



5 SITE ANALYSIS

5.01 The Stage I report undertook a SWOT analysis of land around Redditch and concluded that if there was a need to identify land outside the boundaries of Redditch that sites to the north off the A441 and north west off the A448 provided the greatest opportunities in terms of accessibility to the town centre and that the servicing of sites to the west of the River Arrow were disadvantaged due to foul sewerage capacity issues.

5.02 We have reviewed the following locations for growth which are indicated on the map on the following page:

Sites within Redditch Borough

1. Webheath
2. Brockhill
3. South West Redditch Greenbelt

Sites within Redditch Borough and Stratford-on-Avon Districts

4. The Eastern Fringe
5. The Southern Gap

Site within Stratford-on-Avon District

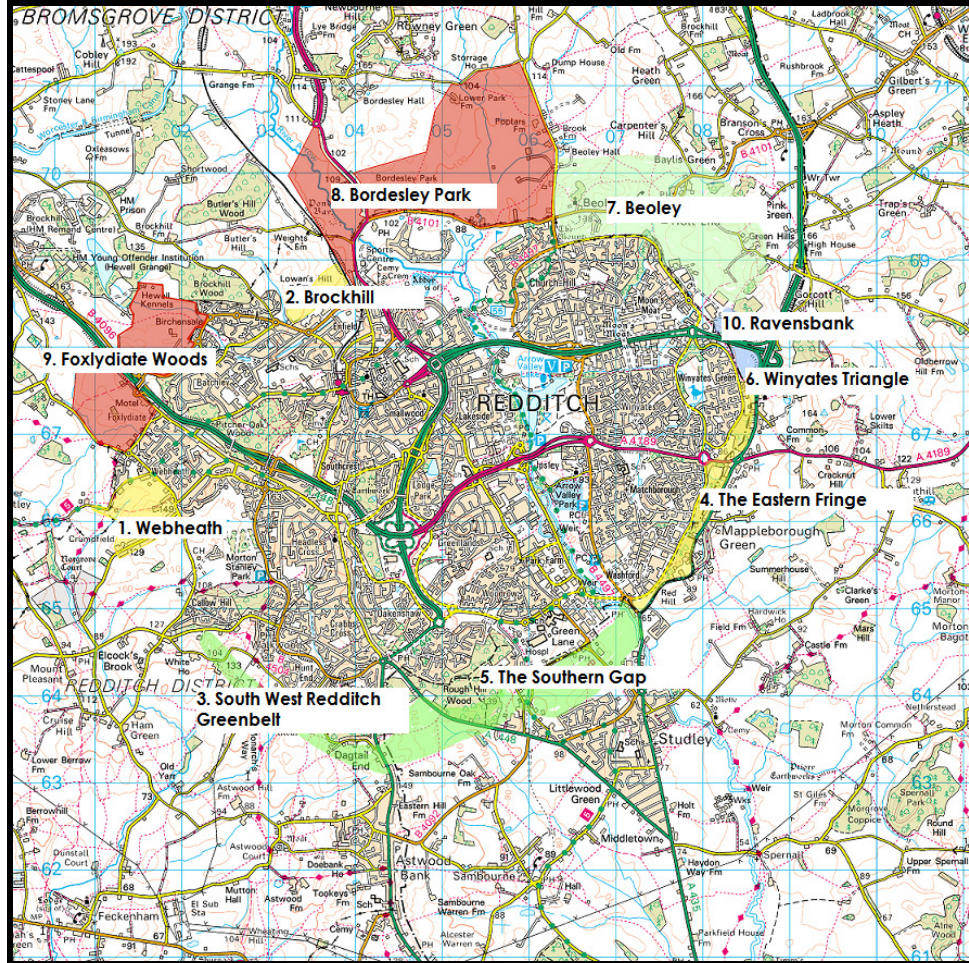
6. Winyates Triangle

Sites within Bromsgrove District

7. Beoley
8. Bordesley Park
9. Foxlydiate Woods
10. Ravensbank



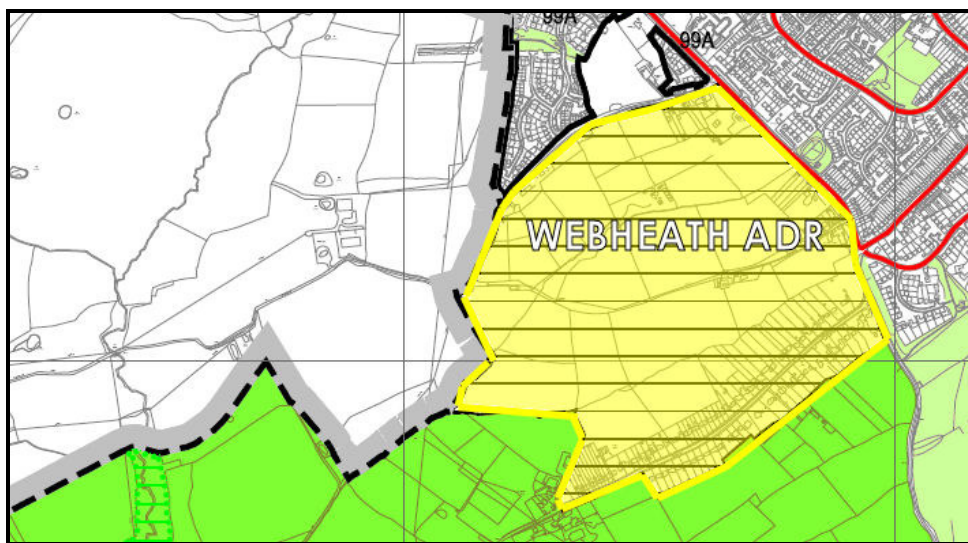
Plan 1: Possible Alternative Growth Locations



Area 1: Webheath

- 5.03 Webheath is allocated in the Redditch Local Plan as an Area of Development Restraint (ADR). It has therefore been identified as an area of possible future development and is excluded from the designated Green Belt. The following plan is an extract from the Redditch Local Plan showing the Webheath ADR coloured yellow.

