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SUMMARY

Context

This document relates to land on the A34 Stratford Road Corridor.

It represents a discreet parcel of approximately 8.5ha (21 acres) of land between the Stratford Road, Shirley Golf Course, and Creynolds Lane.

The land is owned by Shirley Golf Club, but is not part of the operational golf course and is not in recreational use.

The land is in the Green Belt, but is not subject to any environmental designations.

IM Properties have partnered with Shirley Golf Club to put this land forward to the Council for its consideration through the Solihull Local Plan Review.

This document has been prepared to demonstrate to the Council and other stakeholders the suitability of the land for development.

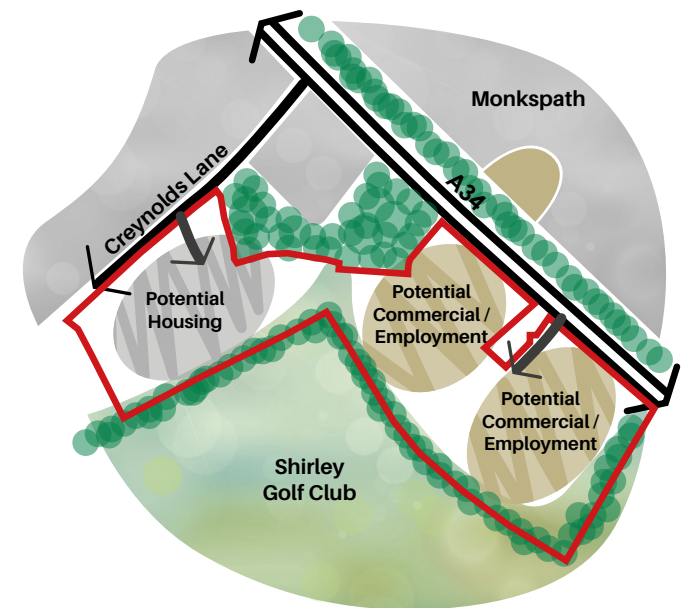
Opportunity

Land off Stratford Road has the potential to provide land for both housing and employment uses.

The land opposite the existing properties on Creynolds Lane has the potential to provide circa 60 market and affordable dwellings, consistent with its residential character. This would not extend development beyond the existing edge of the built-up area, retaining the open gap with Cheswick Green.

The land fronting onto Stratford Road has a very different character to Creynolds Lane reflecting its role as a transport corridor and the mix of commercial uses. The location, size and extent of frontage would provide attractive locations for car showrooms and other employment uses. These would contribute towards meeting an identified demand in this area, as well as providing jobs on a key public transport corridor.

Concept Plan



Why Support Land off Stratford Road?

- The allocation of land at land off Stratford Road within the Local Plan would be consistent with the Council's Spatial Strategy, and its focus for new homes and jobs on the A34 Corridor;
- The development of the land would not erode the key gap between Monkspath and Cheswick Green, and would allow the Green Belt to be amended to reflect the boundary of the Golf Course and clearly defined physical features;
- The use of the land would have no material effect on the operation of the Golf Club, rather the financial benefits for the Club from its development would enable it to sustain and enhance its role as a recreational asset within the Borough;
- The development of the land would contribute to addressing some of the challenges identified in the Draft Local Plan; particularly related to meeting housing needs, securing sustainable economic growth, and improving health and wellbeing; and,

The Council's evidence base is supportive of the allocation of the land, and its allocation can be demonstrated to be sound.

IM Properties and Shirley Golf Club acknowledge the careful balance the Council must strike in its Local Plan between meeting future development needs and protecting what is important in the Borough.

However, it considers the allocation of land off Stratford Road could make a meaningful contribution to new homes and jobs on the A34 Corridor without causing harm to the character of the Corridor or to the important gap with Cheswick Green.

Furthermore, it would have a significant positive effect on the future viability and permanence of Shirley Golf Club and help sustain and enhance this recreational asset.

Representatives of IM Properties and Shirley Golf Club would be happy to discuss this opportunity further with the Council and local residents.

VISION

“To create a sustainable, high quality development which compliments the existing qualities and character of the local area”



INTRODUCTION

Introduction

This Vision Document has been prepared on behalf of **IM Properties** and **Shirley Golf Club**.

IM Properties are one of the UK's largest private sector property companies active in both the commercial and residential sectors. IM Properties and Shirley Golf Club have partnered together to bring land forward for development at land off Stratford Road.

The land is located on the A34 Stratford Road Corridor.

