





*Chapter 6:*  
EVALUATION

## 6.1. SUMMARY OF COMMUNITY AND STAKEHOLDER INVOLVEMENT

*The applicants recognise that community involvement is at the forefront of the planning agenda and is reflected in the principles underpinning the Planning and Compulsory Purchase Act (2004) and Localism Act (2011).*

6.1.1. This is further reinforced by the direction provided by the National Planning Policy Framework (NPPF), published in March 2012, which specifically encourages pre-application engagement with key stakeholders and the local community.

6.1.2. The Hybrid Planning Application proposals are the product of an extensive period of preparation, which has included consultation with the local community, Bromsgrove District Council (BDC) Redditch Borough Council (RBC) and Worcestershire County Council (WCC), along with key statutory stakeholders.

6.1.3. The consultation strategy included the following key events;

» Pre-application meetings with Bromsgrove District Council and Redditch Borough Council;

» Pre-application meetings with technical and statutory stakeholders

» Public Exhibition - 28 and 29 January 2016 the applicants consulted with the local community by hosting a Public Exhibition and website in respect their emerging proposals for residential development.

» Public Exhibition - 26 February 2016 the applicants consulted with the local community by hosting a Public Exhibition with feedback from the January events in respect of the emerging proposals for residential development.

6.1.4. The full extent and outcomes from the programme of engagement is set out in the Statement of Consultation which supports the hybrid planning application.



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## 6.2. EVALUATION

*Site, wider context assessment and involvement of the community and stakeholders have provided valuable information to shape and evolve the design proposals. This section sets out an evaluation of the proposals to show how they meet the economic, social and environmental roles set out in the NPPF.*

### ECONOMIC

6.2.1. ‘Contributing to building a strong, responsive and competitive economy’\*

#### Assessment

6.2.2. Studies and assessment work have been undertaken to identify economic benefits that the development will generate when it is delivered.

#### Involvement

6.2.3. Discussions have been undertaken with the LPA and the local community with regard to economic benefits that the development is likely to generate. This includes the Section 106 contribution that will be made as a result of the development coming forward which will help to enhance existing facilities in the local area.

#### Concept and Principles

6.2.4. A number of economic benefits will be generated as a result of the development. They include:

- » Additional labour force and economic output on completion.
- » A New Homes Bonus to the LPA and Worcestershire County Council.
- » New jobs created during construction.
- » Additional commercial expenditure which will be spent in the local economy.

### SOCIAL

6.2.5. ‘Supporting strong, vibrant and healthy communities’\*

#### Assessment

6.2.6. Studies and assessment work has been undertaken to identify key facilities that could be provided on site to aid the creation of a cohesive community.

#### Involvement

6.2.7. Discussions with the Local Authorities, key stakeholders and the public have identified the requirement for community facilities to be located on the site. This includes affordable housing, open space provision standards, walking and cycling routes and a central play facility, as discussed in detail with leisure officers. Design led discussions have also been undertaken with the LPA’s to ensure the provision of a scheme that will provide a safe, attractive and enjoyable place to live, nurturing the creation of a happy and healthy new community.



## ENVIRONMENTAL

### *Concept and Principles*

6.2.8. A key aspiration of the masterplan is to create a high quality and distinctive new place that brings benefit to both the new and existing community. The development has been shaped by existing green infrastructure; this forms a network of green corridors that vary in formality and function. They link to significant areas of new open space, providing plentiful exercise and recreation opportunities on the doorstep.

6.2.9. The provision of a co-located local centre (including health, community and retail uses) and first school aim to create a vibrant and active community hub which provides the opportunity for social interaction. These facilities have been located in the most central place within the development and are accessible by foot, bus, bike and car.

6.2.10. The development will include a mix of house types and tenures; the provision of up to 40% affordable housing and Starter Homes will help meet the housing needs of local people.

