

Urban Design Proof of Evidence  
Mr Stephen Tucker | January 2025

# Hither Green Lane Redditch

Appeal Reference: APP/Q1825/W/24/3350905



DAVID WILSON HOMES  
WHERE QUALITY LIVES





**URBAN DESIGN PROOF OF EVIDENCE**

Stephen John Tucker BA(Hons) MSc MRTPI SITE:

Hither Green Lane, Redditch

on behalf of

BARRATT DAVID WILSON HOMES (MERCIA) REMUS 2

2 CRANBROOK WAY SOLIHULL

BUSINESS PARK SOLIHULL

WEST MIDLANDS B90

4GT

Date: January

2025

Local Planning Authority Ref: 21/01830/FUL

ARP Ref:

APP/Q1825/W/24/3350905



Town and Country Planning Act 1990

SECTION 78 AND TOWN AND COUNTRY PLANNING (INQUIRIES PROCEDURE)  
(ENGLAND) RULES 2000 APPLICATION BY BARRATT DAVID WILSON HOMES  
(MERCIA)

SITE ADDRESS: LAND WEST OF, HITHER GREEN LANE, REDDITCH, WORCESTERSHIRE

REF: 21/01830/FUL

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# 1. Qualifications and Experience

1.1. I am an Urban Designer and a Chartered Town Planner. I hold a BA(hons) and a Masters Degree in Urban Design. I am a member of the Urban Design Group. I have over 30 years' experience in masterplanning, town planning and townscape design and assessment.

1.2. I am a Design Director with Stantec. Stantec is one of the largest integrated design, planning and engineering practices in the world. The practice acts for the public and private sector and has an in-house team of urban designers, architects, town planners and landscape architects. We operate from 22 offices across the UK. I run our northern design team across Scotland and the north of England.

1.3. Prior to joining Stantec I was a Partner with Barton Willmore. I worked throughout the UK on a broad range of masterplanning, urban design and environmental planning work.

1.4. My company is currently involved in projects that range from the masterplanning of major urban extensions of several thousand properties to the redevelopment of inner-city brownfield sites. We work in both the rural and urban environment.

1.5. I have given masterplanning, town planning and urban design advice on a number of schemes. I have also given urban design evidence at Local Plan Inquiries and a number of planning appeals. I was an Advisory Board Member of Architecture and Design Scotland between 2005 and 2010.

1.6. In May last year I was asked to support our Birmingham based team with this project when the application was refused by Redditch Borough Council. The client team recognised the value in critically reviewing the scheme with fresh eyes.

1.7. The evidence I have prepared, and which I provide for this Appeal, is true and has been prepared in accordance with the guidance of my professional institution, the RTP. I confirm that the opinions expressed are my true and professional opinions



Figure 1. Relationship with the edge of town and the developments identified in the character analysis - from Appeal DAS p.7



## 2. Scope of Evidence, Background and Methodology

2.1. This evidence is submitted on behalf of Barratt David Wilson Homes (Mercia) (hereinafter referred to as 'the appellant') in respect of the Refusal of Planning Permission of Planning Application 21/01830/FUL for Land West Of, Hither Green Lane, Redditch, Worcestershire.

### Scope of Evidence

2.2. Three reasons for the Refusal of Planning Permission were given by Redditch Borough Council in the Decision Notice dated 22nd March 2024. Those are:

2.3. **Reason for Refusal 1:** *“Redditch Borough Council can demonstrate a 5-year housing land supply, meaning that the relevant development plan policies are up to date. The application site is located within designated open space and is not allocated for development. The proposed development has not sufficiently demonstrated that the loss of open space is acceptable against the need for new housing provision in the context of the Council’s 10.32 year land supply. The proposal is therefore contrary to Policy 1 Presumption in Favour of Sustainable Development, Policy 4 Housing Provision, Policy 11 Green Infrastructure, Policy 12 Open Space Provision, and Policy 13 Primarily Open Space of the Borough of Redditch Local Plan No. 4 (Adopted 30 January 2017) and to the guidance within the National Planning Policy Framework (2023).”*

2.4. **Reason for Refusal 2:** *“The proposed density of the development, at 36 dwellings per hectare, combined with its layout and design, results in an urban development that is unacceptable in terms of visual impact and its affect upon the character and appearance of the area. The proposal does not create a high-quality development in terms of layout or design (including for affordable dwellings) and is out of character with the setting of the site on the edge of Redditch, and particularly the adjacent residential development on Hither Green Lane. The proposal is therefore contrary to Policy 4 Housing Provision, Policy 5 Effective and Efficient Use of Land, Policy 6 Affordable Housing, Policy 39 Built Environment and Policy 40 High Quality Design and Safer Communities of the Borough of Redditch Local Plan No. 4 (Adopted 30 January 2017), the Borough of Redditch High Quality Design SPD (June 2019) and to the guidance within the National Planning Policy Framework (2023).*

2.5. **Reason for Refusal 3:** *“The proposed development will result in the loss of designated open space under Policy 13 Primarily Open Space. The proposal has not sufficiently demonstrated that the merits of the development outweigh the value of the land as open space. The proposal is therefore contrary to Policy 13 Primarily Open Space of the Borough of Redditch Local Plan No. 4 (Adopted 30 January 2017) and to the guidance within the National Planning Policy Framework (2023).*

2.6. Reason 2) above is of particular relevance to my design evidence which will specifically address the Local Plan Policies 4,5,6,39,40 (CD E1) described here, alongside relevant NPPF policies (CD F1) and the 10 characteristics of well-designed places listed in the National Design Guide 2021 (CD F3) and the design considerations contained in Parts 1 and 2 of the National Model Design Code 2021 (CD F4).

2.7. This evidence will demonstrate how the DAS and design package submitted in December 2021 and amended post-submission in July 2023 and August 2024 is consistent with the NPPF dated December 2023, the Borough of Redditch Local Plan No.4 adopted January 2017 and the

Borough of Redditch High Quality Design Supplementary Planning Document (SPD) adopted in June 2019, both of which form part of the development plan. It will also demonstrate that the minor refinements prepared for this Appeal are consistent with the Redditch Local Plan No.4 (CD E1), the updated NPPF dated December 2024 (CD F1) and the Redditch Design SPD (CD E9).

2.8. My evidence should be read alongside the evidence of:

- Kathryn Ventham who addresses issues of planning policy and the overall planning balance that needs to be struck in reaching a decision;
- Ben Fairgrieve on Transport;
- Mark Smith on Golf

## Background

2.9. On 20th March 2024 Redditch Borough Council voted to refuse the application for Land West of Hither Green Lane (Local Planning Authority Ref:21/01830/FUL submitted in December 2021) for the erection of 214 dwellings with associated open space, landscaping, drainage, infrastructure and other associated works. This was against the recommendation of their professional officers.

2.10. Prior to the submission of the planning application, pre-application consultation was undertaken with the golf club members and local residents.

2.11. An event was set up with the golf club members in November 2021 to discuss the proposals for the reconfigured course. The proposals for the residential development were discussed on matters of principle rather than detail. This first consultation was carried out by the hotel, who will retain responsibility for the course and its on-going management and Members were assured that the course will remain as an 18 hole golf course.

2.12. Following consultation with members, leaflets were distributed to those living closest to the Site advising that a dedicated project website was set up: [www.landwestofhithergreen.co.uk](http://www.landwestofhithergreen.co.uk) where proposals could be viewed and comments could be supplied. However, no comments were provided in respect of the actual scheme layout and design and therefore no revisions were made to the scheme.

2.13. Following submission of the appeal, Redditch Borough Council made the decision not to defend the appeal and have signed a Statement of Common Ground with the appellant advising that planning permission should be granted.

