5.0 HQDP 3

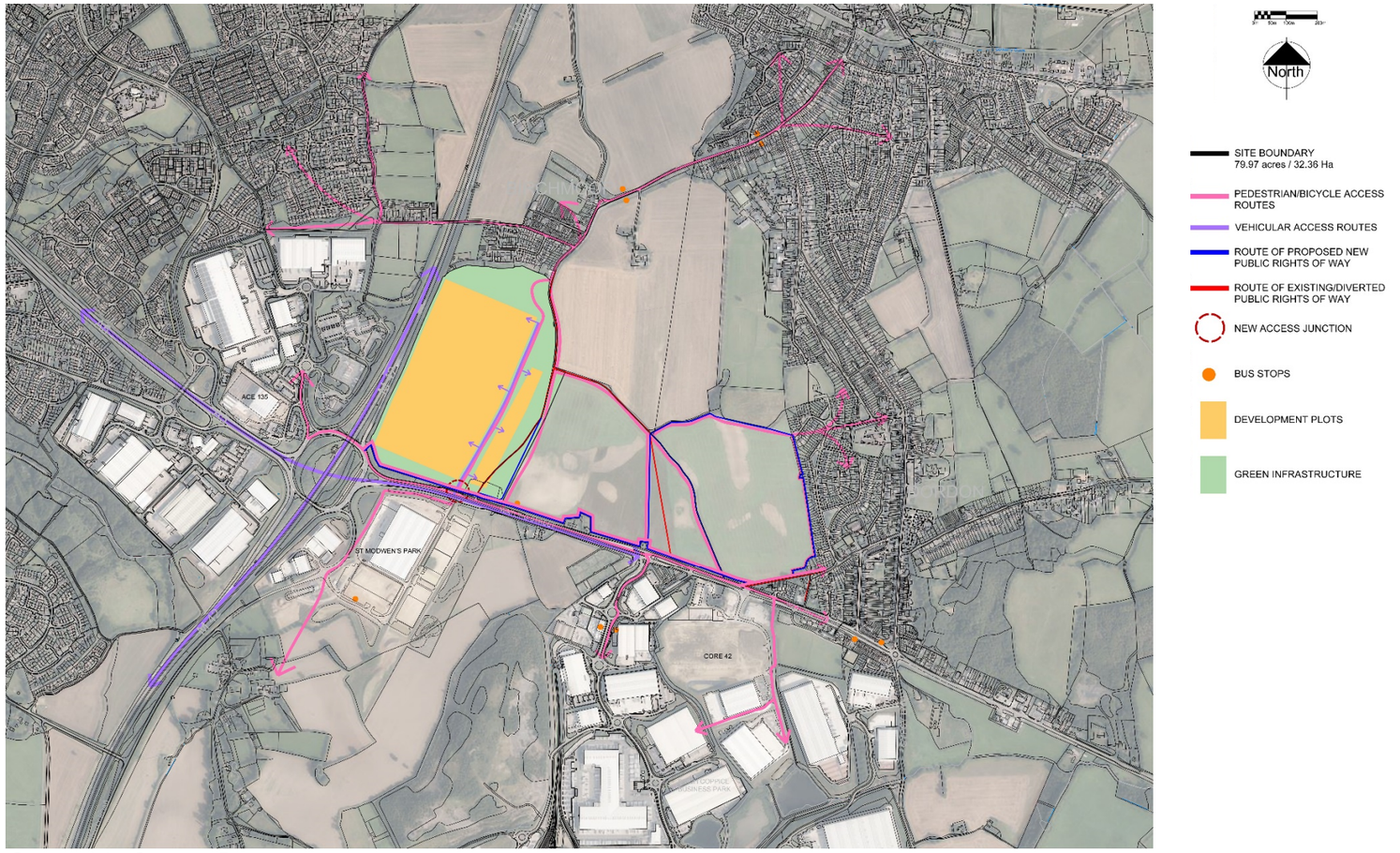
5.2 DESIGN APPROACH & RESPONSE

DESIGN PARAMETERS

- Over 3.5km of new and enhanced public footpaths, bridleways and footway / cycleway routes throughout the Site and wider land under the control of the Applicant.
- Dual use footpath / cycleway linking east from the Site to Barn Close, Dordon, enhancing east-west commuting and leisure routes through the Strategic Gap, to be designated as a new public right of way (subject to the agreement of WCC Rights of Way Team).
- An offline dual use footpath / cycleway linking east from the Site access to Dordon along the route of the A5 highway, facilitating circular routes and providing a betterment on the existing segregated cycleway along the A5 eastbound that does not meet required design standards, to be designated as a new public right of way (subject to the agreement of relevant statutory authority).
- New pedestrian and cycle crossing at the A5 to facilitate improved pedestrian / cycle links throughout Dordon Parish and particularly down to Freasley.
- Dual use footpath / cycleway along route of all internal site roads and access.
- Dual use footpath / cycleway linking north from the Site road, providing a continuous link between the A5 trunk road and Birchmoor.
- Public bridleway AE45 to be diverted around the edge of the Site landscaping to maintain views into the enhanced rural landscape across the Strategic Gap.

