

The proposed development on a council-owned land leased to Bellway Homes fails to meet the criteria set by council policy and the needs of the town in several areas, including:

1. Social housing: The application has 0% allocation for social housing, despite a policy stating 47 units should be allocated on this site.
2. Affordable housing: The allocation is mostly in one block, which has been shown to be ineffective in local developments. The affordable housing should be dispersed throughout the development.
3. Dwelling type: The application does not meet council policy for 62% of dwelling to be 3 and 4 bedrooms, with only 4.6% being 3 bedrooms and 0% being 4 bedrooms.
4. Density: The site's density of 150 dwellings per hectare is vastly greater than any other site in the town center and twice the desired density.
5. Local plan: The application increases the local plan's maximum allocation of 290 homes by 8% without adequate justification.
6. Height: The proposed 6-storey blocks are in violation of the council's town-wide policy of a maximum of 5 storeys.
7. Overlooking: The blocks at the north end of the site would encroach on neighboring properties' privacy.
8. Parking rate: The allocation of parking is 0.58 per dwelling, which is insufficient for the area's car ownership rate.
9. Parking split: The allocation of parking for affordable homes is insufficient and unjustified.
10. EV charging: The allocation of EV charging spaces is in contravention of building regulations.
11. Play space: There is a lack of space for older children to play ball games.
12. Design: The design lacks continuity between the blocks in and out of the conservation area.