



# North West Leicestershire LDF Core Strategy

Land Between Burton Road and New Street, Measham

Ivanhoe Community College, Wednesday 28 January 2009

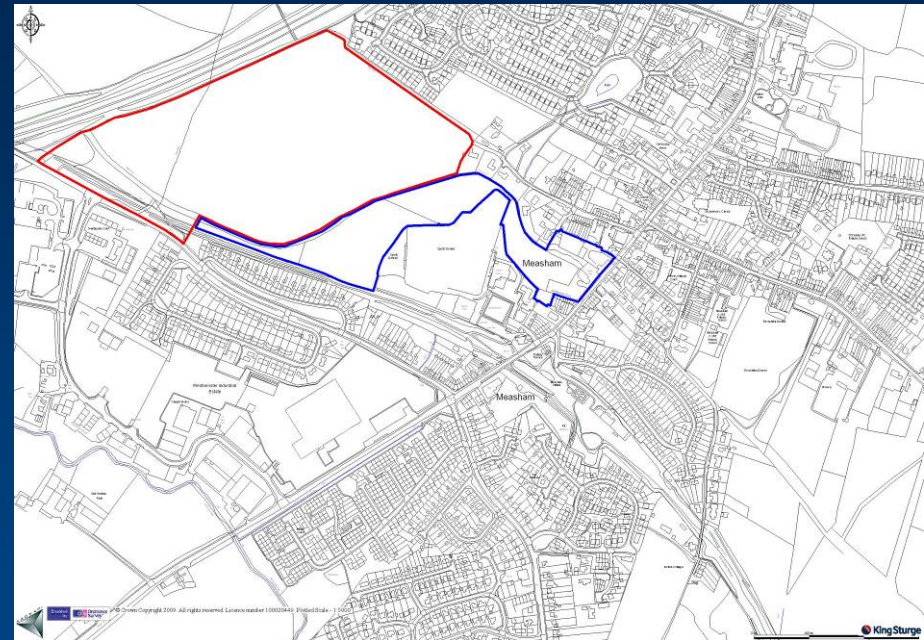
Elle Cass – Planning Partner, King Sturge LLP

Tim Farley – Senior Planner, King Sturge LLP

Ben Hooton – Planning Director, Turley Associates

# Introduction

We represent interests in land at Measham, indicated red and blue on the attached plan. We are promoting land edged red for residential development through the Local Development Framework process. This is the focus of our presentation tonight.



# Presentation Content

The presentation will cover the following areas:-

- Key facts about the settlement of Measham, including aspirations for future service and facility provision
- Growth options and our preferred Core Strategy approach based on balanced growth
- Review of site location & character, technical deliverability based on baseline investigations & sustainability criteria
- Review of proposals and their linkage with the Canal Restoration Project

# The Settlement of Measham

- Population in excess of 5,000 residents
- In excess of 2,000 homes; circa 400 of which were built to the northeast of the site (approved 1994)
- Good access to the A42 and East Midlands Airport
- Range of local services, facilities and employment opportunities
- Tourist potential due to proximity to various sites of regional interest
- The first rural housing renewal area in the country (1992)
- Designated the first model village in the National Forest
- Identified as one of the Rural Centres where housing growth will be appropriate, albeit that the level of this growth is yet to be confirmed

# Services and Facilities

The following services and other objectives have been identified by the Parish Council as being important to the future amenity of the settlement:-

- A Bank
- A Swimming Pool
- Restoration of the Canal
- Family orientated eating out establishment
- Regular bus service to Birmingham/Nottingham
- Installation of CCTV
- A Police presence
- Daily litter removal

# Growth Options

The Council's issues and Options document sets out 4 possible strategies for growth, a very brief analysis of these would be:-

- Measham represents 7.5% of NWL population living in the settlements identified for growth
- Council has set out 4 spatial options for growth. As a % of the overall housing growth of the District, for Measham these options would amount to:
  - Option 1 – 0.45% (50)
  - Option 2 – 0.68% (75)
  - Option 3 – 7.2% (800)
  - Option 4 – 3.6% (400)
- Measham's economy suffered significantly when British Coal closed their local operations. Recovery has been slow, particular growth came with the New Street development of the late 1990's

