

Bromwich Lane
PEDMORE

**A Sustainable
Development Opportunity**
March 2023




WILLIAM
DAVIS



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The Site



Introduction

PURPOSE

This Vision Document has been prepared in support of the promotion of William Davis Homes' (WDH) site at 'Land east of Bromwich Lane, Pedmore' (the site). It has been submitted alongside a suite of further information to allow for the accurate assessment of the site in Dudley Metropolitan Borough Council's (DMBC) 'Call for Sites' exercise.

As set out in the proforma, the accurate assessment of promoted sites is critical in ensuring that the emerging Dudley Local Plan (DLP) maximises the potential of suitable sites in sustainable locations. That is particularly relevant in light of the Government's objective of boosting housing supply in response to the acute national housing crisis and the requirement of the National Planning Policy Framework (NPPF) for local plans to meet the development needs of their area.

There are exceptional circumstances present within Dudley Borough to justify Green Belt release. In meeting Dudley's own housing needs, the Council must ensure that they identify a portfolio of development sites to meet its housing needs in full, in accordance with the NPPF, and also deliver a range of house sizes, types and tenures. Given the constraints associated with brownfield sites and the lengthy lead-in / build-out periods that can be associated with them, DMBC's supply of housing should include suitable greenfield sites in sustainable growth locations. Indeed, sites like Bromwich Lane are important in ensuring that housing needs can be met early in plan periods.

Moreover, whilst it is recognised that the preparation of a joint Black Country Plan (BCP) has now ceased, DMBC must still take account of the context in the wider housing market area (HMA). Indeed, that provides additional justification for the release of Green Belt land for development.

Notably, Birmingham City Council and the Black Country Authorities (BCAs) are very likely to declare significant unmet housing needs in the forthcoming plan period, particularly given the requirement for some of the authorities to plan for a 35% uplift above their standard method-derived local housing need. That must be considered by DMBC as part of the Duty to Cooperate / the future 'alignment' mechanism. In that context, DMBC must maximise the delivery of suitable sites both to meet its own housing needs and make a reasonable contribution towards the unmet needs of neighbouring authorities.

Therefore, this Vision Document sets out the merits of Pedmore as an inherently sustainable location for growth that is located adjacent to the urban area of Stourbridge and benefits from direct access to a healthy provision of services and facilities. It highlights that Pedmore should play a key role in meeting DMBC's housing needs.

THE SITE & OPPORTUNITY

Land east of Bromwich Lane lies on the southern edge of Pedmore, a residential suburb of Stourbridge. It is approximately 4.2 hectares in size and comprises an open triangular field used as a horse paddock. It is bound by mature tree belts and hedgerows on its southern and western edges, and the rear gardens of properties on Cherrington Gardens and Wychbold Close to the east. A small paddock also abuts the site to the north beyond which lies Wychbury Care Home on the Hagley Road (A491).

The western extent of the site has a frontage with Bromwich Lane, a residential street linking Hagley Road to the north-east and Worcester Lane to the south-west. The northern side of Bromwich Lane is lined by large individual residential properties along its entire length. Residential estates lie beyond those to the north and west of the site. Agricultural land lies to the south of the site.

The Vision Document summarises the site assessments that have been undertaken in relation to the site. On that basis, it demonstrates that it is an entirely appropriate residential development site with a deliverable capacity of 85-100 dwellings. Indeed, as well as delivering much-needed housing, the development of the site would provide support for nearby services and facilities, round off Pedmore's built form, and provide a defensible Green Belt boundary.

Therefore, it should be removed from the Green Belt and allocated in the emerging DLP for residential development.

STRUCTURE

In that context, the Vision Document is structured as follows:

- Section 2: A Sustainable Location for Development - Considers the site's relationship with the sustainable settlement and the services and facilities therein;
- Section 3: Site Assessments - highlights the relative lack of constraints to its development based on a number of technical and environmental assessments;
- Section 4: Settlement and Landscape - Examines the site's context and explains why the site's development would have a relatively limited impact on landscape character and visual amenity;
- Section 5: Green Belt - Sets out why the site makes a limited contribution to the purposes of the Borough's Green Belt;
- Section 6: Site Synthesis - Considers other environmental and infrastructure matters and draws the preceding analysis together; and
- Section 7: Masterplan - Presents a vision for the site; demonstrating its deliverability and highlighting the role it can play in meeting the Borough's identified housing needs.

A Sustainable Location

PEDMORE

The site is located on the southern edge of Pedmore, a residential suburb of Stourbridge. Whilst Stourbridge contains a full range of high order services and community facilities, the adjacent figure highlights that Pedmore and Hagley have a good range of accessible facilities.

Located within Pedmore are Pedmore C of E Primary School, a retail convenience store, the Parish Church of St Peter, Pedmore Cricket club and a local park. Additional facilities and retail services within Hagley and West Hagley to the site's south include the Medical Centre at Pedmore Road, which are easily accessible via the A491 and B4187.

The submitted Access Strategy note highlights the presence of a number of rights of ways, and finds that a number of key day-to-day services and facilities are located within a 15 minute walk, with additional services and facilities accessible within a 5km cycle ride. Pedmore is also well served by public transport. Bus route 318 runs close to the site along Hagley Road (the A491), and links to Stourbridge Bus Station and Bromsgrove Bus Station. Stourbridge Junction Train Station and Hagley Train Station are also located nearby, and provide direct routes to Birmingham, Kidderminster and Worcester.

Consequently, Pedmore is an entirely sustainable location for growth. The site itself is eminently suitable for development as residents will be able to readily access services and facilities to meet their day to day needs and convenient public transport services to key employment and higher order service centres.

THE SITE

Whilst the site currently forms part of the designated Green Belt, it is otherwise relatively unconstrained. Landscape and Green Belt matters are considered in detail in the following sections of the Vision Document, as is the site assessment work undertaken.

The site assessments undertaken thus far relate to access, drainage, ecology, arboriculture, and heritage, and the findings summarised in the following section demonstrate that the site is an entirely suitable development site in an accessible and unconstrained location.

The detailed assessment reports can be provided upon request, and specific information in relation to landscape and visual matters, Green Belt and accessibility have been submitted alongside the Call for Sites submission.

A491 looking north



A491 looking south



Bromwich Lane north of site



Bromwich Lane west of site



Redlake Drive



Cherrington Gardens



Stourbridge Road



Wychbury Care Home



Access & Facilities



Site Assessments

ACCESS

As set out in the Access Strategy note, the site is well-connected to a range of key services and facilities via sustainable forms of travel (walking and cycling) and public transport. Opportunities will be pursued to improve pedestrian facilities to further enhance that connectivity.

It is also well-connected with the surrounding highway network, and an appropriate vehicular access can be provided from Bromwich Lane.

Bromwich Lane varies in width between approximately 4 – 7m, with a speed limit of 30mph. There are two priority-controlled one-way sections of road, which are located adjacent to the centre of the site frontage and the north-east extent of the site boundary. No footways are present on Bromwich Lane along the site frontage, however there is a footway available adjacent to the Bromwich Lane/Redlake Drive Junction immediately south-west of the site. In addition to this, there are public footpaths located approximately 35m south-west of the Bromwich Lane/Redlake Drive Junction and immediately south of the Bromwich Lane/Ferndale Park Junction 100m north-east of the site.

The proposed site access from Bromwich Lane would be 7.3m wide, with 2.4m x 43m visibility splays as shown in the Masterplan. Bromwich Lane would be widened where feasible along the site frontage to 6m in width to accommodate the additional traffic generated by the proposed development. This would include removing the west priority-controlled section of road along Bromwich Lane to achieve unrestricted two-way vehicular movements, which will be a particular benefit associated with the development of the site.

Bromwich Lane is well connected to the centre of Pedmore by Redlake Drive and Hagley Road. That provides access to the local bus services on Hagley Road and the facilities along it, including Pedmore C of E Primary School, Pedmore Cricket Club and Pedmore SPAR Convenience Store. The Masterplan incorporates pedestrian facilities on site to connect to the existing footways adjacent to Redlake Drive route northbound and provide a connection onto public rights of way (PROW) STR0145/6.

ECOLOGY

The site is not subject to any nature conservation designations and whilst some protected species are likely to be present in the area they can be accommodated and the ecological value of the site as a whole can be enhanced through the proposed development.

