

**Taylor**  
**Wimpey**

# Poolhouse Road, Wombourne

Development Statement

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Figure 1 > Concept Masterplan





## Executive Summary

This Development Statement has been prepared by Barton Willmore LLP on behalf of Taylor Wimpey UK Limited (“Taylor Wimpey”) to support the release of land at Poolhouse Road, Wombourne (the “Site”) to deliver up to 100 new family and affordable homes. The site extends some 3.92 hectares and is located to the north of Pool House Road, along the western boundary of Wombourne.

The case for releasing the Site and identifying it as Safeguarded Land to meet the housing requirements set out within the Core Strategy is clearly articulated as part of this Development Statement, which also sets out the exceptional circumstances that support the need to alter the Green Belt boundary. The identification of the Site as Safeguarded Land to deliver future residential development will deliver the type, quantity and quality of open market and affordable housing that will contribute to meeting the future growth needs of South Staffordshire Council.





## The Vision

The Site presents an excellent opportunity to release some 3.92 hectares of land to deliver a high quality sustainable housing site that will sensitively meet the identified future needs of the District. The vision for the Site is to develop a landscape-led design response that complements the surrounding site context and creates a high quality family and affordable community in a location that strengthens the established Green Belt boundary.

To support the vision, this Development Statement clearly articulates the opportunity presented by the Site. In summary, it demonstrates that:

- The emerging Site Allocations Document confirms that the release of Green Belt land will be required to meet housing need over the Plan period. This follows guidance contained within the National Planning Policy Framework (NPPF) which states that once established, Green Belt boundaries should only be altered in exceptional circumstances, through the preparation or review of a Local Plan.
- Wombourne is designated as a Main Service Village within the adopted Core Strategy. Main Service Villages are the most sustainable location to accommodate future growth within South Staffordshire District. As such, Main Service Villages should be expected to accommodate a proportion of the District's future housing need.
- The Site is enclosed along each boundary by existing road infrastructure and well defined landscaped boundaries, providing permanent and defensible boundaries to the Green Belt capable of enduring beyond the Plan period.
- The Site has access to a range of services and facilities within an acceptable walking distance.
- There are no technical or environmental constraints that would prevent the Site from coming forward for development.
- The Site is deliverable, achievable and available for housing development in accordance with guidance contained in the NPPF.
- A vision and masterplan for the Site illustrates how it can deliver a sympathetic, sustainable development that complements its setting.
- The Site will deliver a landscape and open space solution that relates to the existing urban grain and responds to key natural features.
- The proposals will create a range and mix of housing that will make a positive contribution towards the District's housing requirements; providing both open market and affordable housing, and generate significant social and economic benefits for the local area.













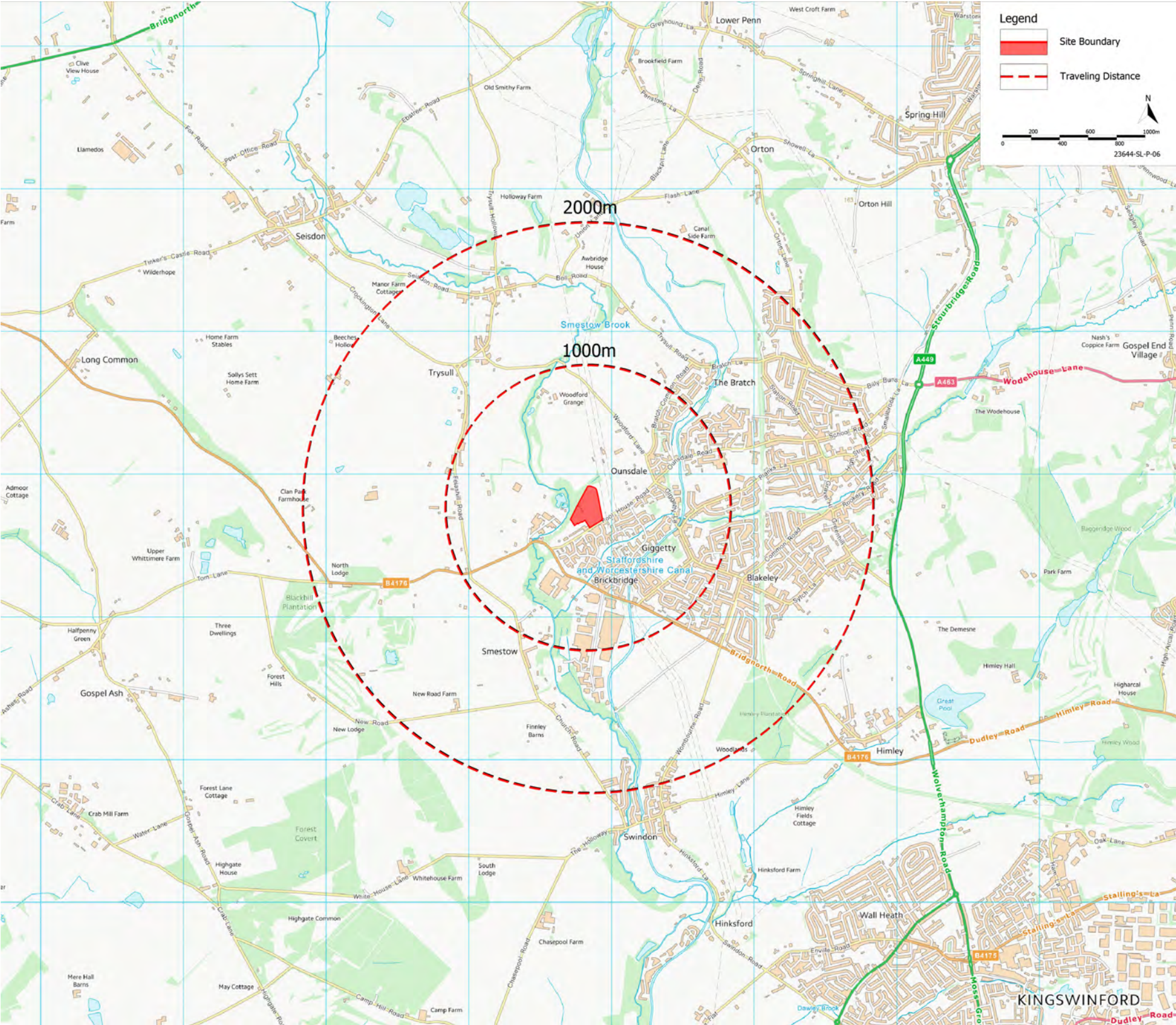
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# Introduction





Figure 2 > Stategic Location Plan





# 1.0 Introduction

The land at Poolhouse Road, Wombourne (the “Site”) provides a unique opportunity to realise a sustainable and wholly appropriate site that can deliver high quality family and affordable homes, which will seamlessly integrate with the existing urban form of Wombourne. This Development Statement explains how South Staffordshire’s Site Allocations Document explicitly requires the release of Green Belt land to meet the housing need over the Plan period. As such, in accordance with Wombourne’s designation as a Main Service Village, the Site is considered to be a suitable and sustainable location to accommodate future housing growth.

The Site comprises approximately 3.92 hectares of land that is located along the western edge of Wombourne. The Site is currently within the Green Belt but forms a logical extension that would complement the existing settlement. As such, it has been identified within the Site Allocations Document as Safeguarded Land.

