

Persimmon Homes

Holbeache Lane Kingswinford

Vision Document

August 2020



CONTENTS



Vision & Capacity:

- Vision
- Space for a New Community
- Why This Site?



Planning Policy:

- Local Policy
- Green Belt



Understanding the Constraints:

- Site Constraints
- Constraints and Opportunities
- Facilities



Understanding the Opportunities:

- Natural Environment
- Social and Recreational Infrastructure
- Permeability and Movement
- Place Making
- Design Concept



Vision & Capacity

- Vision
- Site Suitability
- Why This Site?

10

The overall vision for the site is to create a distinctive and high-quality place to live, which respects and enhances the character and assets of Kingswinford and draws on its green assets to provide enhancements to the natural environment.



A Sustainable New Community led by Ecological and Landscape Principles



This site presents Dudley Metropolitan Borough Council with the opportunity to create a sustainable development of high environmental quality. A locally distinctive neighbourhood of up to 350 new homes set within a strong landscape framework to provide residents with an attractive, green environment in which to live.

The following principles underpin the Site's development:

- **Embracing the natural environment;** The site has a strong framework of hedgerows, trees and woodland that can be incorporated into a new green infrastructure network.
- **Bringing people closer to the countryside;** Not only new residents, but existing residents of Kingswinford will be connected to the new community and the wider countryside to the north via a new network of cycle paths and open spaces.
- **Better integration** of urban form into the surrounding countryside, softening the built urban edge with structural landscape planting and creating a new 'gateway' for Kingswinford.
- **Pedestrian and cycle links** to the facilities within Kingswinford which in turn will aid the future regeneration of the area through encouraging new residents to support local businesses.
- **Improved social opportunities** via affordable housing, tenure blindness and a mix of new housing including a proportion of smaller more affordable market homes.

Embracing the Natural Environment – establishing new green assets and drawing on the existing strong natural hedgerow corridors and broadleaved woodland

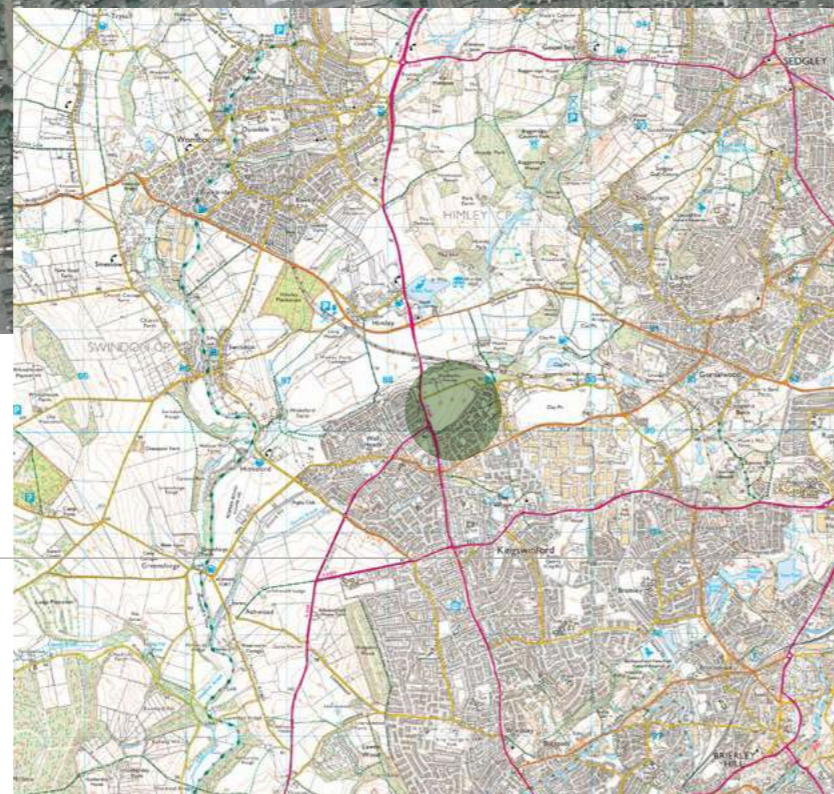
Liveability – integrating new and existing communities into the countryside through new green spaces

Place-making – creating an attractive new 'green gateway' and destination for Kingswinford

Vitality – helping to support local businesses by bringing new residents into Kingswinford and incorporating pedestrian and cycle links to the town centre and employment areas

Social Opportunity – delivering affordable housing and a mix of market homes including smaller, more affordable market homes through efficient use of land

LOCATION



— Application Site Boundary
■ Site Location

Figure 1: Site Location
N.T.S

Site Suitability

This Vision Document has been prepared to explain the deliverability and vision for sustainable, high quality residential development of land to the south of Holbeach Lane in Kingswinford, Dudley.

The site is being promoted by Persimmon Homes and this document explains the work which has been completed to date which demonstrates why the site is suitable for new housing. The site is in an ideal accessible location for new housing. It has no technical constraints to its development and would deliver a high quality mix of new homes. The site would make an important contribution to meeting the considerable future needs for housing, including affordable housing in the Black Country in coming years.

The Document provides a detailed description of the site and the surrounding area. It sets out the future vision for the development and explains

how the proposals respond positively to the opportunities which the site presents, in particular in terms of landscape and biodiversity. The aim is to deliver a scheme with a distinctive sense of place. Attractive new homes will be provided in a mature landscape setting with extensive new areas of public open space and areas managed for ecology and biodiversity gains.