An ecological appraisal has been completed involving a consultation with the local Environmental Records Centre and an extended Phase 1 Habit Survey. The appraisal concluded that the proposed development would not have any significant impact on any sites designated for their nature conservation interest. Habitats on site are considered to be of low value for reptiles and great crested newts. The hedgerows and areas of scrub along the boundaries provide suitable habitat for foraging and commuting bats and black poplar with moderate potential to support roosting bats is present in the south-west corner of the site. Three badger setts were also present on site, but the site offers limited foraging habitat.

Hedgerows are a habitat of principal importance and provide structural diversity, connectivity, foraging and nesting habitats and are of ecological value at a local level. It is recommended that the hedgerows recorded on site are retained as far as practicable within the scheme and appropriately buffered with native species planting. Areas of scrub with trees and small areas of tall ruderal were also recorded along boundaries. The areas of scrub and associated habitats are largely retained within the Masterplan and are to be enhanced through the creation of an attenuation pond, species-rich grassland and planted with native scrub.

The current habitats forming the site are generally of low ecological value with most of the site formed by grazed poor semi-improved grassland. Any loss of grassland habitat will be mitigated through the landscaping scheme outlined in the Masterplan via the creation of areas of more species-diverse native grassland within the retained green corridor along the western boundary. A network of residential garden and tree and shrub planting within the sites' green infrastructure will provide further ecological enhancements, and the implementation of that landscape scheme would deliver the required net gain to biodiversity.

ARBORICULTURE

The location of the trees at the site's boundaries means that the vast majority will not be impacted by the proposals. Rather, generous landscape buffers will be provided around them, incorporating them into areas of public open space.

The only tree removal from site would be from tree group G4 in order to facilitate a suitable vehicular access point into the site from Bromwich Lane. An arboricultural assessment has confirmed G4 is a dense group of boundary trees of moderate arboricultural and landscape value. The removal of a section of this tree group would be unavoidable for the site to be developed, as it runs along the length of the boundary with Bromwich Lane from which the vehicular access must be provided.

Whilst DMBC Tree Preservation Order 566 protects the group, an arboricultural assessment has confirmed that the loss of this small section of G4 would not diminish the group's overall amenity value, and that appropriate mitigation can be provided within the development. Indeed, the new tree planting shown in the Masterplan will more than offset that loss, and will reinforce the green infrastructure network, whilst also assimilating the proposals into the existing landscape.

DRAINAGE

A Flood Risk Assessment (FRA) has been submitted alongside the Call for Sites submission. It highlights that the site is not at significant flood risk subject to the recommended flood mitigation strategy. Therefore, the Masterplan proposes to convey water via the SuDS feature at the site's western boundary to the drainage basin at the south-west.

The FRA highlights that the site is located within Flood Zone 1, and that the vast majority of the site is at very low risk of pluvial flooding. Whilst there is a small area of low to medium risk at the northern boundary of the site, this is generated from within the site itself and so the relatively minor flood risk can be resolved through implementing a formal surface water drainage strategy. There is low / no risk from other sources, but further groundwater flood monitoring is proposed. It is understood that there is capacity in the foul network to accommodate the development.

HERITAGE

An archaeological desk-based assessment has established that there are no designated or recorded heritage asset within the site nor are there any listed building within the vicinity. Therefore, the proposed development will have no direct impact upon any designated heritage assets. Pedmore does not contain a designated Conservation Area. Whilst West Hagley does, the conservation area is remote from the site and not visible from it. As a result the proposed development of the site will not impact upon its setting and character.

Wychbury Ring, a small multivallate hillfort on Whychbury Hill to the east of Pedmore Hall is circa 1km from the site. It is, however, shrouded by the woodland on the hill and separated from the site by the busy Hagley Road and the residential development that aligns it. Hagley Hall Park and Garden contains a number of listed buildings and structures and is located to the east and south east of the site, but is similarly physically and visually separated from it by both the A491 and A456, and indeed, the urban area of Hagley itself.

The previous Urban Historic Landscape Characterisation Study that was prepared on behalf of the BCAs identified the area to the east of the site containing Wychbury Hill and Hagley Park and Garden as an 'Area of High Historic Landscape Value'. However, despite the clear visual separation between the site and that area, the designation 'washes over' the site. That is as a result of a wider misconception that the site forms part of the more sensitive landscape unit to the south. That has arisen as a result of a number of assessments applying a flawed methodology and, consequently, reaching broad brush conclusions. Those studies have, therefore, very much overlooked that the site is contained by the built form, is closely related to it, and is not sensitive itself.

Therefore, it is not considered that any proposed development will have a detrimental impact upon these surrounding heritage assets.



Settlement and Landscape

LANDSCAPE CHARACTER

Pedmore forms part of the wide “Stour Valley” as referred to in Dudley MBC’s Borough-Wide Urban Historic Landscape Characterisation Study (2016) where: *“Much of the formerly open farmland was also subsumed by major expansion of the area’s settlements in response to an ever-rising population, Stourbridge in particular expanded dramatically.”*

The site itself lies within “Pedmore Common”: *“Forming the remainder of the southern Green Belt west of Pedmore over the sandstone, the rural character of the area can be traced back to agricultural enclosures of the medieval landscape in the 18th Century including parkland around Pedmore Hall and Hagley Hall.”*

As discussed, the study also refers to Areas of High Historic Landscape Value including the area to the east of the A491. However, the A491, urban development along it, and the settlement forms of Pedmore and Hagley represent a clear physical and visual break in the landscape of the area and a transition in the landscape character to the west. That is recognised in the Worcestershire County Council Landscape Character Assessment.

Wychbury Hill and Hagley Park form part of the Large Wooded Hills and Farmland Landscape Type that stretches to the Clent Hills to the south east. It is largely characterised by its prominent sloping topography, and large discrete woodland blocks framing fields enclosed with hedgerow boundaries that creates a landscape “with an inherently large scale and strength”.

The land at the base of Wychbury Hill located between the A491 and B1487 (including the site) and the land to the south of Hagley form part of the Estate Farmlands Landscape Type. That is: *“An ordered agricultural landscape characterised by sub-regular pattern of medium to large sized fields, small geometric plantations and groups of ornamental trees associated with large country houses”*

The Estate Farmlands Landscape Type is a lowland area where the landscape character is derived from the (planned) tree cover and field pattern defined by hedgerow boundaries and mixed agricultural use. There is some evidence of hedgerow loss and deterioration in the area, and the study refers to enhancing the landscape with further woodland planting (small plantations and tree belts) and restoration of the primary hedgerow pattern.

The study highlights the similarity with the Sandstone Estates Landscape Type that stretches beyond the B1487 to the east on gently rising land dissected by the railway line, albeit the field pattern there is larger, more regular and almost entirely in arable use.

The landscape character of the site itself and its immediate south reflects certain aspects of the Estate Farmlands Landscape Type. It has a gentle rolling topography and benefits from a robust landscape framework; notably the mature tree belts and hedgerows that mark the site’s boundaries. It is, however, a relatively ordinary mixed agricultural use area, and the site is not considered to be particularly sensitive in landscape terms. Indeed, the landscape character is undoubtedly also affected by the relationship with the adjacent built form that encloses and defines the area and also provides visual containment, but commonly with a severe transition between the urban and rural areas.

The residential development of the site would, therefore, have a minimal impact on the landscape character of the surrounding area. It would not at all appear incongruous given that it would be contained on 2 of its 3 sides by existing residential development. Moreover the key landscape features that define the site can be retained, enhanced, and supplemented with additional tree planting as an integral part of the development that will provide a softer transition to the retained fields to the south and contributing to the wider Estate Farmlands Landscape Type as highlighted above.

VISUAL AMENITY

The visual amenity of the site and its surroundings has been appraised through the preparation of a Zone of Theoretical Visibility (ZTV) and consideration of key views as presented on the following pages.

The ZTV takes into account the screening provided by the area’s topography, significant vegetation and buildings. The lighter areas represent locations where there would be a potential view of the site on that basis, with the darker areas representing those areas where there would not. It clearly demonstrates the visual containment that the site benefits from. Indeed, potential views of the site are limited to its immediate surrounds to the north and east, to up to 600m to the southeast to the northern edge of Hagley, and an area 1-1.3km on the rising land beyond the railway line to the west of the site. The ZTV also indicates that there maybe views of the site from the prominent Wychbury Hill to the east and the Clent Hills to the south east.

