

WELCOME

INTRODUCTION

Welcome to this public exhibition to view emerging proposals for a new residential development on land off Whitford Road, Bromsgrove.

The proposals are for:-

- Up to 490 new homes ;
- A mix of homes for first time buyers through to new family housing ;
- 40% Affordable housing ;
- Two new vehicular access off Whitford Road ;
- Provision of new public open space ;
- Footpath and cycle links through the site, connecting with the existing footpath and public right of way network ;
- Sustainable urban drainage systems ;
- Local retail shop(s) ;

The site is located to the west of Bromsgrove between Whitford Road and the M5 Motorway , and is seen as a sustainable housing development to the west of the existing settlement.

The site is currently used for grazing live stock.

PURPOSE OF THE EXHIBITION

This exhibition sets out the key areas of background work that have influenced the development proposals and explains the emerging scheme design.

The exhibition seeks your views of the development proposals, and we will consider all comments made and collected from this consultation.

The application will be in 'outline' form and therefore at this stage seeks only to establish the principle of development.

The design will be progressed in more detail with Bromsgrove District Council following the grant of Outline Planning Consent.



SITE LOCATION WITHIN WORCESTERSHIRE



SITE LOCATION WITHIN BROMSGROVE DISTRICT

PLANNING POLICY CONTEXT

The Bromsgrove District Local Plan (adopted 2004) comprises part of the Statutory Development Plan and designates the site as an Area of Development Restraint (“ADR”). The Bromsgrove District Local Plan had an end date of 31st March 2001, over 10 years ago.

The Bromsgrove District Local Plan is now time expired, is significantly out of date and not consistent with up to date national planning policy contained within the National Planning Policy Framework published by the Department for Communities and Local Government in March 2012. As such housing land supply and strategic housing requirements now relate to a new plan period up to 2026.

In January 2011 Bromsgrove District Council published the ‘Draft Core Strategy 2’ – intended to replace the Bromsgrove District Local Plan. The Draft Core Strategy 2 now seeks to release the ADR sites at Bromsgrove, including the land at Whitford Road (referred to as ‘BROM3’) for new housing development as set out at Core Policy 4A) ‘Bromsgrove Town Expansion Sites Policy’. Core Policy 4A) states: -

“The mixed use urban extension is proposed across 3 sites that will create a sustainable and balanced community that integrates into the existing residential areas of Bromsgrove. The development will fully address the social, economic and environmental facets of sustainable development and will consist of a minimum of 1850 dwellings, 5 hectares of employment land, local centre(s) and retail and community facilities.”

BROM3 [Land off Whitford Road] will include a minimum of 470 dwellings and associated community infrastructure that should include public open space, a park with play facilities and a local retail unit.”