6.2.11. ‘Contributing to protecting and enhancing our natural, built and historic environment’\*

### *Assessment*

6.2.12. Environmental and technical surveys have been undertaken for disciplines which include access and movement, landscape, ecology, drainage, heritage and archaeology, utilities and noise. The findings of these surveys have informed the masterplan and helped to ensure that it is responsive to important site assets.

### *Involvement*

6.2.13. Discussions on each of these technical disciplines have been undertaken with LPA Officers and key stakeholders as appropriate. A summary of the findings of technical studies were presented at the public exhibitions held in January and February 2016 with explanation provided with regard to how these technical studies had helped to shape the proposals.

6.2.14. The client team have had significant discussions with the LPA regarding heritage, with detailed studies, meetings and a number of site visits being undertaken to ascertain the extent of development in the central and northern parts of the site. These discussions have significantly changed some areas of the scheme; these changes are detailed further in section 6.3.

### *Concept and Principles*

6.2.15. The masterplan is responsive to important site assets. It retains these assets wherever possible and aims to enhance their setting. Existing green capital has formed an important shaping element of the masterplan and will be integrated with new areas of open space that allow for views, ecological habitats, SUDS, tree and hedgerow planting. Appropriate setbacks will be given to existing dwellings that adjoin the site boundary, with consideration given to how the amenity and privacy of these existing properties will be respected.

6.2.16. Detailed studies and discussions have informed the extent of development with regard to Lane House Farm and Hewell Grange.

*\*Quotes taken from the NPPF (Department for Communities and Local Government, 2012)*



## 6.3. DESIGN EVOLUTION

*The following pages show how the masterplan has evolved and describe different options that were explored during the design process, in collaboration with Redditch and Bromsgrove Local Planning Authorities and additional key stakeholders.*

### NOVEMBER 2014

6.3.1. This concept plan was presented in the Promotional Delivery Document, produced in November 2014. The document was submitted to the LPA's to present details of the emerging proposals and further support their decision to allocate the site for development. This plan was informed by technical surveys and the following design concepts;

- » Vehicular access points located on Birchfield Road, Foxlydiate Lane and Cur Lane.
- » Potential emergency access point located on Pumphouse Lane.
- » Establishment of primary and secondary movement routes and loops that aid permeability throughout the site.
- » First school, community building and local centre co-located within close proximity of the Birchfield Road access point to ensure the creation of an active and engaging new community hub that is accessible to all.
- » Areas for formal sport (pitches) located in the north and southern areas of the site.
- » Provision of a significant quantity of open space that accommodates new and existing planting, pedestrian and cycle routes, areas for play and drainage.
- » Provision of north – south green corridors that retain a route along the Spring Brook.



*Land Use Masterplan (LUMP) November 2014*

## SEPTEMBER 2015

6.3.2. A revised masterplan was produced in September 2015 to reflect further technical surveys and input. The following updates were made to the plan;

- » Inclusion of the community building within the local centre.
- » Re-alignment of northern movement loop to further aid accessibility.
- » Provision of additional/enlarged areas for attenuation.
- » Revised location of sports pitches to aid the creation of a central area for formal sport provision.



*LUMP September 2015*



## NOVEMBER 2015

6.3.3. The masterplan was revised to reflect discussions with the LPA planning, heritage and leisure Officers which focused on the following;

- » Quantum of sports pitches to be provided.
- » The creation of an accessible and centrally located formal sports area that provided formal play to cater to a range of ages and requirements.
- » Ensuring that the setting of Hewell Grange Conservation area and Lane House Farm is respected.

6.3.4. Therefore, a number of amendments were made to the masterplan;

- » All sports pitches are located within close proximity to each other (within 200m, less than a 5 minute walk).
- » Revision to the location of the local centre and first school to accommodate the revised arrangement of sports pitches. This revised location is also more accessible to all areas of the site.
- » Locating the first school on the western site edge (adjacent to Lane House Farm) aimed to ensure that no residential development was located in this area.
- » Development pulled back within the northern area of the site to ensure that there are no views to proposed development from Hewell Grange Conservation Area, in particular, the Walled Garden.
- » Development pulled back in the south western corner of the site to accommodate additional drainage areas and further enhance the setting of the Spring Brook.
- » Additional vehicular access point located on Foxlydiate Lane.
- » Further revisions to the alignment of the primary movement route in the northern area of the site to respond to the topography and the revised arrangement of sports pitches and attenuation areas.



