



Our ref: DJ/SJP

27th July 2012

Development Policy Manager
Development Services
Warwick District Council
Riverside House
Milverton Hill
Leamington Spa
CV34 4QH

Dear Sir

RE: WARWICK DISTRICT COUNCIL LOCAL PLAN PREFERRED OPTIONS

I refer to the above.

Please find attached a copy of our representations on the Plan for your consideration. As you will see these relate to preferred options PO3, PO4, PO5, PO6, PO8, PO12, PO14 and PO18.

I look forward to hearing from you on any aspect that you would wish to discuss further. In the meantime I would be grateful that you could acknowledge that these were received within the required period.

Yours faithfully

A handwritten signature in blue ink, appearing to read 'David Joseph', is written over a large, light blue oval scribble.

David Joseph BSc Dip.TP. MRTPI
Strategic Planning Director

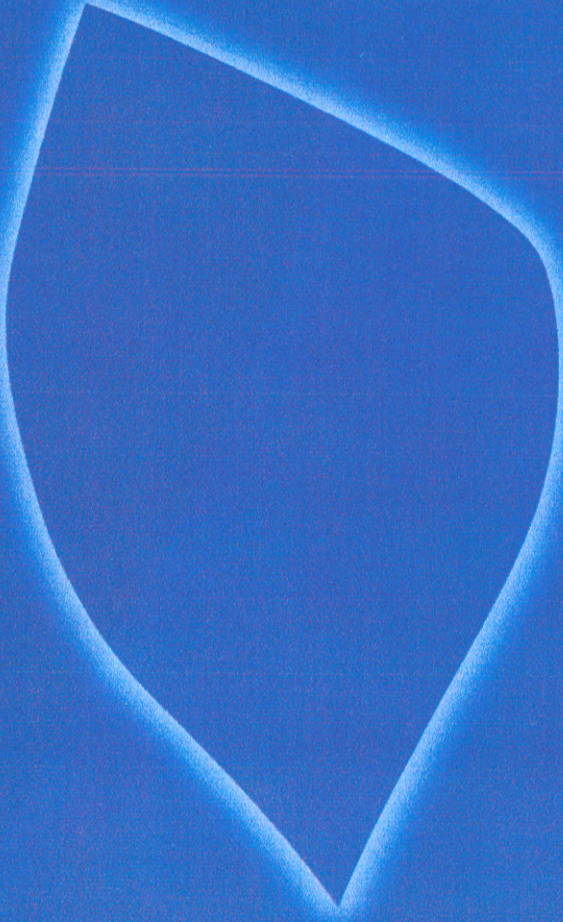
Enc

c.c. Jason Woolliscroft
John Hall (Howkins and Harrison – Rugby)

www.bloorhomes.com

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WARWICK DISTRICT COUNCIL

LOCAL PLAN: PREFERRED OPTIONS
Consultation Response by Bloor Homes Limited

July 2012

**Warwick District Council Local Plan
Preferred Options Consultation
Representations by Bloor Homes Limited**

Contents

Written responses to Preferred Options PO3, PO4, PO5, PO6, PO8, PO10, PO12, PO14 & PO18

Figure 1 – The Asps - Development Context

Figure 2 – The Asps - Site Synthesis

Figure 3 – The Asps - Development Concept

Response Form Part A

Response Forms Part B (8 number)

Warwick District Council Local Plan
Preferred Options Consultation

The following sets out our views on the Preferred Option draft of the Local Plan.

These relate to Preferred Options PO3, PO4, PO5, PO6, PO8, PO12, PO14 and PO18. We have also completed your proformas as requested.

Preferred Option PO3: Board Location of Growth

We wish to express support for the Preferred Option of urban concentration with a smaller element of dispersed growth to certain villages based on a settlement hierarchy. We believe this best reflects nature of the area and will provide for a sustainable pattern of development. Moreover this should support the vitality and viability of the identified rural settlements and surrounding areas.

Preferred Option PO4: Distribution of Sites for housing

Again we wish to express general support for the distribution of housing as set out in the Preferred Option together with the application of “Garden Suburb” principles in the design and development of these sites. Nevertheless, the Council should consider whether a wider exercise, beyond the involvement of Parish Councils, is carried out in relation to the Category 1 and 2 Villages village envelopes to ensure the delivery of this aspect of the plan.

We specifically support the proposed mixed use development south of Gallows Hill, west of Europa Way, Warwick as one of the identified development sites on the edge of Warwick, Leamington Spa and Whitnash.

