

**BIRMINGHAM DEVELOPMENT PLAN EXAMINATION 2014**

**MATTER D: ABOUT BIRMINGHAM, VISION, OBJECTIVES, STRATEGY AND GENERAL  
POLICIES**

**STATEMENT BY SAVILLS ON BEHALF OF TAYLOR WIMPEY**

**SEPTEMBER 2014**

**Question 2. Does policy PG3 effectively identify what is necessary for successful place-making, and are its requirements justified?**

1. Whilst Taylor Wimpey supports the delivery of high quality development. However Taylor Wimpey considers that the overarching requirement for Policy PG3 for "*all new developments to be built to the highest possible standards*" is an aspiration rather than a realistic necessity and is not justified. A balance needs to be reached between standards of design, sustainability, deliverability and viability. The starting point for design should be the Building Regulations. In terms of measuring 'standards', Taylor Wimpey considers that assessing developments against the Building for Life criteria would provide a more appropriate mechanism.
2. In response to the requirement for new development to respond to the local area context, this should take into account the density and housing types in the immediate area, to accord with the ethos National Planning Policy Framework (NPPF) paragraph 57 and to avoid the Plan being overly-prescriptive. Taylor Wimpey considers that there is a conflict between this NPPF requirement and Plan Policy TP29, which sets out prescriptive density requirements. Whilst BCC may have density aspirations for new development, Taylor Wimpey considers that Policy PG3 provides a more appropriate and justifiable approach to density considerations than Policy TP29, particularly with regard to addressing housing density within the Langley SUE (Policy GA5).

**Question 3. Are policies PG2 and PG3 effectively drafted to achieve?**

3. As set out in the response to PG3, the overarching requirement of Policy PG3 for “*all new developments to be built to the highest possible standards*” is not measurable or achievable. An aspiration for high standards of development (rather than highest) standards of design and sustainability should be balanced with development viability. The starting point for design should be the Building Regulations. In terms of measuring ‘standards’, Taylor Wimpey considers that assessing developments against the Building for Life criteria would provide a more appropriate mechanism.