



**ST. LAURENCE VIEW
ALVECHURCH**

VISION STATEMENT

November 2016



BARRATT
— HOMES —

CONTENTS

- Introduction	3
- Location	4
- The Need for Development	5
- Development Options at Alvechurch	6
- Developing a Masterplan: Site constraints and Opportunities	8
- The Masterplan	9
- Emerging Masterplan	11
- Summary and Conclusions	12

INTRODUCTION

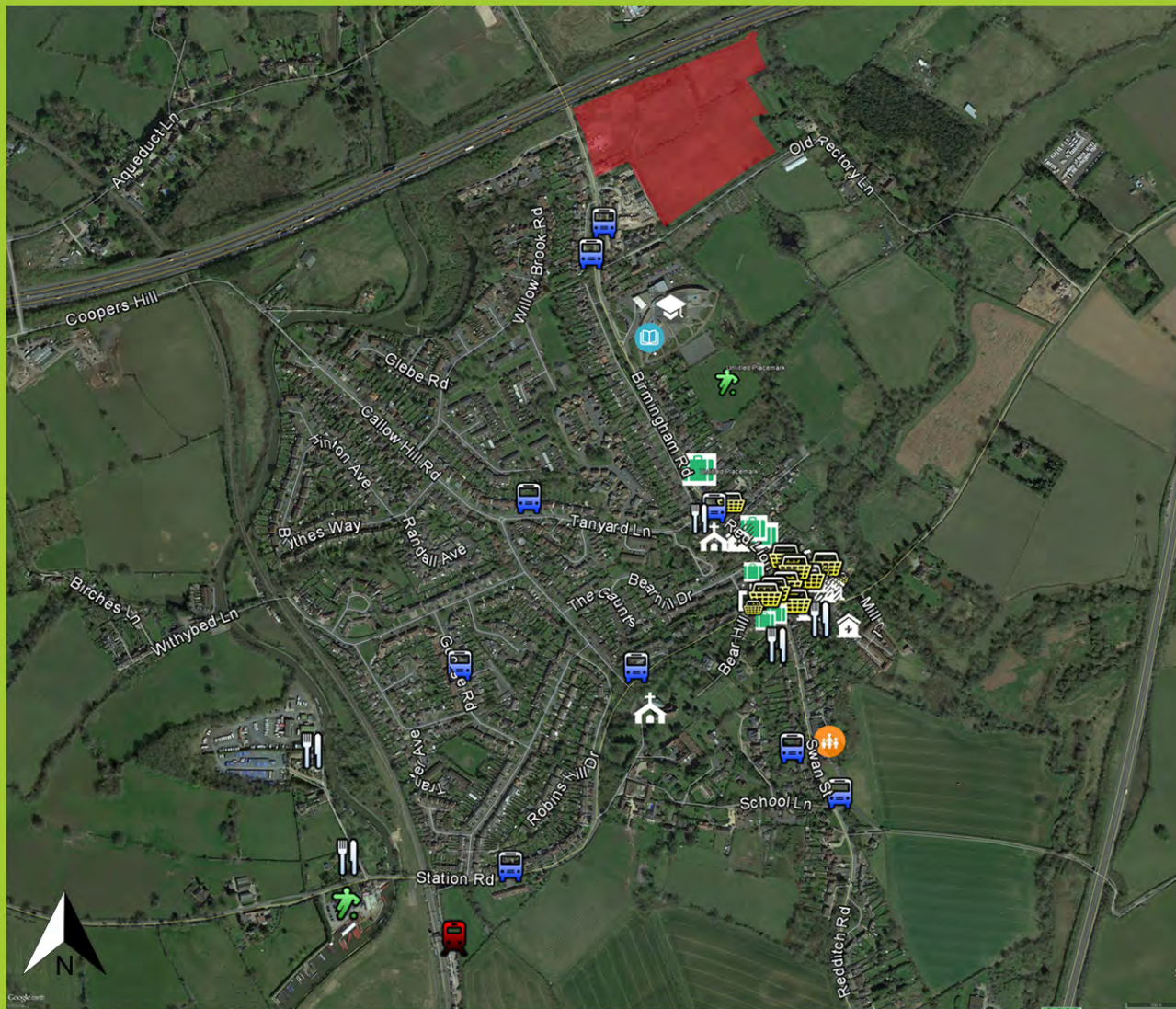
This Vision Statement has been prepared by HLPC on behalf of Barratt Homes. It has been prepared to assist Bromsgrove District Council in the preparation of the Bromsgrove Local Plan Review documents and Alvechurch Parish Council in the preparation of the emerging Alvechurch Neighbourhood Plan. It explains why the proposed St Laurence View development is a suitable and sustainable residential led development scheme that can assist in the delivery of new homes in Bromsgrove District.