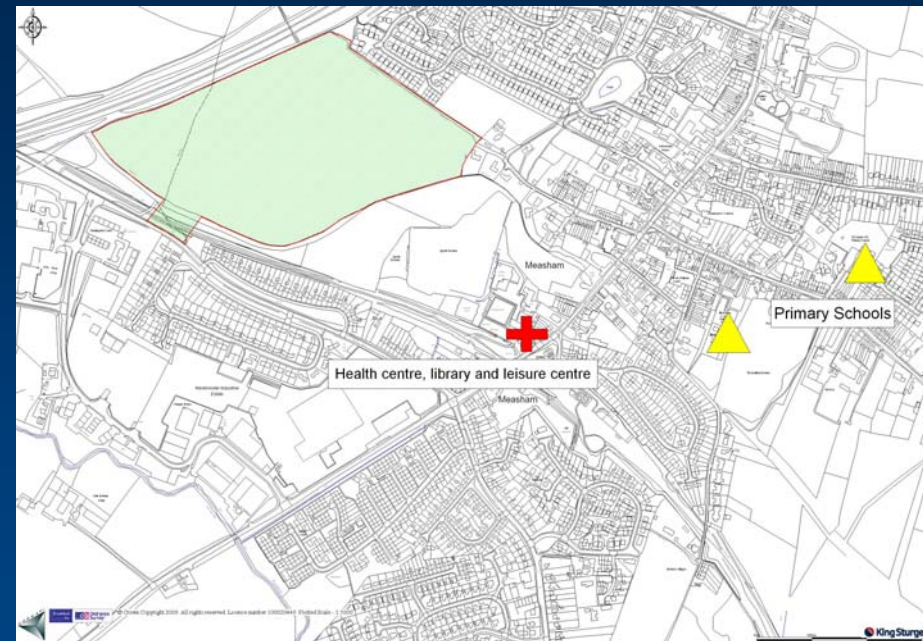
# Preferred Option

- Implementing Option 3, which is the option we are supporting, would give rise to balanced residential growth of Measham, to enhance or at least maintain sustainability
- Implementing Option 1, 2 or to an extent 4, would impede the future sustainability of the settlement and would lead to a relative decline, compared to the main settlements of Ashby and Coalville, impacting on viability of existing public services
- Balanced growth offered by Option 3 would increase custom for the High Street and public services, such as public transport, which in turn should stimulate improvements to services and facilities

# Site Location and Character

The site that we are promoting through the Local Development Framework:-

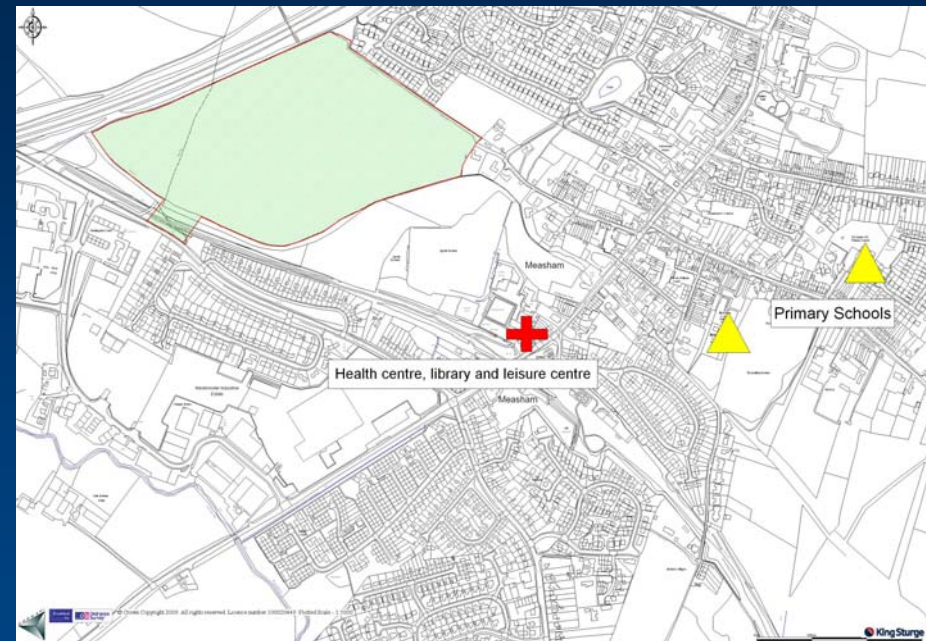
- Lies within easy walking distance to the west of Measham High Street, between the A42 and land identified for the Ashby Canal Restoration Project
- Comprises approximately 40 acres of low grade pasture land, isolated from the wider rural area
- It is roughly diamond shaped and slopes generally to a high point towards the northern corner