The Masterplan sets out how the site could be developed to deliver a high quality, residential development in a sustainable location on the edge of Kingswinford. Careful consideration has been given to the sites development, with a scheme that will deliver up to 350 new homes. There will be a mix of types and tenures including affordable housing, a new site access, links to existing footpaths, protection of established hedgerows and trees and the creation of new public footpaths, cycle routes and public open space for new and existing residents alike.

Illustrative Sketch of open space and attenuation within north west corner of site



Why this Site?

The proposals for this site bring a range of benefits in line with the requirements of the National Planning Policy Framework (NPPF).



Social

- The site will establish a new community with integrated Green Infrastructure and connected areas of public open space.
- It provides informal recreation opportunities through generous public open green space incorporating recreational routes as well as children's equipped play.



Economic

- The site will provide much needed new housing, easily accessed directly off Wolverhampton Road which is the main transport corridor entering Kingswinford from the north.
- Consideration has been made of opportunities for greenway connections to employment areas to the south and east of the site.



Environmental

- The proposal retains the majority of existing vegetation; trees and hedgerows as well as protecting and incorporating the area of woodland to the east of the site.
- It creates significant publicly accessible green space which enhances and reinforces the existing site features, through new woodland, trees and hedgerow planting together with a well-considered SuDS scheme, combining to provide an extensive network of green infrastructure for the residential development.
- The layout protects and improves existing wildlife habitats as well as creating new features to improve the overall local biodiversity.
- It seeks to embrace climate change measures where practicable.



Illustrative Layout



Vision Document

Planning Policy

- Local Policy
- Green Belt

2.0

Local Policy

This Vision Document will assist the councils in understanding the opportunity presented by this site.

The Site is located within the administrative boundaries of Dudley Metropolitan Borough Council. The adopted development plan for the Borough currently comprises the Black Country Core Strategy (2011) and the Dudley Borough Development Strategy (2017).

The Black Country Core Strategy (BCCS) was adopted in February 2011. It covers the period of 2006-2026 and is the current spatial plan for the Black Country authorities which comprise Dudley Metropolitan Borough Council, Sandwell Metropolitan Borough Council, Walsall Council and Wolverhampton City Council.

The Black Country authorities are now in the process of reviewing the Core Strategy. The purpose of the review is to ensure the spatial objectives and strategy are being effectively delivered, and to ensure that the BCCS remains up to date. It will also address new challenges which have emerged since 2011 including the significant changes to national planning policy, and both the need to address the Black Country's significant housing needs as well as some of the wider unmet housing need arising from Birmingham.

The Councils have already identified in their Issues and Options Report a need for around 78,000 additional homes, and 800 hectares of new employment land in the Black Country by 2036. It is fully recognised that insufficient land is available within urban areas to meet the development needs and therefore a review of the area's Green Belt is essential to find development sites needed.

As the Councils continue their review process including identifying likely emerging policies, proposals and allocations which will be considered in the final publication document, this Vision Document will assist the councils in understanding the opportunity presented by this site.

It should assist the Councils as they prepare evidence to support the next stage of the review process.



Green Belt

As part of the Core Strategy Review, the Black Country authorities have acknowledged that there will need to be a review of the Green Belt to identify development sites to meet future development needs for housing and employment land. This land currently lies within the Green Belt, but is exactly the type and location of land which will be necessary to meet the future housing needs.

Any potential land considered for release should first be assessed against the purposes of the Green Belt, as defined by the National Planning Policy Framework (NPPF). These five purposes of Green Belt are:

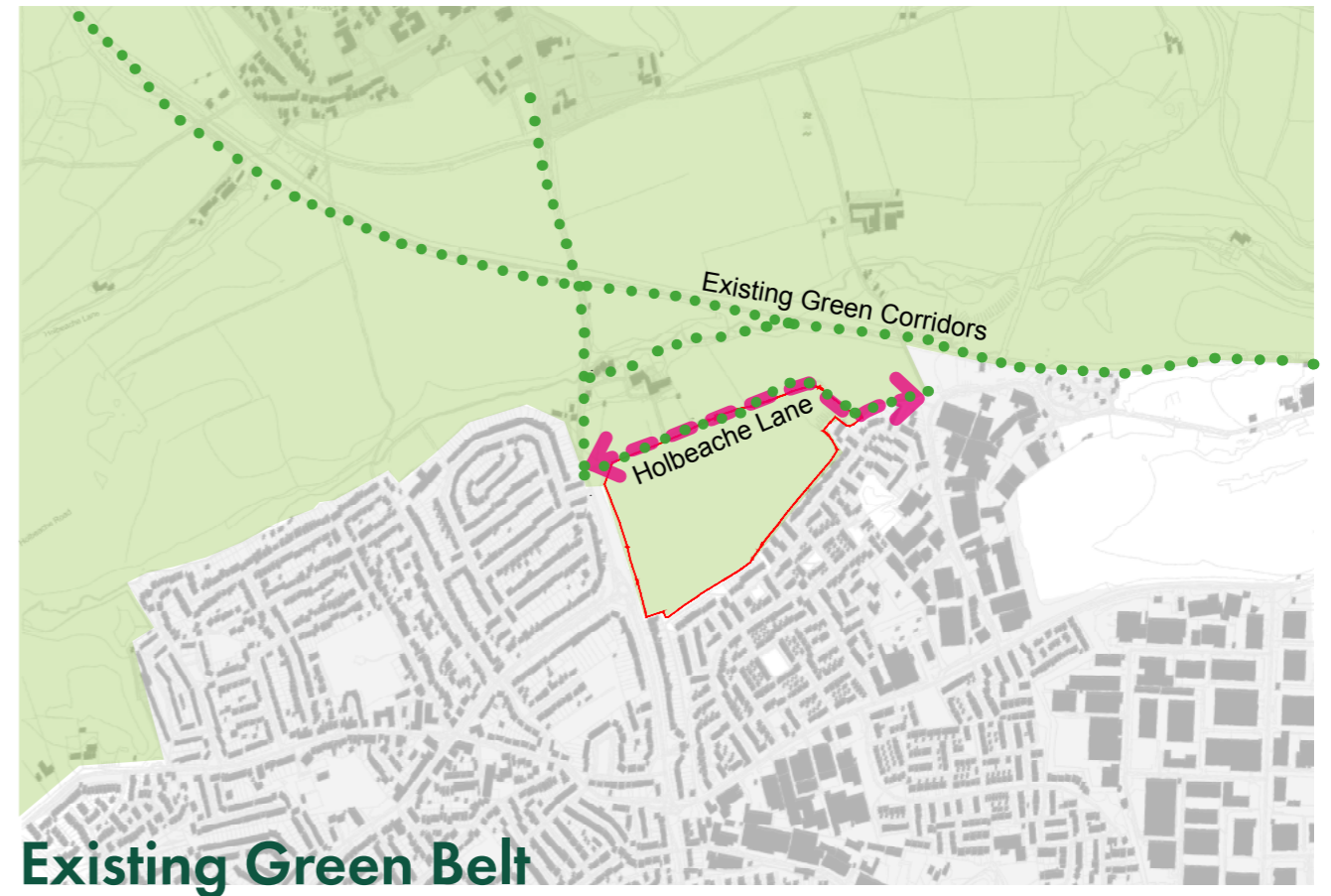
- To check the unrestricted sprawl of large built-up areas;
- To prevent neighbouring towns merging into one another;
- To assist in safeguarding the countryside from encroachment;
- To preserve the setting and special character of historic towns; and
- To assist in urban regeneration, by encouraging the recycling of derelict and other urban land.

