Prepared by:





BROOKEND LANE VIDS EY

VISION DOCUMENT DECEMBER 2018





Foreword

i. We are delighted to present this document setting out our Vision for the promotion of land to the east of Kempsey and its capacity for delivering new homes in Malvern Hills.

ii. This site is being promoted by Richborough Estates, one of the UK's most successful strategic land promotion businesses who work in partnership with landowners, Councils and local stakeholders to bring land forward for housing in the most efficient manner possible. At the forefront of their ethos, the Richborough team strive to create a lasting legacy.

iii. In this Vision Document we focus on a strategic development opportunity on land south of Brookend Lane, Kempsey.

iv. The overarching Vision for Brookend Lane will be to deliver a high quality, locally distinguishable and sustainable neighbourhood where people will wish to live. The 'landscape-led' masterplan will be ecologically sound, utilising the Hatfield Brook corridor and the new settlement edge to create opportunities for informal recreation within the site, as well as creating improved connections between the existing settlement and the countryside. The fundamental premise of the development is to retain and enhance the existing natural environment, and respect the adjacent built environment and heritage assets to ensure that it is sensitively integrated into the existing community.



Foreword

1 Introduction	8
Kempsey	8
Site Description	10
Objectives	10
Site Proposal	10
Recent Developments	11
2 Contextual Analysis	16
Planning Policy Context	16
Landscape	20
Ecology	24
Trees	26
Heritage & Archaeology	28
Flood Risk & Drainage	30
Transport & Access	31
3 Design Evolution	34
Constraints and Opportunities	34
The Concept	36
4 Masterplan Strategy	40
The Masterplan	40
Design Principles	42
5 Conclusion	46
Benefits of the proposal	46

Introduction

An overall introduction to Kempsey, the site and development proposals, including overarching objectives and Vision.

Contextual Analysis

A detailed summary of all the site assessment work carried to ensure an informed approach to the design development of the site.

Design Evolution

A detailed constraints and opportunites plan, summarising all the findings of the site assessment work, a concept plan for the site.

Masterplan Strategy

Presentation of the Illustrative Masterplan and the design principles adopted to ensure a robust development proposal.

Conclusion

A summary of the key benefits of the proposal and its merit as the next logical location for new development in Kempsey.



Introduction

Introduction

Kempsey

1.01 The site lies to the eastern side of the village of Kempsey. Kempsey is considered a sustainable location for development owing to its proximity to Worcester. Kempsey is located 4 approximately miles south Worcester City Centre which is a main provider for shops and services, including shopping centres and high street retail, a university, theatre, cinema, art gallery, museum and frequent rail links to Oxford and London. Convenient access to the M5 provides links to Birmingham and Gloucester, which along with Worcester itself are major areas for employment.

1.02 The site is made up of two land parcels located between Brookend Lane to the north, and Post Office Lane to the south. The Hatfield Brook runs from the north to the west along the boundary between the two parcels. The site has a partial boundary with the Old Road North part of the Kempsey Conservation Area, and with the eastern edge of the Village Development Boundary. The site is visually well contained by landform and planting, so that a well conceived development, laid out and landscaped with a clear appreciation of the character of the site and the village, will be successfully contained within the landscape, and will respect the qualities of the eastern edge of the village.

1.03 There are a number of local services and facilities in Kempsey, including:

- Kempsey Community Centre;
- Kempsey Post Office and Shop (McColls);
- St Mary's Church;

- · Community Youth Centre;
- Farm Shop;
- Public houses (the Crown, Walter de Cantelupe, Anchor, Talbot and Seabourne Inns);
- Kempsey Primary School , Ellsden; and
- Kempsey Doctor's Surgery, Old Road North

1.04 The majority of these facilities are in the northern/central part of Kempsey and are readily accessible from the site.

1.05 The site has been considered for development by Kempsey Parish Council as part of the preparation of the Neighbourhood Development Plan (NDP), which was made in November 2017. Whilst the site was not included in the NDP, it has since been promoted via the Call for Sites process, and will be promoted via the South Worcestershire Development Plan (SWDP) Review.

1.06 To inform engagement with the planning process, Richborough has commissioned a range of technical assessments and preliminary masterplanning exercise that have enabled it to begin to articulate its Vision for the site. The purpose of this document is to describe the results of this technical analysis, how it is thought the site could be developed, and the benefits that the development of the land could deliver. It will be used as the basis for ongoing discussions with the South Worcestershire Authorities, and the Neighbourhood Planning Body, through the SWDP Review process and any revision to the Kempsey Neighbourhood Plan.



Site Description

1.07 The land extends to approximately 12 hectares and is split generally into two distinct parcels located either side of the Hatfield Brook.