The proposed St Laurence View site is under the control of Barratt Homes West Midlands who have recently completed the adjoining St Laurence Meadows development that provides 28 dwellings. It is envisaged that the St Laurence View scheme can come forward for development to provide new homes to meet the growth requirements of Alvechurch and Bromsgrove District generally. A high quality residential scheme will be provided that integrates into and reflects the character of this part of Alvechurch.

The Vision document explains why there is a need to identify and secure additional housing sites in the area. It is acknowledged that the site is currently in the Green Belt, however, the emerging Bromsgrove Local Plan acknowledges that Green Belt land will be required to meet the Plan's housing requirement. Furthermore, it is highly likely that Bromsgrove District Council will play a key role in helping to deliver Birmingham City's unmet housing need. As a consequence a Green Belt review and Local Plan review will be undertaken to identify Green Belt sites to be released for residential development. The Vision document explains why this site should be one of the preferred locations for residential development and it provides guidance on how the site could be developed drawing upon technical evidence prepared to support the proposed allocation.



LOCATION



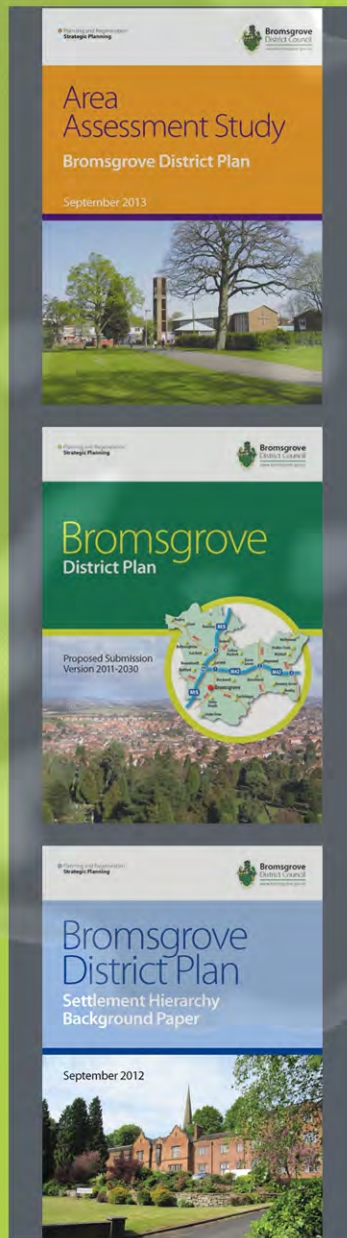
Facilities Plan

- | | | | |
|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
|  SITE AREA |  SHOP |  SPORT / LEISURE |  PARISH OFFICE / VILLAGE HALL |
|  SCHOOLS |  EMPLOYMENT OPPORTUNITY |  CHURCH |  BUS STOP |
|  PUB / SOCIAL CLUB |  NURSERY |  LIBRARY |  TRAIN STATION |
| | | |  HEALTH FACILITY |

The site comprises approximately 6 hectares/14.8 acres of greenfield land located to the north eastern edge of Alvechurch. The site is enclosed by the M42 motorway embankment to the north, the Birmingham Road to the west, the River Arrow to the east and the St Laurence Meadows development and Old Rectory Road to the south. The site is well contained by hedgerows and areas of tree planting to the north, east and south. The site is well connected to Alvechurch and relates well to the built form of the settlement.