We have carried out preliminary work associated with development of the site, with particular reference to the southern portion identified under the working title as “The Asps”. Figures 1 & 2 attached provide our preliminary views on the Development Context (Figure 1), and Site Synthesis (Figure 2).

The following image (Figure 3 – Development Concept) sets out a broad initial proposal for consideration by the planning authority and to prompt discussion with other stakeholders in the subsequent stages of the plan.

We do believe it important to ensure that the plan guides the disposition of certain land uses in the future.

As such, we suggest that a number of key aspects are identified in the next iteration of the Plan.

- The location of the employment element of the scheme towards Gallows Hill as suggested at paragraph 8.29 of the Preferred Option.
- The relocation of the Park and Ride proposal towards the southern extremity of the allocation. This would intercept traffic at the earliest possible stage and would also provide a destination for a public transport system that can serve the rest of the site, and surroundings (see Figure 3 attached).
- High quality, sustainable, non motorised access corridor through the centre of the proposals, which would connect a series of inter linked neighbourhoods (see Figures 3).
- Landscape infrastructure to replicate the existing character of the Banbury Road (see Figure 3 attached).

In addition, we suggest that the Council should critically review the phasing associated with the release of this site. Infrastructure such as the park and ride may have a benefit, not only to this scheme, but to the existing transportation network if it was brought in at any early stage.

Moreover, Chart 7.1 (Housing Trajectory) does not suggest an immediate or material response to the NPPF ambitions to boost housing supply.

Indeed, the trajectory does not appear to demonstrate that the annual requirement is achieved until around 2019/20. Therefore, an arbitrary phasing of development seems both contradictory and unreasonable at this stage of plan preparation (see paragraph 47 of the NPPF).

Preferred Options PO5, 6, 12 & 18

There are a number of policies which we believe should be revised given their possible impact on the viability of development. Paragraphs 173 & 174 in NPPF set out a clear requirement for the planning authorities to undertake assessment impacts of the standards and requirements they propose on new developments to ensure these do not jeopardise the delivery of the development planned. The Council must undertake this assessment in order for the Local Plan to be sound. In addition future policy expressions should indicate the need to review such requirements at the application stage. This should be done in full consultation with the developer interests.

We also commend the advice set out in the recently published Local Housing Delivery Group document "Viability Testing Local Plans – Advice for planning practitioners".

This would seem to suggest that further work is required and at this stage amendments are made to preferred options PO5, 05, 012, 14 & 018 in the light of this advice.