## Methodology

2.14. To inform my assessments and in order to provide my advice, I visited the Appeal Site and surrounding area and I have undertaken my own assessment of the effects of the proposed development.

2.15. I have studied the base line position in terms of the form, scale and disposition of neighbouring buildings and settlement. I have also looked at materiality both on neighbouring buildings and within the neighbourhoods in the local context. I have considered the existing urban grain in terms of the disposition of development and its relationship to the site.

2.16. On reviewing the scheme with no previous involvement, I noticed that the submitted Design and Access Statement [DAS] dated July 2023 (ME-24-40F), did not fully express the story of the design evolution of proposals and did not include a full Character Study of the local context, albeit this was considered in the development of proposals. Therefore, I advised the client and instructed the team to prepare an updated DAS to be used for this Appeal. A well-developed character section was added to the DAS (see Character Study in the Appeal DAS p.32–47) alongside a more comprehensive description of landscape and built form proposals.

2.17. I also suggested minor refinements to the drawing package. As per the determined proposals, these variations fully respond to the National Design Guide/ National Model Design Code (CD F3, CD F4) and the Redditch Design SPD (CD E9).

2.18. These minor Appeal refinements are summarised in table 2.21 and include a clearer approach to the bus route, streetscape and public realm, further landscape/ planting proposals, more details on play, minor material changes, additional chimneys to plots, amendments to elevations responding to the three Character Areas identified for the new neighbourhood, window, roof eaves and verge details, amendments to front door porch and door surround details and other minor changes to boundary treatment to respond to design cues from the local area. These factors have all helped to inform my assessment of the appropriateness of the scheme in urban design terms.

2.19. In my later evidence, I will describe the project now, as it stands today. I will dwell upon the design process particularly in terms of analysis of setting and site. And I will show how that design analysis, engagement and evolution has significantly informed the development in front of us today. I will state that the proposals are a further positive evolution of the scheme that was submitted.

2.20. The design approach was sound and informed by local and national design guidance and engagement with officers, namely the Local Plan No.4 (policies 4,5,6,39,40 related to design) Chapters 11 and 12 of the NPPF (CD F1), the National Design Guide/ National Model Design Code (CD F3, CD F4) and the Redditch Design SPD (CD E9). I will show how the analysis captured in the Appeal DAS (CD D6) follows best practice in reflecting that local and national guidance. The reader should note that NPPF paragraph 134 insists that local design guidance takes precedence over national design guidance included in the NDG and NMDC.

2.21. The table below identifies the key Appeal refinements:

NDG/NMDC 10 Characteristics	2024 Appeal Refined Proposals compared with Submitted Proposals
<p><b>1. Context</b> enhances the surroundings</p>	<p>A comprehensive Character Study replaced the previous Local Architecture section in the DAS p.32-47. This character analysis focuses on the progressive development to the north of the town, as the development site relates to the northern edge of Redditch, to ensure that the proposals respond to the relevant character of Redditch.</p> <p>Additional assessment information on Context, the Golf Course, Historic Growth, Redditch New Town, Movement and Local Facilities, Landscape Character provided in the DAS p.12-30.</p> <p>A more in-depth appraisal of Constraints and Opportunities, a summary of technical assessments, and information on the Involvement and Pre-Application Consultation process and Design Evolution were included in the DAS p.48-67.</p>
<p><b>2. Identity</b> attractive and distinctive</p>	<p>The Vision to create a walkable and connected community for Hither Green was clearly set out at the beginning of the DAS p.5.</p> <p>A more clearly expressed 'story' for the design concept and how it has evolved into a design proposal was included in the Design Principles chapter of the DAS p.68-80.</p> <p>The identity and character of proposals were described in detail, articulating proposals in three Character Areas (DAS p.88-89) reflecting existing character and creating distinctive Key Spaces (DAS p.90-90) and Edges responsive to the assessed features of the site (DAS p.91).</p> <p>Six CGIs were prepared to demonstrate the high quality character and identity of proposals and the appropriate integration of the proposed new building frontage with the existing Hither Green streetscape and built form (DAS cover and back pages, p.4-5, p.110-111, p.114-117, p.120-121).</p>
<p><b>3. Built form</b> a coherent pattern of development</p>	<p>The architectural approach, streetscape design and boundary treatments (DAS p.92-93, 108-121) were designed to create three distinct character areas; Hither View, Dagnell Way &amp; Bordesley View. All housetypes were coloured to provide a sample of what the houses will look like once constructed.</p> <p>The approach to some of the housetypes was simplified to create a more streamlined façade, while introducing new design elements to other housetypes to better reflect the local characters. In the Bordesley View character area inspiration was taken from the neighbouring Meadow Farm Hotel to the west of the site were used throughout this character area. Design elements were changed to be more in keeping with this Grade II listed building by changing the windows to match the simpler design of the brown casement windows and matching brown front doors which have also been changed to a cottage style. Mock Tudor was not chosen to be included in this character area to help to further distinguish it from the Hither View character area which makes use of some of these elements which are also used along Hither Green lane.</p>
<p><b>4. Movement</b> accessible and easy to move around</p>	<p>The previously proposed pedestrian routes within the scheme have been reviewed and where possible enhanced with greater connectivity, such as extra routes through the woodland and greater off site connections. In addition to this the road hierarchy has been refined to add lanes, tertiary roads and courtyards. These reduce the carriageway from 9.4m to 6.8m, with areas of shared surfacing reducing further to 4.5m. In addition, pedestrian crossings have been added to reduce the dominance of vehicles and slow traffic to allow more pedestrian friendly environment through changes in material (DAS p.94-107). The walkable and connected community Vision was more closely achieved through these refinements.</p>

NDG/NMDC 10 Characteristics	2024 Appeal Refined Proposals compared with Submitted Proposals
<b>5. Nature</b> enhanced and optimised	Previous areas of hardstanding have been replaced with areas of grassland, mainly to the periphery roads/ lanes. Approximately 85-95 trees have been added as a result of the reduction of hardstanding and within areas of public open space, this will also increase the canopy cover within the site that reflects the local character (DAS p.92-93).
<b>6. Public spaces</b> safe, social and inclusive	Improvements have been made to the waterbodies in terms of design to provide greater access to the water and for recreation with plazas / seating areas included for nature interactions. Information on Landscaping Design Principles and the character of Key Spaces was included in the DAS p.84-87, 90.
<b>7. Uses</b> mixed and integrated	Refinements to Open Market Units: <ul style="list-style-type: none"> <li>• +1 Kirkdale</li> <li>• -1 Kennett</li> <li>• -1 Archfords</li> <li>• +1 Hertford</li> <li>• -1 Hereford</li> <li>• +1 Hadley Wide</li> </ul> <p>Total Sqft Difference = +434 Sqft            Nett Site Area = +0.1acres            Density / Hectare = -1            Sqft per Acre = -80</p>
<b>8. Homes and buildings</b> functional, healthy and sustainable	Sustainable Design section added to DAS p.78-79.
<b>9. Resources</b> efficient and resilient	Sustainable Design section added to DAS p.78-79.
<b>10. Lifespan</b> made to last	No refinements.

