



MONARCH GREEN

Land at Foxlydiate Lane, Webheath



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1. VISION

At the heart of the new Monarch Green development will be a thriving new local centre comprising key retail, education and community facilities. It will provide a central focal space for the development and be easily accessed via all modes of transport by the new and existing community.

The local centre will be designed to encourage and facilitate social interaction through the provision of new facilities and spaces which people enjoy visiting. It will be characterised by the use of some contemporary building forms, increased storey heights and areas of development linked by an attractive boulevard.





2. INTRODUCTION

This Indicative Design Guide document has been prepared on behalf of the Applicants, with input from GVA, Phil Jones Associates, Wardell Armstrong and Barton Willmore Landscape.

LOCATION

The site is located within Worcestershire on the western edge of Redditch, approximately 3km west of the town centre. Bromsgrove is located approximately 6.5km to the north west of the site, whereas central Birmingham lies approximately 20km to the north.

The site is bounded by the A448 and existing residential development to the east, Cur Lane and Spring Brook to the west, Pumphouse Lane to the south and agricultural fields to the north.

The local centre is located at the heart of the proposed development at Monarch Green and is easily accessed via the primary movement route (Boulevard). The local centre site benefits from adjoining open space to the south, east and north; this has been guided by the location of existing tree and hedgerow planting, Spring Brook, Hawthorn Pit woodland and the setting of Lane House Farm (a grade II listed building) that is located on Cur Lane, to the west of the site.

PLANNING BACKGROUND

Following adoption of the Bromsgrove Development Plan in February 2017 the site is now removed from the Green Belt and allocated for the residential led development of 2,800 dwellings.

The application was submitted as a Hybrid Planning Application in March 2016, comprising two parts;

- » An Outline Planning Application to establish the residential use of the site; and
- » A Full Application for the principle site access, distributor road and associated Sustainable Urban Drainage System (SUDS).

The Outline Planning Application is defined by certain parameters including land use, access and movement, building heights and green infrastructure/open space. These are “fixed” through the description of development.

Additional strategy plans are provided within the Design and Access Statement (DAS) which assist in demonstrating how the development could come forward subject to future Reserved Matters applications.

The full application seeks to ensure that the key access points and distributor road are approved in full and are available to enable development to proceed expediently, following the grant of permission, in order that the delivery of new housing can proceed in accordance with the trajectory within the emerging BDP and BORLP4.



 Site Boundary



DOCUMENT OBJECTIVES

This indicative design guide provides a framework to guide the delivery of an attractive and high quality local centre for the proposed development at Monarch Green. It builds upon the design principles set out within the March 2016 DAS and supports the delivery of the detailed highways design proposals that have evolved since the submission of the 2016 Hybrid Planning Application.