Plan 2: The Webheath ADR

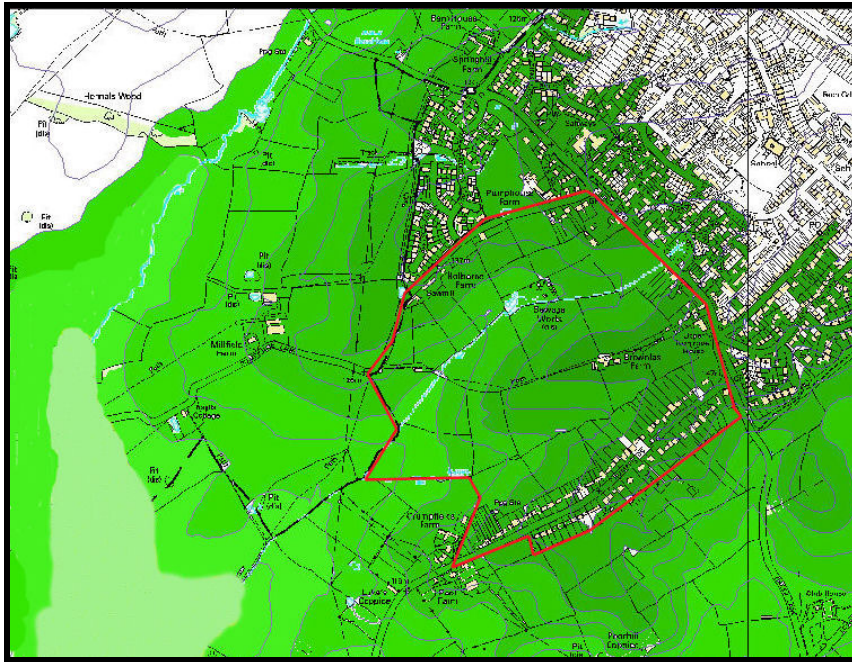


- 5.04 This is an undulating area of land of, in our opinion, high landscape value containing pasture land with mature hedgerows and trees of individual quality. The landform of the site integrates the site in to the open countryside to the west with twin valleys running south-west to north-east. Any development would in our view be intrusive and poorly related to the existing developed areas. This is shown on the plan over page.
- 5.05 The non developed part of the ADR amounts to 33.9 ha which at 22.75 dph could accommodate 771 dwellings although in practice the site's topography is likely to reduce this number. However the road network in the area is poor and this limits the development capacity of Webheath to 600 dwellings.
- 5.06 It is understood that 150 dwellings have already been constructed in the area reducing the outstanding capacity to 450 dwellings. Accessibility to public transport, the town



centre and main employment sites is poor. For these reasons we are of the opinion that the Webheath ADR should not be developed and would more properly be treated as an extension to the neighbouring Green Belt.

Plan 3: Webheath Topography



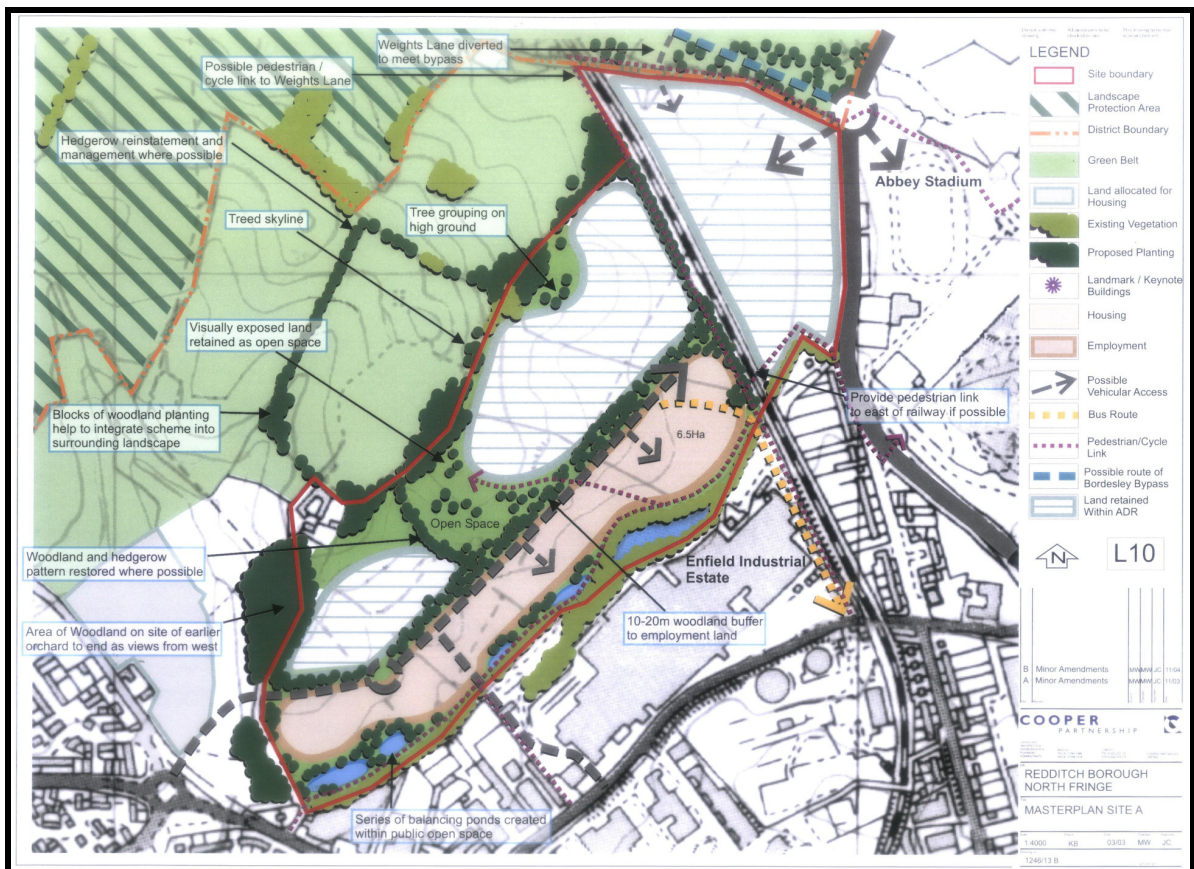
Advantages	Disadvantages
Established ADR	Distant from the town centre
Not Green Belt	Poor communications
	Not well linked to cycleways and footpath systems
	Distant from employment sites
	Difficult foul drainage
	Principal Timbered Farmlands landscape of good condition. Highly visually sensitive. Development here would be visually intrusive