- Public footpath AE46 to be diverted to provide more direct access to Birch Coppice Business Park, from residential areas to the north (subject to the agreement of relevant statutory authority).
- New informal / recreational route linking Barn Close to The Stumps (public footpath AE48), through the landscape enhancement and community orchard west of Dordon.

- All new and existing public footpaths, public bridleways, footpath / cycleway and pavements to be designed to be the Equalities Act 2010 compliant, to provide access to all (e.g. mobility impaired, mothers with prams, etc) (subject to the agreement of WCC Rights of Way Team).



Connectivity Strategy Plan

5.0 HQDP 3

5.2 DESIGN APPROACH & RESPONSE

DESIGN PARAMETERS

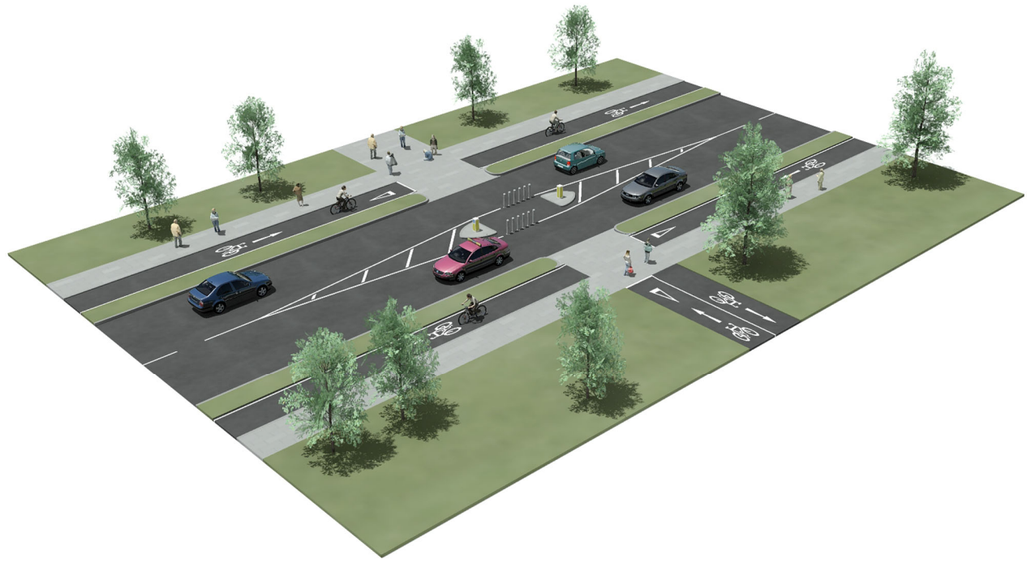
- New and enhanced bus stop(s), including provision of covered bus shelters with seating, associated street furniture and segregated footway / cycleway. Subject to agreement of bus operator and relevant statutory authority, bus shelter(s) to be a 'green bus shelter' (i.e., made from recycled materials with green roof and solar panels to power digital information board).
- Development of a sitewide Framework Sustainable Travel Plan, applicable to all future site occupiers.

Over 3.5km of new and enhanced public footpaths, bridleways and footway / cycleway routes, linking the Site with Birchmoor to the north and Dordon to the east, would open up active travel (e.g. pedestrian and bicycle) commuting opportunities from the settlements of Tamworth, Polesworth, Dordon and Birchmoor to the cluster of employment sites surrounding J10 M42 and south of the A5.

The proposals incorporate the diversion to Public Footpath AE46, to provide a more direct route to the entrance of Birch Coppice Business Park from residential areas to the north, further enhancing active travel commuting opportunities.

The proposed new informal / recreational route linking Barn Close to The Stumps (public footpath AE48) through the landscape enhancements and community orchard to the west of Dordon would enhance connectivity and facilitate a circular recreational route through the Strategic Gap.

Segregated footpath / cycleway



Example of controlled pedestrian and cycle crossing

The enhanced footway and cycleway links would tie in with the proposed playing fields, multi-use sports pitch and clubhouse at the relocated Birch Coppice Miners Social Welfare Centre and Birch Coppice Allotments (Open Space Transfer Site OS1), encouraging greater use of the facilities by the local community, as well as facilitating afterwork recreation by staff from the Site and neighbouring business parks.

A sitewide Framework Sustainable Travel Plan has been developed, applicable to all future occupiers, to promote sustainable modes of transport and minimise impacts on the local transport network. All future reserved matters applications will be required to submit a Sustainable Travel Plan, bespoke to the proposed development, in accordance with the Framework Sustainable Travel Plan.

Green bus shelter

5.0 HQDP 3

5.2 DESIGN APPROACH & RESPONSE

ON-SITE FACILITIES

Cycle parking will be provided to all units at in excess of the North Warwickshire Borough Council standard, incorporating a range of parking facilities to include indoor/outdoor parking, secure parking and covered parking, and electric bicycle charging points, all located at or close to pedestrian entrances.

To promote walking and cycling to work, showers and changing facilities will be provided to all units and internal cycle parking facilities will incorporate electric bicycle and scooter charging points.