Land to the south of Holbeache Lane, Kingswinford currently forms part of the Green Belt. It should be considered for release from the Green Belt and allocated for housing development as part of the Core Strategy review. The table below summarises the site's contribution to the purposes of the Green Belt.

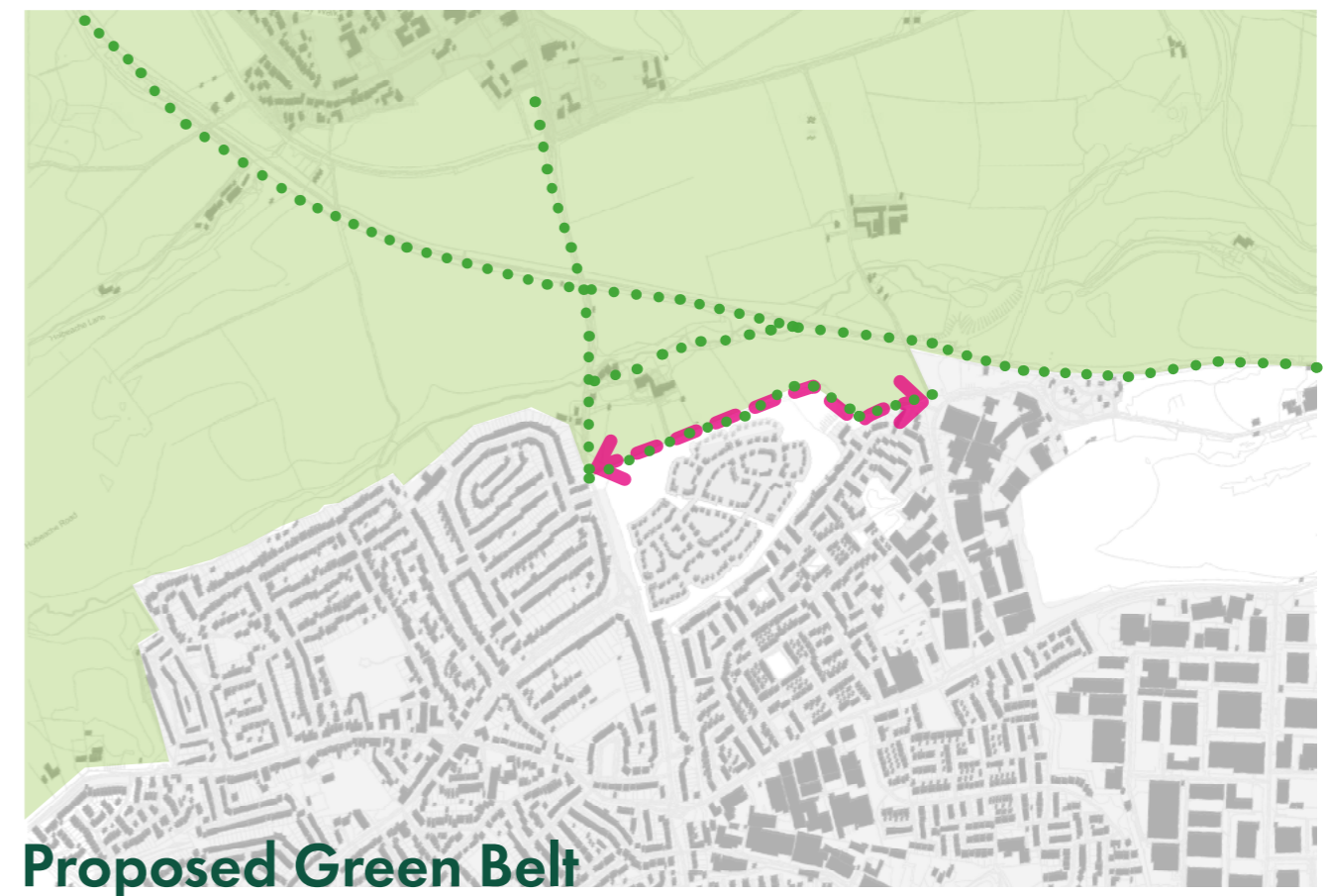
The Assessment demonstrates the Site has a limited role when considered against the purposes of the Green Belt. It is immediately adjacent to, and is contained by, the existing built up area of Kingswinford. It is also bounded by Holbeache Lane to the north, which would provide a more logical and defensible boundary for the Green Belt. For these reasons, the site can be removed from the Green Belt, and it is considered that the release of the Site for residential development would not affect the integrity of the wider Green Belt.

