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South Staffordshire Council

**Local Plans Team**

Council Offices

Wolverhampton Road

Codsall WV8 1PX

Our Ref: ALP/BSA/FFGC/GW/PO1

8 December 2021

Dear Sirs

**South Staffordshire Local Plan Review – Draft Preferred Options**  
**Representations on behalf of BSA Environmental Ltd**

**Introduction**

By way of background, prior to the publication of the Preferred Options Consultation, we submitted a representation in relation to the SHELAA and were advised that the merits of the site would be assessed following the consultation and prior to the next stage of the Plan-making process.

Subsequently, we submitted a pre-application enquiry for residential development (21/00081/PREAPP). Our client is currently in the process of preparing an application for a modest development of bungalows.

**Local Plan Representations**

In tandem with the application process, which demonstrates a commitment to redevelopment, our client also wishes to promote the site within the context of the Local Plan and we are therefore instructed to submit the following:

1. Great Wyrley and Cheslyn Hay are both Tier 1 settlements offering a good range of services and facilities and positioned in a highly accessible location between Cannock to the north and the West Midlands conurbation to the south with excellent links to the local, regional and national road networks and also a rail link. It therefore makes no sense to unreasonably restrict housing growth on appropriate sites on the edge of these two settlements. Housing provision should be comparable with the other Tier 1 settlements and certainly no less than proposed for Wombourne (Tier 2).
2. For some inexplicable reason our client's property and also the adjacent bungalow, are identified in the adopted Site Allocations Document as part of a larger open space annotation (SAD7 – Open Space Standards) suggesting that it is linked to the adjacent housing allocation (SAD 136) and safeguarded land allocation (SAD136), which is not the case. It has always been in separate ownership and has never been promoted by the landowner as open space.
3. The emerging Local Plan (eLP) should take the opportunity to correct this error by excluding our client's commercial property from the Green Infrastructure proposal associated with Site 136, since the property is not 'suitable', 'available or 'deliverable' for this use.
4. The property has long-operated as a commercial garden centre and builders supplies merchants (Use Class E Commercial, Business Services). It includes a permanent and substantial range of commercial greenhouses (4.3m high) and a couple of other detached brick buildings and until recently, the open storage of building materials, all enclosed by a mix of concrete post and timber. The site was previously visited mainly by commercial operators but also the public.
5. The site and its location does not suffer from any of the so called constraints referred to in the final sentence of paragraph 5.4.1 of the Housing Site Selection Topic Paper. Indeed, it represents a suitable and appropriate brownfield housing redevelopment opportunity in a sustainable location (approximately 400m from a bus stop) on the edge of the urban area, with existing housing is located immediately to the north and west and land to the east being allocated for housing and associated open space (Site 136).
6. The property is available for immediate redevelopment and whilst the owners have been approached by Gypsies to sell the property, it is suggested that the site would be perfect for a small-scale local builder and well-suited to meet local housing needs, especially for bungalows.

7. The site is already well screened by existing vegetation, but and could be the subject of additional landscaping (notably perimeter planting along the southern boundary) to further soften and assimilate any redevelopment into the adjacent countryside.
8. The attached feasibility layout indicates that the property is readily capable of accommodating up to 10 dwellings, which would assist in meeting an identified shortage of such accommodation in the area, without impacting upon the generally open character of the adjacent countryside.

**In summary, therefore, we request the following:**

- 1. The Housing provision for Great Wyrley and Cheslyn Hay should be increased and additional allocations made.**
- 2. The site should be excluded from the Green Infrastructure designation (Cheslyn Hay Country Park) associated with proposed housing allocation Site 136;**
- 3. The site together with the adjacent existing bungalow should be deleted from the Green Belt and allocated for 10 dwellings (which perhaps could be more particularly specified as bungalows)**

**In addition to the above, we request that:**

- A. the Site be properly assessed as part of the SHELAA; and**
- B. the Site be added to the Brownfield Land Register, as potentially suitable for residential redevelopment.**

Yours faithfully

*Andy Williams*

**A J Williams Dip TP, MRTPI**

**Director**

Encs: Site Location Plan (edged blue)  
Indicative Site Layout (10 dwellings)  
Aerial Photographs of the Site