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Mar City Development,		
1036 Stratford Road,	My Ref:	JCD/VLH/DC/06/45887
Shirley,	Your Ref:	
Solihull.	Please ask for:	John Dadd
B90 4EE	Telephone No.	0121 569 4269
	E-mail:	
	Date:	23rd March, 2006

Dear Sirs,

TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
PROPOSED RESIDENTIAL DEVELOPMENT AT CHURCH LANE , WEST BROMWICH

I refer to the above outline planning application.

As you are aware the application site falls within the Business Zone as defined in the Council's Unitary Development Plan. Therefore there needs to be clear and sufficient other material planning considerations to enable the Council to set aside the policy. You need to justify why the site is not now appropriate for employment uses and why residential is the preferred redevelopment. It is suggested that you consider PPG3 (and the draft PPS3) on Housing as well as policy H3 in the UDP.

It is noted that you have carried out at marketing exercise with no interest expressed for residential or storage uses but this seems to have taken place over a period of less than two weeks and this short period is not considered to be acceptable to establish a lack of interest from the market. It is interesting to note that you do not advance the very poor ground conditions as a reason why B2 and B8 uses should be unviable. This needs to be demonstrated especially given the usual ground conditions generally found in the Borough. You suggest a number of reasons why the market has rejected the site for employment purposes. These need to be explained and documented.

Unless the information mentioned above is provided I can see no option but to refuse this application on the grounds of contrary to policy in the UDP.

Please contact me on the above telephone number if you want to discuss the matter further.

Yours faithfully,

John Dadd
Principal Planner

Planning & Transportation
Robert A. Lee Director of Planning & Transportation
PO Box 42, Development House, Lombard Street, West Bromwich, West Midlands. B70 8RU
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