

Planning Policy  
South Staffordshire District Council  
Council Offices  
Wolverhampton Road  
Codsall  
WV8 1PX

30<sup>th</sup> May 2024

Dear Sir/Madam

## Representation to South Staffordshire District Council Reg 19 Consultation on the emerging Local Plan re: Land at Warstone Road, Essington

We write on behalf of our client Land Project UK Limited LPUK to promote Land at Warstone Road, Essington (hereafter 'this site') within the South Staffordshire District Council (SSDC) area for allocation within the Draft Local Plan for flexible industrial and/or logistics use (Class E(g)(iii), Class B2 and B8) with ancillary office space (Class E(g)(i)).

The site is located to the west of Warstone Road and is outlined in red below. This representation is made in relation to emerging Policy SA5 – Employment Allocations in the Draft Local Plan.

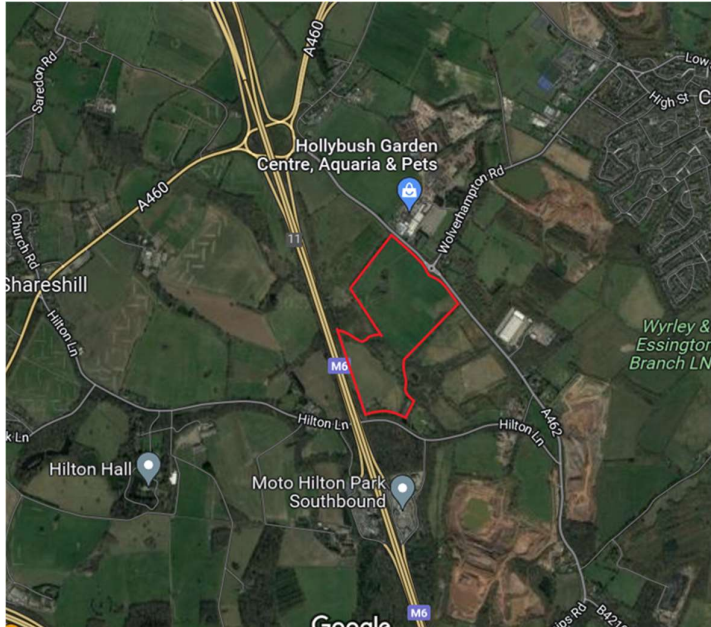


Figure 1.0: Site Location (Google Maps, 2024)

To support an employment allocation, we have provided a Vision Document (see Appendix A) for the site which outlines the social, economic and environmental opportunities this site provides to meet employment needs within the SSDC administrative area and have completed the Call for Sites proforma (see Appendix B).

The attached Vision Document outlines the following:



- The site is circa 58 acres (23.5 hectares) in size and is situated in a strategic location within 0.5 miles of J11 of the M6 and in close proximity to J1 of the M54.
- The National Planning Policy Framework (2023) sets out that planning policies should create conditions in which businesses can expand and adapt. This site takes account of local employment needs in a sustainable and suitable location for development.
- Logistics is a vital and strategic sector, contributing £163 billion to the UK economy and directly employing 1.8 million people. It also plays a crucial role in supporting the operation and growth of many other sectors in the economy, such as retail, construction, and manufacturing.
- This importance will continue to grow over the coming decades fueled by the increasing prevalence of e-commerce, the re-shoring of production into the UK to avoid supply chain disruption, and population growth. However, the UK continues to underprovide logistics sites, despite record demand from a variety of sectors in recent years. This has placed the UK warehouse market under significant pressure with demand continuing to outstrip supply.
- The updated Economic Development Needs Assessment 2024 (hereafter 'EDNA') sets out a need for 62.4ha of employment land to be delivered within the plan period. Whilst the EDNA sets out that there is a sufficient pipeline of allocations within the draft local plan to meet this need we would contend that additional employment land for logistics will be needed over the plan period to meet market demand and this site is in a prime strategic location to provide this supply.
- The allocated sites, with the exception of the newly allocated M6, Junction 13 allocation, are either small scale office sites or larger scale sites to provide 'big box' development. This site provides an additional employment site for small-mid box B2/B8 opportunities in a strategic location to suit local business needs.
- The site is also well connected to the immediate surrounding villages by a series of bridleways, public footpaths and bus routes. This site will therefore provide job opportunities to local people with sustainable modes of transport for commuting.
- The attached vision document identifies why this site is suitable for employment use and describes how it could deliver an exemplar scheme in terms of sustainability, design, biodiversity, active travel and provide economic benefits locally.
- Illustrative masterplan options have been developed to demonstrate that a total of 702,078 sqft (65,22sqm) of floorspace can be delivered at this site whilst maintaining the onsite habitats and key areas of biodiversity importance at the site.

The document sets out the key material planning considerations for the site and how these are to be addressed. The main key issue is the fact that the site lies within the West Midlands Green Belt, we feel that a case for 'Very Special Circumstances' can be demonstrated for this development to result in the sites removal from the Green Belt.

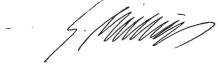
The site lies adjacent to a number of other sites along Warstone Road, such as the Hollybush garden centre and Campions Wood Quarry that detract from the openness of the Green Belt.

This type of Green Belt land has been described by major political parties as the 'Grey Belt' and could form appropriate greenfield land for development.

This site is not functional as modern day agricultural land and as such allowing for employment development on this site would make for an effective use of land.

If you need any further information please contact me or my colleague Jess Allsopp (jess.allsopp@cbre.com)

Yours sincerely

A handwritten signature in black ink, appearing to read 'Simon Phillips', written in a cursive style.

Simon Phillips  
Director of Planning, CBRE

Appendix A - Vision Document





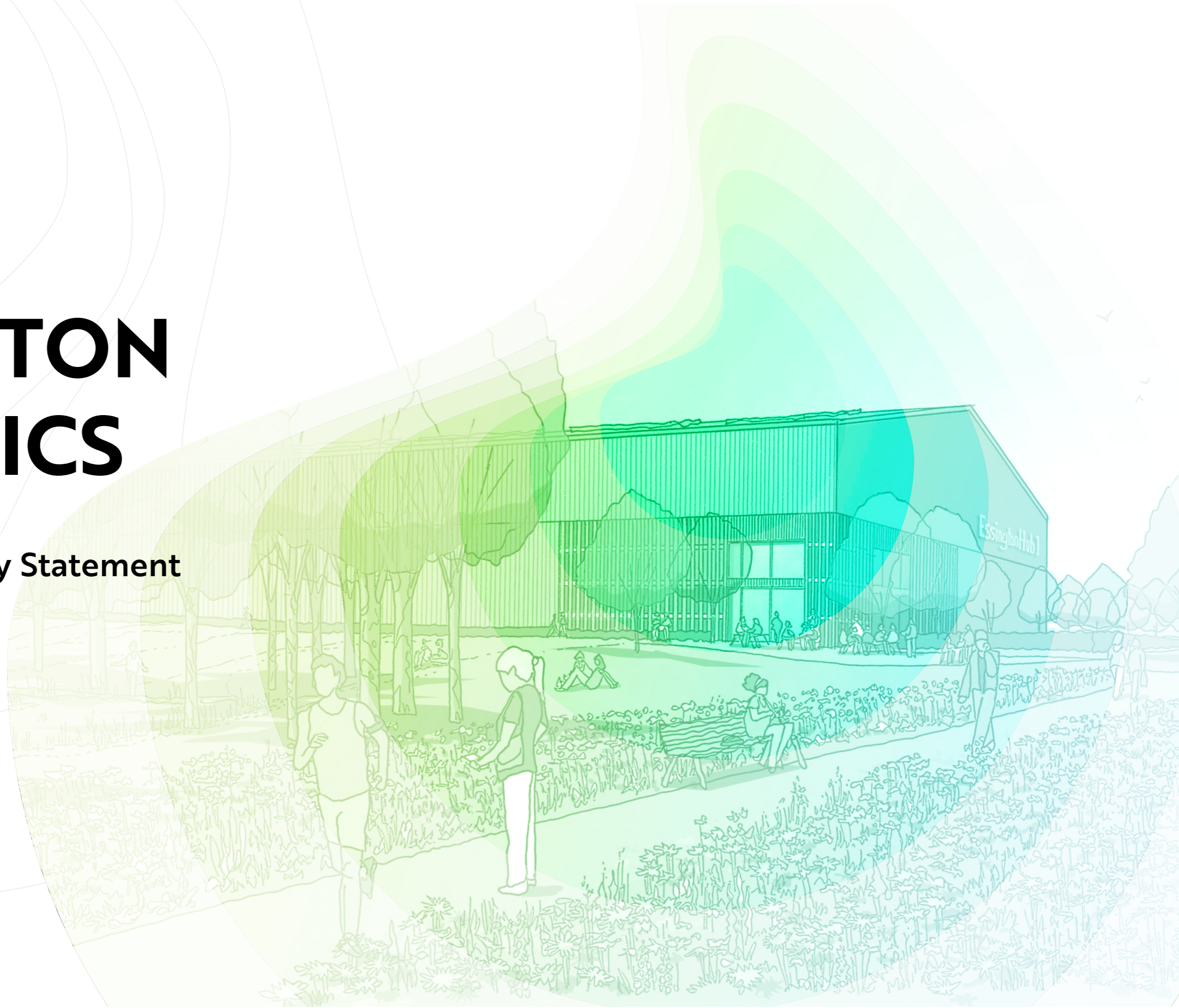
LAND  
PROJECT  
UK

# ESSINGTON LOGISTICS

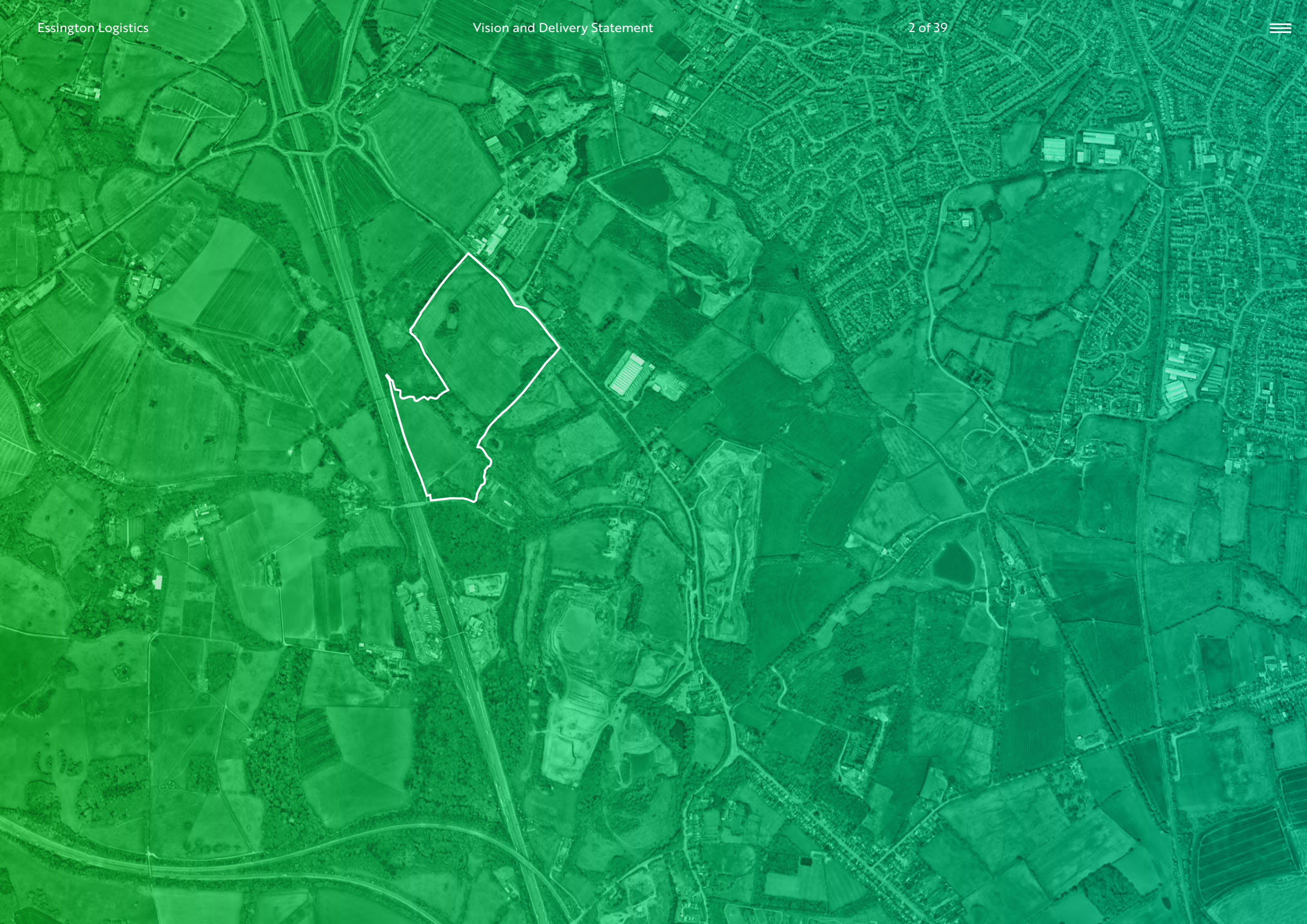
Vision and Delivery Statement

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[landproject.uk](http://landproject.uk)









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Rev	Description	Date	Checked
00	Reg 19 Submission	29/05/2024	IS





# EXECUTIVE SUMMARY

This document has been prepared on behalf of Land Project UK (LPUK) in response to the South Staffordshire District Council Regulation 19 draft Publication Plan.

The site of Essington Logistics represents an exciting opportunity to create a highly sustainable logistics hub that benefits from its location adjacent to the M6 motorway and A462 transport corridor.

This high-quality facility will contribute to a range of sustainable and environmental objectives, while providing an environment that focuses on workers' wellbeing and workplace satisfaction.





