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Churchfields, Kidderminster

CLIENT

Private Landowner and Bellway Homes
(West Midlands) Ltd

PROJECT NAME

Residential and Mixed Use Development

LOCATION

Churchfields, Kidderminster

SOLUTIONS IN PLANNING FOR

Planning Permission

Hunter Page Planning (HPP) have been involved in the potential redevelopment of approximately 13 hectares of partially redundant land close to the centre of Kidderminster that is entirely brownfield with a collection of rapidly deteriorating industrial buildings and associated areas of hardstanding.

The site is contained partially by the Staffordshire and Worcester Canal to the north and west, which creates a natural division between Churchfields North and the land further north and west. The canal forms the Worcester and Stafford Canal Conservation Area. This was designated in 1978 and last reviewed in 2007. Additionally, the canal area is a designated Special Wildlife Site (SWS).

HPP have been involved in the promotion of the land for residential and mixed use development opportunities for a private landowner and latterly Bellway Homes. Helping the site evolve and ensuring there is the opportunity for the regeneration of Churchfields has involved working closely with Wyre Forest District Council, British Waterways, The Homes and Communities Agency (HCA), Midlands Architecture & Designed Environment (MADE), Wyre Forest Housing Association, Worcestershire County Highways, Kidderminster Civic Society, local community and other developer interests. This has ensured that a universal vision for the site is taken by all the key players and consultees involved in the regeneration of the area and that it is allocated for a mix of appropriate uses within the Local Development Framework. The vision for the site is now recognised within masterplan for the wider Churchfields area.

Hunter Page's input into this process has resulted in the Churchfields site being allocated for mixed use redevelopment but is residential led. The site is now set to accommodate around 600 homes and provide opportunities for office and retail development that will help to enhance the local centre, as well as a community use for the surrounding residential area. In regard to retail development, a maximum of approximately 1,000m² of retail floor space will be sought. The opportunity



DRAWING LEGEND KEY:

- MIXED USE DEVELOPMENT SITE including Asda Retail Store & residential screening development.
- CHURCHFIELDS NORTH SITE Residential development subject to separate application by Bellway Homes.
- CHURCHFIELDS SOUTH SITE Site for potential mixed use development.
- Retained 'CHARACTER' buildings.
- COMBINED PEDESTRIAN & CYCLE ROUTES to and through the sites.
- PRINCIPAL PEDESTRIAN ONLY ROUTES to and through the sites.
- BUS STOPS.
- PRINCIPAL VEHICLE ACCESS to the sites.

for a hotel development adjacent to the ring road has also been identified through the masterplanning process. The draft development policies for the area are now going out to consultation.

Further to the above, the residential led regeneration of the site has also encouraged investment in the area. HPP has assisted Bellway Homes with the submission of a detailed planning application for the construction of a high quality development comprising 240 residential units in the form of 2, 3 and 4 bed houses with a selection of 1 and 2 bed apartments. The application submission has been subject to a lengthy pre-application process with Council Officers over the course of the past two years. Specifically, discussions regarding the proposed development and the timing of the application have been undertaken in a timeframe consistent with the District Council's preparation of emerging policy and the masterplan for the Churchfields Regeneration Area. This was important to ensure a comprehensive approach and an end product that will compliment the future proposals for the wider area and which act as a catalyst for the wider regeneration of Churchfields and Kidderminster as a whole.