Preferred Option PO8: Economy

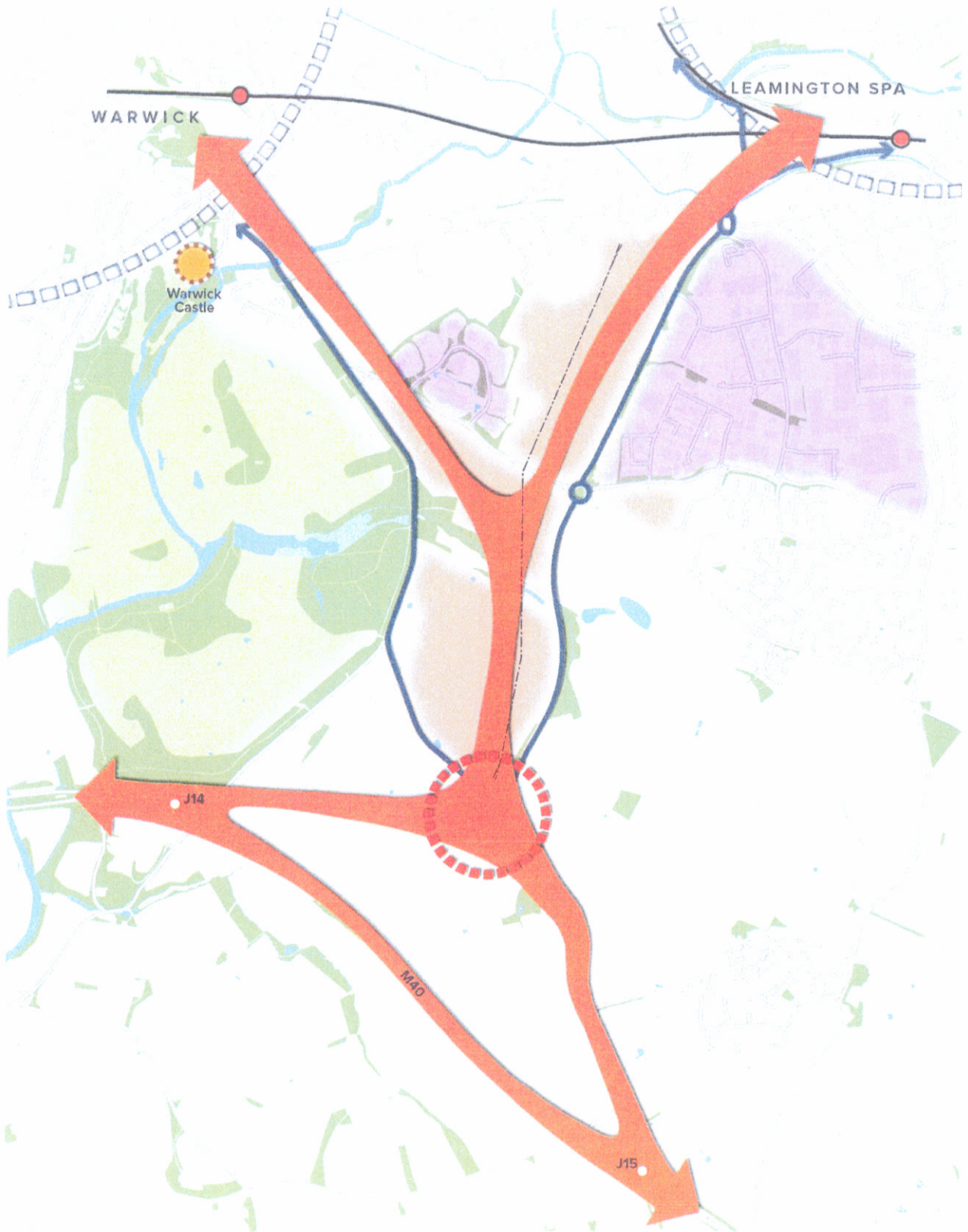
As referred to in our response to Preferred Option PO4, we support the location of employment development close to the Warwick Technology Park, subject to our suggestion of an alternative location for the proposed Park & Ride.

Preferred Option PO14: Transport

We suggest that the plan is more positive in relation to the benefits to transportation that could be achieved by the prompt release of development sites and the consequential improvements to transport infrastructure, as high lighted under the 2nd paragraph under the Preferred Option heading "Provision of Transport Infrastructure".