- The northern parcel comprises 5.16 hectares and has a boundary with Brookend Lane from which access may be gained. Part of the northern boundary is opposite part of the Lioncourt Homes Worcester Road development (SWDP59f). Its southern and eastern boundaries are with the Hatfield Brook. Part of its western boundary is with Brook Close and the Village Development Boundary.
- The southern parcel comprises 6.76 hectares and has a boundary to the south with Post Office Lane from which there is an opportunity to access a limited number of dwellings. Part of the southern boundary is opposite the northern end of the David Wilson Homes housing development which was granted on appeal in 2016. The eastern boundary follows clearly defined field boundaries and the northern boundary is with the Hatfield Brook. The western boundary abuts the Village Development Boundary and residential curtilages off Ellsdon Rise and Post Office Lane (although the settlement boundary excludes land east of The Firs, Mill House and Primary School).

1.08 Topographically, the northern parcel lies on gently falling landform from north to south with a fall of circa 4m from the north-western corner of the site to the south east. The

southern parcel falls from south to north towards the Hatfield Brook. Both parcels comprise medium sized irregular shaped field parcels bound by mature hedgerows and trees and are crossed north to south and east to west by Public Rights of Way connecting into the countryside to the east.

Objectives

1.09 The main objective of this proposal is to create distinguishable, high quality and landscape-led development - providing new homes, sensitively integrated into the community in a sustainable location.

1.10 We believe that however small or large a development, the proposals should demonstrate strong urban design and placemaking principles, creating spaces for informal recreation with safe and livable streets.

1.11 It is important to create development with a locally distinctive character to form natural, comfortable extensions to existing settlements. This is achieved by integrating with existing landscape structures, respecting built heritage and celebrating localised features.

Site Proposal

1.12 Having regard to the work undertaken, Richborough Estates concludes that the capacity of the northern and southern parcels is in the region of 55 and 85 dwellings respectively. These would be set within high quality landscaping and open space, and could be delivered in phases, with the northern parcel coming forward first, or collectively as one larger site



Recent Developments

1.13 There have been four principal residential developments in Kempsey in the last few years, three of which were planned in the SWDP and the fourth which was secured on appeal.

Land at The Lawns:

This site is allocated in the SWDP (SWDP59/8) as 'Land adjacent to the Lawns including Bight Farm (Part 1)' with an area of 4.68 ha and with an indicative capacity of 110 dwellings. Detailed permission was approved for 106 dwellings and the site was promoted and developed by Linden Homes.

Land at Bight Farm:

This site is also allocated in the SWDP (SWDP59/8a) as 'Land adjacent to the Lawns including Bight Farm (Part 2)' with an area of 1.69 ha and with an indicative capacity of 80 dwellings. The site was promoted by Countrywide Properties and developed by Taylor Wimpey. The consent included also land outside SWDP59/8a, to the south of the allocation and north of Pixham Ferry Lane, with that providing for a more logical rounding off of the settlement's southern boundary.

Land at Worcester Road:

This site is allocated in the SWDP (SWDP59f) as 'Land north of Brookend Lane (adjacent to the Limes)' with an area of 6.85 ha and an indicative capacity of 116 dwellings. The site was developed by Lioncourt Homes.

Land at Post Office Lane:

David Wilson Homes secured planning permission on appeal in January 2016 for residential development (75 dwellings) on land to the south of Post Office Lane. The Neighbourhood Plan was not a consideration at the time, and there was an admitted shortfall against 5 year housing land supply.

1.14 All developments provided policy compliant (40%) affordable housing and all made contributions towards education, recreation and highways broadly in accordance with policy.

1.15 In addition to the above, Taylor Wimpey submitted a hybrid application on Site K10B in October 2016 comprising a full element for 113 dwellings on K10B(ii) and an outline element for new community sports pitches and community hall/clubhouse on K10B(i). The application was recommended for refusal in April 2018. Planning Committee deferred consideration until Committee in July 2018. In the intervening period the application was amended to propose 99 dwellings. Planning Committee resolved to grant planning permission subject to a CIL payment, 40% affordable housing and transfer of land comprising K10B(i) to the Parish Council on which the Parish Council's proposed sports pitches and community hall will be built. The capital cost of the provision of the new facilities is to be met by way of contributions already secured from other housing schemes in Kempsey and by other funding streams.









ContextualAnalysis

Contextual Analysis

Planning Policy Context

The South Worcestershire Development Plan (SWDP) (February 2016)

2.01 The SWDP was adopted in February 2016 and sets out development needs, and the strategy for delivery, over the period 2006-2030. Policy SWDP2 sets out the Development Strategy and Settlement Hierarchy for the combined area. The Hierarchy Comprises:-

- Urban Areas (City) which comprises the Wider Worcester Area, or 'WWA' (Worcester City and the Urban Extensions) which is to accommodate the largest amount of employment, housing and retail development needs (Policies SWDP 43, 44 and 45).
- Urban **Areas** (Main Towns) which comprise Droitwich. Evesham and Malvern which provide a comprehensive range of local services and employment opportunities. The towns continue to be the focus of balanced growth in Malvern and Wychavon delivered through urban extensions, other allocations and infill development (Policies SWDP 48-53 and 56).