Communal cycle parking, showers and changing facilities to be provided at ancillary Hub Office, available for use by site occupiers and general public (including staff of neighbouring business parks).

DESIGN PARAMETERS

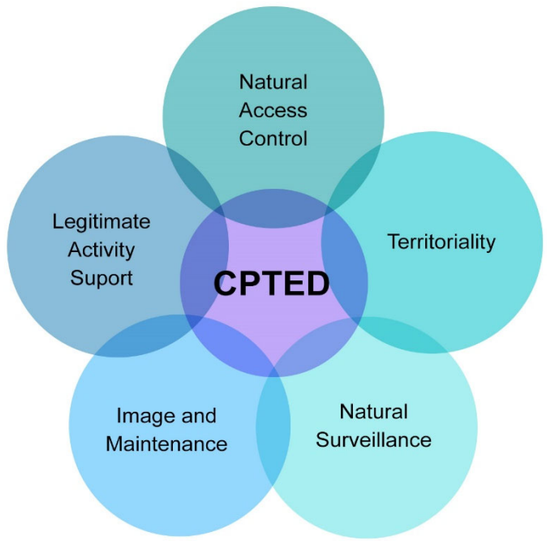
- Electric vehicle (EV) charging points and rapid charging points installed to 10% of car parking spaces, with ducting provided for a further 15% to future proof the development.
- Ducting provided to 25% of lorry parking space for fully electric and hybrid electric vehicles, to future proof the development.
- Car parking provided to all units at North Warwickshire Borough standard.
- Cycle parking provided to all units at in excess of the North Warwickshire Borough standard.
- Cycle parking to comprise a range of parking facilities, including indoor / outdoor parking, secure parking, covered parking and e-bike charge points, all located at or close to pedestrian entrances.
- Showers and changing facilities provided to all units.
- Communal cycle parking, showers and changing facilities at ancillary Hub Office.

CRIME PREVENTION

The layout of the development will be designed to ensure personal safety, and ensure that it does not create an environment conducive to crime. Warwickshire Police Architectural Liaison Officer will be consulted prior to the submission of all reserved matters planning applications.

Natural surveillance will be a key factor in the overall design of the Site, and building design and layouts will be considered through reserved matters proposals to minimise visual obstacles and eliminate places of concealment.

Boundary protection around the service yards will be 2.4m high palisade fencing, including entrance gates. Gatehouses for the service yards of all large format buildings will control vehicle and pedestrian access to these areas. 2.4m paladin fencing will clearly delineate areas which are open to access by the public and those which are controlled due to the nature of site operations. Park Mark® Safer Parking Scheme accreditation will be targeted for the overnight lorry park.



DESIGN PARAMETERS

- Positioning of the offices overlooking proposed car parking will offer a high degree of visual control.
- Any potential dark areas well lit.
- Formal surveillance via an extensive CCTV system provided in line with occupier requirements.
- 2.4m high palisade fencing around all service yards and overnight lorry park. 2.4m paladin fencing to delineate public areas and those which are controlled due to the nature of site operations.

2.4m high palisade fencing

Site CCTV

5.0 HQDP 3

5.2 DESIGN APPROACH & RESPONSE

OVERNIGHT LORRY PARKING

The proposed overnight lorry park will be a new purpose-built secure facility with time limited free parking, driver welfare and 24hr security on site, incorporating shop, restaurant / café, changing rooms, showers, WCs, gym and laundry. Parking charges will be priced in line with the market rate for dedicated truck stop facilities nationwide, thereby providing a cheaper alternative to Tamworth Services.

The facility is underpinned by significant need in the area which leads to identified issues informal parking locally, including at the existing laybys on the A5 to the south of the Site.

DESIGN PARAMETERS

- Sitewide CCTV coverage and site entrance to have CCTV coverage with ANPR capability.
- Other security measures to include 24h security presence, gated and fenced parking, with gatehouses and barrier-controlled entry and exits.
- The new facility would also include the reprovision of existing laybys on the A5 trunk road, which are currently used for adhoc HGV parking, within the secure overnight lorry parking facility.
- Refuse and recycling provision throughout the parking area and at the amenity building.

PARK MARK

A **Park Mark®** is awarded to parking facilities that have met the requirements of a risk assessment conducted by the Police by putting in place measures that help to deter criminal activity and anti-social behaviour. For customers, using a Park Mark® Safer Parking facility means that the area has been vetted by the police and has measures in place to create a safer environment, including:

- Quality management
- Appropriate lighting
- Effective surveillance
- Clean environment.

The principles within the Transported Asset Protection Association (TAPA) guidelines would also be adopted, where relevant and appropriate.

DESIGN PARAMETERS

- Park Mark® Safer Parking Scheme accreditation targeted for the overnight lorry park.

RAIL SERVED SITE

Due to the application site's close proximity to Birmingham Intermodal Freight Terminal (BIFT), the proposed development can in practice be classified as 'rail-served' meaning it would effectively be classed as 'inside' the Strategic Rail Freight Interchange at Birch Coppice.

