

Cronin Development Consultancy Limited

Design Statement

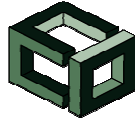
relating to

Development of 10No apartments at
441 Halesowen Road, Halesowen
West Midlands



for

RKA Holdings Limited



Cronin Development Consultancy Limited

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1. Introduction

- a. The Design and Access statement is prepared on behalf of RKA Holdings Limited and is in support of the application for the creation of 10No 1 Bed apartments on land within an existing residential complex at 441 Halesowen Road, Halesowen West Midlands.
- b. The site on which the proposal stands has an area of 523m² / 0.0523Hectares / 0.129 Acres.
- c. The developable land is part of a larger site area of 5315m² / 0.5315ha / 1.31Acres and comprises 3No buildings which contain the following:

Beechwood Court



GROUND FLOOR

FIRST FLOOR

The property contains 16 No dwellings with a composition of:

- 8No bedsits
- 8No 1 Bed apartments



The Old Vicarage



The property contains 8No dwellings with a composition of:

- 8No 1 Bed apartments

Chartwell Grange

CHARTWELL GRANGE,
HALESOWEN ROAD,
CRADLEY HEATH

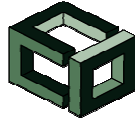


The property contains 16 No dwellings with a composition of:

- 2No bedsits
- 14No 1 Bed apartments

There are 40No self-contained dwellings currently within the overall development.

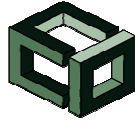
- d. The site is situated in a residential area North of Halesowen and is served with good access to facilities including schools, banks, shops, and public transport.
- e. The Design and Access statement has been prepared having given due consideration to the Joint Core Stategy of the Black country which is an agreement between the four Black Country Local Authorities (Dudley, Sandwell, Walsall and Wolverhampton) who



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agreed to work together to produce a Black Country Core Strategy in partnership with the community and other key organisations such as voluntary and private sector bodies and businesses. This is a 'spatial planning document' (dealing not only with land use but also environmental, economic, and social issues) that sets out the vision, objectives, and strategy for future development in the Black Country to 2026. The Core Strategy is a Development Plan Document and forms the basis of the Black Country Local Authorities' Local Development Frameworks.

- f. The JCS identifies that the development site is within existing residential stock and does not fall within any specific policies. Therefore, a pre-Application enquiry was submitted the details of the directions have been used in preparing the application.
- g. Details of the Pre-Application response from Mr D. Paine Planning Officer are contained within application and noted in **Section 6 Planning Context.**
- h. The land is currently owned by RKA Holdings Limited and is fully managed.
- i. The Design and Access Statement is provided to support the application and gives consideration to the advice provided by CABE Best Practice Guidance and encapsulates the key design criteria of:
 - i. Use
 - ii. Amount / Density
 - iii. Layout
 - iv. Scale / Massing
 - v. Landscaping
 - vi. Appearance



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2. Topography and Surroundings

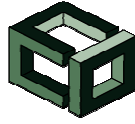
The site is currently vacant.



View of site from carpark (Picture 1)



View of site from carpark (Picture 2)



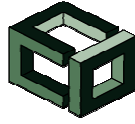
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View towards recently completed adjacent Housing development (Picture 3)