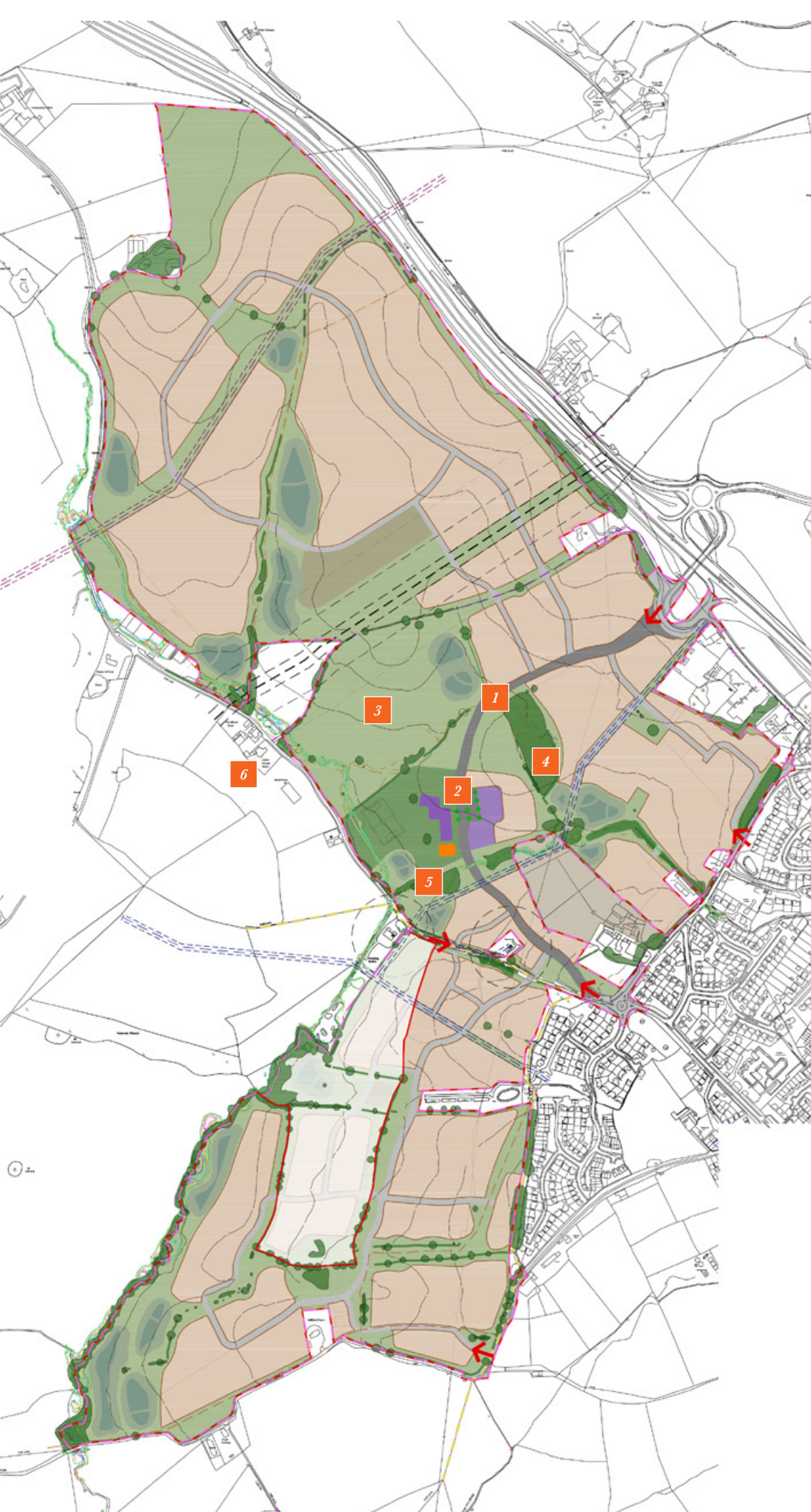
The guide does not code for every detail to ensure that designers retain a reasonable degree of creative freedom and that there is scope for discussion with the Local Authorities on detailed design matters
























The guide is intended to be used by:

- » Designers and others bringing forward the development as a briefing document and;
- » Development Control Officers to help establish whether a scheme has met the quality thresholds.

The guide aims to:

- » Ensure the delivery of the vision and the land use masterplan.
- » Provide a framework to assist with the delivery of a high quality development.
- » Assist the detailed design and decision making process at the reserved matters stage; and
- » Ensure continuity and consistency in quality over time.



-  Site Boundary
-  Vehicular Access
-  Residential land (inc. estate roads)
-  3 form entry Primary School
-  Community Building
-  Mixed Use
-  Primary infrastructure (inc. roads adjoined by open space on both sides)
-  Public Open Space (inc. retained/proposed structural planting and drainage)
-  Area for formal play
-  Attenuation basins
-  Existing retained trees and hedgerows
-  Water Borehole and Source Protection Zone
-  Local High Pressure Gas Main
-  ESSO Pipeline with associated easement
-  Water Mains with associated easement
-  Public Rights of Way
-  Bridleway
-  Monarch's Way
-  Proposed ditch diversion
-  5m contours
-  Planning application 17_0049_OUT
-  Development area that will be bought forward at a future time
-  Area of Assessment