Key benefits include:



**KEY STRATEGIC  
LOCATION**



**ACTIVE  
TRAVEL AND  
PERMEABILITY**



**LOCAL  
BIODIVERSITY  
ENHANCEMENTS**



**TARGET OF  
'OUTSTANDING'  
BREEAM RATING**



**c.700,000 sqft  
FLOORSPACE**



**ACCESSIBLE  
GREEN OPEN  
SPACE**



**LOCAL JOB  
CREATION**



**HEALTH AND  
WELLBEING  
PRIORITISED**



**ECONOMIC  
GROWTH**



# INTRODUCTION

LPUK are promoting the land at Warstone Road as a critical piece of logistics infrastructure, providing c.700,000sqft flexible industrial and/or logistics (Class E(g)(iii), Class B2 and B8) with ancillary office space (Class E(g)(i)).

The Warstone Road site is strategically located - enabling sustainable freight movement and delivering future employment needs.

Innovation and technological advances have rapidly changed the way that we shop, and this has been further accelerated during the pandemic.

The increased use of online shopping and demand for affordable, accurate and fast shipping has significantly increased demand within the logistics industry.

The following pages demonstrate the opportunity and suitability of the site at Warstone Road as the ideal location for a sustainable new logistics and delivery hub in the heart of The Midlands.

## Wyrley and Essington Canal Branch

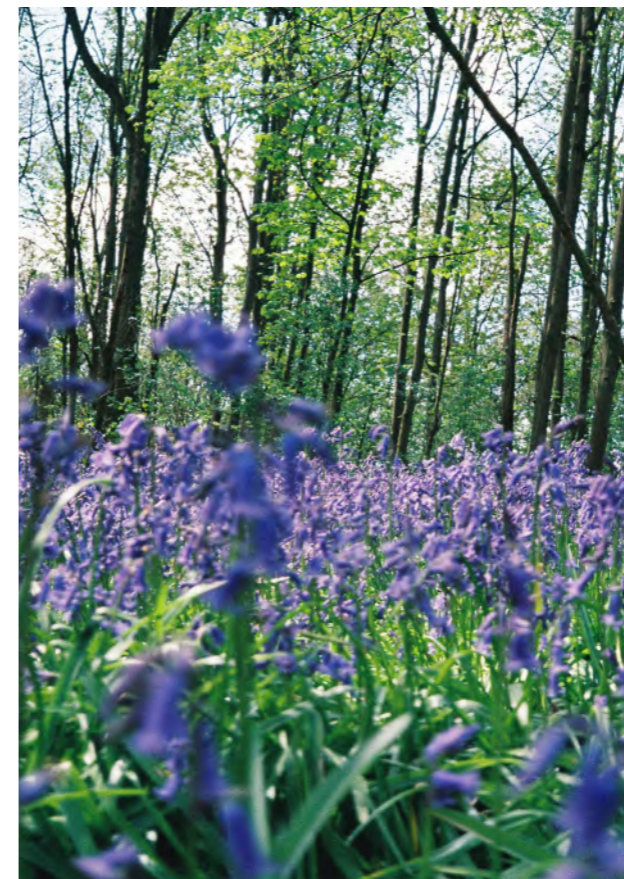
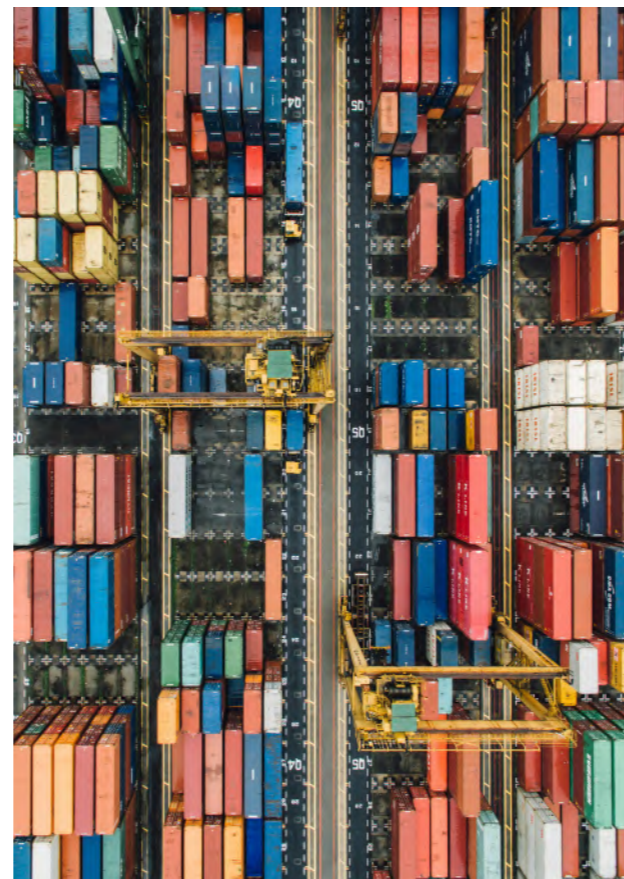




## LPUK

Land Project UK is a land promotion company focussed on securing well located and appropriate sites for future sustainable employment development.

Land Project UK works with landowners, communities and local authorities to secure highly sustainable, considerate and beneficial planning permissions which have a positive and long lasting impact on job creation, economic growth and wider environmental enhancements.





# LOCATION

The site is strategically located to deliver logistics floorspace given its adjacency to J11 of the M6. This provides ease of access for vehicles and future employees, given its proximity to residential areas and access to the motorway for commuters.

The site comprises a total of c.58 acres (c.23.5 ha) of land, and is situated directly to the south-west of J11 of the M6, within the West Midlands Green Belt.

It is located within the South Staffordshire District Council administrative area. Staffordshire County Council is the highways authority and also provides services such as flood risk management and public rights of way.

The site is bound by the M6 to the west, greenfield land to the north-west and south-east, and the A462 on the north-eastern boundary, with J11 of M6 within half a mile.

The surrounding area comprises mostly greenfield land, with direct links to the surrounding villages of Cheslyn Hay and Shareshill. These residential settlements lie to the east (0.5 miles) and west (1.2 miles) respectively.

Existing access to the site via Hilton Lane is not viable for vehicles due to weight and width restrictions. And access via the A462 Warstone Road provides a better connection to the strategic highway network.

The existing A462/Wolverhampton Road roundabout abuts the site's eastern boundary. Access to the site will be achieved by the addition of a fourth arm to this junction.

A Development Consent Order was granted by the Secretary of State in April 2022 for a link road to serve the M54 and the M6. This link road is a committed infrastructure project by National Highways, which passes immediately adjacent to the site as shown on the plan opposite.

Within the wider region, the site is located 5.7 miles from Walsall town centre to the south-east and 5.6 miles from Wolverhampton city centre to the south-west.



Site location within the UK and major centres



Site location within the South Staffordshire administrative boundary

Key	
	Motorways
	New M6 / M54 link road
	Railway lines
	Midlands Metro
	South Staffordshire Boundary
	Cannock Chase AONB





The M54 to M6 Link Road will provide an improved connection between the M54 and the M6.

Currently, there is no direct motorway link from the M54 to the M6 north. Road users wanting to access the M6 north or M6 toll must use local roads such as the A460, A449 and A5. This means high volumes of both long-distance and local traffic use the local roads to travel this route.

The M54 to M6 Link Road will reduce the current levels of congestion and its impacts on local residents and motorists. The scheme will support the local and regional economy by improving traffic flow and enhancing east-west and north-south routes.

In April 2022, the Secretary of State for Transport approved the application for Development Consent, with construction due to commence in due course after a series of delays.

 Proposed alignment of new link road



- 01 Illustrative view of new link road
- 02 Diagram of new link road route
- 03 Infrastructure improvements to existing roundabout



# WHY ESSINGTON?

The strategic location of the site is demonstrated through excellent road connectivity, parcel carrier access, and regional and national coverage.

Analysis of the area has shown the site to have a better-than-average ratio of labour supply/demand that could support multiple existing UK distribution networks.

## Location Analytics

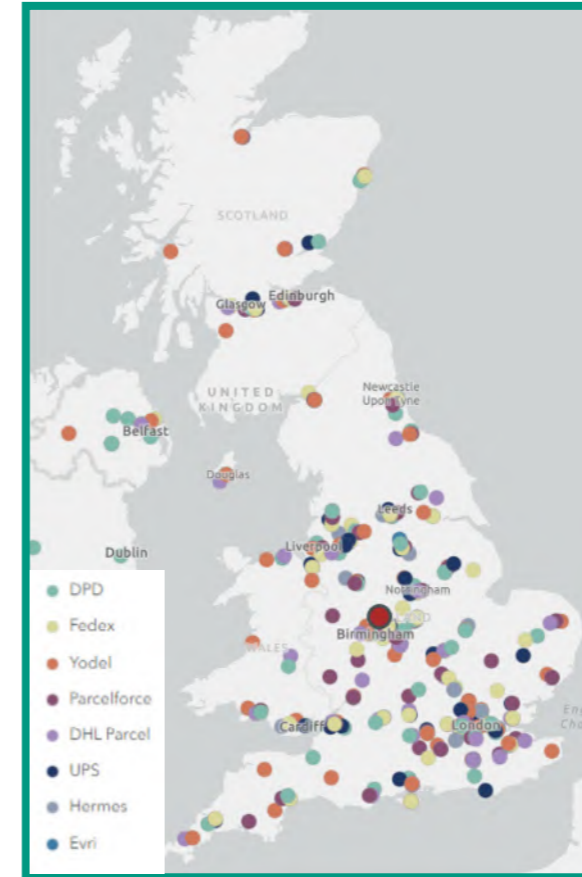
Analysis conducted by CBRE illustrates the site's location in relation to a series of key supply chain nodes - demonstrating the suitability of a logistics and distribution centre at Warstone Road.



Road Network



Excellent location for access to the UK motorway network, with 14 junctions within 10 miles, the closest of which is less than a mile away



Parcel Carriers



Well located for late cut-off access into parcel carrier networks, with 10 sort hubs within 20 miles



Airports

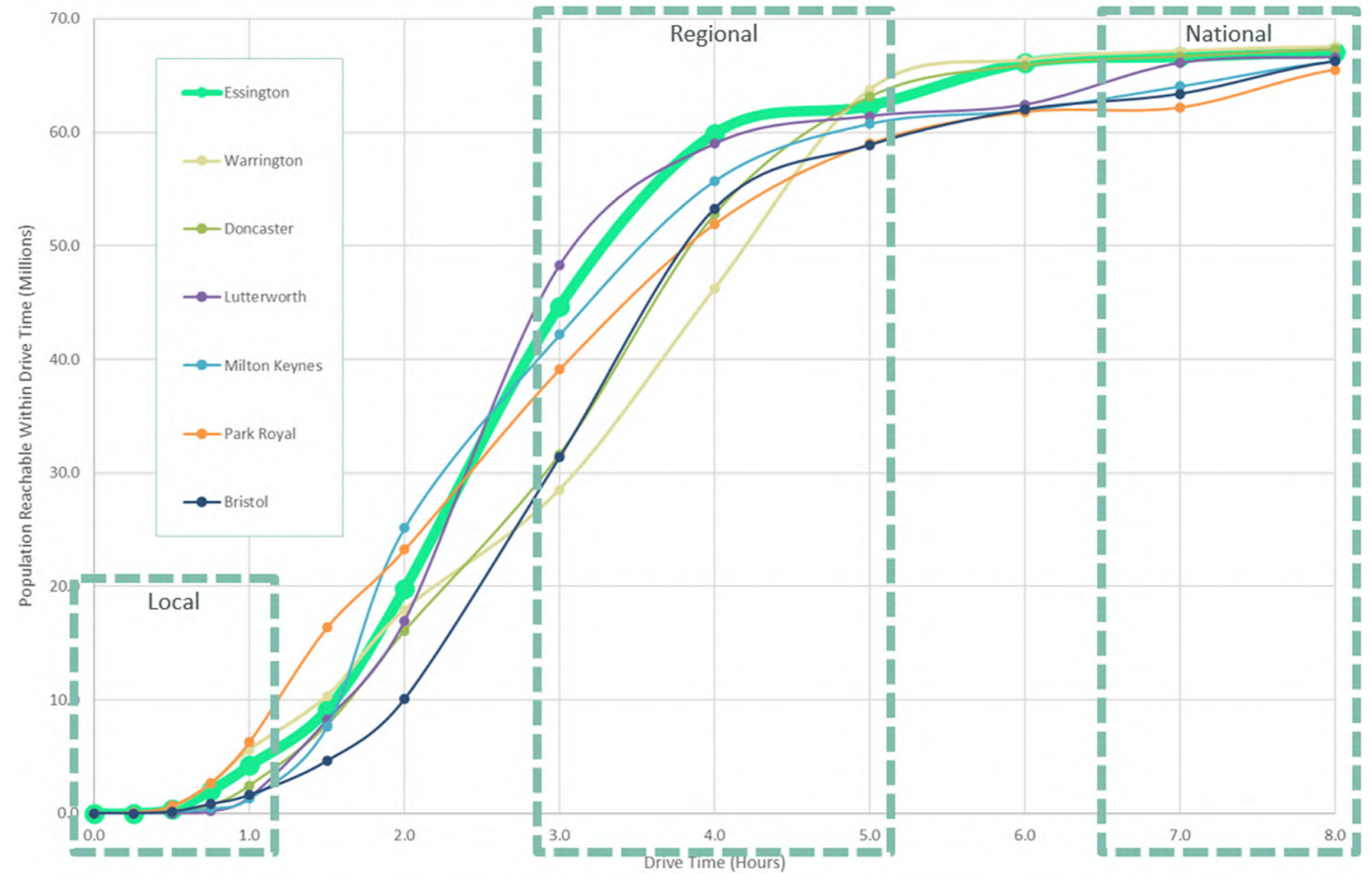
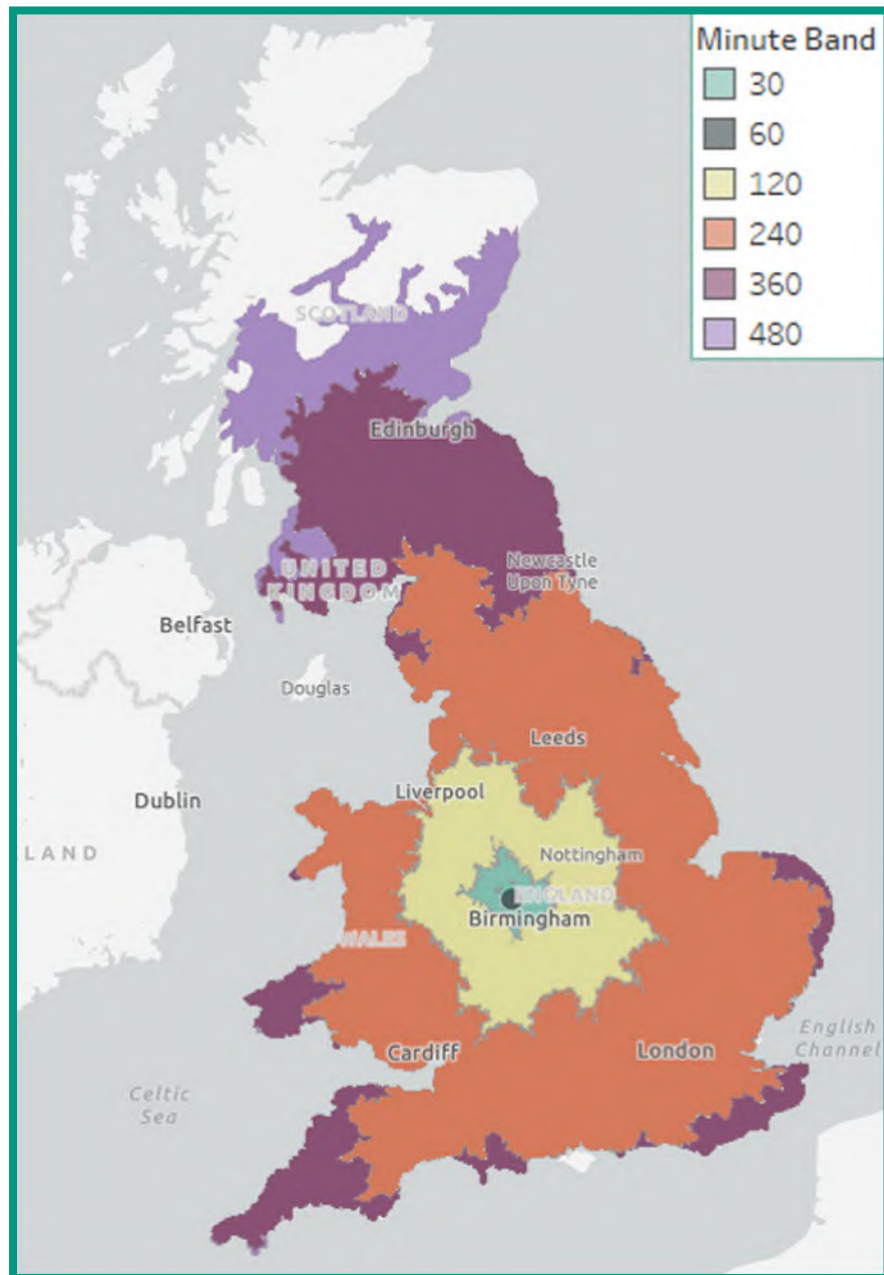


