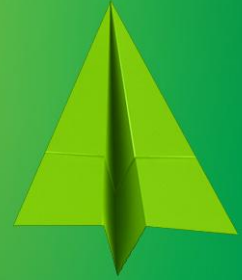


# PROPOSALS FOR THE FORMER ARVIN MERITOR SITE, FORDHOUSE LANE, STIRCHLEY

Presentation by Richard Brown  
to Stirchley Residents Forum (9<sup>th</sup> November 2015)

**CBRE**



# THE SITE AND ITS SURROUNDINGS

## The Site

- Site of Former Arvin Meritor Works
- 2.58 hectares (6.38 acres)
- Industrial buildings demolished in 2009
- Site access via Fordhouse Lane

## The Surroundings

- Residential (Ivy Road)
- Offices (BCC Social Services)
- Commercial (shops along Pershore Road)
- The River Rea



# THE PROPOSALS

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## Site History

- Previous ASDA scheme
- Application refused and appeal dismissed

## The Emerging Proposals

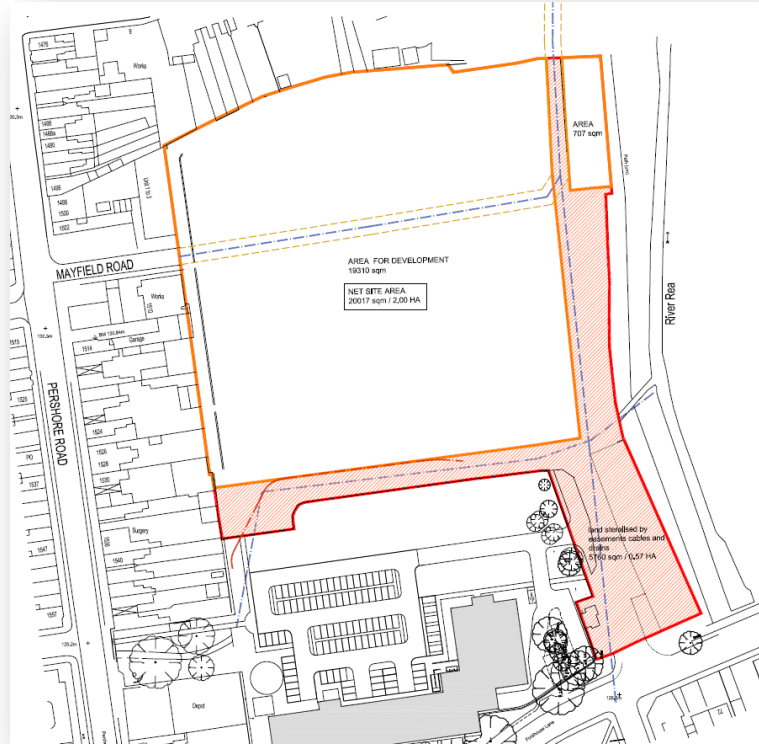
- Outline application for residential
- All matters reserved except for access
- Circa 100 units
- Mix of houses including affordable housing
- Open space and landscaping

# THE BENEFITS OF THE PROPOSED DEVELOPMENT

- Effective re-use of an unattractive and under-utilised previously developed site
- Lack of demand for employment use at the site (marketed for several years)
- Pressing need for additional housing in Birmingham
- Highly sustainable site for housing
- Support existing shops and facilities in Stirchley
- Planning policy context



# OPPORTUNITIES AND CONSTRAINTS



## Opportunities

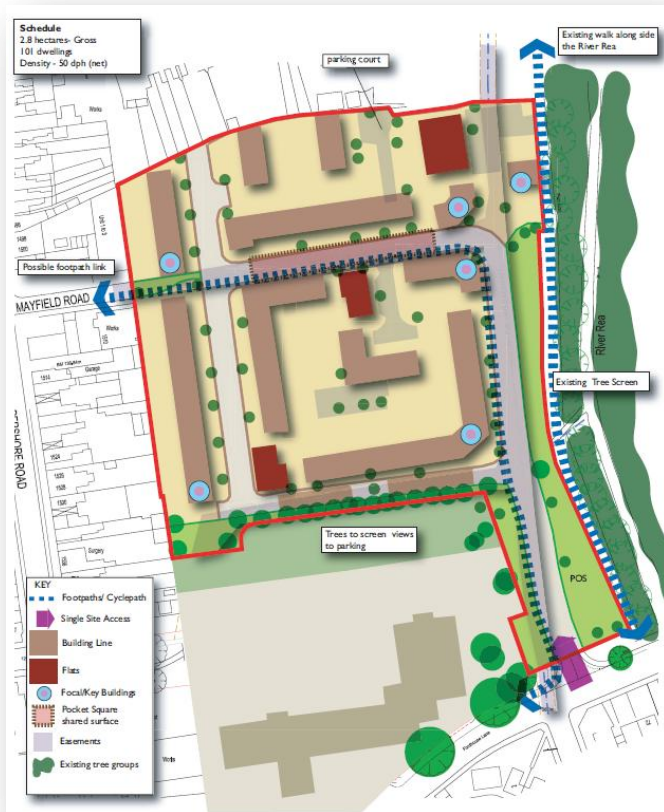
- River Rea and other environmental opportunities
- Vehicular and pedestrian access and linkages
- Urban design and townscape benefits
- Housing density and mix

## Constraints

- Easements
- Neighbouring uses
- Environmental considerations



# THE EMERGING MASTER PLAN



# THE EMERGING MASTER PLAN

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# THE NEXT STEPS

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- Submission of EIA Screening Opinion request
- Pre-application discussions with BCC
- Public consultation
- Completion of technical and environmental studies and reports
- Review of consultation responses
- Finalisation of planning application and formal submission to BCC in December 2015

## Discussion