-  1 Boulevard
-  2 Local Centre Square
-  3 Cur Lane Park
-  4 Hawthorn Pit
-  5 Existing tree planting / watercourse
-  6 Lane House Farm

3. PARAMETER AND FIXES

Excerpts from the parameter plans presented here identify a number of elements that are to be fixed as part of the Hybrid Planning Application. They are fully presented and explained in the September 2017 DAS Addendum document. Future detailed designs must comply with the DAS and the design guidance set out within this statement.

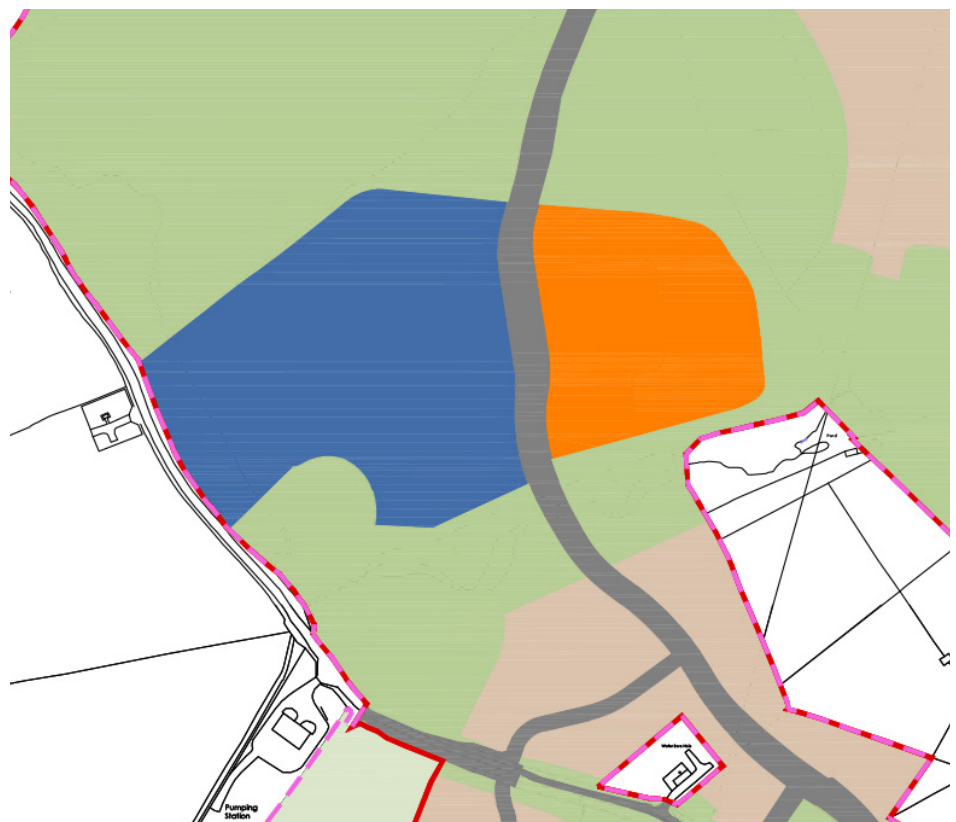
Local centre excerpts taken from the parameter plans

LAND USE

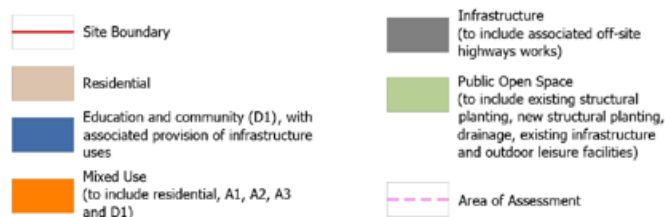
This plan shows the distribution of land uses within the site area, including residential, mixed use, public open space and infrastructure.