Bloor Homes July 2012

Figure 1



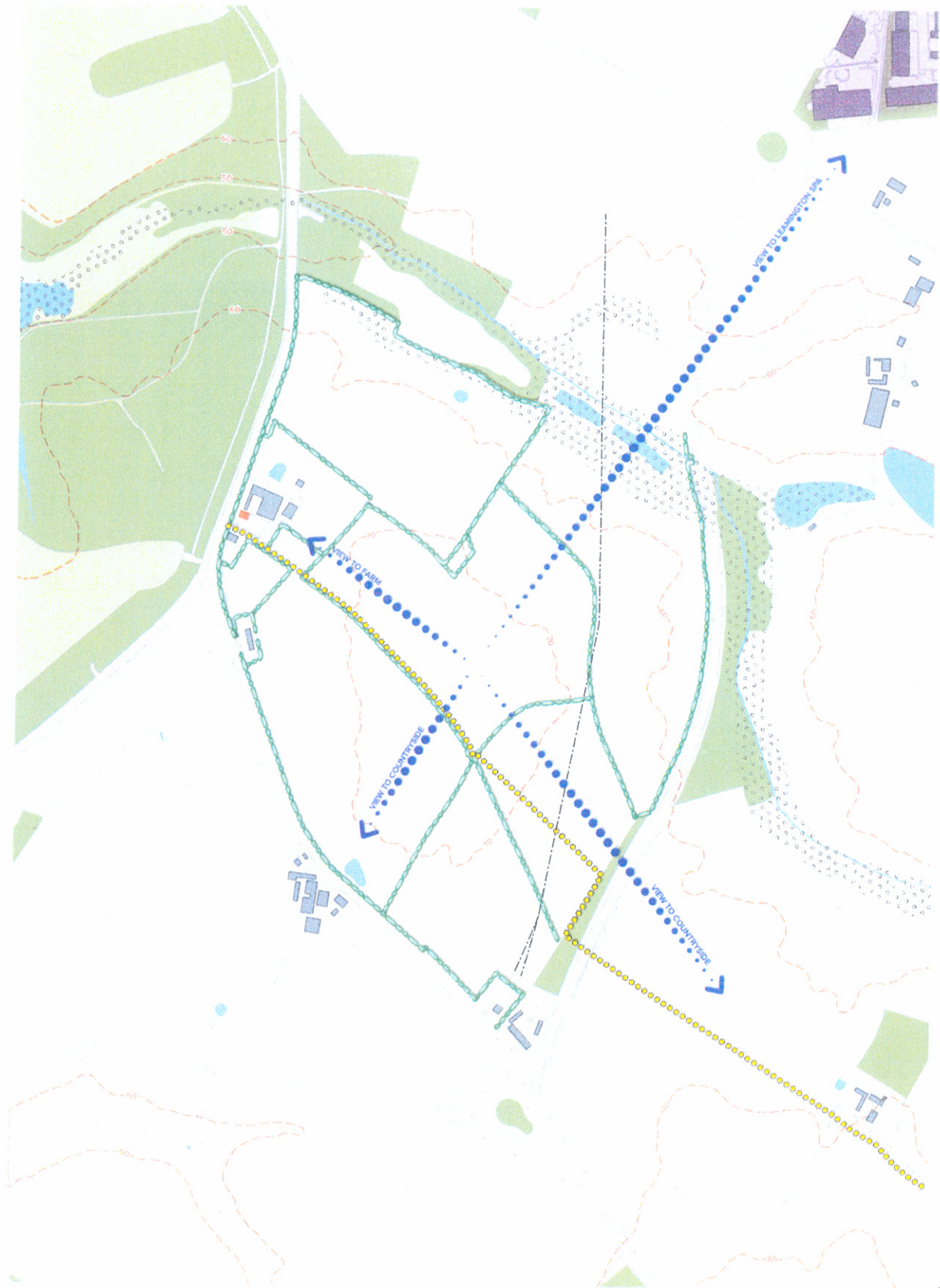
LEGEND

- Local Plan preferred site
- Primary movement route
- Access node
- Railway station/line
- Key employment area
- Town Centre edge
- Parks & Gardens of Special Historic Interest
- Woodland
- Water course
- Existing overhead powerline



