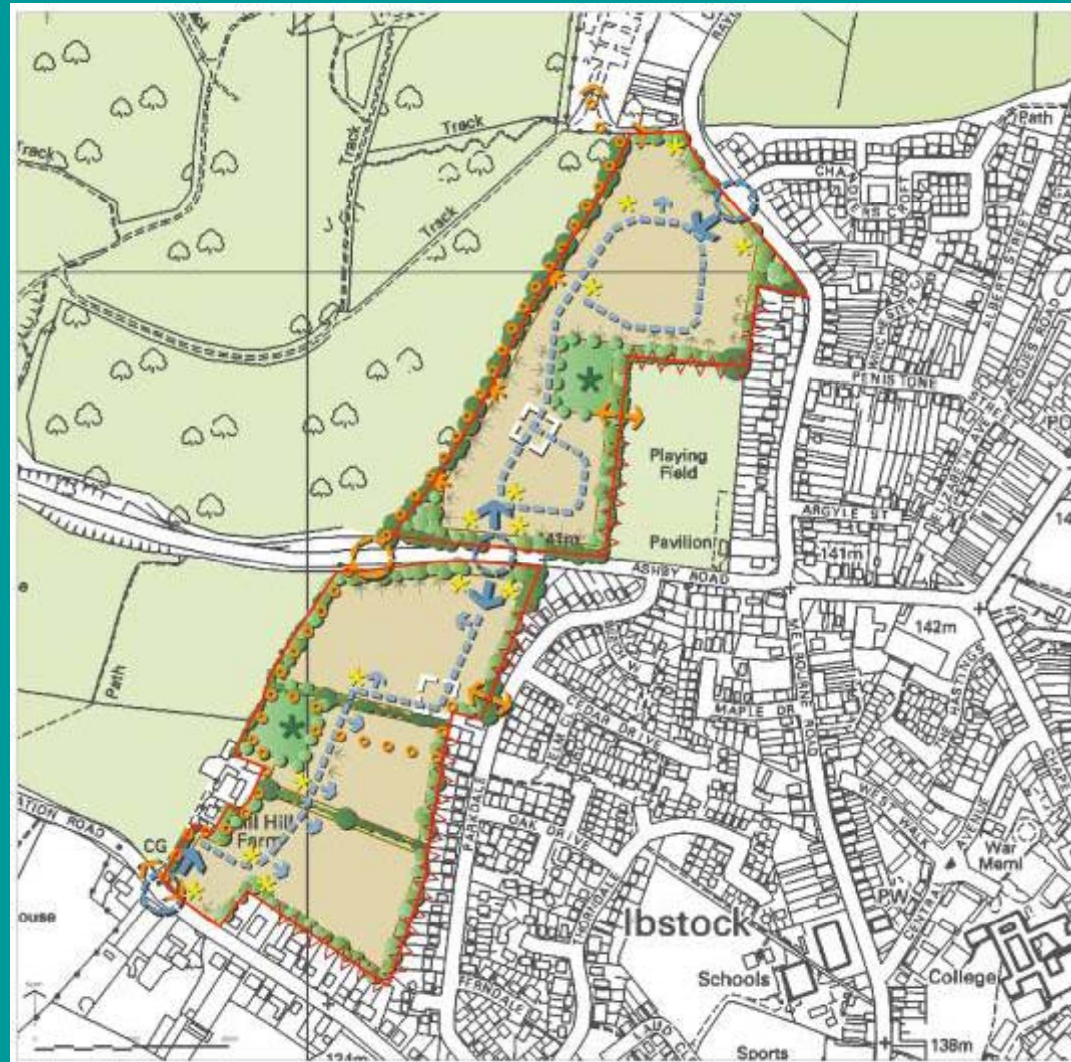
T 0121 308 6670 | F 0121 303 2215 | www.ppg-uk.co.uk
 © Pegasus Planning Group by © Crown copyright. All rights reserved. Ordnance Survey Copyright Licence number: 100043031. Please do not reuse without permission.
 Pegasus Planning Group is a registered company in England. Registered in England. Registered office: Pegasus House, 100, High Street, London, E14 4JF.



The Proposals

- A flexible and sustainable option for growth:
 - A high quality, sustainable development;
 - Up to 500 homes including affordable housing to meet local needs;
 - Consolidated National Forest planting;
 - A new landscaped settlement edge, limiting the impact of development on the wider landscape;
 - Playing field retained;
 - An unconstrained site with developer committed to early delivery.

Concept Plan



Summary

- The proposals provide a sustainable option for growth and will bring benefits to Ibstock by:
 - Providing additional homes to meet local needs and support existing services and facilities;
 - Establishing a strong landscaped edge to the town;
 - Consolidating National Forest planting;
 - Improving existing junctions if required.

Questions