2.22. The Committee Report (20th March 2024, CD C1) also recognised the robust design approach of the proposals, as stated:

**Paragraph 11.5:** *“The layout of the proposed dwellings in the entrance area would respect the existing set back of built form along the Hither Green Lane frontage. It would also allow the inclusion of sections of public open space/landscaping on the frontage, which would soften the appearance of the development and help integrate it into its setting. In addition, the scale of the dwellings would be largely limited to two storeys in this part of the site, which would reflect the appearance of neighbouring dwellings.*

**Paragraph 11.6:** *The development features 2 and 2.5-storey dwellings, ensuring a well-designed and efficient urban environment.*

**Paragraph 11.8:** *In this context and given the variety in the design and appearance of properties in this area of Redditch, it is considered that the design approach is acceptable.*

**Paragraph 11.9:** *The total net site measures approximately 5.6 hectare in area, 214 units of accommodation proposed represent an approximate*

*density of 36 dwellings per hectare. Policy 5 of the Local Plan requires a general density of 30-50 dwellings per hectare.*

**Paragraph 11.12:** *Overall, it is considered that the proposal is broadly in accordance with good placemaking and design principles and would meet with the policy requirements in the development plan to form a comprehensive and integrated development with the neighbouring estate.”*

2.23. The site has been subject to engagement and scrutiny with the Borough of Redditch and statutory consultees in the pre-application (2020-2021) and post-submission (2021-2023) stages of the planning application.

2.24. The proposal aligns with sound placemaking and design principles, meets the policy requirements of the development plan, and creates a coherent and integrated development with the adjacent Hither Green neighbourhood. Care has been taken in the design of the parts of the development that are visible from the existing neighbourhood.

# 3. The Design Proposals

3.1. The Appeal Scheme comprises the following description of development: *“Residential development (Class C3) with a vehicular access point onto Hither Green Lane, play areas, public open space including footways and cycleways, sustainable urban drainage systems and all other ancillary and enabling infrastructure”*

3.2. The planning application includes the following:

- 214 dwellings, including 66 affordable dwellings and 2 self / custom build units;
- Vehicular access from Hither Green Lane;
- New footpath links within the development and to the surrounding area including to Hither Green Lane, Dagnell End Road and to the south west of the Site;
- Publicly accessible open space (3.4ha);
- Green Infrastructure (GI) includes a Local Equipped Area of Play (LEAP), informal recreational areas, SuDS features, buffer planting, retained trees, hedgerows and areas of new tree planting and other habitat creation;

- A net gain in biodiversity (+1.84% habitat units, +4.85% hedgerow units) to be provided through biodiversity enhancements on offsite land immediately to the east of the proposed development (the retained golf course);
- Earthworks and surface water drainage; and
- Internal infrastructure including a bus loop within the Site, to accommodate a local bus service.

3.3. The street typologies provide a logical framework of streets and spaces with a clear hierarchy – main streets, secondary / tertiary roads and lanes, courtyards and shared surfaces.

3.4. The proposed layout for the Appeal includes recognisable built forms and features to enhance legibility throughout the development, including feature spaces, landmark buildings, co-ordinated building materials and high-quality landscaping to help define the street scene.

3.5. The table below identifies the mix of dwellings proposed:

Bedrooms	Market	Affordable (shared ownership/ social rent)	Total
<b>1 bedroom</b>	0	3	3
<b>2 bedroom</b>	0	25	25
<b>3 bedroom</b>	79	34	113
<b>4 bedroom</b>	69 (inc. 2 custom builds)	4	73
<b>Total</b>	<b>148</b>	<b>66</b>	<b>214</b>

3.6. In terms of the private mix, this is made up of a mixture of 3 and 4 bedroom properties.

3.7. 66 affordable dwellings will be provided as part of the development, delivering a range of 1 bedroom, 2 bedroom, 3 bedroom and 4 bedroom houses. 42 of these will be affordable rent, and 24 will be shared ownership. These are evenly distributed through the Site.

3.8. A mixture of detached, semi-detached and terraced properties will be provided. Each dwelling has a good level of usable private amenity space, with all houses having access to a private garden. The building heights of the dwellings will be predominantly two storeys in order to respond to local character, with 2.5 storey dwellings plotted in key areas, such as along the main street.

3.9. The properties broadly accord with the Nationally Described Space Standards (NDSS).

3.10. A comprehensive analysis of the local area / surrounding context has been undertaken, which has influenced the design of the proposed dwellings and the palette of materials proposed; principally variations in red / orange brick and red / brown clay tile roofs. Feature buildings will create local landmarks ending key views and will aid the navigability and legibility of the site, with chimneys enriching the roofscape and mirroring the existing character of the surrounding context.

3.11. Primary pedestrian and cycle access into the Site will be afforded via the existing access point from Hither Green Lane, at the north eastern corner of the Site. The proposed development will also include a new pedestrian route between the Site and Dagnell End Road. A new section of footway will be provided on the southern side of Dagnell End Road, within the existing highway boundary. To the south and west, pedestrian / cycle connections will be provided with the existing Non Motorised User (NMU) connection which runs alongside the River Arrow and connects with the Birmingham Road immediately north of the river over- bridge. In terms of car parking, this will be provided in accordance with the relevant parking standards set out in Worcestershire County Council's Streetscape Design Guide (2022) (CD E16).

3.12. Multiple formal and incidental open spaces are provided throughout the development, which will be accessible to new residents and the existing community by way of new footpath links. Within the development, there are a range of well-located open spaces, including a LEAP. Further details can be found within the Design and Access Statement.

3.13. Existing trees are proposed to be retained where possible, and landscaping works including tree planting is proposed throughout the Site. Indeed, the amended proposals include 85-95 additional trees. This is further illustrated in the Design and Access Statement, plans and drawings which accompany this submission alongside landscaping design principles for spaces, places, parks, place streets, lanes and courtyards.

3.14. The landscape and architectural design proposals for the scheme have been carefully articulated and integrated into three character areas to create distinctiveness and a character which sits comfortably within the existing setting. A clear architectural and materials approach for each character area has been presented, in addition to design principles for key spaces, edges, streetscape and boundary treatment. Further details of the proposed development and the design rationale are contained in the Appeal Design and Access Statement which was submitted as part of the application documentation.

# 4. The Planning Policy Context Relating to Design

4.1. The following statutory provisions and policies are of particular relevance to the consideration of this Appeal.

## National Planning Policy and Guidance

4.2. **The National Planning Policy Framework (NPPF, CD F1)**, December 2024 sets out the Government’s planning policies for England and how these should be applied. It is a material consideration in the determination of this Appeal. Section 11 Making effective use of land and Section 12 Achieving well-designed places will be considered in this design proof of evidence. Kathryn Ventham will address the NPPF as a whole. Maximising land use efficiency and promoting higher-density developments have been highlighted within the latest revision of the NPPF (2024) as important in delivering sustainable development and an integral part of the NPPF, therefore, the 2024 version affords more weight on these elements than the original 2012 document. The 2021 publication introduces the National Design Guide (NDG) and the National Model Design Code (NMDC) and the enhanced role of design in the planning system which are described in more detail below on paragraph 4.4.

4.3. **The National Planning Practice Guidance (NPPG, CD F2)**, which was published in November 2016 and last updated in February 2024, also contains relevant guidance and will be referred to as necessary. In particular, section ID 26: Design: process and tools is of relevance to this proof.

4.4. **National Design Guide (2021, CD F3) and National Model Design Code (2021, CD F4)**, which were adopted after the application was submitted in February 2020. The Government’s priorities for well-designed places are outlined and illustrated in the NDG in the form of ten characteristics. The NDG and NMDC provide guidance on what constitutes well-designed and beautiful places as well as providing a default checklist of issues that schemes are expected to address. The NDG should be read alongside the NMDC (Part 1 and 2), which sets out detailed guidance that needs to be considered in the production of local design codes, guides and other design policies.