FIGURE 1
 Bloor Homes
 The Asps
 Development Context
 NTS

Figure 2



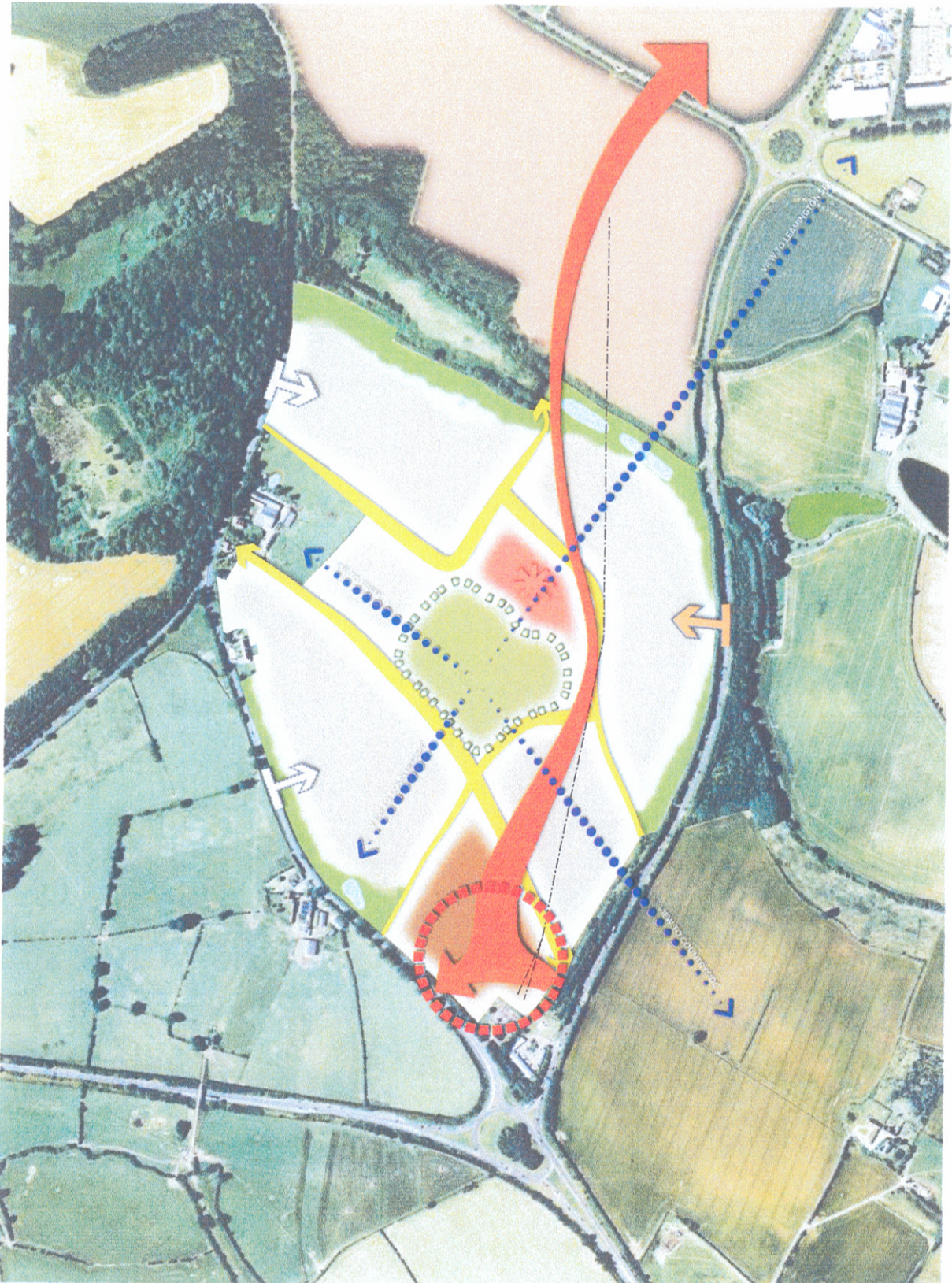
LEGEND

- | | | |
|--|---------------------|-----------------------------|
| Building | Hedgerow | Watercourse |
| Listed building | Key employment area | Extent of extreme flooding |
| Woodland | Key view | Contour |
| Parks & Gardens of Special Historic Interest | Footpath | Existing overhead powerline |



FIGURE 2
 Bloor Homes
 The Asps
 Site Synthesis
 NTS

Figure 3



LEGEND

- | | | |
|-------------------------|---|-----------------------------|
| Residential development | Central hub | Key view |
| Primary access route | Central open space | Park & Ride opportunity |
| Access node | Strategic planting | Preferred Site: Mixed use |
| Primary access | Retained and enhanced hedgerow planting | Existing overhead powerline |
| Secondary access | Retained and enhanced boundary planting | |



FIGURE 3
 Bloor Homes
 The Asps
 Development Concept
 NTS

Response Forms

Preferred Options Response Form

2012

For Official Use Only

Ref:

Rep. Ref.

Please use this form if you wish to support or object to the Preferred Options version of the new Local Plan.

If you are commenting on multiple sections of the document you will need to complete a separate copy of Part B of this form for each representation.

This form may be photocopied or, alternatively, extra forms can be obtained from the Council's offices or places where the plan has been made available for members of the public. You can also respond online using the LDF Consultation System, visit: www.warwickdc.gov.uk/newlocalplan

Part A - Personal Details

	1. Personal Details	2. Agent's Details (if applicable)
Title		Mr
First Name		P D
Last Name		Joseph
Job Title (where relevant)		
Organisation (where relevant)	Bloor Homes Ltd	J S Bloor (Services) Ltd
Address Line 1		Ashby Road
Address Line 2		Measham
Address Line 3		Derbyshire
Address Line 4		
Postcode		DE12 7JP
Telephone number		01530 270100
Email address		
Would you like to be made aware of future consultations on the new Local Plan?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
About You: Gender		
Ethnic Origin		
Age	Under 16	16 - 24 25 - 34 35 - 44
	45 - 54	55 - 64 65+

Part B - Commenting on the Preferred Options

If you are commenting on multiple sections of the document you will need to complete a separate sheet for each representation

Sheet 1 of 8

Which document are you responding to?

e.g. Preferred Options (Booklet) Preferred Options (Full Version) Full Version

Which part of the document are you responding to?

Preferred Option Box (e.g. PO1) P03: Broad Location of Growth

Paragraph number / Heading / Subheading (if relevant)

Map (e.g. Preferred Development Sites – Whole District)

What is the nature of your representation?

Support Object

Please set out full details of your objection or representation of support. If objecting, please set out what changes could be made to resolve your objection (Use a separate sheet if necessary).