- Urban Areas (Other Towns)
 comprising Pershore, Tenbury Wells
 and Upton upon Severn which
 provide a range of local services
 and employment opportunities and
 where opportunities are taken for
 new development within settlement
 boundaries and via urban extension
 in Pershore.
- Rural Areas (1) which comprise Category 1, 2 and 3 villages which provide varying levels of services and facilities with the larger settlements providing the greatest range and with their role generally being to provide for local housing and employment needs. They are said to be "suited to accommodate market and affordable housing needs" alongside limited employment. Kemspey is a Category 1 Village.
- Rural Areas (2) which are small, lower category villages offering few services where infill development may be appropriate.

2.02 Site Allocations in the Category 1, 2 and 3 villages are as follows:

	Category 1	Category 2	Category 3	TOTAL
Malvern Hills	792	339	76	1,207
Wychavon	766	563	154	1,483
TOTAL	1,558	902	230	2,690

2.03 The contribution to total supply from the Category 1, 2 and 3 settlements is significant in aggregate (circa 10% of the total requirement 2006-2030), and is significant in Malvern Hills (at circa 21% of the requirement for Malvern Hills outside the WWA allocations).

2.04 Moreover, allocations in Kempsey comprise circa 40% of the total allocations to Category 1, 2 and 3 settlements within Malvern Hills (2006-2030) reflecting the level of service provision and sustainability of Kempsey, both of itself and relative to other Category 1, 2 and 3 settlements, for accommodating local housing needs.

2.05 Other policies of relevance to the land at Brookend Lane include:-

- SWDP5: Green Infrastructure which seeks 40% of the area of sites >1ha to be put to Green Infrastructure;
- SWDP6: Historic Environment which requires that new development respects built heritage issues and archaeological considerations;
- SWDP13: Effective Use of Land which seeks an average net density of 30 dwellings per hectare on sites in the Category 1, 2 and 3 villages;
- SWDP14: Market Housing Mix which seeks a mix of housing types and sizes to be informed by the latest version of the SHMA that is current at the time of consideration;

- SWDP22: Biodiversity and Geodiversity which highlights the need to respect ecological considerations and to take opportunities enhance to biodiversity;
- SWDP25: Landscape Character which require careful consideration of landscape matters in all development proposals to ensure that the distinctive character of the southern Worcestershire landscape is maintained; and
- SWDP28: Management of Flood Risk which requires appropriate assessment of actual and residual risk and application of the relevant tests in the NPPF.

2.06 All of the matters raised by these policies have been considered and addressed in the preparation of this Vision Document and the Concept Masterplan so that Richborough Estates can demonstrate that the site is deliverable.

The Kempsey Neighbourhood Plan (November 2017)

2.07 Kempsey Parish Council secured the designation of the Parish as a Neighbourhood Planning Area in July 2013. The NDP was prepared by a Steering Group of Parish Councillors and residents, was examined in June 2017 and was 'made' in November 2017 following a referendum in October 2017

(with 91.6% of those voting in favour of the Plan).

2.08 Kempsey had a population of 3,180 in 2011 and supported 150 businesses in 2017. Facilities include a doctor's dispensing surgery, Church, village and farm shops, PO, primary school, youth centre, Parish Hall, playing field, Community Centre and Public Houses.

2.09 The Parish identified a desire to move forward in a sustainable way with an all new, all purpose, community centre, further shops and improved indoor and outdoor sports facilities to serve both existing and future residents. Other 'Key Issues' for the preparation of the Plan included managing future housing growth so that Kempsey does not lose its character, the maintenance of the Strategic Gap between Kempsey and Worcester, the need to protect and enhance existing green spaces. and the need to improve local recreational facilities. The Vision for Kempsey is:-

"To ensure that Kempsey Parish continues to be an identifiable, sustainable rural community with facilities to cater for the needs of the residents and existing and new businesses".

2.10 Its polices include:-

- Policy K1 which supports new housing within the village development boundary;
- Policy K2 which controls

- housing development outside the development boundary;
- Policy K3 which seeks a range of housing types in new development;
- Policy K4 which seeks to retain the Significant Gap between Kempsey & Worcester:
- Policy K10A which seeks to protect existing recreation facilities at Plovers Rise; and
- Policy K10B which seeks to meet future sports, community and recreation needs on land north of Pixham Ferry Lane and west of Old Road South (K10B(i)), supported by 'enabling' housing development on land to the east of Old Road South (K10B(ii)).

2.11 GVA submitted representations to the Regulation 14 version of the NDP in May 2016. This followed a meeting with Members of the Steering Group who advised that the site had been considered at early stages of the plan preparation. GVA proposed the allocation of the land as a 'Reserve Site' to be brought forward in the event that:-

- it would support wider objectives of the NDP as first 'made' or later amended; and/or
- it would enable or support delivery of other objectives/community facilities; and/or
- the land supply position in the subarea fell below 5 years.



2.12 The benefits of this approach would include:-

- clarity in terms of the future direction of development should the NDP be reviewed either unilaterally or as a consequence of a review of the SWDP;
- an ability to respond and react in a planned manner to any future changes in land supply and to bring forward a 'preferred' site should such circumstances arise;
- the potential to secure additional benefits in terms of the provision of more informal and 'open' recreational uses that those which are planned at Old Road South; and
- an ability to secure additional funding if needed for community, sport and other facilities which are to be enabled in part by development.

