

TECHNICAL NOTE

**Site of Red Lion, 15 Holly Road, Little Dawley,
Telford, Shropshire.**

Application: TWC/2016/0918

Erection of 14no. flats (Use Class C2) and Resource Hub with new access arrangements and landscaping following demolition of existing public house.

This Technical Note has been produced to support the above application following the publication of the Officer's Planning Committee report which recommends the approval of the submission. As such this note provides further clarification on key points on behalf of the applicant.

The proposed development utilises Bromford's 'MyPlace' product which has been developed in conjunction with Local Authorities and delivery partners since 2012. Bromford have developed the product to provide high quality, specialist accommodation for at risk persons within tight fiscal constraints.

The MyPlace model seeks to keep costs low by using standard constructional and design details both internally and externally so that the product can be effectively and effectively built out.

If there is deviation from the established model it causes additional challenges with regard to the designers, suppliers and contractors in order to accommodate the variations within a finite budget. This results in extending the overall delivery programme in addition to creating further costs.

A standardised model allows significant savings with regard to all aspects of the development and supply chain thus allowing a lower net construction cost. With construction and development costs controlled it allows a lower rent to be charged to the end user, this is vital in order to facilitate the affordable aspect of this scheme.

There is a clear need for such purpose built accommodation in the locality, which will take the pressure off other stretched services, such as the Housing Department, Social Services etc.

Given the typical client group, the end user's rent is most often paid via the Local Authorities Housing Benefit Department budget. Therefore the net result of higher construction and development costs would effectively generate a larger housing benefit bill for the Local Authority. In this regard it is considered to be in longer term interests of the Local Authority to ensure that the standard MyPlace model can be developed upon the Red Lion site.

Our team have worked closely and proactively with Officers to take on board their concerns, where possible in relation to applying the established MyPlace model to the application site. There have been some concessions made in terms of the design to ensure the scheme is appropriate to the local context, however Bromford are unable to make further changes for the reasons as set out above.

As above and as cited in the Officer's report the design has been revised as far as possible within the context of the Bromford Model. As such and in terms of the revised scheme it is considered the proposed development which is set back from both highways and adjacent dwellings ensures that the building in terms of its scale responds directly to the extent of the site. The supporting contextual street elevations demonstrate how the site and proposal sit harmoniously in the local street scene with the building read against Holly Road properties.

Whilst the proposal for 14 dwellings has a higher density than the approved scheme for 8 dwellings the current proposal would have less of an urbanising impact on the site given that the site includes open space surrounding each elevation with properties along Holly Road separated by a minimum of 17.85m in either direction. Therefore in comparison to 8, 2 storey dwellings spaced across the site the development is considered to be an enhancement.

In this regard and with green spaces surrounding the site and new landscaping proposed the development will be an enhancement of the site which is currently very run down, with large areas of tarmac surfacing forming the car parking areas, creating a harder aesthetic in the street scene. Whereas the proposed building directly responds to the setting in addition to providing specialist accommodation.

Furthermore a side window which Officers considered may be detrimental to neighbouring amenity has been removed.

There is a need for such a scheme given the specialist accommodation proposed and therefore the wider benefits to the local area are indeed outweighed by any perceived harm. In this regard the social benefits are integral to the decision making process and therefore these weight heavily in favour of the scheme.

In addition the Japanese Knotweed present on the site will be removed and new landscaping will provide for ecological enhancements in the form of bat and bird boxes which will be utilised in the scheme.

On balance it is therefore considered that the overall planning merits of the scheme need to be carefully considered holistically, the benefits of specific residential accommodation provided within the immediate community, where community cohesion can help integrate people in to society who want to make a life for themselves living independently.

In our view the social benefits should outweigh the other material issues which have now in any case been addressed to the satisfaction of the officers. There is a real opportunity here to redevelop the site and create something meaningful that will benefit the community as a whole.