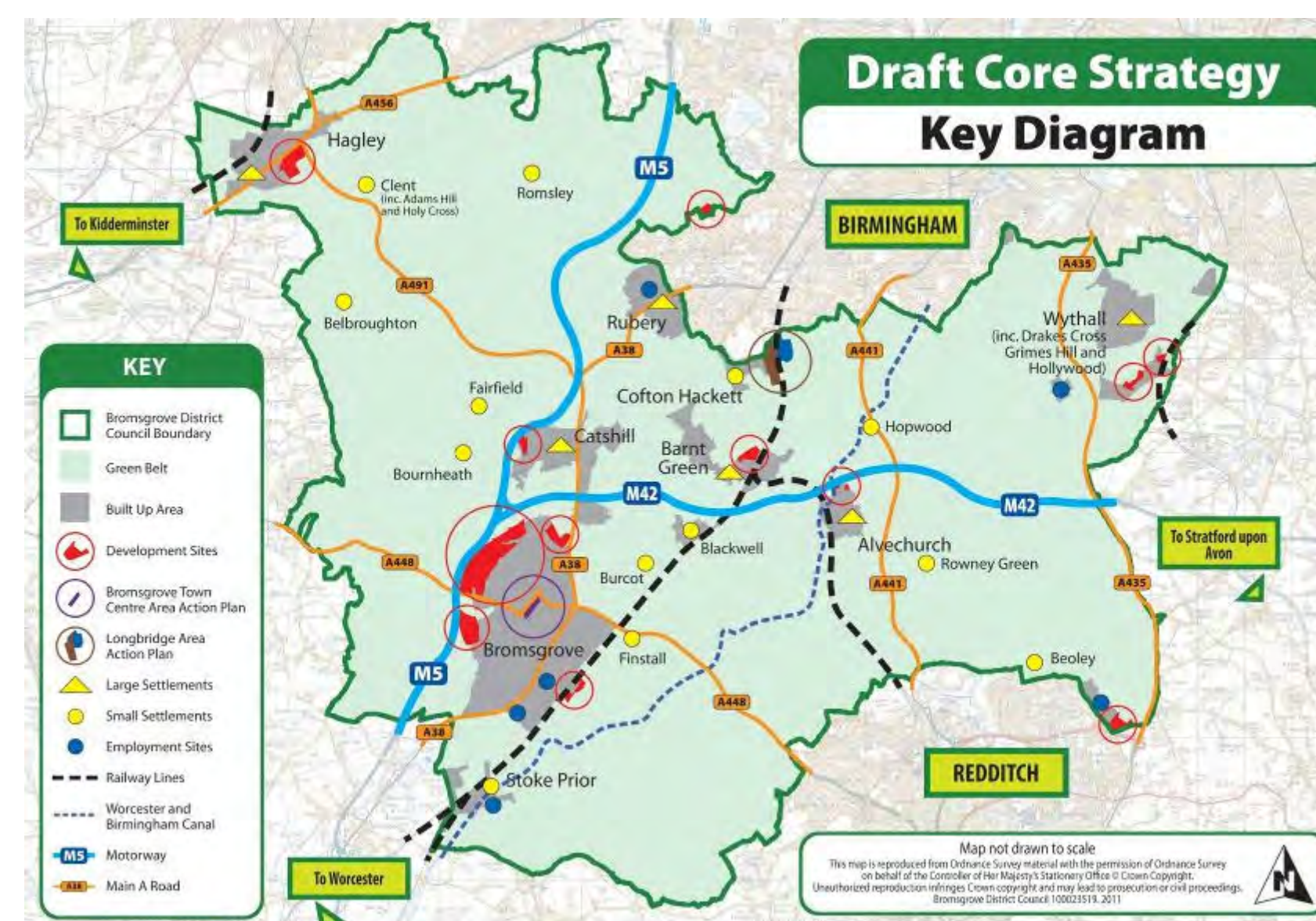
A highly relevant consideration which has led to the preparation of this application at this time is the National Planning Policy Framework published March 2012 – to boost significantly the supply of housing. Paragraph 47 states: -

“Local planning authorities should... ..Identify and update annually a supply of specific deliverable sites sufficient to provide five-years worth of housing against their housing requirements...”