The site is located within easy access to a variety of local services, facilities and public transport opportunities. These include the local schools, shops and public houses.

THE NEED FOR DEVELOPMENT

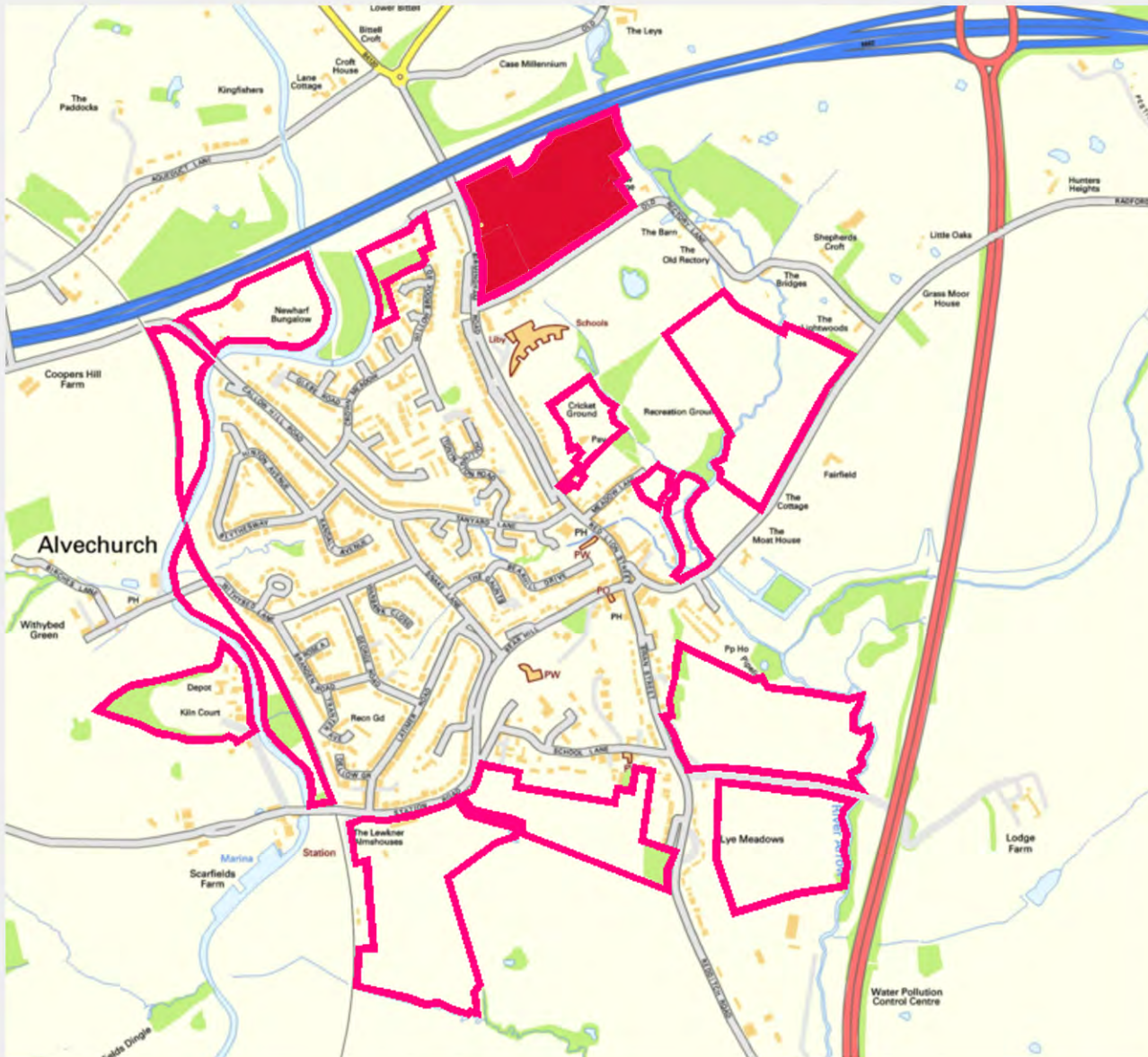


A new Local Plan is currently being prepared for Bromsgrove District that makes it clear that large scale Green Belt land release is required to meet the housing needs of the District. Bromsgrove District Council are currently in the later stages of preparing the Bromsgrove District Plan. The emerging Plan advises that 7,000 dwellings are required during the course of the Plan period (2011 to 2030) to meet the growth requirements of the District. As part of the plan making process it has been established that it is possible to deliver just 4,700 dwellings on sites outside of the Green Belt. It is, therefore, advised that a Green Belt and Local Plan review will be undertaken to deliver the residual 2,300 dwellings through new residential allocations. This clearly needs to happen in the short term given that these sites need to be completed before the end of the Plan period in 2030.

Policy BDP4 – Green Belt, of the emerging Local Plan advises that the Green Belt review will follow sustainable development principles and take into account evidence prepared as part of the preparation of Neighbourhood Plans. Where appropriate settlement boundaries will be revised to accommodate a new development. Alvechurch is identified as a “large settlement” by the emerging Plan’s settlement hierarchy policy (Policy BDP2). It is, therefore, one of the most sustainable settlements in the District and it should be considered a preferred location for new development. Bromsgrove is the only town in the top tier of