Future occupiers located at the Site would be able to accrue user benefits when using rail freight via BIFT, e.g. the use of 'works truck' between the two sites. As such, an increased proportion of the resultant freight traffic to and from the Site would be expected to arrive or depart using rail freight.

Given that position, analysis conducted by MDS Transmodal has that around 10% of loaded inbound and outbound traffic could be expected to move by rail freight via BIFT. The forecast modal shift from road to rail would generate a saving of just under 5,800 tonnes of carbon dioxide equivalent per annum. The forecast modal shift equates to an annual non-user benefit of around £3.5 million to the nation but focused locally to the Site.

Freight terminal

5.0 HQDP 3

5.2 DESIGN APPROACH & RESPONSE

APPLICABLE DESIGN PRINCIPLES FROM THE DDGC

SM – SAFE MOVEMENT

- Safe movement principles relate to the creation of safe, attractive and convenient connections within Dordon and to the wider landscape, using sustainable modes of transport wherever possible.
- Walking and cycling should be encouraged to support growth, limit the negative impacts of traffic congestion on the roads and create direct and memorable routes.
- Public transport should be used to support active travel and provide improved links between places.

SM01 – HIGHWAYS

- Streets must meet the technical highways requirements, but they must also be as designed as 'places' to be used by all, not just vehicles.
- Streets must incorporate opportunities for landscape planting, green infrastructure, and sustainable drainage.

SM02 – PEDESTRIAN AND CYCLE PATHS/ CONNECTIVITY

- New development should respond to pedestrian and cyclist desire lines and complement a permeable and legible connected street pattern.
- New development must integrate with the existing network of footpaths and cycle routes, enhancing these where possible and adding new routes that connect places of interest (including open space and sports provision), services and amenities and residential areas.
- New streets should be considered a space to be used by all, not only vehicles. Therefore, it is essential that street design priorities the needs of pedestrians, cyclists and public transport users. The pedestrian and cycle provision must be integral to the design of streets.
- It is essential that the design of new development should include streets and junctions that incorporate the needs of pedestrians, cyclists and, where applicable public transport.

SM04 – CYCLE PARKING

- Provision of secured covered cycle parking and publicly available cycle parking in the public realm.
- Cycle storage should be provided at a convenient location within an easy access.

SM05 – LEGIBILITY AND SIGNAGE

- Wayfinding must be clearly established, particularly along pedestrian and cycle routes
- Use high quality tree and landscape planting to help with wayfinding along key routes.
- New signage design must be easy to read. Wording, font choice, text size, colour and the use of symbols should be clear and concise, and avoid confusion.

AV02 – PUBLIC REALM

- Well-connected, high quality public spaces are essential because they create informal meeting places and venues, as well as providing the setting for people to engage in commercial and social transactions, take their leisure and participate in community events.
- Pavement width of new footpaths should be of a comfortable width for pedestrians especially for those with disabilities. Pavement widths should be at least 2m.

Covered cycle storage

Wayfinding signage

5.0 HQDP 3

5.3 ACHIEVING HQDP 3

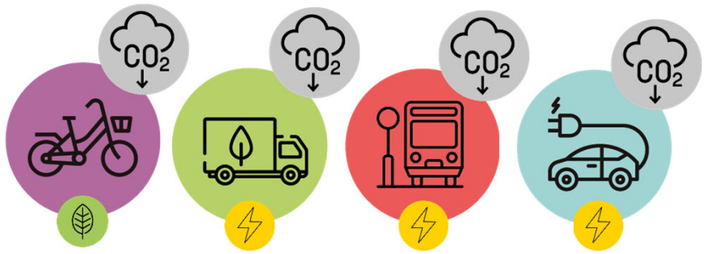
The sustainable transport strategy for the Site has been to encourage all journeys to be conducted in accordance with the green travel hierarchy, where the priority is given to access by foot, bicycle, public transport, shared vehicle and finally private car. The approach seeks to meet the following key aims:

- Promote sustainable forms of transport wherever possible.
- Minimise trips to and from the Site by single occupancy private vehicles.
- Avoid impacts on the A5 trunk road and M42 motorway during peak times.
- Reduce the volume of freight arriving solely by road.

The key aims of the sustainable transport and highways strategy would be achieved through implementation of the extensive design parameters set out in this chapter.

