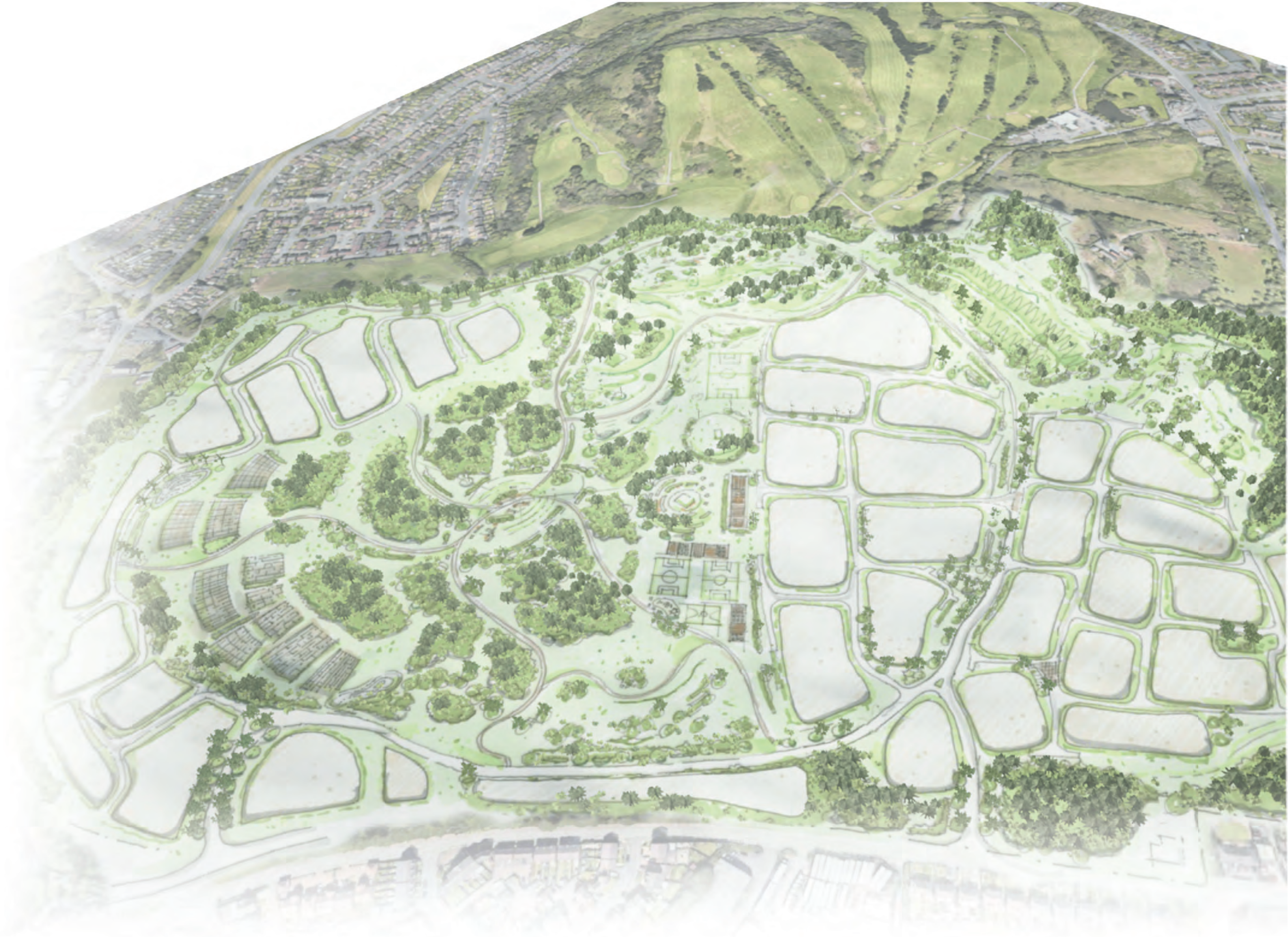




# Edwin Richards Quarry

Vision Framework Document  
May 2019





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# Introduction

This document has been prepared by DBA Estates Ltd and ID Partnership Northern in conjunction with FCC Environment ("FCC"). FCC are fully engaged with the promotion of Edwin Richards Quarry ("the Site") and are keen to see the delivery of sustainable and suitable development to benefit Rowley Regis and the surrounding area.

The now exhausted rock quarry, which was originally split into two quarries separated by a road, has not been worked for a number of years, and although some landfilling activities took place on the Site, these ceased over 10 years, and the quarry void remains unrestored. Importation of soils to complete the restoration commenced in 2019.

To assist the Council in the review of the Black Country Core Strategy (now known as the emerging Black Country Plan), some technical work has already commenced on site to assist in the formation of a concept masterplan for the wider site. This work demonstrates that the site is sustainable, suitable and deliverable to meet the housing needs of Sandwell and the Black Country. It provides evidence to demonstrate that approximately 580 new homes are capable of being delivered across the wider site through a number of phases of development over the emerging Plan period.

The first phase of the restoration and regeneration of the Site received planning permission on 6th February 2018 (Ref: DC/14/57745) for outline planning permission (for access) for up to 281 residential dwellings (Use Class C3), amended access from Portway Road, open space, landscaping, drainage works and ancillary works. Work on discharging pre-commencement conditions is due to start this year to enable the development to come forward within a timely manner.

The Site is previously developed brownfield land within the confines of the settlement of Rowley Regis and allocating the site would relieve the pressure of the Black Country Authorities to release greenfield and Green Belt sites for development.

FCC have commissioned a specialist team who have started to undertake various surveys to consider issues surrounding highways and access, ecology and landscape amongst others. Updates to this survey work will be reported when it becomes available. The concept masterplan shown within this document demonstrates just one way in which the site could be developed as a whole. In particular, the concept masterplan seeks to:

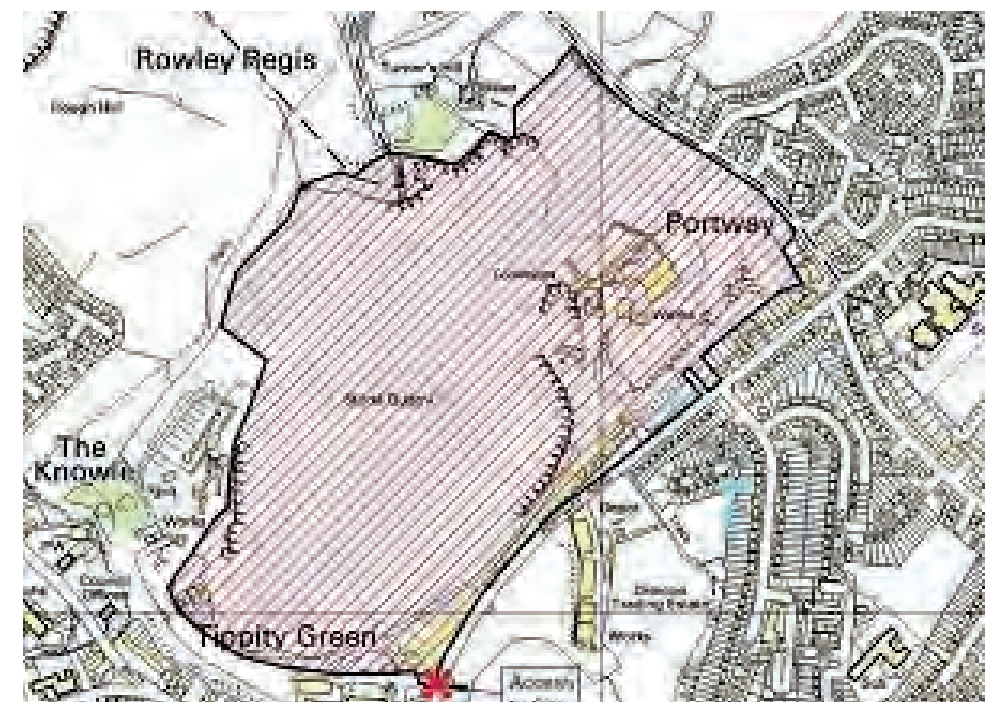
- Outline the vision and development objectives for the site;
- Identify constraints and their impact on development;
- Provide a concept framework plan to demonstrate place making and place shaping aspirations; and
- Provide clarity regarding phasing, delivery and infrastructure requirements.



Oblique aerial view of Edwin Richards Quarry looking south west



View from within the site looking north over infilled quarry area



OS extract of site area

# Introduction

In 1888 Edward Bellamy wrote a book called 'Looking Backward'. He disliked the way modern cities were being developed and thought people should live in places that combined the best aspects of both cities and the countryside.

This book had a major influence on the life of Ebenezer Howard who wrote his one and only book known as 'Garden Cities of Tomorrow'. Howard was concerned about urban poverty, overcrowding, low wages, poorly ventilated houses, slum landlords and the lack of interaction with nature. His book offered a vision of towns free from slums and enjoying the benefit of both town and countryside such as beauty, fresh air and low rents. He illustrated the idea with his now famous 'Three Magnets' diagram which addressed the question 'Where will the people go?' The choices being 'Town', 'Country' or 'Town-Country'.

Fast forward 130 years and the challenges being faced today are very similar. As the industrial revolution brought great change to the people of the UK in the late 1800's the need for change and evolution today is no less prevalent today. The need for more homes is widely documented, but this in itself does not solve what is a much greater social challenge and Howard's question of 'Where will the people go?' is no less relevant.

FCC believes it can go some way to meeting this need. The site comprises previously developed land in a sustainable location within the confines of settlement of Rowley Regis. Allocation of the site would relieve the pressure on the Black Country Authorities to allow development on greenfield and Green Belt sites within the region.



Oblique view across the Edwin Richards quarry site and Dudley Golf Course looking south east



Precedent images garden town movement

# The Site

The Site is located in a predominately residential area of Rowley Regis, immediately northwest of Blackheath town centre, in the Sandwell Metropolitan Borough of the West Midlands. The site comprises of approximately 56.6 hectares of land in total and is centred at National Grid Reference SO 96697 88245.

The Site is bordered to the north by Portway Hill/Oakham Road and the local landmark of Turner's Hill and its distinctive communication towers, which at 271m above sea level is the highest peak in the West Midlands. To the east the site is bordered by Portway Road, with Rowley Golf Club beyond. The B4171 Dudley Road/Hawes Lane is to the south, with Dudley Golf Course and the Springfield residential area of Rowley Regis to the west.

Edwin Richards Quarry is an extensive former dolerite quarry, part of which has been partly landfilled with municipal, commercial and industrial wastes. The site was originally split into two quarries separated by a road. This is reflected in the two separate entrances off Portway Road and two separate plant areas to the north and south of the quarry void. The two quarries, which were owned and operated by Hanson (formally ARC) and Tarmac, were amalgamated in the 1980s. The landfill activities by FCC have been undertaken as part of the restoration scheme for the site following the extraction of minerals.

The Site comprises previously developed land and remains unrestored to be completed by soils importation commencing in 2019.



