

1 INTRODUCTION

1.1 This Hearing Statement contains the submissions of Hallam Land Management as the promotion arm of the Henry Boot group of companies, and Davidsons Developments Ltd. This deals with the development strategy for Stone Town including the overall scale and location of new housing and the proposed Strategic Development Location.

2 *POLICY STONE: 1A HOUSING:*

2.1 The overall amount, range, type, deliverability and accessibility of the proposed new housing development, including at the proposed Strategic Development Location.

2.2 Policy 1 Housing supports the promotion of a Strategic Development Location (SDL) adjacent to Stone’s urban area within the total control of ourselves as development partners. This site can capably increase the range and types of housing available, including affordable, and is in a sustainable location with good accessibility to public transport, services and facilities. It is a suitable SDL in that the site minimises impact on surrounding landscapes and is aligned well to Stone Town’s Green Infrastructure Plan and encouragement of walking and cycling.

2.3 The site comprising the SDL is as identified in the attached title plan and is supported by the Plan’s evidence base in creating a ‘major new housing required on Greenfield land on the edge of stone, to be delivered as a SDL and associated infrastructure requirements in partnership with developers and landowner interests’. The development partners unequivocally support the promotion of the SDL identified in the Stone Town Key Diagram at P.66, the SDL Housing identified on plan at P.71 and the Stone Concept Diagram at P.72. This submission includes relevant illustrative material to support the proposition that the most effective and sensitive delivery site is that identified on the attached Masterplan. This is in fact in accordance with the Stone Town Key Diagram at P.66.

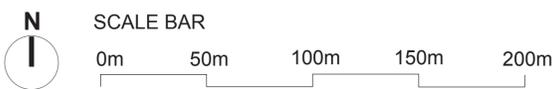
3 POLICY STONE 2: HOUSING WEST OF STONE:

- 3.1 The development partners have promoted a consistent line since the SHLAA submission (Reference 31) of promoting the site for development on the basis of being under control and without any undue impediment for the delivery of up to 500 houses, including appropriate affordable housing with a mix of housing types, tenures and styles. The development partners offer unequivocal support to the delivery of the SDL as being appropriate, effective, deliverable, sustainable, viable, fully justified and soundly based.
- 3.2 The approach has been consistently to support the 'Plan led' process through promotion of the site and supporting information to support certainty of delivery. The site has been an allocation in previous draft Plans that have been the subject of due public consultation. In November 2012 consultation was undertaken with the Council over a draft Statement of Common Ground setting out areas of agreement on principle, housing, environment, transport, infrastructure, future planning and delivery commitments. It was made clear that it was contended there was no reasonable justification to arbitrarily restrict delivery to between 2021 and 2031 (Matter 5.2 d).
- 3.3 The development partners are totally committed to delivering the development, and as such an Outline Planning Application (Reference 13/19002/OUT) was submitted and validated on 25th July 2013. Appropriate consultation commenced on 2nd August 2013. The target (13 week) determination date is 24th October 2013. The application is for 'residential development including the creation of two new accesses on to the Eccleshall Road, open space, landscaping and associated infrastructure'.
- 3.4 The Planning Application comprises:
- Planning Statement (including Affordable Housing Statement)
 - Statement of Community Involvement – including details of the public exhibition of proposal in the area
 - Plans – including Development framework plan, Masterplan and Green infrastructure plan
 - Design & Access Statement
 - Sustainability Appraisal
 - Landscape and Visual Appraisal
 - Ecology & Nature Conservation report
 - Arboricultural Assessment
 - Phase 1 Geo-Environmental Assessment Desk Study
 - Flood Risk Assessment
 - Surface Water Drainage Strategy
 - Transport Assessment (and Addendum)

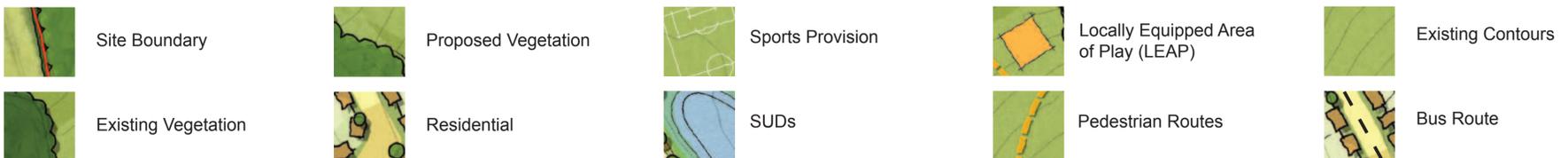
- Noise Assessment
- Air Quality Assessment
- Agricultural land Quality Assessment
- Utilities Statement
- Archaeology Statement
- Habitat Regulations Assessment (including assessment of the impact of development on the Cannock Chase SAC)