It is considered that the release of the Site for residential development would not affect the integrity of the wider Green Belt.

Green Belt Purpose	Assessment	Rating
Check the unrestricted sprawl of large built-up areas	Whilst the Site does not contain any built development, it is effectively enclosed by residential development along all boundaries except to the north where there is a strong established boundary former by Holbeache Lane. Its relationship with the wider open countryside and Green Belt to the north of the Lane is limited due to buildings associated with the care centre / home to the north further containing the site. The site is enclosed by existing development and has a strong northern boundary, which limits the extent to which any development of the site could be seen to contribute to any degree of urban sprawl.	Limited
Prevent neighbouring towns merging into one another	The Site lies immediately adjacent to, and is contained by, the suburbs of Dudley. It does not contribute to the separation of towns in any direct or strategic sense. Existing housing already encloses the site and limits the way in which the site could be seen to contribute to coalescence.	No contribution
Assist in safeguarding the countryside from encroachment	The Site is contained by Holbeache Lane to the north, which would provide a more logical and defensible boundary for the Green Belt. It could be released for housing development without affecting the integrity of the wider Green Belt in this location. Any development of a field site is going to provide for some degree or encroachment, but for this site this is limited by the way the site is contained and separate from the wider open countryside beyond. The site is very much on the fringe of the urban area, with strong influences already of urban features such as prominent housing along its southern and western boundary.	Limited
Preserve the setting and special character of historic towns	The Site does not contribute to the setting or special character of a historic town.	No contribution
Assist in urban regeneration, by encouraging the recycling of derelict and other urban land	All Green Belt is considered to contribute towards this purpose however, the Black Country Core Strategy seeks to provide for a balance of delivery of new homes on previously developed, regenerated land as well as essential development on green field land – this is important to meeting the required housing needs. The development of green field sites is complementary to the overall strategy and will ensure housing needs are met.	Limited



Existing Green Belt



Proposed Green Belt



Vision Document

Understanding the Constraints

- Site Constraints
- Constraints and Opportunities

3.0

Site Constraints

The environmental and technical constraints of the site have been investigated, through both site assessment and desk study, and are illustrated on the plan below and summarised as follows:-

The Site and the Surrounding Area

The Site covers around 15.08 hectares and is located to the north of Kingswinford. It is situated within the administrative boundaries of Dudley Metropolitan Borough Council.

The Site comprises currently open agricultural land with hedge lined boundaries. Access to the Site is currently via gated agricultural accesses off Holbeache Lane and Wolverhampton Road. The Site is bounded by Holbeach Lane to the north, existing housing to the east and south, and Wolverhampton Road to the west. The surrounding area to the east, south and west is predominately residential in nature, with some employment development further east. The wider surrounding area to the north comprises open countryside but is distinct from the site beyond Holbeache Lane.

Topography

The site lies on an undulating landscape on the northern edge of the settlement of Kingswinford. The landscape falls from approximately 95m AOD down to 80m AOD on the northern boundary of the site. Beyond the site to the north, the land continues to fall, to small watercourses at Holbeache Osiers and Himley and then gradually rises again to higher slopes beyond Wombourne. The land also undulates towards the west and the east, reaching some 200m AOD at high points in the settlement area of Dudley.

Footpaths

There are sections of public footpath in the vicinity of the site as well as other footways and byways that present an opportunity to create links to the retail and employment areas in Kingswinford to the south and the east as well as to countryside and the Kingswinford Railway Walk to the north.

Listed Buildings

Holbeache House, a Grade II* Listed Building, lies some 100m to the north of the site. There are several Grade II Listed Buildings that lie approximately 300-500m to the west of the site on Holbeache Road.

Ecology

- An ecological appraisal of the site was undertaken in summer 2018 and 2020.
- The site is dominated by an arable field with species-poor mature hedgerows bounding the site.
- The perimeter of the site has a potential designation as Round Hill, Holbeche Lane Sites of Local Importance for Nature Conservation (SLINC) largely due to the hedgerow network and connectivity to broadleaved woodland off Holbeach Lane, also designated as a SLINC. The hedgerows are considered Priority Habitat provide strong habitat connectivity to the wider landscape, although not considered to qualify as Important under the Wildlife and Landscape criteria of the Hedgerow Regulations 1997 as amended.
- Detailed surveys for breeding birds, bats, badger, invertebrates were conducted throughout summer 2020.
- The site is used by an assemblage of farmland birds, butterflies and moths and foraging bats, typically associated with the hedgerows. The site could be used by common reptiles and surveys are planned for September 2020.

These findings inform the emerging concept for the site which has been developed through analysis of the benefits and opportunities presented by the site as identified in the following section.