Wider aerial showing site location



-  Land owned by FCC
-  Area of land with outline planning consent

Existing site aerial

# Strategic Context





The Site forms a logical location for housing assisting in contributing to the economic growth of Blackheath and the wider Black Country. The Site is within 5 minutes of the M5 motorway which connects with the M6 motorway providing access to the wider West Midlands conurbation. The Black Country is experiencing rapid economic growth thereby generating demand for new housing. Sandwell and more specifically, Rowley Regis, is strategically placed to benefit from such economic growth.

The West Midlands LEPs have identified key assets such as growth sites, strategic corridors and centre and enterprise zones which are of local and national strategic importance. The introduction of HS2 will be a catalyst for connectivity and growth. As part of HS2, a connectivity package has been established to ensure the whole region benefits from the High Speed Rail Network. Rowley Regis is part of a larger economy that is closely related to Birmingham, Dudley, Wolverhampton, West Bromwich and Coventry.

Residential development at the Site can assist Sandwell in meeting their strategic priorities such as:

- Maintaining a high level of housebuilding and continuing to exceed local plan targets, and increasing the number of affordable homes;
- Reducing fuel poverty where new homes could be heated through a district wide heating system; and
- Providing a mix of housing types and range of tenures to meet a diverse housing need within the immediate local area.



Key	
	Site boundary
	M5 Motorway
	Main Road
	Railway

# Local Amenities

The Site is within a good walking and cycling distance of a number of community facilities and schools in the local area. There are numerous retail outlets, restaurants, schools, doctors and recreation opportunities within the local area as well as numerous residential areas surrounding the site.

The Site is well served by local facilities which are easily accessible for pedestrians as follows:

- Three primary schools are located within 1,000m of the site entrance, these being Springfield, Brickhouse and Rowley Hall;
- St Michael's School is a large new secondary school with sixth form also located within 1,000m of the site entrance;
- GP Services are available at Rowley Health Centre located 250m south of the site entrance; and
- Local retail facilities are available at Lion Farm Local Centre within Blackheath.



## Key

	Site boundary		School		Builders merchant
	Industrial area		Doctors		Train Station
	Retail area		Dentist		Autoparts shop
	Convenience store		Church		Restaurant
	Police station		Golf Course		Hotel



# Land Use

Edwin Richards Quarry is located in the urban area but within an area of transition between the residential area of Rowley Regis and the green network beyond. It has good access to green space and local services and has good transport links. The land surrounding the site is comprised of a range of land uses including, recreational, residential and industrial/commercial uses.

The whole quarry site extends to 56.6 hectares and is divided into three development areas. The principal of residential use has already been established with the granting of outline planning permission for 281 units on the southern part of the site. The proposals set out in this vision document represent a logical next step in terms of the long term reclamation of the long term reclamation of the site.

The residential component addressed by this vision document extends to 12.3 ha in the northern area of the site with approximately 8 ha of this area identified for housing. The working in this document consider the entire site showing how the existing outline planning consent can be integrated with new housing to the north and a country park / amenity space in the middle.

The area of the site proposed for residential development is broadly semi circular shaped and is comprised of brownfield land, formerly accommodating quarrying related operations.

## Key

-  Residential
-  Recreational space
-  Employment
-  Rowley Hills Nature Reserve
-  Wider site



Surrounding land use

# Photographic Appraisal

The following images were taken to establish an understanding of the site in relation to views, access, levels and conditions



Location 1



Location 2



Location 3



Location 4



Viewpoint locations



Location 5



Location 6



Location 7



Location 8



Location 9

# Vision and Development Objectives

We live in a rapidly changing world where nearly 25% of the UK's population will be over 65 by 2035. In working terms, we are facing automation of both low-skilled and professional jobs. It is said that 75% of jobs in 2035 simply do not exist today with people expected to work in many different fields throughout their lifetime. Education will need to prepare people for this 'agile working' future, focusing on skills. Of course, we will see many aspects of everyday life constantly changing with virtual reality, the internet and driverless cars reaching all of us. Added to this is climate change and the need to move towards a zero carbon economy more rapidly than previously realised means that it is essential to develop zero-carbon communities that are self-sustaining as part of a smaller self-sustaining micro grid capable of exporting energy.

The proposals for Edwin Richards Quarry will demonstrate the use of ground breaking ideas in relation to sustainability and zero carbon living. The development will fuse the best of the past with the opportunities of new technology of the future and progressive social values to generate a barrierless social and physical environment for everyone to enjoy a high-quality of life.

The development aims to:

- Provide a sustainable development comprising of a range of tenure and size of dwellings along with new areas of publicly accessible open space. The proposal across the entire site will deliver approximately 580 new homes including a proportion to be delivered specifically as affordable housing subject to viability considerations;
- Create a living environment of the highest standard to reflect the local vernacular and contextual views surrounding the site, including areas of newly formed public open space to provide a recreational resource for both existing and new residents;
- Create a safe and secure balanced neighbourhood which promotes social interaction and provides improved connectivity for both pedestrians and cyclists. The site occupies a sustainable location with a number of services and facilities within close proximity to encourage both walking and cycling;
- Ensure that the site can be safely accessed with traffic impacts that can be satisfactorily mitigated with improvement to the local highway network. Furthermore, new pedestrian and cycle routes are proposed through the site to enable permeable access both through the site and into new area of publicly accessible open space; and
- Create a development that will enhance the attractiveness of Rowley Regis as a place to live by incorporating valued aspects of landscape character, visual amenity, ecology, landscape and biodiversity.



# National Planning Policy Framework

The National Planning Policy Framework (NPPF) (February 2019) advocates a proactive, creative and solution seeking approach to planning. The purpose of the planning system is to contribute to the achievement of sustainable development, seen as a golden thread running through the NPPF. Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

- An Economic Objective to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right place and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure – The construction of approximately 580 new homes would bring direct and indirect employment to the area. The site is situated within the confines of the settlement of Rowley Regis, which the emerging Plan identifies as a sustainable location to accommodate a significant level of growth. Jobs would be created by the construction of the development which will have an influence on the local economy. There is a clear need for more housing in the Black Country to meet the needs of its population. At a time when the Black Country Authorities are seeking to identify and bring forward additional housing in the Borough, the proposals represent development of the right type, in the right place and at the right time to support growth;
- A Social Objective to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being – This development will provide both market and affordable dwellings creating a vibrant community within a predominately residential area of Rowley Regis which is already served by numerous local services and facilities. The proposals will seek to provide new publicly accessible open space for sport and recreation to benefit new and existing communities and the new residential development will help meet an identified need in the area;
- An Environmental Objective to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution and mitigating and adapting to climate change including moving to a low carbon economy – Edwin Richards Quarry is a former dolerite quarry and landfill which is currently being restored with soils. Landscaping and ecology issues are currently being considered as part of the concept masterplan and the proposals will be landscape-led. The site comprises previously developed brownfield land, thereby removing the pressure on the Black Country Authorities to release greenfield and Green Belt land for development. The concept masterplan has ensured that the most efficient use of land is made in developing the proposals for

the site. The buildings themselves would be built using sustainable construction methods, all of which have environmental benefits. A permeable layout is proposed throughout the development which provides both pedestrian and cycle links to the wider area which will assist in the promotion of alternative transport options. Furthermore, a significant area of newly created publicly accessible open space will be provided to aid sport and recreation for both existing and new residents.

Paragraph 9 states that planning policies and decisions should play an active role in guiding development towards sustainable locations, but in doing so should take local circumstances into account, to reflect character, needs and opportunities in each area.

Paragraph 11 of the NPPF sets out that plans and decisions should apply a presumption in favour of sustainable development. For plan-making this means that:

- a) Plans should positively seek opportunities to meet the development needs of their area, and be sufficiently flexible to adapt to rapid change;
- b) Strategic policies should, as a minimum, provide for objectively assessed needs for housing and other uses, as well as any needs that cannot be met within neighbouring areas, unless:
  - i. The application of policies in the Framework that protect areas or assets of particular importance provides a strong reason for restricting the overall scale, type of distribution of development in the plan area; or
  - ii. Any adverse impact of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole.

Paragraph 15 emphasises that the planning system should be genuinely plan-led. Succinct and up-to-date plans should provide a positive vision for the future of each area; a framework for addressing housing needs and other economic, social and environmental priorities; and a platform for local people to shape their surroundings.

Paragraph 16 notes that plans should:

- a) Be prepared with the objective of contributing to the achievement of sustainable development;
- b) Be prepared positively, in a way that is aspirational but deliverable.

# National Planning Policy Framework

Paragraph 20 sets out that strategic policies should set an overall strategy for the pattern, scale and quality of development, and make sufficient provision for:

- a) Housing (including affordable housing), employment, retail, leisure and other commercial development;
- b) Infrastructure for transport, telecommunications, security, waste management, water supply, wastewater, flood risk and coastal change management, and the provision of minerals and energy (including heat);
- c) Community facilities (such as health, education and cultural infrastructure); and
- d) Conservation and enhancement of the natural, built and historic environment, including landscapes and green infrastructure, and planning measures to address climate change mitigation and adaptation.

Paragraph 32 explains how Local Plans and spatial development strategies should be informed throughout their preparation by a sustainability appraisal that meets the relevant legal requirements. This should demonstrate how the plan has addressed relevant economic, social and environmental objectives (including opportunities for net gains). Significant adverse impacts on these objectives should be avoided and, wherever possible, alternative options which reduce or eliminate such impacts should be pursued. Where significant adverse impacts are unavoidable, suitable mitigation measures should be proposed (or, where this is not possible, compensatory measures should be considered).

Paragraph 59 sets out that to support the Government's objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups within specific housing requirements are addressed and that land with permission is developed without unnecessary delay.

Paragraph 60 states that to determine the minimum number of homes needed, strategic policies should be informed by a local housing need assessment, conducted using the standard methodology in national planning guidance – unless exceptional circumstances justify an alternative approach which also reflects current and future demographic trends and market signals. In addition to the local housing need figures, any needs that cannot be met within neighbouring areas should also be taken into account in establishing the amount of housing to be planned for.



Oblique view looking south west across the site towards Blackheath

 Site Boundary

# National Planning Policy Framework

Paragraph 61 notes that within this context, the size, type and tenure of housing needed for different groups in the community should be assessed and reflected in planning policies (including, but not limited to, those who require affordable housing, families with children, older people, students, people with disabilities, service families, travellers, people who rent their homes and people wishing to commission or build their own homes).

Paragraph 65 states strategic policy-making authorities should establish a housing requirement figure for their whole area, which shows the extent to which their identified housing need (and any needs that cannot be met within neighbouring areas) can be met over the plan period.

Paragraph 67 continues to state that strategic policy-making authorities should have a clear understanding of the land available in their area through the preparation of a strategic housing land availability assessment. From this, planning policies should identify a sufficient supply and mix of sites taking into account their availability, suitability and likely economic viability.