Area 2: Brockhill

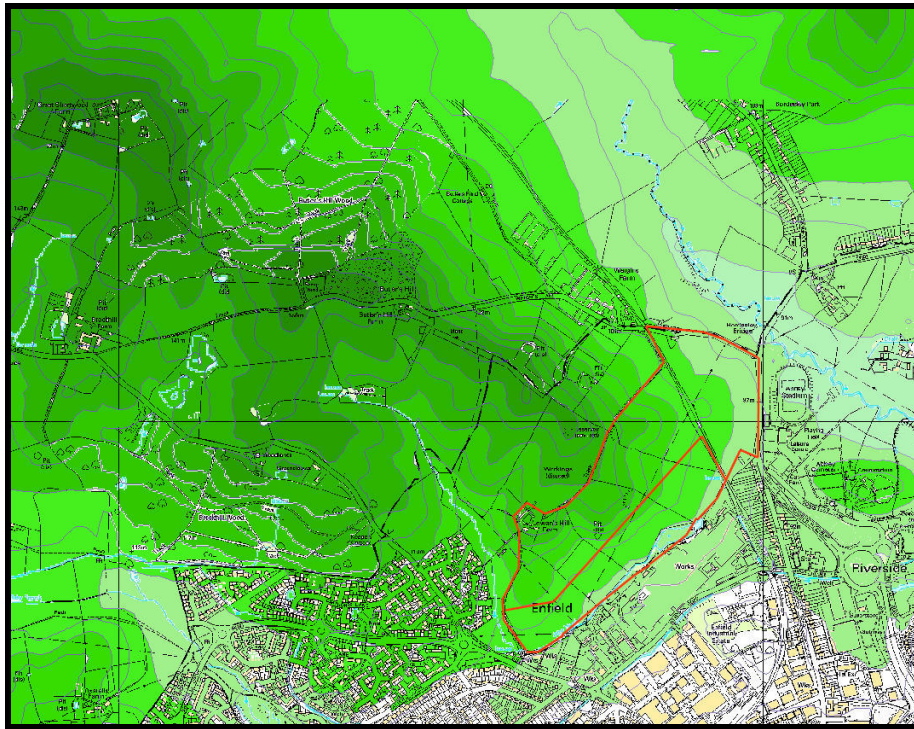
- 5.07 As with Webheath, Brockhill is allocated as an ADR in the Redditch Local Plan and as such is not included within the designated Green Belt. The housing capacity of the Brockhill ADR has been assessed by the Borough Council at 450 dwellings.
- 5.08 The site was considered by the North West Redditch Masterplan in 2006 which is reproduced beneath.

Plan 4: North West Redditch Masterplan



- 5.09 The plan show two areas of development to the west of the railway line with access from the roundabout with the B4184 at Brockhill Drive to the west and through the existing employment area to the south connecting to Windsor Road. We calculate that these two areas have a combined area of 8.8 ha which at 35 dph would provide for 308 dwellings. Land to the south of this new road is to be used for employment purposes with a landscaper buffer 10 -20m deep to the north of the road.
- 5.10 The following plan shows a prominent ridge running into the site from north-west to south-east. The site's topography may reduce the c particularly as it would be necessary to take into account the distant views of the site from the surrounding area.

Plan 5: Brockhill Topography



- 5.11 This plan also shows that the landform is very much a continuation of the landscape character of the land to the north within Bromsgrove District. This land is designated within the Bromsgrove Local Plan as being of High Landscape Value. Were is not for the administrative boundary and the needs for Redditch to identify development land



within its own boundaries we are of the opinion that this designation would have been extended to most if not all of the site to the west of the railway line.

- 5.12 Much of the site is within 1 mile of the town centre. The masterplan shows a separate bus route running to the west of the railway line along with pedestrian and cycle links through the buffer strip and linking through the industrial estate to Windsor Road. The development of the site would benefit by the construction of a link between Brockhill Drive and the A441 but the railway is a major impediment to the provision of such a route.
- 5.13 Whilst the quality of the pedestrian and cycleway links through industrial estates and via Windsor Road may be unattractive the proximity of the site to the town centre must be regarded as being relatively sustainable. However we are of the opinion that the difficulties of developing this land together with the potential effects of developing on these prominent slopes in an area of landscape value outweigh the benefits of a location near to the town centre and for this reason we do not believe that this area of land should be considered for development in the first instance. The exception to this is that part of the ADR lying to the east of the railway line amounting to 5.8 ha which forms part of the Bordesley valley which we consider as part of Area 8: Bordesley Park.



