

Mr Morris Barlow & Mr Gary Palmer
Planning Policy
Solihull Metropolitan Borough Council
Council House
Manor Square
Solihull
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Email

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**Your Ref
Our Ref**

15 March 2019

Dear Mr Barlow & Mr Palmer,

**SOLIHULL METROPOLITAN BOROUGH COUNCIL DRAFT LOCAL PLAN REVIEW
SUPPLEMENTARY CONSULTATION (2019) - REPRESENTATION IN SUPPORT OF PROPOSED SITE
ALLOCATION PO20 DAMSON PARKWAY**

Cushman and Wakefield (C&W) have been appointed by the Strategic Land and Property Team of Solihull Metropolitan Borough Council (SMBC) (acting in the Council's capacity as land owner) to submit this representation in support of the allocation of Site PO20 Damson Parkway for commercial development as part of the Draft Local Plan Review Supplementary Consultation (2019).

The site is currently, partially, used for commercial and industrial purposes including Jaguar Land Rover (JLR), car sales and hotel. There is a permanent trailer park within the site as well as undeveloped land. The allocation of this land will provide a central, sustainable location for commercial, industrial use. Justification this allocation is detailed below.

SMBC land ownership extends to approximately 43.59 ha to the south of site PO20. Part of this land benefits from planning permission for a despatch area for JLR (application ref. 2014/455). The remainder of the site is in different ownership, albeit SMBC are keen to work with other landowners to develop a comprehensive masterplan.

Site Location

Site PO20 is located south of Birmingham International Airport, adjacent to the existing (JLR) Solihull Campus at Damson Parkway. The site abuts the A45 to the north which leads to the M42 junction 6.

The following services and amenities are within a 3 mile radius of the site:

- Birmingham International Airport
- Birmingham International Train Station (Serves to London, Birmingham, Manchester and Scotland)
- National Exhibition Centre (NEC)
- JLR Solihull Campus
- Solihull Town Centre
- Bus stops for 5 services to Birmingham, Coventry and Solihull

Due to the sites close proximity to other established commercial areas and existing road network to major A roads and motorways it is deemed that this site is in a sustainable location for commercial development.

Planning Policy Background

SMBC have undertaken technical work to support the proposed allocation within the Draft Local Plan Review (2016). The following table explains the relevant background and policy context for site PO20.

The allocation of site PO20 Damson Parkway for commercial development is policy compliant and therefore justifiable to help SMBC meet commercial land use needs across the Borough.

Documents relevant	Summary
SHELAA 2016	<p>(SHELAA ref: 226) The assessment notes that the site has significant suitability constraints and faces some achievability constraints but performs well against availability criteria. The site is flagged as having bad neighbours with no potential for mitigation.</p> <p>Overall, the site was determined to have moderate viability making it unlikely to come forward within the next 5 years.</p>
AECOM Interim SA Report 2017 [table attached]	<p>The assessment highlighted that the site performs significantly negatively on SA4a: Soil and performs slightly negatively on 3 criteria (SA1 Regeneration & economic Development, SA7: Flooding and SA14: Amenity).</p> <p>The site performs neutrally or better on the remaining 13 criteria.</p> <p>Appendix 1 of this report shows more detail on the sustainability attributes of the site.</p>

The site is included in the Draft Local Plan Review (2016) as a preferred option for commercial development.

The DLP notes the site is attractive to businesses and investments which support the automotive and motorsport industries and accessible to the surrounding local amenities and settlements. The DLP recognises there are infrastructure requirements necessary to ensure deliverability.

DLP Policy	Summary
P3 – Provision of Land for General Business Uses	Seeks to protect allocated and unallocated sites for B1, B2 & B8 uses. This policy encourages the retention of employment land.
P7 – Accessibility and Ease of Access	Seeks to ensure – all development is in the most accessible locations and development over 100 units provide bus access for at least 30 minute daytime, evening and weekend frequency. Alongside provision of or contribution to off-site transport infrastructure schemes.
P9 – Mitigating and Adapting to Climate Change	Seeks to include measures that reduce the impact of climate change on a strategic and site specific level.
P11 – Water Management	This policy requires all major developments to include SUDS and take into account the relevant River Basin Management Plan. It

	further expects that through risk assessments on impacts to surface and groundwater systems appropriate mitigation is included with development proposals.
P14 – Amenity	Seeks to ensure a good standard for all existing and future occupiers of homes and employment units. Criteria is set within this policy for new developments to provide and have access to high quality amenities.
P15 – Securing Design Quality	This policy expects all developments to contribute to or create high quality places inclusive of sustainable design which should follow a set of criteria within policy P15. Developments should demonstrate a Building for Life 10 or equivalent and comply with urban design guidance (also listed within the policy).
P17 – Countryside and Green Belt	Seeks to safeguard the best and most versatile land.
P21 – Developer Contributions and Infrastructure Provision	Expects that development will contribute or provide mitigation measures to make the proposals acceptable in planning terms as well as physical, social, green and digital infrastructure to support any associated needs.