Paragraph 75 states that to maintain the supply of housing, local planning authorities should monitor progress in building out sites which have permission. Where the Housing Delivery Test indicates that delivery has fallen below 95% of the local planning authority's housing requirement over the previous three years, the authority should prepare an action plan in line with national planning guidance, to assess the causes of under-delivery and identify actions to increase delivery in future years.

Paragraph 108 sets out that in assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- a) Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
- b) Safe and suitable access to the site can be achieved for all users; and
- c) Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety can be cost effectively mitigated to an acceptable degree.

Paragraph 117 states planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions. Strategic policies should set out a clear strategy for accommodating objectively assessed needs, in a way that makes as much use as possible of previously-developed or 'brownfield' land.

Paragraph 118 continues to set out that planning policies and decisions should:

- a) Encourage multiple benefits from both urban and rural land, including through mixed use schemes and taking opportunities to achieve net environmental gains – such as developments that would enable new habitat creation or improve public access to the countryside;
- b) Recognise that some undeveloped land can perform many functions, such as for wildlife recreation, flood mitigation, cooling/shading, carbon storage or food production;
- c) Give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs, and support appropriate opportunities to remediate despoiled, degraded, derelict, contaminated or unstable land.

Paragraph 122 states that planning policies and decisions should support development that makes efficient use of land, taking into account:

- a) The identified need for different types of housing and other forms of development, and the availability of land suitable for accommodating it;
- b) Local market conditions and viability;
- c) The availability and capacity of infrastructure and services – both existing and proposed – as well as their potential for further improvement and the scope to promote sustainable travel modes that limit future car use;
- d) The desirability of maintaining an area's prevailing character and setting (including residential gardens), or of promoting regeneration and change; and
- e) The importance of securing well-designed, attractive and healthy places.

Paragraph 124 confirms the creation of high-quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

# Constraints and Opportunities

## Landscape Character

Landscape character is defined as a distinct and recognisable and consistent pattern of elements in the landscape that contribute to the creation of a unique setting. The site lies within NCA67: Cannock Chase and Cank Wood and exhibits some of its characteristics and is notable for including parts of the Rowley Hills and densely populated urban areas. The NCA also notes the significant viewpoint at Turner's Hill and cites that 'a sense of place is provided by the diverse, heavily urbanised landscape that rises above the surrounding lowlands'.

- Locally, the site lies within Rowley Regis and Blackheath Character Area (SD06) whose characteristics include:
- Combination of 20th Century housing with large units of recreational land;
- Turner's Hill is the highest point in the Black Country and dominates the surrounding area. Although not noted in the character area commentary, the presence of two transmitter masts on the hill is particularly distinctive;

- Turner's Hill is noted as having particularly wide views over areas to the south and east and 'substantial' areas of grassland and woodland flank the hill;
- Recreational land is generally concentrated in the north and includes a 20th Century park and nature reserve, golf course and, in the east, playing fields laid over brickworks and colliery land; and
- Some 20th Century industrial sites and higher ground in the north shows the legacy of the continuing tradition of quarrying (although quarrying operations at the site have now ceased).

Views of and into the site are extremely limited. This is primarily due to the recessed nature of the quarry void, the extent of bunding and mature planting around the perimeter of the site, as well as the locality's overall topography. As a result, visibility of the site is generally limited to short range views from locations within the immediate vicinity of the site boundary.

## Existing green Infrastructure

Most of the mature trees found on the site are located along the boundaries, the majority of the site comprising large areas of hard standing and steep slopes, although there are pockets of naturalised trees and scrub across the site and on some of the slopes.

The northern boundary of the site forms a steep embankment which is planted as this rises towards a high point at Turner's Hill which sits above Dudley Golf Club. The landscape features along the northern edge screen the site from view.

The majority of the boundary to Portway Road including the area around the existing access is planted with deciduous and evergreen trees and shrubs. The planting is dense and well established and gives a high level of screening.

## Existing land use

The site has primarily been used for quarrying which has subsequently ceased operations. The remaining areas of land are scrub areas or cleared flat open areas without vegetation.

The site is generally considered to be one of high landscape capacity (subject to suitable mitigation measures during operation and restoration), with scope for landscape enhancement over future years.

## Potential contamination

A full desk based Site Investigation (Phase 1) Study has been carried out on part of the site for the extant outline planning permission to the south of the site. The study indicated that the site has been quarried since at least the late 19th Century and originally comprised of two quarries, which were amalgamated in the 1980s. Separate mineral processing areas and tarmacadam plant were also present around the quarry working within the site. The site has also been partially landfilled with municipal, commercial and industrial wastes and whilst



Photographs in and around the site



# Constraints and Opportunities

the site holds an Environmental Permit and live planning permission for the landfill, it has been closed since 2008; with no landfilling activities taking place, apart from the importation of soils for restoration purposes.

## Existing buildings

There are no significant buildings within the site.

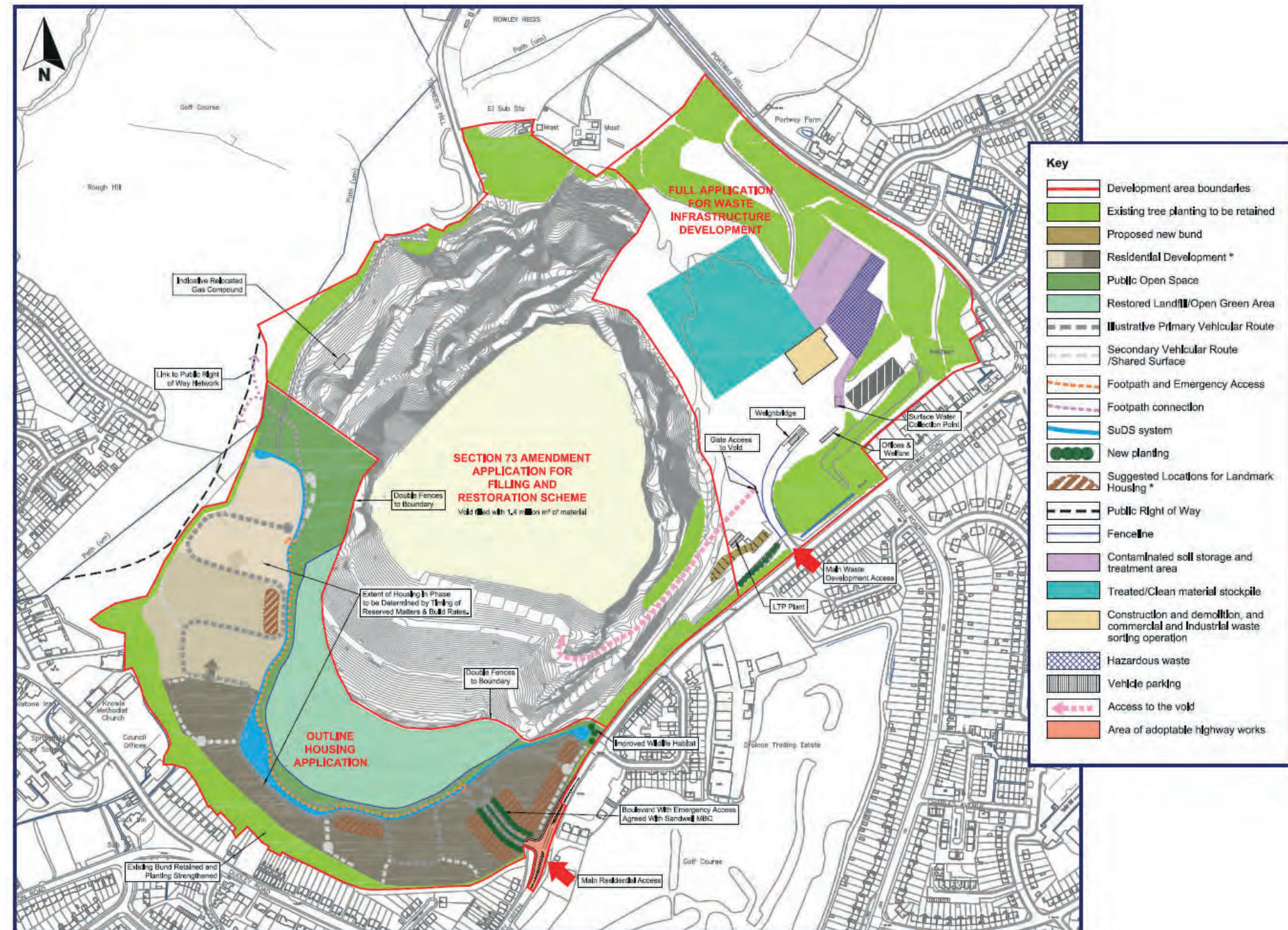
## Risk of Flooding

The entire site falls within Flood Zone 1 and as such there is a low probability of flooding from fluvial sources.

## Access

There are already two vehicular points of access to the site via Portway Road. The southern entry point already benefits from planning approval to upgrade the junction. The second access point further north will also be improved to provide a second vehicular access point into the site.

Extract from previous planning application related to site



Former landfill area

Old quarry filled with soils

Dudley Golf course



Photographs of the surrounding topographical features of the site

Approved access point for 281 units

Existing access point

Steep slopes and existing landscape buffer

Telecommunications tower at Turner's Hill

Rowley's Hill Nature Reserve

# Opportunities

## Landscaping

Where possible, the existing landscape framework for the site will be retained and enhanced. Within the site there is an opportunity to provide a major recreational resource in the form of publicly accessible open space.

## Character

There is an opportunity to focus development on the northern and southern parts of the site connected via the eastern parcel along Portway Road to overlook a large central green space within the residential development.

## Accessibility

The site lies within an accessible and sustainable location with excellent access to a range of local services and amenities. There is an opportunity to complement existing provision with financial contributions to new services and facilities within the immediate vicinity of the proposed development. Pedestrian and cycle routes will be incorporated into the development along with existing informal routes to encourage recreational activity, healthy living and alternative modes of travel to the private car.

## Highways

It is possible to utilise the existing vehicular access to the site from Portway Road. There are two access points along this stretch of adopted highway, one of which has already been approved to be upgraded via the creation of a priority junction and creation of boulevard into the site. The proposed residential use on the northern part of the site can be absorbed by the local transport network without significant impact.

## Integration

The development will be informed by its wider setting and will respond to the local context. There is an opportunity to deliver a comprehensively planned sustainable new development that is integrated with both the restored landscape setting, golf course to the west, approved housing on the site and housing to the east and north-east.

## Jobs and Training

During the construction phase, the development will create construction jobs that support local businesses, e.g. shops and hotels which would provide the local economy with an important economic boost. The scheme will provide additional population and disposable income that could support the local centres in the vicinity of the site. The effects are considered to be significant at the local level.

## Flooding and drainage

Accommodating flood waters and demonstrating sustainable ways of creating housing in close proximity to water features is a key focus of the masterplan and the necessary SUDs and flood amelioration will be an integral part of the placemaking of this residential development.

