

<b>Planning application no.</b>	18/00848/REM	
<b>Site</b>	Goodyear Development Site	
<b>Proposal</b>	Erection of 126 dwellings (Submission of reserved matters pursuant to outline approval 11/01022/EXT - access, appearance, landscaping, layout and scale to be considered)	
<b>Ward</b>	Bushbury South and Low Hill;	
<b>Applicant</b>	Persimmon Homes West Midlands	
<b>Cabinet member with lead responsibility</b>	Councillor John Reynolds Cabinet Member for City Economy	
<b>Accountable Director</b>	Richard Lawrence, Director of Regeneration	
<b>Originating service</b>	Planning	
<b>Accountable employee</b>	Phillip Walker	Senior Planning Officer
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## **1.0 Summary recommendation:**

1.1 Delegated authority to grant.

## **2.0 Application site**

- 2.1 This is a reserved matters application for the “clock tower” phase of development at the former Goodyear factory site, Stafford Road. This application follows the grant of outline planning permissions 05/1989/OP/M and 11/01022/EXT which allowed for a mixed use development comprising residential, retail, community and ancillary uses.
- 2.2 A number of reserved matters applications have been approved, and this has resulted in major redevelopment of the former factory site, including the erection of new housing (approximately 500 dwellings), a neighbourhood park, “The Gatehouse” public house/restaurant and Aldi supermarket.
- 2.3 This reserved matters application encompasses a parcel of land to the north and east of the Aldi supermarket. There is new housing to the north and west of the site, and the west coast main railway line runs along the eastern site boundary. To the south, is land formerly occupied by the Goodyear factory. Access is off Stafford Road via Mercury Drive.

2.4 The site has been cleared of the former industrial buildings in preparation for development. This is with the exception of the former clock tower, which is of heritage value.

### **3.0 Application details**

3.1 The application seeks to approve the reserved matters, "Appearance", "Layout", "Scale", "Landscaping" and "Access".

3.2 The application proposes to create 126 dwellings, consisting of 114 houses and 12 apartments.

3.3 The Goodyear clock tower would be refurbished and a link extension would enable it to be used as an entrance lobby to a new three storey apartment block.

3.4 A public space is proposed to be created around and nearby to the clock tower. The space will be constructed from modern materials, it will act as an arrival point at the site and allow for attractive views of the clock tower.

### **4.0 Planning history**

4.1 05/1989/OP/M. Outline proposal for a "Mixed use development comprising residential, local retail, community and ancillary uses. Granted. 20<sup>th</sup> June 2007.

4.2 09/00892/REM. Development of a retail store, vehicle parking and landscaping. Granted. 28<sup>th</sup> April 2010.

4.3 10/01388/REM. Reserved matters application pursuant to outline planning permission 05/1989/OP for the erection of 314 dwellings. Granted. 2<sup>nd</sup> March 2011.

4.4 11/00891/FUL. Erection of a restaurant / public house with car parking and external play area. Granted. 17<sup>th</sup> November 2011.

4.5 11/01022/EXT. Application for the extension of time for the submission of reserved matters related to outline application 05/1989/OP/M – mixed use residential led development. Granted 18<sup>th</sup> April 2012.

4.6 13/01070/REM. Neighbourhood Park. Granted 10<sup>th</sup> October 2014.

4.7 15/00465/REM. Reserved matters application pursuant to outline planning permission 05/1989/OP for the erection of 124 dwellings. Granted 8<sup>th</sup> June 2015.

4.8 16/01319/REM. Reserved matters application pursuant to outline planning permission 05/1989/OP for the erection of 93 dwellings. Granted. 9<sup>th</sup> January 2017.