This document seeks to clearly articulate the unique opportunity that exists at Wombourne by providing:

- An analysis of the Site and its surroundings;
- A review of the planning policy position and the critical need for new homes in South Staffordshire;
- The case for the removal of the Site from the Green Belt and identification as Safeguarded Land;
- A Concept Masterplan and vision that articulates and illustrates the opportunity presented by the Site and how the Site sympathetically responds to its surroundings;
- Analysis of the sustainability of the Site, including a review of key technical considerations;
- A demonstration that the Site is deliverable, available and achievable; and
- A summary of the key benefits of the Site.

It is supported that the Site has been identified as Safeguarded Land for future residential development within the emerging Site Allocations Document. As will be set out in this document, the proposals will provide much needed market and affordable housing to assist in meeting the needs of the local community. It will be demonstrated that the Site is capable of earlier release should it be demonstrated that additional sites are required to meet the objectively assessed housing need.



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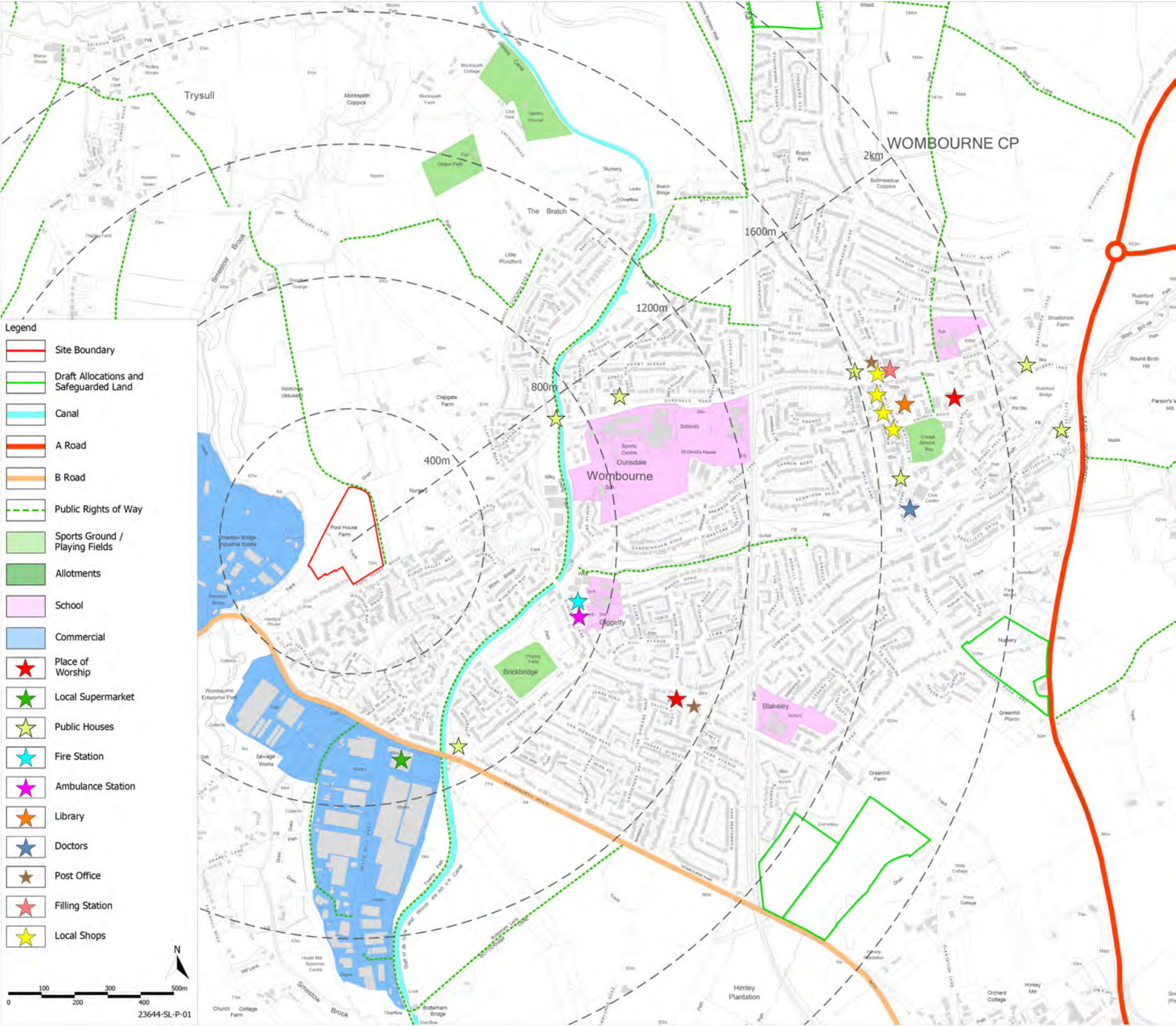


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## Site & Surroundings



Figure 3 > Site Context Plan





## 2.0 Site and Surroundings

The Site is located to the north of Pool House Road, alongside the western boundary of Wombourne. The Site is contained by the existing built-form of Wombourne along with an agricultural track to the northern boundary. The Site therefore forms a logical extension to Wombourne.

### The Site

The Site comprises two parcels of land situated along the western boundary of Wombourne. The Site is irregular in shape, following the alignment of Pool House Road and extending around the rear gardens of existing residential properties. The Site measures 3.92 hectares in area and is currently utilised for agricultural purposes.

There is existing vegetation within the central part of the Site as well as established landscaping to the boundaries. An area of woodland copse adjoins the site boundary to the north-west.

The Site is bounded by existing residential development along Pool House Road to the south and west, further agricultural fields and Wombourne Garden Centre to the east and existing woodland and Smestow Bridge Industrial Estate to the north and north-west.

As confirmed by the Environment Agency's online flood maps, the Site falls entirely within Flood Zone 1 – the lowest risk of flooding. Furthermore, Historic England's online register establishes that there are no listed buildings within the locality, or directly adjoining the Site.

The Site is located wholly within the Green Belt, a designation which 'wraps around' the urban edge of Wombourne.

### Site Surroundings

The Site is situated in a sustainable location, positioned alongside the existing settlement boundary of Wombourne.

Wombourne has a range of services and facilities, all located within 2km of the Site, which include:

- Allotments;
- Primary Schools;
- Secondary Schools;
- Sports Grounds and Playing Fields;
- Supermarket;
- Local Shops;
- Post Office;
- Public Houses;
- Places of Worship;
- Employment Opportunities;
- Doctors;
- Library;
- Petrol Filling Station;
- Fire and Ambulance Stations; and
- Public Transport Connections