the settlement hierarchy and it is already expected to accommodate a significant amount of development by the emerging Plan. It is, therefore, inevitable that the “Large Settlements” such as Alvechurch will play a key role in delivering new housing in Green Belt to help meet the emerging plan’s housing requirements.

As part of the preparation of the emerging Bromsgrove District Local Plan the Council produced a Settlement Hierarchy Background Paper “September 2012”. The Settlement Hierarchy Background Paper provides information on the sustainability of the various settlements within the district. Each settlement is scored based upon the facilities and services available. Alvechurch is identified as one of the most sustainable settlements within the District by this document, with only Bromsgrove Town, Hagley, Rubery and Wythall receiving higher scores. The Council’s Area Assessment Study (September 2013) does, however, identify significant constraints to the growth of Hagley, Rubery and Wythall, which clearly suggests that Alvechurch will play a key role in delivering development in the future.

DEVELOPMENT OPTIONS AT ALVECHURCH



Sites Assessed for their Development Potential in Alvechurch

The suitability of the proposed St Laurence View development site has been compared to other potential development sites at Alvechurch. This exercise has been undertaken through a review of:

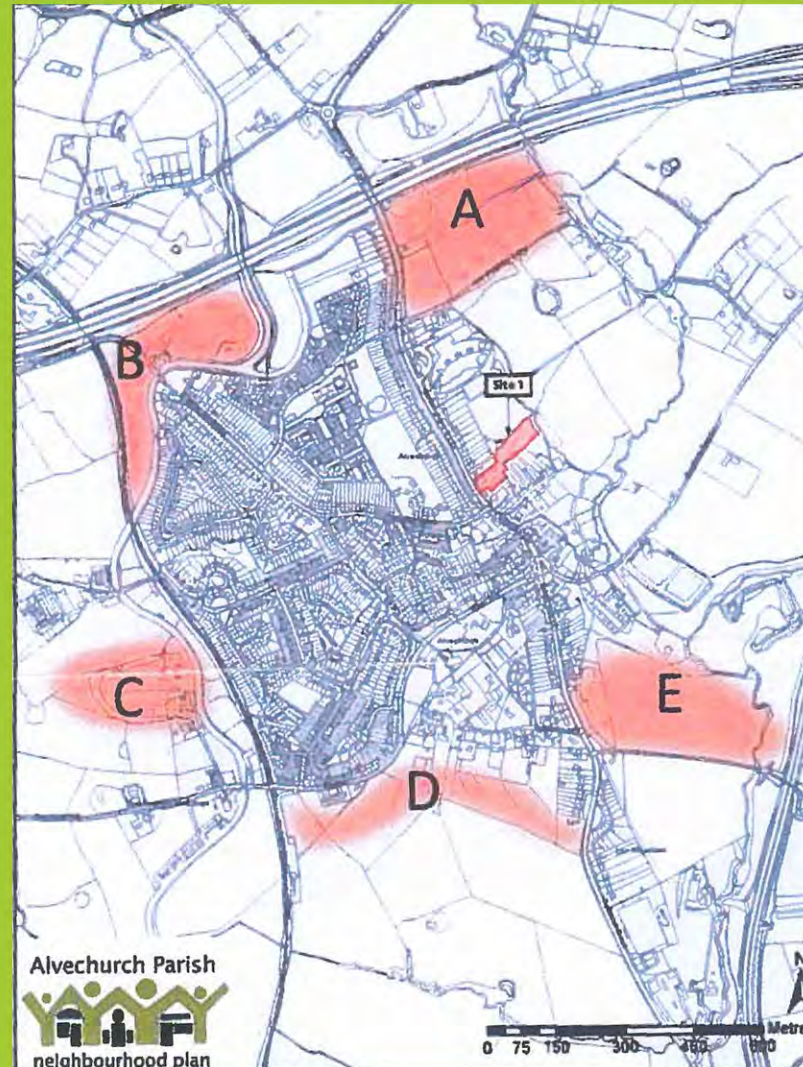
- The Bromsgrove District Local Plan 2004 and the associated Inspector's Report
- The Bromsgrove District Council Area Assessment Study (September 2013)
- The Bromsgrove Strategic Housing Land Availability Assessment (2015)
- Neighbourhood Plan work prepared to support the emerging Alvechurch Neighbourhood Plan.

