Stanmore Community Village

Phasing and Delivery document

The Apley Estate and Stanmore Properties propose to develop up to 1500 housing units at Stanmore to satisfy the future housing needs of Bridgnorth. This phased development will include mixed income housing, shops and leisure facilities in conjunction with an extension to the successful Stanmore Business Park.

The development will be built using low carbon materials and the houses will look as if they belong in the landscape, reflecting the nature of the surrounding area. The intent is that it will be less car dependent than many such new developments with the phases of construction combining into walkable neighbourhoods. Each phase will have its own character whilst clearly being part of the whole.

To create the character a strict design guide will be created and adhered to by the builders employed to construct the housing. Whilst we have had discussions with national house builders our preference is to use a mixture of local and regional housebuilders as has successfully been done in many similar developments including Nansledan in Cornwall, where three builders have been employed (CG Fry & Son, Wain Holmes, Morrish Builders) who together deliver 120 homes per annum.

At the heart of this development there will be a variety of retail units for independent traders including butchers and bakers, greengrocers and cafe. The leisure elements including large areas of landscaping are spread throughout the development.

A team of leading consultants are appointed to take this matter through to fruition, this includes advice on the delivery from Lord Matthew Taylor.

<u>Phasing</u>

The land for development is already in the exclusive ownership of the Apley Estate and Stanmore properties. Save for necessary planning consents there are no restraints to development.

Already discussions have been held with Western Power in respect of the provision of electricity and one of the principal sources of water for Bridgnorth runs across this land. In respect of the employment accommodation the proposals already benefit from the existing business Park infrastructure and on-site management that currently serve the existing 60,000 m² of employment space on Stanmore business Park.

A phasing plan has been prepared to illustrate the delivery of much-needed employment and housing, (see drawing 36045-0011 Phasing Plan_A0). It illustrates the early release of land at the centre of the site as well as extensive employment space adjacent to the Business Park, this latter benefitting from existing services. The duration of phases is flexible (and necessarily indicative) and there will be some overlap as one phase concludes and the next comes forward fir delivery. Market conditions will dictate the rate of delivery but we expect to average between 75 – 120 completions per annum.

Phase 1 [including 1A and 1B]

Housing: (Years 1 – 4)
Comprising around 11ha, this phase would accommodate 7ha of housing equating to 250 homes, the village green, primary road and sustainable drainage in Stanmore Gardens.

Phase 1B would accommodate the refurbished Hermitage Farmhouse into a community facility together with shops for local retailers such as butchers, bakers and greengrocers selling local produce as well as a café.

Parking provision will accompany the initial 'shop' development so early delivery of a 'park and choose' can be established to ensure the residents of the site and visitors have the option to change behaviour when accessing the town centre by using more sustainable modes of transport, which could include including e-bikes as well as Buses.

Alongside the housing and community facilities, phase 1A (years 1 – 15) would see the expansion of Stanmore Business Park around the existing site by a further 11ha (35 - 40,000m2 approx.). Depending on market conditions a mix of smaller speculatively-built and larger 'designed to suit' units would be planned.

Phase 1C (year 3 onwards)

- This could deliver early individual serviced plots for self- build homes to the north of the site. These parcels will be serviced off a new primary access point and phased to give the space needed for self- build construction activity in advance of later phased development.

- Finally, throughout phase 1, extensive advance planting will be being undertaken to establish/reinforce green corridors between the Country Park and Hermitage Ridge.

Phase 2 (years 3 – 7)

- The land immediately south of the Phase 1 parcel will provide 110 homes with primary access provided from the existing, enhanced lane. Phase two will extend the primary road back to the extended Stanmore Gardens and accessing the A454, initially as a haul road.

- The second phase of employment growth is anticipated in phase 2A, accommodating a further 5ha land to the north of the site, east of the A454 and accessed directly off it. This land is seen as suitable for B1-type occupations and might attract a laboratory, research or office use compatible with residential uses adjacent. It is likely to be built 'to suit' and timing will depend upon marketing progress. Significant planting margins will be provided around this part of the site.

Phase 3 (years 4 – 8)

- Phase 3 will complete the housing and landscape works between Stanmore Gardens and the A454. This phase will deliver 120 homes addressing the main road and

stepping down to the gardens.

Phase 4 (years 7 onward)

- The majority of the phase 4 land, incorporating the availability of the two form entry primary school, playing field and remaining mixed use will be brought forward during this period. The school provision is dependent on ensuring the neighbouring St. Mary's school is at full capacity before any further educational space is provided, hence it is phased later in the development.

