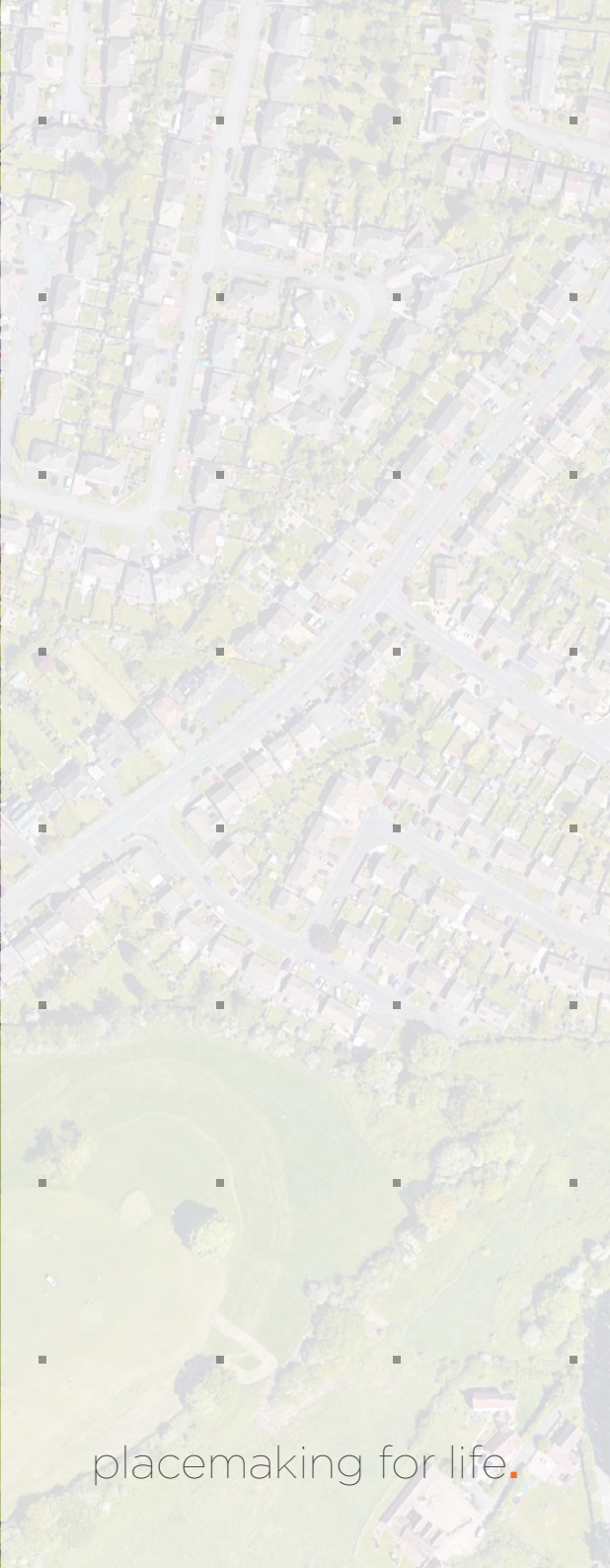
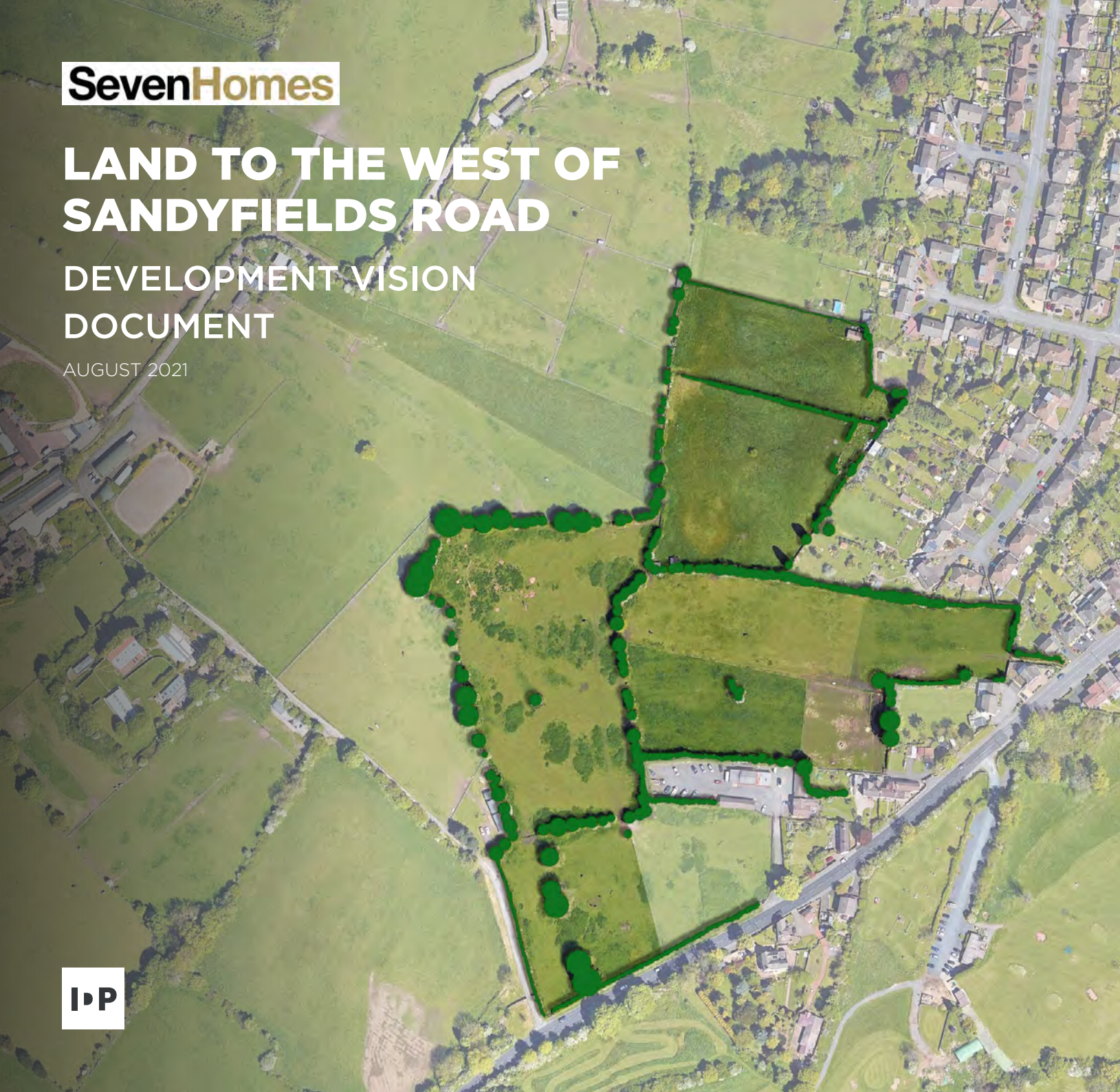




LAND TO THE WEST OF SANDYFIELDS ROAD

DEVELOPMENT VISION DOCUMENT

AUGUST 2021



placemaking for life.