## SUDS and Water Retention

As part of the site wide restoration works, the ground level within the remaining void will be a minimum of 2m above the estimated groundwater recovery level. Given this site is not at risk from groundwater flooding, the rate at which surface water could leave the site will be managed by the use of Sustainable Urban Drainage Systems (or SUDs). These SUDs will ensure that flow rates are limited, more closely mimicking natural processes (and preventing high run off rates during and immediately after a storm).

## Discharge to Watercourse

There are no watercourses within or immediately adjacent to the site. The site is however, located on the watershed between the catchments of the River Stour and the River Tame. At its closest point, the quarry is located approximately 500m east of a tributary of the River Stour (Mousesweet Brook) and approximately 500m west from a tributary of the River Tame (Whiteheath Brook – culverted). The southern portal of the Netherton Canal tunnel is situated approximately 500m west of the quarry, with the Dudley 1 and 2 canals converging at Windmill Hill.

## Biodiversity

There are opportunities to minimise the effects on flora and fauna and to contribute to wider biodiversity aims with the following measures:

- Bat and bird boxes;
- Scrub enhancement
- Broad leaved woodland planting; and
- Other habitat creation



# The Case for Housing

## Emerging Local Plan

The four Black Country Authorities of Dudley MBC, Sandwell MBC, Walsall MBC and Wolverhampton City adopted the Black Country Core Strategy in February 2011 to cover the plan period 2006 to 2026. The Strategy has helped to shape the housing, industrial and retail growth of the area whilst protecting the environment and the Green Belt. The Strategy is now under review to meet the new challenges and opportunities for the coming years up to 2036 and is now known as the emerging Black Country Plan.

The review will plan for the area's future development needs and ensure the necessary services are in place to meet these local needs, along with making sure that the necessary level of investment is attracted to create jobs and wealth in the Black Country. An Issues and Options Consultation has already taken place between July and September 2017 and the emerging Plan is currently subject to an active Call for Sites until 1st June 2019.

With regards to meeting housing needs, the evidence suggests that around 78,000 new homes are required in the Black Country up to 2036 as a result of natural population growth and migration. It is currently estimated that the Black Country, through sites in the urban areas, homes being built, homes being planned and higher density housing requirements, can deliver around 56,000 of the required housing need. However, there still remains the requirement to find suitable land for the remaining 22,000 homes.

It is currently anticipated that a Draft Plan will be available for consultation in October/November 2019, with submission of the Plan anticipated for December 2020.

## Making the Case

As set out above, it is known that the Black Country is required to provide for at 78,000 new homes over the period to 2036. Additional housing of a range of sizes and tenure mix to meet local demand is seen to be a significant benefit at the Borough level.

The site can assist in meeting such a need. It is a previously developed brownfield site within the settlement confines of Rowley Regis. Development on the site would reduce the pressure on the Black Country Authorities to release greenfield and Green Belt sites for development. Furthermore, the principle of residential development on the site has already been established through the extant permission on phase 1 to the southern boundary for 281 dwellings.

Development on the remainder of the site for housing will ensure that a range of house types and tenures are provided to meet local need on a brownfield site.

The site occupies a highly sustainable location, being within the settlement confines of Rowley Regis and within easy walking/cycling distance of local services and facilities. It is available now and deliverable over the Plan period to 2036 to deliver approximately 580 new homes across the entire site.



# Concept Masterplan

The creation of a new community should not merely be about creating new homes – it needs to be much more. It needs to join the dots between working, living and playing. This development will do this and more. Drawing on all the assets of the site, it will deliver beautiful sustainable homes and new jobs in an attractive setting.

## Sustainability

Communities need to demand more than just another housing estate. From electric delivery vehicles to sustainable energy and a target of zero emissions, FCC are committed to the delivery of housing that future generations will be proud of.

## Design Philosophy

The overall theme of the development will be spacious, landscape-led sustainable development which brings back for Rowley Regis a sustainable exemplar into public use, restored landfill whilst at the same time utilising the increased space to explore sustainable energy for an environmentally conscious development.



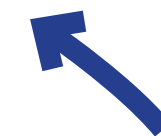
Green heart / recreational space



Residential development areas



Photovoltaics / Solar farm



Main entry points



Circular pedestrian route



Main vehicular link

# Edwin Richardson

## Concept Masterplan



Precedent images

Illustrated Site Proposals

# Concept Masterplan

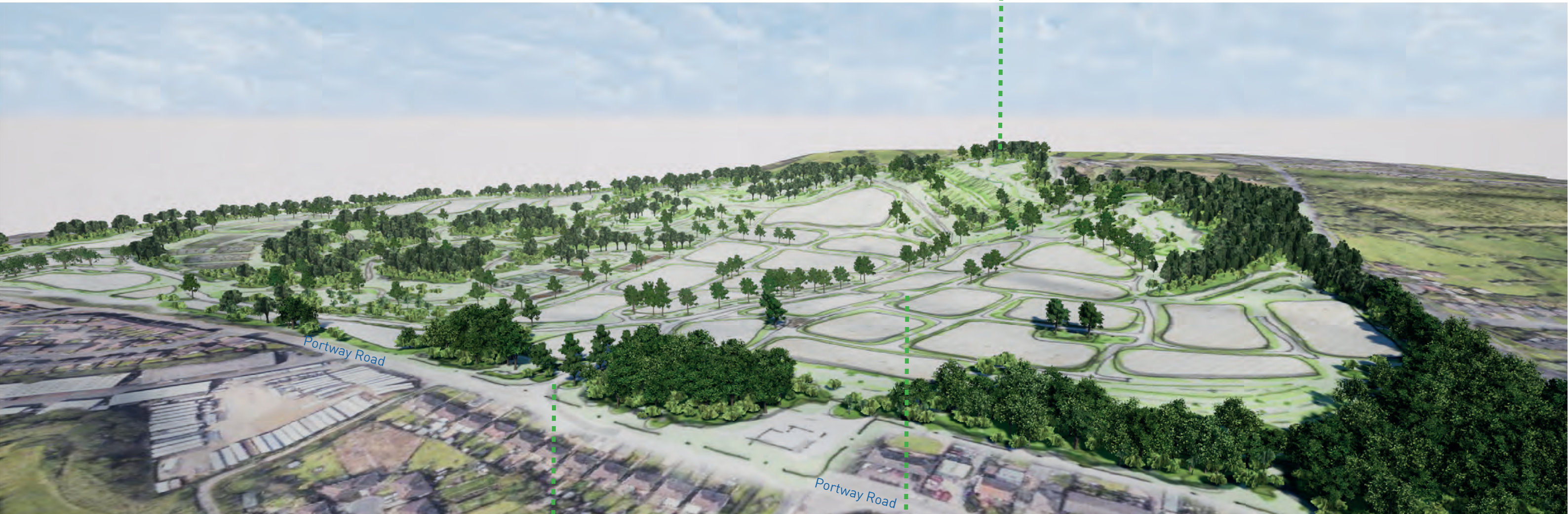
The 'Design Narrative' - that drives the Masterplan

- 1 Central green space which provides the focal point and scene setting
- 2 Enhanced landscape buffer to northern edge of development
- 3 Photovoltaics and solar farm
- 4 Site access

Edwin Richards

# Edwin Richardson

## Concept Masterplan



### Illustrative masterplan

View looking northwards over Edwin Richards Quarry Site

Access to site from Portway Road

New housing development



View location point



# Character Areas - Placemaking

## Portway Hill

- Green buffer around housing
- Linear green route through housing
- Smaller hard spaces / formal square within area