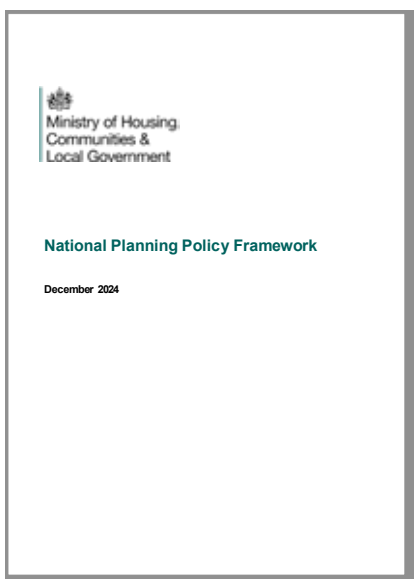


Figure 2. NPPF 2024

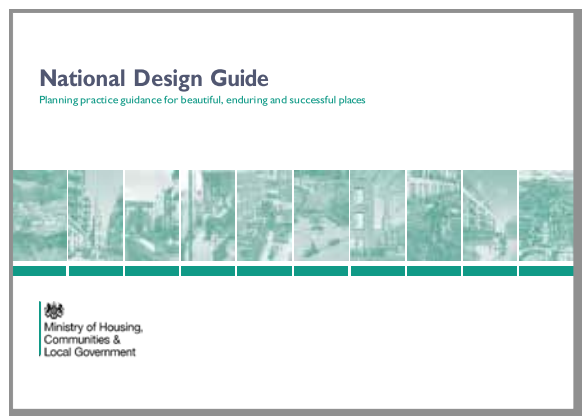


Figure 3. NDG 2021



Figure 4. NMDC 2021



## Local Planning Policy and Guidance

4.5. **The Borough of Redditch Local Plan No.4 (Adopted 30 January 2017) (CD E1)** is the primary planning document guiding development within Redditch. Its purpose is to shape the borough's growth from 2011 to 2030, covering housing, employment, transport, and community infrastructure.

It aims to ensure sustainable development, balancing economic growth with environmental protection and social needs. Housing Development and meeting local housing needs, with a focus on affordable housing and mixed-use developments is one of the key elements of the Local Plan. The plan also emphasizes the protection of historical and natural assets while accommodating the growing population's needs.

4.6. **The Borough of Redditch High Quality Design Supplementary Planning Document (SPD (CD E9),** adopted in June 2019, provides detailed guidance on achieving high-quality design in new developments within Redditch. It complements the Borough of Redditch Local Plan No. 4 (BORLP4) by offering practical advice to developers, planners, and architects, ensuring that new developments contribute positively to the borough's character, sustainability, and quality of life.

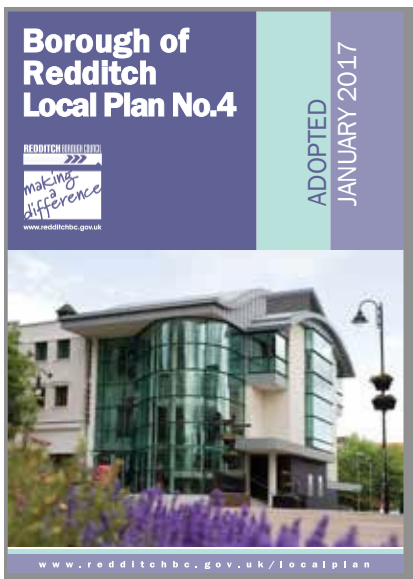


Figure 5. RBC Local Plan No.4, 2017



Figure 6. RBC High Quality Design SPD, 2019

# 5. Responding to the Planning Policy Context Relating to Design

5.1. This scheme, for the erection of 214 dwellings with associated open space, landscaping, drainage, infrastructure is, in my opinion, consistent with the development plan and NPPF and would achieve the objective of sustainable growth. My view is based upon the objectives for design set out in the Redditch Local Plan, in Chapter 11 and Chapter 12 of the NPPF, included in the Redditch High Quality Design SPD and expanded upon within the National Design Guide and the National Model Design Code.

5.2. The Local Plan, NPPF, High Quality Design SPD and the NDG/ NMDC bring together and update a set of well-established urban design principles which good practice in masterplanning has embraced for many years.

5.3. The government encourage local planning authorities, communities and developers to work together to decide what beautiful homes, buildings and places should look like in their area. This should be reflected in local plans, neighbourhood plans, design guides and codes, taking into account government guidance on design, as set out in NPPF paragraph 132. On reading the Paper that accompanied the application put before members, it would seem as if this approach that this was the case. That said, members decided to refuse the application.

5.4. Three reasons for refusal were given. Reason for refusal 2: is the focus of my evidence.

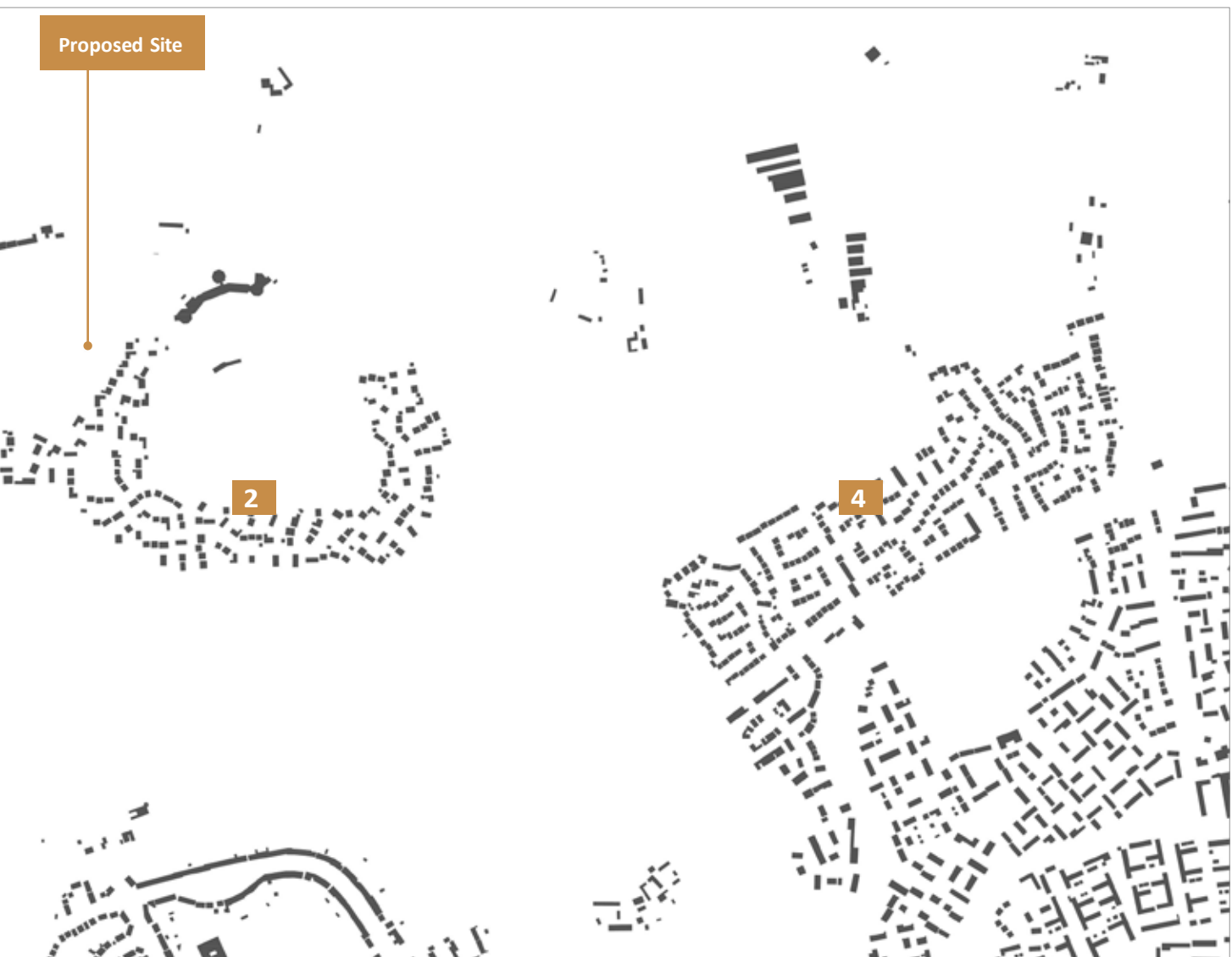
5.5. The matters of comparative density and density policy are central to my evidence and they are explained in more detail in paragraphs 5.13 and 5.15. The density of affordable homes within that overall mix and the need to ensure a level of tenure blindness is also an important consideration. Achieving a variety in density and housing mix is also an important consideration as is the relationship between density and character. In 5.15, I also highlight how lower density has been used at key points where visual integration is important.