Figure 4 > Site Context and Photos





Site Views



View 1



View 2



View 3



View 4





View 5



View 6



View 7



View 8









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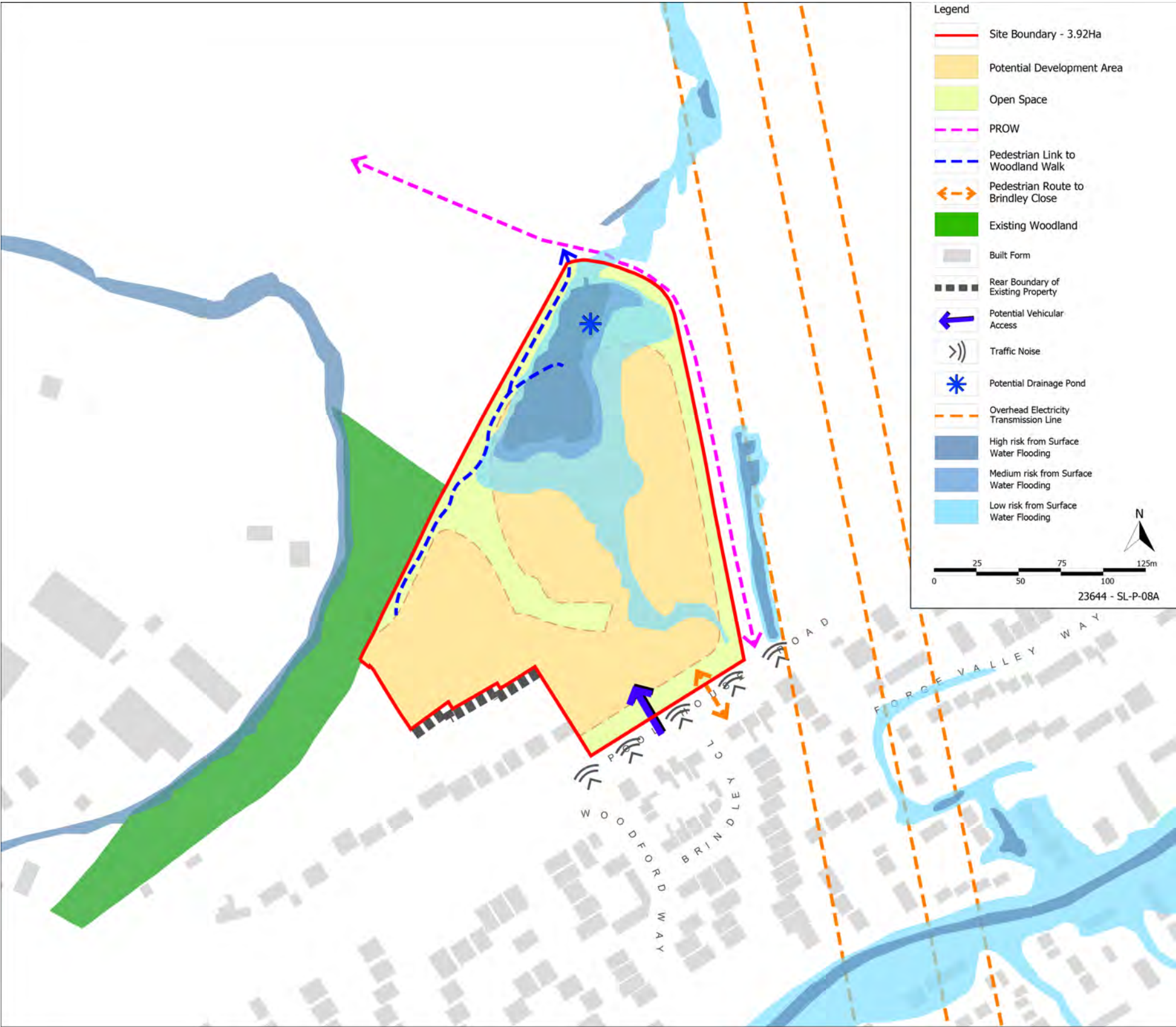
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# Vision for Site and Masterplan





Figure 5 > Site Opportunities and Considerations Plan



## 3.0 Vision for Site and Masterplan

The Site presents an excellent opportunity to deliver a high quality sustainable housing site that will sensitively meet the identified future housing needs of the District. The vision for the Site is to develop a landscape-led design response that complements the surrounding site context and creates a high quality family and affordable community to meet the needs of the District in a location that preserves the purposes of the Green Belt.

### Site Opportunities and Considerations

Based on initial site investigations, Figure 5 shows a series of opportunities and site considerations which have informed the proposed development. The response to these considerations is presented through the 'Design Rationale' (Figure 6 and 7) and 'Concept Masterplan' (Figure 8) set out within this section.

The key considerations include:

### Site Considerations:

- Relationship with existing residential properties located to the south-western boundary;
- Relationship of the Site with Pool House Road which runs alongside the eastern boundary of the Site;
- Retention and integration of existing hedgerows and trees from within the Site;
- Existing sewers and associated elements
- Drainage solutions to prevent surface water flooding across the northern section of the Site.

### Opportunities

- Strengthen the local landscape character by delivering a robust green infrastructure framework across the Site;
- Provide an arrival space into the development from Pool House Road comprising locally reflective materials, new landscape and public realm enhancements;
- Provide effective pedestrian and cycle connectivity throughout the Site and to the surrounding settlement;
- Create new areas of publically accessible open space within the central part of the Site with potential Play areas;
- Potential mitigation and landscape buffers to reduce noise impact from Pool House Road;
- Enhance habitat diversity and linkages through enhancements to existing landscape features and the provision of new landscape features;
- Delivery of a sustainable drainage solution.



## Design Rationale

The opportunities and constraints have informed an appropriate design response to the Site. This is illustrated in Figures 6 and 7 based on the following core elements:

### Landscape and Settlement Character

The proposal reflects the character of Pool House Road by aligning the building frontages with the adjoining houses and by adopting a similar density and height of development. Existing trees and hedgerows within and around the periphery of the Site are retained. New landscape buffers are provided around the edges, including alongside the existing woodland and strengthening the eastern edge. This will help integrate the development into the wider landscape setting of Wombourne.

### Landscape and Visual Analysis

A Landscape and Visual Impact Assessment has been undertaken in respect of the Site, which has informed the Concept Masterplan.

The assessment identified that the Site is visually well contained in relation to the wider area due to its relatively low lying position between ridge lines to the west and east of the Site; the screening and enclosure provided by the mature woodland to the north of the Site and residential properties to the west and south of the Site. The Site is visible from near distance locations, including Public Right of Way no.33 however, within these views the Site is seen in the context of existing residential properties. The flat landform across the majority of the Site and

the agricultural land use are considered to be able to readily accommodate residential development and thus the sensitivity of the Site to residential development is considered to be low.

The assessment also found that the Site is well related to the existing settlement area and benefits from defensible and logical boundaries.

Figure 6 > Movement and Built Form Plan



Figure 7 > Landscape Framework Plan



In terms of national Green Belt policy, development of the Site will not result in urban sprawl, nor will it represent an encroachment into the wider countryside, or result in coalescence with the neighbouring settlements of Feiashill and Trysull. Furthermore, the proposals will not impact on the character of Wombourne or the wider area, through the inclusion of the proposed landscape and townscape principles.

Accordingly, it is considered that the development of a landscape led scheme as proposed, could be accommodated at the Site without resulting in significant landscape or visual effects.

### Green Infrastructure

Along with the retention of the existing trees and hedgerows where possible, the scheme will provide for new public open space. This space will include a children's play area, new trees and hedgerows and a sustainable drainage system (SUDS).

### Connections and Spaces

The new access has been located near the middle of the Site frontage. This location will maximise visibility down the street and provide a direct pedestrian connection with Brindley Close opposite. This access leads onto an open space that expands outwards towards the woodland, providing a focal point for the new development and good location for a children's play area. A hierarchy of streets then spread outwards from the main spine, helping reduce vehicle speeds and contributing towards place making. New pedestrian links are provided and overlooked, creating a link with the adjoining public right of way and woodland.





Figure 8 > Concept Masterplan



## Concept Master Plan

The Concept Masterplan demonstrates the Site's ability to accommodate a residential development that is truly integrated with its urban and rural context. The development is designed to enhance the quality of the existing village of Wombourne through the creation of an attractive and coherent extension, complementing the existing development along Pool House Road.