- 3.5 A copy of the Application will be made available at the Examination.
- 3.6 The site has been rigorously assessed in order to demonstrate suitability, sensitivities and appropriate mitigation. This has demonstrably provided a robust evidence base to show the site is suitable for development, which has been shared with the Council and being put in the public domain. Through careful analysis of the site and surroundings, primarily landscape and visual assessment, ecology and nature conservation, arboriculture assessment, ground conditions, hydrogeology and flood risk, emissions and noise, green infrastructure and a transport assessment; an optimum Masterplan for development has been developed which minimises impact and maximises sustainable travel principles and connectivity through links to surrounding green infrastructure.
- 3.7 The evidence base above is developed to such an extent that it supports an outline planning application with certain matters agreed in principle but will be subject to full agreement through an appropriate Section 106 Agreement. Heads of Terms have been drawn up and are currently being developed further alongside consideration of the application.
- 3.8 The Masterplan clearly illustrates that the most appropriate form of sensitive development form is that of approximately 16 hectares of built form and 17 hectares of green space, including community park, formal recreation, play, landscape features and land for school access improvements. This planned approach appropriately corresponds with the area – approximately 33 hectares - denoted on the Stone Town Key Diagram (Page 66).
- 3.9 This masterplanned approach should deliver a mixed housing scheme with an indicative 30% affordable requirement promoted by the Staffordshire Housing RSL comprising 20no 1 bed 2 person flats, 30no 3 bed 4/5 person houses and 100no 2 bed 4 person houses.
- 3.10 The working assumption envisages the following open marked housing mix – 15% 2 bed houses; 40% 3 bed houses; 35% 4 bed houses; 5% 5 bed houses; 2.5% 2 bed bungalows; and 2.5% 3 bed bungalows.

- 3.11 In the context of matters 5.2 a, b and c the current planning application is duly considering appropriate contributions to proposed infrastructure requirements, including local highway and utilities improvements, environmental mitigation, recreation and open space provision, education facilities at the Walton schools, renewable energy opportunities and transport contributions. The development partners controlling the SDL allocation can successfully deliver the appropriate scale of proposed development and the associated infrastructure.
- 3.12 In the context of Matter 5.2 d it is relevant that Stafford Borough has a significant 5 year land supply deficit and persistent under delivery as set out in the NPPF at paragraph 47. A 20% buffer is therefore required, which points to unrestrained delivery.
- 3.13 The arbitrary proposal at Policy Stone 2 that development will be 'delivered between 2021 and 2031' is totally contrary to up to date Governmental planning housing strategy, primarily 'Planning for Growth' 2011. Despite the commentary at 8.24 in the Plan there is no evidence whatsoever to back-up any such protection measures within any policy or submitted evidence base.
- 3.14 In consultation with the Council a projected programme for site development has been set as:
- Planning resolution to grant approval – October 2013
 - Signed Section 106 – secure outline permission – January 2014
 - Market the site to development partners – March 2014
 - Agreed contracts with developers – June 2014
 - Reserved matters approvals – December 2014
 - Commence advance site works – January 2015
 - Early infrastructure / start of development – March 2015
- 3.15 On the basis of a build programme of 50 to 70 dwellings per annum, development will take place 2015 to 2022 or 2025.
- 3.16 Plans:
- Land Registry Title Plan / Site Plan
 - Illustrative Masterplan



KEY



J:\4305\LANDSCAPE\4305-L-01.indd

Hallam Land Management Ltd.
Davidsons Developments Ltd
Walton Hill
Stone, Staffordshire

ILLUSTRATIVE MASTERPLAN

Not to Scale @ A1

June 2013

4305-P-03 rev D



masterplanning
environmental assessment
landscape design
urban design
ecology
architecture
arboriculture