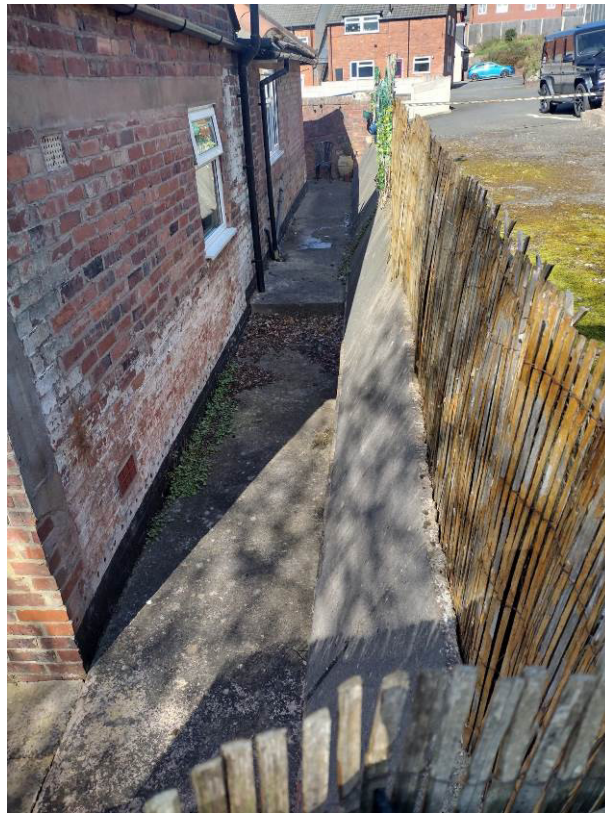
View towards Chartwell Grange (Picture 4)



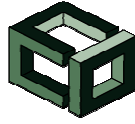
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View towards Chartwell Grange (Picture 5)



View of levels change between site and Chartwell Grange (Picture 6)



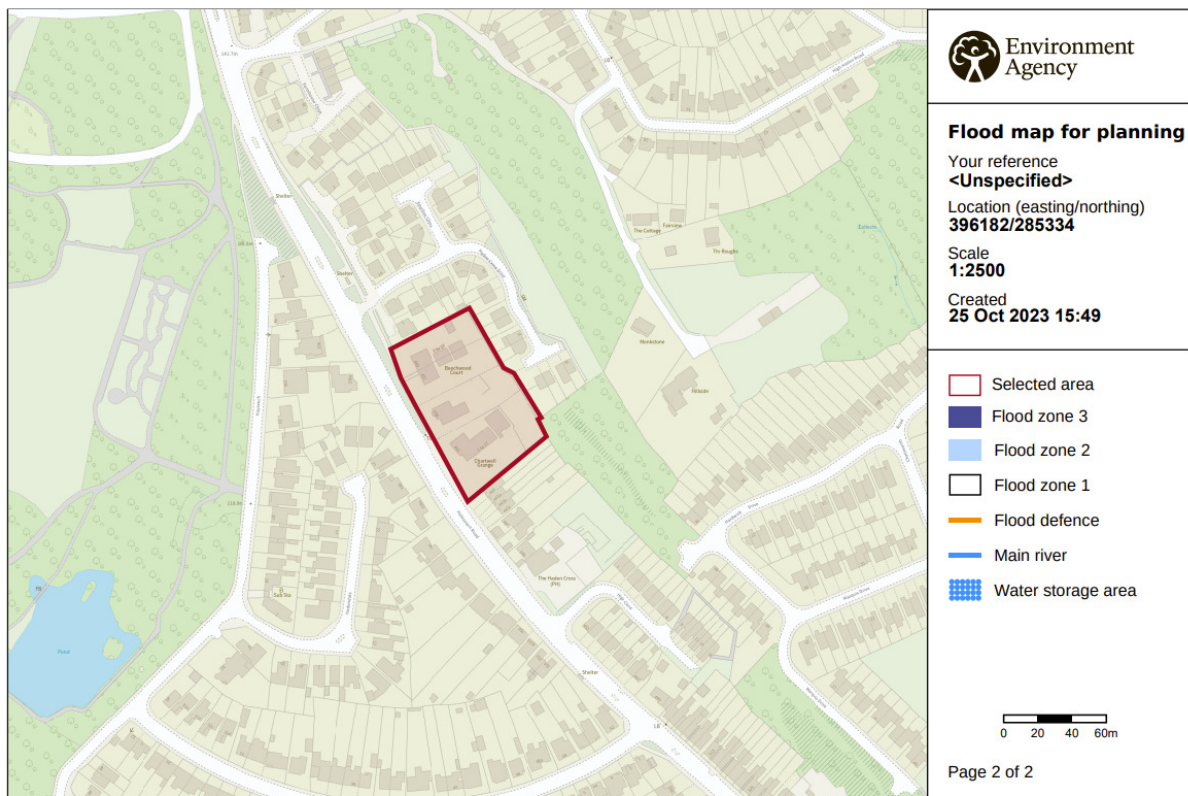
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3. Design Concept