The proposed development responds to the Site's opportunities and constraints to make the best use of the available land whilst also providing new areas of public open space. This approach will provide a robust framework for a high quality residential development.

In summary, the key elements of the emerging development proposal are:

- To provide approximately 100 open market and affordable homes; capable of contributing towards the full objectively assessed housing needs of the District; both as a positive and integral contribution to the village of Wombourne, and a sustainable and attractive neighbourhood with its individual sense of place.
- Creation of a suitable new edge to the village with new landscape buffers around its perimeter. The landscape buffer would strengthen and supplement the existing trees and hedgerows to provide a suitable transition with the surrounding countryside, whilst filtering views of the new houses when travelling along Pool House Road and the adjoining public rights of way.
- Creation of significant public open space, including a central green with equipped play area incorporating preservation of significant natural features (including the central tree belt). An area for a SUDS attenuation feature and open space is situated to the north of the Site providing a softer edge to the proposed development. The provision of this new open space will offer aesthetically pleasing and accessible places for leisure and recreation whilst reinforcing the green and distinctive character of the proposed development as an enhancement of the landscape.
- Provision of a Site with good connections to Wombourne and the surrounding countryside. The footways either side of the new access would connect with Brindley Close opposite and footways along Pool House Road providing links to local schools, leisure centre and shops, including Sainsbury's and the village centre (a short cycle ride away). The concept masterplan also provides pedestrian linkages to the surrounding countryside, including the woodland walk and public footpath to the northern boundary.
- Provision of an appropriate SUDS attenuation feature to mitigate against the risk of surface water flooding across the northern part of the Site. Technical work is being advanced to demonstrate that the Site can be adequately drained without the risk of flooding across the Site, thereby ensuring that the development does not increase the risk of flooding to the Site or the surrounding area.







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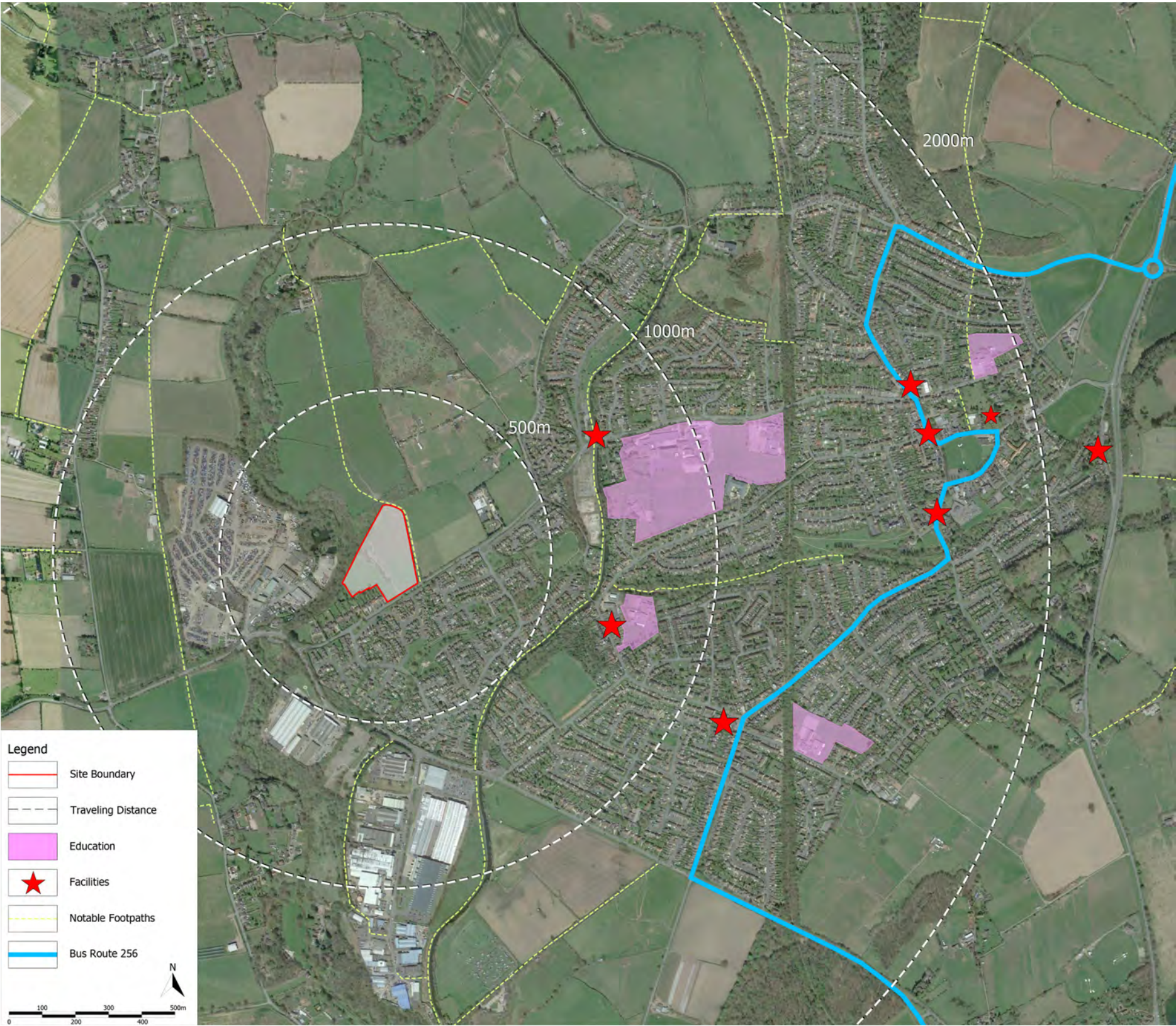
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Sustainable  
Development  
Principles





Figure 9 > Sustainability Plan





## 4.0 Sustainable Development Principles

The Site represents a highly sustainable solution to the District's housing needs in line with the three dimensions of sustainable development, identified by the NPPF. The Site will perform a positive economic, social and environmental role and will deliver the type, quality and quantity of new homes that will support the growth of South Staffordshire District.

### Location and Accessibility

The Site is located along the western boundary of Wombourne, in close proximity to a range of local services and facilities. This includes a parade of local shops which front onto the High Street and Windmill Bank. A Sainsbury's supermarket is situated to the south of the Site off the B4176 Bridgnorth Road.

Westfield Community Primary School, St Bernadette's Catholic School, Ounsdale High School, Cherry Trees Community Special School and Blakeley Heath Primary School are all situated within 1.5km of the Site.

Employment opportunities exist at the Smestow Bridge Industrial Estate situated immediately to the north-west of the Site, and Heath Mill Road Business Park and Wombourne Enterprise Park a short walking distance away to the south. Furthermore, the Sainsbury's superstore is situated approximately 0.6km to the south.

The nearest bus service is approximately 630m away from the Site entrance on Bridgnorth Road and no service currently operates past the Site. It is therefore anticipated that contributions towards improvements and extensions are required to support and enhance accessibility.



## Economic Role

The development of the Site will contribute to building a strong, responsive and competitive economy. In particular, the development of approximately 100 dwellings will secure a number of economic and fiscal benefits in terms of job creation, additional monies to the Local Authority and increased expenditure in the local economy.

Housing supply can play a key role in the flexibility of the local labour market which itself is an important component in local economic competitiveness. This is because a shortage of housing or a lack of affordability can act as a barrier to people accessing employment opportunities or result in long-distance commuting with adverse transport and environmental impacts.