2.13 The site was not taken forward by the Steering Group on the basis that technical deliverability had not been demonstrated at that time, and that the land did not best meet the Steering Group's aspirations for the location of sports facilities that were ultimately promoted through Policy K10B.

2.14 GVA submitted further representations to the Regulation 16 (Submission) version of the Plan in February 2017. No substantive changes

had been made to the previous versions of the plan and GVA proposed the same approach to allocation of the land as a Reserve Site. By this time Richborough Estates had commissioned range of technical analysis and the representations concluded that the proposals would be demonstrably deliverable and sustainable. Whilst the NDP was made without reference to the contribution that the site may make to the delivery of the its objectives, it remains the case that the site has merit as:-

- the next logical location for new development in the village; and
- as a means of providing more informal green infrastructure in the central and northern part of the village.

2.15 The site has considerable merit as the next logical location for new development in the village. It sits outside the 'Significant Gap' to the north of the village, which is a feature of both the SWDP and Neighbourhood Plan and which seeks to avoid the coalescence of Worcester and Kempsey. The site is not otherwise affected by any policy or environmental constraints that are not capable of being managed within the Site Masterplan and layout. Moreover, new development to the north of Brookend Lane and south of Post Office Lane alters the context for consideration of the site's suitability for development.

The SWDP Review (Issues & Options)

2.16 The South Worcs Authorities have commenced a review of the SWDP, and consultation on Issues & Options runs until 17 December 2018. The Evidence Base includes the Housing Need in South Worcestershire report, prepared by arc4, which follows the approach set out in the NPPF and in Planning Policy Guidance. This confirms, adopting the Standard Method, that the housing need for the period 2021-2031 (using 2014 national household projections) is 1,232 per annum in South Worcestershire. The figure for Malvern Hills is 350 per annum. The figures may change according to any updates to the Standard Method. The annual requirement set out in the SWDP will continue to be used for the period 2016-2021 and is 1,314 dwellings per annum, or 5,913 dwellings in total.

2.17 The Issues & Options document considers net housing need to 2041 which, having taken into account completions since 2016, commitments and undeveloped allocations, is currently assumed to be 13,998 dwellings. Decisions on the distribution of the total requirement around the three authorities will be determined as the plan progresses.

2.18 However, the Issues & Options document indicates that SWDP2: Development Strategy and Settlement Hierarchy may not be reviewed indicating that Category 1 Villages ought quite properly to continue to make a significant contribution to meeting Local Housing Need. Moreover, the NPPF requires Local Authorities to establish a housing figure for designated Neighbourhood Areas.

Landscape

2.19 The development of the Masterplan has been informed by a desk-top analysis of the site in terms of its landscape character and visual context, supported by site visits and wider fieldwork. This has allowed robust identification of opportunities and constraints and has supported the preparation of the Concept Masterplan.

2.20 The analysis has been based on the assumption that the northern parcel, and a majority of the southern parcel, would be accessed from Brookend Lane linked by a bridge over Hatfield Brook. Post Office Lane may also provide access to part of the development. Further context is provided by the sites that are committed/under construction to the north of Brookend Lane, and to south of Post Office Lane, both of which extend the settlement boundary further to the east and alter the context within which the site is viewed.

Landscape Character

2.21 The evidence base includes the Worcestershire Green Infrastructure Strategy (2013-2018) and the Worcestershire Landscape Character Assessment (June 2008). The site and wider study area are described as lying within the 'Principal Timbered Farmlands' (PTL) Landscape Character Type (LCT) within which landscape guidelines are promoted that include:-

- to conserve and protect the pattern of hedgerows;
- to conserve and enhance tree cover along watercourses; and
- to enhance patterns of tree cover associated with settlement.

2.22 The site is adjacent to the Kempsey Urban Area 'Landscape Description Unit (LDU) MW138' and within LDU MW62.2 'Kempsey Principal Settled Farmlands' characterised by localised tree groups, red brick building materials, declining field patterns, hedgerows in poor condition and poor representation of tree cover. The two parcels have differing landscape character but that both are influenced by the proximity to the residential edge of Kempsey. On site features are characteristic of the wider area and include gently undulating, almost flat topography and small/medium field pattern defined by hedgerows and trees.