This document has been prepared by IDP Architects and Landscape Architects working in tandem with SevenHomes to design a residential development for the site - Land to the West of Sandyfields Road, Sedgley. The document intends to demonstrate that the site can be released from the Green Belt and contribute towards finding a solution to the current housing shortage.

The following consultant team support SevenHomes in the development of the proposals for the project:

Architecture & Urban
Design:

IDP

Planning Consultants:

**RCA Regeneration
Limited**

Landscape
Architecture:

IDP



Revision	-
Date	AUGUST 2021
Prepared by	SB/KS
Checked by	BDF

Cover Photo: Site Location - IDP

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INTRODUCTION.

“ *This Vision Document has been prepared on behalf of SevenHomes to set out the opportunities for potential development of the Land to the West of Sandyfields Road.* ”



INTRODUCTION

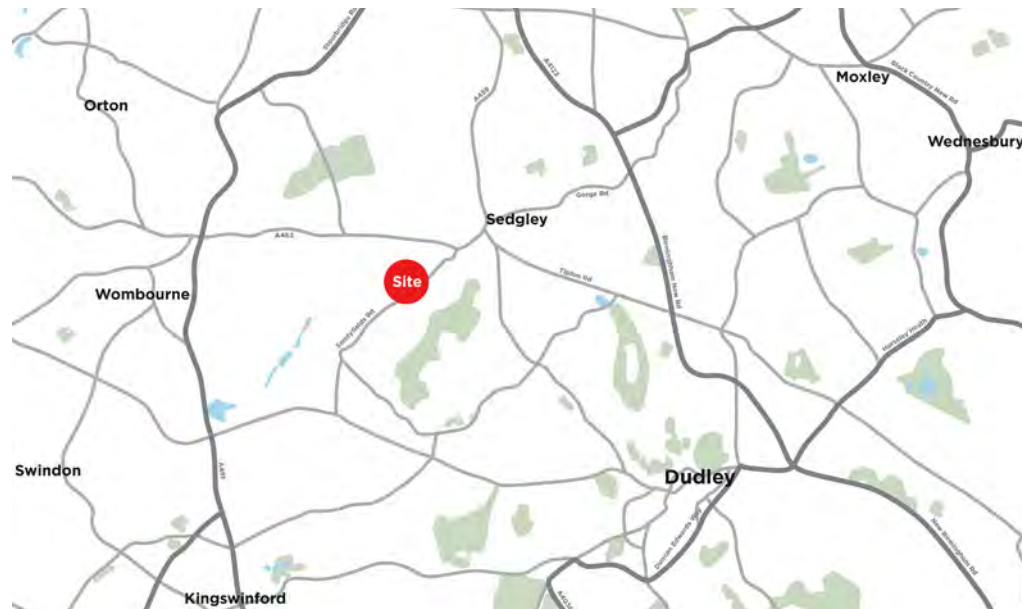
The Site

The proposed development site occupies land to the north-west of Sandyfields Road, in the town of Sedgley, which in turn forms a key town within the wider Dudley Metropolitan Borough.

The site is formed of ten pasture / paddock fields defined by hedgerow field boundaries and is loosely scattered with trees of varying size and maturity.

The site is adjacent to an existing housing development along the full extent of the eastern edge, whilst also abutting Sandyfields Road in the south. To the north/west of the site further farm land occupies the adjacent valley.

The site bridges a highpoint ridge in the existing terrain which progresses from north to south. To the west of the ridge the land falls away into the valley, whilst in the east, the paddocks fall more modestly towards the existing settlement.



Regional Location Plan



Site Boundary

The Vision

To create a sustainable and high quality living environment that compliments and connects with the existing town, fostering a sense of well-being encouraged by the enhancement of existing landscape features.

The design will build upon the existing suburban character, reinforcing the established pattern of buildings and using locally inspired materials to form a development that enhances the town both visually and through community enrichment.

The sensitive design approach will incorporate homes at a modest density, ensuring the pattern of development fits in with the existing town form.

The proposals seeks to form a landscaped neighbourhood, focusing on the creation of a Country Park, knitted into the development through the retention of existing hedgerows and trees to form connective green corridors.

A clear movement hierarchy will focus upon pedestrian and cycle movement, by delivering informal streets and promoting movement into the existing neighbourhood through a pedestrian/cycle only route.

The ethos of the design and development process will centre upon sustainable living principles, promoting healthy lifestyle choices and bringing people come together.



“ To create a carefully designed place that compliments the existing settlement and sits sensitively within the existing. ”

SEVENHOMES

What We Do

SevenHomes is part of SevenCapital, a diverse property company with a high quality team who boast expertise in the residential market, city conversions, hospitality and commercial real estate. Established in 2017, SevenHomes was created to focus on regional housebuilding creating high quality places to live for modern families and first time buyers.

Why We Do It

At SevenHomes we believe in a happier, healthier society based on values of sustainability, diversity and social cohesion. Our mission is to build homes that contribute towards the brighter, greener and happier communities of tomorrow, by delivering exceptional homes for all of society's housing needs.

We are proudly part of the SevenCapital Group, which has an unrivalled track record of delivering modern residential homes and mixed-use developments across the UK. As urban regeneration specialists, they are well known for taking complex sites and turning them into developments that breathe life back into the surrounding communities.

Creating diverse and attractive places for people to live, work, and importantly for communities to thrive, is the key driver behind all our homes. As a responsible developer, we are committed to engaging with residents and groups to ensure we give back to the local community, enabling us to understand their needs whilst also informing our planning and design process. Throughout the planning stages, we always seek to consult key local stakeholders to ensure all possible avenues of sustainable design and development are explored.

As a Group, sustainability is the fundamental cornerstone of our development philosophy, which is why we are making considerable commitments to lowering energy and carbon consumption with efficient building design. We pledge to work with local authorities to implement eco-friendly initiatives whilst taking an active role to ensure resources and waste are managed efficiently.

Where viable, we also make sure that materials and labour are sourced locally throughout the construction period, and always maintain a high standard of building certification in accordance with Minimum Energy Efficiency Standards (MEES).

At SevenHomes, we understand that each site has its own unique set of characteristics and challenges. Our highly skilled in-house team assess each opportunity against the latest national and local development guidelines. This highly professional and efficient process has helped the Group deliver more than 6,750 homes over the past 10 years, as we continue to provide the utmost confidence in SevenHomes' ability to deliver.