Constraints and Opportunities



- Application Site Boundary
- 1 Potential Vehicular Access Point
- 2 Bus Stop and Catchment (400m)
- 3 Listed Building (Holbeache House)
- 4 Views across site from High Point towards wider landscape
- 5 Views from Existing Residential Properties
- 6 Electricity Substation location
- 7 Informal Access around site
- 8 Tree Lined Holbeache Lane & Footpath
- 9 Potential SLINC
- 10 Existing Green Corridor along Frontage
- 11 Potential Lowpoint for Attenuation
- 12 Existing Landform
- 13 Cliff/steep edge
- 14 Retaining Wall to Frontage
- 15 Green Belt (Light Green Hatch)



Figure 2: Constraints and Opportunities
N.T.S

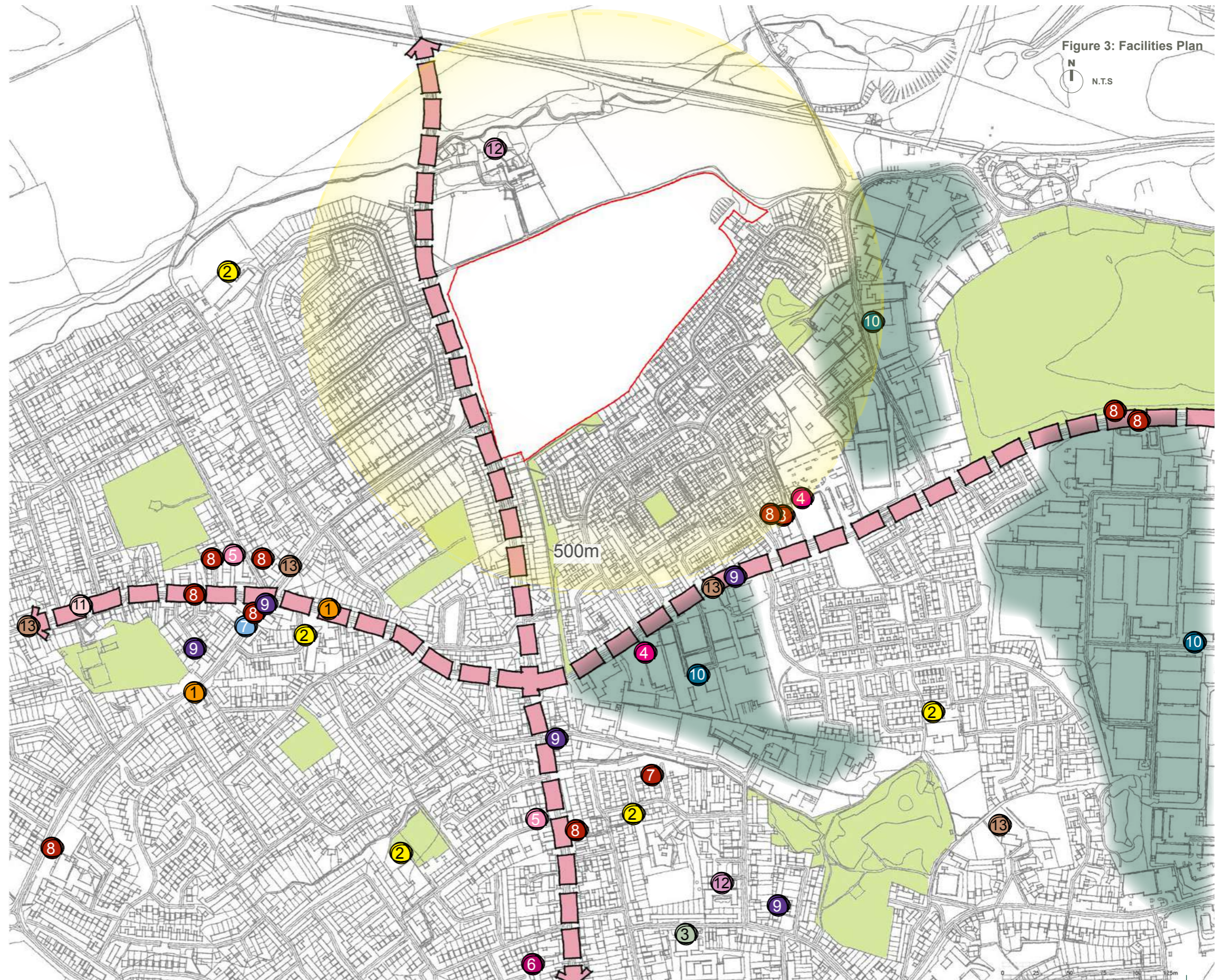
Facilities

The site is sustainably located with easy access to local facilities, public transport links, employment areas, primary schools, a supermarket and the Public Rights of Way network.

There are frequent bus services, from a bus stop on Wolverhampton Road adjacent to the site, to Womborne and Wolverhampton to the north and the centre of Kingswinford to the south.

The closest school is Maidensbridge Primary School that lies some 330m to the west of the site; there is a Morrisons supermarket that lies approximately 350m to the south of the site and the Ham Lane Industrial Estate lies some 200m to the east of the site.

- ① Nursery
- ② Primary School
- ③ Secondary School
- ④ Supermarket
- ⑤ Local Store
- ⑥ Medical Centre
- ⑦ Dentist
- ⑧ Restaurants, Takeaways and Cafés
- ⑨ Bars/Public House
- ⑩ Industrial / Trading Estate
- ⑪ Community Centre
- ⑫ Care Home
- ⑬ Place of Worship
- Parks & Public Open Spaces
- Bus Route





Vision Document

Understanding the Opportunities

- Natural Environment
- Social and Recreational Infrastructure
- Permeability and Movement
- Place Making
- Design Concept

4.0

Natural Environment

Landscape character

The landscape in the immediate area of the site is a gently undulating one with well treed hedgerows and blocks of woodland.

