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**From:** [REDACTED]  
**Sent:** 19 November 2025 11:10  
**To:** Planning  
**Subject:** URGENT: Reserved Matters Application DC/25/1658  
**Attachments:** Apartment Block Side Elevation.pdf  
  
**Categories:** Comments Received

Dear Nicola Pettifer,

I am writing on behalf of residents along the Shipley Road to raise the serious concerns we share regarding the Reserved Matters Application for Clover Fields/Woodfords (Ref DC/25/1658) and would very much welcome your perspective and advice.

Firstly, we were concerned to find that the recent Consultation Exercise by Bellway's did not include immediate neighbours, and were unaware the site had transferred from Reside to Bellway or been renamed. As those most affected by the proposals, we clearly should have been part of this early engagement process but the area which Bellway selected to door drop their consultation notice to, did not include any of the properties directly surrounding the development on Shipley Road, which I'm sure you appreciate is both frustrating and disappointing. As a result, we missed any early opportunity to be consulted and provide valuable community input on the design development.

Faced now with the Reserved Matters Application deadline for public consultation only 1 week away, our principal concern is regarding the proposed design for the southern edge of the development. The Planning Statement claims that the scheme "represents a tangible softening in the form of the layout on the southern portion of the site" in response to the semi-rural character of the surrounding area. However, the proposed large block of 2.5–3 storey flats on the south-western edge is entirely at odds with this statement and appears contrary to the principles outlined in SP26 of the HDPF from a planning perspective (Elevation image attached for reference).

The scale and form of this large block of flats would be wholly inconsistent with the neighbouring single and two-storey detached and semi-detached rural properties to the south and west of the plot and would be highly visible from the road and neighbouring properties due to the open aspect and lack of mature trees/screening at this south western corner of the plot.

During the original planning application meeting, it was acknowledged that any approved design would need to be sensitive, low-impact, and in keeping with the rural and agricultural character of the area. Placing a large block of flats on the *outermost* perimeter of the site—precisely where the interface with the countryside should be softest and least urban—directly contradicts the principles previously agreed and undermines the promise of a design that blends with and respects the rural setting.

Instead, it would seem much more appropriate to position this along the northern edge of the site, as per the initial outline design, to blend with the more urban feel and density of housing to the north so that it is positioned within the village envelope rather than at the transition point into open countryside with a direct line of sight for all those entering the village along the Shipley Road along with neighbouring properties like ours.

We are hoping, based on our understanding of the NPPF and HDPF that as planning team you would share these design concerns and that these can be addressed prior to approval, ensuring that the final design respects the rural character of the area and provides a more appropriate and sensitive transition into the more open country-side setting to the southern end of the site.

Obviously, as residents along Shipley Road, we will be submitting our comments on the planning portal as per the process, but would appreciate your consideration of these concerns both in terms of the consultation process carried out and most critically, the southern layout (namely the 2.5-3 storey building) of the scheme.

Thank you for taking the time to consider this; we look forward to receiving your feedback and perspective on the concerns raised and would welcome an understanding of the process from here.

Kind regards

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apartment block 1 - elevations