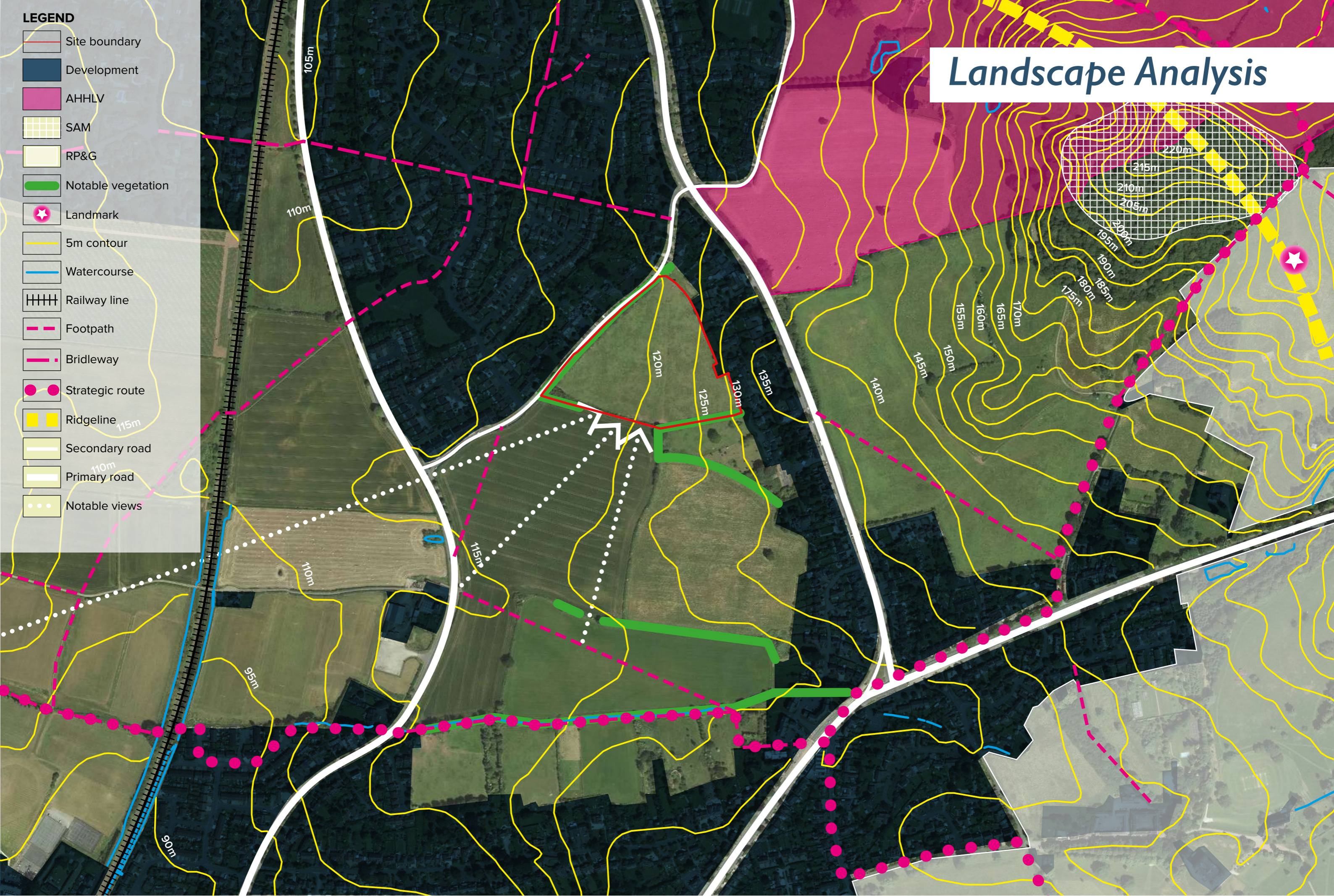
Views of the site from Bromwich Lane and the properties that line it to the north are screened by the mature woodland belt along the site’s boundary. There is, however, a clear visual relationship with the properties that back on to the site to the east (Wychbold Close and Cherrington Gardens) that are slightly elevated and often have visually open boundaries. That relationship has been carefully considered in the development of the scheme proposals. The ZTV indicates that the site is also visible from the properties on the northern edge of Hagley. However, a localised ridge and the layering of hedgerows in the intervening area effectively limits that to circa 6 properties on Middlefield Lane. That very limited impact can be further mitigated by the proposed landscape planting.

An appraisal of key views from public vantage points in the wider area, notably from the public right of way network, has been undertaken. That highlights that any built development on the site would be viewed in the context of the existing built form. That is often more prominent than the development on the site would be, given its robust landscape framework and the proposed landscape planting that would form an integral part of the development. Consequently, it can be concluded that any residential development on the site would be visually very discrete, well integrated into its context and, therefore, the impact on visual amenity would be minimal.

LEGEND





- Site boundary
- Development
- AHHLV
- SAM
- RP&G
- Notable vegetation
- Landmark
- 5m contour
- Watercourse
- Railway line
- Footpath
- Bridleway
- Strategic route
- Ridgeline
- Secondary road
- Primary road
- Notable views