The wider area is influenced by the urbanising elements on the settlement edge of Kingswinford, including residential areas, an industrial estate and quarrying activities.

The area some 300m to the north of the site falls within the area SL13 in the South Staffordshire Landscape Sensitivity Assessment July 2019.

‘Generally the visual influence of adjacent development and infrastructure extending from the urban area, as well as development beyond the settlement edge, semi-rural land uses, and the consequent erosion of field patterns, landscape features and loss of strong rural perceptual qualities, all combine to lower landscape sensitivity to further development,’

Landform

The site lies on an undulating landscape on the northern edge of the settlement of Kingswinford. The landscape falls from approximately 95m AOD down to 80m AOD on the northern boundary of the site.

Visibility

The site is visible from the adjacent settlement edge and there are filtered views through tree cover from Wolverhampton Road. There would also be distant views of the site, seen against the settlement edge of Kingswinford, from points on elevated ground to the north of Womborne.

Framework

There is the scope to enhance the existing framework, strengthening the tree cover and hedgerows along the northern edge of the site in particular, and making connections to the area of woodland in the eastern part of the site. The trees and hedgerows would be set within a perimeter landscape buffer including areas of wildflower meadow, and wetland areas in the lowest parts of the site.



Ecology

- The scheme would seek to retain and enhance the hedgerows within Holbeche Lane SLINC, using appropriate development and lighting buffers and securing the maintenance and management of hedgerows, and habitat connectivity, for the benefit of nature conservation over the long term.
- The site is dominated by a monoculture crop. Landscaping has the opportunity to enhance biodiversity of habitats on site through creation of species-diverse grassland and wildflower planting.
- The inclusion of Holbeche Lane SLINC within the site provides the opportunity for Woodland Management to enhance the value of the broadleaved woodland, currently not under any management

commitment. There are opportunities for enhancing connection of local residents with wildlife through managed woodland walks and provision of information. The woodland provides an opportunity for further enhancement through installation of bat and bird boxes and creation of hibernacula for the benefit of amphibians, reptile and invertebrates.

- A Sustainable Urban Drainage Scheme has the potential for enhancing the biodiversity of habitats on site through creation of seasonally wet habitats, for the benefit of amphibians, invertebrate, birds and reptiles.
- The scheme can actively contribute to wellbeing of new and existing residents and deliver biodiversity net gain.

- 1 Habitat around pond using wetland planting mix and design pond areas for benefit of amphibians.
- 2 Retain hedgerows and manage to include in SLINC designation. Gapping -up planting with native species.
- 3 Woodland management plan to enhance value of SLINC. Installation of bat and bird boxes on trees. Log piles for hibernacula and invertebrates.
- 4 New tree planting using native species to widen woodland.
- 5 Wildflower seeding around perimeter walk so to enhance habitat connectivity. Retain hedgerows and trees along boundary.
- 6 Retain hedgerow around site except for main and emergency access points. Lighting to be ecology sensitive throughout.
- 7 Views from higher ground to the north

Figure 4: Natural Environment



Social and Recreational Infrastructure

Care has been taken to create a green network of routes around the site and to explore the opportunities to connect to green routes in the area. This may include a link to Holbeache Lane and connecting to a green route running through the residential neighbourhood to the south.

An equipped play area would be provided, as well as opportunities for informal play within natural spaces that would be accessible for new and existing residents and complement the existing play facilities in the area.