**Reason for Refusal 2:** *“The proposed density of the development, at 36 dwellings per hectare, combined with its layout and design, results in an urban development that is unacceptable in terms of visual impact and its affect upon the character and appearance of the area. The proposal does not create a high-quality development in terms of layout or design (including for affordable dwellings) and is out of character with the setting of the site on the edge of Redditch, and particularly the adjacent residential development on Hither Green Lane. The proposal is therefore contrary to Policy 4 Housing Provision, Policy 5 Effective and Efficient Use of Land, Policy 6 Affordable Housing, Policy 39 Built Environment and Policy 40 High Quality Design and Safer Communities of the Borough of Redditch Local Plan No. 4 (Adopted 30 January 2017), the Borough of Redditch High Quality Design SPD (June 2019) and to the guidance within the National Planning Policy Framework (2023).*”



5.6. An assessment of existing character in the area and nearby, is a fundamental building block in the preparation of a good design. Even if the designer departs from that character, they should be able to show that they understand the existing place fully and have departed for important reasons – see my point above re affordable homes. A proper and fully developed character section in the appeal DAS does just this (see plan showing the Character Study Areas and Existing Context Figure Ground below). A character analysis approach was followed in the preparation of the original layout and design but it was not recorded nor explained to my satisfaction, in the submission DAS. There was therefore a lack of clarity in the original submission, not a failure in process.

5.7. In my evidence, I will demonstrate that the design process that has been followed is the correct one. That the design team considered a range of local and national policy and guidance throughout the application process; that the Planning and Roads authority had the opportunity to review those designs and mostly took that opportunity, to evolve the design through engagement with the developer and design team. I will also summarise the commentary from and the design response to views that came from, Redditch Borough Council / Hither Green community, and other statutory consultees and finally, that this development is consistent with the principles and objectives set out in Local Plan, NPPF, Design SPD and the NDG/ NMDC.



## Responding to the Local Plan No.4 (CD E1)

5.8. The Decision Notice refuses planning permission to proposals based on the following Local Plan Policies not being complied with (Reason for refusal 2). In this chapter I go through those policies and demonstrate how the proposals respond positively to the relevant Local Plan Policies.

### Policy 4 Housing Provision

5.9. *“4.7 It is important that the housing needs of Redditch’s growing population are met and there is an adequate mix of dwellings across all types and tenures.*

5.10. Proposals will contribute to meeting Redditch housing needs and deliver a mix of dwellings across various types and tenures, including much needed 66 affordable homes. Furthermore, a Planning Obligation would ensure that proposals contribute to a new Community Transport service to meet the transport needs of the elderly and disabled in the area.

### Policy 5 Effective and Efficient Use of Land,

5.11. *“5.1 (...) the greenfield land that is allocated for development should be developed efficiently to maximise its potential.”*

5.12. *“5.2 Effective and efficient use of land must be sought in all new development schemes. With respect to residential development, this will be achieved in the following ways:*

- i. (...)
- ii. *densities of between 30 and 50 dwellings per hectare will be sought in Redditch Borough, and 70 dwellings*

Figure 8. Odell Street Figure Ground and photos - from Appeal DAS p.44-45



per hectare will be sought on sites for residential development that are within or adjacent to Redditch Town Centre and the District Centres;

- iii. higher densities will be sought in locations close to public transport interchanges; and
- iv. higher densities will also be sought in other locations where it can be demonstrated that there will be no detrimental impact on the amenity, character and environmental quality of an area.”

“5.12 The NPPF does not specify minimum density targets and considers that density levels should be set by local authorities to reflect local circumstances.”

5.13. The net density of proposals is 36 dwellings per hectare (gross density: 21.7 dph) at the lower end of the 30 to 50 dwellings per hectare range required by Policy 5. The gross density of the development sits in the middle of the density range (12-31dph) identified in the character assessment which encompasses the adjacent Hither Green Lane neighbourhood as well as more recent developments such as Odell Street and Hawling Street ‘The View’ (recent residential developments further west of the site, see Character Study in the Appeal DAS p.42-45, extracts shown below and opposite).

Figure 9. Hawling Street ‘The View’ Figure Ground and photos - from Appeal DAS p.44-45



Figure 10. Hither Green Lane Figure Ground and photos - from Appeal DAS p.36-37





5.14. In line with Policy 5 NPPF paragraph 130 urges to “avoid homes being built at low densities” and encourages a “significant uplift in the average density of residential development” to ensure that developments make optimal use of the potential of each site.

5.15. Whilst the overall proposed net density may be higher than the adjacent Hither Green Lane neighbourhood, that density varies across the proposed masterplan. Where homes adjoin and are visible from the neighbouring scheme, the layout does provide an in keeping scale and massing and built form pattern with its

Figure 11. Hither View Gateway - CGI from Appeal DAS p.110-111



Figure 12. Hither View Gateway - CGI from Appeal DAS p.110-111





neighbour (see CGI in the Appeal DAS p.110-111, extract included opposite on Figure 11). In other areas, a denser, more efficient and more continuous frontage provides enclosure to the primary and secondary roads and Dagnell Way Courtyard, as well as around Bordesley Green (see Proposed Site Layout and CGIs in the Appeal DAS

p.82-83, 116-117, 120-121, extracts included on Figures 12-16). The latter mirrors the scale and massing of the adjacent Meadow Farm hotel and integrates built form to provide active frontage to this important open space. These streets and spaces are not visible from the Hither Green Lane neighbourhood and do not impact on its character.



Figure 13. Proposed Site Layout & Character Areas - from Appeal DAS p.90

Figure 14. Dagnell Way Courtyard - CGI from Appeal DAS p.116-117



Figure 15. Bordesley Green - CGI from Appeal DAS p.120-121





Figure 16. Proposed Site Layout - from Appeal DAS p.82-83

Figure 17. Hither View Blue & Green Space - CGI from Appeal DAS front/back cover



Figure 18. Hither View Walk - CGI from Appeal DAS p.4-5





Figure 19. Indicative Landscape Masterplan - from Appeal DAS p.86-87

## Policy 6 Affordable Housing

5.16. *“6.6 On sites of 11 or more dwellings (net), a 30% contribution towards the provision of affordable housing will be expected. On-site provision should be made and must incorporate a mix of dwelling types and sizes, which reflect the site’s characteristics”.*

5.17. 66 affordable homes (30.8%) are delivered as part of the housing mix. A varied mix of affordable homes is provided with the majority being 2 and 3 bed homes to meet local demand. This mix drives a very different density to that seen at the existing Hither Green Lane neighbourhood. Moreover, tenure blind residential layouts tend not to position affordable homes up against larger private units. A well designed layout will feather and ‘pepper-pot’ similar types of homes affordable and private together, to aid integration (as required by policy). In this case, a significant proportion of private homes proposed alongside affordable homes are also terraced / semi-detached which in turn increases the density figure. Table 3.5 shows 79 private homes are 3 bedroom units.