Seven Homes | Mixed Development Homes



Above: St Georges Townhouses



Above: Interiors of St Georges Townhouse Development, Below: Homes at Oaklands

“Passionate about design, sustainability and quality of construction, SevenHomes has the skills and experience to create the perfect forever home. By combining the latest interior design trends with practical modern day living, we can turn your house into your home.”



APPRECIATING THE CONTEXT.

“ ‘Places’ are dynamic, rich and full of life. We have sought to understand the town of Dudley through study of its physical characteristics, to ensure the new and the existing can work in harmony. ”



APPRECIATING THE CONTEXT

Introduction

The site crosses the administrative boundaries of two local authorities: South Staffordshire District Council (DC) and Dudley Metropolitan Borough Council (MBC). The access road and access junction fall within Dudley MBC and the remainder of the site falls within South Staffordshire DC.

We have considered the site-specific policy constraints which are limited, but include

- The presence of ecological constraints on the edge of the site and Baggeridge Country Park, which is a designated Local Nature Reserve to the west.
- Some locally listed buildings fronting Sandyfields Road, reflecting the sporadic development of modest workers cottages associated with the more industrial neighbouring Dudley Borough.
- Beyond this is Himley Hall, a Grade II Registered Park and Garden, is located approximately 400m to the south-west of the site. Himley Hall itself is a Grade II* Listed Building and is located approximately 1.5km to the south-west of the site.

The subject site falls entirely within the West Midlands Green Belt and would require removal through the development plan process.

To that end, we are aware of the stages that each authority has reached in the reviews of their development plans and have summarised below.

Planning Policy

Both the emerging South Staffordshire Local Plan and emerging Black Country Plan specifically deal with 'indigenous' housing growth needs as well as the housing growth that is set out in the Greater Birmingham Housing Market Area Strategic Growth Study (February 2018), of which Dudley Borough and South Staffordshire form part.

There remains significant further unmet need in the Black Country, as well as Birmingham.

It is likely that South Staffordshire will accommodate around 4,000 dwellings, counted as unmet need from outside of its administrative area, coupled with (as yet unknown) additional housing growth emanating from the revisions to the Planning White Paper (and standard methodology) which is likely to be more focussed on urban areas.

Additionally, according to the Black Country and South Staffordshire Strategic Housing Market Assessment (SHMA), in order to meet the Black Country Authorities' housing needs, approximately 3,824 new dwellings will need to be constructed per annum (taking account of SNHS adjustment) in order to meet local housing needs.

Both the Black Country Authorities and South Staffordshire have, over time, aligned their plan preparation timetables. South Staffordshire's Local Plan programme anticipates the preferred options consultation to take place between July and September 2021, with the publication version available for consultation in July and August 2022 with submission to the Secretary of State in December 2022. A copy of the consultation timetable is set out below:

Appendix 2 - Local Plan Programme

2018					2019												2020					2021													
J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J

2021 Cont.					2022												2023																	
J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					

	Issues and Options Consultation
	Spatial Housing Strategy & Infrastructure Delivery Consultation
	Preferred Options Consultation
	Publication of DPD
	Submission of DPD
	Examination (estimation)
	Adoption of DPD (estimation)

In terms of the Black Country Plan's revised timetable, they currently anticipate consultation on the Draft Plan (Regulation 18 consultation) in August and September 2021 with consultation on the pre-submission draft plan in August and September 2022 with submission to the Secretary of State in March 2023.

A copy of the timetable is set out in the table below.

We have taken into account a number of evidence base documents in the preparation of this Vision Document. These include the Strategic Flood Risk Assessment, Green Belt Assessment and Landscape Sensitivity Assessment, Site Assessment Methodology Summary, Utilities Capacity Study, Ecological Study and the Black Country Urban Capacity Study Update. Below details how these assessments reinforce the potential for this site to be released from the Green Belt, having regard to its overall sustainability.

Strategic Flood Risk Assessment

It can be clearly seen from the Dudley Flood Map, as part of the Black Country Strategic Flood Risk Assessment (SFRA), which has been carried out in accordance with the PPS 25 'Development and Flood Risk' guidance, that the subject site does not form part of a 'low', 'medium' or 'high' flood risk zone. Therefore, there are no flood-related reasons why the site should not be released from the Green Belt.

Landscape Sensitivity Assessment

In the Black Country Landscape Sensitivity Assessment, which is a strategic-level study that considers the landscape and visual sensitivity of specific areas around Dudley and the Black Country, figure 3.3 highlights the subject site in the landscape area SL16. It outlines the site as currently part of the Greenbelt but not as a 'potential SINC addition' (Site of Importance for Nature Conservation) or as an 'Absolute

Constraint'. From this, there appears no landscape reason why the site should remain in the Green Belt.

Utilities Capacity Study

The Utilities Infrastructure Capacity Study prepared by Peter Brett outlines the Black Country Authorities' capacity of existing electricity, gas and telecommunications infrastructure to support future housing and employment grown within the new plan period. With the move away from gas and an increase in electricity requirements for both heating and powering cars, it concludes that, overall, the Black Country electricity network has spare capacity and that, both Western Power Distribution (WPD) and Cadent, the electricity and gas providers (respectively) within the region, would deliver the required infrastructure to support growth as part of their future asset plants. There is therefore utilities capacity and additional capacity could be delivered to support large scale growth.

Black Country Urban Capacity Study Update

The Black Country Urban Capacity Review Update (May 2021) has found that the gap between supply and need over the new Black Country Plan period up to 2039 has growth to 36,819 homes, an increase of around 10,000 homes since 2019. The release of the site from the Greenbelt would, in light of other supporting evidence, assist

the council in meeting this growing delivery requirement for homes.

It is acknowledged that in order to realise the planned growth strategy of the Black Country authorities and South Staffordshire that land will be required to be released from the Green Belt.

Green Belt Assessment

Two Green Belt Reviews have been published for the Black Country and South Staffordshire, both undertaken by LUC and undertaken in parallel to the same methodology.

The South Staffordshire Green Belt Study (SSGBS) was published as a two-stage review in July 2019 to inform the Spatial Housing Strategy and Infrastructure Delivery Consultation – which represented the second stage of the Local Plan Review. For the Black Country, the Green Belt Study (BCGBS) (also a two-stage review) was published in September 2019, a little after the South Staffs report. It provides a detailed picture of individual areas of Green Belt as part of the evidence needed to support the emerging Black Country Plan.

Planned Stage	Date
Consultation on Draft Plan (Reg. 18)	August - September 2021
Consultation on the Draft Pre-submission Plan (Reg. 19)	August - September 2022
Submission of Plan to Secretary of State for Examination	March 2023
Examination in Public	April 2023 - March 2024
Adoption	April 2024

The timetable for the Black Country Plan (formerly the Black Country Core Strategy) was revised in July 2020.

