

Peter Grinnell FRICS
Principal



Your Ref: TW

Our Ref: PJG

Date: 14-11-2017

Cherry Trees House, Church Lane, Kirk Langley, Ashbourne, DE6 4NG

Email: peter@hartnellsestates.co.uk

Telephone : 07894 863841

Mrs Tammy Williams
Clerk to Alvechurch Parish Council
1A George Street,
Alvechurch,
B48 7PB

Dear Mrs Williams

Re: Land to South-West of Callow Hill Road, Alvechurch, B48 7LS - Submission Alvechurch Neighbourhood Plan

I am writing to you on behalf of Bishop Properties Limited, Paul Wild and Charter Interiors Limited, the collective owners of the above land ('the Site'), in connection with Submission Alvechurch Neighbourhood Plan ('the Plan') the consultation period for which I understand ends on Friday 17th November 2017. The Plan recognizes that additional land for residential development will be required to come forward from existing Green Belt allocations.

Whilst it is believed you already have knowledge of the above Site from previous representations, it is wished to bring it forward to your attention again, as a sustainable and suitable site with substantial potential for residential development to assist in accommodating the housing target set out by Bromsgrove District Council.

At this time it is not my intention to burden you with a detailed 'Vision Document', which can be provided in due course by the engaged planning consultants, but rather to put forward a more succinct synopsis of the justification for identification of this site as a supportable opportunity for sustainable residential development without any undue impact on the existing village settlement.

The Site is as shown on the attached red line plan and comprises a triangular parcel of land extending to approximately 2.13 hectares (5.26 acres). The Site is not viable for agricultural purposes and remains unmanaged and of poor quality being of little or no value to the Green Belt and with very limited visual identity due to the tree/shrub lined boundaries. Development would enhance a disused area providing housing linked to improved adjoining open space whilst retaining the existing tree lined boundaries.

Being situated on the immediate edge of the existing village settlement the sustainability can be viewed on much the same basis as the existing adjoining housing immediately to the east of the Site with the amenities of Alvechurch village centre being approximately 800 metres (0.5 miles – circa 10-12 minutes walk) to the south-east, local bus stops and good public transport facilities including the railway station being 1.4 km (0.9 miles).

The existing Redditch/Birmingham railway line adjoining the western boundary of the Site provides a strong 'defensible boundary' against development 'rolling out' across adjoining farm land to the other side of the railway line..

As can be seen from the attached plan there is also potential, subject to consents, for a direct bridge connection across the Worcester and Birmingham Canal to Hinton Avenue.

The 'linear' nature of the triangular Site allows for development to maximize the visual proximity of the Worcester and Birmingham Canal adjacent to the eastern boundary without impacting on the existing housing to the east side of the Canal.

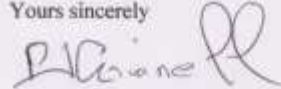
Given the tree lined Worcester and Birmingham Canal forming the boundary to the east and the topography of the Redditch/Birmingham railway line forming the western boundary the development of the Site would have little or no negative effect on the community but would provide benefits to the village with provision of an open space buffer adjacent to both principal boundaries and potential for addition of a footpath adjacent to the canal so allowing public access along both sides of this section of the canal. The impact of development would be further reduced by the creation, as mentioned in paragraph five above, of a no build vision splay adjacent to Callow Hill Road with additional landscaping to the rear of the same.

Careful consideration of the attached red line plan, plus on site viewing, will assist in clearly demonstrating, as outlined above, the minimum impact to the community of development of this Site as against the benefits to be derived.

The site is considered to have an indicative dwelling capacity of up to fifty two units at a density of 40 dwellings per hectare.

Having regard to the above it is considered that the land provides a sustainable and suitable site to assist in accommodating the housing target set out by Bromsgrove District Council.

Kind regards
Yours sincerely



P J GRINNELL, FRICS