## Dudley View

- Housing overlooking green space
- Higher density development

## Portway Road

- Housing fronting Portway Road

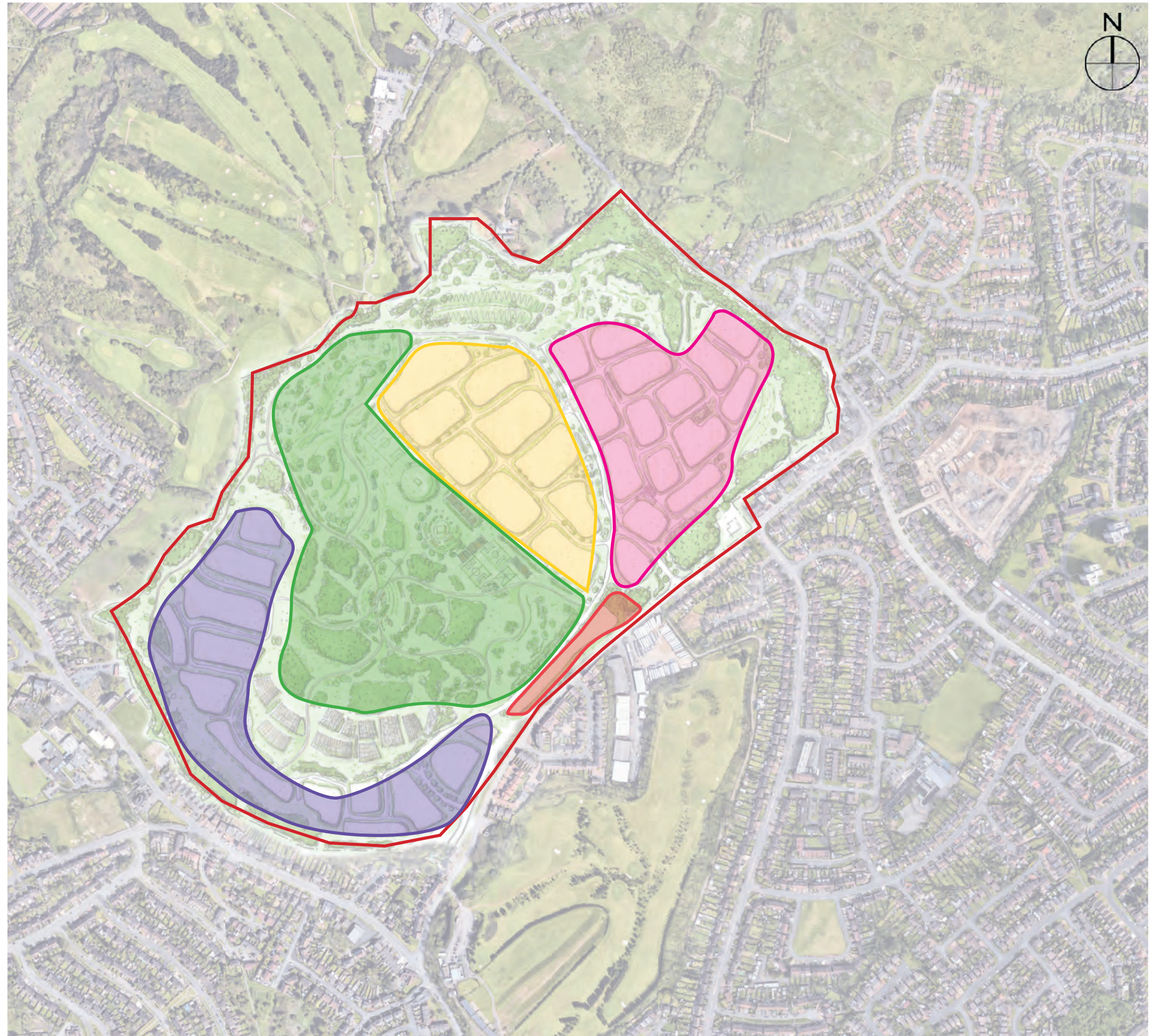
## Village green

- Multifunctional green recreational resource

## Springfield

- Green buffer to housing
- Mixture of family housing and densities

- Portway Hill
- Dudley View
- Portway Road
- Village Green
- Springfield



# Character Areas

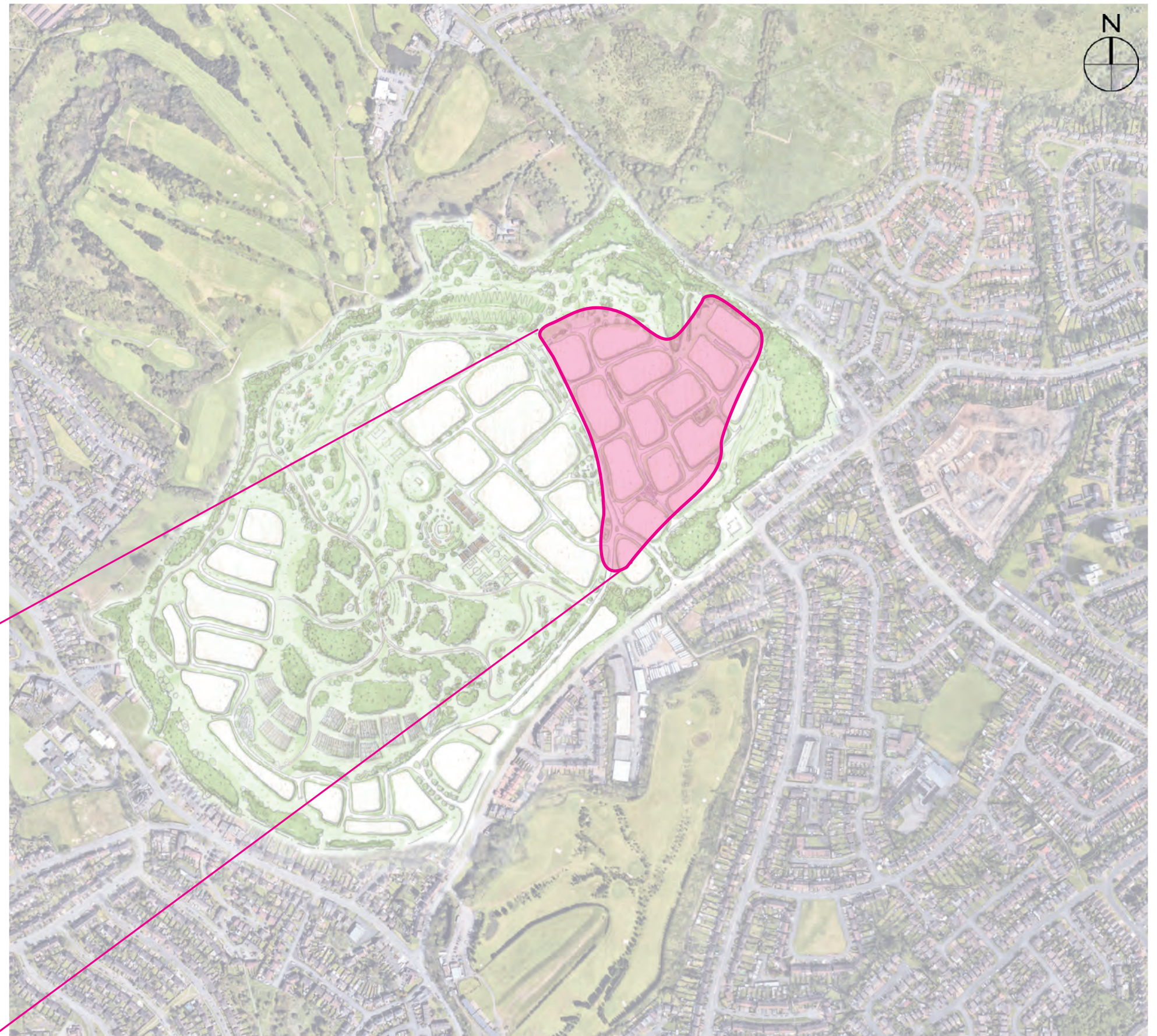
## Portway Hill

### Portway Hill

Located on the northern end of the site, this housing development will benefit from views to the south. The northern edge of the housing will be contained by existing landscape features. Lower density housing will be located around the perimeter of this area and landscaping will be used to break up blocks of housing. The western edge of the cell will overlook a central green corridor which will accommodate the main access road to the housing served within this area and the village green character area. Within the area will be opportunities for smaller incidental spaces around which housing can be arranged. The green central corridor will also accommodate swales and SUDs and lead to a circular pedestrian route around the entire site.

### Illustrative masterplan

View looking southwards over Edwin Richards Quarry Site



# Portway Hill



Precedent sketch showing possible form of housing, layout, massing and green spaces

# Character Areas

## Dudley View

### Housing overlooking village green

This area of housing will overlook two green areas to the south of the housing cells which form the central green heart to the development. Along this edge a continuous built frontage is envisaged to create a more formal edge. The northern part of the area will front onto the green route running through the middle of the proposed housing development.



### Illustrative masterplan

View looking southwards over Edwin Richards Quarry Site



# Character Areas

## Dudley View



### Housing overlooking village green



Precedent images showing community allotment



Precedent images showing possible form of housing



Precedent sketch showing possible form of housing, layout, massing and green spaces

# Character Areas

## Portway Road

### Housing fronting Portway Road

This single sided block of development will front onto Portway Road with properties directly accessing via private drives. A landscape buffer will screen the rear boundaries from the central green space within the site. The housing will be designed to create a strong and attractive built frontage to Portway Road.

### Illustrative masterplan

View looking southwards over Edwin Richards Quarry Site



# Character Areas

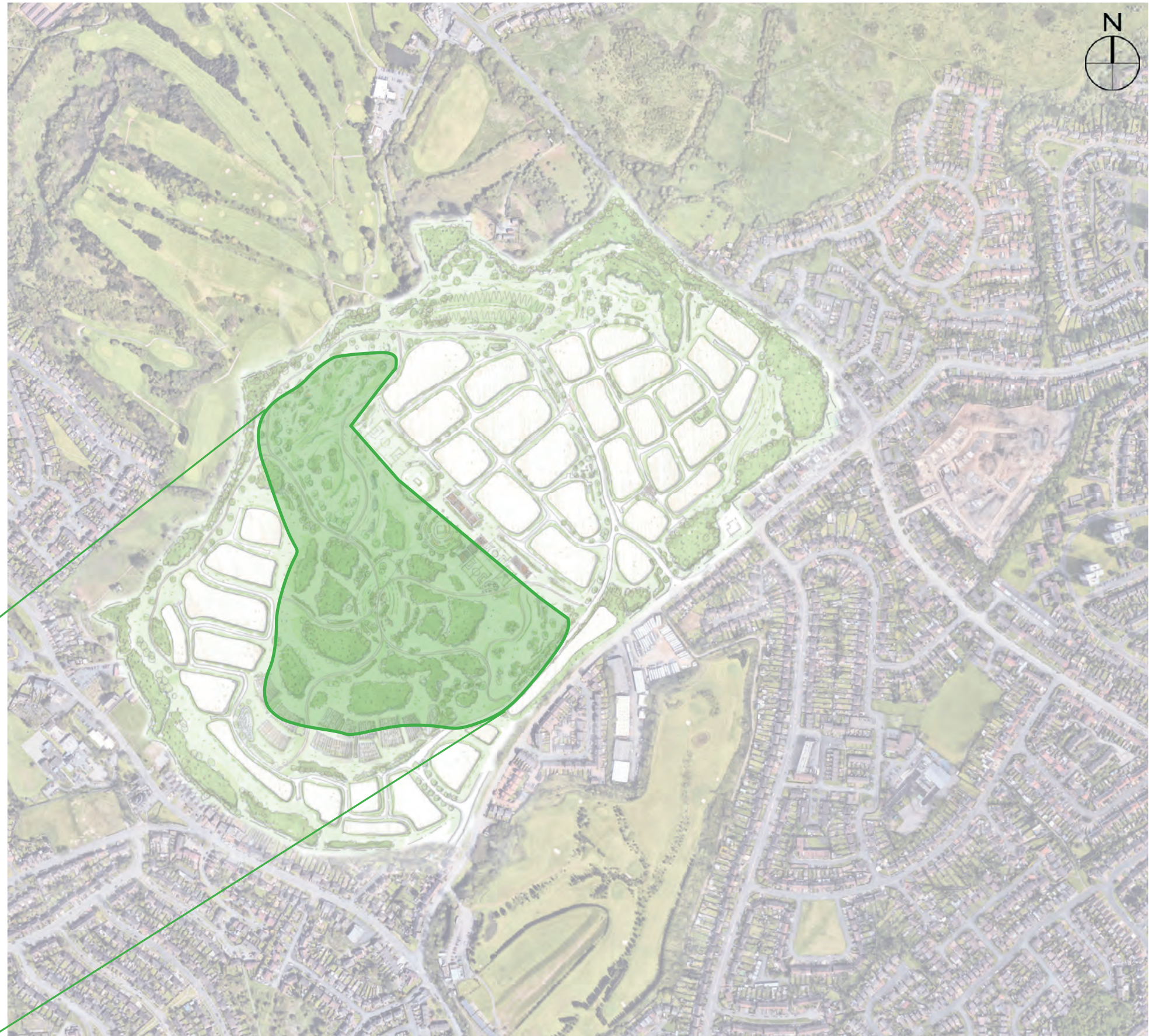
## Parkland / Village Green

### Multifunctional Green Infrastructure

The landfill restoration when completed will become the major green lung/ public open space for the development. It is therefore essential to make sure that the concept masterplan features strategically placed public access routeways through the green/blue grid to focal points on the restored public open space. Similarly, footpaths and sustainable routeways should also access the nature reserve to the north of the site. This area will be retained as a 'green' area of the development will opportunities to enhance existing recreational routes easily accessible to new and existing residents.

### Illustrative masterplan

View looking northwards over Edwin Richards Quarry Site



# Character Areas

## Parkland / Village Green

### Multifunctional Green Infrastructure

Precedent images showing green spaces



Precedent sketch showing possible form and type of and green spaces



# Character Areas

## Springfield

This area of the wider site already has the benefit of outline planning consent. proposed dwellings will be a mixture of detached, semi detached, and short terraces. Development blocks will front onto tree lined streets with the end of blocks looking out onto the green space to the north designed to articulate corners.