5.18. This is also recognised by officers as stated in the Planning Committee Report p.12 *“We are happy with the pepper-potting of affordable units on the site and the percentage of affordable housing and shared ownership.”*

## Policy 39 Built Environment

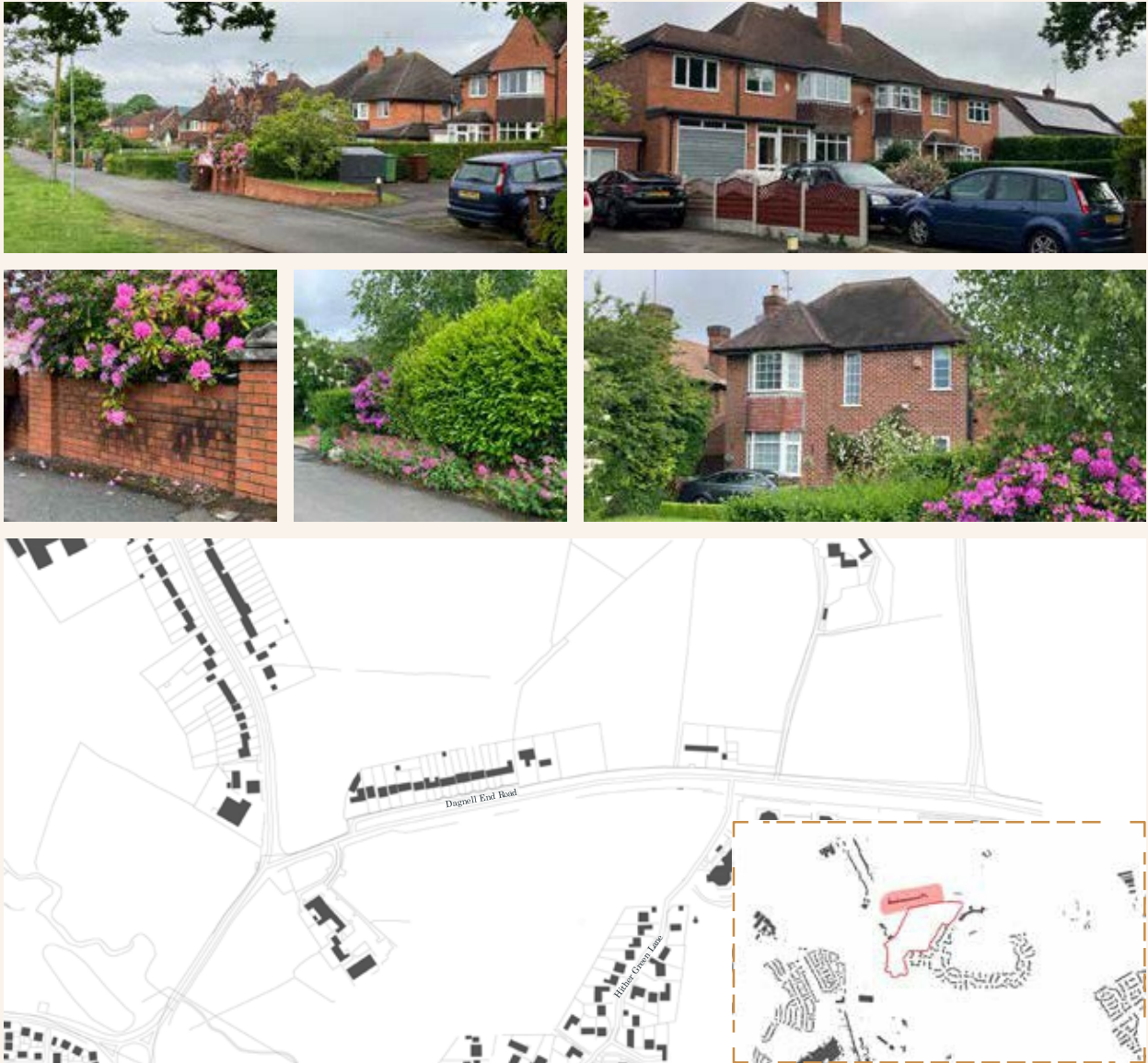
5.19. *“39.2 All development in the Borough should contribute positively to the local character of the area, responding to and integrating with the distinctive features of the surrounding environment, particularly if located within a historic setting.*

5.20. 39.3 All development proposals should:

- i. *seek to optimise the potential of the site to accommodate sustainable development through making the most efficient use of the space available;*
- ii. *be innovative and resilient to the effects of climate change, whilst also protecting and enhancing locally distinctive and historic features to improve the character and quality of the local environment; and*
- iii. *incorporate features of the natural environment including Green Infrastructure into the design to preserve and continue Redditch’s unique landscape features;”*

5.21. Understanding and reflecting the character of the northern edge of Redditch has been a fundamental building block in the preparation of the design proposals submitted for Hither Green Lane. As mentioned in the methodology section (paragraph 2.13), the story of the design evolution of proposals was not fully expressed in the submitted DAS (ME-24-40F). A fully developed character section in the DAS (see Character Study in the Appeal DAS p.32–47, extracts included on pages 16-21) now demonstrates the applicants’ understanding of the existing place, how design proposals have taken design cues from the local context, and where important reasons warranted a departure from merely mirroring the existing character, see point above on affordable homes for example. Further details of the Appeal DAS Character Study are considered below in the NMDC Context C1 and C2 appraisal of proposals in paragraphs 5.42-5.48.

Figure 20. Dagnell End Road Figure Ground and photos - from Appeal DAS p.38-39



## Policy 40 High Quality Design and Safer Communities

5.22. *“40.2 Good design should contribute positively to making the Borough a better place to live, work and visit. All development, including proposals for individual buildings, public and private spaces and wider development schemes will be expected to:*

- i. be of a high quality design that reflects or complements the local surroundings and materials;*
- ii. be of an appropriate siting and layout with distinctive corner buildings, landmarks, gateways and focal points at key junctions and other important locations;*
- iii. protect and enhance key vistas to create visual links between places in the Borough;*
- iv. include where appropriate, public art that is well designed, takes into account the risk of crime, is integrated within the overall design and layout of the development, located where it can be easily observed, improves public outdoor space and legibility and creates landmarks;*
- v. aid movement by ensuring all developments benefit from accessibility, connectivity, permeability and legibility, particularly aiding sustainable modes of movement such as walking, cycling and access to public transport;*
- vi. encourage community safety and ‘design out’ vulnerability to crime by incorporating the principles, concepts and physical security standards of the ‘Secured by Design’ award scheme; providing infrastructure for policing and emergency services; and considering the incorporation of fire safety measures;*
- vii. provide appropriate space for waste and recycling to minimise any adverse visual impact on the property or the street-scene; and*
- viii. incorporate any relevant guidance contained within Supplementary Planning Documents, for example Designing for Community Safety and Encouraging Good Design.*

5.23. As demonstrated in the comprehensive Appeal DAS, the high quality proposed design reflects and integrates to the local surroundings and includes materials and details (both architectural and in the public realm) taking design cues from the local area. The Placemaking Plan on p. 89 (extract included opposite) of the Appeal DAS shows how feature buildings with and without chimneys have been

considered for landmarks and gateways at key junctions to create attractive focal points and mark important locations. This will aid navigation and create legibility for the new neighbourhood. It will also enhance views along Hither Green Lane and integrate with the existing neighbourhood as well as creating attractive frontage to open spaces and provide overlooking and natural surveillance.

5.24. Importantly, proposals will provide enhanced pedestrian and cycle connectivity by delivering a direct route from the development towards the town centre for pedestrians and cyclists, widening the path that currently runs alongside the River Arrow to the south of the site, and also by widening the new footway along the southern side of Dagnell End Road, which will extend towards the Hither Green Lane site. They will also deliver contributions towards a new bus service which will not only benefit new site residents but provide a wider opportunity for mode shift in surrounding residential sites. Through the provision of this bus, access to Redditch Railway Station will also be possible which will in turn contribute to the improved vitality of the town centre.

