## BLACK COUNTRY PLAN: CALL FOR SITES JULY 2020

## NORTON ROAD, STOURBRIDGE (CFS 2017 site ref 35)

## UPDATE & SUPPLEMENTARY INFORMATION

The land at Norton Road, Black Country Call for Sites 2017 ref 35, remains available for immediate development with no physical or other constraints to overcome notwithstanding its current designation as Green Belt.

This was confirmed via the determination of planning application ref P17/0140 for the development of 9 detached homes which was refused on Green Belt grounds only in May 2017.

Since then then in January 2020 the Black Country Green Belt Study has been published. However this Study took a “broad brush” approach to assessment of the Green Belt in the Norton Road area and this acted to swamp the proposition for the small scale, organic growth of the enclave of Iverley via a bespoke development which sits comfortably, politely & unobtrusively in the landscape.

The Black Country Green Belt Study at Appendix 3 page 620 et seq assesses Sub-Parcel B60A Fields at Iverley and north of Hagley. It is rightly concerned that “Any release of uncontained land in this parcel would weaken the surrounding Green Belt” but also recognises that “The land within the sub-parcel rises up to a ridge, creating a strong sense of separation between the urban edge and the open countryside”

It is beyond & under that ridge, nestled into the landscape, that Site ref 35 lies. It is this visual self-containment, and the consequential lack of any significant landscape impact of development (described in detail in the Landscape & Visual Impact Assessment that accompanied the planning application referred to above – see <http://planningdocuments.dudley.gov.uk/AnitePublicDocs/00381146.pdf> and also attached to this submission), that justifies a discrete, well considered, small scale land release in this area to provide much needed niche housing in a way that is both sensitive to & reinforces local character.

The land owner and prospective developers would be keen to work with the local planning authority to take forward this proposition.

PRW / August 2020