## Illustrative masterplan

View looking northwards over Edwin Richards Quarry Site



# Character Areas

Precedent images showing potential form of housing



Precedent sketch showing possible form of housing, layout, massing and green spaces

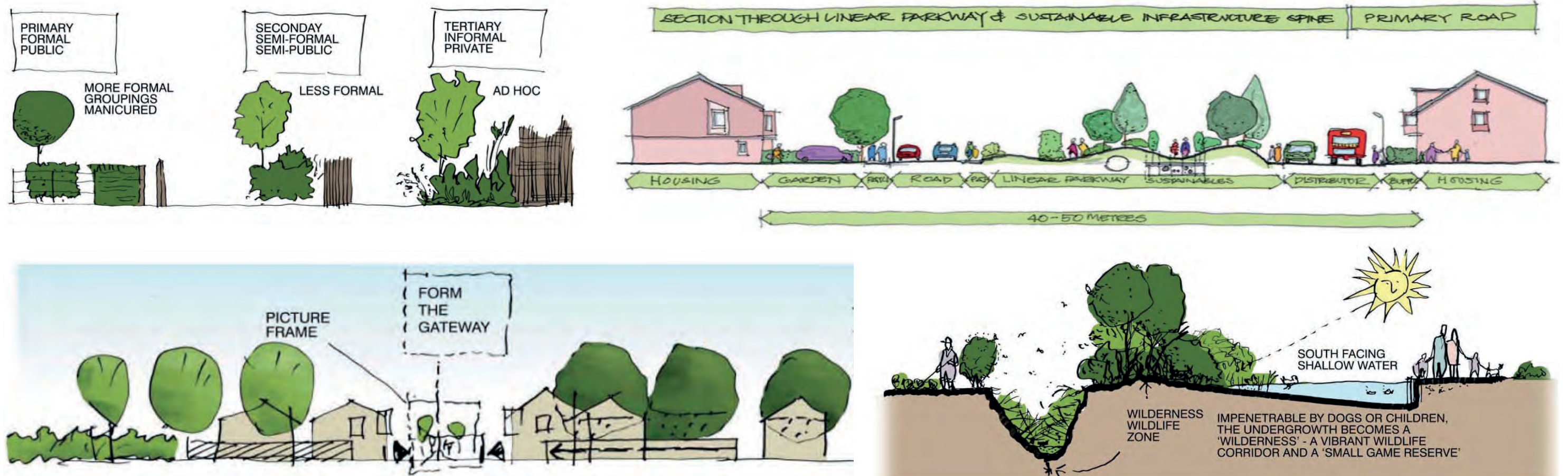
# Green Blue Infrastructure

Providing a pattern of integrated and interconnected green spaces that meet the needs of the local community will be key to successful delivery of the site. The development will be underpinned by a landscape led design that responds to existing landscape features, enhances the natural environment and a blue green infrastructure plan that maximises the opportunities to contribute towards net biodiversity gains.

Creation of new open space will serve as a core element in ensuring the delivery of an integrated network of green and blue infrastructure that connects residents to adjoining communities, opens up the countryside with new accesses and promotes new recreational opportunities.

The quality and mix of housing types will be planned to provide a range of exceptional family homes in a vibrant community and attractive setting. Significant varied and green spaces and linear pocket parks will be provided along with space for walking, cycling, sports and play. The concept masterplan will seek to ensure that open spaces are planned to reach into all areas of the development so that it can contribute to the character of the neighbourhood but also make the open spaces immediately accessible. Providing a pattern of well-integrated and interconnected green spaces that meet the needs of the local community is central to the development.

Techniques for integrating the green blue infrastructure



# Movement

The development will establish an integrated sustainable transport network that maximises walking and cycling, as well as connectivity with the public transport network.

A hierarchy of cycling and walking routes will seek to create a network of traffic free routes, contributing to ease of movement within and beyond the locality. New routes will be created across the site and provision of high-quality public realms is encouraged to promote an attractive, safe and legible development which is not dominated by traffic movement or vehicle parking. The development will also include sustainable transport networks to reduce the reliance on the private car.

## Key

-  Site boundary
-  Main vehicular route through site
-  Main vehicular route around site
-  Secondary route
-  Tertiary Route
-  Private drive
-  Pedestrian Routes



Proposed movement and access arrangements

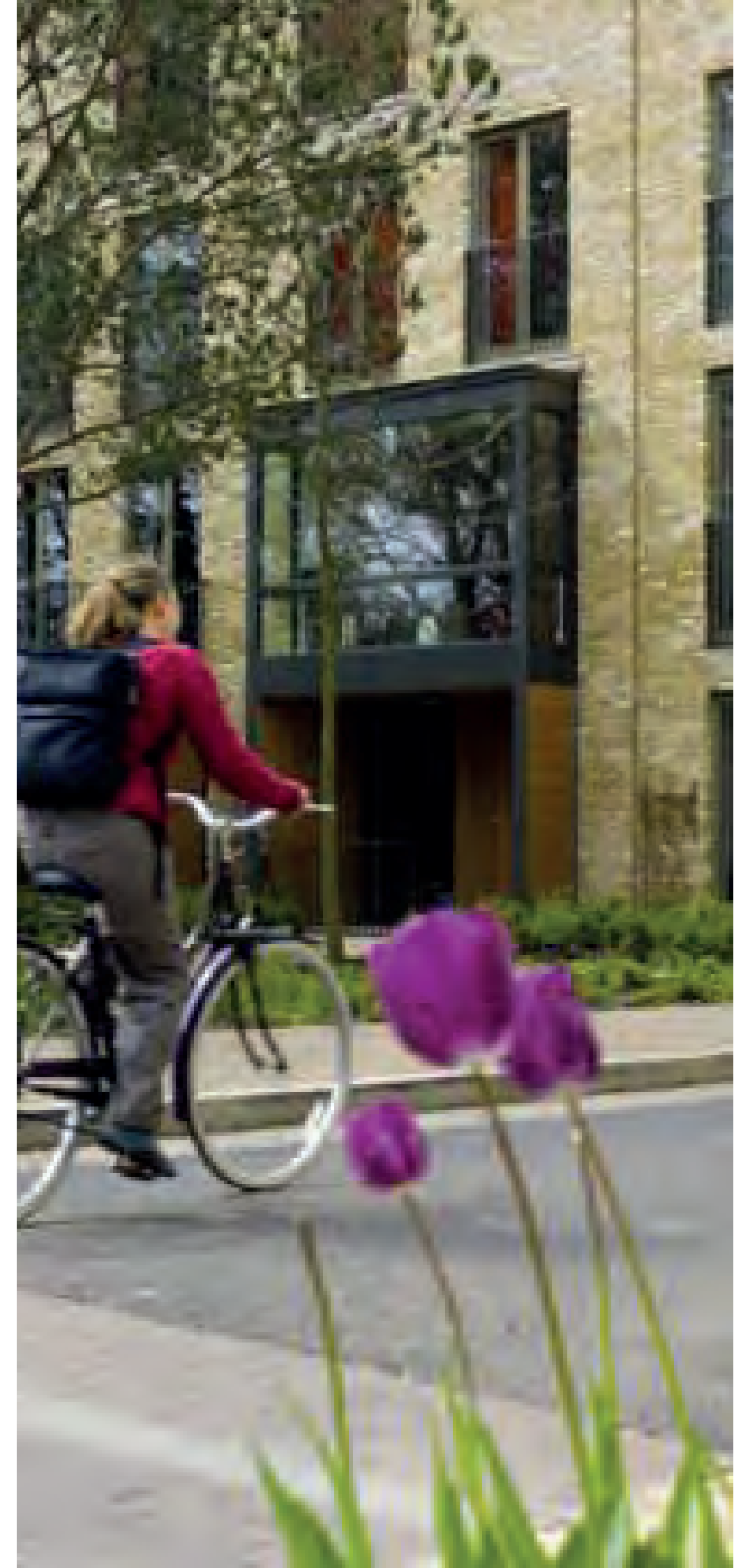
# Concept Framework

## Access and Movement

The development will incorporate pedestrian and cycle accessibility as a key design focus providing new links where possible, to allow safe ease of movement across the site reducing energy consumption from transport and maximising opportunities for walking.

Key principles of development will include:

- Establishing a connected and legible network of streets that accommodate all modes of transport;
- Providing a high-quality public realm that is attractive, safe and not dominated by traffic movement or vehicular parking;
- Reducing reliance on the car by supporting public transport services alongside encouraging walking and cycling through enhanced and dedicated routes;
- Promoting an integrated and accessible transport hierarchy that prioritises active travel methods such as walking and cycling, and links public transport to a network of green infrastructure.



# Concept Framework

## Access and Movement

### Public Access

Our proposals make a feature of providing public access across the site to ensure this enhanced public access is a further benefit to the public.

### Route Hierarchy Primary Routes

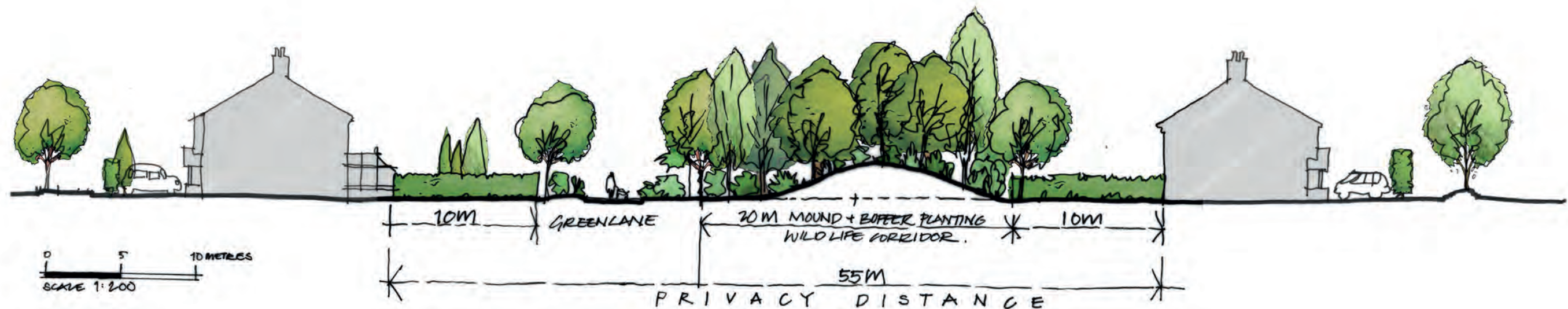
- Access will be taken from the existing junction with Portway Road to the eastern side of the site;
- A main route through the middle of the housing will provide access to two areas of housing on either side. This route will also connect with the housing to the south of the site;
- The development will aim to utilise 'boulevard' planting where possible;
- Routes will contribute to interesting and green streetscapes; and
- The layout will aim to assist in slowing vehicular speeds around the development.