FPCR Environment and Design Ltd
Lockington Hall
Lockington
Derby DE74 2RH

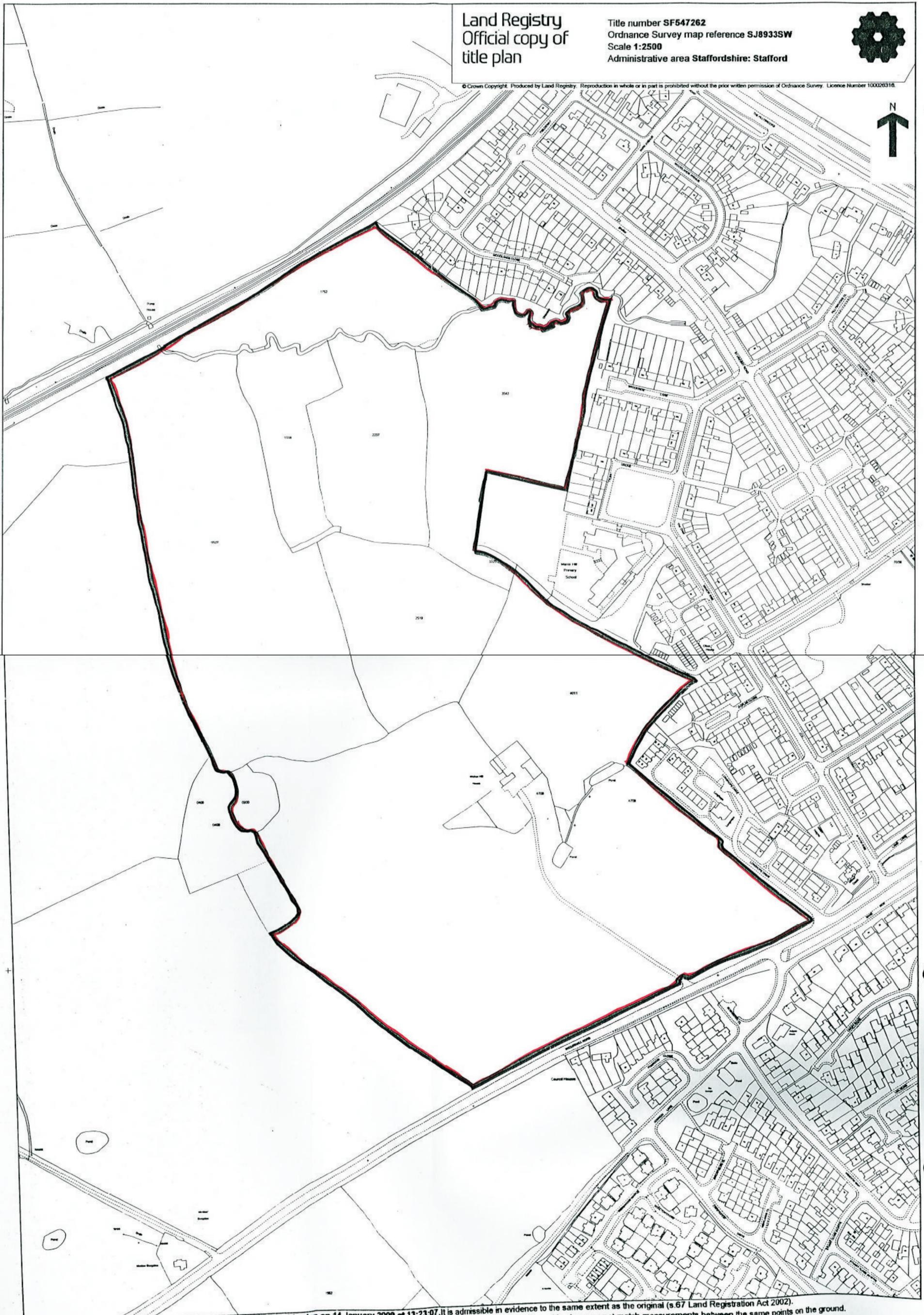
t: 01509 672772
f: 01509 674565
e: mail@fpcr.co.uk
www.fpcr.co.uk

Land Registry
Official copy of
title plan

Title number SF547262
Ordnance Survey map reference SJ8933SW
Scale 1:2500
Administrative area Staffordshire: Stafford



© Crown Copyright. Produced by Land Registry. Reproduction in whole or in part is prohibited without the prior written permission of Ordnance Survey. Licence Number 100026318.



This official copy issued on 14 January 2009 shows the state of this title plan on 14 January 2009 at 13:23:07. It is admissible in evidence to the same extent as the original (s.67 Land Registration Act 2002).
This title plan shows the general position, not the exact line, of the boundaries. It may be subject to distortions in scale. Measurements scaled from this plan may not match measurements between the same points on the ground.
See Land Registry Public Guide 19 - Title Plans and Boundaries.
This title is dealt with by Land Registry, Birkenhead (Old Market) Office.