5.25. The development will also provide an access for emergency services; and provide appropriate space for waste and recycling as required by Policy 40.

## Policy 13: Primarily Open Space

5.26. *“13.1 Open space will be protected and, where appropriate, enhanced to improve quality, value, multifunctionality and accessibility. In order to maintain the levels of open space provision in the Borough, proposals which would result in the total or partial loss of Primarily Open Space will not normally be granted planning permission unless it can be demonstrated that the need for development outweighs the value of the land as an open area.”*

5.27. Planning Committee Report, Section 10.0 Open Space p.31-41 provides an extensive assessment of proposals against Policy 13 and concludes: *“10.29 Taking the specific circumstances of the case into account, the proposal would provide equivalent open space to offset the loss of designated open space, which itself has limited public accessibility. 10.30 Therefore, Policies 11, 12 and 13 (subject to the final consideration of the merits of the proposed development) as well as the provisions of the NPPF have been complied with.”*



Figure 21. Placemaking Plan - from Appeal DAS p.89



5.28. As recognised by the Planning Committee Report, the following policies are also complied with:

5.29. Policy 1: Presumption in Favour of Sustainable Development

Policy 2: Settlement Hierarchy

Policy 3: Development Strategy

Policy 12: Open Space Provision

Policy 15: Climate Change

Policy 16: Natural Environment

Policy 17: Flood Risk Management

Policy 18: Sustainable Water Management

Policy 19: Sustainable Travel and Accessibility

Policy 20: Transport Requirements for New Development

Policy 22: Road Hierarchy

Policy 30: Town Centre and Retail Hierarchy

Policy 31: Regeneration for the Town Centre

Policy 36: Historic Environment

Policy 37: Historic Buildings and Structures

Policy 43: Leisure, Tourism and Abbey Stadium

Policy 44: Health Facilities

## Responding to the National Planning Policy Framework (NPPF 2024, CD F1)

### NPPF Chapter 11. Making effective use of land

5.30. *"PARAGRAPH 127: Planning policies and decisions need to reflect changes in the demand for land. They should be informed by regular reviews of both the land allocated for development in plans, and of land availability."*

5.31. As stated in the Planning Committee report on p.38 *"the hotel can continue to positively contribute towards the local economy, a more useable and playable golf course will be delivered to suit those visiting the hotel, as well as members. The reconfiguration of the course to deliver an improved golfing facility will safeguard and strengthen the relationship between the hotel and golf course."*

5.32. The planning application will ensure that the hotel and golf course continue to benefit the local area.

### Achieving appropriate densities

5.33. NPPF requirements aimed at achieving appropriate densities have been considered alongside Policy 5 of the Local Plan on point 5.5 of this proof of evidence. Policy 5 sets out a range of densities 30-50DPH that reflects the accessibility and potential of the edge of Redditch.

### NPPF Chapter 12. Achieving well-designed and beautiful places

5.34. Planning Committee Report, Section 6.0 Public Consultation Response p.15-26 includes details of the extensive public consultation that has been undertaken, including two neighbour consultations, site notices and press notices published in the Redditch Standard. Full details of the public consultation responses are available on the Council's website demonstrating the applicant's effective engagement with the local community and relevant planning authorities, in line with NPPF paragraph 131.

5.35. The proposed neighbourhood will function well and provide benefits over the lifetime of the development, as well as for the short term. As demonstrated by the six CGIs included in the Appeal DAS (extracts included on pages 22-27) and described in more detail below under the NMDC section paragraphs 5.38- 5.53, it will be visually attractive and provide high quality open spaces and architecture sympathetic to the local character and history, whilst making an efficient use of land through increased densities. A strong sense of place will be established to foster community cohesion by making the most of the attractive site features such as the northern pond. Creating vibrant built form frontages to these key features will ensure safety, inclusivity and accessibility through overlooking, as required by paragraph 135 of the NPPF. It will support enhanced pedestrian and cycle links to nearby facilities, thus promoting active travel and sustainable transport modes.

5.36. NPPF Paragraph 136 emphasises the need for high quality landscaping and street trees and their “important contribution to the character and quality of urban environments.” The Streetscape and Boundary Treatment section in the Appeal DAS and Plan (p.93-94, extract included below) demonstrate the significant amount of proposed planting which will be delivered to contribute to the distinctive character of streets and spaces and to soften the visual impact of proposed homes. A variety of tree species including native trees will complement and enhance the existing mature trees which the site already benefits from, and, alongside street trees, a careful boundary treatment approach will be delivered to complement the architectural approach.

5.37. The latest NPPF also highlights the need to balance growth with sustainability by prioritising brownfield sites (paragraph 125) and reviewing the Green Belt land (Chapter 13).

5.38. To conclude this section of the proof, proposals are compliant to the policies included in the NPPF. As stated in paragraph 139, significant weight should be given to this proposed development since it reflects local design policies and government guidance on design. The design also takes into account local design guidance (see Local Plan Policies described above on paragraphs 5.8- 5.29) and supplementary planning documents, in this case, the Borough of Redditch High Quality Design Supplementary Planning Document (SPD) which this proof will consider in more detail in the next section alongside the NDG/ NMDC.

Figure 22. Streetscape and Boundary Treatment Plan - from Appeal DAS p.94



## Responding to the Ten Characteristics of the National Design Guide (NDG) (CD F3) and National Model Design Code (NMDC) (CDF4) with reference to Borough of Redditch High Quality Design SPD (CDE9).

5.39. The National Design Guide (NDG), adopted in January 2021, and the National Model Design Code (NMDC), adopted in June 2021, set out and illustrates the Government's priorities established in the NPPF (CD F1) for well-designed places in the form of ten characteristics. While not new, these demonstrate what good design means in practice. These characteristics work together to:

- create the physical **Character** of a place,
- nurture and sustain a sense of **Community**, and
- positively address environmental issues affecting **Climate**.

5.40. The National Model Design Code (adopted in June 2021) expands on the ten characteristics of good design set out in the NDG and provides detailed guidance on the production of local design codes, guides and policies to promote successful design. The following section briefly summarises how proposals for the site address these ten characteristics. The NPPF sets out that the NDG and NMDC "should be used to guide decisions on applications in the absence of locally produced design guides or design codes" (paragraph 134).

5.41. **The Borough of Redditch High Quality Design SPD** aims to help developers and decision-makers ensure that all new developments contribute positively to the borough's vision of being a high-quality, well-designed, and sustainable place to live. It is a local design guide comprising Design Principles applicable to the Hither Green Lane proposals with links to the NDG/ NMDC characteristics. To avoid repetition, the Design SPD Principles have also been considered in this section of the proof.

5.42. This Design evidence, alongside the Appeal DAS (CD D6), demonstrates that the design of the Hither Green Lane development will enhance the health and wellbeing of the local community and create safe, inclusive, accessible and active environments.

**C1 Understand and relate well to the site, its local and wider context (NDG)/ Character Studies (NMDC)**

5.43. The Assessment and Site Appraisal, included in chapters 4 and 5 of the Appeal DAS (CD D6) demonstrate how proposals are well grounded in their locality and based on understanding the site's features, surrounding context, history and characteristics.

5.44. In keeping with good urban design practice, an appraisal of placemaking elements within the immediate and wider context of the site has been carried out to inform the character of the proposals in line with the Design SPD Local Character & Distinctiveness guidance on paragraph 4.2.12 (see Appeal DAS (CD D6) Character Study on p.32-47 extracts included on pages 16-21).