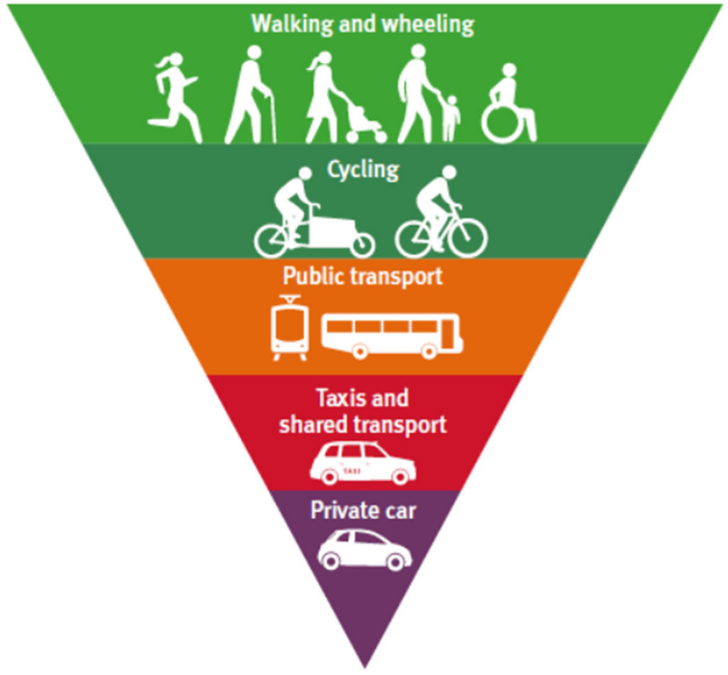
The proposed enhancements to the Public Right of Way and footway/cycleway network in and around the Site will improve pedestrian and bicycle permeability locally, allowing residents of Birchmoor, Polesworth, Dordon and Tamworth to access the cluster of employment sites at Junction 10 M42 and to the south of the A5 more easily. As such, it is envisaged that these enhancements will make it much easier for employees in these locations to commute to work by bicycle or foot, leading to offsite sustainable transport benefits.

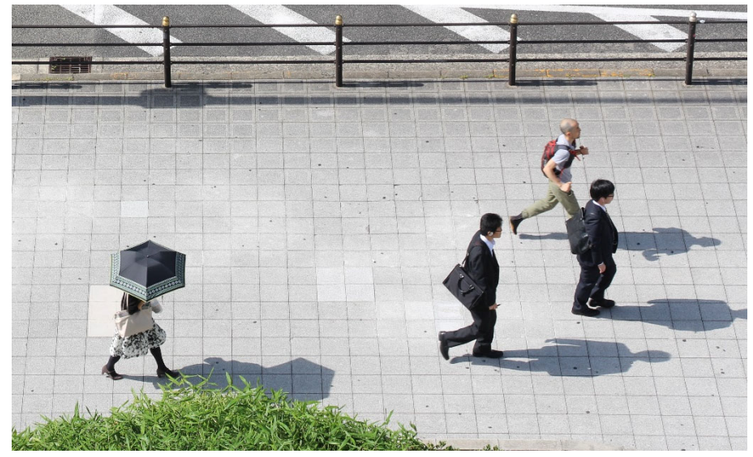
Ultimately, the associated benefits of active travel brought about by the scheme and guided by HDQP 3 will contribute to decarbonising transport, both for the Site and trips further afield to surrounding settlements and business parks and help to achieve improved public health (both physical and mental health) by encouraging healthy and active lifestyles.



Sustainable transport to mitigate environmental effects

Green travel hierarchy





Sustainable forms of transport

5.0 HQDP 3

5.4 CONFORMITY WITH PLANNING POLICY & GUIDANCE

RELEVANT NWLP POLICIES:

- **Policy LP27** – Walking and Cycling
- **Policy LP29** – Development Considerations
- **Policy LP30** – Built Form
- **Policy LP34** – Parking

RELEVANT DDGC DESIGN PRINCIPLES:

- **SM01** – Highways
- **SM02** – Pedestrian and cycle paths connectivity
- **SM04** – Cycle parking
- **SM05** – Legibility and Signage

CD-B35

6.0 HQDP 4 ENSURING THAT PROMINENT BUILDINGS ARE DISTINCTIVE, DISTINGUISHABLE, AND RELATE TO HUMAN SCALE AND OPERATIONAL REQUIREMENTS WHILST MINIMISING THE WIDER VISUAL IMPACT

6.0 HQDP 4

6.1 ENSURING THAT PROMINENT BUILDINGS ARE DISTINCTIVE, DISTINGUISHABLE, AND RELATE TO HUMAN SCALE AND OPERATIONAL REQUIREMENTS WHILST MINIMISING THE WIDER VISUAL IMPACT

Ensuring that prominent buildings are distinctive, distinguishable, and relate to human scale and operational requirements whilst minimising the wider visual impact. Larger warehouse elements will utilise varied ground levels and sympathetic building components to break up facades and screen service yards.

6.2 DESIGN APPROACH & RESPONSE

The massing and location of buildings across the Site has been carefully planned to respond to the surrounding context and minimise wider visual impact. The tallest elements of the proposed development would be focused in the south-west corner, with building heights reduced in the north and east, closer to the settlements of Birchmoor, Polesworth and Dordon.

Prominent buildings and elevations, as well as associated infrastructure and landscaping would be designed to a high quality given their increased visibility within the business park.

Particular attention has been paid to the design of the industrial warehouse buildings, to ensure their visual impact is minimised through the use of clever architectural design features. The office elements of these building would be distinctive, have interesting architectural form and use varied materials, including significant glazing, to break up facades and introduce a human scale at ground level.

High specification buildings, incorporating the Design Parameters set out, would deliver a "best in class" business park environment targeted at attracting national and multinational occupier(s) in search of new campus and headquarters style facilities.