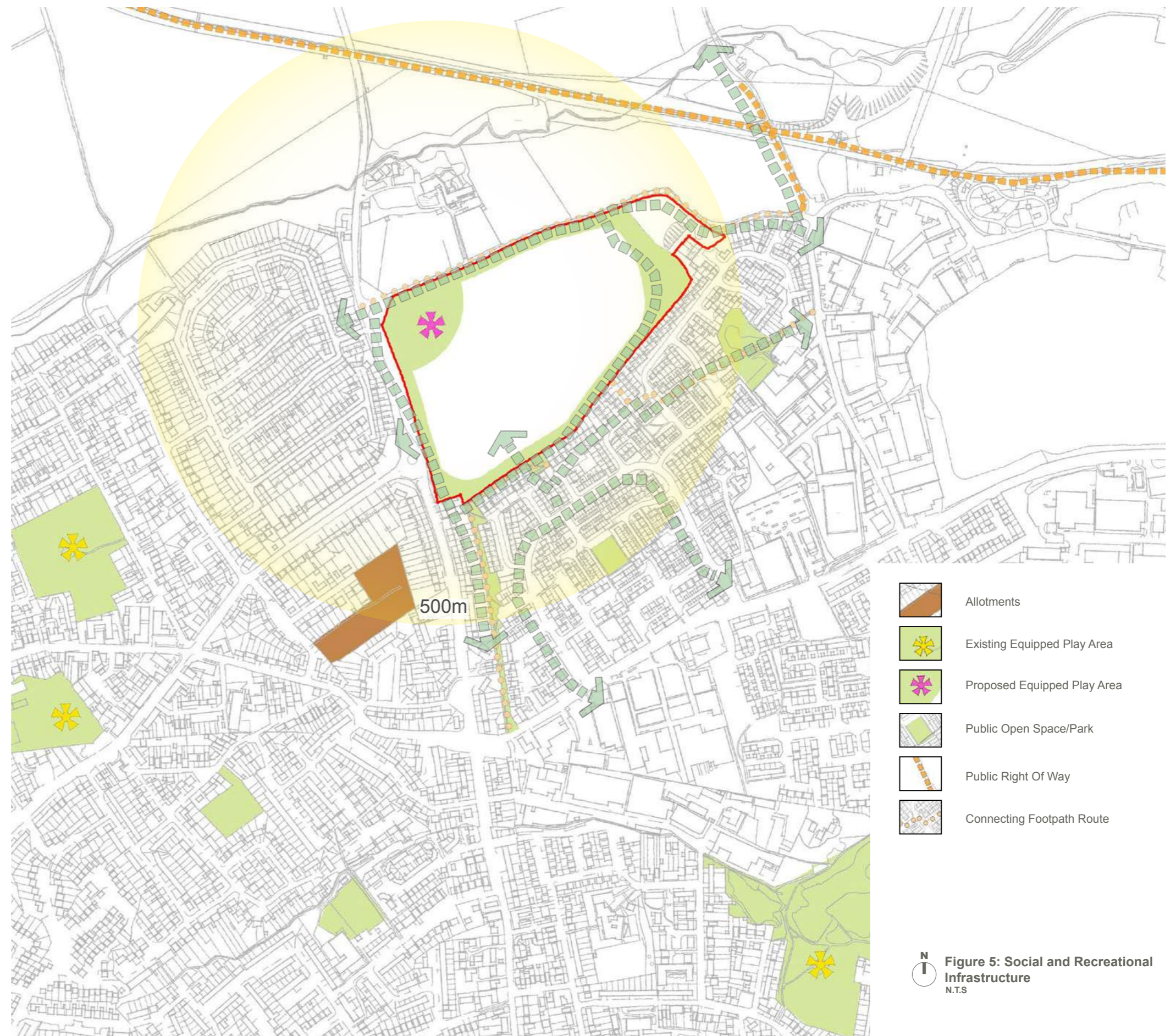


Figure 5: Social and Recreational Infrastructure
N.T.S

Permeability and Movement

Vehicular access

The arrangement and the design of streets is the underlying element of place making and the creation of attractive places. Vehicular access would be provided off Wolverhampton Road and there would be a hierarchy of street types that would reinforce the urban character, with larger primary streets leading to a series of secondary streets and then in turn to private drives on the perimeter of the development.

Pedestrian and cycle access

The scope has been explored for connecting to the existing network of Public Rights of Way with cycle and pedestrian connections. This would include links to Holbeache Lane, Wolverhampton Road and the adjacent settlement areas to the south from a pedestrian/cycle route that will run through a green corridor around the perimeter of the site

This overall strategy is intended to encourage the community to walk and cycle and will promote healthy active living.

Public transport

There are frequent bus services, from a bus stop on Wolverhampton Road adjacent to the site, to Womborne and Wolverhampton to the north and the centre of Kingswinford to the south.