The Land Use Parameter Plan provides a mixed use local centre of 0.46ha. It will include retail, health, community and residential uses. Maximum floorspace amounts for the mixed use centre are set out here:

- » Local Centre retail floorspace (A1, A2, A3): Up to 900 sq metres
- » Health and Community Facility (D1): Up to 900 sq metres
- » 3FE Primary School (D1): Up to 2.8ha site

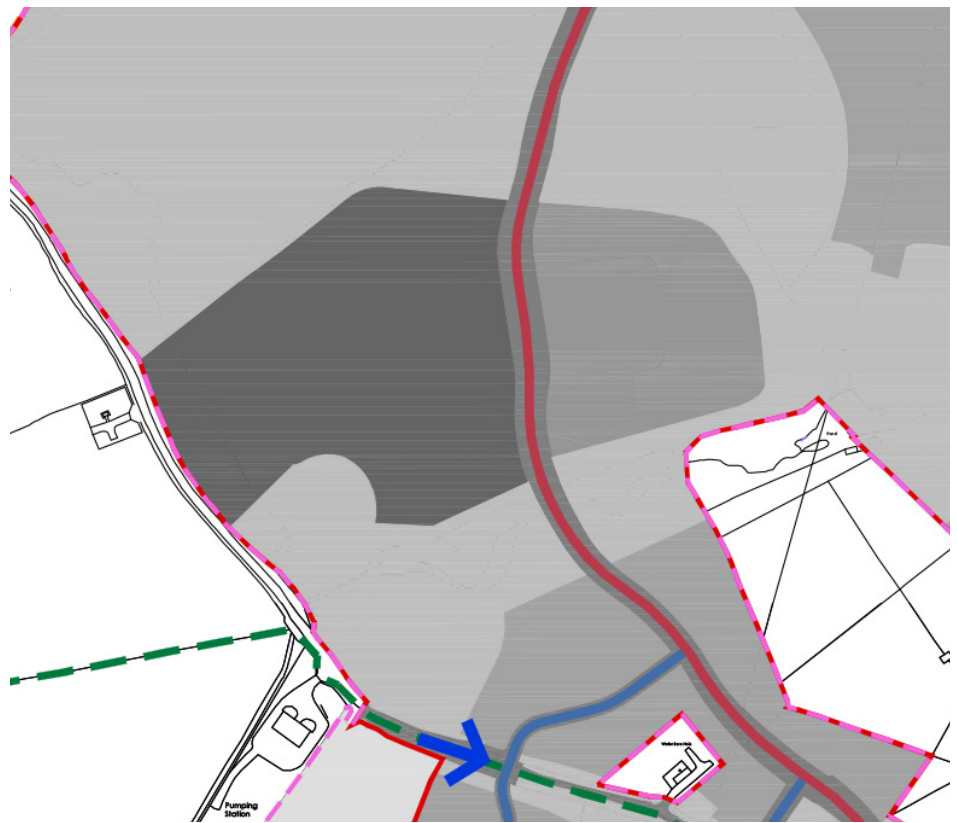


Land Use Parameter Plan











ACCESS AND MOVEMENT

This plan fixes key movement parameters. It identifies vehicular access points and key primary and secondary movement routes.