LUMP November 2015

## DECEMBER 2015

6.3.5. Further revisions were made to the masterplan as a result of continued discussions with the Officers in relation to leisure and heritage, in particular with regard to the setting of Lane House Farm.

- » Local centre and school re-located near to the Birchfield Road vehicular access point and provision of public open space in the central western part of the site to respect the setting of Lane House Farm.
- » Reduction in the provision of sports pitches; 2 pitches were located this new area of POS.
- » Development pulled back in the central western area in accordance with important views from Lane House Farm, as identified on site visits that were attended by planning and heritage Officers and the client team.
- » Proposed downgrading and re-location of primary movement route where necessary to aid the creation of a parkland character.



LUMP December 2015



## DECEMBER/JANUARY 2016

6.3.6. A revised version of the masterplan was issued at the end of December 2015 to reflect an additional meeting with the LPA's to further discuss heritage and leisure elements of the scheme. These discussions included;

- » Removal of sports pitches and provision of a central area to accommodate formal play. This could include LEAP's, NEAP's and areas for an informal kick about and wheeled play. It was agreed that an area for formal play would also be included in the south western corner of the masterplan to ensure that play facilities were easily accessible to residents in this area.
- » Revised location of local centre and the first school to the west of the Hawthorn Pit, removing development from the western edge of the site that is adjacent to Lane House Farm. This location was seen as also being the most central location for access from all parts of the site. Co-locating these uses also enables key facilities to be accessed within a single trip.
- » Changing rooms and adjoining development block removed, helping to retain views from Lane House Farm.



*LUMP December / January 2015*

## MARCH 2016

6.3.7. A final version of the masterplan was produced in March 2016. This is the masterplan presented in the DAS.

6.3.8. The final masterplan incorporates amendments of a minor nature, including revisions to the Birchfield Road and Foxlydiate/Cur Lane junctions and the addition of a local centre plaza.

6.3.9. Revisions were also made to the development parcel south of the Pumphouse Lane site entrance to allow the existing PRoW to be incorporate within the highway. This access point (formerly accommodating emergency vehicles only) could now also accommodate vehicles and a potential bus route.

6.3.10. Illustrative strategies relating to elements of the masterplan including access and movement, landscape, drainage and character are set out in sections 8 and 9 of the DAS.



*Concept Masterplan March 2016*



## 6.4. DESIGN PRINCIPLES

*Four key ideas underpin the proposals for Monarch Green. These ideas have been informed by the vision and an analysis of the site and existing local character. This aims to ensure the creation of an exciting, vibrant development that is site specific.*

6.4.1. These four ideas form a strong design framework for the proposals. They are explained below and illustrated on the plan presented opposite;

### 1. SIGNIFICANT GREEN INFRASTRUCTURE

6.4.2. The provision of a significant and connected green infrastructure is a key concept for the proposals. The development will be focused around an active and vibrant green spine comprising existing mature planting and a range of uses to cater for all. Spring Brook will form a unique and attractive backdrop for new riverside walks and spaces to relax, play and enjoy.

### 2. A NEW, THRIVING LOCAL CENTRE

6.4.3. At the heart of the new Monarch Green development will be a thriving new local centre comprising key retail, education and community facilities. It will provide a central focal space for the development and be easily accessed via all modes of transport by the new and existing community.

6.4.4. The local centre will be designed to encourage and facilitate social interaction through the provision of new facilities and spaces which people enjoy visiting.

### 3. EXCEPTIONALLY RESPONSIVE TO IMPORTANT SITE FEATURES

6.4.5. A comprehensive analysis of the site and surrounding area has highlighted important site features which are integral to shaping development and ensuring the creation of a distinctive and site specific character. These features have been embedded within the heart of the proposals and thus, the masterplan will respond to existing green capital, views, topography, desire lines and key surrounding land uses.