Advantages	Disadvantages
Established ADR	Quality of linkages to town centre sub optimal
Not Green Belt	Prominent ridge
Close to town centre	A Highly sensitive Wooded Estate land landscape. Highly visually sensitive. Development here would be visually intrusive.
Close to employment sites	Relationship with employment sites (amenity)
	To west of River Arrow – more difficult drainage.
	Capacity limited to 308 dwellings.



Area 3: The South West Redditch Greenbelt

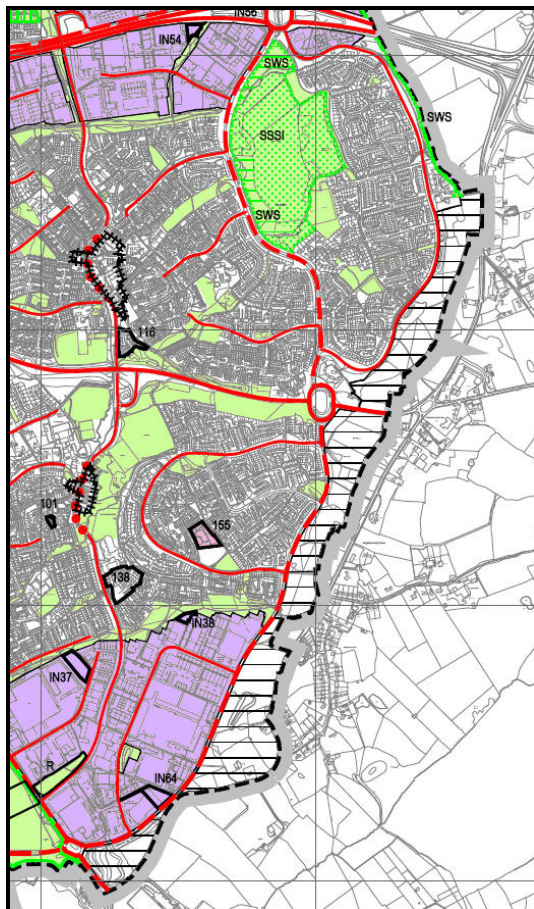
5.14 The rural area to the south west of Redditch is within the designated Green Belt. Communications from the area to the town centre and main employment areas is poor. This area falls within the Priest Bridge Sewage Treatment Works drainage area where there is no spare capacity. Therefore sewage would need to be pumped to the east towards the Spennall Sewage Treatment Works. The area was regarded as not being a sustainable location for development by the Stage I report and there is no reason to review this assessment.

Advantages	Disadvantages
	Green Belt
	Poor communications
	Distance to town centre
	Distance to employment and other facilities
	No foul drainage capacity
	West of The Ridgeway, the landscape is Principal Timbered Farmlands of high sensitivity, although the area of Upper Huntend Farm is in poorer condition

Area 4: The Eastern Fringe

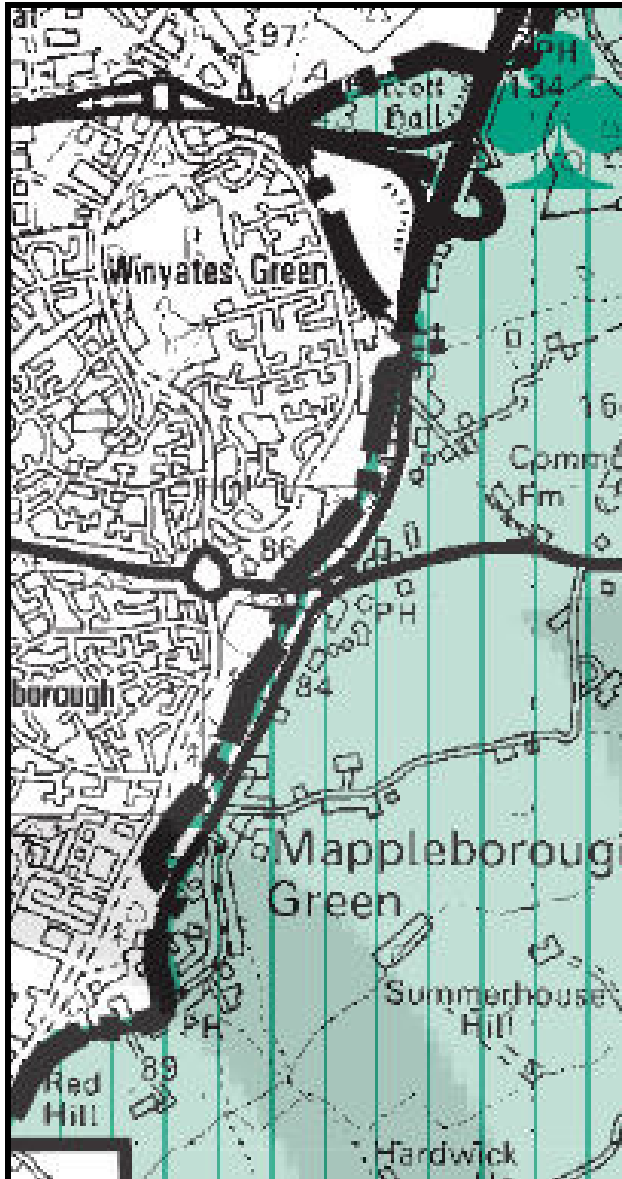
5.15 This is a linear area of land that lies between the A435 and the eastern boundary of Redditch. Much of the land would have been required for a now abandoned improvement scheme to this section of the A435 and ownership of land acquired for this purpose has been transferred to English Partnerships. The administrative boundary between Redditch Borough and Stratford on Avon District runs through the site. The section within Redditch Borough is designated as an ADR and land within Stratford has been excluded from the designated Green Belt.