The Bromsgrove District Strategic Housing Land Availability assessment assesses the development potential of a range of different sites in Alvechurch using a traffic light system. St Laurence View scores significantly better than any other site adjacent to the settlement boundary of Alvechurch.

The site was previously promoted as an Area of Development Restraint through the Bromsgrove Local Plan 2004. Areas of Development Restraint are identified to meet growth requirements beyond the current Plan period. At that time the Inspector concluded that it was not appropriate to identify this site as an Area of Development Restraint as two alternative sites at Alvechurch were found to be better suited for this allocation. The Inspector's Report does, however, suggest that St Laurence View site was the third preferred site after the two proposed Areas of Development Restraint allocations. The Inspector's two preferred sites have now been built out suggesting that this site should now be the preferred location for development.

Work has commenced on the Alvechurch Neighbourhood Plan. As part of this process consultation was undertaken on potential development sites adjacent to the edge of the settlement. Of the five large scale development options available St Laurence View polled 52.5% of the vote and was clearly identified as the preferred location for residential development. The Parish Council website advises that:

“It seems to be logical considering the physical boundaries are better here, they contain the development and stop further encroachment to the Green Belt. It must be realised that all development will rely on land being released in the Green Belt by the (Local Plan) review which is due to happen soon after the District Plan has been adopted following the examination.”