6.0 HQDP 4

6.2 DESIGN APPROACH & RESPONSE

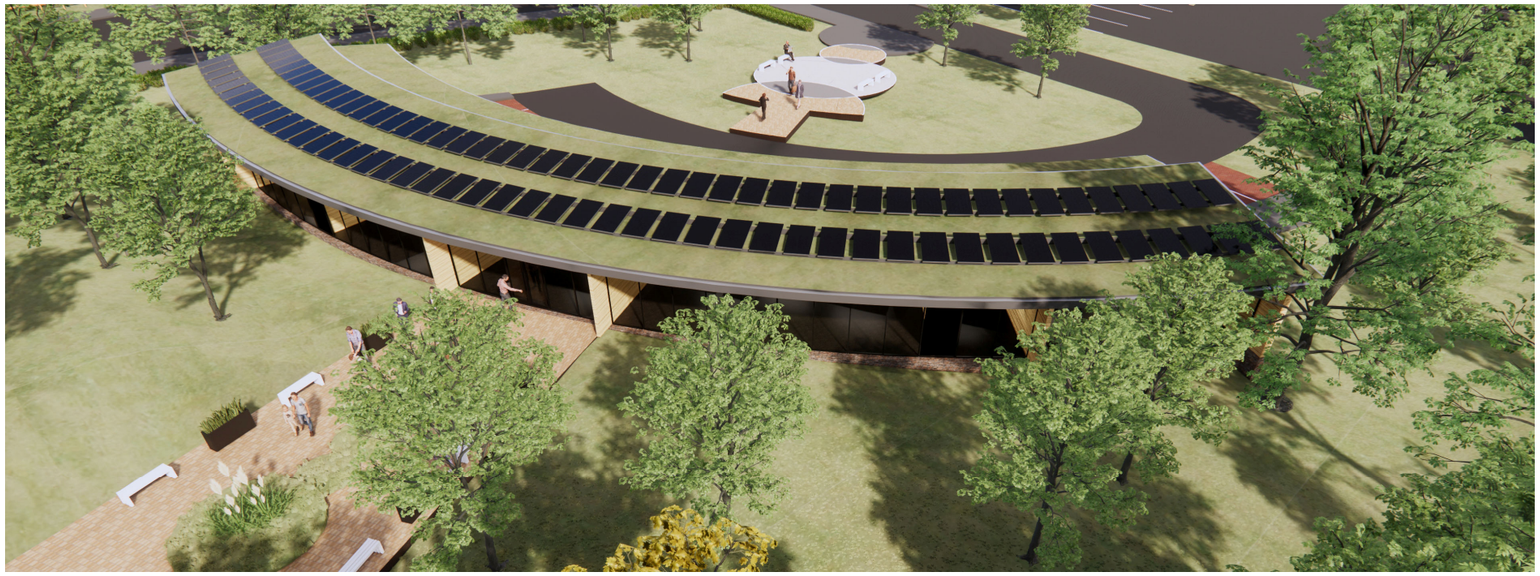
HUB OFFICE

The ancillary Hub Office would be of a high-quality design, given its gateway location at the entrance to the Site fronting onto the A5 and Public Bridleway AE45. The illustrative design incorporates elements such single storey construction, distinctive curved shape, considered roof form, green roof, solar panels and amenity space to front and rear.

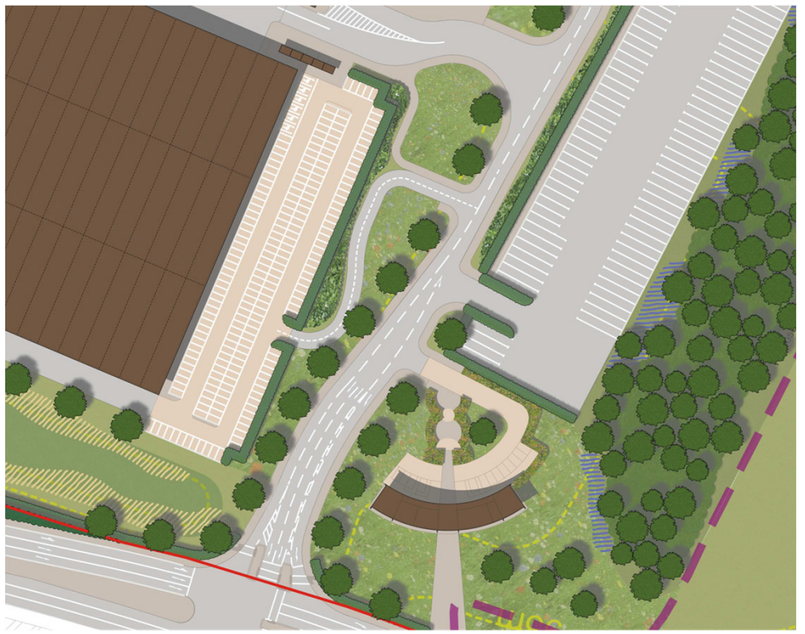
The multipurpose facility would encompass the following elements and functions:

- Site office for use by the security and management teams.
- Marketing suite, during construction and letting phases.
- Meeting / presentation rooms and computer suite, which would facilitate onsite education and training programmes associated with both construction and operation of the business park.
- Communal cycle parking, showers and changing facilities, for use by site occupiers, local residents and employees of neighbouring business parks, to encourage active travel and reduce traffic on the surrounding road network.