The Site will generate significant investment in the local area, including:



New investment into the local area through the construction process.



Increased Council Tax income per annum in perpetuity following the scheme's completion.



Additional spending in the local economy from the Site's new residents which could support job growth in the local economy.



Full time and temporary construction jobs over the course of the development.



The potential to provide apprenticeships and training opportunities with Taylor Wimpey and its suppliers for residents in the local area. This will help meet with the Council's economic development aspirations.



South Staffordshire Council will receive direct funding through the Government's New Homes Bonus scheme to be spent at their discretion





## Social Role

The proposed development provides a key social role, including:

- A range of open market housing comprising various types to meet the needs of the local community;
- An element of affordable housing of the range and type to meet identified need; and
- Provision of public open space which can be used by both existing and incoming residents.



## Taylor Wimpey in the Community

Taylor Wimpey is committed to making a difference in the local community and working with local educational establishments and job seeking agencies in order to facilitate local apprenticeships and training initiatives, and to ensure that employment generated from the development is sourced from and directly benefits the local area.





## Environmental Considerations

### Highways and Access

The main access into the Site will be taken onto Pool House Road. It is likely that this will be achieved through the provision of a T-junction with a right turn lane along Pool House Road. Furthermore, it is anticipated that pedestrian accessibility will be improved through the provision of a short section of new footway on the northern side of Pool House Road extending from the proposed access to a new crossing point provided as part of the right turn lane to facilitate access to Brindley Close through removal of part of the hedge. It is not anticipated that the development would have a 'severe' impact on the highway network in line with paragraph 32 of the NPPF.

### Landscape & Visual Impact

There are no policies or designations for landscape character or quality covering the Site, however it is located within the Green Belt.

A Landscape and Visual Appraisal and Green Belt Review has been undertaken which found that the Site is well related to the existing settlement area and benefits from defensible and logical boundaries defined to the north by an agricultural track; to the south by Pool House Road; to the west by existing residential development and to the north by existing woodland.

Furthermore, the Landscape and Visual Appraisal confirms that the western part of the Site is of low landscape value considered to be suitable for medium to high density development due to the flat landform; containment provided by existing vegetation bordering the Site and landscaping within the Site; the urban influence from the existing residential properties and localised and relatively limited inter-visibility within near distance locations.

An area of low/medium landscape value is located across the southern and eastern parts of the Site and is considered suitable for medium density

development due to the predominately flat landform and enclosure from the wider landscape due to its low lying position and existing boundary vegetation.

The following design principles have been recommended and incorporated into the Concept Masterplan (Figure 8) to ensure the development successfully integrates residential development within the Site:

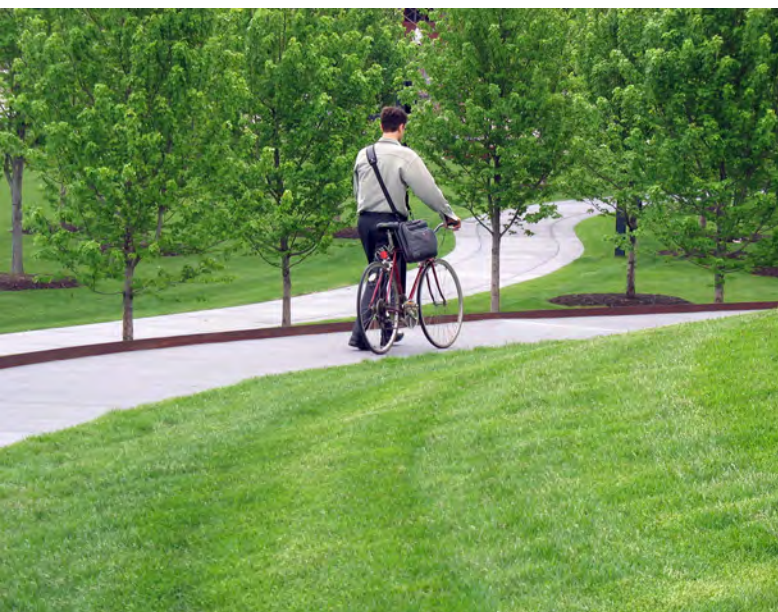
- Establish a robust green infrastructure/open space network within the Site to soften and fragment the overall mass of the proposed built form and provide connectivity to PRoW no. 33;
- Retain and enhance the central tree belt within the Site;
- Offset new development from the root protection areas of existing vegetation bordering the Site;
- Reinforce and enhance the existing vegetated boundaries of the Site, specifically the eastern edge of the Site to ensure a robust and defensible edge to the Site;
- Establish new structural planting along the western and southern boundaries to provide screening to the existing residential properties adjacent to the Site; and
- Create a robust landscape framework of new native planting across the Site to aid integration of the proposed built form.

As such, development of the Site can suitably come forward without resulting in urban sprawl, nor will it represent an encroachment into the wider countryside, or result in coalescence with neighbouring settlements of Feishill and Trysull. Furthermore, the proposals will not impact on the character of Wombourne of the wider area.

Accordingly, it is concluded that development of a







landscape led scheme, of an appropriate scale and layout could be accommodated at the Site without resulting in significant landscape and visual effects.

#### Ecology and Trees

The Site is not subject to any statutory local, regional or international designations – such as Special Protection Area (SPA), Special Area of Conservation (SAC), Site of Specific Scientific Interest (SSSI) or Ramsar Site.

The Site contains a central belt of trees and vegetation which will be retained and enhanced to contribute to the area of open space and attenuation features. Future development proposals at the Site will be supported by a landscape led approach to ensure the proposals seamlessly integrate into the surrounding landscape setting.

From an assessment of the aerial imagery available for the Site, we would fully expect the ecological considerations to be contained to the existing vegetation bordering and within the Site and that these will not be a constraint to development.

#### Flood Risk

The Site falls within Flood Zone 1 – the lowest risk of flooding. Potential flood risk is noted extending from the Smestow Brook to the north-west of the site and whilst it does not appear the flood extends into the Site this will be investigated as levels are relatively flat in this area. It is noted however that the northern boundary of the Site appears to be raised and so may defend the Site in any event. Cut off ditches and proposed raised finished floor levels include any potential mitigation measures against surface water flooding to the Site, neither of which are considered to be constraints to development.

The bedrock geology of the Site is sandstone with superficial deposits of sand and gravel, therefore identifying that soakage may be feasible as a drainage solution, or if this is not feasible, then a connection to a surface water sewer would be feasible.

Onsite attenuation would be provided above ground in the form of balancing ponds having assumed a restricted discharge rate of 5l/s to accommodate for a 1 in 100 year storm event plus 30% for climate change. It is intended that foul drainage is connected to the nearby sewage network.

#### Noise and Air Quality

Noise is unlikely to have a significant adverse impact on the development, however the orientation of the properties may be a key requirement to ensure rear garden amenity is protected. Should noise sources from industrial units to the north-west be high then additional mitigation may be required in the form of bunding or fencing which will be designed to ensure any flood flows are not impeded and that they take account of existing landscaping constraints.

#### Land Contamination

An initial Phase 1 Environmental Risk Assessment for the Site has been undertaken which has established no overriding constraints for future residential use and that the land would not be classified as Statutory Contaminated Land.