Well located for freight airports: close to Birmingham Airport and within reasonable distance of East Midlands Airport at Castle Donnington



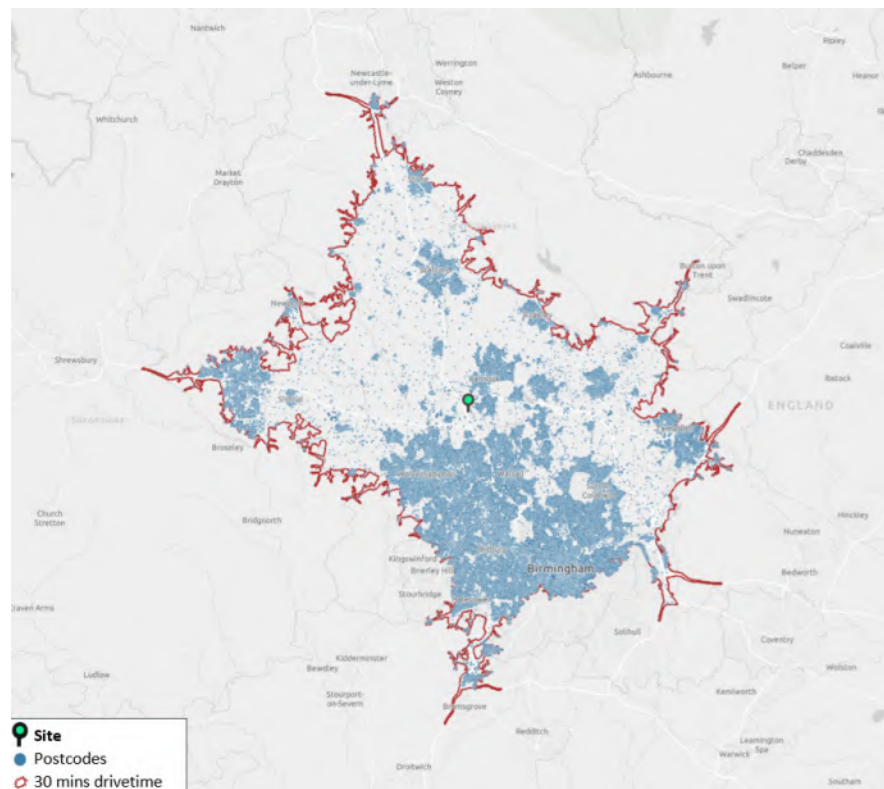
### Coverage

A study of national logistics hubs has shown that the site at Warstone Road ranks amongst the best for local, regional and national coverage in the UK.

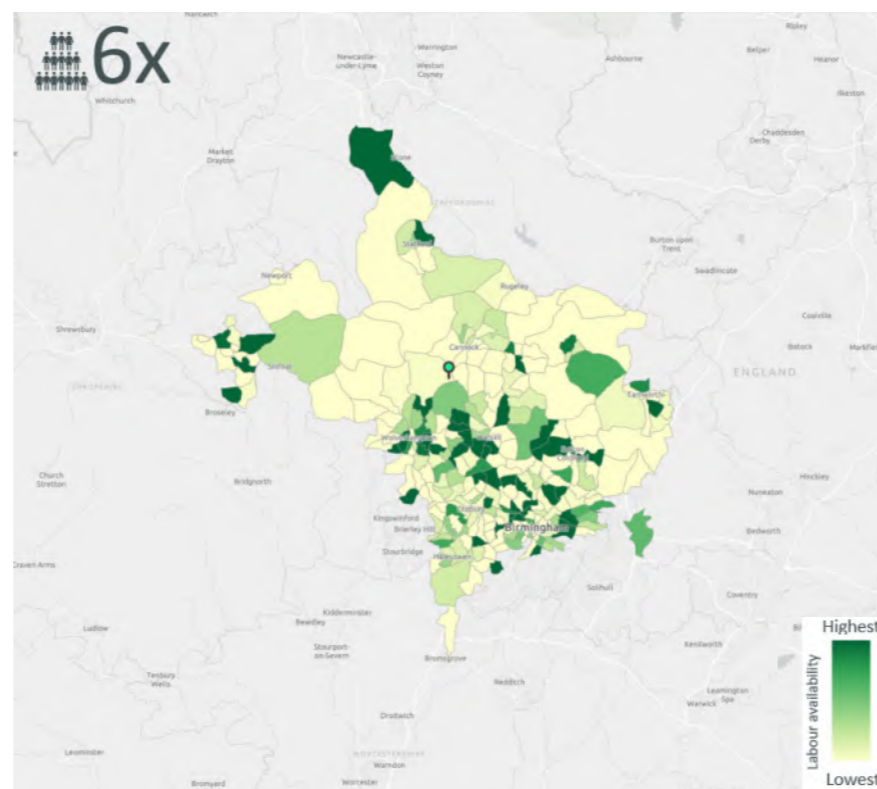




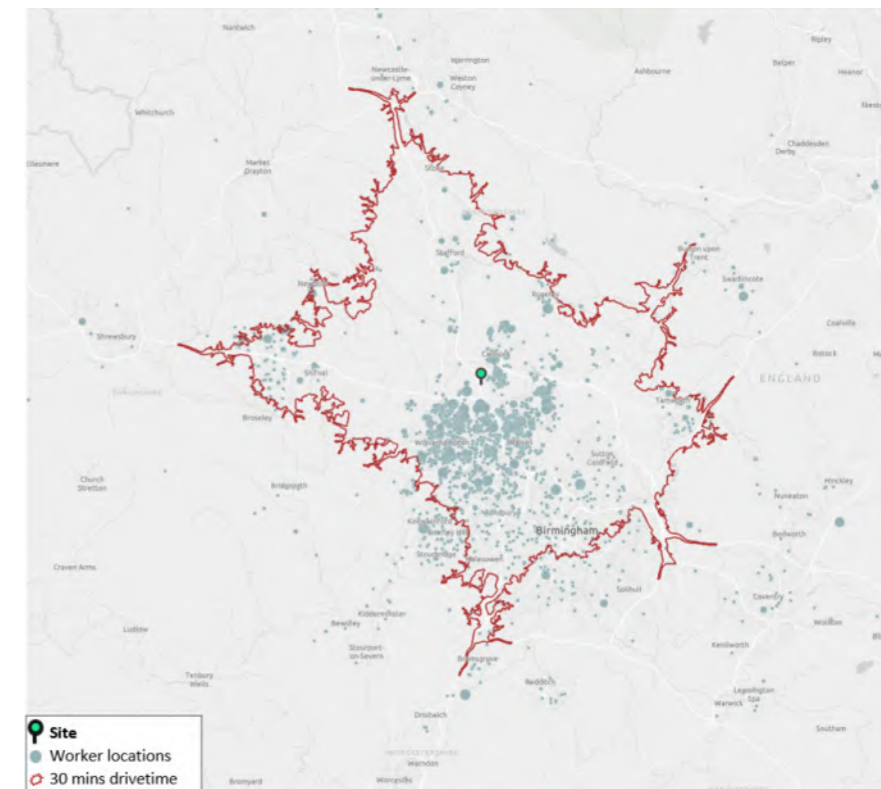
## Population and Workforce



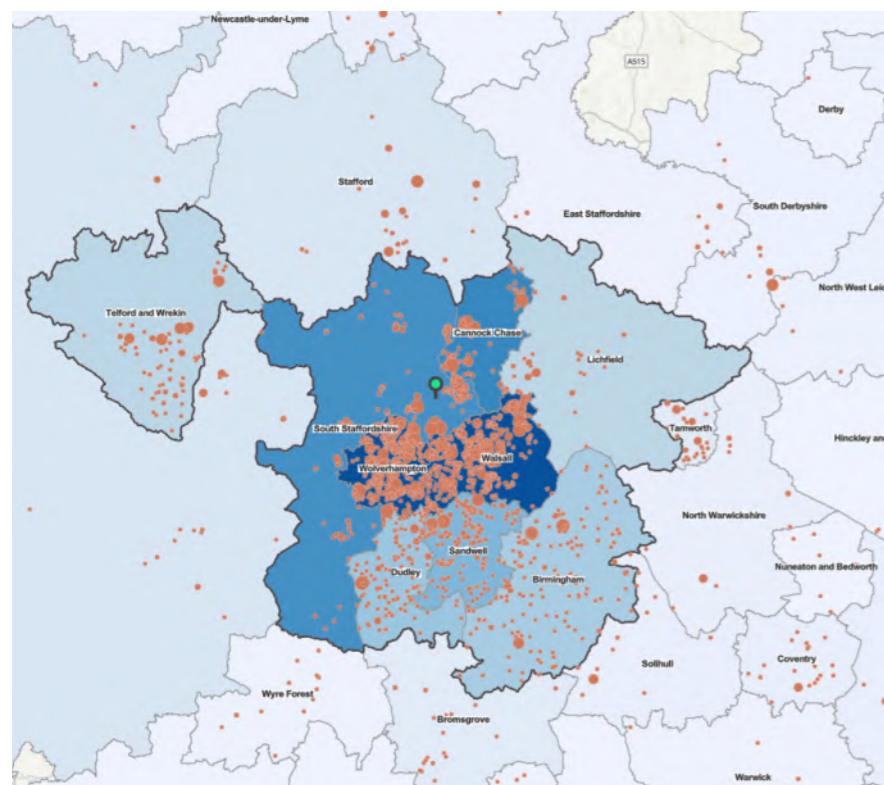
1.1m economically active people within 30-minute commute