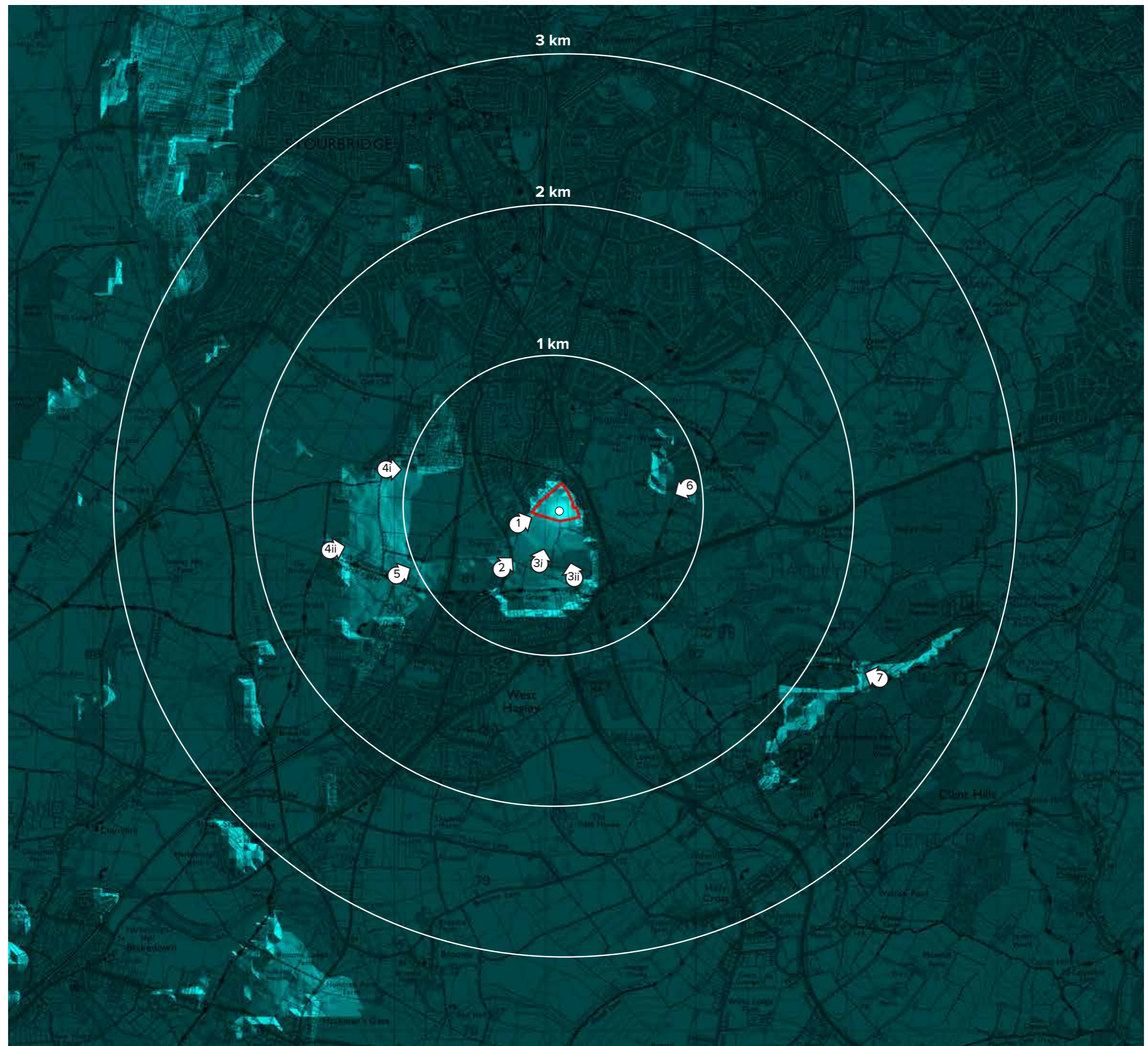
Landscape Analysis



Zone of Theoretical Visibility (ZTV) with Viewpoints

Legend

-  Site Boundary
-  Most Visible
Least Visible
-  Light Source
-  Viewpoint



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Views



VP1: View from Bromwich Lane looking east. Views into the site from Bromwich Lane are generally very limited due to mature woodland belt along its north-western boundary. However, there is a view available above the trimmed hedge at the western end of the Lane, albeit within an urban fringe context. The rising land in the eastern part of the site is visible, with the properties along its eastern boundary are clearly visible above it. Beyond the site Wychbury Hill and the Obelisk are prominent. Development on the site would, therefore, be seen in the context of the existing development, but further mitigation could also be provided by planting on its southern boundary.



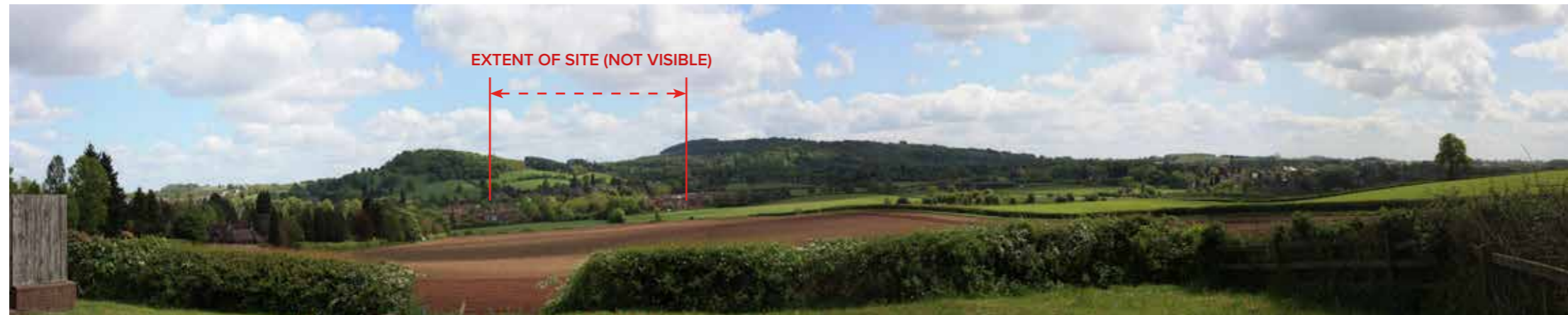
VP2: View from B1487 and PRW west of site looking north east / east. Views into the site are available from this locality through its open southern boundary, albeit again within an urban fringe context. The mature woodland belt along the site's north-western boundary and rising land in the eastern part of the site, together with the properties along its eastern boundary, are clearly visible in the view. However, it is the prominent large dwellings that front the western end of Bromwich Lane that are particularly prominent in the view. Development on the site would, therefore, be seen in the context of the existing development, but further mitigation could also be provided by planting on its southern boundary.



VP3 (i): Views from PRW south of the site looking north. The views from the footpath to the south of the site are very similar in nature, in terms of there being a clear view into the site and of the development beyond through its open southern boundary, but also that the large dwellings that front the Bromwich Lane to the west are particularly prominent. Again development on the site would, therefore, be seen in the context of the existing development, but further mitigation could also be provided by planting on its southern boundary.



VP3 (ii): Views from PRW south of the site looking north. Further east along this footpath, however, a local shallow ridge and mature tree belt screen the site from view. Here the footpath connects to the North Worcestershire Path, but this part of the path runs through a belt of vegetation limiting views out.



VP4 (i): Views from PRW west of railway line looking east. Wide panoramic views are available from the footpath that crosses this rising land. The view is dominated by the backdrop provided by the wooded Wychbury Hill and Clent Hills beyond. The residential areas in the southern extents of Pedmore and in Hagley are clearly visible on the lower lying ground in the middle distance, albeit nestled within the mature landscape. The site is screened from view for much of the footpath by the intervening properties and trees cover, although the properties to the east of the site are visible above those.



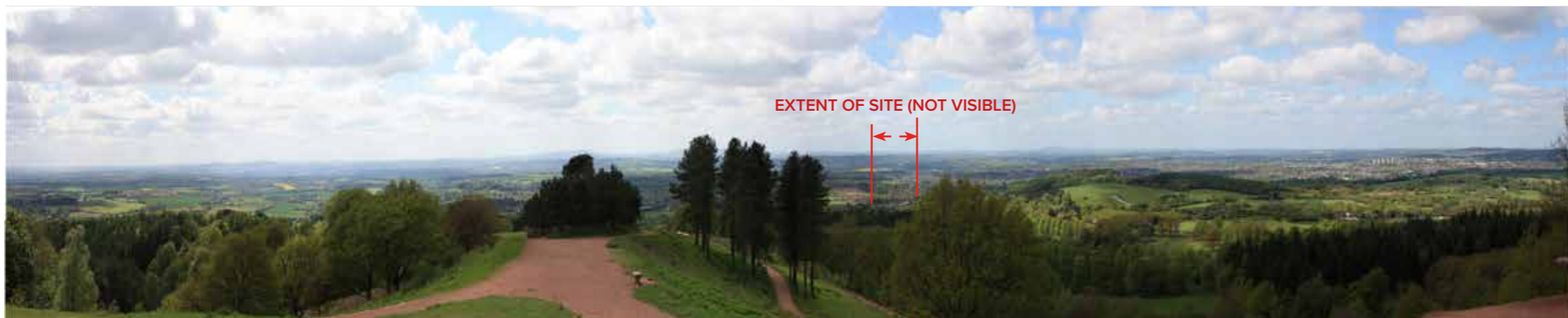
VP4 (ii): Views from PRW west of railway line looking east. Further south the site itself becomes visible albeit with built development both in front and behind it. In these locations the development on the site would be seen in the context of the existing development, but further mitigation could also be provided by planting on its southern boundary.



VP5: Views from North Worcestershire Path looking north east. Once the path starts to climb the rising land beyond the railway line wide views of the area become available. The view is dominated by the backdrop provided by the wooded Wychbury Hill and the Obelisk is particularly prominent. The residential areas in the southern extents of Pedmore and northern extents of Hagley are visible on the lower lying ground in the middle distance. The properties that border the site to the east are clearly visible and the sloping land within the site sits in front and below those is also visible in this view. Development on the site would, therefore, be seen in the context of the existing development, but further mitigation could also be provided by planting on its southern boundary.



VP6: View from Wychbury Hill looking west. Long distance views are available from certain locations on Wychbury Hill, often framed by the woodland blocks. In this view close to the Obelisk, the properties that line the western extent of Bromwich Lane are clearly visible. However the site itself and development along the eastern extent of Bromwich Lane behind it are hidden from view by the development along the A491 and the intervening vegetation. The rooftops of development on the site maybe visible amongst the tree canopies, but they would be seen in the context of the existing development.



VP7: View from Clent Hills looking north west. Wide panoramic views are available from certain locations in the Clent Hills. The site forms only a very small part of these views and, indeed, is hidden within the vegetation and the surrounding development that lies both in front and behind it. The rooftops of development on the site maybe visible amongst the tree canopies, but they would be seen in the context of the existing development.

Green Belt

CONTEXT

The site's location and aspect mean that it does not form a particularly sensitive part of the Green Belt, and its development would not undermine the purposes of the remaining Green Belt, as below.