See Attached

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Ref:

Rep. Ref.

Part B - Commenting on the Preferred Options

If you are commenting on multiple sections of the document you will need to complete a separate sheet for each representation

Sheet 2 of 8

Which document are you responding to?

e.g. Preferred Options (Booklet) Preferred Options (Full Version) Full Version

Which part of the document are you responding to?

Preferred Option Box (e.g. PO1) P04: Distribution of Sites For Housing

Paragraph number / Heading / Subheading (if relevant)

Map (e.g. Preferred Development Sites – Whole District) Map 4

What is the nature of your representation?

Support Object

Please set out full details of your objection or representation of support. If objecting, please set out what changes could be made to resolve your objection (Use a separate sheet if necessary).

See Attached

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If you are commenting on multiple sections of the document you will need to complete a separate sheet for each representation

Sheet 3 of 8

Which document are you responding to?

e.g. Preferred Options (Booklet) Preferred Options (Full Version) Full Version

Which part of the document are you responding to?

Preferred Option Box (e.g. PO1) P05: Affordable Housing

Paragraph number / Heading / Subheading (if relevant)

Map (e.g. Preferred Development Sites – Whole District)

What is the nature of your representation?

Support Object

Please set out full details of your objection or representation of support. If objecting, please set out what changes could be made to resolve your objection (Use a separate sheet if necessary).

See Attached

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Rep. Ref.

Part B - Commenting on the Preferred Options

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Sheet 4 of 8

Which document are you responding to?

e.g. Preferred Options (Booklet) Preferred Options (Full Version) Full Version

Which part of the document are you responding to?

Preferred Option Box (e.g. PO1)

P06: Mixed Communities and a
Wide Choice of Homes

Paragraph number / Heading / Subheading (if relevant)

Map (e.g. Preferred Development Sites – Whole District)

What is the nature of your representation?

Support

Object

Please set out full details of your objection or representation of support. If objecting, please set out what changes could be made to resolve your objection (Use a separate sheet if necessary).

See Attached

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Ref:

Rep. Ref.

Part B - Commenting on the Preferred Options

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Sheet 5 of 8

Which document are you responding to?

e.g. Preferred Options (Booklet) Preferred Options (Full Version) Full Version

Which part of the document are you responding to?

Preferred Option Box (e.g. PO1) PO 8: Economy

Paragraph number / Heading / Subheading (if relevant) 8.29

Map (e.g. Preferred Development Sites – Whole District)

What is the nature of your representation? Support Object

Please set out full details of your objection or representation of support. If objecting, please set out what changes could be made to resolve your objection (Use a separate sheet if necessary).

See Attached

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Rep. Ref.

Part B - Commenting on the Preferred Options

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Sheet 6 of 8

Which document are you responding to?

e.g. Preferred Options (Booklet) Preferred Options (Full Version) Full Version

Which part of the document are you responding to?

Preferred Option Box (e.g. PO1) P012: Climate Change

Paragraph number / Heading / Subheading (if relevant)

Map (e.g. Preferred Development Sites – Whole District)

What is the nature of your representation?

Support Object

Please set out full details of your objection or representation of support. If objecting, please set out what changes could be made to resolve your objection (Use a separate sheet if necessary).

See Attached

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Part B - Commenting on the Preferred Options

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Sheet 7 of 8

Which document are you responding to?

e.g. Preferred Options (Booklet) Preferred Options (Full Version) Full Version

Which part of the document are you responding to?

Preferred Option Box (e.g. PO1)

P014: Transport
Provision of Transport
Infrastructure

Paragraph number / Heading / Subheading (if relevant)

Map (e.g. Preferred Development Sites – Whole District)

What is the nature of your representation?

Support Object

Please set out full details of your objection or representation of support. If objecting, please set out what changes could be made to resolve your objection (Use a separate sheet if necessary).

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Part B - Commenting on the Preferred Options

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Sheet 8 of 8

Which document are you responding to?

e.g. Preferred Options (Booklet) Preferred Options (Full Version) Full Version

Which part of the document are you responding to?

Preferred Option Box (e.g. PO1) P018: Flooding and Water

Paragraph number / Heading / Subheading (if relevant)

Map (e.g. Preferred Development Sites – Whole District)

What is the nature of your representation?

Support Object

Please set out full details of your objection or representation of support. If objecting, please set out what changes could be made to resolve your objection (Use a separate sheet if necessary).

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