### 4. CREATING A BEAUTIFUL PLACE

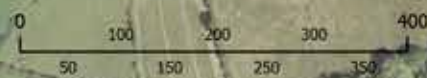
6.4.6. Beauty is important and can take many forms. Garden Cities conjure up a certain architectural style in the mind's eye that is very English and very much of its time. The vision for Monarch Green does not dictate aesthetics; it believes that beauty should be evolve from the relationship of the development with nature, the rhythm, proportion and scale of its buildings and spaces and its attention to detail.





-  Primary Vehicular Access Point
-  Secondary Vehicular Access Point
-  Residential Development
-  Local Centre
-  Primary School
-  Public Open Space
-  Green Corridor
-  Area for Formal Play
-  Informal Parkland
-  Bridleway
-  Public Right of Way
-  Monarch's Way

*Design Principles plan*





## 6.5. DESIGN CONCEPT

*The concept masterplan presented opposite further evolves the design principles and shows how the proposals for Monarch Green could be realised.*

### GENEROUS GREEN INFRASTRUCTURE

- » The provision of a connected, attractive and high quality green infrastructure is a key asset of the proposals. Over 50 hectares of open space will be provided that includes recreational open space and parkland, walking and cycling routes, areas for play, existing tree and hedgerow planting, ecological habitats and drainage.
- » A new area for formal equipped play will be provided centrally within the site. It will cater for a range of uses and ages.
- » The proposals place a strong emphasis on wildlife habitat creation within areas of open space, in particular the Spring Brook corridor. Both blue and green infrastructure will be designed to enhance biodiversity and ecology wherever possible.

### CONNECTED

- » Primary vehicular access will be located at Birchfield Road.
- » Additional secondary vehicular access points will be located on Foxlydiat Lane, Cur Lane and Pumphouse Lane.
- » Existing pedestrian and cycle linkages within the site will be retained wherever possible and integrated with a new network of attractive and accessible routes. Pedestrian, cycle and bus linkages will reflect desire lines to key facilities and spaces within the site, Monarch's Way, Public Rights of Way, Sustrans Route 5, Webheath and Redditch.
- » The creation of a connected network of streets that have a clear hierarchy aids the creation of a legible and permeable development that is enjoyable to travel around.

### DISTINCTIVE

- » A truly unique place will be created which draws on existing important site features and positive design elements of Redditch and its surrounding settlements.
- » A distinctive character will be encouraged through the retention of views within the site and to the surrounding areas as appropriate. Existing landscape features within the site will be celebrated, with green capital retained and enhanced within new areas of open space.
- » The proposals seek to promote community pride and social interaction through the creation of a safe and accessible network of spaces and places which are enjoyable destinations to visit.

### A NEW GARDEN NEIGHBOURHOOD

- » The development will provide new retail, education, health and community facilities that will form an exciting focal space for new and existing community. These facilities will be easily accessible to new residents via foot, bus and bike linkages.
- » The establishment of a strong landscape framework aims to ensure a generosity of open space within the development, further enhanced by new strategic and street tree planting.
- » A high quality place will be created, underpinned by garden city and best practice urban design principles. The structure of development has been inspired by the retention of green infrastructure, the provision of a connected network of streets and creation of a happy, safe place where people aspire to live.





-  Primary Vehicular Access Point
-  Secondary Vehicular Access Point
-  Residential Development
-  Local Centre
-  Primary School
-  Public Open Space
-  Existing Tree/Hedge/row Planting
-  Proposed Tree/Hedge/row Planting
-  Area for Formal Play
-  Allotments/Grow Patches
-  Areas for attenuation/drainage
-  Bullerway
-  Public Right of Way
-  Monarch's Way
-  Proposed Cycle Route
-  Proposed Informal Pedestrian Route
-  Possible future development within allocation area