Visual Circumstances

2.23 The site is well contained by mid to long distance views which are heavily restricted by local topography and well treed boundaries so that:-

 the northern parcel is well contained visually from mid to long distant views which are heavily restricted by the nature of the local topography and the well treed context to the

Northern parcel



Southern parcel



site and surrounding landscape. Visibility of the northern parcel is limited to the PRoW within the site, a small number of properties in Brookend Lane and Brook Close and, potentially, Mill House and Manor House, due mainly to screening from built development and mature vegetation on the eastern boundary. The approximate extent of the visual envelope is as follows:

- to the north views are limited by the existing built development of Kempsey and the mature hedgerow adjacent to the Brookend Lane:
- to the east views are heavily screened by the existing mature vegetation belt associated with Hatfield Brook and woodland block beyond. Further views from the wider landscape are screened by the intervening mature vegetation to field boundaries;
- to the south the landform falls to Hatfield Brook with associated mature vegetation, heavily filtered views through the mature vegetation are possible from the south; and
- to the west views are largely contained by the presence of mature hedgerows and scrub woodland on rising topography with views to the north west restricted by the existing development forming the eastern edge of Kempsey
- visibility of the southern parcel is limited to the PRoW within the site and the small number of properties on its western boundary, as well as users of the surrounding lanes. The lower lying landform to the north and east and the well treed context to the site and surrounding landscape heavily screen the Parcel from the mid to long distant views. The approximate extent if the visual envelope is as follows:
 - to the north views are limited by the landform;
 - to the east the higher ground to the west of the site will be visible in the wider landscape with the

lower lying landform heavily screened by the by the existing woodland to the north east and the intervening mature vegetated field boundaries;

- to the west views are largely contained by the presence of mature woodland to the north west of the site in the lower lying land form adjacent to Hatfield Brook and to the south west by existing development forming the eastern edge of Kempsey; and
- to the south the David Wilson Homes development will screen views towards the site from this location.
- 2.24 Overall, the number of people (visual receptors) affected by the development of the site would be limited and localised.
- 2.25 The landscape-led approach to development would adopt the following key principles:-
- retain vegetation along the Hatfield Brook to maintain compartmentalised landform;
- retain the mature trees along the eastern boundary of the northern parcel;
- set lower density development back from the western boundary to respect the setting of the Kempsey Conservation Area;
- keep the watercourse corridor and PRoW route free from development;
- similarly, retain strong field boundary features into connecting Green Infrastructure; and
- consider the distribution of public open space/green space so as to coincide with areas of higher ground along the eastern boundary of the southern parcel.

2.26 Overall, it is evident that development must be sensitive in landscape and visual terms, and must also respect the adjacent Conservation Area and its setting. At the same time, the character of the landscape is neither rare nor unique, and the site's zone of visibility is limited by landform, landscape and existing/proposed development.

2.27 Any particularly sensitive locations, in terms of visibility, may coincide with the careful placement of public open space and other 'green infrastructure' within the site. This is likely to be consistent with the incorporation of buffers along the brook and site boundaries designed to mitigate the potential impacts of development on ecology and trees, as well as amenity, and is likely to tie in with the approach to managing flood risk.

2.28 Moreover, the proposed development provides a substantial opportunity to maintain and improve public access to the site and the wider landscape, and to reinforce and supplement the existing landscape structure. The expectation is that the current requirement in SWDP5 that 40% of greenfield sites (excluding private gardens) should be set aside for Green Infrastructure would, in view of the above conclusions, be fully met. Overall, development will assimilate well with the surrounding landscape and will be well contained by the existing landscape structure, mature trees and woodland.

Site boundary

Proposed development area

Existing vegetation

Proposed tree planting

Landscape vistas

Proposed SuDs

Existing Rights of Way Network

Proposed Foothpaths

Conservation Area



Ecology

2.29 The site is within the Impact Risk Zone of the Napleton Meadow SSSI and contains various habitats of Principal Importance (hedgerows, stream and pond). As a consequence, Just Ecology has carried out a Preliminary Ecological Assessment (PEA) and, based on the conclusions of the PEA, have also completed various Protected Species Surveys in accordance with best practice guidelines and at the appropriate times of year.

2.30 summary of the findings is as follows:

- Great Crested Newt (GCN): eDNA surveys were carried out at four water bodies in the locality, including one within the site and three within 500m of it. That within the site tested negative (i.e. it was confirmed that GCN were absent from the water body), as did two others. One, to the north and across Brookend Lane, tested positive, but the integrity score for the sample was low so that the outcome is unreliable. Moreover. the water body lies across Brookend Lane so connectivity to the site is low. The conclusion is that GCN are not a constraint to development.
- Hazel Dormouse: field and nest tube surveys concluded that Dormice are likely to be absent from the site and do not represent a constraint to development.
- Otter: surveys recorded otter signs (spraint, a couch, feeding remains and slides) within the site and close to its boundaries. A potential holt was identified close to the site boundary although it appears unlikely to support breeding animals, subject to further survey. Just Ecology recommend that a 20m buffer be maintained on both sides of the watercourse with permanent fencing installed to protect habitat in the operational phase. Moreover, all woodland adjacent to the watercourse should be maintained. Should the Brook be bridged, mammal ledges should be provided to allow for continued passage along the watercourse. Detailed mitigation proposals would be developed following further surveys.