# Site Location and Character

It is bounded to the:-

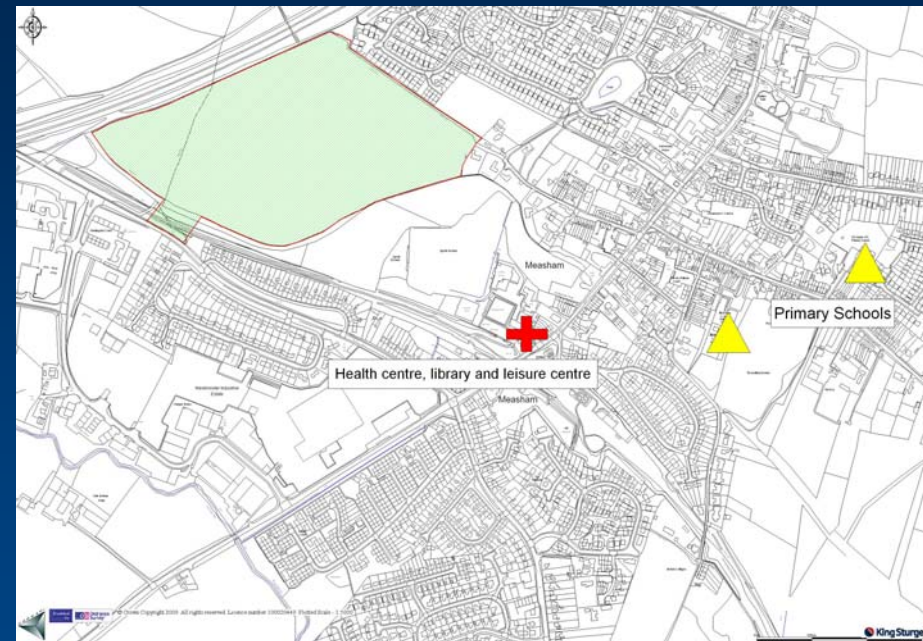
- Northeast by dwellings on Rosebank View & Orchard Way
- East by dwellings on Chapel St & further smaller areas of pasture land
- South by the leisure centre, sports fields, open land & Burton Rd
- Northwest by the A42 trunk road, which is in a cutting at this point



# Site Location and Character

Points of interest adjacent to and within the site include:-

- The dismantled railway parallel to Burton Road which is now a public footpath and 'nature trail'
- The footbridge over the A42 which links a number of footpaths across and around the site to other Villages to the northwest
- The Southern boundary of the site follows the route of the former Ashby Canal, which is due to be re-instated to include a branch from the southern corner of the site leading to Measham, where a canal basin mixed-use regeneration scheme is proposed



# Baseline Investigations

In order to demonstrate the sites appropriateness for release for housing a number of initial baseline technical investigations have been carried out.

- **Acoustic Assessment** - simple mitigation measures can negate any impact from road noise emanating from the A42
- **Ecological Appraisal** - National Forest tree planting & provision of public open space would lead to net gains in ecological terms
- **Transport Statement** – demonstrated that suitable access can be gained via Burton Road and that the site is highly accessible and sustainable
- **Flood Risk Assessment** – showed that the site would not be at risk from flooding and that a suitable drainage scheme could be provided without negatively impacting upon the existing system

# Sustainability Credentials

Measham is a sustainable location, with a range of facilities, amenities & good access to employment. In recent years Measham has been identified by NWLDC as a growth area, due to its various assets, which include:-

- Access to health facilities
- Two Schools for primary and infant
- Library
- Post Office
- Community sports centre and informal protected recreation space
- Public houses
- Large industrial and commercial area
- High Street shopping, including convenience and comparison
- Regular Bus services to Burton, Ashby, Nuneaton and Coalville
- Good access to the national motorway network

# Proposals

To date we have not developed a detailed master plan but have concentrated on demonstrating that the site is technically deliverable and sustainably located.

It is however envisaged that the site could accommodate the following:-

- Several hundred residential units
- An appropriate proportion of affordable housing
- National Forest tree planting
- Landscaped bund adjacent to the A42
- Enhanced areas for nature conservation
- Landscaped footpaths/nature trails
- Public access/frontage to the reinstated Ashby Canal
- Pedestrian access into the proposed mixed use development which will centre around the new canal basin and provide accesses into the wider High Street