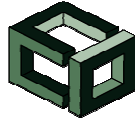
- a. The existing land is currently vacant but sits within a wider development of 40No dwellings.
- b. The proposals are to create 10No 1 bed apartments which are rented on a long-term basis with the majority of occupants on low income.
- c. The applicant wants to develop the site to service new tenants that are seeking affordable accommodation.
- d. Due to nature and use of the buildings adjacent to and in the immediate surrounding areas, it is accepted that the proposals would not detrimental and would enhance the area.
- e. The proposals will utilise materials which reflect and match the existing.

4. Landscape

- a. Landscaping proposals will reflect the domestic nature of the development and will be maintained by the applicant.
- b. All existing parking which is underutilised due to the existing tenants being unable to afford a car and rely on public transport will be retained and the addition parking spaces derived from the application will be accommodated on site.
- c. The site is Flood Zone 1 as identified by the Environment Flood Map - Extract below.



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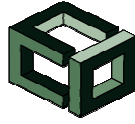


5. Scale and Massing

- a. The proposed works respect the industrial appearance of its surroundings and has no impact on scale or massing of the adjacent buildings nor the topography, street patterns and building heights.

6. Planning Context

- a. The applicant has been developed after a pre-Application enquiry the contents of which are contained in an email dated 14th June 2023 from Mr D. Paine. The bullet points below are an extract of said email and reflect the policy compliances and direction.
 - b. Details of incorporation of the directions are also noted.
- The pre-application site is shown as white land on the Sandwell SAD policies map with no specific land use allocation. It is outside of the Growth Network, however land immediately to the east of the site is allocated for residential development (reference HOC15) and has been built out. Land immediately to the east is also designated as a Local Nature Reserve, SLINC and Wildlife Corridor. - **Noted**
 - The proposals are subject to policy SAD H2 (housing windfalls). The first half of the policy explains that proposals for residential development on non-allocated sites will only be permitted if they meet all of the following:
*“The site is previously developed land that is suitable for residential development or conversion to residential development.
Development of the site for housing will not lead to an unacceptable reduction in the supply of employment land (in accordance with Core Strategy Policy DEL2, Managing the Balance Between Employment Land and Housing).
The use is compatible with other development plan policies.”* **Noted**
 - The site is considered previously developed land as it appears to be hardstanding within the curtilage of properties on Halesowen Road and is suitable for residential development. The site has no specific allocation or designation and is currently vacant so would not reduce the supply of employment land. **Noted**
 - Regard should be had to BCCS ENV1 Nature Conservation and which seeks to conserve Local Nature Reserves, SLINCS and Wildlife Corridors and protect, enhance, and expand the strategic network of environmental infrastructure and wildlife sites. Policy BCCS ENV1 is clear that development will not be permitted where it would harm Local Nature Reserves. **Noted**
 - Consideration should be had to policy BCCS HOU2 Housing density, type and affordability which seeks to ensure appropriate density of housing development, however the policy states that only developments of 15 dwellings or more to need provide a range of house types and sizes. As such this proposal would broadly accord with the policy. **Noted**
 - Consideration should be given to BCCS ENV5 which requires all developments to incorporate Sustainable Drainage Systems (SUDs) unless impractical to do so. I would expect any approval to include a drainage condition. **The provision of a drainage condition is accepted.**
 - The site is below the threshold of 15 dwellings which would trigger the need to provide affordable housing and so policy BCCS HOU3 does not apply. Similarly, the proposals are below the threshold of 10 dwellings which would trigger the need for 10% renewable energy and so policy BCCS ENV7 does not apply. **The proposal has been developed following receipt of directions and ENV7 will now apply.**