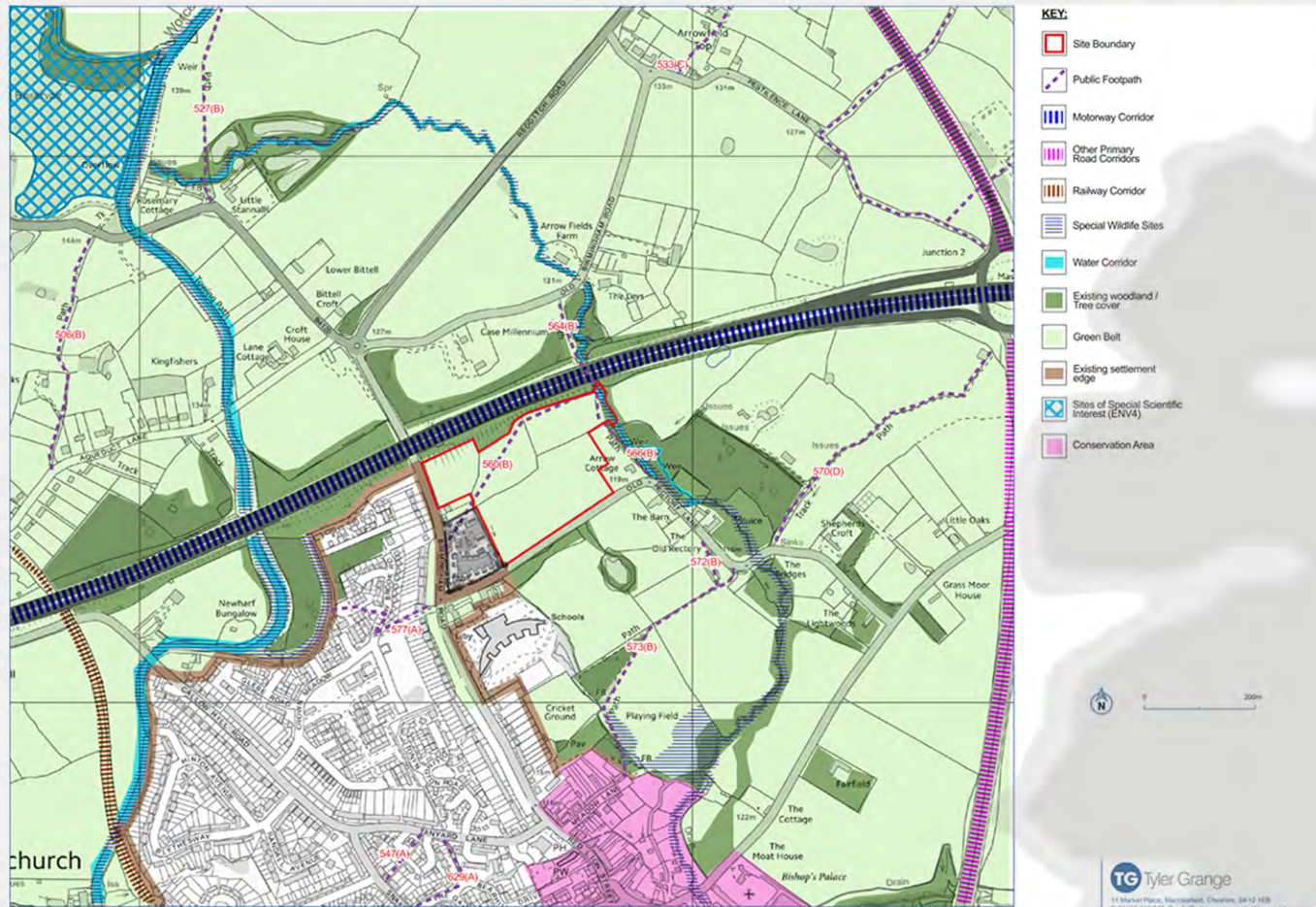


Neighbourhood Plan
Development Options

DEVELOPING A MASTERPLAN: SITE CONSTRAINTS AND OPPORTUNITIES

Constraints:

- M42 motorway along the northern boundary
- River Arrow that contains the eastern boundary
- The Rectory and grounds that sit adjacent to the river
- Rectory Lane which is a narrow access road to private properties and encloses the southern boundary along which are existing residential properties
- The B4120 forming the western boundary with houses along the western edge
- Existing mature hedgerows and trees defining field boundaries within the site and
- A tree lined drainage ditch



Landscape Analysis

Opportunities:

The proposed development aims to create:

- A natural residential extension to the northern part of Alvechurch, in a gradual transition from urban to rural scale
- Sensitively connect into the surroundings
- Seamlessly integrate with the new residential development already taking place next to the site
- Connectivity to the local school on foot without the need to cross Birmingham Road

- A legible and clearly defined layout, easy to navigate and with a feeling of wellbeing
- Character areas within outward facing development clusters
- Retain and enhance where possible the existing field boundaries and incorporate into the site
- Enhance the northern perimeter boundary with structural planting to define the rural edge
- New connectivity from the B4120 to the riverside walk to the east