#### Built Heritage

There are no Listed Buildings, Scheduled Ancient Monuments, Registered Parks and Gardens or Registered Battlefields within the Site. Furthermore, no Listed Buildings or Conservation Areas are located within the immediate vicinity of the Site.

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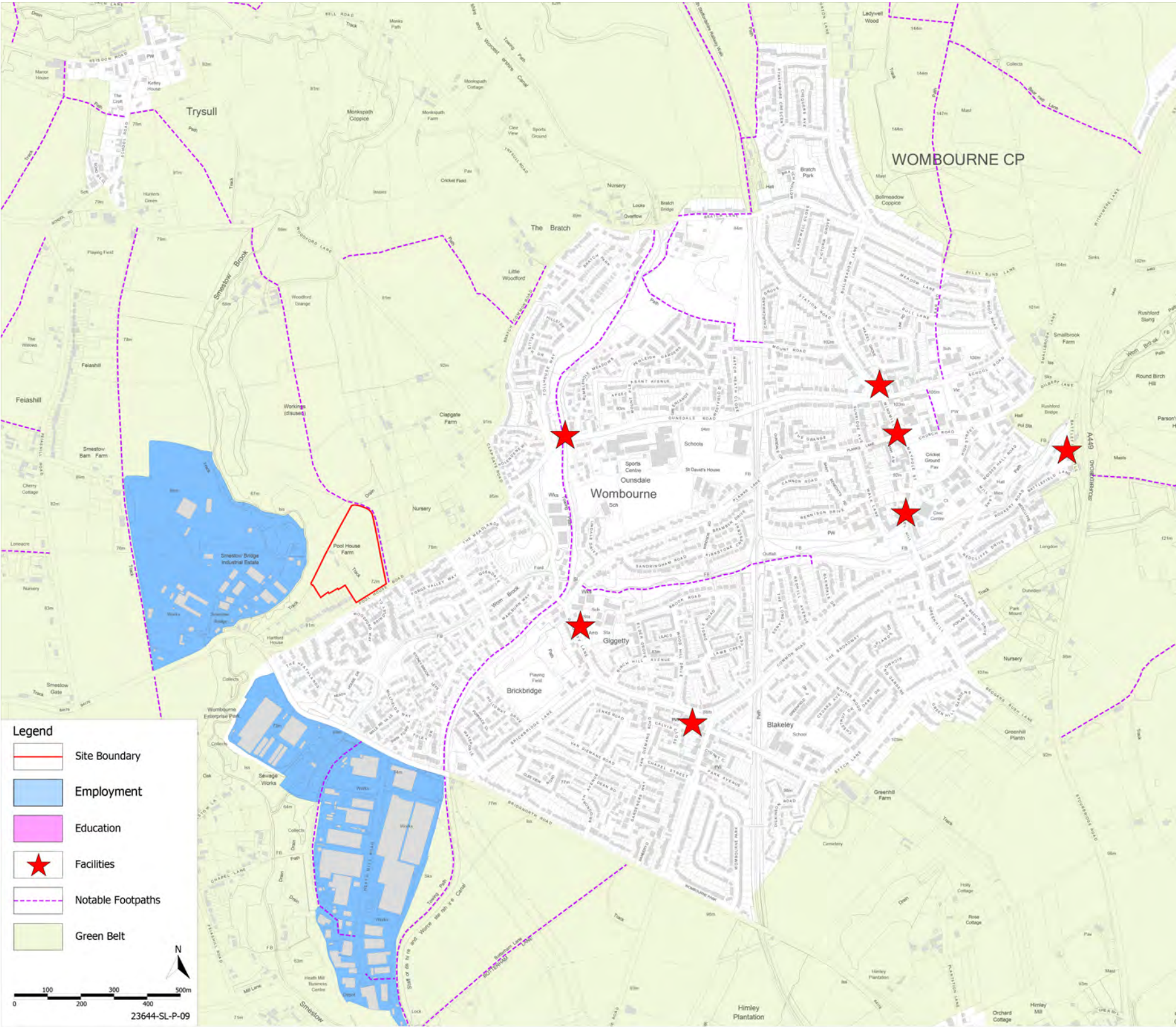


**5.0**

# The Case for Green Belt Release



Figure 10 > Planning Context Plan





## 5.0 Is there a Need for Development in the Green Belt?

There is a compelling case for removing land at Pool House Road, Wombourne from the Green Belt. The justification for the release of the Site from the Green Belt is underpinned by the emerging Site Allocations Document in which the Council has confirmed that Green Belt sites will need to be released to meet future housing need. The Site is identified as Safeguarded Land for future development within the emerging Site Allocations Document.

### National Planning Policy

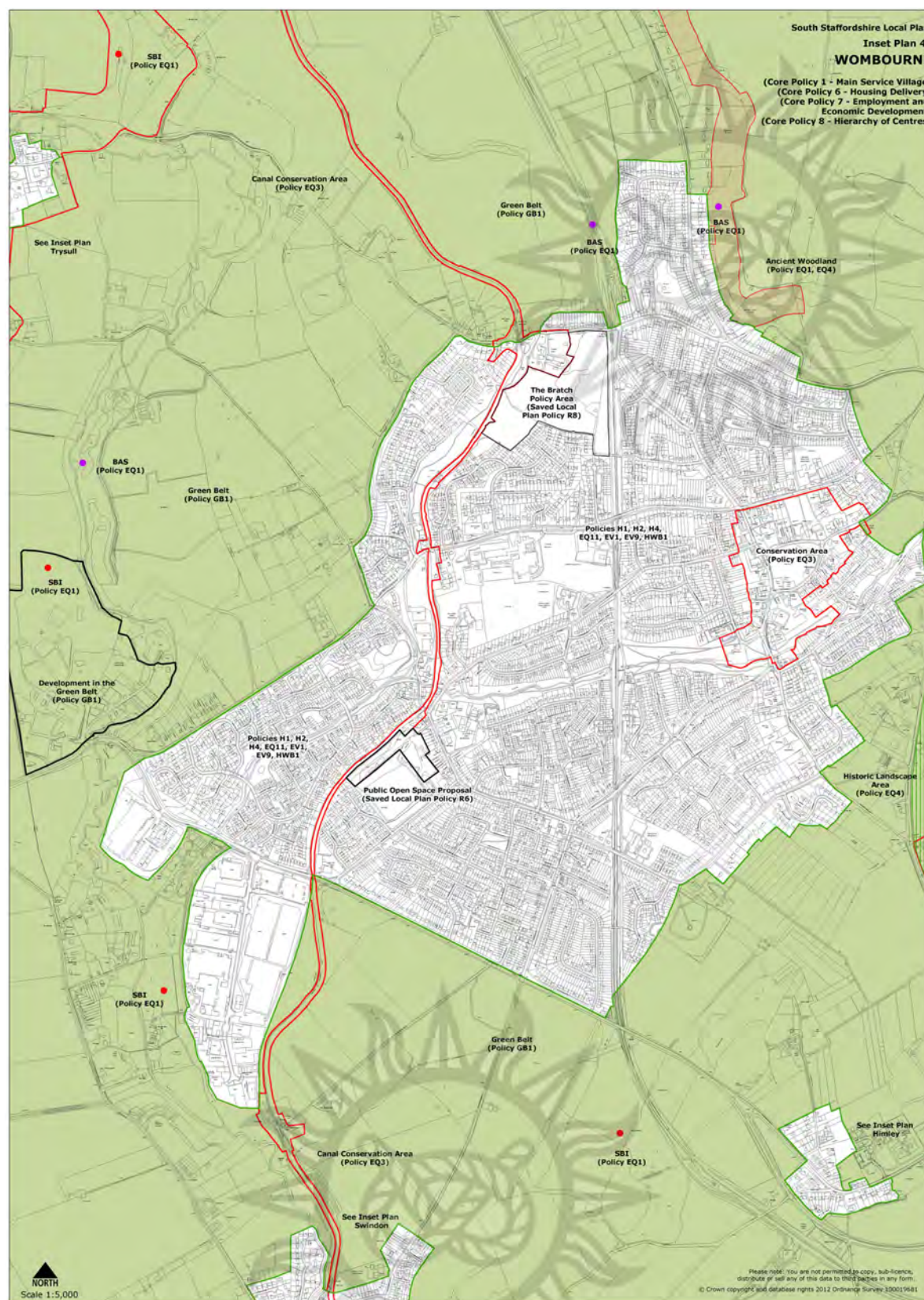
The NPPF provides the overarching planning framework that underpins decision-making and the plan-making process. The NPPF supports the Government's housing growth agenda which requires Local Authorities to boost significantly their supply of housing, plan positively for objectively assessed needs and adopt a presumption in favour of sustainable development. Releasing the Site from the Green Belt to facilitate new housing development would be consistent with the core objectives of the NPPF for the following reasons:

- It would meet the three pillars of sustainable development by delivering economic, social and environmental benefits (NPPF Paragraph 7)
- It would be consistent with the presumption in favour of sustainable development – the golden thread for both plan-making and decision-taking (NPPF Paragraph 14)
- It would offer a sustainable location for residential development, with a range of shops and services located within close proximity of the Site. The Site is also accessible by means other than the private car through public transport connections. This accords with Chapter 4 of the NPPF – 'Promoting Sustainable Transport'
- Development of the Site would boost the supply of housing and provide a deliverable housing site that is available, achievable and viable (NPPF Paragraph 47)
- In accordance with paragraph 83 of the NPPF, there are exceptional circumstances which justify the removal of the Site from the Green Belt. South Staffordshire Council is currently in the process of preparing its Site Allocations Plan which confirms that Green Belt sites will need to be released to meet future housing need. The proposals also accord with paragraph 84 of the NPPF as it promotes sustainable patterns of development.





Figure 11 > Extract from South Staffordshire Local Plan



## South Staffordshire Development Plan

Paragraph 83 of the NPPF states that once the general extent of a Green Belt has been approved, it should only be altered in 'exceptional circumstances' through the plan-making process.

With this in mind, it is noted that the South Staffordshire District Core Strategy was adopted on 11th December 2012. At Core Policy 6, the Core Strategy explains that the Council will provide at least 3,850 dwellings between 2006 and 2028 (equating to 175 dwellings per annum). Once existing commitments are taken into consideration, the Council proposes to deliver at least 177 residential dwellings at Wombourne. In meeting this provision, the Council proposes to identify specific sites through a separate Site Allocations Document which is currently under preparation and includes for the removal of the Green Belt to accommodate development within the Plan period.

Emerging Policy SAD3 sets out the safeguarded land for longer term development needs of which the Site forms a safeguarded designation. The emerging policy sets out that the Site will retain its safeguarded land designation until a review of the Local Plan proposes development of those areas in whole or part. A review of the Local Plan under Emerging Policy SAD1 is set to take place by 2022.



## The Purposes of the Green Belt

In light of the above, there is a clear and demonstrable need to release Green Belt sites for residential development to meet the housing need over the Plan period. Given Wombourne's role as a Main Service Village, the Site is considered to represent a suitable and sustainable location to accommodate a proportion of this need and should be considered as offering a reasonable opportunity to be capable of earlier release should additional sites be required.

When tested against the purposes of the Green Belt (as set out in Paragraph 80 of the NPPF), the Site presents an excellent opportunity to deliver the sensitive release of land for residential development. This includes:

### 1. Not result in unrestricted sprawl of large built-up areas.

The Site has the ability to absorb residential development without contributing to an increase in the extent of unrestricted sprawl of the existing settlement pattern. Development would not constitute a disorganised or unattractive extension to the settlement pattern and would extend no further northwards than Wombourne's settlement pattern adjacent to Clap Gate Road/Bratch Common Road to the east of the Site. The reinforcement and enhancement of existing vegetation to the eastern boundary would provide a robust and defensible edge of the Site. In combination with the existing woodland and residential properties bordering the Site, the proposed vegetation structure would contain the development within the Site in relation to the wider area. Additionally, development of the Site would not reduce the ability of neighbouring land to meet this purpose of the Green Belt designation. The Site is therefore considered to make a very limited contribution to this purpose of the Green Belt.

### 2. Not cause the merger of neighbouring towns.

The nearest settlements to the Site are Feiashill and Trysull situated to the north-west. The vegetated banks of the Smestow Brook and the Smestow Bridge Industrial Estate prevent the development of the Site from merging with these settlements. In addition, the development of the Site would include a new robust landscape framework which in combination with existing vegetation and landscaping to the Site would contain the development and reinforce the defined and defensible edge to the Site. The Site is therefore considered to have no contribution to this purpose of the Green Belt.

### 3. Not create unacceptable encroachment into the countryside.

The development of the Site would result in a limited reduction in the extent of countryside to the north of Pool House Road, however this will be localised to the Site. It is not considered that this will weaken the ability of neighbouring land to safeguard the countryside from encroachment and as such, the Site's contribution to this purpose of the Green Belt is considered to be very limited.

### 4. Not impact on the special character of historic towns.

There are no Conservation Areas of listed buildings within the immediate vicinity of the Site. The Site's contribution to this purpose of the Green Belt is considered to be none.

### 5. Not discourage urban regeneration.

The District Council's Core Strategy and emerging Site Allocations Document is clear in its approach that the release of Green Belt land will be required to meet housing need over the Plan period. The Site's contribution to this purpose of the Green Belt is considered to be none.

In summary, this section sets out the exceptional circumstances that exist to allow for the altering of the Green Belt boundary at Wombourne. The Site is identified as Safeguarded Land which is supported however it has also been demonstrated that the Site is capable of coming forward for residential development earlier should additional sites be required to fulfil the housing requirement.





**6.0**

**Deliverability**



## 6.0 Deliverability

The NPPF and the Government's growth agenda seek to ensure that sufficient land is available in the most appropriate locations to increase housing supply, support growth and boost home ownership. The Site is available, deliverable and under the control of an experienced house builder that can demonstrate an excellent track record in delivering new housing across the UK. Taylor Wimpey is fully committed to bringing forward the Site for residential development.

To be considered deliverable, sites should:

- Be Available: A site is considered available where there is confidence that there are no legal or ownership problems.
- Be Suitable: A site is considered suitable for housing development if it offers a suitable location for development and would contribute to the creation of sustainable, mixed communities.
- Be Achievable: A site is considered achievable for development where there is a reasonable prospect that housing will be developed on the site. This is a judgement about the economic viability of a site and the capacity of the developer to compete and sell housing over a certain period taking into account market factors, cost factors and delivery factors.







## Available

Taylor Wimpey has secured legal agreements with the landowners of the Site. The Site is therefore within the control of a major house builder and can be developed to deliver approximately 100 new homes that will be critical to meeting the housing need during the Plan period. If the Site were to be released from the Green Belt and allocated for housing, Taylor Wimpey would seek to develop the Site immediately. This commitment to delivery is demonstrated by Taylor Wimpey's track record of the efficient delivery of high quality greenfield housing schemes across the Midlands.