Plan 6: Extract from the Redditch Local Plan Proposals Map



Note: The A435 ADR is shown hatched.

Plan 7: Extract from Stratford-on-Avon Local Plan Proposals Map



Note: The vertical hatching denotes an area of high landscape value, the green colour washed area is designated as Green Belt and shows that land to the west of the A435 is excluded.



- 5.16 Due to its status as an ADR the Stage I study attributed a potential capacity of 598 dwellings to this land with an estimated area of 30 ha.
- 5.17 Any significant extension to the urban area will involve the risk of merging of settlements and this raises the issue as to when it would be deemed harmful for a settlement that was not regarded as a 'town' to be subsumed by the expansion of the primary settlement. Is it any less desirable for a village, hamlet or loose amalgamation of development to be coalesced?
- 5.18 Mappleborough Green is a loose knit settlement along the A435. The bulk of the village lies along Pratts Lane to the east of the main road. Development to the west of the A435 is limited to occasional properties. The village is separated from Redditch by a well treed strip of land which is in the most part between 120 and 150 metres in depth.
- 5.19 At the time that the Stage I report was written the Green Belt boundaries were not open to review. On this basis the ADRs were regarded as being sequentially preferable to land within the Green Belt. Consequently the whole of the land between the A435 and the existing boundary of development in Redditch was regarded as having development potential for 898 dwellings including the Winyates Green triangle.
- 5.20 The Preferred Option for the RSS Stage 2 Revision has allowed for adjustments to the Green Belt to ensure sustainable forms of development to take place and this opens the opportunity to reconsider the future of this land and the relationship between Mappleborough Green and Redditch. Clearly in the interests of good planning this area should be regarded as a single entity irrespective of the split in administrative responsibility between Redditch Borough and Stratford-on-Avon District Councils.
- 5.21 Mappleborough Green is 4.8 miles from the town centre via the Coventry Highway and routes for pedestrians and cyclists are poor. Sites could be served by bus services along Claybrook Drive and the area is close to the employment sites to the east of Redditch including those off Claybrook Drive and at Ravensbank. Access to local services is comparatively poor.



5.22 In our view it is inevitable that even if significant areas of woodland were retained and access were to be provided from Claybrook Drive the degree of separation between Mappleborough Green and Redditch would be eroded. The A435 skirts Redditch and it is not a route into the town unlike the A441 and A448. The general character of its route south of the Coventry Highway junction is rural with sporadic development with views of Redditch being effectively screened to travellers.

5.23 We would sum up the relative advantages and disadvantages of developing this land as follows:

Advantages	Disadvantages
Established ADR	Erosion of the gap between Redditch and Mappleborough Green.
Not in the Green Belt	This area is identified as Principal Timbered Farmlands of medium sensitivity which would be harmed by the removal of trees – one of the key characteristics of this Landscape Type.
The land is flat and could be serviced from the west.	Not well linked to cycleways and footpath systems
Could be regarded as 'rounding off'	Would change the character of the route of the A435
Close to Employment sites at Ravensbank and Claybrook Drive	Distant from the town centre
Easily drained to Spernal STW	

5.24 In our view the disadvantages of developing this site for any significant number of dwellings outweigh the benefits. Although close to some employment opportunities the distance to the town centre and difficulties of integrating the site with cycleways and footpaths result in the site having a relatively poor sustainability profile.



Area 5: The Southern Gap

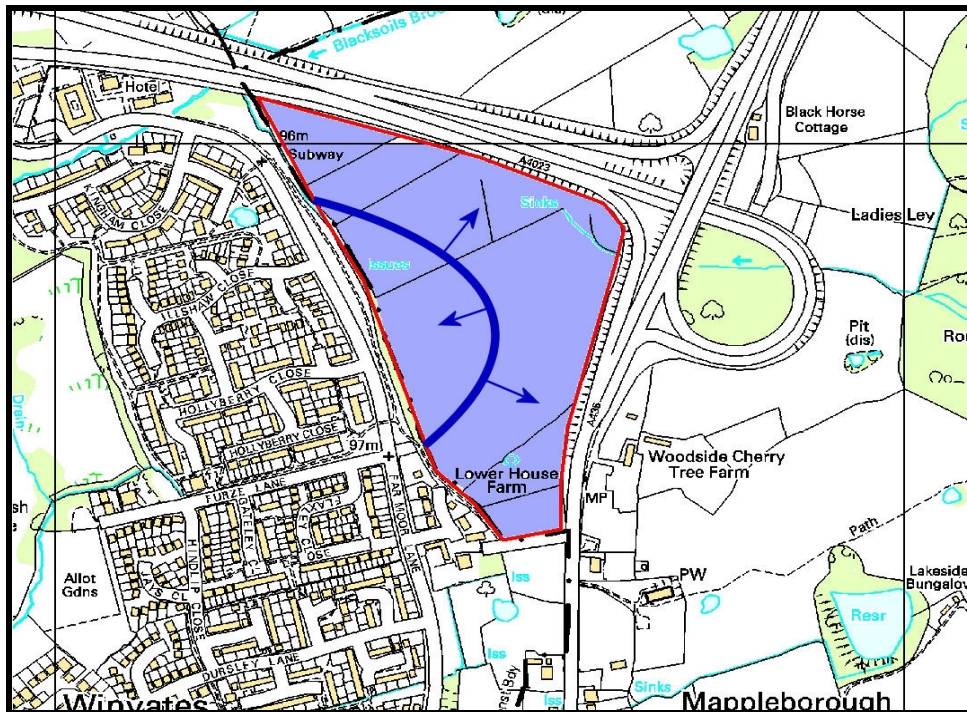
- 5.25 This belt of land running to the south of the Redditch urban area includes land within the administrative areas of both Redditch Borough and Stratford-on-Avon District and is included within their respective Local Plans as Green Belt.
- 5.26 The Stage I study concluded that accessibility to the south was poor and that the A441 and Crabbs Cross roundabout were congested. Traffic links to the north would involve journeys through the town centre or via the A435 which is also congested. Foul drainage to Spennall STW would be easier than other options.
- 5.27 The narrow section of Green Belt that maintains the separation of Studley/Astwood Bank and Redditch is both valuable and vulnerable. Even a minor incursion would have a major effect on maintaining this separation and for this reason alone we are of the opinion that any extension of Redditch’s development boundaries southwards would be harmful and we recommend that this area of Green Belt remains safeguarded.