## **5.0 Relevant policy documents**

- 5.1 National Planning Policy Framework (NPPF)
- 5.2 The Development Plan  
Wolverhampton Unitary Development Plan (UDP)  
Black Country Core Strategy (BCCS)  
Stafford Road Corridor Action Plan

## **6.0 Publicity**

- 6.1 Six objections received. Comments as follows:
  - Lack of green space proposed
  - Loss of residential amenity including loss of privacy, noise and general disturbance;
  - The proposed access arrangements will create more traffic congestion within the estate and this would be detrimental to highway and pedestrian safety
  - The clock tower could be put to better use than an access lobby for apartments

## **7.0 Consultees**

- 7.1 Transportation and Environmental Health – No objections.
- 7.2 Staffordshire County Council Flood Risk Management Service – Comments awaited.

## **8.0 Legal implications**

- 8.1 There are no legal implications arising from this report (LD/16082018/K).

## **9.0 Appraisal**

- 9.1 The main issues in this case are:
  - i. The principle of the proposed development
  - ii. Design and impact on the Goodyear clock tower
  - iii. Residential amenity
  - iv. Access and parking
  - v. Section 106 Agreement requirements

Principle of the proposed development

- 9.2 The site benefits from outline approval for residential development, and residential use is identified as an acceptable use of the land in the Stafford Road Corridor Area Action Plan. Residential development is therefore acceptable in principle.

Design and impact on Goodyear clock tower

- 9.3 The layout of the streets and positions of the dwellings, which form a series of perimeter blocks, is acceptable.

- 9.4 The houses would be two and three storeys which would relate well with the existing residential development at the site, which is also two and three storeys.
- 9.4 The three storey apartment block which would be linked to the clocktower has been designed to be in keeping with the scale and massing of the clock tower. External materials for the apartments will need to be sympathetic to the design and appearance of the clock tower and this will be secured by condition.
- 9.5 The proposed public space, adjacent to the clock tower, would be a high quality entrance to the site. It will create a strong focal point and a sense of place.
- 9.6 The proposed dwellings will be predominately constructed from red brick with some render. This would be similar to the materials used elsewhere on the former Goodyear site and is acceptable.

#### Residential amenity

- 9.7 The design and layout of the proposed dwellings allows for acceptable levels of residential amenity for existing and future residents.

#### Access and parking

- 9.8 The site is located in a highly accessible location and satisfactory off-street parking is proposed for the new dwellings. The access off Stafford Road, would be able to accommodate the additional traffic generated by the development proposal, without their being an unacceptable detriment to highway safety.

#### Section 106 Agreement requirements

- 9.9 The applicant is seeking a reduction in Section 106 obligations on the grounds of a lack of financial viability.
- 9.10 Should it be demonstrated that the development would not be sufficiently viable to fund the full affordable housing requirement, the existing S106 Agreement at the Goodyear site allows for the affordable housing provision to be reduced, commensurate with the lack of viability, in order to support early development.

### **10.0 Conclusion**

- 10.1 The development proposals are acceptable and in accordance with the development plan, subject to agreeing the level of affordable housing provision, receipt of an acceptable flood risk assessment and conditions as recommended.

### **11.0 Detail recommendation**

- 11.1 That the Strategic Director for Place be given delegated authority to grant planning application 18/00848/REM subject to:

1. Agreeing the level of affordable housing provision

If viable:

- 25% affordable housing

If not viable:

A reduction in affordable housing, commensurate with the lack of viability with the reduction applying on a pro-rata basis to all dwellings ready for occupation within three years of the date that a lack of financial viability is demonstrated and the full requirement applying on a pro-rata basis to all those that are not ready for occupation at that time.

2. Receipt of an acceptable flood risk assessment

3. Any necessary conditions to include:

- Construction Management Plan
- Drainage
- External materials
- Implementation of landscaping and boundary treatments
- Provision of parking
- Ground remediation
- Acoustic glazing and mechanical ventilation for plots facing onto the railway line
- Levels
- Removal of permitted development rights removed for windows / dormer windows (other than those expressly authorised by the permission) in side elevations
- First floor side facing windows to be fitted with obscured glazing
- Electric vehicle charging points
- Targetted recruitment and training
- Traffic regulation orders and raised tables