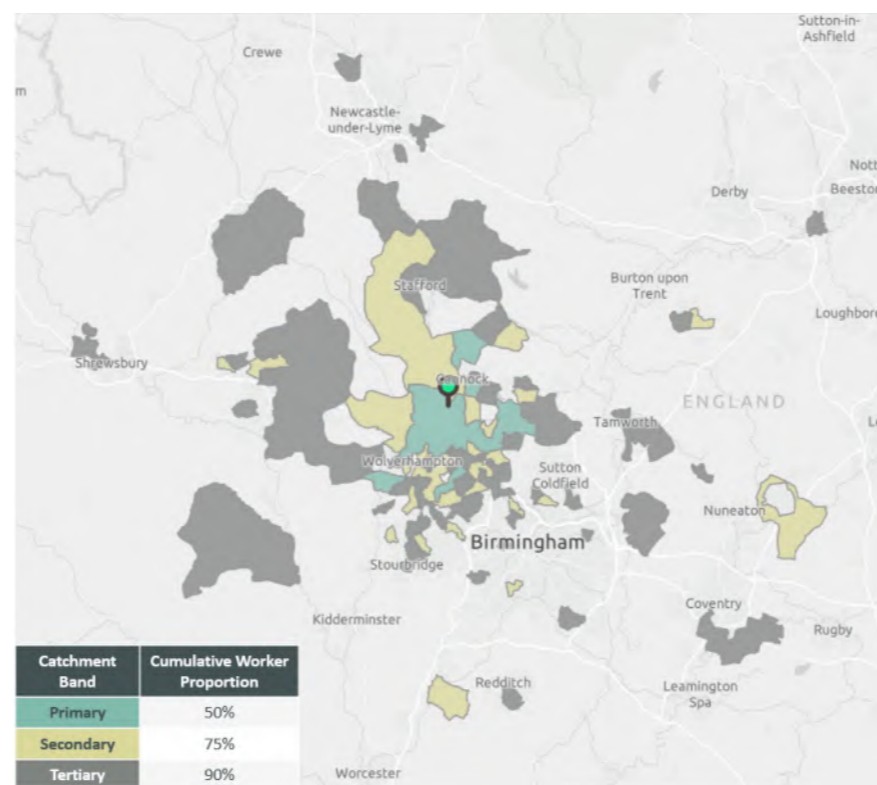
Six people available per warehousing job (within 30-minute commute)



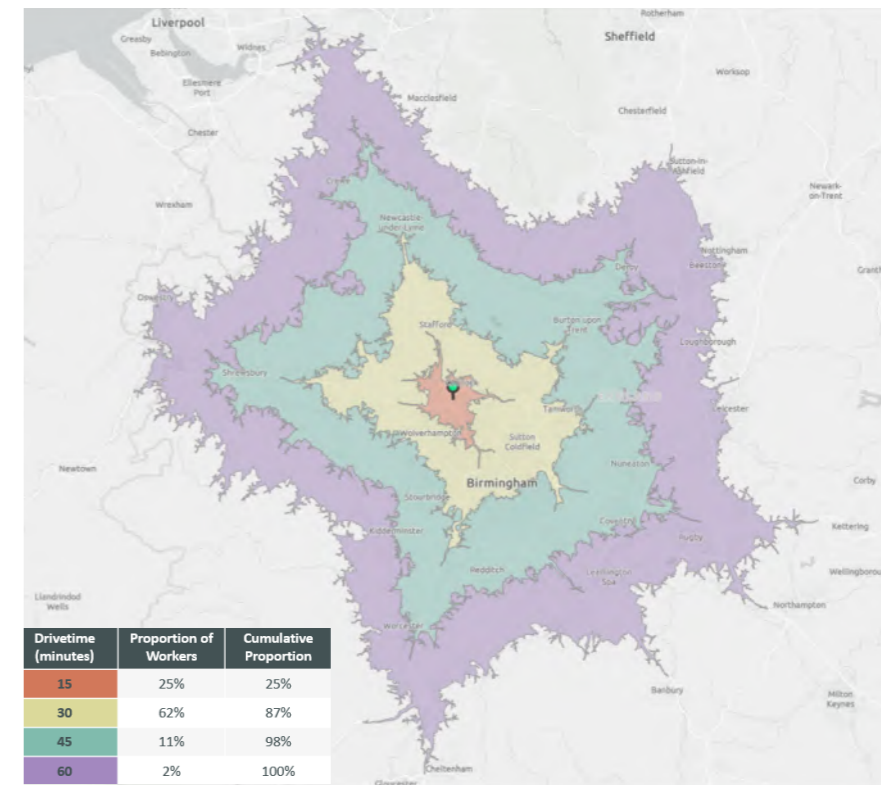
87% of workers will travel from within a 30-minute commute



Number of workers at nearby industrial units coming from the wider Wolverhampton and Walsall area.



Over 5,000 workers at nearby industrial units captured within a primary, secondary and tertiary band



Travel times of local workforce: 87% within 30 minutes



## Economic Benefits

The proposed development will provide **702,076 sqft (65,225 sqm)** of B8 floorspace to assist with meeting the district's employment land requirement, stimulate economic growth, and provide additional revenue to South Staffordshire District Council.

## The Proposal

**£1.1 bn** total economic benefit (including build costs, two years construction GVA, plus 30 years GVA and business rates during operation).

## Construction benefits

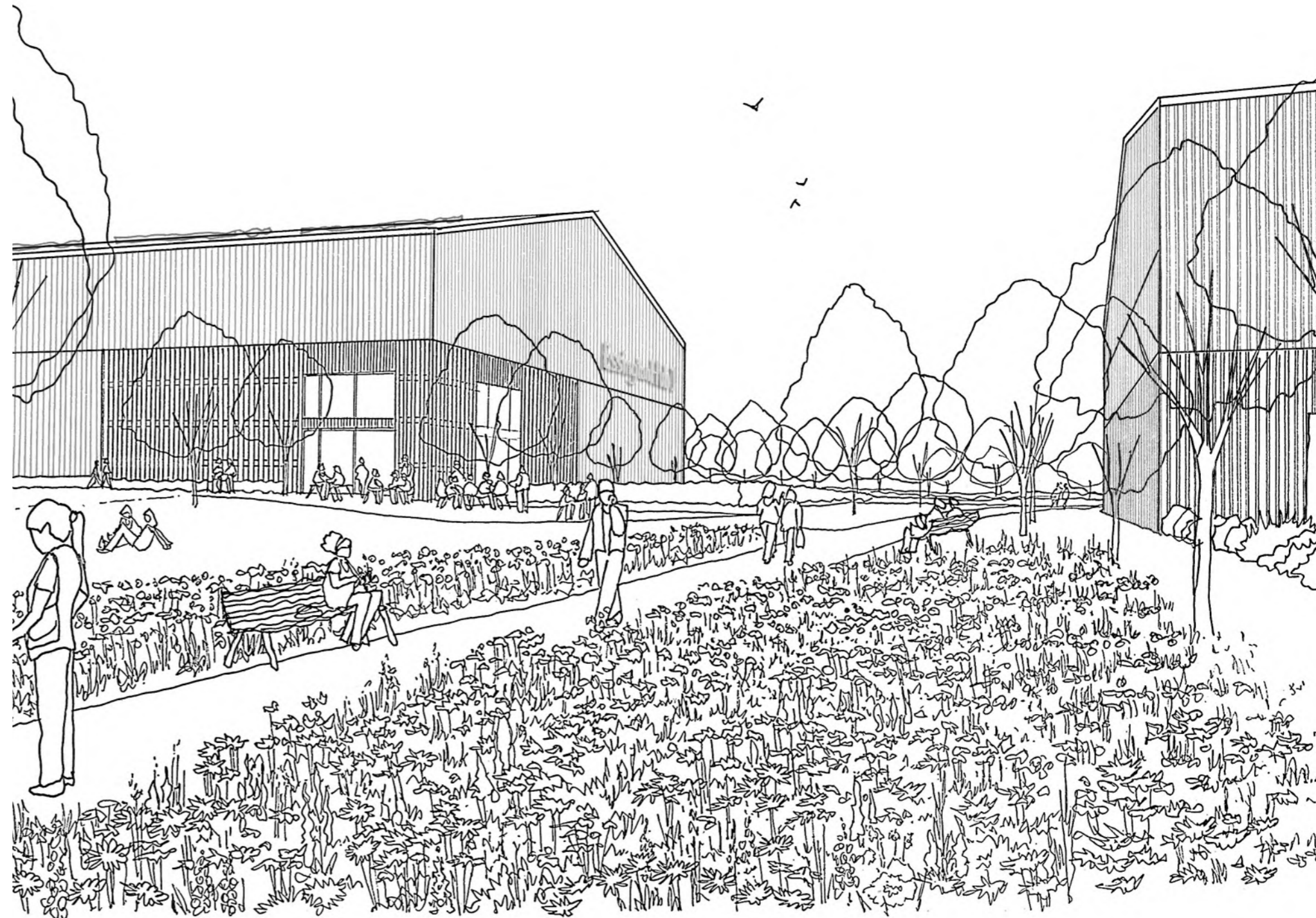
- **£77.8m** total construction benefits (build costs and GVA over a two-year build period)
- **£53.9m** construction value (total construction cost)
- **£21.6m** GVA economic output (additional GVA p.a.)
- **447** jobs FTE (supply chain jobs p.a.)
- **496** jobs direct FTE (construction jobs p.a.)

## Local Authority revenue benefits

- **£53.4m** business rate revenues (based on £1.6m p.a. over 30 years)

## Operational and expenditure benefits

- **£990m** GVA total over 30 years (based on £32.18m GVA p.a.)
- **847** direct FTE jobs
- **646** net additional local jobs





# OUR APPROACH



**Synergetic**

**PLACEMAKING**



**Collaborative**

**INNOVATION**



## Reimagining Logistics

### MORE THAN THE SUM OF ITS PARTS

- Synergetic uses that support health and wellbeing
- Benefits to local and wider community
- Adaptability and flexibility with the world changing



### NATURE AND BIODIVERSITY

- Synergy between human and natural worlds
- Surrounding landscape protected, enhanced and connected
- Working environment improved and biodiversity increased



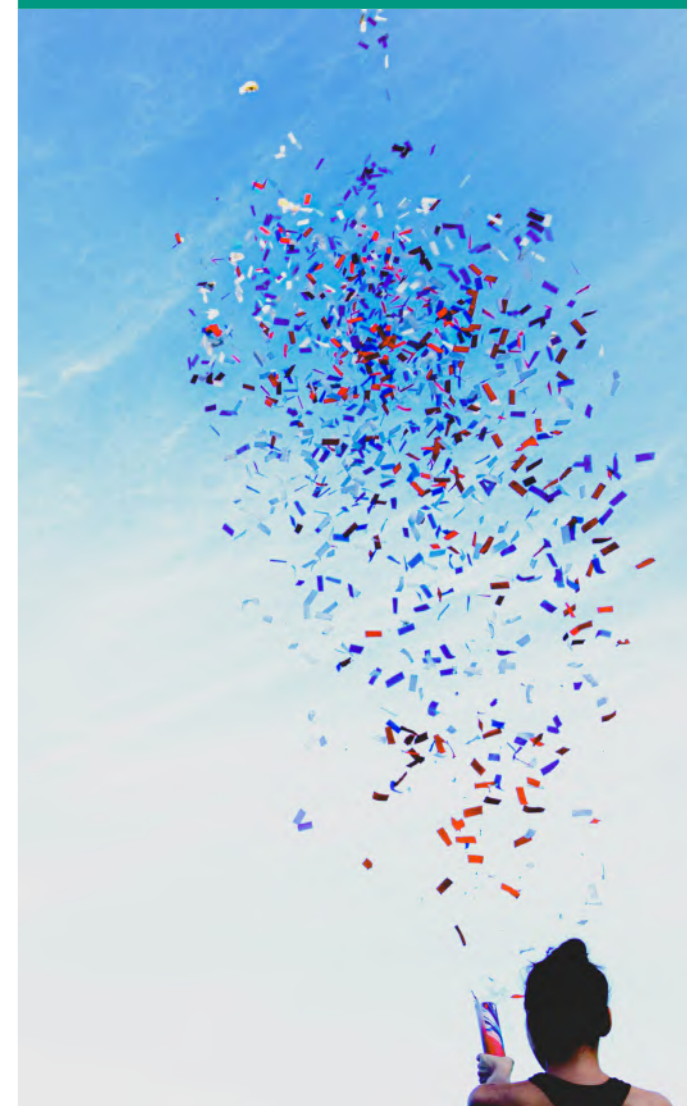
### SHARED VISION FOR BEST OUTCOMES

- Collaboration and co-design with stakeholders
- Collective knowledge and insights utilised



### SETTING THE BENCHMARK

- Logistics sites reimagined
- Exemplar place to inspire





# PLANNING CONTEXT

The site lies within the South Staffordshire District Council administrative area. The current Local Development Plan forms the Core Strategy, adopted in 2012. The council is currently in the process of reviewing their Local Development Plan and is consulting on a Regulation 19 Plan until end of May 2024.

This vision document has been prepared to support our representation to the Local Plan Consultation and the Call for Sites that is open for consideration for this plan and any future plan reviews.

## Emerging Local Plan

The NPPF focuses on building a strong and competitive economy and sets out planning policies which create the conditions in which businesses can invest, expand and adapt.

**This site takes account of local employment needs in a sustainable and suitable location.**

A draft of the emerging local plan has been published on the council's website for consultation alongside an Economic Development Needs Assessment Update to supplement the site allocations for employment development.

The updated EDNA sets out a need for 62.4ha of employment land to be delivered within the plan period. The EDNA also outlines the pipeline of supply within the local plan allocations to meet this target.

Although it can be demonstrated through the supply pipeline that 102ha of land can be allocated (minus the West Midlands Interchange which provides 297ha of strategic employment land as part of a development consent order), the type and scale of sites are not conclusive to real world demand within the South Staffordshire area. The allocated sites (with the exception of the newly allocated M6 J13), are either small-scale office sites or larger scale sites that provide 'big box' development.

**This site provides an additional employment site with excellent transport links to provide employment land to suit local business needs.**



- 01 Essington and Wryly LNR
- 02 Site photo looking east
- 03 Hilton Hall
- 04 Cottage Housing, Cheslyn Hay
- 05 Moseley Old Hall, Essington



### Key Issues

The site is located within the West Midlands Green Belt and, as such, a case for 'very special circumstances (VSC)' would need to be demonstrated on any future planning applications.

The site lies adjacent to the proposed M6-M54 Link Road which has a Development Consent Order (DCO). The construction of this highway is on hold but will be delivered in due course. A complementary case could be made for assisting the delivery of this vital piece of infrastructure to improve the strategic road network. This aligns with the guidance within the National Planning Policy Framework and local green belt policies.