- Bats: transect surveys indicated lowmoderate levels of common and soprano pipistrelle foraging activity, and low levels of activity by other species, most of which was along the stream-side woodland. No evidence of roosts on site was recorded. Recommended mitigation includes a 10m buffer on both sides of the stream, minimising the removal of trees/hedges to bridge over the stream, and to access the site (and provide compensatory planting), sensitive lighting design at the detailed stage and provision of a minimum of 10 bat boxes. Tree Roost Surveys identified 19 trees as having roost potential (9 Low and 10 Moderate). Having regard to their location, it appears likely that all would be retained.
- **Badger**: surveys confirmed that there are no badger setts on the site.

2.31 The Ecological Surveys undertaken to date provides confidence that all ecological interests are understood and that any impacts may be fully and satisfactorily mitigated. Opportunities exist to achieve ecological enhancement through a well planned and sensitive development of the site.





Trees

2.32 An Arboricultural Survey of the land and has been carried out including a Tree Survey and Tree Constraints plan which record the situation as set out in the table below.

2.33 The majority of tree specimens, groups and hedges are located on or close to the site's boundaries and would be unaffected by development.

2.34 There are hedges along the boundaries with Brookend Lane and Post Office Lane, albeit those hedgerows already have breaks within them. A single Class A tree, and two Class B trees, sit within the southern parcel but could be retained. A linear tree group bisects the site, along the course of the Hatfield Brook.

2.35 A number of individual trees and small tree groups also lie about the brook course. A majority would be unaffected by development although some removals would be necessary to secure vehicular and pedestrian connections across the brook.

Category	Trees	Tree Groups	Woodland Groups	Hedges
U (unsuitable)	5	1	0	0
A (high quality/value)	3	0	1	0
B (moderate quality/value)	19	8	2	6
C (low quality/value)	4	0	0	1
TOTAL	3 1	9	3	7

KEY:	
Site boundary	
Category U tree/tree group	
Category A tree/tree group	
Category B tree/tree group	
Category C tree/tree group	
Category A woodland	
Category B woodland	
Category B hedgerow	



Heritage & Archaeology

2.36 A desk-based heritage assessment of the site has been carried out.

2.37 Its archaeological potential is low in terms of Roman, Early Medieval/Medieval and Post-Medieval/Modern periods, and moderate/low in terms of the prehistoric period. Any remains that may exist are likely to be of no more than local significance so that archaeology is not a design or development constraint.

2.38 Kempsey Conservation Area was designated in 1978 and includes three different areas; The Historic Core, the Old Road North area and the Main Road South area. The site has a common boundary with part of the Old Road North Area which is said in the Conservation Appraisal and Management Strategy to be special because it embodies the early C19 development of the village. Larger houses sit behind tree screens in large plots, backing on to the fields and the tree lined Hatfield Brook. As the Appraisal notes, many houses are hidden from view and glimpsed through trees and over walls and hedges.

2.39 The site adjoins approximately 250m of the site's western boundary. However, the grounds of large plots abut the boundary which is in part marked by

mature trees. Moreover, having regard to the route of the Hatfield Brook, development is unlikely to be sited close up to its boundary. In any event, any potential impact on the setting of this part of the Conservation Area could be effectively and successfully mitigated by sensitive landscape and design, together with a setting back of development from the boundary.

2.40 There are twelve Listed Buildings to the west of the site but due to the presence of intervening development and landscape features, development would have no impact on their settings or significance.

Site boundary

Conservation Area

Listed buildings





Flood Risk & Drainage

2.41 Environment Agency flood mapping shows that the majority of the site falls within Flood Zone 1 and is therefore at low risk of fluvial flooding.

2.42 A swathe of land running through the middle of the two fields, and following the route of the various branches of the Hatfield Brook, is however identified by flood mapping as being within Flood Zones 2 and 3.

2.43 An hydraulic flood modelling exercise has been carried out to better define flood risk to the proposed development, and a cross sectional survey has been undertaken to define the in-channel conditions of the Hatfield Brook. Results of the modelling exercise show parts of the site to be at risk in all modelled scenarios, but with flood extents being broadly in line with the Environment Agency's Flood Map for planning, and confined to the central part of the site either side of the Hatfield Brook.

2.44 The result is that the development should be arranged so that all built development is placed outside the modelled area of flood risk, and with finished floor levels to be set appropriately.

2.45 A road connection across the Hatfield Brook would need to be considered against the NPPF BWB has also recommended the most appropriate location for any bridge crossing over the Hatfield Brook. As a result of the development being retained outside of the flood risk area and contained wholly within flood zone 1, flood risk would not present a constraint to development.







Transport & Access

2.46 Richborough has reviewed the potential to service the site from both Brookend Lane and Post Office Lane.

- In relation to Brookend Lane, its junction with the A38 has the required geometry and capacity to support residential development across the whole of the site. Moreover, Brookend Lane is sufficiently wide to meet standards and the alignment of the carriageway at the site frontage allows for satisfactory access to be achieved adopting the requisite visibility splays, having regard to surveyed traffic speeds along the Lane.
- There is also scope for serving part of the site from Post Office Lane, having regard to the conclusions reached by the Inspector who considered David Wilson Homes (Mercia) Ltd's appeal against the refusal of permission for 75 dwellings. The junction of Post Office Lane and the A38, and Post Office Lane itself, could serve a limited number of dwellings in the southern part of the site without leading to any severe impacts on the operation of the highway network. The precise figure will be based on

further technical work at a more detailed stage.