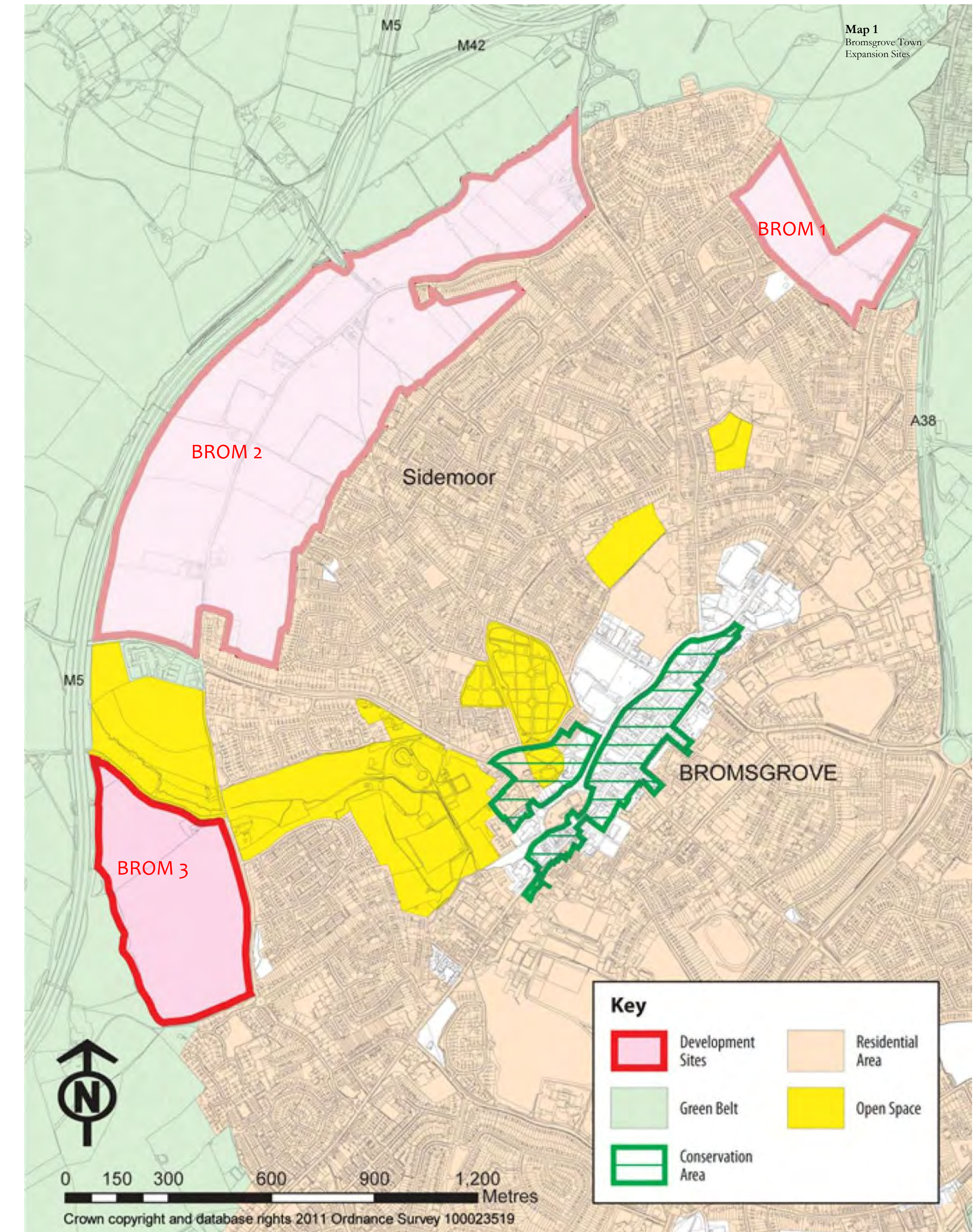
Where a Local Planning Authority cannot demonstrate a five-year supply of deliverable housing, the advice contained at paragraphs 14 and 49 is for housing applications to be considered in the context of the presumption in favour of sustainable development and planning permission granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits.

Bromsgrove District Council has been unable to demonstrate a deliverable five-year supply of housing land in recent years. In a recent planning appeal decision dated February 2012, relating to an ADR site at St. Godwalds Road, Bromsgrove. Bromsgrove District Council conceded that the supply of deliverable housing land amounted to only 1.5 years. The Planning Inspector, appointed on behalf of the Secretary of State considered this to be ‘a very serious deficit’ (paragraph 9).

In this context, it is consider imperative that deliverable land for housing is release by the planning process. There is considered to be a very clear need for this land to be release now in order to contribute to housing delivery.



KEY DIAGRAM FROM BROMSGROVE DISTRICT COUNCIL DRAFT CORE STRATEGY



CONTEXTUAL PLAN FROM BROMSGROVE DISTRICT COUNCIL DRAFT CORE STRATEGY

THE SITE

BROMSGROVE 3 (BROM 3)

This exhibition is an introduction to the evolving Master Plan for the proposed development to the west of Bromsgrove known, specifically, as 'BROM 3' within the Bromsgrove District Council Draft Core Strategy.

SETTING

The site is dissected into approximately two thirds and one third by an existing hedgerow running east-west.

The site is bounded on all sides by existing vegetation that is proposed to be retained where-ever possible.

The site is not adjacent to any listed buildings and is remote from the Bromsgrove Conservation Area.