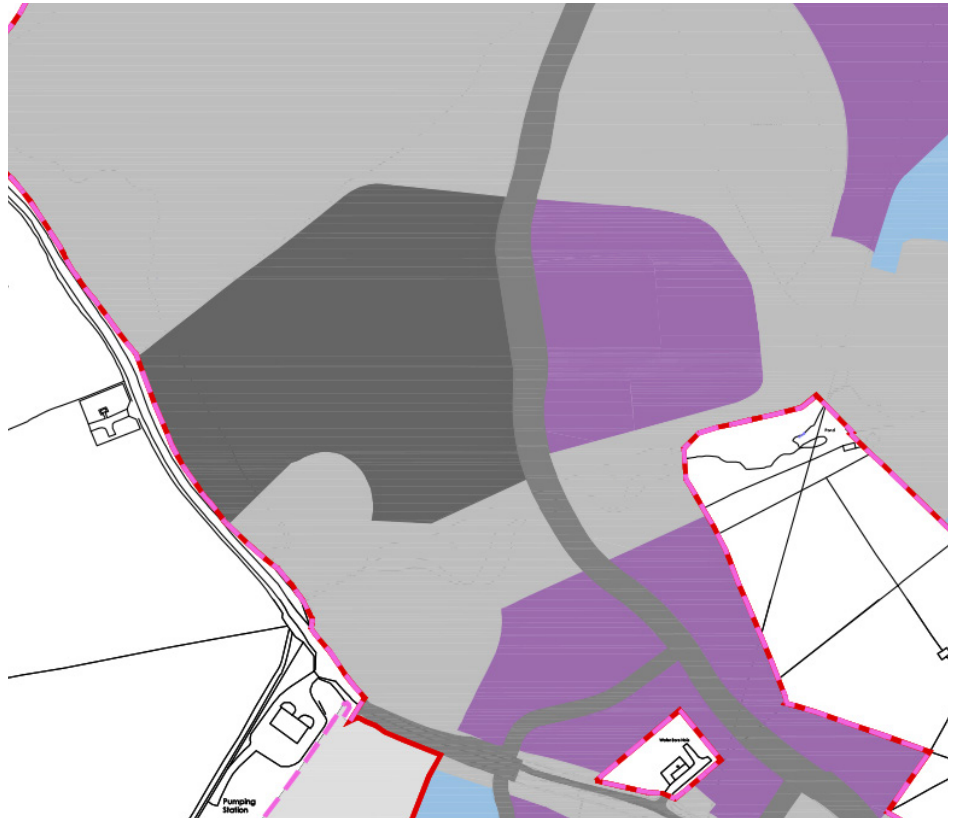


Access & Movement Parameter Plan

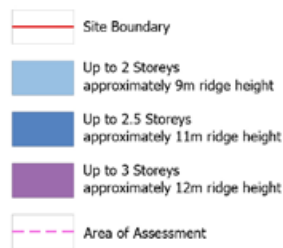
	Site Boundary		Secondary Vehicular Route (along the alignment of +/- 20m)
	Primary Access Point		PROW
	Secondary Access Point		Other paths (Monarch's Way)
	Primary Vehicular Route (along the alignment of +/- 20m)		Area of Assessment

SCALE

This plan fixes the maximum height for all buildings across the site. It demonstrates how variations in built form can create distinctive character areas, as well as defining key routes and spaces.



Scale Parameter Plan








GREEN INFRASTRUCTURE: PLANTING RETENTION AND REMOVAL

This plan shows planting to be retained and removed within the site.



Green Infrastructure Parameter Plan

-  Site Boundary
-  Trees/hedgerows to be retained
-  Trees/hedgerows to be removed
-  Public Open Space
(to include existing structural planting, new structural planting, drainage and outdoor leisure facilities)
-  Area of Assessment

4. KEY DESIGN PRINCIPLES

The illustrative layout presented here shows how the vision for the local centre could be realised. The following key design principles will provide a framework for future detailed design proposals and should be read in conjunction with detailed highways drawings submitted as part of the updated Hybrid Planning Application.

BUILT FORM

- » Provide a focal square that is defined by the primary school and local centre building frontages.
- » Provide a strong and continuous mixed use/residential frontage to the boulevard, local centre square and adjoining areas of open space.
- » Create a well-defined and enclosed local centre square with active frontage.
- » Promote legible and inclusive access from foot/cycle ways and streets.
- » Ensure that the arrangement of built form and the design of buildings is responsive to site constraints and maximises developable area.
- » Potential for a community building to be included within the school site area, with shared parking (provision in accordance with policy).