## Suitable

The Site is suitable for housing development because it:

- Offers a suitable location for development and can be developed immediately following any allocation
- Is enclosed by defensible boundaries, ensuring development of the Site does not encroach into the surrounding countryside
- Could utilise existing infrastructure surrounding the Site, with no utilities or drainage or infrastructure constraints preventing the Site coming forward for development
- Has no identified environmental constraints that would prevent the Site coming forward for residential development
- Can deliver satisfactory vehicular access from Pool House Road. In addition, existing bus stops are located within 0.4km of the Site
- Will deliver new open space for use by residents and the local community
- Is highly sustainable with a number of local shops and services located within close proximity to the Site



## Achievable

The delivery of approximately 100 dwellings would make a significant contribution towards meeting the housing needs of the District. An assessment of the site constraints has been undertaken which illustrates that delivery of the Site is achievable and deliverable, and a professional team of technical experts has been appointed to underpin this assessment and support the delivery of the Site moving forward. Where any potential constraints are identified, Taylor Wimpey has considered the necessary mitigation measures and required investment in order to overcome any deliverability barriers.

Taylor Wimpey has reviewed the economic viability of the proposals in terms of the land value, attractiveness of the locality, level of potential market demand and projected rate of sales in the local area. These considerations have been analysed alongside cost factors associated with the Site, including site preparation costs and site constraints. Taylor Wimpey can therefore confirm that the Site is economically viable and therefore achievable in accordance with the NPPF.





# 7.0

# Conclusions









## 7.0 Conclusions

The Site presents an exceptional opportunity to meet the future housing needs of South Staffordshire District in a location which would not undermine the purposes of the Green Belt. This Development Statement supports the identification of the Site as Safeguarded Land and demonstrates the case for earlier release of the Site for housing development should additional sites be required to meet the housing need and sets out the exceptional circumstances that support the alteration of the Green Belt in this location. The release and development of this Site for residential development will deliver the type, quantity and quality of open market and affordable housing that will contribute to meeting the future growth needs of South Staffordshire.

This Development Statement demonstrates that the Site:

- Is sustainably located and within close proximity to a range of amenities, services and facilities;
- Is entirely suitable, achievable and deliverable for housing development; and will deliver a mix of housing types, including both market and affordable homes;
- Is underpinned by exceptional circumstances which support the need to alter the Green Belt boundary, including a critical need for new homes and a lack of existing housing sites within the urban area;
- Is appropriate for Green Belt release and designation as Safeguarded Land as a residential development site; as one that is well contained, has physical and defensible boundaries on all sides and will not impact on the core purposes of the Green Belt;
- Has no identified technical or environmental constraints that will prevent its delivery;
- Can deliver a well-planned, high quality housing development that sensitively integrates with its surrounding landscape context;
- Will provide high quality areas of new open space for use by both existing and incoming residents; and
- Generates significant material social and economic benefits, by providing housing choice and stimulating economic investment and job creation

### Summary

Development of the Site provides a highly sustainable opportunity to assist in providing adequate land to deliver the level of housing growth identified in the adopted Core Strategy. Indeed, the emerging Site Allocations Document confirms the release of Green Belt sites will be required to meet housing need over the plan period.

Accordingly, the Site will deliver the quantity, type and quality of new homes that is required across the District and can demonstrate exceptional circumstances that support an alteration to the existing Green Belt without impacting on its overarching core functions.

Taylor Wimpey is committed to working collaboratively with the Council and key stakeholders to ensure that the District's housing need is met in a sensitive and sustainable manner.



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# 8.0

# Appendices







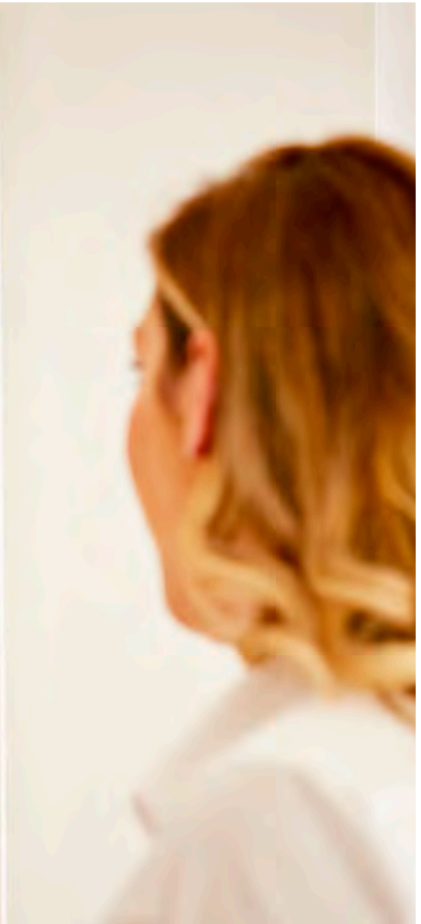
**Taylor Wimpey** Developing a sustainable community

Most people relate sustainability to environmental activities, but as well as the environment we also consider society and the economy. By balancing all three aspects of our communities we are able to deliver our customers a truly sustainable development in which to live.

**Energy spend for a 3 bed semi-detached**  
Last year we helped to create and maintain over 15,000 jobs in the UK. On every site

**Economic sustainability**

**Environmental sustainability**  
During the planning stages of a development, we consider the effect our development will have on its surroundings.





# Appendix I:

## Taylor Wimpey UK Limited

Taylor Wimpey UK Limited is a dedicated homebuilding company with over 126 years' experience, we have an unparalleled record in our industry. We aim to be the homebuilder of choice for our customers, our employees, our shareholders and for the communities in which we operate.

We have expertise in land acquisition, home and community design, urban regeneration and the development of supporting infrastructure which improves our customers' quality of life and adds value to their homes. We draw on our experience as a provider of quality homes but update that, to the expectations of today's buyers and strive to provide the best quality homes, while setting new standards of customer care in the industry. Our 24 regional businesses in the UK give our operations significant scale and truly national geographic coverage.

Each business builds a range of products, from one bedroom apartments and starter homes to large detached family homes for every taste and budget and as a result, our property portfolio displays a surprising diversity. The core business of the company is the development for homes on the open market, although we are strongly committed to the provision of low cost social housing through predominately partnerships with Local Authorities, Registered Social Landlords as well as a variety of Government bodies such as the Homes and Communities Agency.

With unrivalled experience of building homes and communities Taylor Wimpey today continues to be a dedicated house building company and is at the forefront of the industry in build quality, design, health and safety, customer service and satisfaction. Taylor Wimpey is committed to creating and delivering value for our customers and shareholders alike. Taylor Wimpey combines the strengths of a national developer with the focus of small local business units. This creates a unique framework of local and national knowledge, supported by the financial strength and highest standards of corporate governance of a major plc.

Taylor Wimpey Strategic Land, a division of the UK business, is responsible for the promotion of future development opportunities, such as this Site, through the planning system. The local business unit that will, in conjunction with Strategic Land, carry out housing and related development as part of this is Taylor Wimpey Midlands, based in Warwick.

**Taylor**  
**Wimpey**

**Poolhouse**  
**Road,**  
**Wombourne**

Published by Barton Willmore on behalf of Taylor Wimpey UK Limited