APPRECIATING THE CONTEXT

In both cases, the studies provide the following evidence:

- It rates areas within the Green Belt as to how they contribute to the five nationally defined purposes of Green Belt.
- It excludes areas of Green Belt which have significant planning constraints on them from further assessment (i.e. land at a high risk of flooding or Sites of Importance for Nature Conservation).
- It rates the remaining areas of Green Belt against the harm which would be caused by their removal from the Green Belt to the integrity of the remaining Green Belt.
- It assesses how far the landscape character of each of those Green Belt areas (e.g. their landform, historic value and use for recreation) would be sensitive to development.

Both studies do not seek to recommend which areas of land should be removed from the Green Belt; amend the Green Belt boundary; state which part of the Green Belt should be developed; or allocate land for new development.

The Green Belt review outlines impacts on the four key purposes of the Greenbelt:

- **Purpose 1** - Checking Unrestricted Sprawl: Strong Impact
- **Purpose 2** - Preventing Merging Towns: Weak/ No Contribution
- **Purpose 3** - Safeguarding Countryside from Encroachment: Strong
- **Purpose 4** - Preserving setting and special character of historic towns: Weak/ No Contribution

The Green Belt reviews do not address the fifth purpose (assisting in urban regeneration) since it does not relate to a qualitative assessment of existing Green Belt sites.

The two studies conclude on the subject site as follows:

South Staffordshire Green Belt Study (SSGBS)

Here, the subject site forms part of Area S71. We note this is an enormous land parcel running from Gospel End to Wall Heath - clearly there are differences in the performance of smaller elements of this parcel. However, despite its size this parcel is considered as a whole in stage 1 of the SSGBS, and this would include the subject site.

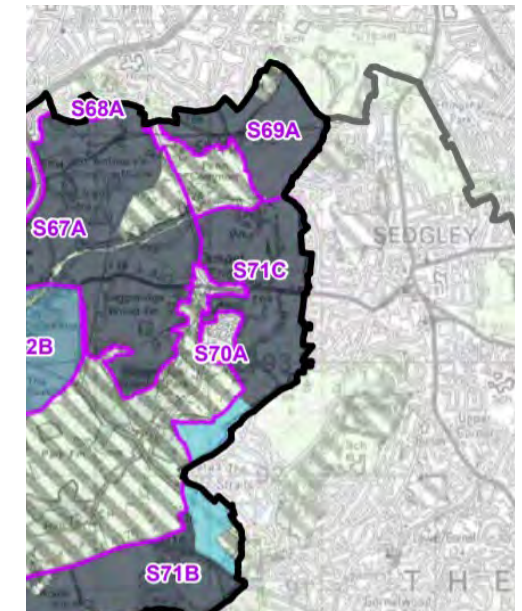
Here, the Green Belt is noted to have a strong impact on the checking of unrestricted urban sprawl (Purpose 1 on the Greenbelt); however the site directly abuts the settlement boundary to the east and forms a natural extension on the settlement westwards, whilst respecting the surrounding sites landscape features such as the Cotwall End Local Nature Reserve. This applies to the land parcels running along the entire boundary with Dudley Borough - every single land parcel sharing a boundary with the Borough performs in the same way.

S71 is noted as having weak impact and provides no contribution to the preventing of settlements merging. The site would not result in settlement coalescence. However, this is not the case for all land parcels on the boundary of the Black Country authorities.

The review notes S71 as having a strong impact on safeguarding countryside and encroachment. It is true that S71 forms a direct buffer between Dudley and somewhat open countryside, however the subject site itself forms a minor part of S71 and is the part that is of most logical extension from the existing settlement. Development of this site would be adjacent to existing residential development and have established access from Gospel End Road to the North and Sandyfields Road to South.

S71's impact on purpose 4 of the Green Belt, the preservation of the special character of historic towns, is noted at weak/ no contribution in the review. The site itself is of no specific historic or landscape interest and the benefits of its release from the Green Belt would significantly outweigh its current use.

The study, at stage 2 subdivides the larger parcel into a smaller sub-set and the subject site falls into S71C (page 85 of the SSGBS). The overall harm rating for S71C (like most parcels abutting the boundary of Dudley Borough) are considered to be 'Very High':



Overall, the SSGBS concludes that S71C makes a Moderate-High or Very High contribution to the purposes of Green Belt and this is shown on the extract below:

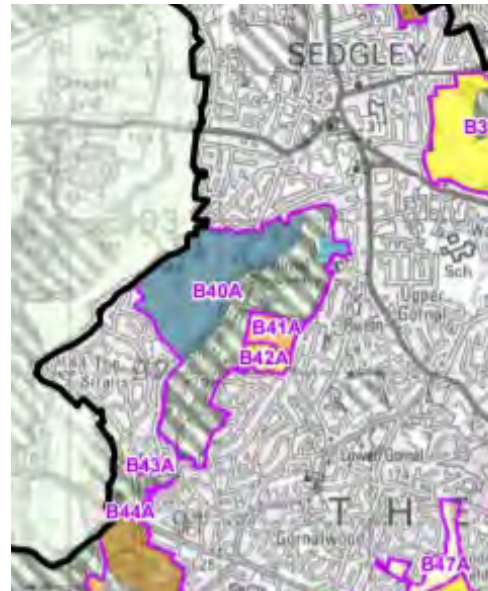
S71As1	112.6	Very High
S71As2	37.2	High
S71Bs1	109.6	Very High
S71Bs2	27.7	Moderate - High
S71Cs1	125.4	Very High
S71Cs2	16.4	Moderate - High

Black Country Green Belt Study (BCGBS)

The BCGBS does not directly assess the subject site as a whole as it falls predominantly into South Staffordshire. The very small area that falls into Dudley Borough is included as land parcel B40 (which largely contains the land to the South of Sandyfields Road, currently in recreational use).

The overall stage 2 harm rating for parcel B40 is shown on the map extract to the right (page 100 of the BCGBS).

This is assessed overall as follows in the table below:



B40As1	Dudley	50.2	High
B40As2	Dudley	2.5	Moderate - High

The findings overall appear to be somewhat myopic, insofar as the assessment does not realistically appear to have been undertaken against a backdrop of the burgeoning housing growth requirements of the Black Country, and the associated need for South Staffordshire to accommodate some of this requirement.

Neither review is therefore 'calibrated' as such, as much of the edge of the urban area is considered to perform well in relation to preventing settlement coalescence. Development to meet the growth needs of the Black Country has to go somewhere: in light of South Staffordshire having its own growth needs to accommodate, this surely points to a release of sustainable sites on the edge of the Black Country Boroughs from the Green Belt.

We note that some land parcels further away from the urban edge perform less well in Green Belt terms but they are clearly far less sustainable and would result in isolated pockets of development in open countryside that would be harmful in landscape and overall sustainability terms - notwithstanding any site-specific constraints they may have.