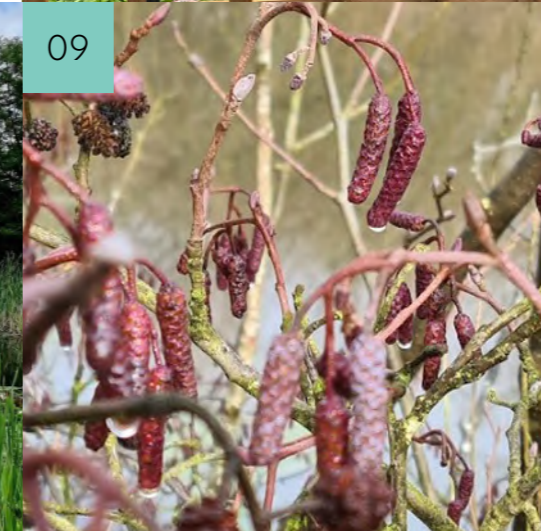
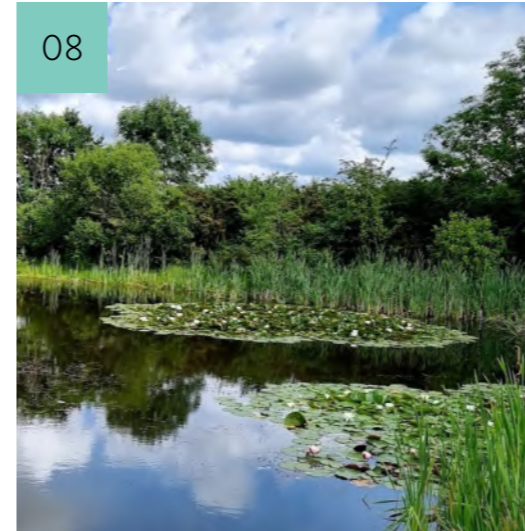
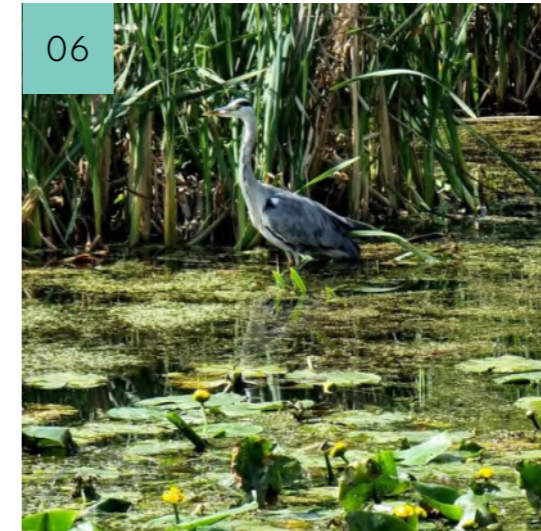
The site lies adjacent to a number of other sites along Warstone Road, such as the Hollybush Garden Centre and Campions Wood Quarry that detract from the openness of the green belt.

This type of green belt land has been described by major political parties as the 'grey belt' and could form appropriate greenfield land for development. The site does not function as modern day agricultural land, and employment development on would make for an effective use of the land.

The site features a number of important ecological features such as a pond, water course and small wooded area comprised of mature trees. The indicative masterplans detailed at the end of this document set out how the proposed development has been designed to enhance and celebrate these features. A biodiversity net gain report will be provided alongside any future planning application to detail in full how these features will be retained and enhanced.

The site occupies a prime location with direct access to the strategic road network, with the M6 and M54 junctions within close proximity. The M6 J11 to the north of the site would allow HGVs and general traffic to access the site without disrupting the surrounding villages, notably Essington.

**The planning balance suggests a strong case for development of employment land to meet local labour supply within the South Staffordshire District Area.**



- 06 Essington and Wryly LNR
- 07 Hollybush Garden Centre
- 08 Essington and Wryly LNR
- 09 Essington and Wryly LNR
- 10 Crafts produced at the Forest of Mercia CIC



# PHYSICAL ASSETS

## Connectivity

Existing footways run to the north of the site providing a route along the A462 and towards Cheslyn Hay.

Currently two Public Rights of Way (PROWs) cross the site: a bridleway along the north western boundary, and a footpath crossing the middle of the site. Both PROWs are unsurfaced rural tracks which provide opportunities for enhancement within the masterplan proposal.

A number PROW's and walking trails lie to the west of the site, connecting to the neighbouring village of Shareshill. Currently, links to these routes is prohibited by the M6 motorway, although there are opportunities to connect along the bridge crossing at Hilton Lane.

There are no designated cycle routes in the surrounding area. Only local roads provide opportunities for cyclists but these are typically busy / flat roads and therefore only suitable for confident cyclists.

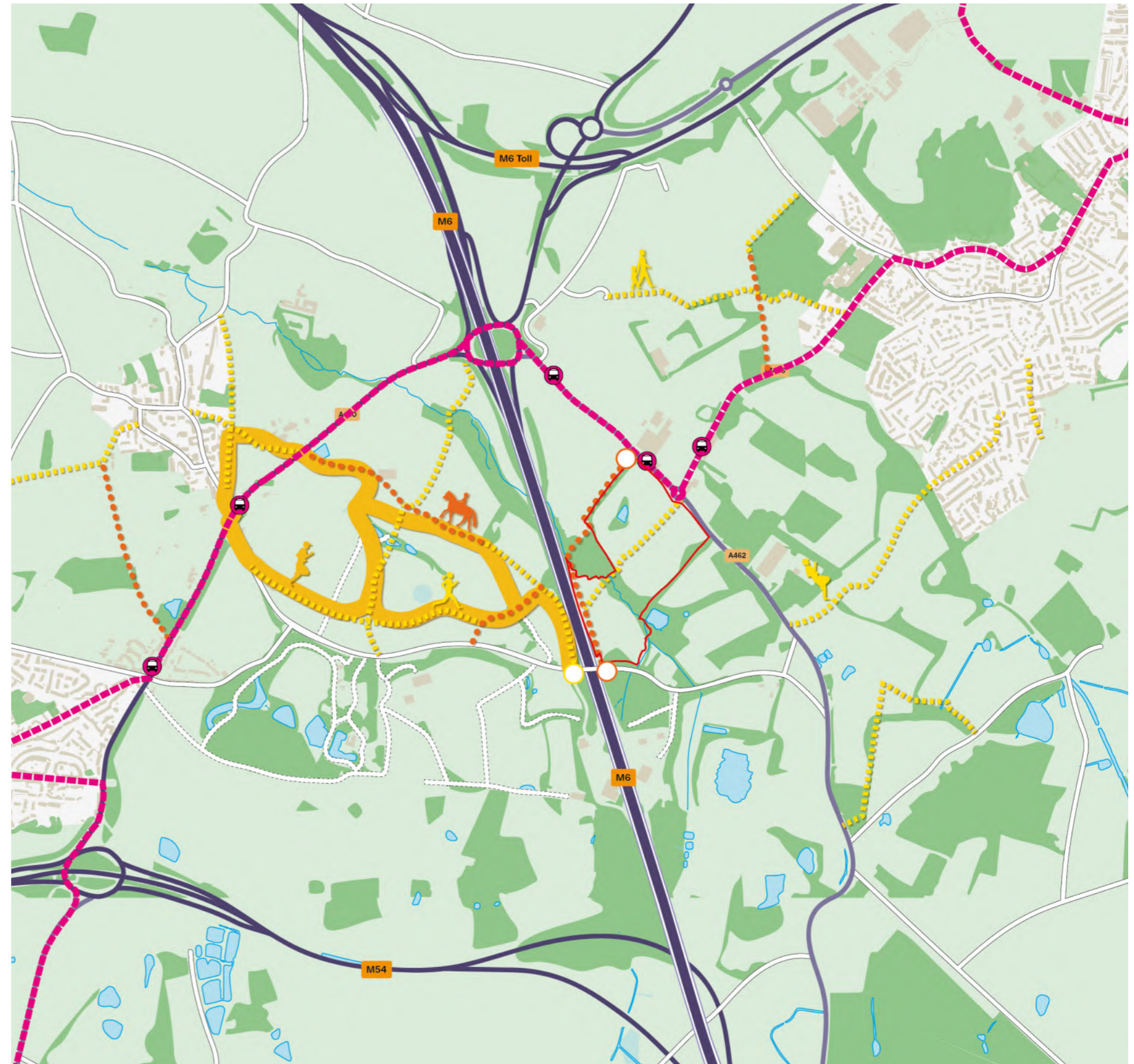
The bridleway connection to Hilton Lane provides an opportunity to provide some element of cycle connectivity to and across the site.

Bus stops are located along the A462 and Warstone Road, with the number 70 bus providing an hourly service to Cannock, Featherstone and Wolverhampton.

### Key

-  5km walking and running trail
-  Public Right of Way
-  Bridleway
-  Bus route

## Site Connectivity





### Nature Network

The majority of the site is open grassland, having previously served as arable farmland.

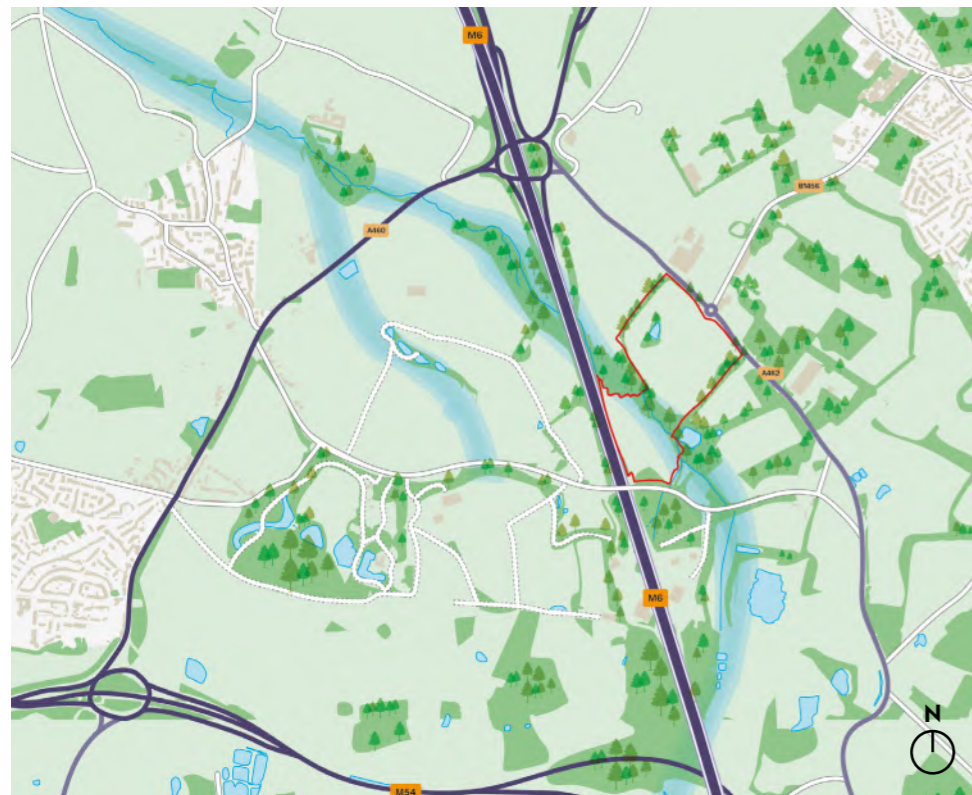
The landscape character around the site is of fragmented woodland, with treebelts lining the north-western and southern site boundaries. No historic field boundaries cross the site, although hedgerows do line the boundary fences to the north and south.

A densely planted area of woodland and scrub lies to the south of the site, following the path of the existing watercourse.

An established pond lies in the northern parcel, surrounded by rich vegetation and mature trees.

Opportunities exist to enhance the existing landscape setting, improving connections to existing areas of high-quality woodland.

### Green and Blue Infrastructure Plan



### Active Pursuits

Amenities that exist currently in the area will be taken into consideration along with opportunities to provide new amenities for the community and users of the site.

In the surrounding area, a number of rural pursuits and leisure activities are undertaken. These are typically outdoor pursuits, making use of the generous open landscape, which includes a number of fishing lakes and ponds for angling, equestrian centres, birdwatching sites and community allotments. Other activities in the area include clay pigeon shooting and paintballing.

Cheslyn Hay is home to a number of amenities including leisure centre, tennis club and gym.

Directly adjacent to the site is Hollybush Garden Centre and Forest of Mercia CIC, each offering unique assets to any forthcoming proposal.

### Local Amenities Map



### Hollybush Garden Centre



Popular local amenity providing a range of services for all ages - including retail shopping, indoor softplay area, pet store, cafe and outdoor market selling local produce.



### Forest of Mercia CIC



Local community service providing a wide variety of environmental-themed activities including outdoor learning, environmental training, volunteering, tree planting, and school and community projects.



These activities aim to promote the positive use of the outdoor environment, improve physical health and increase outdoor learning and employment opportunities.