### Secondary Streets

- Are accessed from the primary routes throughout the site;
- Should provide roads and pedestrian footways which accord with the Council's guidance;
- Should provide vehicular access into smaller development cells;
- Should feed smaller residential streets characterised by a uniform surface material;
- Should offer small areas of on-street parking; and
- Traffic free routes should be located across the site to enhance access to key services and facilities.



Precedent images



Indicative section

# Highways

The site offers a logical location for new residential development and is well connected to the surrounding road network and strategic routes such as the M5 which provides direct connection to the wider West Midlands Conurbation.

## Proposed site access

It is proposed that the main vehicular access to the site will be via an existing access onto Portway Road and this will form a main route into the site and connect with the housing to the south where there is a second access point onto Portway Road. This will ensure that there are two points of access to the wider site.

Further work will be undertaken as part of a Transport Assessment to demonstrate:

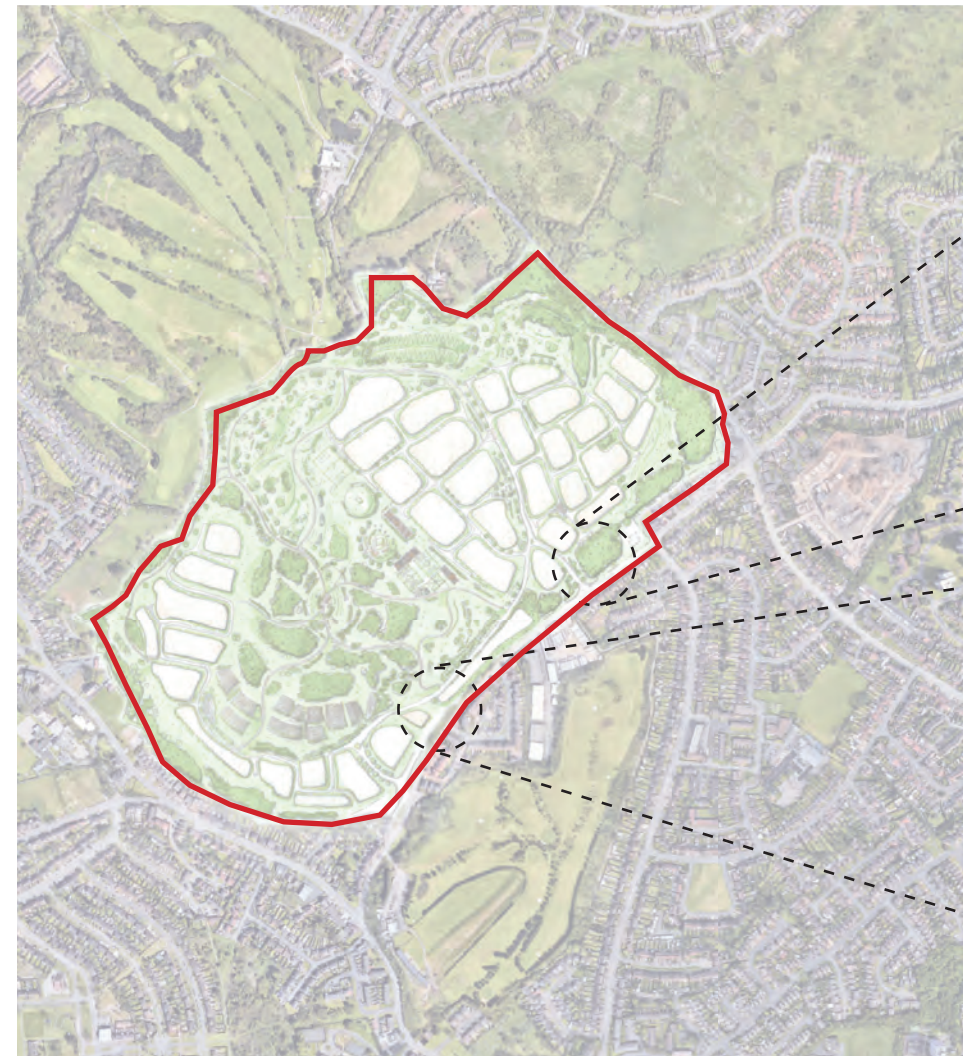
- Suitable and deliverable access can be provided;
- Access by a range of sustainable travel modes can be provided to local facilities, services and amenities; and
- Traffic generated by the proposals can be accommodated on the local and strategic highway networks with no significant impact.

In summary the site is well located to encourage trips on foot to nearby existing facilities within the local area. The existing and proposed infrastructure will ensure the site can connect to a wide range of local retail, leisure, health and education amenities which are available within Blackheath and Oldbury (approximately 1km to the north east and south east).

The development of the site will ensure that it is fully integrated with the surrounding pedestrian and cycle infrastructure. The layout will incorporate pedestrian and cycle accessibility as key design focus, seeking to establish

a connected and legible network of streets that accommodate all modes of transport.

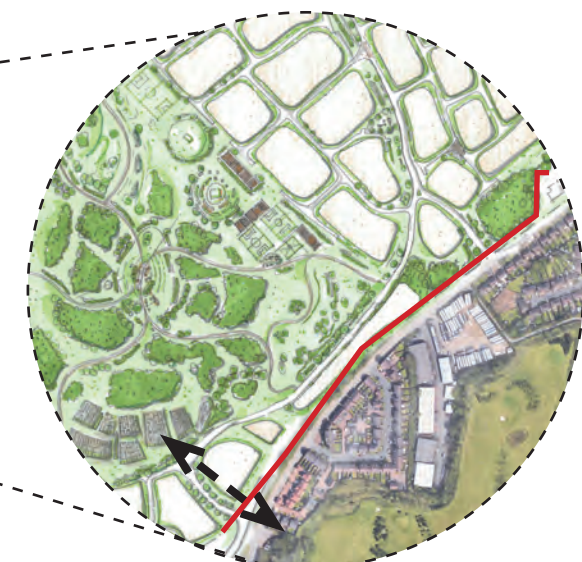
To reduce reliance on the private car journeys, the layout will encourage pedestrian permeability across the site and incorporate enhanced and dedicated pedestrian and cycle routes.



Illustrated Site Proposals showing site entrances



Secondary Site Entrance



Primary Site Entrance

# Spatial Syntax



## Village Green

Central area of green space providing multifunctional green infrastructure

1



## Dudley View

Housing fronting central green space

2



## Dudley View

Housing fronting green linear route

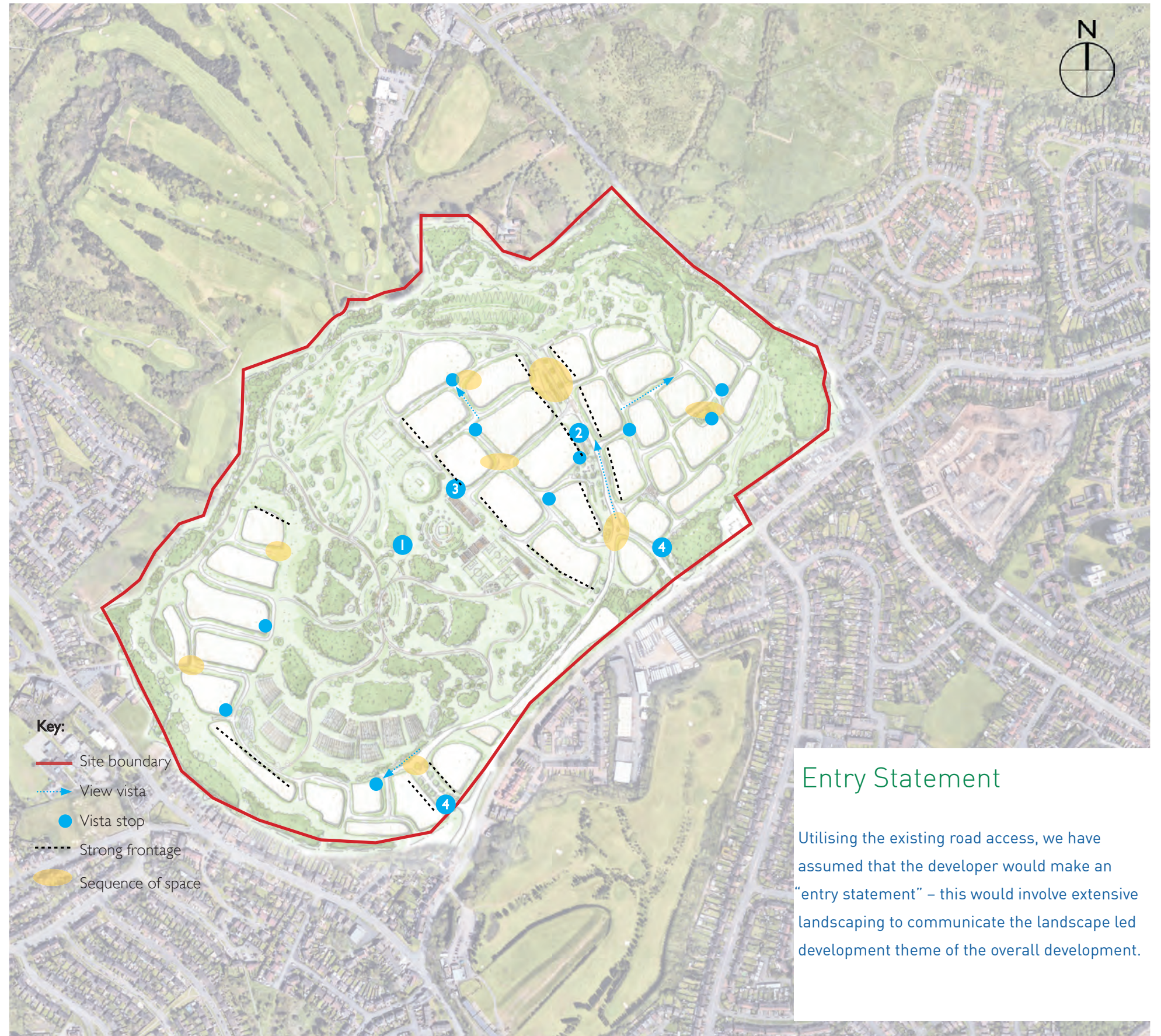
3



## Gateway

Housing fronting onto main entrance to new housing

4



## Entry Statement

Utilising the existing road access, we have assumed that the developer would make an "entry statement" – this would involve extensive landscaping to communicate the landscape led development theme of the overall development.



# Landscape Principles

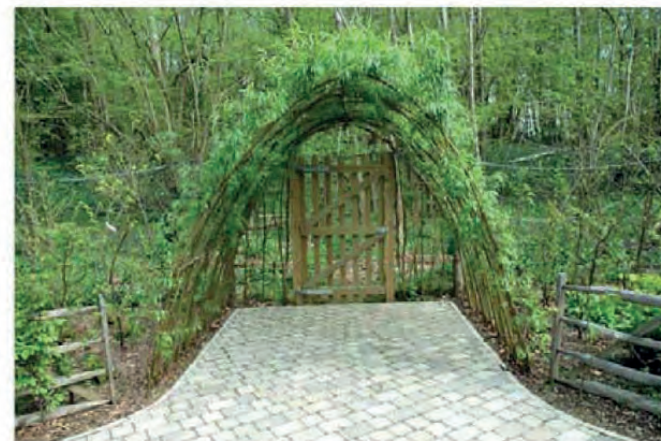
## Landscape Boundaries

A landscape and visual impact assessment has been undertaken in relation to the extant planning permission to the south of the site for 281 dwellings. The LVIA indicated a relative paucity of natural landscape features/mature vegetation and the sense of disuse does little to contribute to the overall quality of the landscape.