It is noted that at para 7.10 of the BCGBS, LUC state that:

'...it may be that the most sustainable locations for development will result in very high harm to the Green Belt.'

We would therefore urge a more comprehensive overview of all constraints (and not just Green Belt) to be considered holistically, as we strongly believe that this site represents a good opportunity to release a modest area of Green Belt land in a highly sustainable and unconstrained location - where the benefits would clearly and substantially outweigh any harm.

This Vision Document seeks to provide multiple 'overlays' of the site constraints and opportunities, to demonstrate how it would positively contribute to the growth needs of Dudley, whilst maintaining a clearly defined, robust, permanent and enduring edge to the build form.

APPRECIATING THE CONTEXT

Character Appraisal

The following pages illustrate key urban approaches and architectural features within the town, with examples of established architecture, alongside modern interpretations of traditional styles.

The google aerial view of the development sitting adjacent to the site is an example of mid 20th century development which is very orthogonal in its approach. The building lines are often very regulated and complimented by the use of on plot parking in the form of integral and frontage parking, used to create a 'less' car-dominated streetscene.



The development below displays a fairly conventional high-density settlement pattern akin to Victorian housing, with architectural forms consisting of uniform building lines with on street parking. Later additions of housing punctuate the streetscene with differing building line setbacks to accommodate on plot parking.



The below development illustrates a late 20th century urban approach where all residential roads are served off a central spine road into the development. All tributary roads are cul-de-sacs terminated by a turning head or parking area. The development consists of a varied range of housing typologies (terraced, semi-detached units) which utilise varied parking arrangements.



Facing Materials

Natural stone
Reconstituted stone
White / Cream render
Weatherboarding
Tile-hanging



Roofscape

Hipped and pitched roofs
Gable frontage
Chimneys
Dormers



Openings

Protruded entrance
Contemporary window openings
Bay windows
Dormers
Sash windows



Boundary Treatments

Natural stone wall
Vegetation
Low brick walls
Closeboard fencing with posts



APPRECIATING THE CONTEXT

Landscape and Visual Context

The Site is located approximately 1.5km south west of the village centre of Sedgley which is a suburb 4.8km due south of the larger conurbation of Wolverhampton in the West Midlands.

The Site is formed of an amalgamation of ten small and medium sized, steeply sloping, open and planned, rectilinear, semi-improved grassed fields bounded by fragmented, mature trees and native hedgerows subdivided by agricultural fencing and gates.

The Sites south eastern boundary is clearly defined by Sandyfields Road upon which there are several gated and walled, locally listed residential properties, along with Greenhill Farm and the Shakespeare 4x4 service/sales centre. These buildings share the boundary with a mature and continuous native hedgerow that effectively screens the Site from view along this elevation.

The Site spans the southern side of a narrow and steeply sided valley, the highest point of which is 195m AOD and the lowest 175m AOD. The Sites topography falls quickly from the top of the valley, some 20m south east to north west, over an approximate distance of 330m. The Sites topography is made up by several small to medium scale, semi-improved grassed fields bounded by quite typical and regular but fragmented native, mature hedgerows punctuated by

mature broadleaved trees.

There are currently no dwellings within the boundary and no visible infrastructure or structures to speak of other than the presence of disused livestock shelters, water troughs and agricultural fencing. Current access is private for pedestrians only and via fieldgate from the rear of no. 190 Sandyfield's Road, Greenfield Farm/ Shakespeare 4x4 forecourt.

Key Sensitivities:

- A number of tall, mature broadleaved trees established as sentinels or within the hedged field boundaries are visually prominent locally and of ecological value and therefore sensitive. These should be retained, protected and incorporated as natural assets to the scheme.
- Field boundaries within and on the perimeter of the Site are made up of mature, albeit sometimes fragmented native hedgerows. These are visually prominent locally and of high ecological value and therefore sensitive. These should be retained, protected, enhanced and incorporated as natural assets in the scheme. The hedgerow along Sandyfields Road is of particular importance as it effectively screens the Site from adjacent housing, pedestrians and drivers between the junction of Ruskin Avenue and Dingle

View. Removal to enable access should be kept to a minimum.

- Views exist from surrounding PProW Wombourne 16, Wombourne 8 and Himley Se5 although the first two are from some distance. There are no PProW on or immediately adjacent to the Site. Although sensitive, the distance, intervening landform and features such as mature blocks of plantation woodland reduce this sensitivity. The Sites design should however, be aware of and take account of any visual impact on pedestrians traversing these routes.
- Existing residents living on the western edge of Sedgley, including the locally listed dwellings 108-120 Sandyfields Road, Greenhill Farm and Shakespeare 4x4 as well Wood Hall Farm Barns, Riding School and Kennels and the relatively new housing development and nursing home across the valley to the north east of Baggeridge Country

Park accessed from Birkin Kiln Way will have sight of the development. This should be mitigated where possible.

- The Black Country Landscape Sensitivity Assessment, 2019 summarises Dudley's landscape sensitivity within proximity of the Site as "Pockets of open land that remain outside Green Belt (and therefore not covered by the same statutory designation) are considered to have moderate-high or moderate sensitivity and derive their sensitivity from their importance as public open space or their strong contribution as a green setting to the surrounding settlements. Areas of lower sensitivity within Dudley include areas on the northern settlement edge which provide little contribution as a backdrop to the surrounding settlement and are visually enclosed with few naturalistic qualities".

View looking north west from within the Site



The character of the landscape in which the Site is part of is recorded at both a national and local level.

At a national level the Site is classified as and part of Natural England's National Character Area profile (NCA) 67 'Cannock Chase and Cank Wood' covering 72,790ha. NCA 67's landscape character is summarised as follows:

- Cannock Chase and Cank Wood National Character Area (NCA) extends north of Birmingham and the Black Country conurbation. It is situated on higher land consisting of sandstone and the South Staffordshire Coalfield. The NCA principally coincides with the historical hunting forest of Cannock Chase, with major remnants surviving within the Cannock Chase Area of Outstanding Natural Beauty (AONB).
- Canals are a significant feature.
- The NCA has some outstanding geodiversity interest, extensive industrial archaeology and a good number of historic parks.
- In addition to food and timber production, the NCA houses an extensive rights of way network and areas of open access land.
- Change as a result of development has been significant. This has provided opportunities for enhancing both the landscape quality, biodiversity value and through green infrastructure initiatives.