- The housing will cross the A454 to connect into the edge of the Hobbins to better integrate the centre into this existing community. Phase 4 and 4A is likely to accommodate 270 homes in total. It is possible that a Care Home might be located on Phase 4A which could include connected sheltered residential units

Phase 5 (years 10 onward)

- This final phase will complete the settlement, tying the self-build homes into the centre of the village. The final 100 homes will be accommodated delivering a total 850 homes.

3.0 Future Demand

- The Community Village layout is designed so that another 650 homes can be added seamlessly and alongside the earlier phases, as the core infrastructure will be in place, taking the Village up to about 1,500 homes in total.

4.0 Deliverability

The promoters comprise two long-established and well-capitalised property owning and developing Estates/Companies. They have years of experience in bringing large projects successfully to fruition.

4.1 Apley Estate owns and manages (in-house) some 8,500 acres around Bridgnorth; this comprises some 2,500 acres farmed 'in hand' and numerous tenanted farms whose families have been in relationships with the estate for 100 years in some cases. The Estate also holds about 300 rented houses, many let, long term, on 'affordable' terms, a number of miscellaneous commercial buildings and the Apley Farm Shop at Norton which combines a multitude of uses with family and community facilities, attracting tens of thousands of visitors each year.

4.2 The Estate has been intimately involved with communities in Shropshire for well over 100 year. Its operation is runs on sustainable and ethical standards and it provides local schools, organisations and communities with support, facilities and in some cases land for sports clubs, recreation facilities, and the like.

4.3 The Estate operates a rolling 'Plan' within (currently) a 125-year trust structure and publishes a brochure showing its activities and aims. A copy of that brochure accompanies this document.

4.4 Stanmore Properties Ltd has operated in the West Midlands and nationally for well over 50 years initially as a housing developer, more recently as a developer and owner of Industrial, commercial and retail buildings, leased out and managed by its in-house

management company. It will undertake the development of new buildings accessed through the Business Park (as it controls the access roads) using its established development management team.

5.0 Method of Delivery

5.1 The promoters will complete the Masterplan design in consultation with the Council, so that an implementable planning consent can be obtained. That will govern the number and type of houses and commitment to the provision (quantity and mix) of affordable and specialist accommodation (e.g. elderly, sheltered and live-work or studio units).

5.2 They will design and procure construction of the 'core' infrastructure of roads, drains, utilities and the framework of landscaping, green/open space and divide the Community Village area into appropriately sized lots, bringing in specialist housebuilders to take over land parcels and deliver the open market housing. A specific mix of affordable housing will be agreed which may include a percentage reserved for persons working within a specified distance or in a particular category.

5.3 A number of initial expressions of interest have already been received from housebuilders and preliminary discussions have been taking place.

5.4 Apley Estate is already a responsible landlord to some 300 residential tenants and intends to retain a proportion of the Stanmore housing to let, including elements of affordable stock.

6.0 Design Quality and Control

6.1 The promoters have consulted the Building Better, Building Beautiful Commission, the Duchy of Cornwall and the Prince's Trust - and visited the communities of Poundbury and Nansledan as examples of creating complete communities with outstanding design. It is their intention to create a community in a similar vein, with architecture redolent of local styles and providing a real 'sense of place'.

7.0 A 'village-wide' Design Guide

7.1 In order to maintain the necessary standards of quality and appearance a Design Guide (or 'Pattern Book') will be agreed with the Council and this will become a 'material consideration' when housebuilders take their planning applications for approval. Land disposal will most likely be done under licence from the owners to builders to ensure standards promised are delivered, with the freehold title passing direct to the purchaser.

8.0 Management and Stewardship

8.1 A major principle of Garden Village communities is that they contain areas of land for recreation and landscape value and common facilities, all of which are vital to the 'ethos' of the community and which must be maintained over the lifetime of the Community Village.

8.2 Many developers have promised to deliver communities which were to contain elements in the style of Garden Villages, but the commercial interest of building for profit has turned to a lack of interest once the valuable development has been

completed and the essential elements of ‘community’ have fallen by the wayside.

8.2 The Apley Estate has a long history of looking after its extensive estates and at Stanmore proposes to establish a Stewardship scheme for the Community Village, under which all common land provided for the community will be held in perpetuity and managed for the benefit of the Village and its residents.