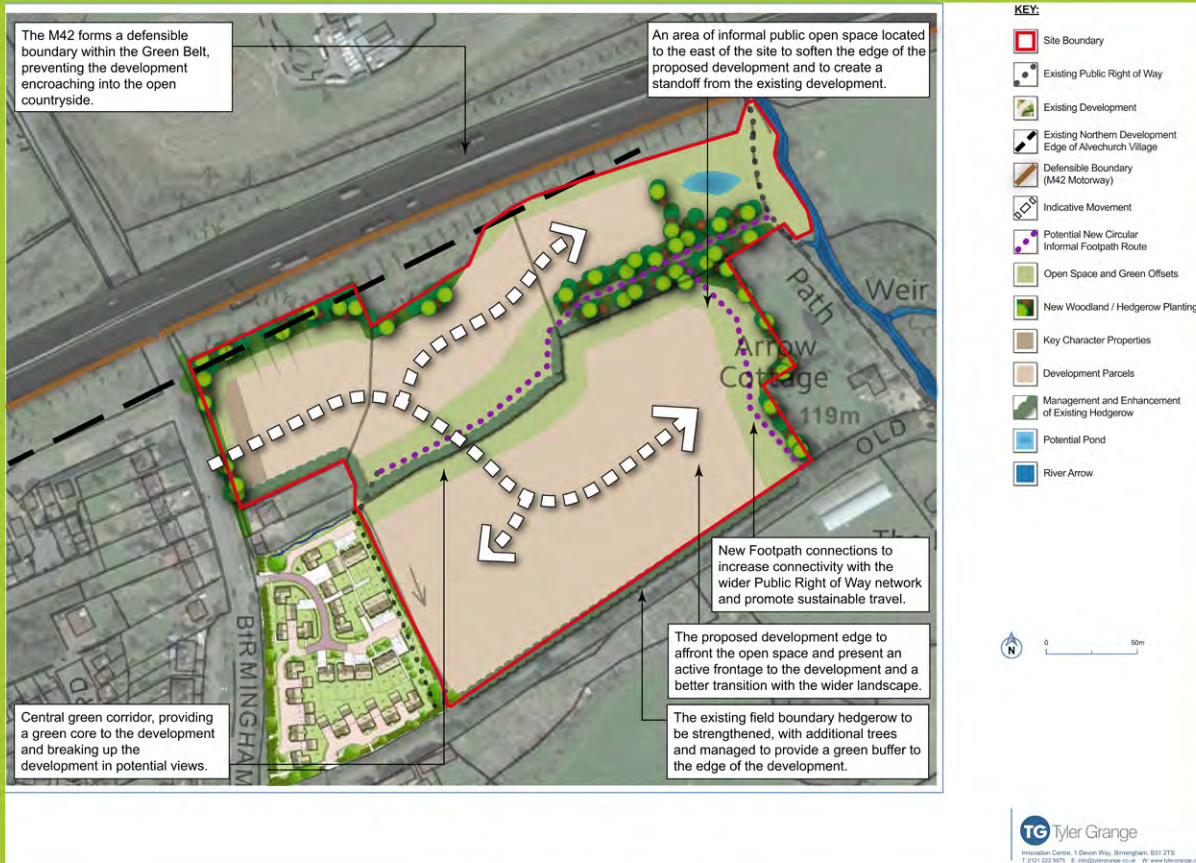
THE MASTERPLAN



The layout has been informed by the constraints of the site. Our approach is to create a new access off the B4120, as the most appropriate location. The access road has been located to allow units to be situated on either side of the junction, thus creating a welcoming approach to the development. From the proposed site entrance the primary road continues to run organically through the site providing balance to the development and allows focal buildings to be positioned in the heart of the proposal. Focal units create landmark features within the development to help with navigation and provide internal vistas for a strong sense of identity.

A clear hierarchy of streets lead from the main spine roads into quieter less formalised secondary roads and then into private, shared access drives and courts. Changes to the pavement and carriageway material further identify the status of roads and produce a softer development that fronts on to the open green space. The road layout will naturally encourage traffic calming with changes of material, shared roads and private drives serving to reduce car dominance within the development. Ample parking is provided to reduce the likelihood of on street parking with excellent pedestrian and cycle access through the site.





