

Strategic Land Promotion helping places evolve

Codsall South Staffordshire

Case Study: Residential Sector

The Project

Staffordshire County Council contracted Richborough Estates to promote a site on Watery Lane for residential use. Within its emerging Site Allocations Plan, the Council had identified the 18.9 acre Greenfield site as a suitable location for development. Centred around a historic village centre, close to a Conservation Area, the site is close to schools and other key services. As a way of securing best value for the taxpayer, Staffordshire County Council felt that entering into a Promotional Agreement was the most effective way to achieve planning permission and a subsequent high-value sale to a housebuilder.

The Approach

- An assessment of the site's landscape character, including an Ecological Mitigation Strategy, was undertaken to ensure that any development would successfully integrate within the existing environment
- A public consultation was held with local stakeholders to discuss their concerns. This resulted in high-quality public realm being included within the masterplan, including green spaces and children's play areas
- New footpaths and cycle paths were also included, as well as a pedestrian link to the existing community allotments
- A planning application for up to 180 residential units, including 40% affordable housing, was submitted. This included a mix of house types and styles

The Result

- Planning permission for up to 180 residential units, including 40% affordable housing was granted
- Following a competitive tender process, the site was sold unconditionally to Taylor Wimpey in May 2016

LAND OFF WATERY LANE



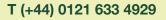
Strategic Land Promotion helping places evolve

Residential Sector

Codsall South Staffordshire

Key Benefits

- Approximately 180 residential units
- New green spaces and children's play areas
- Preservation of natural habitat
- New footpaths and cycleways, including a new permanent pedestrian link to the existing community allotments
- Sustainable Urban Drainage System (SUDS)



www.richboroughestates.co.uk