ACCESS AND MOVEMENT

- » Consideration of key desire lines between the local centre and school site, with provision of pedestrian crossing points as appropriate.
- » Considered public realm design and use of surface treatments to ensure the creation of an attractive and safe environment that prioritises pedestrian movement.

PARKING

- » Create secure and overlooked parking areas with space for landscaping where possible.
- » Car parking provision for each building use to be provided in accordance with Local Authority policy standards.
- » School and community building parking (provision in accordance with policy), and pupil handover off point located within the northern part of the school site, minimising conflict with the local centre square.

SCALE

- » Use increased storey heights (2.5/3 storeys) within the local centre and along the boulevard as appropriate to aid a sense of enclosure and denote key/landmark buildings.
- » Ensure that the scale of the built form is responsive to site constraints.

APPEARANCE

- » Contemporary use of local vernacular form to inform the design.
- » Elevational treatments should consider signage as an integral part of the design.
- » Consideration should be given to solar shading and orientation.



	Retail (A1-A3)		Community Facilities (D1)
	Office (B1)		Primary School (D1)
	Health (D1)		Residential (C3)





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5. LANDSCAPE AND PUBLIC REALM DESIGN

SOFT LANDSCAPE TREES

- » Predominantly native cultivars, with choice use of form and shape where space is limited e.g. Ulmus ‘Clusius’.
- » Larger avenue trees used where space permits and character is required e.g. Platanus orientalis ‘Minaret’.
- » Feature ornamental trees to focal and nodal points or building entrances e.g. Acer (Maple).

SOFT LANDSCAPE PLANTING

- » Ornamental planting to building frontages, large car park beds and junction areas.
- » Clipped native hedging to linear planting beds.

HARD LANDSCAPING

- » Public Realm: Natural aggregate topped block paving with textured surface or similar approved.
Colour: Light Grey, Medium Grey, & Dark Grey
Size: 500 x 100 x 80mm, 300 x 100 x 80mm, 400 x 100 x 80mm, 500 x 150 x 80mm, 400 x 150 x 80mm, 300 x 150 x 80mm.
- » Shared/ Crossings Surface: Natural aggregate topped block paving with textured surface or similar approved.
Colour: Light Buff, Medium Buff, Dark Buff
Size: 500 x 100 x 80mm, 300 x 100 x 80mm, 400 x 100 x 80mm, 500 x 150 x 80mm, 400 x 150 x 80mm, 300 x 150 x 80mm.

- » Central Reservation: Natural aggregate topped block paving with textured surface or similar approved.
Colour: Light Grey, Medium Grey, & Dark Grey
Size: 200 x 100 x 80mm.
- » Roads: Black top surfacing.
- » Parking Bays: Black top surfacing, white line division line.
- » Kerbs: Wide top with textured, exposed natural aggregate surface.
- » Tree Pits: Frame infilled with paving to match surroundings.

STREET FURNITURE

- » Timber bench/ seat, and bollards.
- » Stainless steel cycle stands and bins.

LIGHTING

- » Lighting columns to public realm, roads and parking areas.
- » Uplighters to trees, or feature lighting to focal points.

BOUNDARY TREATMENT

- » Formal hedge, amenity shrub planting.



1. 2000 x 450 x 500mm timber bench.
2. 300 x 300 x 1100mm timber bollard.
3. Stainless steel cycle rack brushed finish.
4. Stainless steel litter bin brushed finish.
5. Pyramidal focal point trees, min 2.5m clear stem
6. Columnar avenue tree, min 2.5m clear stem
7. Spreading avenue trees, min 2.5m clear stem







6. CONCLUSION

This Indicative Design Guide has set out the vision for the local centre at Monarch Green and provided a series of design principles, along with accompanying illustrations to show how this vision can be realised. The principles and illustrations presented in this document will provide a design framework for future, detailed proposals whilst ensuring appropriate levels of flexibility going forwards.

Overall, the document has shown how an attractive, active and vibrant new local centre can be delivered that forms a new desirable destination for the residents of Monarch Green and the existing community in Redditch.