URBAN SPRAWL

The site is already bordered to the west, north and east by well established development and it is located close to the Hagley Road that leads to the heart of Pedmore to the north. The location and nature of the site would, therefore, allow it to be developed in a compact form that relates well to the existing built form, consolidating the overall pattern of development on this edge of the urban area and avoiding urban sprawl (see Figure opposite). It would also provide a sympathetic and well defined edge to the countryside to the south and east, sitting unobtrusively within its setting by virtue of the nature of the surrounding topography and screening provided by the existing vegetation.

COALESCENCE

The development of the site would have a minimal impact in terms of the coalescence of settlements. Whilst the site does form part of the gap between Pedmore and Hagley to the south, its development would not extend the urban form of Pedmore any further south than the established residential areas to both the west and east.

Moreover, whilst the eastern part of the site is currently visible in views from the B4187 (VP2), the western part of the footpath that crosses the fields to the south of the site (VP 3) and the public rights of way network on the higher land to the west of the railway line (VPs 4 & 5), the proposed development of the site would actually result in little contrast with the existing views. The new dwellings would sit in front of and below the existing development, would be well screened by the landscape framework (particularly with the proposed mitigation), and appear further way than the existing built form, notably the prominent dwellings further west on Bromwich Lane. To the east the local topography and the development that lines the A491 means that the site's development would not be perceptible from Hagley.

There would, therefore, be little or no impact on the perception of the identity of the two settlements in this locality.

COUNTRYSIDE ENCROACHMENT

Whilst the site's development would represent a limited encroachment into the countryside (in so far as the development of any greenfield site would), the surrounding urban form (on 2 of its 3 sides), and established landscape structure around its boundaries and in the fields to the south would very much negate the perception of encroachment. Indeed, as

described in the preceding section the visibility of the development would be largely limited to the site's immediate environs. Moreover, the proposed landscape buffer will provide further mitigation.

HISTORIC TOWNS

Neither Pedmore or Hagley are specifically identified as historic towns. Indeed, the contemporary growth of both settlements is evident in the established residential areas in Pedmore to the north of the site, and indeed, further south in Hagley.

URBAN REGENERATION

The site performs the same role in relation to this matter as any other greenfield site within the designated Green Belt in the Borough.

SUMMARY

The development of the site will inevitably result in the growth of Pedmore's urban form and an encroachment on the surrounding countryside, but the location and aspect of the site combined with the landscape structure mean that it does not form a particularly sensitive part of the Green Belt and the degree of harm arising would be limited.

As well as the site clearly not being particularly sensitive, the proposed development will incorporate substantial green space buffers with significant tree and shrub planting, notably along the site's southern boundary. That will further mitigate the potential impact on the Green Belt purposes and will create a clear and robust defensible boundary to the remaining Green Belt.

However, inappropriate methodologies have underpinned previous landscape / visual impact and Green Belt harm assessments by the Council. They included the site in much more sensitive assessment areas (notably the Hagley Gap), despite recent case law highlighting the inherent flaws of such an approach, and have therefore overlooked the nuances associated with the site. It is critical, therefore, that the Council consider the site on its own merits, both through the SHLAA process and updated Landscape and Green Belt assessments, which will highlight that its development will give rise to limited harm.



Settlement Form



Site Synthesis

SITE ANALYSIS

In light of the preceding analysis, the following matters have informed the preparation of the proposals for its development:

1. The site is largely screened from the surrounding area by established and maturing tree belts along the southern and western boundaries and by properties and garden vegetation along the eastern boundary.

2. A section of the southern hedgerow would benefit from reinforcement, due to the lack of trees, to offer further screening of the site.

3. The site benefits from a frontage to Bromwich Lane along its western boundary. This is currently defined by a mature roadside hedgerow and trees which limit views, but it provides an opportunity to appropriately access the site.

4. Private rear gardens define most of the eastern site boundary. Properties along this edge are largely elevated above most of the site and as such are visible within the wider landscape. Development of the site provides an opportunity to soften this settlement edge; generous rear gardens and buffer planting will be required when backing onto this boundary to prevent overlooking.

5. The site mainly comprises of an open grassed field. Trees and vegetation within the site are confined to its boundaries within which habitat constraints are evident.

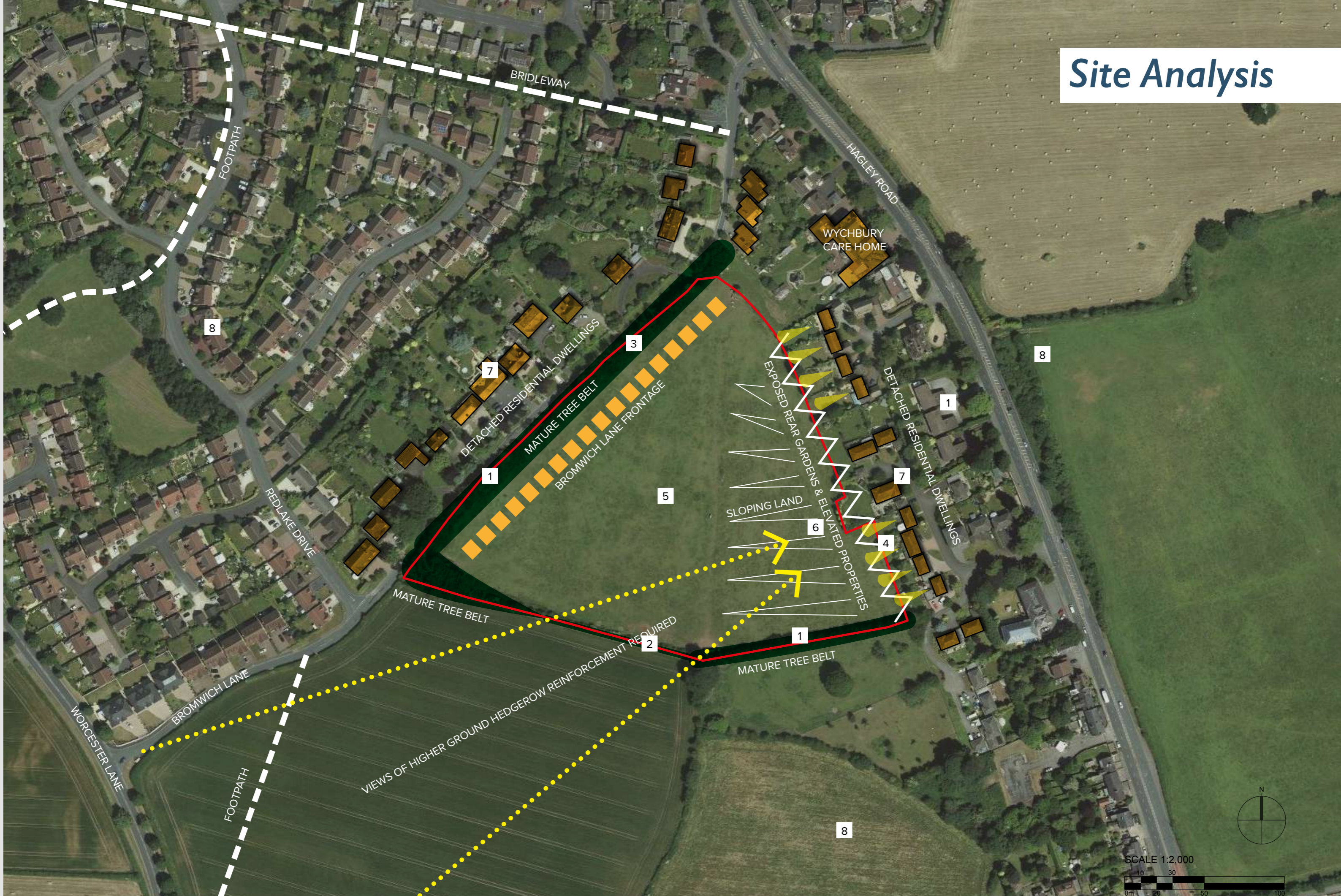
6. The eastern extents of the site are sloping, with land rising up towards Hagley Road. Careful consideration of the siting of development within this location will be required.

7. Dwellings within the immediate context of the site are generally large detached properties with landscaping and car parking to front. Larger front gardens and tree/shrub planting filter the development edge to varying degrees along Bromwich Lane.