Key characteristics of the NCA are:

- A varied landscape ranging from the open heathlands and plantations through towns, reclaimed mining sites and new developments, to dense urban areas.
- Away from the unenclosed landscape of Cannock Chase, fields generally have a regular pattern and are frequently enclosed by mature hedgerows with some hedgerow trees. Here farming is generally mixed with arable cultivation in large fields.
- Heathland and associated acid grassland were once much more extensive, although significant tracts still remain. Post-industrial sites and remnant countryside within the urban areas provide a mosaic of additional valuable habitats.
- Streams and small rivers such as the Sow, Penk, Stour and Tame drain radially from the higher ground.
- Post industrial archaeology is a characteristic feature.
- The predominant building material of the 19th- and early 20th-century buildings is red brick, with more modern structures within the urban areas.
- The settlement pattern is complex and contrasting, with some areas densely populated and others relatively sparse.
- The conurbation includes a mosaic of urban areas, former industrial land and patches of farmland, with an extensive urban fringe.

- Major roads include the M6, the M6 Toll and the A5.
- 940ha of ancient woodland and extensive coniferous plantations interspersed with pockets of sessile oak and birch, with alder on the damper soils and beech along the edges of roads and forestry compartments.
- Historic parks such as Shugborough and Himley contain significant areas of woodland and veteran trees. Urban areas are characterised by many small woodlands.
- Internationally important heathland habitats are found on Cannock Chase, at Chasewater and Sutton Park.
- The remaining areas of heathland and acid grassland are floristically distinct from the heathlands of southern England. The complex range of habitats supports a wide range of species which include nationally rare hybrid bilberry and nationally rare birds such as nightjar and woodlark and a rich and important invertebrate community. Remnants of ancient habitats persist, such as species-rich marshy grassland, ancient woodland and heathland.

At a more local level the Site is classified and part of the large (Approximately 40 km² Black Country Character Area (BCA) DY05 : Dudley North.



Himley Hall and Gardens
west of the site

APPRECIATING THE CONTEXT

Key characteristics of BCA DY05 are defined as:

- The eastern part of the Metropolitan Borough of Dudley is situated on a high ridge approximately 175m OD. The landscape slopes steeply down from the ridge east to Coseley and west to the Pensnett Plateau. The plateau subsequently descends to the low-lying sandstone geology in the west and also to the Stour Valley itself, which is situated largely below 125m OD (DMBC 2016).
- BCA DY05 has a bedrock geology of Mudstone, Siltstone and Sandstone. This is mixed with Brick Clay and Deep Coal seams 50-200m below ground.
- Opposite the Site Cotwall End Area of High Historic Landscape Value (AHHLV 37) and Green Belt and south west of AHHLV 21 Former Sedgley Park. These are shown in Figure 79 and 106 Historic Environment Area Designations overleaf.
- Within the locality but not directly impacted there are SSSI at Turners Hill, Gospel End Road and Wrens Nest. Ancient and Semi-Natural Woodlands at Park Coppice, Ashers Coppice, Alder Coppice, Ladywell Wood, Baggeridge Woods (part of Baggeridge Country Park), Turners Hill Wood, The Dingle and Sedgley Coppice. Ancient Replanted Woodland exist within Himley Hall Parks and Garden.

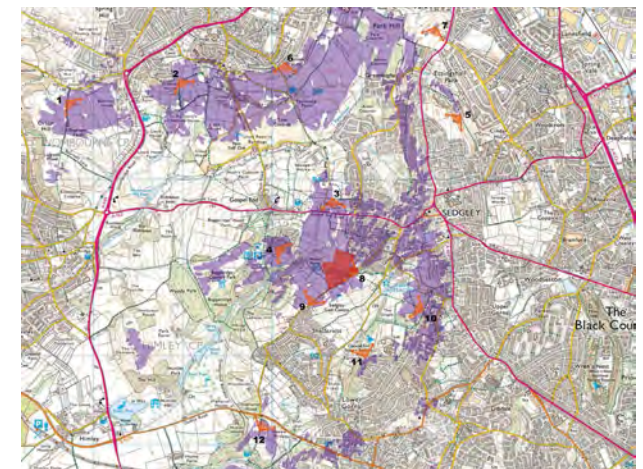
- Scheduled Ancient Monuments (SAM) such as St Bartholomew's Churchyard Cross, Lady Godiva's Churchyard Cross in St Bartholomew's Churchyard, Lime Working remains in Dudley and Medieval settlement at Cooper's Bank Farm.
- Traditional Orchards east of Penn Road in Gospel End.
- Lowland Meadow east of High Arcal Cottage.
- Lowland Heathland in Baggeridge Country Park.
- Listed buildings of note close to the Site are Cottages No. 108-120 and 147 on Sandyfields Road. The Grade 11* listed Church of All Saints, Wodehouse and Coach house and stable block, Wodehouse Farm and Mill, Lloyd House, Penn Hall, Holbeache House and Himley Hall its Ice House, Bridge, Lodge, Gates and Walls.

In order to appraise the schemes visual context a Landscape and Visual Appraisal (LVA) was undertaken in early 2021. Of the 15 number representative viewpoints identified using a combination of desk based assessment and a Zone of Theoretical Visibility (ZTV), only 4 had notable views of the land parcel.

Key views are as follows:

- **Viewpoint 1** looking southeast towards the Site from PRow Wombourne 16 where Sedgley's high ground and the Sites open field structure bounded by hedgerows can be seen beyond arable fields in the foreground and the edge of the leafy Wolverhampton suburb of Penn.
- **Viewpoint 2** taken from the much elevated Vicarage Road PRow Wombourne 8 just south of the Penn village where once again Sedgley's high ridge and the Sites open field structure bounded by linear hedgerows on the horizon can be seen beyond pasture land in the foreground and the top of Baggeridge Country Park in the valley below.

- **Viewpoint 3** much closer to the Site is taken from just north of Gospel End Road along Himley Se5. PRow as it leaves Red Lane. Here intermittent views of the Site on the horizon are present between breaks in vegetation while walking east until eventually the edge of Sedgley's conurbation block them completely.
- **Viewpoint 4** shows that the Site is just perceptible from the Chalmers Road housing development sited across the narrow valley. Even though quite elevated, immature screening planted does a good job to block the view in the fore and middle ground with only the top of the adjacent ridge visible on the horizon. As vegetation matures this screening effect is likely to extend to taller buildings such as the nursing home and upper floor windows.



LVA Viewpoint Location Plan



Viewpoint 1 - PRoW off Bearnett Lane FP Wombourne 16. View looking South East towards the Site.



Viewpoint 2 - PRoW off Vicarage Road. FP Wombourne 8. View looking South East towards the Site.

APPRECIATING THE CONTEXT



Viewpoint 3 - PRoW off Red Lane. FP Himley Se.5. View looking South towards the Site.



Viewpoint 4 - Chalmers Road. View looking East towards the Site.



Viewpoint 13 - Within the Site. View looking West towards Baggeridge Country Park.



Viewpoint 14 - within the Site. View looking North towards Gospel End Road with Sedgley to the right.

APPRECIATING THE CONTEXT

Local Amenities

The proposed site sits in close proximity to a wide range of public services and facilities. Cotwall End Primary school and St Chads Catholic primary school are within 1km walking distance. The town centre of Sedgley is approximately 1.5km to the north-east of the site and hosts a wide range of amenities including; public houses; restaurants, supermarkets and retail stores.