It represents a discreet parcel of approximately 8.5ha (21 acres) of land between the Stratford Road, Shirley Golf Course, and Creynolds Lane.

The purpose of this Vision Document is to demonstrate to the Council and other stakeholders the suitability of the land for development, and to support its promotion as an allocation within the Solihull Local Plan Review.

Preliminary environmental assessment work has been undertaken to inform the Vision.

The land is owned by Shirley Golf Club, but is not part of the operational golf course and is not in recreational or agricultural use.

The Golf Club has been in existence for over 60 years and has a membership of over 400, the majority of whom are residents of the Borough. The golf course is open to visitors to play golf, and the Club also works with local schools in enabling children with disabilities to participate in sport.

The Club is well run; however, like many golf courses it faces the challenge of declining membership and increased running costs. It is increasingly difficult to maintain a profitable and viable club. In fact, the Club has returned a loss in 13 of the last 16 years.

It is in this context that the Club have partnered with IM Properties to seek to dispose of surplus land in order to secure a sustainable future for the Club, and improve facilities to attract more golfers to come and try golf.

There is a great deal of synergy between the ambitions of the Club to improve its facilities and sustain its operations, and the goals of the Council to tackle obesity and improve the health and well-being of its communities.



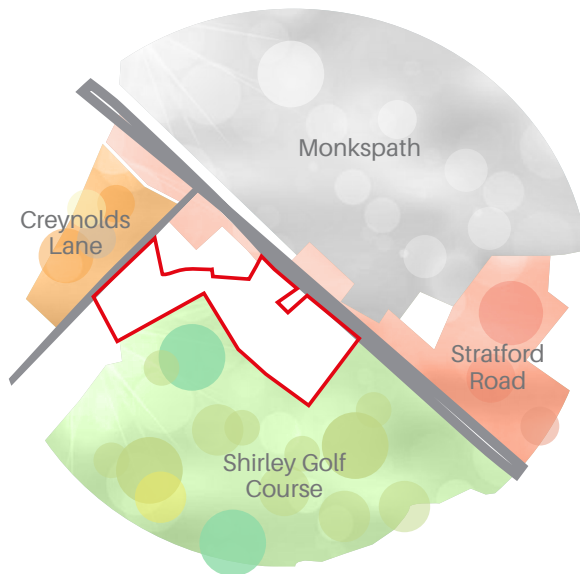
View north east along
Creynolds Lane towards
the site boundary

CHARACTER

Surrounding Land Characteristics

Stratford Road bounds the land to the east and Creynolds Lane to the west. Shirley Golf Course lies beyond vegetation to the south of the site and a small block of woodland is located to the immediate north.

Character Plan



Stratford Road (A34)

Stratford Road features a range of employment and retail services, and is a key public transport corridor.

Commercial uses on the land would therefore be appropriate along Stratford Road. The location would afford potential businesses good visibility and potential for passing trade.