- Consideration should be given to BCCS ENV8 and the Black Country Air Quality SPD which require the installation of electric vehicle charging points and the installation of low NOx boilers. This would typically be addressed by planning condition. **The provision of a drainage condition is accepted, however due to the nature of the occupants car ownership is considered low.**
- The plans provided do not give much information regarding access parking, deliveries, vehicle movements, cycle storage, refuse storage and collection so it is difficult to comment on these matters. According to the standard found in the residential design guide, each apartment will require 1 off street parking space, measuring at least 5.0m x 2.8m with a 1.0m buffer from the building. Any loss of existing site parking to provide access would need to be assessed. **Noted, the current parking provision is as follow:**

*Chartwell - 7 on top carpark including one disabled space and 7 on the bottom.
Total 14.*

*Beechwood - lower left 3 including 1 disabled. Side left -3. Top 3. Right side 6.
Lower right 2 including 1 disabled.
Total 17 including 2 disabled.*

*The Old Vic. Top right - 9, middle top 3 including 2 disabled.
Total 12 including 2 disabled.*

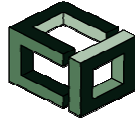
Total spaces of entire site - 43

Additional parking 10 No spaces will be accommodated within existing site.

- In design terms, the proposed apartment would meet our standards in terms of internal space and amenity space. The scale, massing and form would be generally acceptable given the existing diversity of building form in the surrounding area; however, some design improvement would be needed. These would include a dual pitched roof with gable end on the stairwell, to match with the main roof and some detailing/enhancements to the east and west elevations, as these are currently somewhat plain and monolithic. This could be done by improvements to the fenestration (enlarged windows to living rooms/bow windows?), windows added to the stairwells or detailing in the brickwork/materials. **The proposal has been developed following receipt of directions and the elevations have been amended.**
- Overall, the principle of this proposal would be likely to be supported by the Council, subject to addressing the issues above. **Noted and proposed to submit for consideration.**

c. In preparing the Design and Access statement consideration has also been given to following national and local policies:

- i. Planning Policy Statement - Delivery Sustainable Communities
- ii. Planning Policy Guidance 4 - Industrial, commercial development and small firms.
- iii. Dudley MBC Adopted Local Plan
- iv. Black Country Core Strategy



7. Access

- a. Access to the site will not change with these proposals and is afforded by an existing crossover on Halesowen Road, All Ground floor building accesses will achieve all part M recommendations under the current Building Regulations.
- b. Vehicular circulation to remain as established on site.

8. Secured by Design

- a. The application has given consideration to the objectives of PPS1, in that “new developments should create safe and accessible environments where crime and disorder and fear of crime does not undermine the quality of life or community cohesion”.
- b. The application site will be reviewed by West Mercia Constabulary and will incorporate (where applicable) the recommendations of the said authority in ensuring the development complies with the Secured by Design criteria.
- c. The application will retain the existing crime preventions measures, and these include the following:
 - i. The building will be provided will direct lighting at principal access and egress points as well as general lighting located at high level. The lighting will be located to minimise spillage onto adjoining properties but will be positioned to eliminate any “dead spots.”
 - ii. All external doors including office doors will be to Secured By Design Standards BS 3621 and BS 8621
 - iii. Where applicable all windows will be to Secured by Design Standards BS 7950 incorporating BS 4873: 1986 Specification for aluminium windows.
- d. It is envisaged that by addressing and incorporating the items above, the development will comply with the Secured by Design criteria and all national, regional, and local planning policies.

9. Conclusion

- a. The conclusion is that the development is minor in scale and acceptable in policy terms as it both protects and improves an existing land use and also allows and encourages the expansion of an established business with all future tenants being encouraged from the local environment.