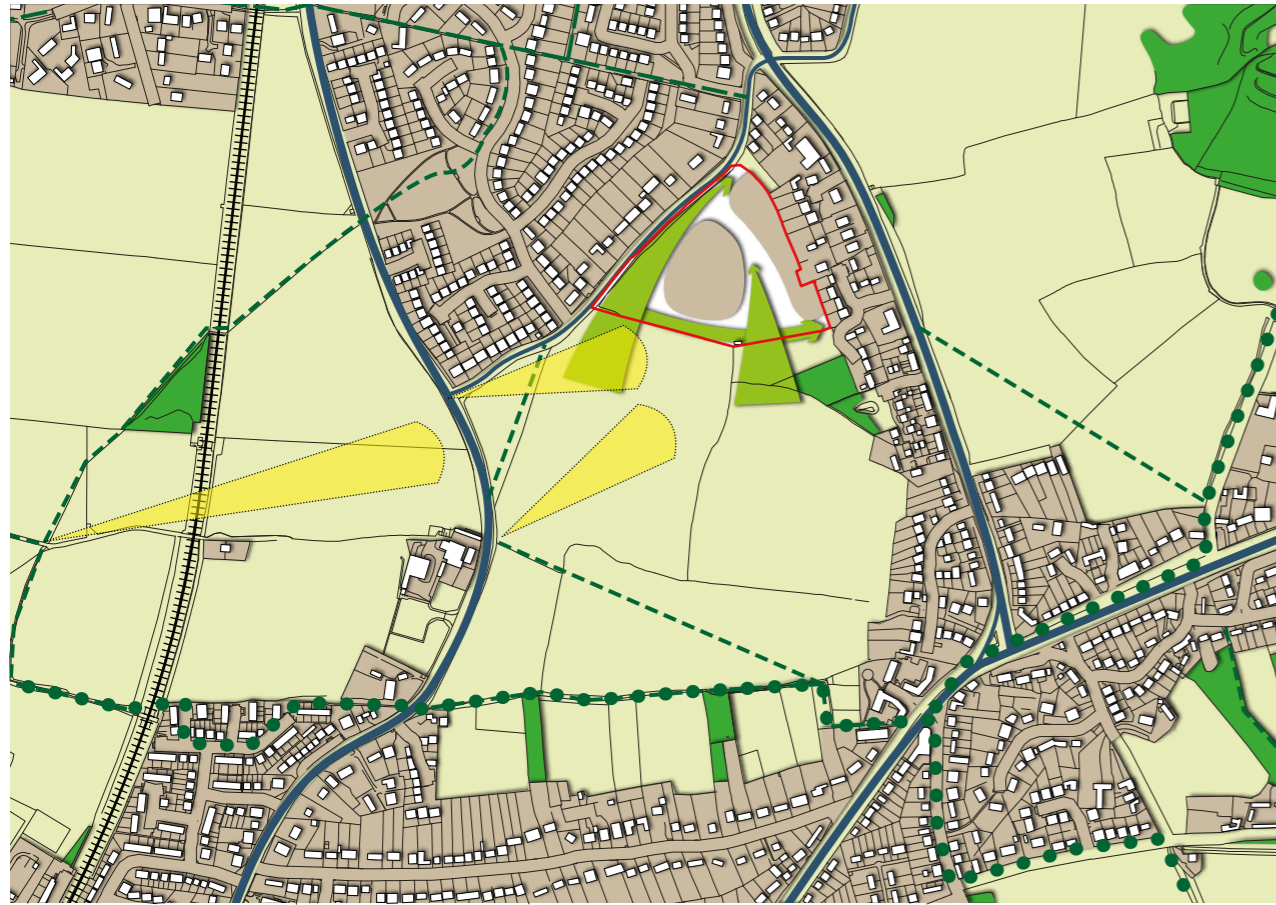
8. Layering of field boundary vegetation and the existing settlement form further increases the level of screening of the site, generally limiting views from publicly accessible routes to more elevated locations. Where the site is visible within the wider landscape, it is viewed within the context of neighbouring properties and is largely nestled within mature tree and hedgerow planting.