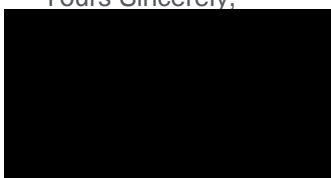
Next Steps

In advance of consultation on the Local Plan Review Submission Draft expected in Summer 2019, SMBC Strategic Land and Property are proposing to engage with other landowners to develop a comprehensive masterplan for the delivery of the site. It is envisaged that this will take into account, and be informed by, relevant commercial considerations in addition to planning policy matters, including delivery strategy, financial viability, programme and phasing.

Evidence set out is presented in support of the allocation of site PO20 Damson Parkway for commercial development. The site is in a sustainable location, adjacent to existing commercial use and provides the ability to accommodate further commercial development benefitting from established road networks and proximity to existing commercial use. The site is partly developed for commercial use.

We support the proposed allocation and ask SMBC to consider this a **favourable site for allocation** to help the Borough meet its development needs.

Yours Sincerely,



Clare Lucey MRTPI
Associate, Development & Planning



**CUSHMAN &
WAKEFIELD**

Appendix 1: AECOM Interim Sustainability Appraisal 2017 Table

	Site ID	Site Name	SA1. Regeneration and economic development	SA2a. Distance to Primary School	SA2b. Distance to Secondary School	SA3a. Proximity to bus and train services	SA3b. Proximity to principal road network	SA4a. Soil	SA4b. Minerals	SA7. Flooding	SA9. Enhance ecological sites	SA10. Landscape sensitivity	SA11. Enhance green infrastructure	SA12. Enhance and protect historic assets	SA14. Amenity	SA17a. Distance to healthcare	SA17b. Access to leisure facilities	SA19a. Distance to Key Economic Assets	SA19b. Distance to convenience stores or supermarket
101	PO 5	Chester Road/ Moorend Avenue	Green	Green	Green	Green	Green	Green	Green	Yellow	Yellow	Yellow	Green	Green	Yellow	Green	Green	Green	Green
96	PO 6	Meriden Road	Yellow	Yellow	Yellow	Green	Green	Green	Green	Green	Green	Green	Yellow	Green	Green	Green	Green	Green	Red
102	PO 7	Kingshurst Village Centre	Green	Green	Green	Green	Green	Green	Green	Green	Green	?	Green	Green	Green	Green	Green	Green	Green
91	PO 8	Hampton Road	Yellow	Green	Green	Green	Green	Green	Green	Green	Yellow	Green	Green	Green	Green	Green	Yellow	Green	Green
92	PO 8	Hampton Road	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Yellow	Green	Green	Green	Green	Green	Green
90	PO 9	South of Knowle	Yellow	Green	Green	Green	Green	Red	Green	Green	Green	Green	Yellow	Green	Green	Green	Green	Green	Green
100	PO 10	West of Meriden	Yellow	Green	Yellow	Green	Green	Green	Yellow	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
103	PO 11	Former TRW site	Yellow	Green	Green	Green	Green	Green	Green	Green	Green	?	Green	Green	Green	Green	Green	Green	Green
89	PO 12	South of Dog Kennel Lane	Yellow	Green	Green	Green	Green	Red	Green	Yellow	Green	Green	Green	Red	Green	Green	Green	Green	Green
88	PO 13	South of Shirley	Yellow	Green	Green	Green	Green	Green	Green	Green	Green	Green	Yellow	Green	Green	Green	Green	Green	Green
106	PO 14	Arran Way	Green	Green	Green	Green	Green	Green	Green	Green	Yellow	?	Green	Green	Yellow	Green	Green	Green	Green
107	PO 15	Jensen House, Auckland Drive	Green	Green	Green	Green	Green	Green	Green	Green	Green	?	Green	Green	Yellow	Green	Green	Green	Green
93	PO 16	East of Solihull	Yellow	Green	Green	Green	Green	Red	Green	Green	Green	Green	Green	Red	Green	Green	Green	Green	Green
105	PO 17	Moat Lane, Vulcan Road	Yellow	Green	Green	Green	Green	Green	Green	Green	Green	?	Green	Green	Yellow	Green	Green	Green	Green
104	PO 18	Sharmans Cross Road	Yellow	Green	Green	Green	Green	Green	Green	Green	Green	?	Yellow	Green	Green	Green	Green	Green	Green
95	PO 19	UK Central Hub/HS2 interchange	Yellow	Yellow	Green	Green	Green	Red	Yellow	Yellow	?	Green	Green	Red	Yellow	Green	Red	Green	Red
94	PO 20	Land Damson Parkwa	Yellow	Green	Green	Green	Green	Red	Green	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Green