WHITFORD ROAD : BROMSGROVE

CONSTRAINTS

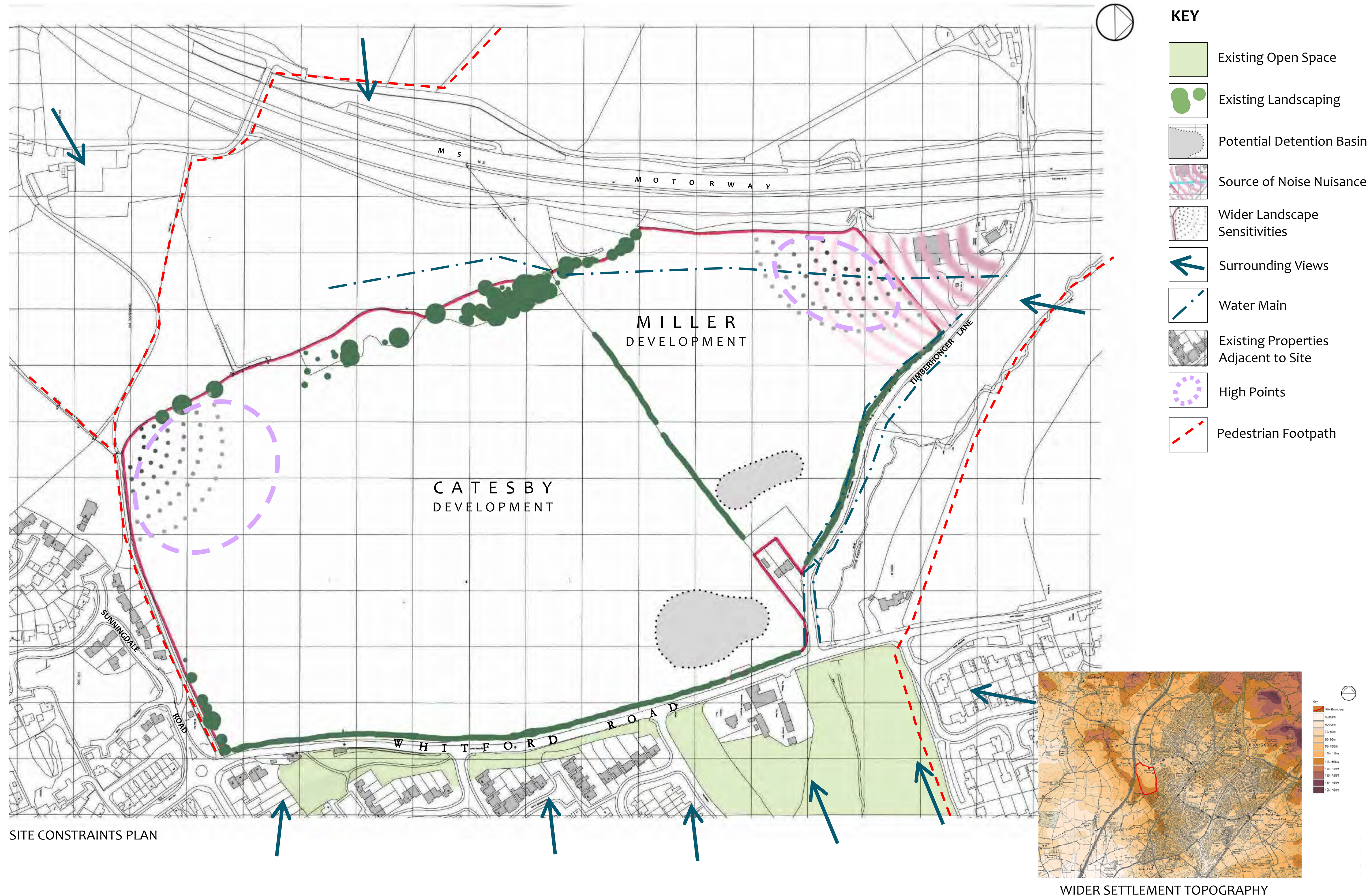
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CONSTRAINTS

The site is subject to various constraints that will influence the form of development.

These constraints are summarised below;

- Primary Site Access Arrangements.
- Desire to retain the existing landscape wherever possible.
- Priorities for building form orientation in relation to external site features and boundary relationships.
- Physical limitations of topography.
- Need to Accommodate Surface Water Drainage.
- Potential noise nuisance from the M5 to the west.
- Potential visual impact of built form located at 'high points' of the site.
- Existing water main and associated easements crossing the site.
- Proximity of existing neighbouring properties.
- Existing adjacent footpath network.