Landscape treatment to the front and rear of the ancillary Hub Office is important to the setting of the gateway and would include tree lined streets, formal planting, species rich grassland, seating areas and permeable block work car parking, pathways and paving.



CGI - Office Hub main entrance



Office Hub Aerial View

Example of Green Roof

6.0 HQDP 4

6.2 DESIGN APPROACH & RESPONSE

INDUSTRIAL WAREHOUSES

To ensure the wider visual impact of large industrial warehouse elements are reduced, the design for these buildings would incorporate a series clever architectural design features.

- Colour banding – bands of darker colours / shades emphasising the base of the buildings at lower levels set against the surrounding landscape backdrop, with bands of lighter colours / shades introduced at higher levels where the buildings are set against the skyline to reduce the visual impact from wider views.

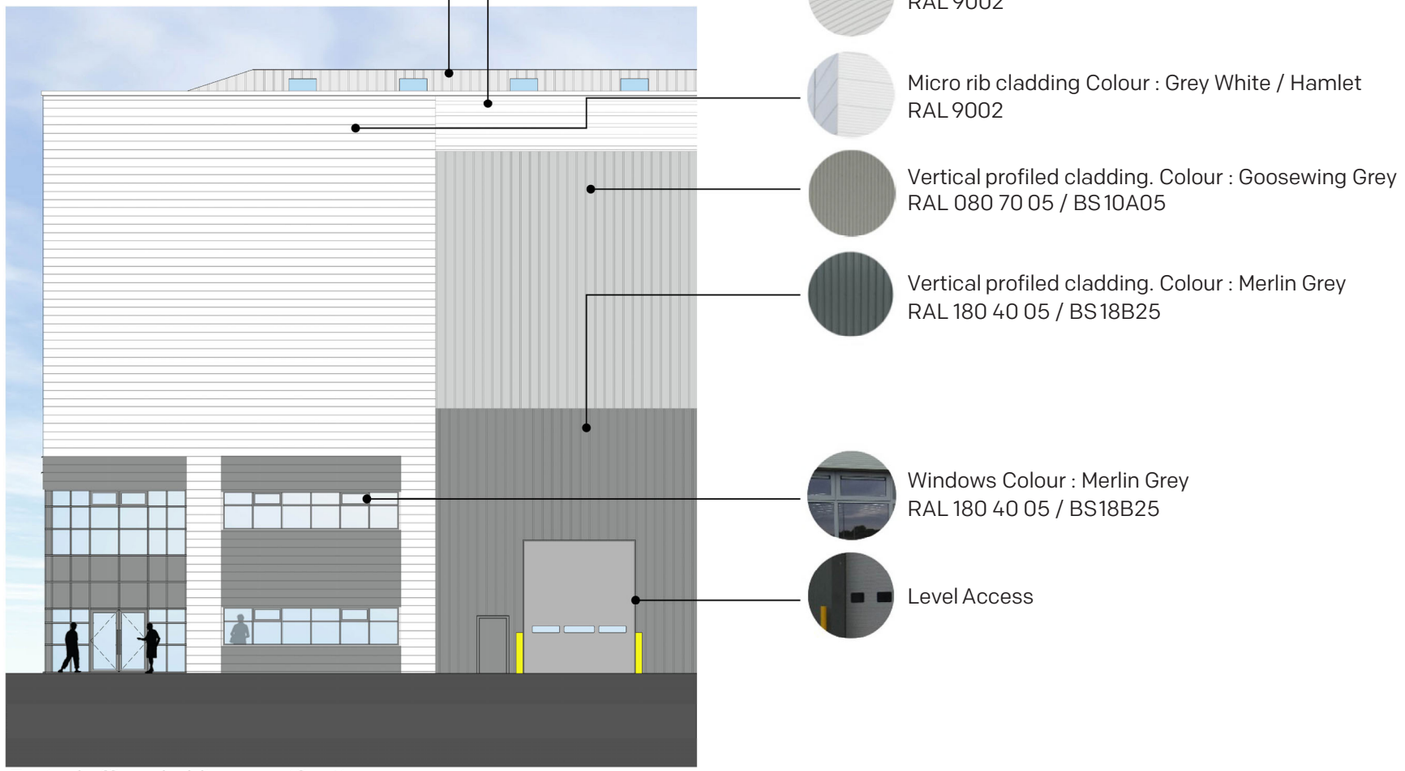
- Breaking up of large elevations – given the overall footprint of typical industrial warehouse buildings, some elevations could be relatively flat and long. In order to break up large sections of cladding into smaller sections of interest, the proposals would incorporate vertical colour bands and subtle changes to the cladding profile and orientation (e.g. flat, micro-rib and trapezoidal cladding set vertically and horizontally). Flashing, narrow cladding strips used to overlap and weatherproof junctions between panels, would be designed to complement the overall colour palette / tone and help break up the mass of the buildings. Other design features Would be use create depth and add interest to elevations, particularly around offices.

