

Case Study

**Land at Main Street,
Feckenham,
Worcestershire**



H2land specialise in bringing all types of land and redundant buildings through the planning and development process. We apply specialist knowledge to deliver planning permissions on undeveloped land and secure an uplift in land value for landowners.



The site was an unkempt overgrown historical kitchen garden of the Grade II* listed Manor House. The land is located inside the conservation area of Feckenham, was heavily covered with trees, directly opposite the Grade II* Manor House and considered 'open countryside' in a planning sense, by virtue of being outside the development /settlement boundary and therefore contrary to policy for any development.

The owners did not have a significant amount of experience in planning but appreciated the challenges of progressing the site. The numerous constraints meant the chances of success were low, and the costs were relatively high. Concerned that their investment could easily be lost and at risk if unsuccessful, they signed an option agreement with us to progress the planning, overcome the constraints and provide them with a significant uplift in value for the land.

The challenges that presented themselves were;

■ Location

The parcel of land was located outside the development boundary for the Village and therefore was contrary to policy.

The site, by being outside of the development boundary, would receive an in principal objection to any development. It was classified as 'open countryside' in respect of development control planning policies.

■ Heritage

The site is located inside the Feckenham Conservation Area. This formal designated heritage asset provides a level of protection for sites, meaning any proposed scheme put forward must ensure it does not harm the character or appearance of area.

Furthermore, the Listed Manor House was located directly across the street, which had views directly across the land and was connected to the land through a historical relationship. The owner of the Manor House was also the most vociferous objector to any scheme proposed and attempted to cite a claimed negative impact on the heritage asset, to derail our proposals.

■ Environment

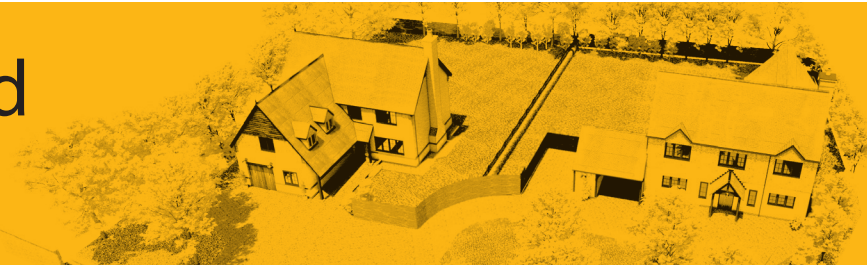
The whole site was covered in trees and other foliage. In principle, every tree on the site was protected by virtue of the site being located inside the Conservation Area. Moreover, as planning progressed, Neighbour lobbying saw formal Tree Preservation Orders placed on several trees.

Additionally, there was a Badger sett located on site within the generally undisturbed habitat. In line with recommendations and proper procedure we ensure the safe closure of the sett and satisfied the concerns of the Local Authority's Ecological consultee.

■ Neighbour Objection

Often the most immediate and obvious obstacle when an application is live are local objections. Vociferous and persistent objections from immediate neighbours needed to be overcome. Although, many of the claims were unsubstantiated, we needed to set out our position clearly and surmount the opposition from public objection.

How we resolved the issues



Over the period of 3 years **we resolved the heritage and environmental issues**, not to mention overcoming the **incredible opposition** to the scheme from neighbours.

Following 2 previous schemes which didn't meet the Planners requirements and were refused, using all that we'd learnt from the previous scheme and an Appeal dismissed, we finally **secured a Recommendation to Approve** from the Local Authority Planning Officer and secured consent from the subsequent Planning Committee.

The final approved homes are a culmination of meticulous design which **maximises the exclusive feel of this picturesque site** inside a semi-rural village location.

This proved to be a **fantastic result** for ourselves and for the landowners who secured a significant uplift in value for the 6 sibling family members who owned the land.

For more information:

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