Site Analysis

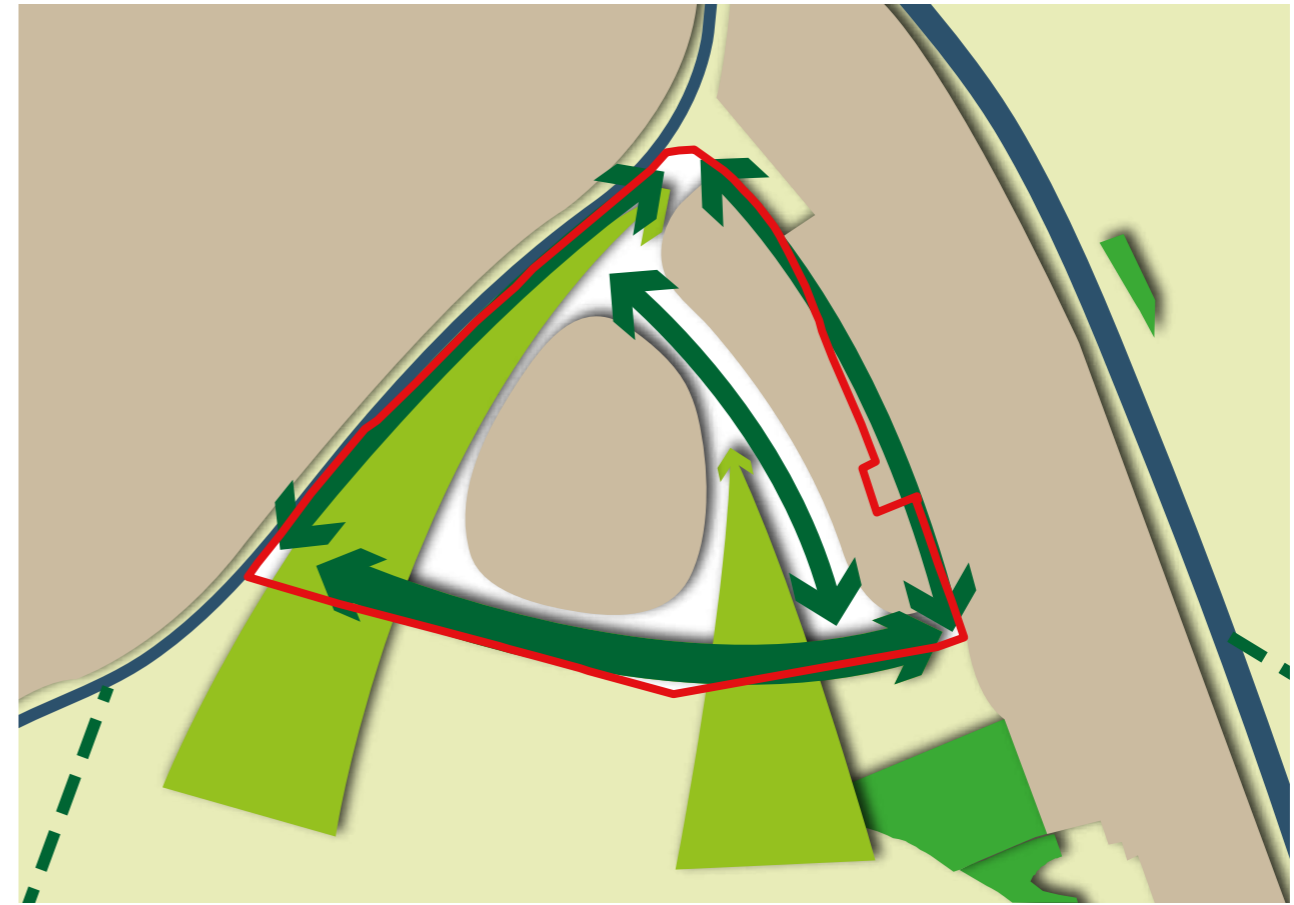


Development Concept



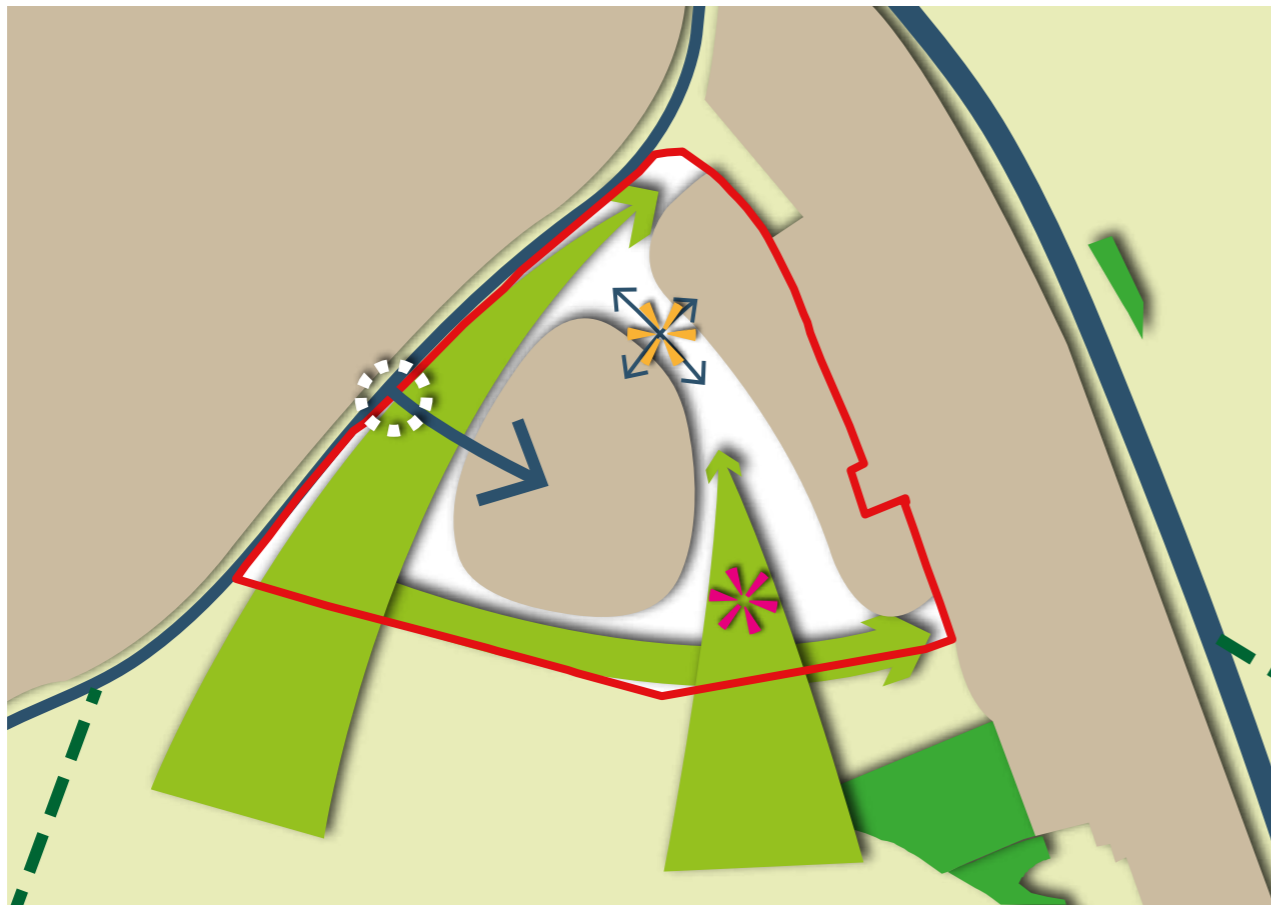
SUSTAINABLE DEVELOPMENT

Provide new housing that sits comfortably within the existing settlement fabric and sensitively responds to adjacent land uses and views of the site from the wider landscape.



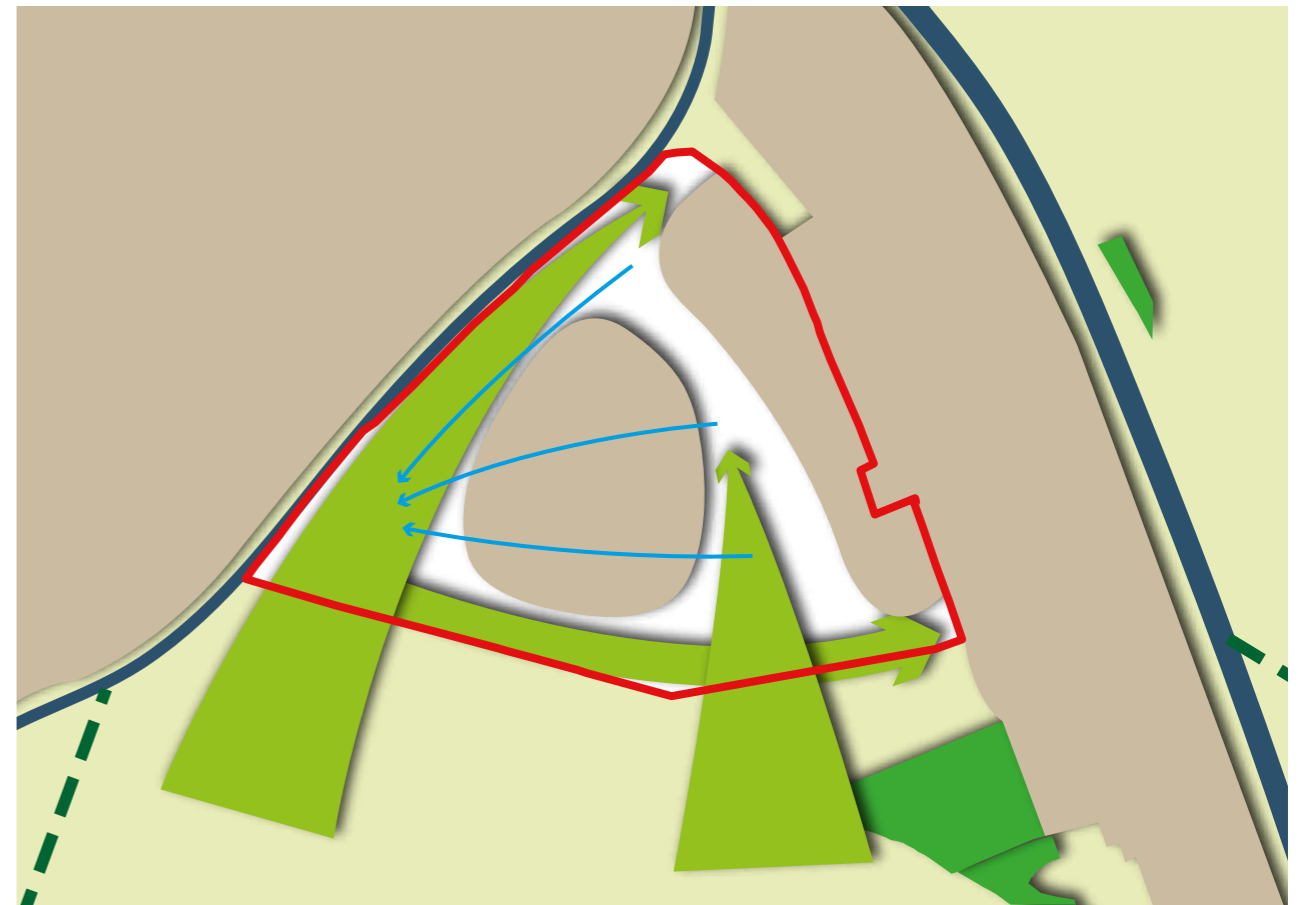
LANDSCAPE FRAMEWORK

Create a strong landscape framework that shapes the development proposals allowing it to carefully assimilate with its surroundings. Green fingers would extend into the site from the south, existing hedgerow corridors would be retained and reinforced (where necessary) and bands of new tree planting on the higher ground would create a green canopy within which new housing could nestle.



DEVELOPMENT CHARACTER

Create a series of activity/meeting spaces within the scheme to shape the development, aid legibility, encourage social cohesion and provide further opportunities for tree planting.



SUSTAINABLE DRAINAGE

Provide a sustainable drainage solution that utilises the site's landform and is well integrated within the landscape framework to positively contribute towards the creation of wildlife habitats and attractive landscape features.

Masterplan

William Davis' aspiration for the development of the site is to deliver a high quality housing scheme that respects its relationship with the surrounding urban form and countryside.

The emerging Masterplan proposals have been prepared with a clear knowledge and understanding of the specific characteristics of the site (the opportunities and constraints), seeking to maximise the use of existing features and respect the local context within which the development would sit. The core aim is to create an attractive and sustainable environment that responds to the site's setting, retaining natural key features, and taking advantage of the existing landscape framework to create a high quality distinctive development with a sense of place that is well integrated into its surroundings.