Advantages	Disadvantages
Available foul drainage south of town	Green Belt
Local services at Astwood Bank and Studley	Distance from the town centre
	Existing points of traffic congestion
	Not well linked to cycleways and footpath systems
	Distance from employment sites
	East of The Ridgeway, the landscape is Wooded Estatelands of high sensitivity. Development here would be highly visually intrusive and would effectively destroy the separate unique character of Studley by merging it with Redditch.

Area 6: Winyates Triangle

- 5.28 The Winyates Green Triangle is an area of 'white land' within Stratford-on-Avon District Council's administrative area. The site was included in the Stage I report as being suitable for residential development and contributed an estimated capacity of 300 units to the assessment.
- 5.29 The site relates to Redditch and unlike much of the A435 ADR land to the south we feel could be developed without detriment to the surrounding area.
- 5.30 The site has elevated roads to the north and east which may be a cause a noise nuisance. Whilst Redditch appears to have an adequate stock of B2 and B8 premises on established industrial estates we perceive that there is a shortage of quality B1 accommodation and given the need to identify additional employment land we are of the opinion that this site would be more suited to B1 rather than residential development.

Plan 8: Winyates Triangle





Advantages	Disadvantages
Not Green Belt	Potential noise issue if used for residential
'White' Land	Distance from town centre
Contained by main roads and existing development	
High profile site for B1 use	
This area is of low landscape sensitivity. Development here would not be visually intrusive.	

Area 7: Beoley

5.31 The area to the north-east of Redditch between the B4497 and the A435 contains very attractive landscape features particularly around St Leonard’s Church to the west and the high ridge in the vicinity of Moss Lane and is shown on the Bromsgrove Local Plan as being within a Landscape Protection Area as well as the designated Green Belt. The main settlement is the almost wholly within the Beoley Conservation Area.

Plan 9: Beoley Topography



5.32 The area is well located to the employment sites around Moon’s Moat and Ravensbank but the town centre is less accessible. We are of the opinion that large scale development in this area would be very harmful to the countryside as a whole and the setting of Holt End in particular and for this reason we have disregarded the area from further consideration.

5.33 The photographs over page show the extent of the countryside between the northern edge of Church Hill and Beoley and Holt End.