5.45. This assessment has been added to the Appeal Design and Access Statement to express the 'story' for the design concept and how it has evolved into a design proposal more clearly. It will ensure that proposals respond positively to the site's context and local history, and integrate successfully with the adjacent Hither Green Lane neighbourhood to the east, and to Bordesley Lodge Farmhouse listed building and Meadow Farm Hotel area to the west, whilst optimising the potential of the site and building at a higher density.

5.46. The study identifies the context within which the application site is set. Places featured in the study were selected because of their proximity and relevance to the site, and assessed in terms of their Density, Materials, Architectural Details, Layout and Street Pattern, Scale and Massing of Buildings, Boundary treatment and arrangement and landscaping of spaces. This assessment focuses upon the most obvious design principles.

**C2 Value heritage, local history and culture DAS (NDG)/ Cultural Heritage (NMDC)**

5.47. The design evolution of the Hither Green Lane proposals was influenced by this character study. The approach goes further than the mere avoidance of harm. The walkable neighbourhood masterplan concept seeks to create a distinctive and pedestrian-friendly place complementing the existing Hither Green Lane neighbourhood and delivering attractive pedestrian and cycle routes serving both future and existing residents.

5.48. The design of open spaces is focused on providing a well-connected green infrastructure network with emphasis on the eastern woodland green corridor providing a key natural asset connecting the blue and green spaces to the north-east and south-west and linking to the River Arrow green corridor beyond. An enhanced pedestrian and cycle route provides convenient connections.

5.49. A Heritage Statement has been prepared in support of the development proposals at Land off Hither Green Lane. The Statement confirms that there are no listed buildings or conservation areas onsite and there will be no physical impact on any designated built heritage assets as part of the scheme. It also identifies that there are three built heritage assets which are part of Bordesley Lodge Farm to the west of the site. These include: Bordesley Abbey, Bordesley Lodge Farmhouse and the Granary About One Yard North of Bordesley Lodge Farmhouse. These have been carefully considered in the design of attractive open space, Bordesley Green (see CGI in the Appeal DAS p.120-121, extract included on pages 46-47) to create an appropriate setting for these heritage assets. Proposed homes are also set away from the Scheduled Monument and the River Arrow, to mitigate any potential impact to the appreciation of the identified designated heritage assets, resulting in no harm to their significance, as confirmed by the Conservation officer/ Historic England who raised no objection.

**I1 Respond to existing local character and identity (NDG)/  
A Sense of Place (NMDC)**

5.50. As described earlier, a careful assessment of placemaking elements within the context of the site has informed proposals.

**I2 Well-designed, high quality and attractive (NDG)/ The  
Identity of Buildings (NMDC)**

5.51. The design approach has been aimed at integrating the site's features and assets positively within the layout. The adjacent Hither Green development, while lower in density, actually feels relatively tight through its interplay of buildings, plots and streets, alongside its good boundary detailing and fully matured planting. A carefully designed proposed frontage to Hither Green Lane continues the detached, lower density frontage and character of existing buildings as required by the Design SPD (paragraph 4.2.3 Figure 3 p.18). Chimneys along this frontage provide richness and signal the main gateway into the site. The northern entrance to the existing development on Hither Green is defined by dwellings positioned behind a brick screen wall. The proposed entrance follows a similar theme by setting dwellings behind a low brick wall with a landscape buffer in between (see CGI in the Appeal DAS p.110-111, see CGI included on pages 36-37).

5.52. An attractive open space, Bordesley Green (see CGI in the Appeal DAS p.120-121, see CGI included on pages 46-47) has been designed with a more uniform architectural approach to tie in with the character of the adjacent Meadow Farm hotel featuring brown weatherboarding alongside brown roof tiles and red multi brick walls. Small clusters of dwellings in short terraces mimic the long roof lines of the lodge and gables are also used on the dwellings to reflect those found on the lodge building.

**I3 Create character and identity (NDG)**

5.53. The open space strategy is a key part of the vision, character and identity of the site. These are focused on the creation of a walkable neighbourhood with high quality open spaces creating an attractive linked green network served by accessible and attractive routes. The green infrastructure provides a variety of spaces including: immersive Woodland Spaces strengthening ecological linkages, Blue & Green Spaces supporting the wellbeing of people and wildlife, Inclusive Parks providing formal and informal play areas, and well considered streets, lanes and courtyards with high quality public realm.

**B1 Compact form of development (NDG)/ Compact Development (NMDC)**

5.54. As highlighted throughout, proposals have been carefully designed to make an efficient use of the site. They deliver a carefully considered built form response to the site with varying densities providing a more or less continuous frontage to streets and spaces to create a rich and distinctive character to the proposed neighbourhood. The amount and mix of development and open space provides an appropriate density response to this sustainable location with lower density development along the eastern edge providing a soft transition to the woodland green corridor and integrating to the Hither Green Lane neighbourhood, while creating tighter knit development along the primary bus loop and secondary street. This is in conformity with the Design SPD which requires the provision of a street blocks, plot and buildings that successfully integrate into the existing urban fabric (paragraph 4.2.16).





## 6. Conclusion

6.1. The applicants design process on Hither Green was entirely appropriate. The design evolved in response to pre application and local concerns. It was confirmed by the Council at the Case Management Conference CMC that the reasons for refusal were not intended to allege any landscape harm and therefore it was also agreed that the appellants would not call any landscape witness, relying instead on the unchallenged Landscape and Visual Impact Assessment (LVIA) submitted as part of the original application. Open space amount has been dealt with in Kathryn Ventham's evidence.

6.2. The character of development along the northern edge of Redditch has been carefully assessed in the design process and recorded in the appeal DAS. Reason for Refusal 2 seems heavily focused upon the apparent impact on the existing Hither Green Lane development. That is also the focus of the community objection.

6.3. In truth, however the existing Hither Green development is a very low density golf related scheme of which there were a number delivered across the UK in the 1980's / 90's. It has significant architectural variety and also some good streetscaping and now matured planting. It is not however (particularly in the context of a housing shortfall) a scheme whose density would be in keeping with modern policy (specifically chapter 11 of NPPF, para 130) at either local or national level. At no point in the pre application process was the applicant asked to simply recreate the neighbouring scheme or its density. As can be seen from the committee report the scheme was deemed appropriate.

6.4. Planning Committee Report, Section 11.12 Design and Layout p.41 "Overall, it is considered that the proposal in broadly in accordance with good placemaking and design principles and would meet with the policy requirements in the development plan to form a comprehensive and integrated development with the neighbouring estate. The design and appearance of the dwellings are of good quality in accordance with Policies 39 and 40 of LP4, Redditch High Quality Design SPD and the NPPF."

6.5. Density has a fundamental relationship with character. That relationship is explained in the character assessment section in the appeal DAS. The existing Hither Green Lane was considered in some detail, as were a number of schemes on the northern edge of Redditch. Clearly, several of the more recently completed developments have been built at densities comparable or above the density of this proposal. It is also fair to say that residential densities have crept upwards since the construction of Hither Green Lane in line with a greater awareness of and importance given to achieving more sustainable development.

6.6. Character and density go hand in hand. This is why the gateways and edges of the development are treated with one eye on proximity to and visibility from neighbouring existing development. The final layout and the appeal DAS identified areas where there was clear visual connection with Hither Green Lane and Dagnell End Road. The resultant character analysis influenced choice of house type, plot size, streetscape, architecture, materiality and roofscape. All were considered to reflect and blend with the existing character. This process and detail are fully explained in the appeal DAS.

6.7. I would conclude with my view that the proposal aligns with sound placemaking and design principles in its context, meets the policy requirements of the development plan, and creates a coherent and integrated development with the adjacent Hither Green neighbourhood.



DAVID WILSON HOMES  
WHERE QUALITY LIVES



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