DEVELOPMENT PROPOSALS

This section, therefore, provides an outline of the development proposals and principles as established by the emerging Masterplan. They are as follows:

1. Access into the site would be from a new junction off Bromwich Lane. A new footpath would also be provided along the southern edge of Bromwich Lane (within the site) and a small section to the north of Bromwich Lane connecting to the existing footpath on the northern side, promoting social cohesion and connections to local facilities.

2. The proposed frontage along Bromwich Lane would reflect the existing pattern of development, benefiting from the existing hedgerow and tree corridor to reinforce the 'leafy' settlement character and filter views of the housing.

3. Housing would be placed to relate well to surrounding properties. Where dwellings would back onto the eastern boundary and are situated on more elevated ground, generous rear gardens (to facilitate buffer planting and prevent overlooking) would be provided.

4. The southern hedgerow would be reinforced with additional native tree and hedgerow planting to offer further screening of the site.

5. Street trees and trees within gardens and open spaces would provide a green canopy, within which the new development would nestle. These would be layered throughout the site, especially when stepping up the higher slopes to limit views of the development and soften the appearance of the settlement edge within the wider landscape.

6. Green fingers would extend into the site along the southern and north-western boundary providing opportunities for sustainable drainage, habitat mitigation, informal recreation and equipped children's play, also helping the development to carefully assimilate with the adjacent open land.

7. A clear hierarchy of streets and spaces would be established to aid legibility and promote social cohesion. This includes a small residential square, creating a focal/meeting space and an opportunity for further tree planting within the developable area.

8. Development blocks would be designed in a perimeter block formation, providing natural surveillance and activity over all streets and public spaces and securing existing exposed private boundaries.

LAND BUDGET

Site Area: 4.23ha

Net Developable Area: 2.86ha

Green Infrastructure: 1.37ha



















Density: c.30-35 dwellings per hectare

Capacity: c.85-100 dwellings, including a policy compliant quantum of affordable homes

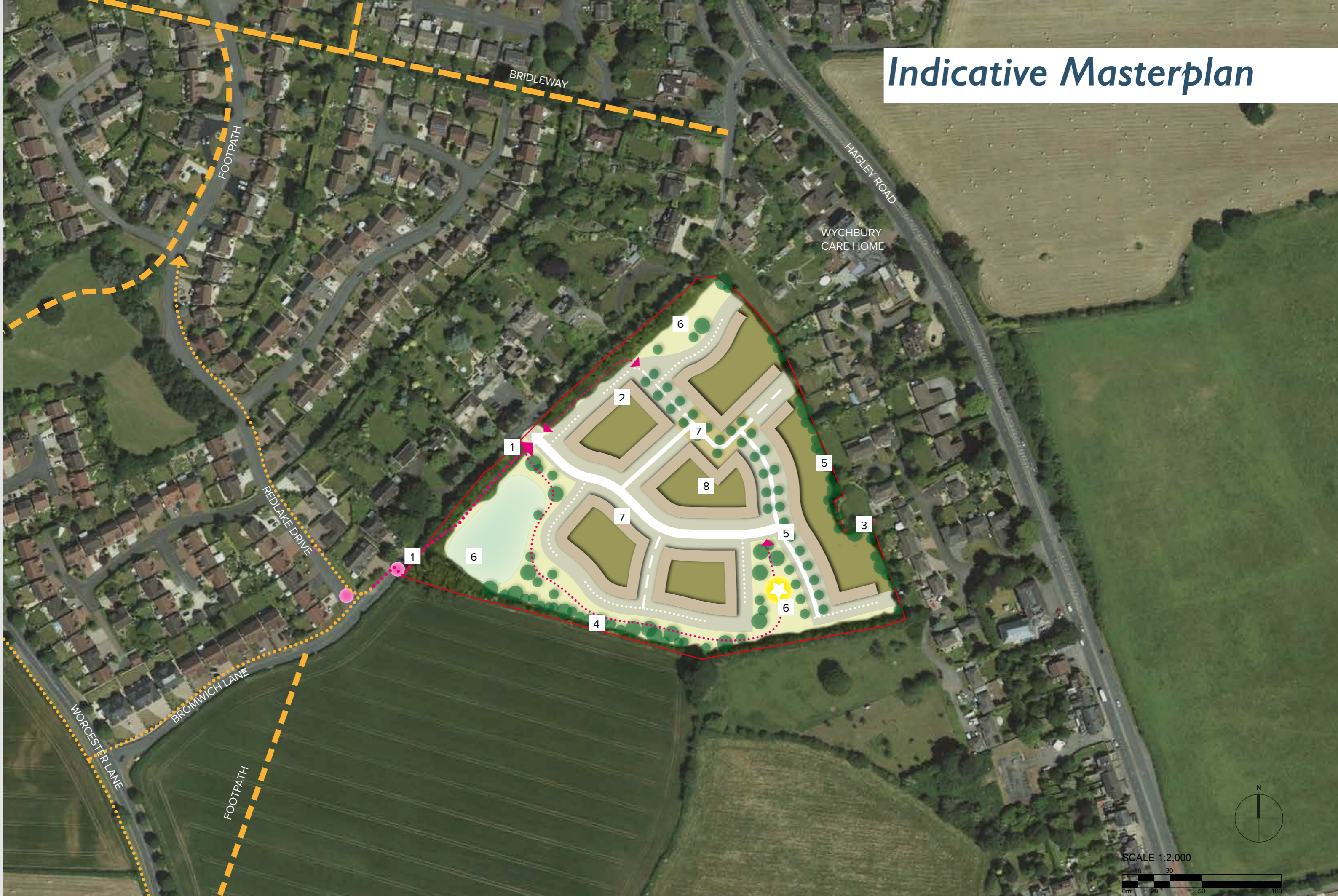
Public Open Space Requirement (on site): 0.15-0.18ha of amenity green space based on 0.81ha per 1,000 population / 2.2pph (in accordance with most recent standards).

POS provision to be updated to reflect revised standards when published.

LEGEND

| | | | |
|---|-----------------------------|---|-------------------------------|
|  | Site boundary |  | Secondary street |
|  | Residential block |  | Mews |
|  | Public open space |  | Lane/shared private drive |
|  | Retained vegetation |  | Pedestrian link |
|  | Street trees |  | Feature square |
|  | Buffer planting |  | Pedestrian link to facilities |
|  | Children's play area (LEAP) |  | Proposed dropped kerb |
|  | Attenuation pond |  | Public footpath |
|  | Primary street |  | Bridleway |

Indicative Masterplan



Conclusion

Land east of Bromwich Lane, Pedmore is, therefore, an entirely suitable development site in an accessible and unconstrained location.

In the context that DMBC must identify a portfolio of sites to meet its housing needs in the upcoming plan period, and that there are clear exceptional circumstances to justify the release of Green Belt land to achieve that, the site should be removed from the Green Belt and allocated for future residential development. That would maximise the development potential of an unconstrained site in a highly sustainable location for growth.

In that context, the site and Masterplan proposals for the delivery of circa 85 - 100 new homes accords with the provisions of the NPPF and would constitute “sustainable development”. Indeed, the proposed development would result in a number of significant economic, social and environmental benefits.

The development would provide much needed housing, including affordable housing, on a suitable site in a sustainable location, where residents will have access to a wide range of facilities, services and employment opportunities in Pedmore and Hagley, as well as higher order settlements such as Stourbridge, Dudley and Birmingham via the nearby train and bus services.

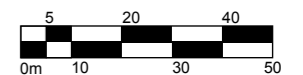
The Masterplan clearly demonstrates how a high quality housing development that respects its relationship with both the surrounding urban form and countryside, and uses the site in an effective and efficient manner, would be delivered. Notably, the Masterplan seeks to ensure that the proposals respond to the surrounding landscape character by retaining and enhancing the boundary hedgerows and trees within the site, and by providing new public open space along the southern and western edges.

The site is available, suitable and the proposed development is deliverable. This Vision Document, therefore, clearly demonstrates that the site is a realisable opportunity that would make a significant contribution to meeting the identified market and affordable housing needs within the plan period. The site should therefore, be allocated for development in the DLP.

Sketch Masterplan



SCALE 1:1,500





Define.

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