KEY

— Site Boundary

Education:

- 1** Cotwall End Primary School (1 min drive/ 13 min walk)
- 2** St Chad's Catholic Primary School (3 min drive/ 20 min walk)
- 3** Ellowes Hall Sports College (7 min drive/ 40 min walk)
- 4** Queen Victoria Primary School
- 5** The Dormston School

Healthcare:

- 1** The Ridgeway Doctors Surgery (5 min drive/20 min walk)
- 2** Woodsetton Medical Centre (7 min drive/40 min walk)
- 3** Northway Medical Centre (5 min drive/25 min walk)
- 4** Bath Street Medical Centre (6 min drive/ 30 min walk)
- 5** Highview Dental Practice (5 min drive/22 min walk)

Parks/ Public Open Space

- 1** Cotwall End Local Nature Reserve
- 2** Baggeridge Country Park
- 3** Butlers Bench Park
- 4** Woody Park
- 5** Sedgley Hall Farm Park
- 6** Alder Coppice Woods
- 7** Himley Hall (Grade II Listed) & Park (off map)

Public Services/ Recreation/ Other:

- 1** Sedgley Library
- 2** The Mark Butler Golf Academy



- 3** Brockwood Animal Sanctuary
- 4** Wood Farm Kennels
- 5** Wood Farm Riding School
- 27A Wolverhampton - Dudley (via Sedgley)
- 1 Tettenhall Wood - Dudley (via Wolverhampton)
- Approx 10 minute walk radius
- Approx 20 minutes walk radius

Access & Transportation

The site benefits from close proximity to frequent bus services (27 and 27A) which cover routes from Wolverhampton to Dudley via Sedgley, enabling sustainable travel choices throughout the wider Dudley borough and beyond.

Primary vehicular access is proposed to be formed directly from Sandyfields Road towards the SW corner of the site. This location benefits from a position on the outside of the gentle bend in the existing highway, enabling clear vision splays to be formed in both directions. The visibility splays would be for the speed of the road. A speed survey has been carried out and thus the visibility splays have been set out accordingly.

Further (as shown on the constraints plan overleaf), the site benefits from a further access point to the eastern extent of the site. This narrower route enables pedestrian /cycle /emergency links to be formed, providing a direct route into the existing settlement fabric.



APPRECIATING THE CONTEXT

Drainage & Flooding






The site falls outside any defined flood zones as defined by the Environment Agency.

The management of storm water on site will be informed primarily by the sloping topography. Site terrain forms a ridge through the centre of the site, and as such a SuDs system will take advantage of this to provide on site balancing measures such as basins and swales to provide appropriate storage.

The strategy would incorporate the use of a rising main within the primary street route, to enable both storm and foul drainage to be pumped to an outfall of existing sewers within Sandyfields Road.

Alternatively, a further connection may be used via the eastern pedestrian/cycle access point, again to outfall both foul and storm water into the existing sewer network.

KEY

-  Rising Main
-  Potential Secondary Drainage Main
-  Ridge
-  Balancing Basins
-  Direction of Topographical Fall



Opportunities & Constraints Plan

The site offers exciting opportunities to deliver a sensitive extension to the existing settlement, providing both much-needed housing whilst creating opportunities for attractive landscaped spaces with ecological enhancements and natural play. The site is afforded excellent access options, with accurately designed vehicular arrangements possible within the SW corner of the site, whilst a further secondary access point to the east of the site creates potential for pedestrian, cycle and emergency access directly into the existing settlement. The site contains numerous trees and hedgerows that are well-placed to be retained to form an attractive back-drop to liveable streets and spaces. Whilst there are constraints imposed by the gas main and on site ecology, these are manageable and do not compromise the ability of the site to deliver a strong urban design strategy.

KEY

- | | | | |
|--|--|--|---|
| | Site Boundary | | Illustrative Location for Storm Water Balancing |
| | Main Access Route | | Developable Area Boundary (Approx 3.5ha) |
| | Secondary Routes | | Topographical Direction of Fall |
| | Proposed Landscape Screening/ Buffer Areas | | Primary Vehicular Access Location |
| | Existing Gas Main (3m+3m easement) | | Potential Pedestrian/ Cycle Access |
| | Views to Clee Hill and Penn across Valley | | Pedestrian/ Cycle Route |
| | Outward Facing Development | | Public Transport Links Bus Stops |
| | Rear Garden Response | | Locally Listed Buildings |
| | Ecology Constraint/ Feature | | |





VISIONING PRINCIPLES.

“*Our Vision:
To create a sustainable
and sensitively designed
place, that fosters a sense
of well-being, promotes
healthy life-styles and
helps reinforce the strong
existing community spirit.*”