EXISTING SITE TOPOGRAPHY

WIDER SETTLEMENT TOPOGRAPHY

WHITFORD ROAD : BROMSGROVE

OPPORTUNITIES

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OPPORTUNITIES

The constraints of the site present potential development opportunities summarised below;

- The provision of 1, 2, 3, 4 & 5 bedroom new housing development, including affordable housing.
- Potential Local Centre.
- Potential to create safer and more secure environment along Whitford Road.
- Enhanced pedestrian connectivity from east to open space to west.
- Ability of the new development to support existing services and facilities.
- Provision of public open spaces and new landscape features to enhance ecology and biodiversity.
- Retention of existing landscape features and their potential for increasing the landscape amenity of the development and provide a maturity to the built form for existing and future residents.
- Opportunity to enhance the western edge of Bromsgrove, by providing an attractive development frontage along Whitford Road.



PROPOSED RE-MODELLED TOPOGRAPHY



OPPORTUNITIES LAYOUT

OFF-SITE HIGHWAY WORKS

Off-site, the development would facilitate new Traffic Signal control junctions at either end of Whitford Road. The junction improvements are fully in accordance with Worcestershire County Councils long term strategy for Bromsgrove as set out in their Infrastructure Delivery Plan. The benefits of the two junction improvement schemes include :-

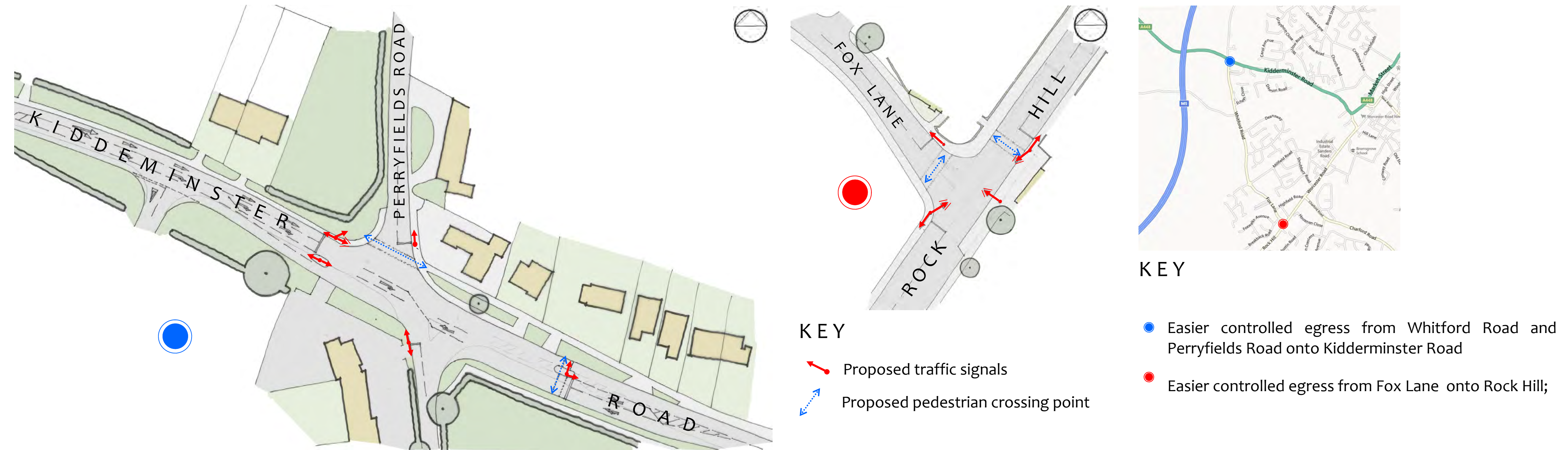
- Easier controlled egress from Whitford Road and Perryfields Road onto Kidderminster Road.
- Easier controlled egress from Fox Lane onto Rock Hill.
- New pedestrian crossing facilities.
- Improved road safety
- Advanced stop lines for cyclists.

Enhancements to public transport would be provided as part of the development, with the 98 bus running an extended hourly timetable in the morning and afternoon, and at a half hourly frequency at peak times. The route of this service would also be extended to serve the railway station.

ON-SITE HIGHWAY FRAMEWORK

On-site, the internal road layout would be designed to maximise pedestrian/cycle movement and bus service utilisation :

- All new houses would be situated within 250m of a bus stop
- Pedestrian and cycle routes would provide connections to the wider highway network.
- Pedestrian/Cycle routes would be well lit and incorporate shared surfaces that prioritise pedestrian movements and limit vehicle speeds to foster a safe and attractive environment.
- A green corridor would be provided through the centre of the site, linking to Sanders Park enabling easy access by foot or cycle to the town centre



OFFSITE HIGHWAYS WORKS LOCATIONS



PROPOSED ACCESS LOCATIONS

EXISTING LANDSCAPE OVERVIEW

A detailed landscape and visual assessment of the site and the wider context has been carried out. This assessment has informed the design development of the proposals to ensure that the layout responds appropriately to the receiving environment.