1



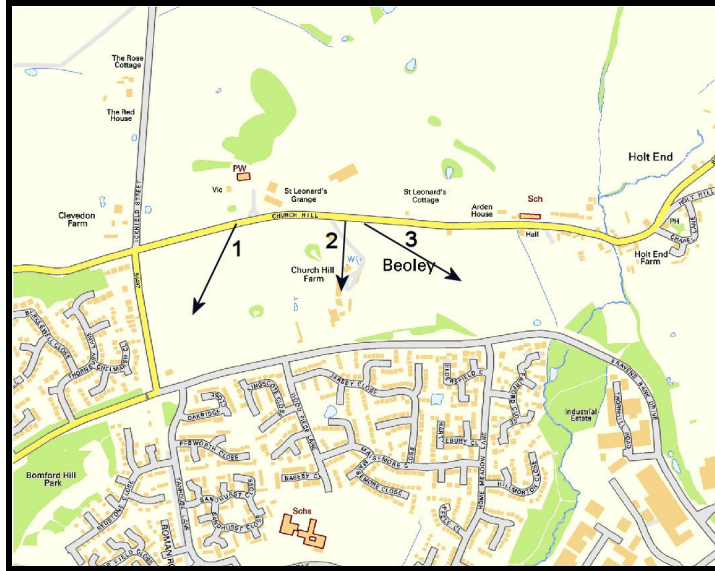
2



3



Photopoints

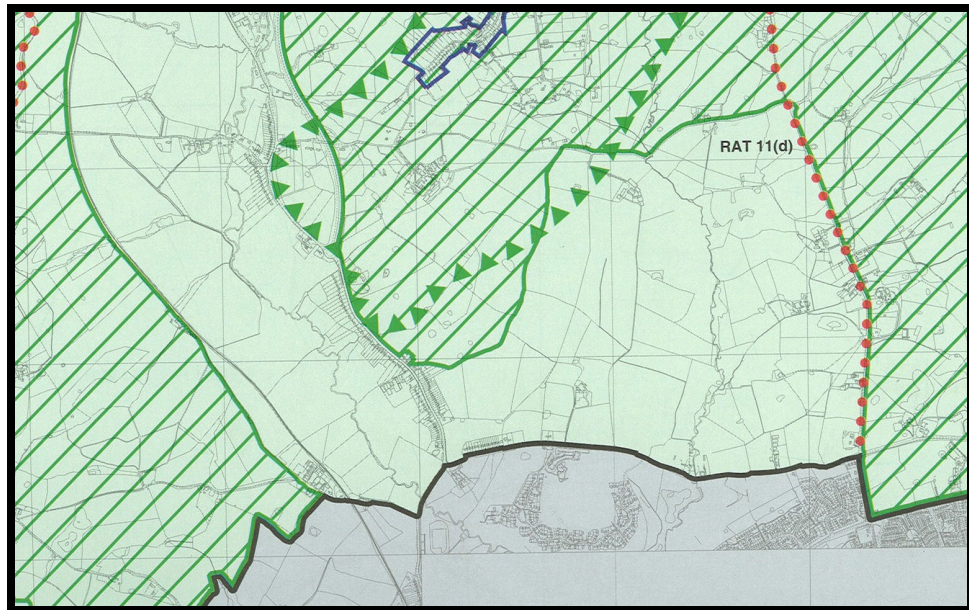


Advantages	Disadvantages
	Green Belt
	Area of High Landscape Value
	Potential affect on Conservation Area, Historic Monument and St Stephen's Church
	General topography
	Distance from town centre
	Poor local road network
	Highly sensitive Principal Timbered Farmlands landscape Highly visually sensitive. Development here would lead to the coalescence of Beoley and Redditch and destroy the distinctive character of the village.

Area 8: Bordesley Park

5.34 This is an area to the north of Redditch containing the valleys of the River Arrow to the west and the Dagnell Brook to the east and an area of open countryside framed by rising land to the north. The Bromsgrove Local Plan designates the area within the Green Belt and the extract below shows both Landscape Protection Areas and Areas of Great Landscape Value (green triangles). These designations and the area’s landform have been used to define the potential area of development.

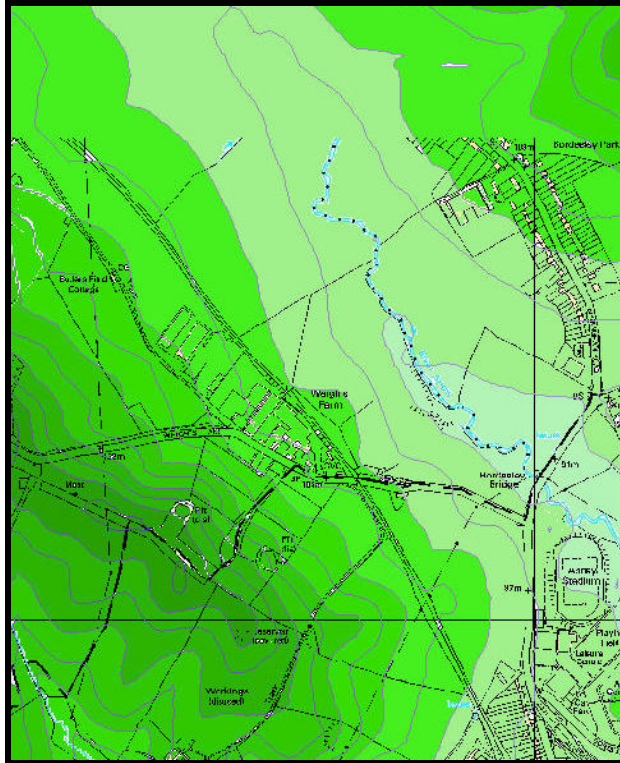
Plan 10: Extract from the Bromsgrove Local Plan



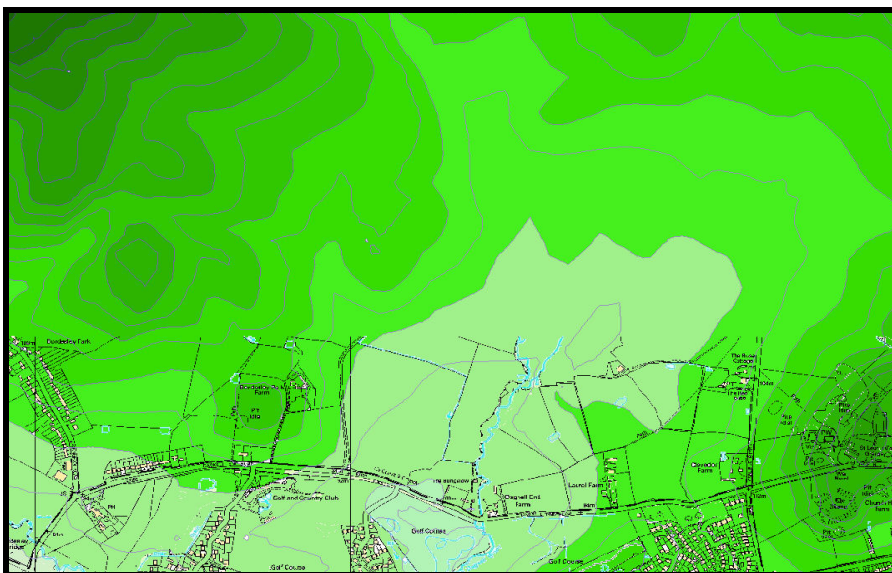
5.35 A further Landscape Protection Area is situated west of the railway line. The local plan designations are reflected in the topography with more pronounced undulating landscapes located to the north of Storage Lane and east of Icknield Street. Storage Lane is located along a natural ridgeline beyond which, views into the area are limited.