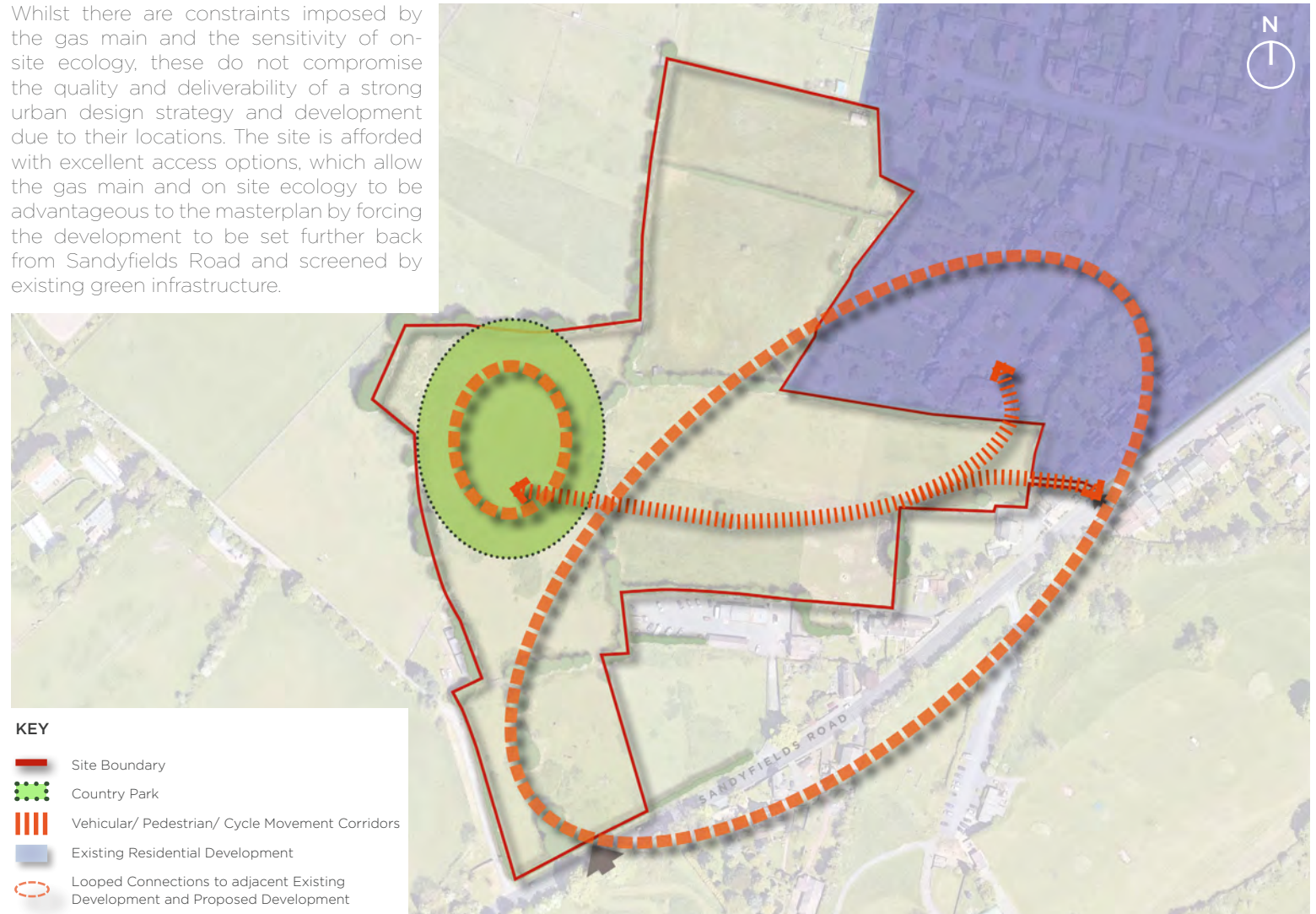


VISIONING PRINCIPLES

The Vision: A Connected Space

It is of vital importance that connectivity is at the forefront of this development. It's unique setting creates an opportunity for giving access and views over the valley landscape to the new and existing community. By nestling the development up to the settlement edge, the fringes can form an exciting, attractive and natural country park environment that will benefit the entire community. The site features a strong and attractive green infrastructure of existing trees and hedgerows that are well-placed to be retained to form an attractive back-drop to liveable streets and spaces. These will assist in managing the masterplan and help deliver an informal character that is focussed on the creation of the strong pedestrian routes from the existing settlement into a new country park landscape incorporating natural play and enhanced ecological habitats.

Whilst there are constraints imposed by the gas main and the sensitivity of on-site ecology, these do not compromise the quality and deliverability of a strong urban design strategy and development due to their locations. The site is afforded with excellent access options, which allow the gas main and on site ecology to be advantageous to the masterplan by forcing the development to be set further back from Sandyfields Road and screened by existing green infrastructure.



Masterplan

The strategy of the masterplan is commenced through the retention and enhancement of the existing green infrastructure and through further incorporation with a sensitive green and blue infrastructure network.

The masterplan focuses development to the south and east of the central ridge, hugging the existing settlement, whilst leaving extensive space in the northern areas of the site to act as a landscape country park environment. A new network of SuDs will knit with the green infrastructure to form a characterful landscape of green and blue elements. This is organised to create a walkable public realm network that provides and promotes pedestrian and cycle movement to and from the existing settlement to the north-west.

It is expected that the masterplan will deliver a capacity for development of approximately 150 homes, with a mix of typologies, sizes and tenures appropriate to local needs.



VISIONING PRINCIPLES

Landscape Vision

Sandyfields Road landscape strategy centres around the principles of 'landscape and ecological conservation, enhancement and green and blue networking'. This is evidenced by the retention and protection of viable, existing trees, hedgerows and vegetation as well as the ecologically sensitive approach to design taken to create a new 'Country Park' in the western part of the Site. This green space will build upon the existing landscape by protecting and enhancing views across to Penn whilst also significantly improving existing habitats for bats, hedgehogs, brown hare, birds and invertebrates in particular. This would all be achieved in conjunction with creating a beautiful and functional space for the existing community and new residents. Landscape interventions within the green space will include creating mown paths into existing and over-seeded wildflower meadow, light touch hoggin paths for pedestrian connections, native broadleaved tree, scrub and shrub planting from certified UK provenance and bio-secure plant stock; creating wetland habitats around the new balancing basins and vegetative screening along the more sensitive southern and eastern boundaries where the Site will abut established residential areas.

The enhanced landscape would also be designed with permaculture in mind. This will be achieved by planting fruit trees as well as ornamentals (Apple and Pear) cropping hedgerows (Blackberry, Red and Black Currant) with edible species planted, adaptable and climate resilient and make the very best of existing resources such as FSC certified timber street furniture, LED lighting to Bat Conservation Trust guidelines, low water demand and drought tolerant planting throughout, permeable surfacing where possible and low carbon goods as well as wholesale reduction of the use of plastics.



A place for community food production and to support foraging Bats, Birds and Invertebrates. Apple, Pear and Plum tree species mixed in with structural scheme



Structural landscaping to be complimentary to its setting and provide measurable increased to biodiversity, taking cues from NCA 69 Cannock Chase and Cank Wood



Mown paths in tall grass with herbs



Hoggin paths and wildflower over-seeding



Ecologically enhanced balancing ponds



Fruiting, species rich hedgerow planting



Native, structural tree planting



Vegetative screening

Sketch Perspective 1

This artist's impression gives an indication of homes located towards the edges of the development.

Pedestrians and cyclists are separated from cars and given an attractively soft landscaped green space that can accommodate SuDs and play features.

Home frontages provide activity and surveillance to all public spaces, whilst the architecture is low-rise and informal, ensuring a softened character to the edge environments.



Sketch Perspective 2

This view captures how we would propose to deliver a network of informal 'Lane' streets within the heart of the development. Closer frontage dimensions allow a slightly tighter urban form, whilst an informal shared space street typology balances parking and tree planting to create an informal, balanced and functional pedestrian focused network.



SUMMARY.

“ *The strong development vision set out within this document, has the potential to deliver a series of benefits to the local community. We propose to embellish the approach and proposals through further, engagement with Dudley Metropolitan Borough and South Staffordshire Local Councils, to deliver: -*

- *The opportunity to integrate into the existing neighbourhood, delivering a high quality and distinctive character in a manner that respects the unique town setting.*
- *Provide an inclusive mix of around 150 new homes.*
- *To create an enhanced landscape framework that increases biodiversity.*
- *To create a connected place that promotes walking and cycling within the settlement through the provision of convenient, high-quality routes.*
- *A sustainable design approach that responds to the sites constraints and opportunities.* ”



View towards Sedgley Police Station.



placemaking for life

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