2.47 The development site is located to make use of existing infrastructure and services, is sustainable in transport terms and provides safe and suitable access for all users.

2.48 As a consequence, it has been concluded that there is a flexibility to serve the site safely, without harm to the operation of the existing transport network, and that access and highways matters are not a constraint to development.







Design Evolution

Design Evolution

Constraints & Opportunities

3.01 Considering the analysis carried out for the site, the following constraints should be considered when developing the masterplan layout:

- Access: there is a flexibility to serve the site safely, without harm to the operation of the existing transport network. Access & highways matters are not a constraint to development.
- Adjacent properties and heritage: There are twelve Listed Buildings to the west of the site but due to the existing presence of the intervening development & landscape features, development would have no impact on their settings or significance.
- Drainage: development should be retained outside of the flood risk area and it should be contained wholly within flood zone 1, to ensure that proposals do not increase the likelihood of flooding elsewhere.
- Views: existing glimpse views to the wider countryside context should be maintained to mitigate any impact of the development.
- Existing trees: trees & hedgerows should be retained where possible in order to retain existing habitats.
 Some removals may be necessary in order to to secure vehicular and pedestrian connections across the brook.
- **Topography**: the contours of the site should be considered to ensure that the design of the masterplan and orientation of streets is sensitive.



Site boundary



Existing overhead cables



Flood zone



Existing Rights of Way Network



. .



Listed buildings

Conservation Area



Running water



Standing water (pond)



Development currently under construction



Proposed residential development area



Proposed green space



Proposed landscape buffers for ecological enhancement



Proposed attenuation basins



Incorporation of landscape vistas



Proposed Foothpaths

Proposed access



Proposed bridge crossing





The Concept

3.02 The overall concept for the development is to create a sustainable, landscape-led, appropriate and design sensitive

addition to Kempsey; bringing a strong sense of place and offering distinctive green spaces and green infrastructure.

3.03 This concept ensures a legacy - with development becoming a positive gain and complementing its location, setting and proximity to the edge of Kempsey.

3.04 The proposed development will provide a unique opportunity to create two new, landscape gateways which will enhance the eastern edge of the settlement and the approaches into the site from both the north and the south.

3.05 The setting of the proposed masterplan benefits from the existing established high quality landscape which creates a strong framework for placemaking and for a new neighbourhood to grow.

3.06 The concept masterplan respects the existing green spine that runs through the centre of the site created by the existing brook and tree and woodland planting within the red line boundary and on the peripheries of the site.

3.07 The masterplan integrates a series of linked green areas with the existing green spine. Outward looking streets and spaces are enhanced through the concept of front gardens and verdant green edges overlooking public spaces and creating activity.

3.08 This creates a vibrant green character which gives space for activity; space for recreation, to play, to run and walk a dog - an active and integrated community.

3.09 A key concept of the masterplan is the integration of a village green in the southern parcel. All homes will overlook green tree planted spaces and will have views to the north and east and wider landscape setting. The landscaping will be soft and native to reflect the location of the site on the edge of the settlement and the existing landscape character of the area.

3.10 A proposed bridge at the centre of the masterplan acts as a placemaking focal point and more importantly links the two parcels of development together and provides a north south spine connecting together existing areas of Kempsey with new footpath and cycle routes.













Masterplan Strategy

Masterplan Strategy

The Masterplan

4.01 Following on from the concept masterplan which has been based around the technical and environmental assessments, an Illustrative Masterplan has been prepared to demonstrate how the site could be developed.

4.02 The masterplan layout clearly illustrates how the constraints have been accommodated, with a generous green spine running through the centre, indicating the mitigation required for flooding and drainage implications.

4.03 The Illustrative Masterplan confirms that the site could accommodate in the region of 140 dwellings, based on an average density of 30 dwellings per hectare, and a mix of 2 to 5 bed houses (consistent with existing SWDP13 and SWDP14).

4.04 This landscape led ayout also provides approximately 6.66 ha of public open space, equating to 56% of the gross site area (which exceeds the current green infrastructure requirement of SWDP5).

4.05 Promoting placemaking and safe streets; homes would be served via a hierarchy of streets, integrated with a network of pedestrian routes to achieve maximum accessibility to new green space and residential areas and to the existing surrounding development.

4.06 The Illustrative Masterplan confirms also that development can accommodate all ecological and arboricultural recommendations utilising offsets from the Hatfield Brook and site boundaries.