# CULTURAL ASSETS

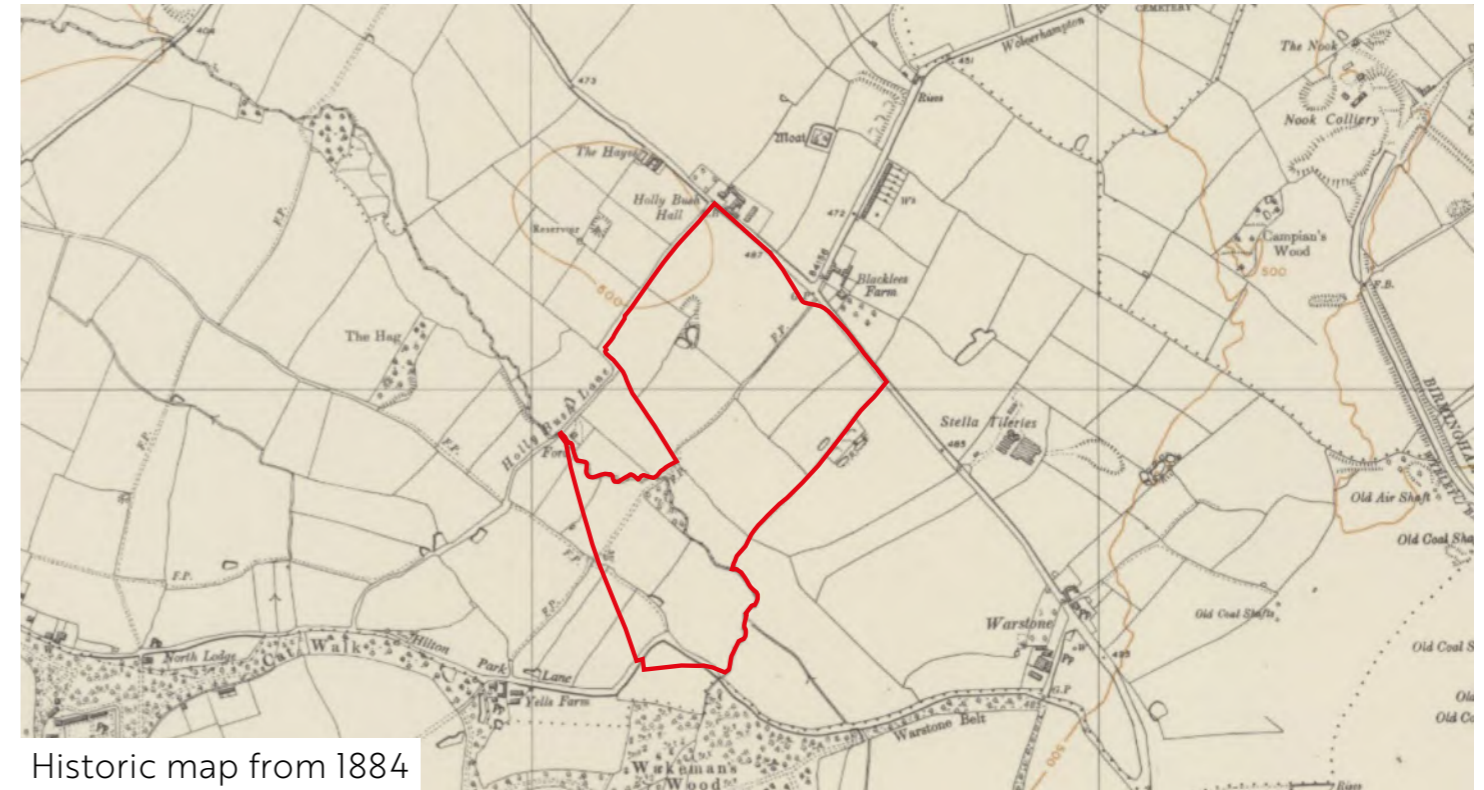
This area within South Staffordshire has a rich and interesting cultural heritage, much of which has been shaped by its industrial past.

## Site History

Prior to construction of the M6 motorway in the late 1950s, the site had experienced little change over the previous century.

Historic maps dating from 1884 show the site occupied by open farmland subdivided by hedgerows. The bridleway that runs along the northern boundary of the site had historically been named Holly Bush Lane, and linked Holly Bush Hall with Hilton Park Lane to the south.

The presence of water is also visible in this period with the pond to the north of the site and the stream running through the southern portion.



Historic map from 1884

The intricate canal system provides walking routes and invaluable habitats for wildfowl and rare protected plants such as floating water plantain and grass wrack pondweed.

Cheslyn Hay also boasts a number of pools popular with wild birds.



**WILDLIFE AND  
RARE SPECIES**



An active sports and leisure community exists in the local area with sports/social clubs providing meeting places for local teams.

Cheslyn Hay is home to a leisure centre, scout club and village hall, all of which provide valued local amenities.



In the years since the closing of the mines, villages and towns in the area have adapted and still thrive as a business community.

A number of industrial parks are found in the area, supporting a wealth of local and independent businesses.



Due to the booming manufacturing trade in cities such as Birmingham and Wolverhampton, canals have been present in South Staffordshire since the 1770s.

Many of these redundant canals are now enjoyed as leisure routes, nature reserves and conservation areas.



Local residents are proud of their heritage with societies such as the Cheslyn Hay Local History Society meeting regularly to pool discoveries and discuss the history of the area.

The village also boasts its own archives.






# CONSIDERATIONS AND OPPORTUNITIES


## Considerations

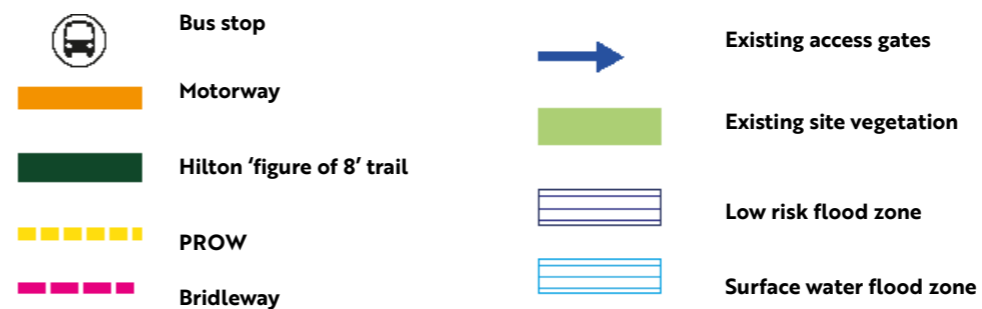
- 1 Location of pond and vegetation constrains developable area within northern parcel
- 2 Undulating levels across the site with high point in highly visible north-west corner
- 3 Development area to consider extent of surface water flood zone

## Opportunities

- 1 Rich vegetation surrounding much of site provides screening from M6, with opportunities for enhancement
- 2 Network of Public Rights of Way, bridleways and walking trails either side of motorway, with opportunities to connect along Hilton Lane Bridge
- 3 Hollybush Garden Centre offers number of amenities including shop and cafe easily accessible from the site
- 4 Forest of Mercia CIC provides opportunity to connect with local outdoor educational and community facility

 Total site area  
57.98 acres (23.46ha)

 Potential developable area  
46.95 acres (19.01 ha)

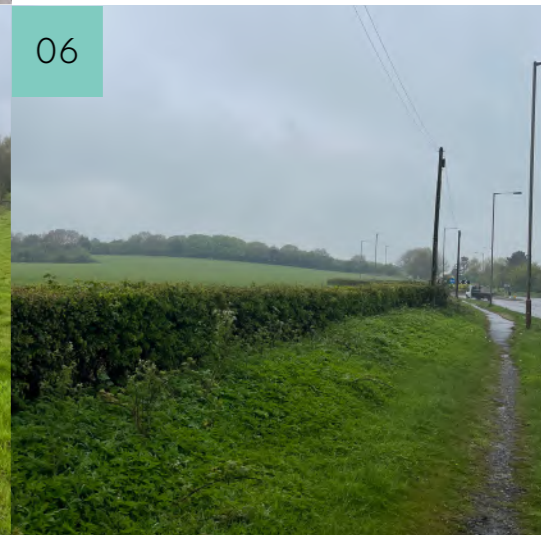




**Site Photographs**

- 1 Existing watercourse bisecting the site, surrounded by rich vegetation
- 2 Well established pond within northern section of site, enclosed by dense vegetation and mature trees
- 3 Site formed of undulating fields, with levels generally sloping towards watercourse in south and highs along the ridge of trees on north-western boundary
- 4 Bridleway along the western site boundary
- 5 Break in the trees along the southern boundary, allowing visibility of M6
- 6 Ridge of trees to north visible from approach along Warstone Road

**Key Plan**





# OUR VISION

## ESSINGTON LOGISTICS WILL...

- provide a pioneering, sustainable, integrated logistics hub for The Midlands, the UK and Europe
- support health and wellbeing and promote economic growth in the area
- protect, enhance and connect to local landscape, whilst setting benchmark for Biodiversity Net Gain
- be an exemplar 21st-century logistics hub

### BIODIVERSITY HAVEN



**WELCOMING NATURE INTO EVERY CORNER**



**USING NATURAL MATERIALS FOR PUBLIC REALM**



**SUPPORTING NATURE'S RECOVERY NETWORK**



# AMAZING PLACE TO WORK



**TRIM TRAILS AND OUTDOOR EXERCISE**



**PLACES FOR SOCIALISING**



**RELAXING SPACES SET IN NATURE**

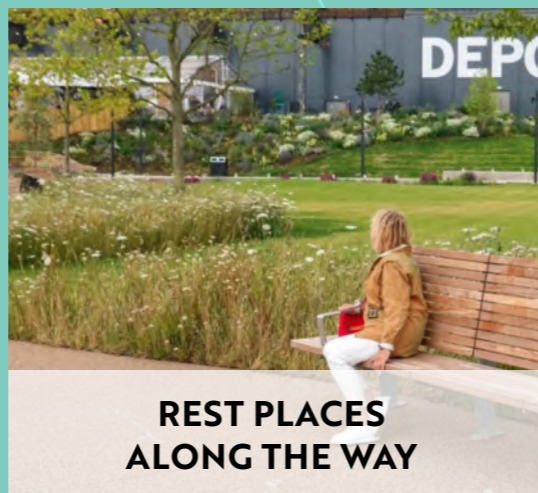
# THOROUGHFARE FOR ACTIVE TRAVEL



**SITE CONNECTED TO WIDER AREA**

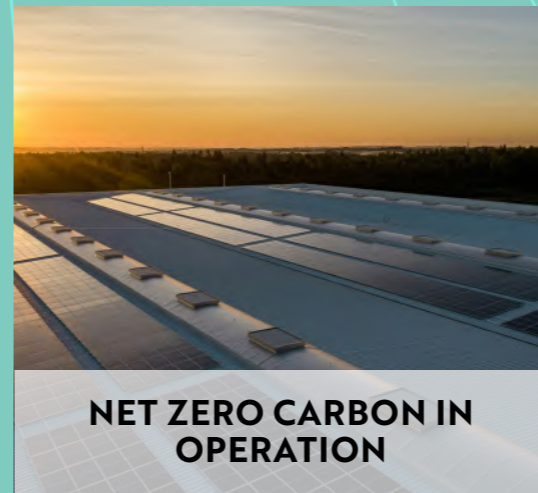


**ACTIVE COMMUTING**



**REST PLACES ALONG THE WAY**

# PIONEER IN SUSTAINABILITY



**NET ZERO CARBON IN OPERATION**



**ELECTRIC CAR CHARGING**



**TARGET OF BREEAM OUTSTANDING**

# EXEMPLAR DESIGN



**ICONIC BUILDING WITH WELCOMING FACADE**



**ATTRACTIVE AND WELCOMING ENTRANCE**



**SUSTAINABILITY AS A DESIGN TOOL**



# DESIGN APPROACH

The design framework is informed by thorough analysis of the existing natural environment and surrounding context, together with the emerging masterplan vision.

The following diagrams represent the key design moves that have informed the illustrative masterplan.



1. Protecting the existing landscape



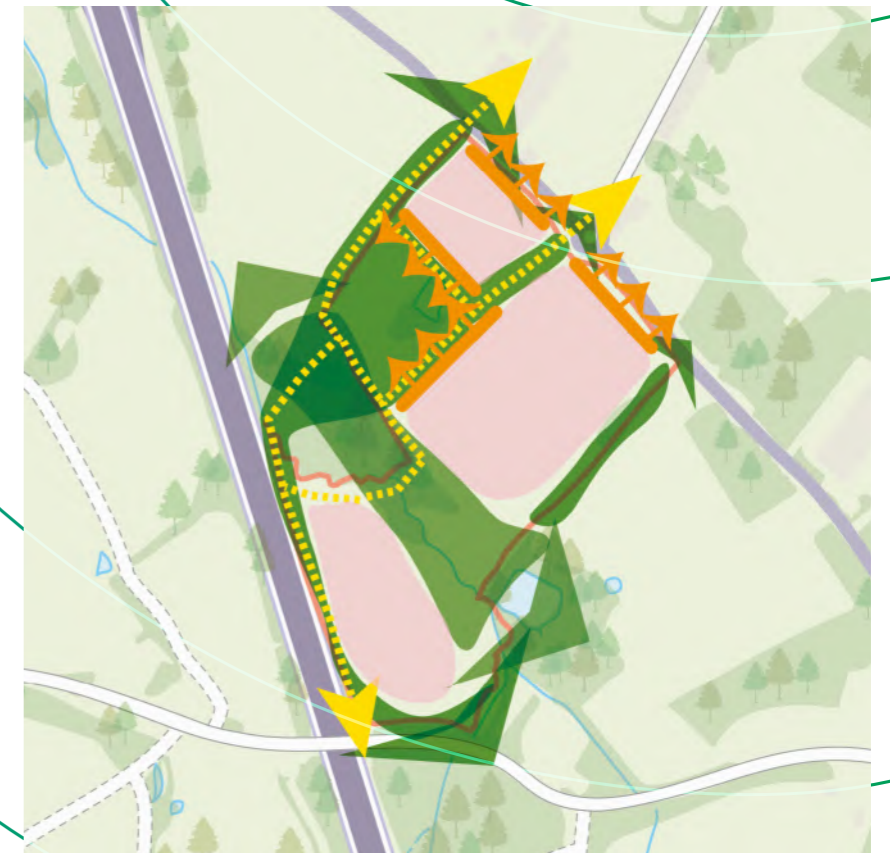
2. Enhancing and connecting natural assets



3. Linking places and people



4. Optimum site shape and location



5. Positive frontage



# ILLUSTRATIVE MASTERPLAN OPTION 1

The site has the potential to be developed in various configurations, providing a flexible range of floorspaces whilst maintaining the key landscape principles.