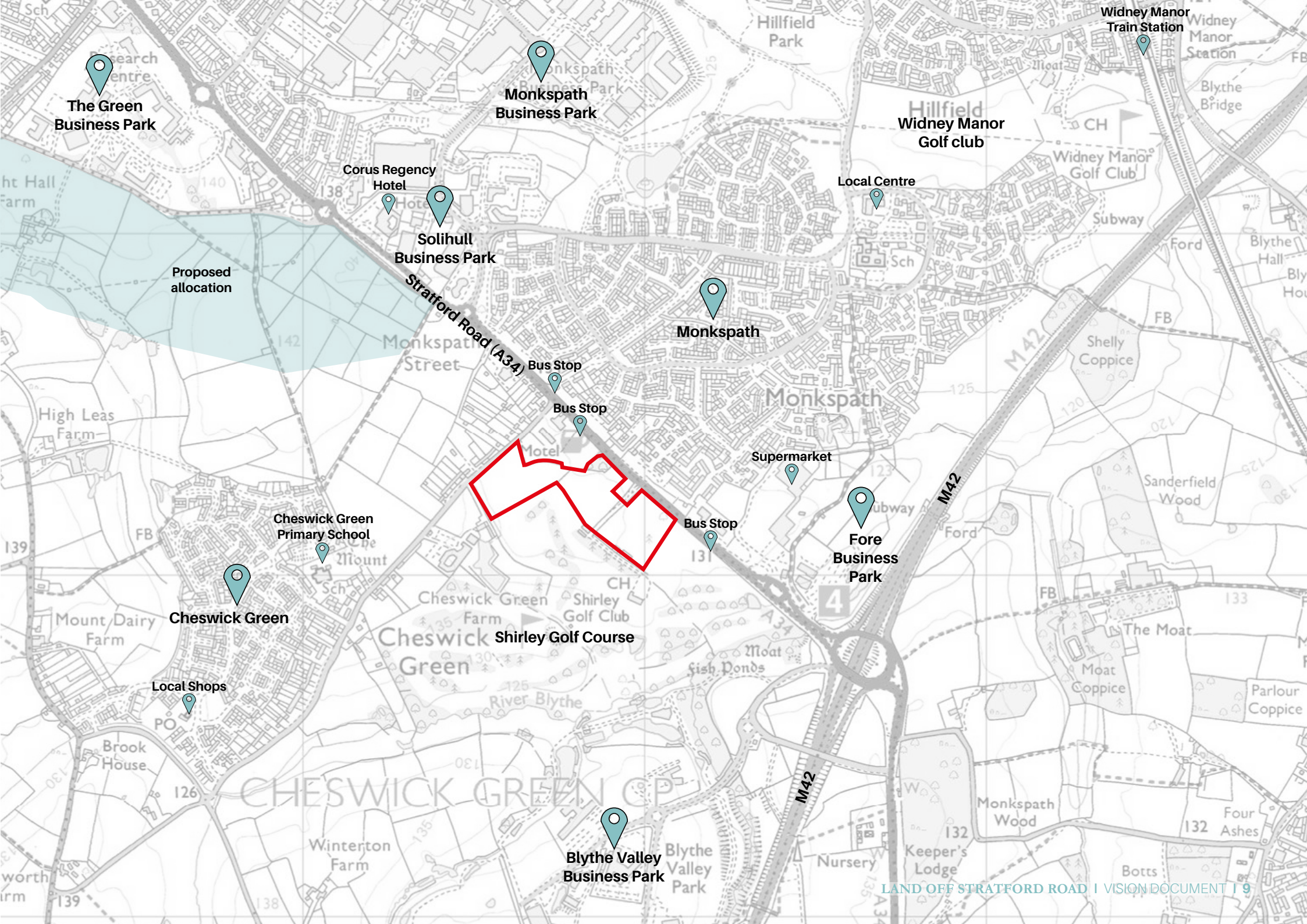


Creynolds Lane

Creynolds Lane features a range of sizes and styles of residential properties, many of which have undergone modernisation and extension. The dwellings are typically large pre-war semi-detached or detached with some bungalows. A number of mature trees feature along this lane, some of which are subject to TPO.

Portions of the land that front on to Creynolds Lane would be appropriate for residential uses to mirror those that currently exist.





The Green Business Park

Monkspath Business Park

Solihull Business Park

Monkspath

Hillfield Widney Manor Golf club

Proposed allocation

Stratford Road (A34)

Supermarket

Fore Business Park

Cheswick Green Primary School

Cheswick Green

Shirley Golf Course

Local Shops

Blythe Valley Business Park



Proposed allocation

SITE CHARACTERISTICS

Visual Amenity

- The land has a very restricted visual envelope, primarily due to the layering effect of trees within the local landscape which act to limit the extent of visibility.

Landscape Character

- The land is situated within the 'Arden Pastures' Local Landscape Type (LLT). The overall character and qualities of this LLT are identified as being:

"A small scale, enclosed landscape, often pervaded by suburban influences and characterised by small fields, typically bordered by mature hedgerow trees."

Ecology and Arboriculture

- There are no trees protected by Tree Preservation Orders (TPOs) within or immediately bounding the land.
- The hedgerows and oaks bounding the land are important local features which link with the wider Arden landscape beyond the built edge and connect with lines of oak trees along Creynolds Lane.
- The land has limited ecological value.

Drainage

- The land lies in Flood Zone 1.

Highways & Access

- The land can be accessed in two locations; one with Stratford Road, utilising the existing Golf Course access, and one with Creynolds Lane.
- New footways could be provided along Stratford Road and Creynolds Lane to tie into the existing provision.
- There are no Public Rights of Way (PRoW) or permissive paths crossing the land or within the immediate context.
- The A34 Stratford Road/Creynolds Lane traffic signal junction incorporates a controlled pedestrian crossing across Stratford Road.
- There is a shared footway/cycleway running along the A34 Stratford Road, from Hockley Heath at its southern end to Shirley Heath at its northern end. A signposted cycle route also runs along Hays Lane, east of the A34 Stratford Road.
- Bus stops are located on both sides of the A34 Stratford Road and Creynolds Lane within acceptable walking distances of the site.