- Proposed vehicular access via Brookend Lane;
- 2. Potential pedestrian footpath to Brook Close:
- Pedestrian and emergency vehicle access via Post Office Lane with the potential for the access to be upgraded to serve some dwellings;
- 4. Bungalows;
- 5. Existing overhead cables to be diverted;
- 6. Housing frontage to provide natural surveillance of public open space;
- 7. Min development 30m offset to adjacent pond;
- 8. Proposed bridge over existing brook and localised removal of existing trees;
- Development offset from existing trees and woodland;
- 10. Proposed wildlife corridor;
- 11. Development offset from existing brook;
- 12. Verdant residential street with outward facing housing frontage;
- 13. Focal point spaces;
- 14. Development offset to avoid steeper sloping topography;
- 15. New residential frontage to continue existing building line;
- 16. Landscaped pedestrian route leading to (focal point) green space;
- 17. Tapered residential frontage and landscaped edge to address transition to wider countryside;
- 18. Dual aspect dwellings to provide natural surveillance of existing public footpath; and
- 19. Development set back to maintain an existing central vegetated green space and retain character of adjacent Conservation Area.

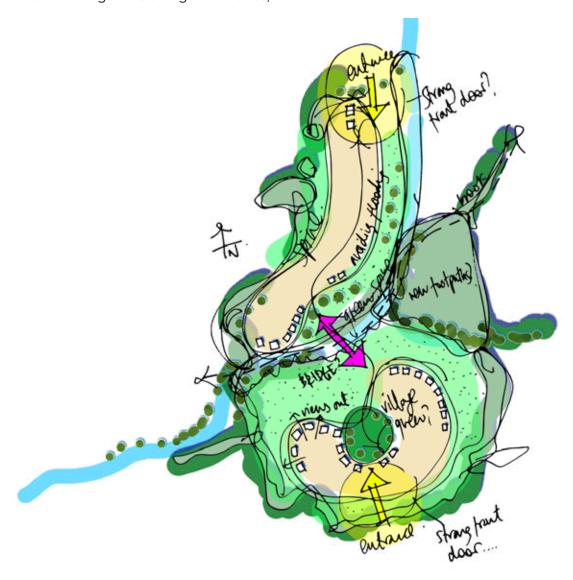


VISION DOCUMENT

Design Principles

- 4.07 The key design principles which have informed the Illustrative Masterplan are to:-
- a) provide high quality, low density and landscape-led residential development;
- b) integrate new buildings into existing building lines on Brookend Lane and Post Office Lane;
- c) use tapered building lines and landscaped setbacks to address the transition of the site between the village and the wider countryside;
- d) retain a central landscaped green space, addressing the character of the Conservation Area to the west;
- e) provide wildlife corridors and landscaped buffers to address the amenity of adjacent houses and ponds and retain on-site features such as Hatfield Brook and existing landscape, trees and hedgerows along boundaries;

- f) create a permeable network of routes which join new green space and residential areas with existing streets and footpaths;
- g) retain and integrate existing landscape components as focal points within new streetscapes and open spaces, and bolster existing landscaping and planting along site boundaries;
- h) make efficient use of land, use similar building patterns and create character which draws upon and complements the local vernacular; and
- i) create an opportunity for true placemaking with a network of streets and spaces, landmark buildings and streets that are well defined, activated and safe for pedestrians and cyclists.







Conclusion

Conclusion

Benefits of the proposal

5.01 This document has set out a Vision for the development of Land at Brookend Lane, Kempsey.

5.02 Kempsey is a Category 1 Village and a sustainable location within the SWDP2 settlement hierarchy for accommodating development meet local needs. Kempsey's ability to support new development is clear from the recent delivery of housing on sites allocated in the SWDP and Neighbourhood Plan. The village contains a range of facilities which are readily accessible from the site, and is set to benefit from the delivery of a comprehensive sports, leisure and community scheme planned at Old Road South.

5.03 The proposals are demonstrably deliverable based on the site assessment work that has been carried out to date, and the Illustrative Masterplan describes a high quality and locally distinguishable new neighbourhood for Kempsey.

5.04 The site has considerable merit as the next logical location for new development in the village. It sits outside the 'Significant Gap' to the north of the village, which is a feature of both the SWDP and Neighbourhood Plan and which seeks to avoid the coalescence of Worcester and Kempsey. Moreover, new development to the north of Brookend Lane and south of Post Office Lane alters the context for consideration of the site's suitability for development.

5.05 The proposals will deliver a range of benefits as follows:

- The delivery of up to 140 dwellings, and affordable housing, contributing to local housing need and at a scale appropriate to the Category 1 status of the village.
- An attractive, 'landscape-led' residential development, with 6.66 hectares (56% of the site area) of new, informal recreation space along the Hatfield Brook corridor and the new settlement edge
- Enhancements to the existing PRoW network with routes within the site linking into the countryside to the east.
- Retention of mature landscaping within the site and on its boundaries to ensure that the development is sensitive to the existing landform and setting of the site.
- Development that meets and exceeds the requirements of current SWDP policy relating to open space, affordable housing, biodiversity and other environmental issues.

5.06 Development of the site would contribute to the supply of market and affordable housing in South Worcestershire, consistent with the Settlement Hierarchy and development strategy, and would help to deliver the housing requirement arising from the application of the Standard Methodology for Assessing Housing Need.



BROOKEND LANE VIDS EN