The site was considered to be in poor condition and of low landscape value with the mature tree belts along the boundaries to be of poor to medium condition and value. This work identified the opportunity to significantly enhance these boundaries and improve the overall quality of the landscape. The proposals are to be genuinely landscape-led, and whilst some removal of boundary vegetation along Portway Road will be required to accommodate development, significant landscape enhancements are proposed across the wider site.

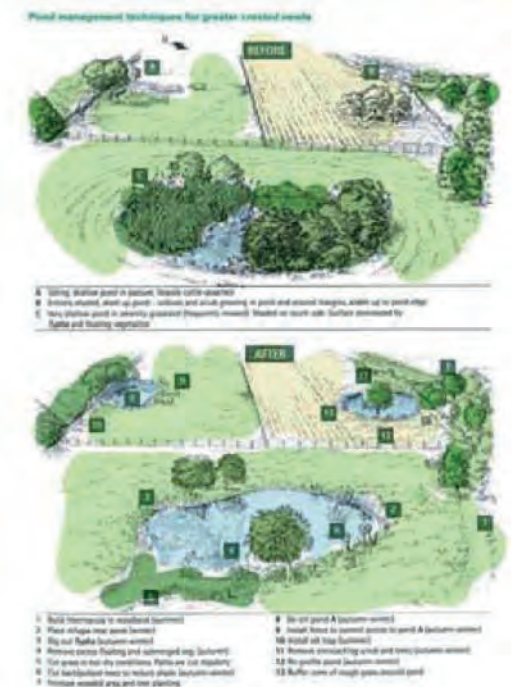
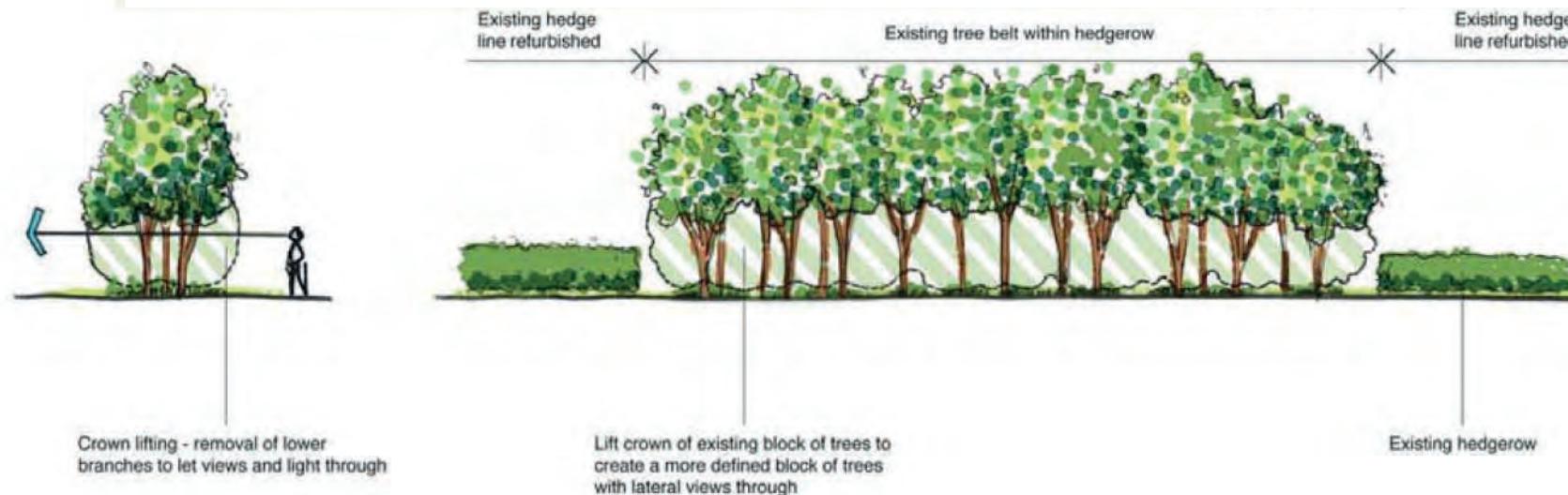
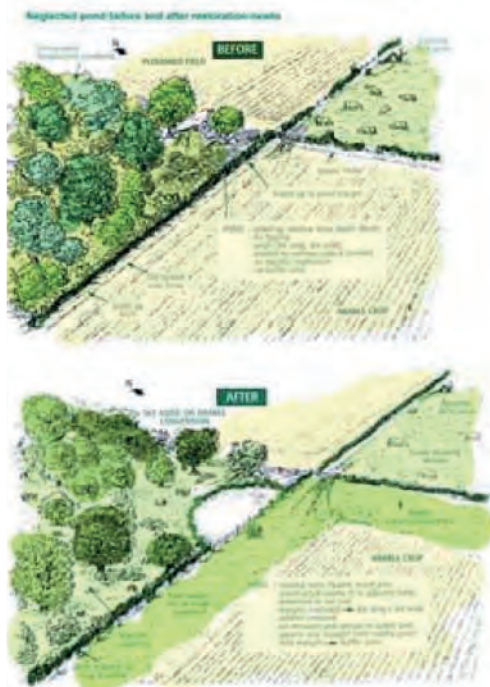
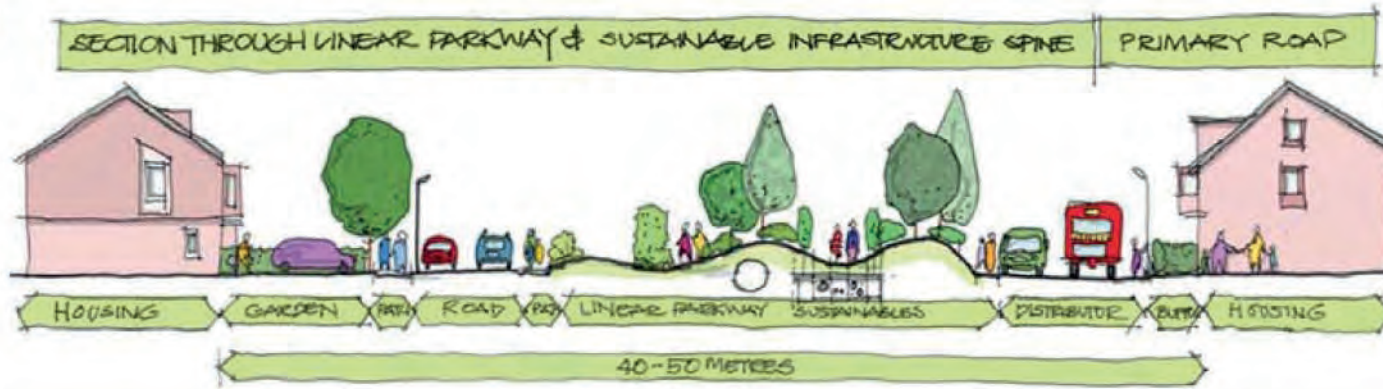
## Trees

Boundary vegetation and planting within the site presents an opportunity to create an important recreational resource for the new community and wider area. A mixture of species rich grassland with appropriate tree planting will create a fantastic setting for new housing at the heart of the site.



Precedent images - planting

# Landscape Principles



# Illustrative masterplan

View looking northwards over Edwin Quarry Site



View location point

# Concept Framework

## Capacity, Density and Massing

### Capacity, Density and Massing

The density of development responds to existing site features and infrastructure with high densities being incorporated towards public transport routes to maximise accessibility and assist with placemaking. Higher densities will also be focused overlooking the country park with lower densities to the north of the site.

Development will provide a balance of house types and tenures, including affordable housing, to meet identified housing need and support the creation of vibrant communities and reinforce social infrastructure.

Most dwellings will be no higher than 2 storeys with dwellings at 3 storeys provided at key locations to remain congruent with the surrounding residential areas and maintain a high design quality.

Distinctive buildings and gateway features will be included to provide visual drama in key locations that can assist with orientation and will contribute to creating a strong sense of place and environment.

### Capacity Testing

A density of between 35 and 40 dwellings has been identified. The main development area is 12.3 hectares with 8.3 hectares identified as being suitable for housing. This would allow for approximately 300 dwellings to the north and east of the site (not including the already permitted 281 dwellings to the south) whilst still allowing for a generous amount of green space around the edges and within the site itself.

### Delivery Rates and Phasing

It is envisaged that the development would be delivered in phases across the wider site. Phase 1 would comprise of the southern element of the site already having the benefit of outline planning permission for 281 dwellings. The second phase would comprise of the linear development along the eastern side of the site along Portway Road with the third phase comprising of the northern most development around Portway Hill. The fourth phase would consist of the development to look over the country park with the green infrastructure comprising the final phase of development.

It is anticipated that the development of the wider site, whilst available now, will be deliverable over the course of the emerging Plan period, thereby ensuring that the entire site of approximately 580 dwellings is delivered by 2036.



Precedent images showing what the development could look like

# Summary and Conclusions

DBA Estates Ltd and ID Partnership Northern are working with the landowners, FCC, to promote the land at Edwin Richards Quarry, Rowley Regis. FCC are fully engaged in the process and are keen to see the delivery of a suitable and sustainable development which provides tangible benefits to both Rowley Regis and Sandwell MBC.

Sandwell MBC and the other Black Country Authorities are currently reviewing the Core Strategy (now known as the Black Country Plan) which sees them having to provide 78,000 new homes over the period to 2036. The Authorities recognise that in order to meet the housing needs of the housing market area, it will be necessary to allow development on sites outside the development boundary and/or to release land from the Green Belt. The site at Edwin Richards Quarry however, is previously developed brownfield land within the confines of the settlement of Rowley Regis and therefore would relieve the pressure on Authorities to release greenfield and Green Belt sites for development in the region.



# Conclusion

This document has sought to demonstrate through technical evidence completed to date that the site offers a suitable and sustainable location for development. It is available over the course of the emerging Plan period, suitable and deliverable, thereby ensuring that the development of the site for approximately 580 dwellings would contribute to meeting the housing needs of the wider housing market area across the Black Country. The development of the wider site would benefit the local area with the construction of residential dwellings to meet Sandwell's need and help create additional disposable income from new residents to support the local services and facilities.

Careful consideration has been given to the site and the concept masterplan demonstrates just one way in which the site can be developed. This will be an evolving process as more technical evidence is gathered over the coming months to inform further representations to the emerging Black Country Plan and discussions with the Council as appropriate.