Option 1 - key principles:

- Landscape protected, enhanced and connected
- Sense of arrival and community focus
- Buildings moved away from the boundary to minimise visual impact
- Positive frontage to arrival and communal landscape space
- HGV access between buildings
- Parking concealed behind

**Total site area:** 57.98 acres (23.46 ha)

**Gross developable area:** 31.45 acres (12.73 ha)

**Gross floor area:** 702,076 sqft (65,225 sqm)

- 1 9,375sqm - 75m x 125m
- 2 13,500sqm - 75m x 180m
- 3 21,600sqm - 120m x 180m
- 4 14,000sqm - 100m x 140m
- 5 6,750sqm - 75m x 90m

**Total 65,225sqm**





# ILLUSTRATIVE MASTERPLAN OPTION 2

Option 2 - key principles:

- Landscape protected, enhanced and connected with buildings aligned to frame landscaped areas
- Creating a sense of arrival and community focus
- Larger buildings set away from the boundary to minimise visual impact
- Positive frontage to arrival and communal landscape space
- Individual HGV areas associated with each building
- Concealed parking

Total site area: 57.98 acres (23.46 ha)

Gross developable area: 31.45 acres (12.73 ha)

Gross floor area: 702,076 sqft (65,225 sqm)

- 1 9,375sqm - 75m x 125m
- 2 17,600sqm - 110m x 160m
- 3 17,500sqm - 70m x 250m
- 4 14,000sqm - 100m x 140m
- 5 6,750sqm - 75m x 90m

Total 65,225sqm





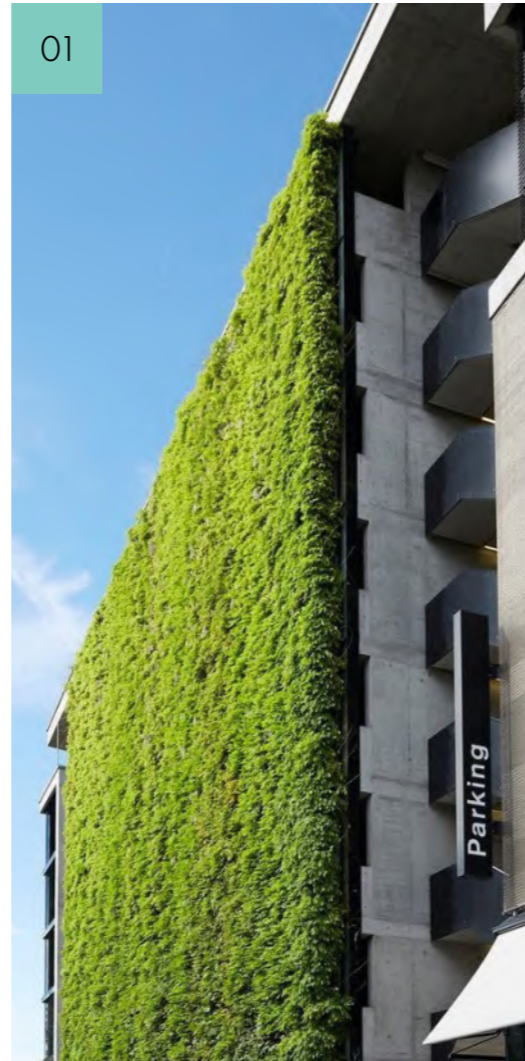
# MATERIALITY

The proposals deliver a scheme of the highest quality, responding to the surrounding context and creating an attractive and welcoming environment.

This is achieved through the articulation of the building envelope and key welfare spaces, with opportunities to explore varied building materials and textures.

Examples include:

- 1 Green walls and vertical planting
- 2 Timber cladding
- 3 Perforated weathered steel panels
- 4 Prefabricated CLT
- 5 Celebrated entrances
- 6 Louvres and signage using timber sections



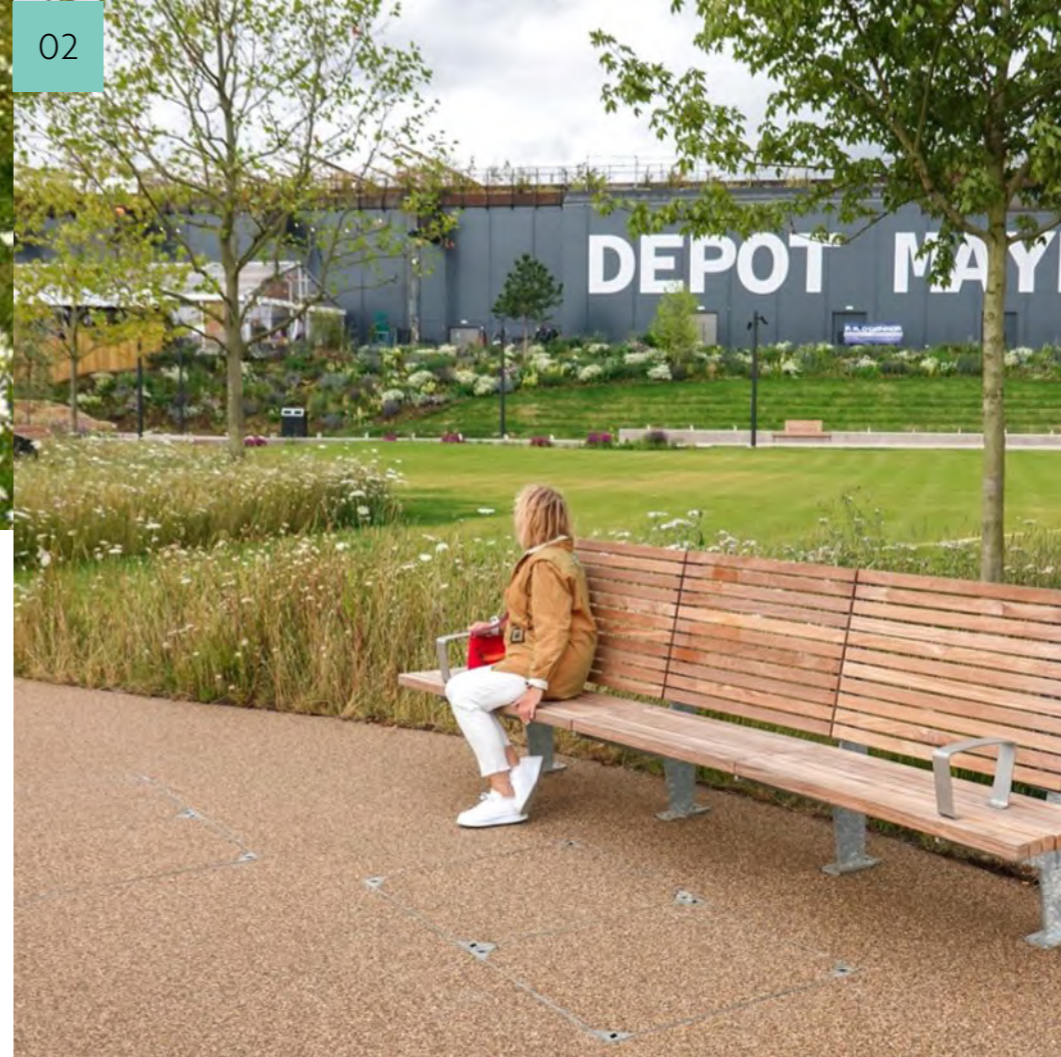
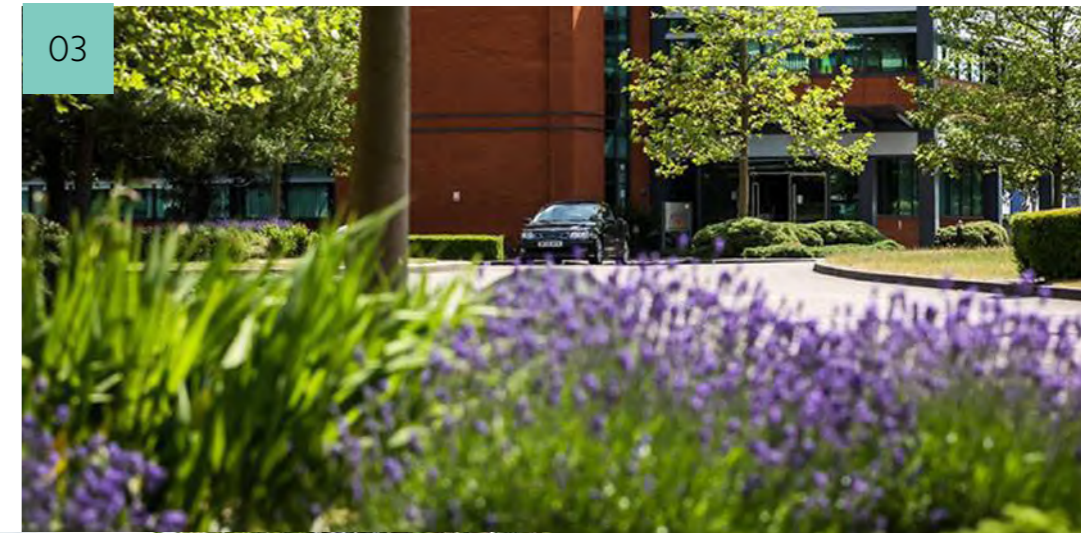


# LANDSCAPE AND BIODIVERSITY

The proposals seek to increase biodiversity through the retention, enhancement and buffering of the existing landscape, with the planting of new trees to improve habitat connectivity and naturalised landscapes of grass and wildflower meadows.

Opportunities will be provided for outdoor seating and relaxation, with visible connections to the landscape through careful building arrangement.

- 1 Naturalised landscaping for increased biodiversity
- 2 Areas for outdoor seating and relaxation
- 3 High-quality landscaping and public realm
- 4 Landscaping which incorporates SuDS
- 5 Biodiverse habitats and planting
- 6 Enhancement of existing woodland with new tree planting





# WORKPLACE ENHANCEMENTS

The proposed masterplan provides opportunities to deliver an environment that focuses on workers' wellbeing and workplace satisfaction - delivered through a series of workplace enhancements including;

- 1 Canteen and coffee
- 2 Trim trails and walking routes
- 3 Table tennis
- 4 Sociable seating area
- 5 Cycle routes

01



03



02



04



05



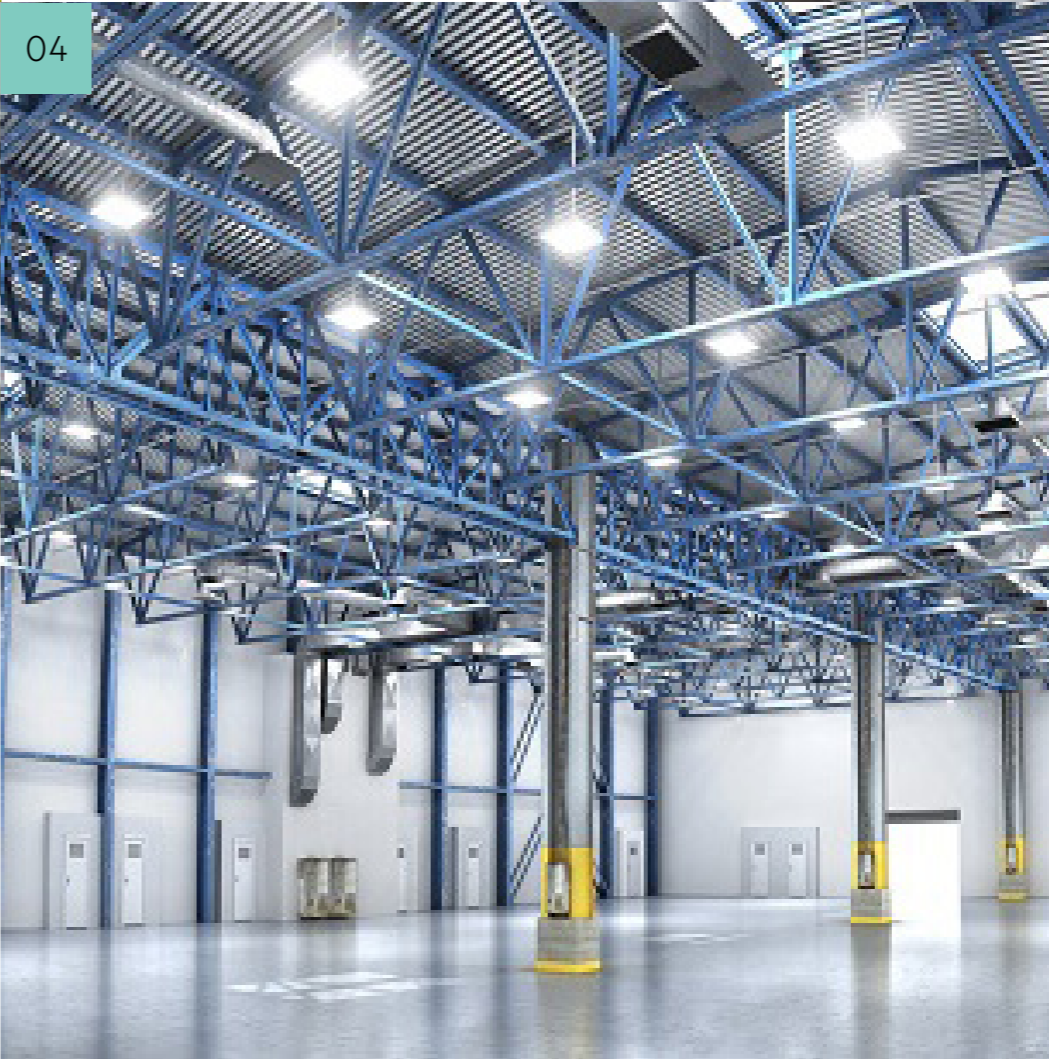


# SUSTAINABILITY

The masterplan proposal utilises innovative and sustainable technology while maintaining a practical and buildable approach.

The proposal will incorporate a number sustainable strategies in order to achieve the target BREEAM 'outstanding' rating. Some of these strategies include:

- 1 On-site renewables
- 2 Rainwater harvesting
- 3 Waste materials recycled on site
- 4 Smart lighting solutions
- 5 Air Source Heat Pumps to welfare and office areas
- 6 Electric vehicle charging points





# ACCESSIBILITY

Vital for distribution, the site benefits from close proximity to the strategic road network.