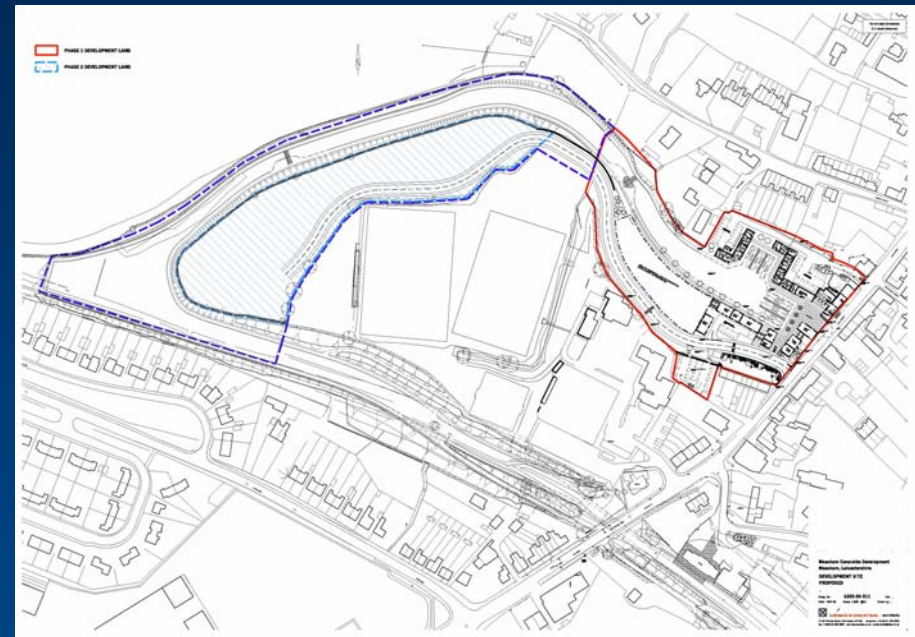
Growth would also lead to developer contributions, benefiting the wider Town.

# Canal Restoration Project

Our Clients are also helping to deliver the Canal restoration Project.

The Canal Restoration is not dependent on the release of the 40 acre site, but will benefit from the development.

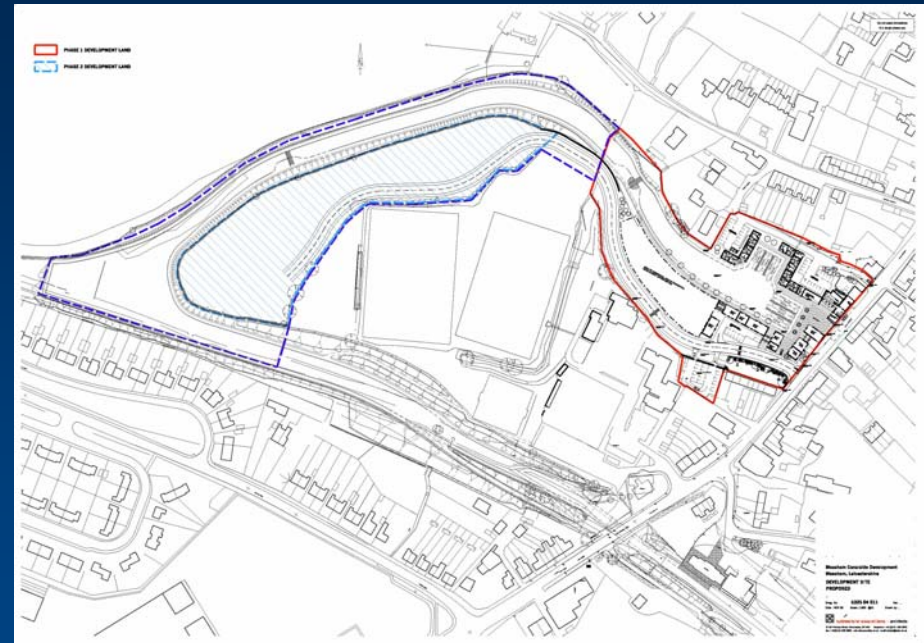
The residential development will help to support the Canal Basin project by providing a larger catchment population for the enhanced service offer which it will deliver.



# Canal Restoration Project

The Canal Project will be likely to deliver:-

- Temporary tourist moorings
- Residential development
- Pub/bistro facilities
- Canal focussed retailing
- Complementary retailing to the High Street
- Potential tourist accommodation
- Office and start-up business uses



# Conclusions

The site is therefore considered to represent a logical rounding off to the built up area of Measham:-

- It is contained and would not lead to pressure to release further land
- The site would be well linked to the High Street, shopping and public transport facilities, particularly when the canal basin development is complete
- It will assist in increasing affordability by increasing supply
- It is sustainably located for residential development
- Measham is allocated as a growth area because of these recognised assets
- Supporting Option 3 would enable balanced growth of Measham and the other rural settlements, safeguarding their future sustainability



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