The open space of Sanders Park forms an important green corridor, connecting the site with the town centre to the east, providing opportunities for formal and informal recreation. The detailed landscape assessment has identified that there are clear opportunities to provide sensitively designed and integrated recreation facilities within the context of the parkland.

PROPOSED LANDSCAPE FRAMEWORK

The proposed landscape treatment will seek to reinforce and enhance the site boundaries to ensure that an appropriate transition between the proposals and the wider setting is achieved. Internally, a mixture of amenity and native tree, shrub and hedge planting is proposed both within the proposed areas of open space, and within the proposed street-scenes. This planting will provide an attractive setting for the development, enhancing the character of the proposed street-scenes and providing an enhanced sense of place.

OPEN SPACE STRATEGY

The initial detailed landscape assessment identified the need for an appropriate and sensitive approach to the open space strategy. The design approach has been developed to cater for the inclusion of a comprehensive green infrastructure network, allowing for the provision of distinct areas of open space within the development and ensuring that the proposals benefit from a strong association with Sanders Park.

A central linear park is proposed at the heart of the development, linking the proposed green gateway and the wider open space of Sanders Park with a larger area of informal open space that adjoins the western site boundary. Pedestrian links within the linear park will meander through a proposed network of swales, set within informal tree planting and grassland.

Within the linear park, formal opportunities for recreation and play have been incorporated at various stages along the route. A 'trim trail' feature will provide opportunities for play and incorporate natural, visually recessive components. Seating provision is included alongside these recreation zones, providing opportunities for rest, and also fulfilling a passive surveillance role.



Broad Swales contribute to the site's SUDS network and enhance the central open space



Trim trail incorporating natural features create a link through the central open space



Informal footpath network links the green spaces. Large area of grassland provide numerous opportunities for formal and informal recreation



OVERVIEW

The proposed layout had developed around a strong green infrastructure which is emphasised through creation of green spaces and inclusion of comprehensive soft landscaping

Proposed green gateway creates a strong visual and physical link between the proposals and Sanders Park



Western open space provides opportunities for formal and informal recreation and create a buffer between the urban area and wider setting



Central linear park forms the heart of the development, creating a strong green corridor between Sanders Park and the wider setting. Play spaces are included within the park forming focal points.

INITIAL CONCEPT MASTERPLAN



INITIAL CONCEPT MASTERPLAN

WHITFORD ROAD : BROMSGROVE

MASTER PLAN

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FEEDBACK AND NEXT STEPS

SUMMARY

The proposals are for an outline planning application which will establish the main principles of development. A detailed application will be submitted when the outline planning permission is granted. The detailed application will provide more information on: Appearance; Landscaping; Layout; and Scale (the Reserved Matters). As part of the detailed application a comprehensive scheme for the landscaping of the site will be prepared and submitted to the Council for consideration.

THE NEXT STEP

The intention is to submit the outline planning application within the coming weeks. Once submitted, Bromsgrove District Council will announce receipt of the application. Details will be publically available via the Council's website www.bromsgrove.gov.uk. The Local Planning Authority will undertake local consultation at the outline and detailed stages of the planning process.

The planning process is expected to last 16 weeks from the point of submission.

THE APPLICATION

The outline planning application will be accompanied by the following documents and technical reports:

- Site Masterplan
- Design and Access Statement
- Planning Statement
- Statement of Community Involvement
- Environmental Impact Assessment
- An Extended Phase 1 Ecological Assessments
- Flood Risk and Drainage Assessment
- Transport Assessment
- Residential Travel Plan
- Landscape and Visual Assessment
- Noise Assessment
- Air Quality Assessment
- Phase 1 Archaeological Assessment
- Services and Utilities Report
- Waste Management Plan

FEEDBACK

We welcome your views on the proposal and would ask you to complete and return a comments form if you wish to express an opinion on the proposals at this stage.

Thank you for taking the time to attend this public exhibition and should you have any queries. Please do not hesitate to speak with a representative on hand to answer your questions.

WHITFORD ROAD : BROMSGROVE

MASTER PLAN

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