The site is less well located for travel by non-car modes, providing opportunities to facilitate sustainable travel are needed:

- Improved local walking and cycling routes
- Improved bus provision (better bus stops)
- Increased bus frequency
- On-site facilities (cafe/convenience store) to minimise off-site travel
- Sustainable transport hub which includes cycle parking and maintenance, electric bike charging, EV charging, car club parking - and is served by diverted buses

## Sustainable transport hub



Improved site accessibility will be achieved by:

- Localised footway improvements, particularly crossing facilities between site and footway on eastern side of A462 Warstone Road
- Surfacing improvements to footpath that crosses the site
- Surfacing improvements to bridleway that crosses the site, providing cycle link from Hilton Lane
- Improved bus stops e.g. modern shelters, seating, timetable information, raised bus kerbs and real time information with good walking links to site
- Potential enhanced bus provision in terms of frequency and/or diverting buses into the site
- Travel plan will be provided to facilitate and encourage sustainable transport by usual means
- On site infrastructure including cycle parking, bike hub, and showers/lockers

## Proposed Access

Vehicular access is easily facilitated. The site fronts the A462 and, at this stage, access is suggested via a new fourth arm on the A462/Wolverhampton Road roundabout.

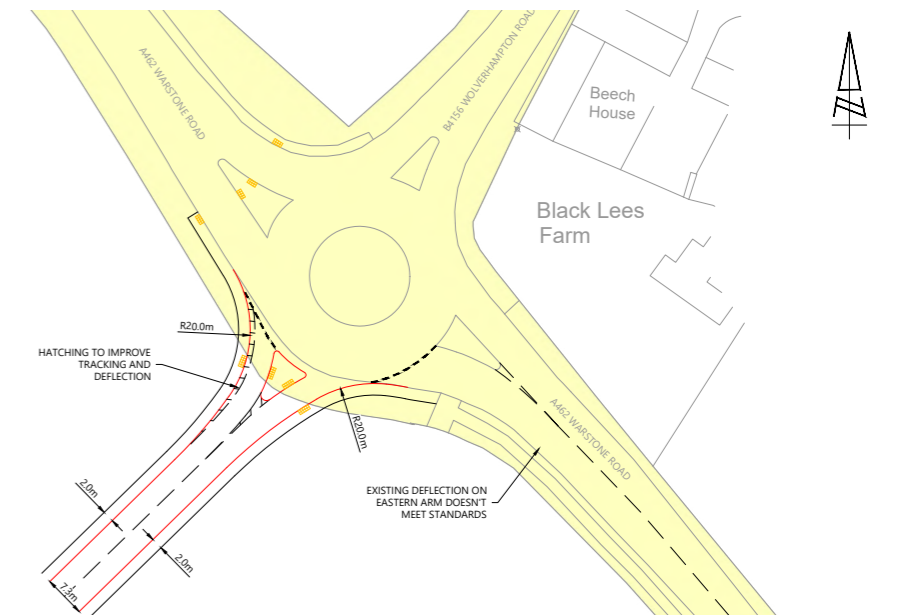
The existing roundabout is substandard, so the fourth arm is likely to necessitate improvements such as enlarged diameter, which is an additional benefit of the scheme.

Traffic should not be adversely impacted due to the additional headroom that will be created by the nearby M54 to M6 link road

## M6 Junction 11 improvements



## Proposed access via the fourth arm to Warstone roundabout





# LAND USE BUDGET PLAN



### Key

- Gross developable area  
12.73ha / 31.45acres
- Landscaped park area
- Existing trees
- Proposed trees
- Primary route





# ILLUSTRATIVE VIEW 1





# ILLUSTRATIVE VIEW 2





# SUMMARY AND CONCLUSION

This Vision and Delivery Statement sets out an exciting opportunity to deliver an innovative, high-quality logistics and delivery facility that enables sustainable freight movement while also providing much needed employment land to suit local business needs.

Occupying a prime location, the site offers direct access to the strategic road network while allowing easy movement for HGVs and general traffic without disruption to surrounding villages.

The scheme will provide enhanced landscaped features, improving biodiversity and providing an environment that focuses on workers' wellbeing and workplace satisfaction.



KEY STRATEGIC  
LOCATION



TARGET BREEAM  
RATING OF  
'OUTSTANDING'



LOCAL JOB  
CREATION



ACTIVE  
TRAVEL AND  
PERMEABILITY



c.700,000 sqft  
FLOORSPACE



HEALTH AND  
WELLBEING  
PRIORITISED



LOCAL  
BIODIVERSITY  
ENHANCEMENTS



ACCESSIBLE  
GREEN OPEN  
SPACE



ECONOMIC  
GROWTH



## Submitted on behalf of LPUK by CBRE

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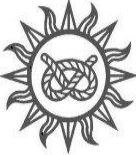
TateHindle  
168 Shoreditch High Street  
London E1 6HU

tatehindle.co.uk  
mail@tatehindle.co.uk  
020 7332 4850



Appendix B - Call for Sites Proforma



	<b>South Staffordshire Local Plan</b>	Date Received:
	<b>Strategic Housing and Economic Land Availability Assessment (SHELAA) CALL FOR SITES Suggestion Form</b>	Date Acknowledged:  <b>FOR OFFICIAL USE ONLY</b>

Mr

Please use this form to provide supporting information on sites suggested for development. A separate form should be completed for each site suggested. You may photocopy this form or obtain more copies free of charge on request. **Please provide a site plan identifying the land suggested at a scale of no less than 1:2500.**

1. Personal Details			
Title	Mr	Initials	S
Surname	Phillips		
Job Title (where relevant)	Director		
Organisation (where relevant)	CBRE		
Address	55 Temple Row Birmingham		
		Post Code	B2 5LS
Telephone Number	07385 025294		
Email address	simon.phillips@cbre.com		

2. Agent's Details (if applicable)			
Title	N/A	Initials	
Surname			
Job Title (where relevant)			
Organisation (where relevant)			
Address			
		Post Code	



Telephone Number	
Email address	

<b>3. Status (please tick all that apply)</b>	
Owner of the site	<input type="checkbox"/> Planning Consultant <input checked="" type="checkbox"/>
Parish Council	<input type="checkbox"/> Land Agent <input type="checkbox"/>
Local Resident	<input type="checkbox"/> Developer <input type="checkbox"/>
Amenity/Community Group	<input type="checkbox"/> Registered Social Landlord <input type="checkbox"/>
Other (please specify):	

<b>4. Site Ownership</b>		
I (or my client) is....		
The sole, or part owner of the site?	Sole Owner <input checked="" type="checkbox"/>	Part Owner <input type="checkbox"/>
If you are not the landowner or the site is in multiple ownership, please submit the name, address and contact details of the land owner(s) in the space provided		
If not the landowner, I confirm that the landowner/s have been informed of this site submission	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Does the owner(s) support the development of the site?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

<b>5. Site Characteristics</b>	
Site location - include Grid Reference and postcode if known	Land at Warstone Road. E396486 , N306171
Site Area (hectares)	Circa 23.5ha
Current Land Use(s) e.g. agriculture, employment, unused/vacant etc.	Agriculture
Type of site e.g. greenfield, previously developed land/brownfield	Greenfield

<b>6. Proposed Future Uses &amp; Potential Site Capacity</b>		
<b>Use (please specify)</b>	<b>Yes</b>	<b>Basic Capacity Information</b> – area/number of dwellings/number of units/proposed floorspace



Housing (please specify types)	<input type="checkbox"/>	
Employment (B1, B2 and B8 uses)	<input checked="" type="checkbox"/>	702,078 sqft (65,22sqm)
Mixed use (please specify uses)	<input type="checkbox"/>	
Self or Custom build housing	<input type="checkbox"/>	
Other (please specify uses)	<input type="checkbox"/>	

<b>7. Market Interest</b>		
Please choose the most appropriate category below and indicate what level of market interest there is/has recently been in the site.		
	<b>Yes</b>	<b>Comments</b>
Site is owned by a developer	<input type="checkbox"/>	
Site is under option to a developer	<input checked="" type="checkbox"/>	
Enquiries received	<input type="checkbox"/>	
Site is currently being marketed	<input type="checkbox"/>	
None	<input type="checkbox"/>	
Not Known	<input type="checkbox"/>	

<b>8. Utilities</b>			
Please tell us which of the following utilities are available to the site			
	<b>Yes</b>	<b>No</b>	<b>Unsure</b>
Mains water supply	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mains sewerage	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Electric supply	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Gas supply	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Public highway	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landline telephone/broadband internet	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Public Transport	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Other (please specify):	Although there are currently no service utilities available at the site, electricity, gas and sewerage connections will be available to the site through connections to main services running through Warstone Road should any future planning permission be granted.
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<b>9. Constraints</b>			
Please tell us which of the following constraints are applicable to the site			
	<b>Yes</b>	<b>No</b>	<b>Unsure</b>
Land in other ownership must be acquired to enable the site to be developed	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Restrictive covenants exist	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Current land use(s) need to be relocated	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Physical constraints (topography, trees, other)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flood Risk	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Infrastructure required	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Public rights of way cross or adjoin the site	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Land contamination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access constraints	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



<p>Please provide any relevant information of likely measures to overcome the above constraints that you have answered "YES" to:</p>	<p>Physical Constraints - There are a number of physical/natural constraints of the site however these assets will be utilised to promote biodiversity net gain at the site and create an aesthetically pleasing environment to enhance the site. The physical assets include a wooded area between the two sections of the site, trees along the boundaries of the site and a pond.</p> <p>The indicative masterplans that have already been drafted for the site (see the submitted Vision document) show how the development celebrates and enhances the natural elements of the site whilst still delivering circa. 65,000sqm of employment floorspace.</p> <p>Public Rights of Way - Currently two Public Rights of Way (PROWs) cross the site, a bridleway along the north western boundary, and footpath crossing the middle of the site. Both PROWs are unsurfaced rural tracks which provide opportunities for enhancement within the masterplan proposals. We recommend diversion of the PROW that runs through the centre of the site along the existing bridleway.</p>
	<p>By diverting this will provide a more appropriate PROW that is more accessible to members of the public. The current PROW is mostly unused and runs through a dense wooded area. By diverting this will provide a more appropriate PROW that is more accessible to members of the public.</p>

**10. Timescale for Deliverability**

Please indicate the approximate timescale for when the site will become available for development:

		<b>Comments</b> – particularly if you have indicated that the site is not immediately available, please explain why:
Immediately	<input type="checkbox"/>	
Up to 5 years	<input checked="" type="checkbox"/>	Subject to greenbelt release and planning consent
5 - 10 years	<input type="checkbox"/>	
10 – 15 years	<input type="checkbox"/>	
Beyond 15 years	<input type="checkbox"/>	

**11. Other Relevant Information** – Please use the space below for additional information relating to the questions on this form only. You are not required to provide lengthy supporting information at this stage (any additional information should be limited to 1 side of A4):

- The site is circa 58 acres (23.5 hectares) in size and is situated in a strategic location within 0.5 miles of J11 of the M6 and in close proximity to J1 of the M54.
- The NPPF sets out that planning policies should create conditions in which businesses can expand and adapt. This site takes account of local employment needs in a sustainable and suitable location for development.
- Logistics is a vital and strategic sector, contributing £163 billion to the UK economy and directly employing 1.8 million people. It also plays a crucial role in supporting the operation and growth of many other sectors in the economy, such as retail, construction, and manufacturing.
- This importance will continue to grow over the coming decades fueled by the increasing prevalence of e-commerce, the re-shoring of production into the UK to avoid supply chain



disruption, and population growth. However, the UK continues to underprovide logistics sites, despite record demand from a variety of sectors in recent years. This has placed the UK warehouse market under significant pressure with demand continuing to outstrip supply.

- The updated Economic Development Needs Assessment (EDNA) sets out a need for 62.4ha of employment land to be delivered within the plan period. Whilst the EDNA sets out that there is a sufficient pipeline of allocations within the draft local plan to meet this need we would contend that additional employment land for logistics will be needed over the plan period to meet market demand and this site is in a prime strategic location to provide this supply.
- The allocated sites, with the exception of the newly allocated M6, Junction 13 allocation, are either small scale office sites or larger scale sites to provide 'big box' development. This site provides an additional employment site for small-mid box B2/B8 opportunities in a strategic location to suit local business needs.
- The site is also well connected to the immediate surrounding villages by a series of bridleways, public footpaths and bus routes. This site will therefore provide job opportunities to local people with sustainable modes of transport for commuting.
- The attached vision document identifies why this site is suitable for employment use and describes how it could deliver an exemplar scheme in terms of sustainability, design, biodiversity, active travel and provide economic benefits locally.
- Illustrative masterplan options have been developed to demonstrate that a total of 702,078 sqft (65,22sqm) of floorspace can be delivered at this site whilst maintaining the onsite habitats and key areas of biodiversity importance at the site.

We have submitted a Vision document which sets out the key material planning considerations for the site and how these are to be addressed. The main key issue is the fact that the site lies within the West Midlands Green Belt, we feel that a case for 'Very Special Circumstances' can be demonstrated for this development to result in the sites removal from the Green Belt.

The site lies adjacent to a number of other sites along Warstone Road, such as the Hollybush garden centre and Campions Wood Quarry that detract from the openness of the Green Belt.

This type of Green Belt land has been described by major political parties as the 'Grey Belt' and could form appropriate greenfield land for development.

This site is not functional as modern day agricultural land and as such allowing for employment development on this site would make for an effective use of land.

**When completed, please send this form to:**

Local Plans Team, South Staffordshire Council, Council Offices, Codsall, South Staffordshire, WV8 1PX

Or email: [localplans@sstaffs.gov.uk](mailto:localplans@sstaffs.gov.uk)

**Data Protection:** The Strategic Planning Team manages and maintains a register of persons who have an interest in the Strategic Housing and Employment Land Availability Assessment (SHELAA). In order to do this in an effective way we will need to collect and use personal information about you. For more information about how we process this data see [Strategic Planning Team - Data Protection](#). By completing and submitting this form you agree to our data processing protocol.





**Signature:**.....

**Date:**.....30.05.2024.....