Landscape Strategy



The proposed dwellings will be specifically designed and placed to ensure the development is outward facing, allowing for perimeter blocks with active frontages to look onto the public realm to provide natural surveillance and overlooking, and ensuring back gardens are kept private. The layout acknowledges the newly constructed housing by incorporating the massing and form into reciprocating clusters to follow the urban form developing.

Good urban design principles are adopted to locate key buildings at corners, to frame views and create visual interest. Dual aspect houses positioned on street corners with principal rooms facing both streets ensure a good degree of natural surveillance, in addition to creating a vibrant street scene. Roof heights and pitches will be varied to articulate the skyline, and with subtle and well-chosen cladding materials character areas are created to add individual areas of interest and create a new community with a real sense of place and identity.










The landscape strategy has been developed to ensure where possible the retention of natural features and incorporate into a central tree lined green link between the B4120 and the River Arrow. Not only used for pedestrian routes and potential play areas, this green link retains and enhances the existing wildlife corridor. The masterplan is in draft form and we welcome the opportunity to work with Bromsgrove District Council, the Parish Council and members of the local community to develop a high quality scheme.

EMERGING MASTERPLAN

Drawing upon the constraints and opportunities affecting the site an initial Masterplan has been prepared. The design draws upon the character of the surrounding area and seeks to integrate the development into the surrounding area. New areas of tree planting, a balancing pond and public open space will be made available on the site. It is envisaged that the site could accommodate in the region of 180 dwellings based on this layout.



Key:

-  Dual Aspect dwellings which have principal rooms overlooking both street elevations and have been positioned to provide active frontages overlooking routes through the development.
-  Focal Buildings have been carefully positioned to create features within the development and help to address internal vistas to terminate the ends of roads.
-  Entrance to the site off Birmingham Road. Entrance positioned to allow units to be situated on either side of the Primary Road to create a welcoming approach to the development.
-  Position of Emergency Access off Old Rectory Lane.
-  Potential link into existing pedestrian footpath link.
-  The Primary Road running centrally through the site provides balance to the development and allows focal points to be created in the heart of the proposal.
-  Secondary Roads have been utilised to create a less formalised street hierarchy when approaching the site boundaries allowing for a softer development fronting Green Space that surrounds the site.
-  Shared surfaces used to reduce the impact of carriageways on local setting.
-  Green corridor positioned centrally through the site to allow the movement of wildlife.

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SUMMARY AND CONCLUSIONS

The Vision Statement demonstrates the commitment of Barratt Homes to create a sustainable residential development making a valuable contribution to the Borough's current housing need and meeting the growth requirements of Alvechurch.

The proposed St Laurence View development provides its opportunity to address the significant need for housing in Bromsgrove District Council that can only be met on Green Belt land. The emerging Bromsgrove District Local Plan makes it clear that in the region of 2,300 dwellings will need to be delivered on sites currently within the Green Belt by the end of the plan period (2030). Alvechurch is clearly well placed to help meet this requirement being one of the most sustainable settlements in the District.

The site is a logical location for development. It is enclosed by the M42 motorway, Birmingham Road, Old Rectory Lane and the River Arrow. The site's development potential was considered by the Inspector in preparation of the Bromsgrove Local Plan 2004. At that time the Inspector concluded that it would be inappropriate to allocate the sites in an Area of Development Restraint as two preferred sites were identified. These sites have now been built out clearly indicating that there should now be preferred development sites in the settlement. It is also noteworthy that the site performs better than any other site in the Council's Strategic Housing Land Availability Assessment in Alvechurch.

The Parish Council have also consulted on preferred development locations as part of the preparation of the Alvechurch Neighbourhood Plan. The St Laurence View site was identified as the preferred location for additional development from with over 50% of the respondents identifying it as their preferred choice.

A series of technical reports have been prepared to establish the site's constraints and opportunities and these documents are available at request.



Provision of high quality homes for the site will boost housing supply, choice and affordability and generate jobs in the local economy and support local shops and services. It is our clear view that St Laurence View should be a preferred location for helping to meet the growth requirements of Alvechurch and Bromsgrove District generally and it should be allocated for development in the emerging Bromsgrove Local Plan Review document.

This document has been prepared on
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