5.36 The following contour maps show the relatively flat, broad valley of the River Arrow between the railway to the west and A441 to the east and the area to the north of the golf course in the form of a bowl with initial gentle slopes to the east, north and west.

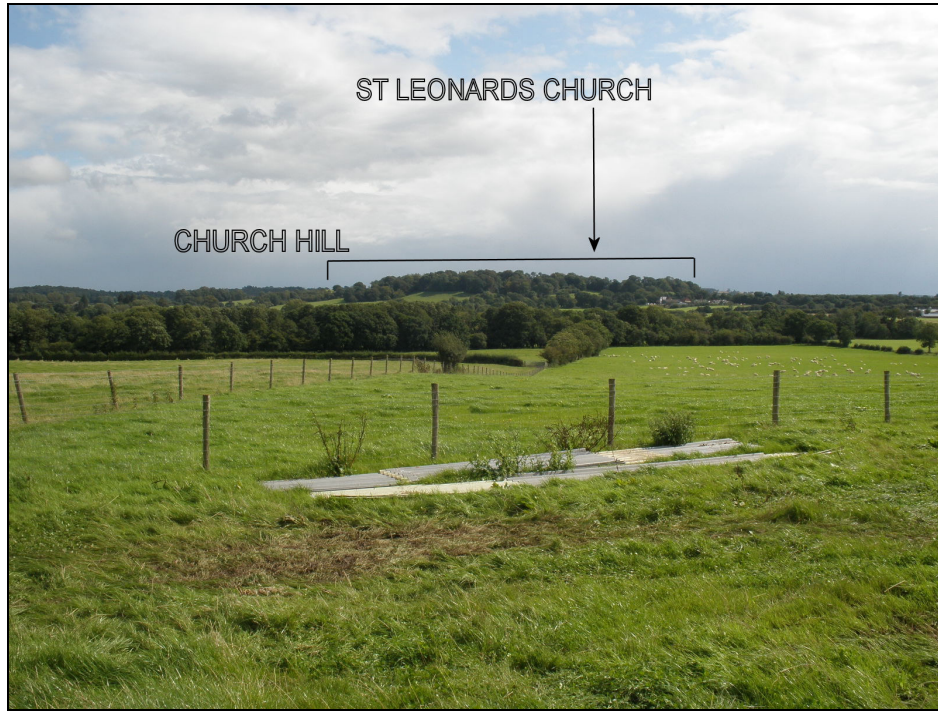
Map 11: Bordesley Valley Topography



Map 12: Bordesley Park Topography



5.37 The photographs below illustrate the key topographical features. The photo of Church Hill (Photograph 4) shows the increase in ground height up to St Leonards Church. Mature woodlands around the top of the hill obscure views of the church from this camera location.



4

5.38 Photograph 5 is from Storage Lane’s highest point. The site is most visible from this camera location although views further to the north are not available as the land height drops below this natural ridge. The photo clearly shows the top plateau with the lower plateau obscured by a further ridge to the centre of the photo.

5.39 Photograph 6 illustrates the change in land levels when viewed from the A441 dual carriageway. Much of the area is not visible to travellers along the A441 as it passes the site. This camera location also illustrates the higher land levels of the Brockhill ADR. Development from this perspective would be seen as development along a ridgeline, although views would be against Redditch urban area as a backdrop.



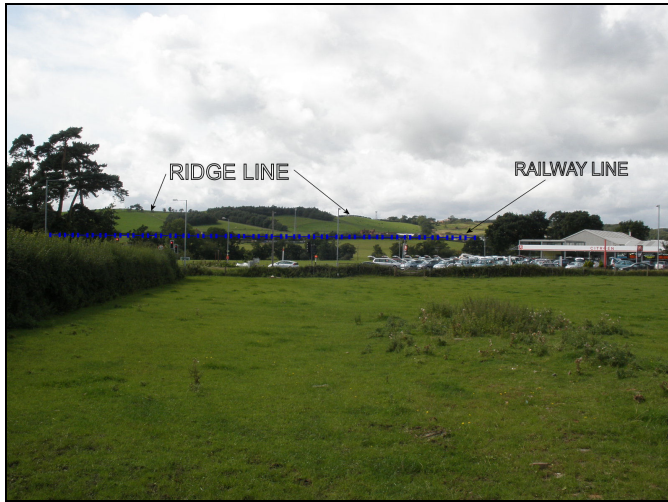
Photographs: Bordesley Park



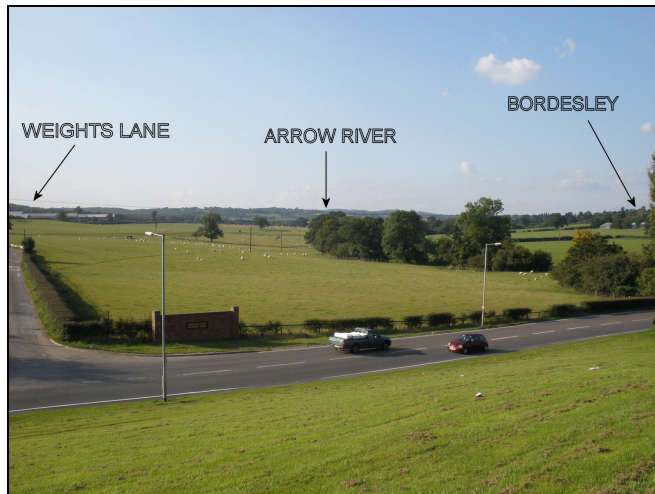
5



6



7



8



9