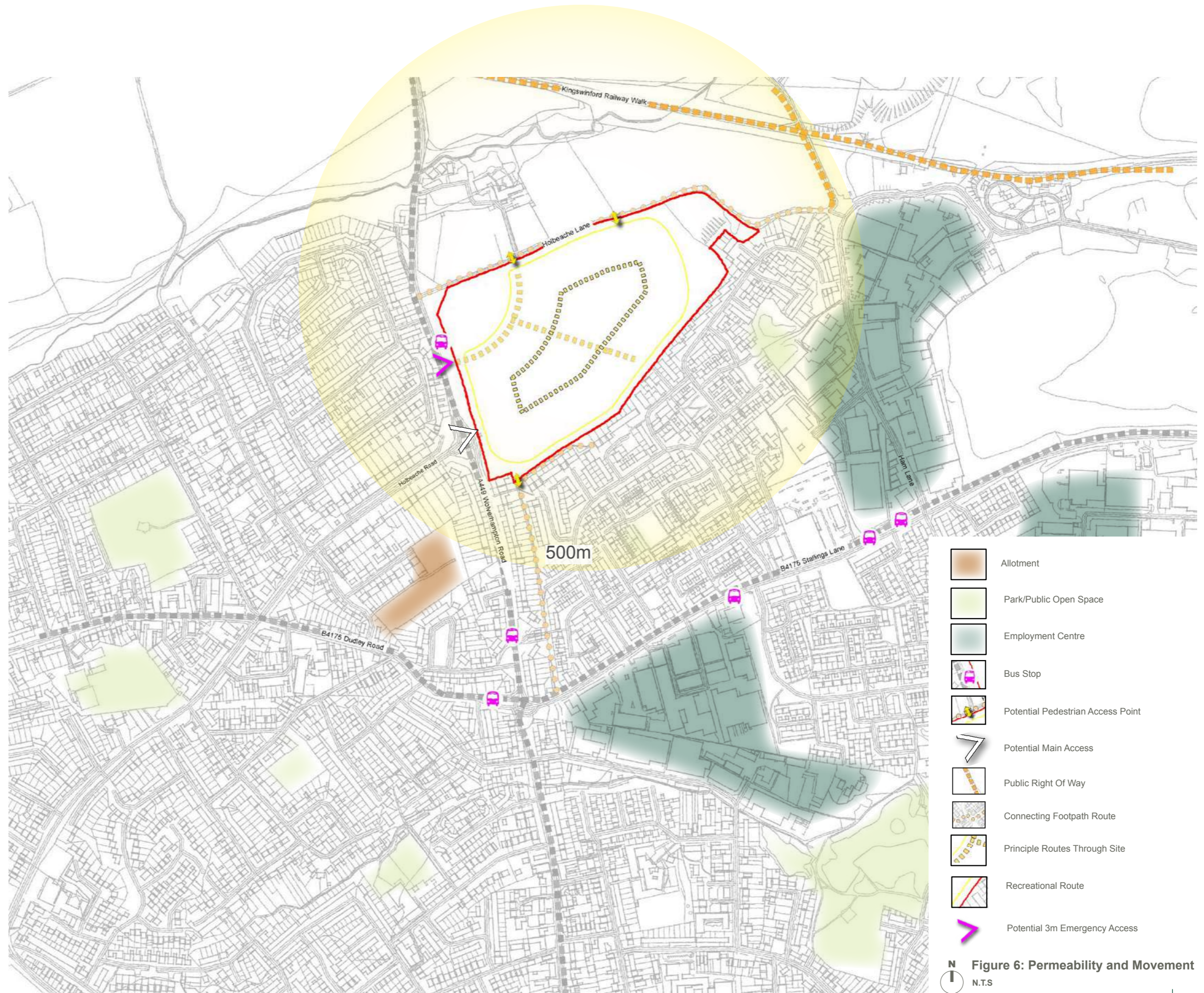


Figure 6: Permeability and Movement
N.T.S.

Place Making

A range of character types surround the site, these are categorised into; 'suburban', 'industrial', and 'rural' and influence adjacent proposed land uses as well as the scale and density of new buildings.

Residential neighbourhoods of varying scale and character will be proposed, all within easy walking and cycling distance of the town centre ,shops and Primary Schools and each with accessible green space close by.

Individual architectural themes of the residential buildings will focus on contemporary design rounded in the local vernacular and detailing in order to create a striking sense of arrival in the neighbourhood.

Nodes and Vistas will be created within the development, such as at vehicular junctions and at PRoW and greenway intersections with open green space. These nodes can be framed by variations in architectural character and/or distinctive landscape treatment or use i.e. specimen trees or children's play. Arrangement of the street layout has been designed to create vistas and views focused on key buildings and the rising landscape beyond.

Streets and lanes together with front and rear gardens will be characteristic of each development area.

Greenways and areas of public open space will be directly overlooked by frontage development to ensure high levels of passive supervision and community involvement.



Design Concept

A 'landscape led' scheme has been designed that uses a 'ground up' approach informed by the existing landscape and green infrastructure of trees and hedgerows and is responsive to the topography, incorporating an attenuation area as part of a sustainable urban drainage approach.

The emerging concept is illustrated opposite with the development area transected by a central green avenue that focusses views out towards higher land to the north. The development area is set back from the boundary vegetation by a landscape buffer that accommodates a recreational route running around the perimeter of the site.

The scheme promotes convenient living by incorporating a network of linked roads, cycleways and pedestrian routes running through the site and connecting to nearby footpath and bus routes.

A variety of new homes will be provided. The housing mix will be determined at the detailed stage, but it is expected to include a broad range of house types as found within the local townscape that will allow for modern living and for a wide demographic. The development will also include the provision of affordable housing.

Climate change The planting of extensive native tree planting and hedgerows is proposed and consideration will be given to the arrangement of buildings within the plot to maximise solar gain and light penetration. Wherever possible locating dwellings with south facing fronts so as to maximise sunlight. A water attenuation area will be situated in the lowest part of the site as part of a sustainable urban drainage system.



- 1 Attenuation Basin
- 2 Equipped Play Area
- 3 Potential Pedestrian Access
- 4 Vehicular and Pedestrian Access
- 5 Indicative Main Route
- 6 Indicative Secondary Route
- 7 Green Avenue Through Site
- 8 Amenity/Wildflower Meadow Matrix
- 9 Native Hedgerow
- 10 Recreational Route
- 11 Proposed Native Tree Planting
- 12 Proposed Orchard using Locally Distinctive Varieties
- 13 Indicative Emergency Access
- 14 Existing Woodland

Figure 8: Design Concept
N.T.S

Illustrative Layout

Green Infrastructure & Biodiversity

A large proportion of the site will be dedicated as green infrastructure and this will subject to discussion and final approval with DMBC. This green infrastructure will include:-

- Retained trees and hedgerows with reinforcement planting;
- New woodland, trees and hedgerows and meadow planting.
- New community public open space forming wide corridors around the development to incorporate informal recreation and play opportunities as well as equipped children's play;
- An 'Active Trail' connecting new and existing recreational routes running around the site;
- New 'greenways' through the site integrating recreational walking and cycling routes to provide enhanced connectivity around the development and beyond, with convenient access to the Local Centre and Primary Schools;
- A water attenuation/wetland area as part of a sustainable drainage system set within public open space, creating an attractive amenity feature as well as conferring biodiversity benefits;
- Enhanced biodiversity through improved and new wildlife habitat creation.



A New Community

The development capacity of the Site has been determined by the existing assets across the site together with the positive opportunities that these present.

Key design considerations are:-

- A robust landscape buffer around the site including native tree, hedge and wildflower meadow planting creating connected habitats as part of the potential SLINC designation.
- New native structural planting will be introduced helping the development to readily assimilate into the existing context;
- Retention of existing vegetation combined with significant new landscaping offers potential to create a highly desirable residential scheme with a strong sense of place;
- The layout connects with the existing town via footpath links to provide connectivity with the town;
- Vehicle connections from Wolverhampton Road to the west, as well as footpath/ cycleway connections to the residential area to the south and Holbeache Lane to the north, will make the scheme fully accessible and permeable being supported by cycle and pedestrian links;
- Areas of public open space will be created, including an extensive corridor around the development, incorporating opportunities for recreation and children's play.