- Roofscape – parapet roofs would be used to form a clean junction with the skyline and reduce heavy overshadowing from overhanging eaves which draws the eye to height. This reinforces the use of light colours / shades (colour banding) and upper levels.

- Screening service yards and infrastructure – wherever possible, buildings would be orientated to avoid service yards facing onto key gateways and public spaces. In addition, service yards would be surrounded by landscaping and planting to reduce their visual impact. Wherever physical retaining is required, crib, gabion and / or green walls will be used to integrate the feature within the landscape.

Brise Soleil

Vertical Profiled Cladding



Typical office cladding specification

6.0 HQDP 4

6.2 DESIGN APPROACH & RESPONSE

OFFICE ELEMENTS

Office elements would be designed to be distinguishable from the main warehouse elevations through the use of interesting architectural form, detailing, use of colour and varied materials – e.g. glazing, rain screens and brise soleil louvers. These features would not only break up large areas of cladding but also aid legibility and wayfinding, and introduce a human scale.

Internally, the offices would be designed to meet modern occupier requirements, incorporating elements such as double height entrance lobbies, break out areas, meeting rooms at a variety of scales, conference / presentation rooms, open plan office kitchens and dining areas, tea points, lifts to upper floors and dedicated male and female changing rooms, showers and WCs.

DESIGN PARAMETERS

- Reserved matters proposals to respond directly to 'Building Better, Building Beautiful' report, by Sir Roger Scruton.
- Reserved matters proposals to also reflect the National Design Guide (January 2021), the National Model Design Code (July 2021) and Dordon Design Guidance and Code (October 2021).
- Ancillary Hub Office to be of high-quality design given its gateway location.
- Industrial warehouse buildings would incorporate clever architectural design features to create visual variety and break up the scale of facades; including:
  - Horizontal colour banding.
  - Vertical colour bands.
  - Use of varied cladding profiles and orientation.
  - Use of flashing.
  - Horizontal parapeted roofs.
  - Soft landscaping and planting around all service yards.
  - Crib, gabion and / or green walls to be used wherever physical retaining is required, will be used.
- Office elements to be distinctive from main buildings, have interesting architectural form, detailing, use of colour and varied materials.
- Offices would be designed to meet modern occupier requirements, incorporating elements such as:
  - Double height entrance lobbies.
  - Break out areas.
  - Conference / presentation rooms and meeting rooms at a variety of scales.
  - Open plan office kitchens, dining areas and tea points.
  - Lifts serving upper floors.
  - Dedicated male and female changing rooms, showers and WCs.

Break out areas

Double height entrance lobbies

6.0 HQDP 4

6.2 DESIGN APPROACH & RESPONSE

APPLICABLE DESIGN PRINCIPLES FROM THE DDGC

BU02 – SCALE FORM AND MASSING

- Scale and massing of new buildings should be consistent with the form and massing of neighbouring properties.
- New developments should seek to respond to the surrounding context by using similar configurations.
- Height of new buildings should respond to the surrounding context and should not be over-bearing or dominant in the existing street scene.
- Development within Dordon should be of a scale and design to reinforce the locally distinctive character.

BU06 – BOUNDARY TREATMENT

- Boundary treatments, such as hedges, low walls and fences should be included in design proposals to clearly distinguish public and private spaces. High walls and fences or railings should be avoided.
- Existing boundary trees and hedgerow should be retained and should be reinforced with native species.

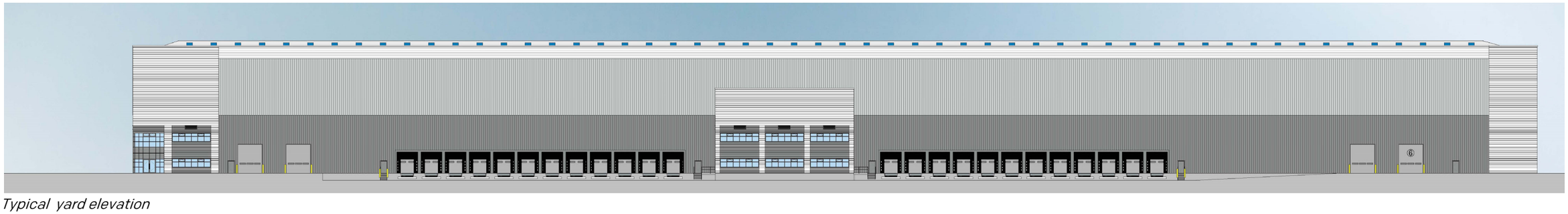
BU03 – BUILDING PROPORTION

- The proportions of a building's elements should be related to each other as well at the scale and proportion of the building;
- The proportions should be dictated by and respond to the type of activity proposed as well as the composition of the existing streetscape;
- The front elevation of the building must be arranged in an orderly way to avoid creating a cluttered façade.
- Features such as windows, doors and solid walls should create vertical and horizontal rhythms along the façade providing variety.

LC02 – LANDMARKS AND VIEWS

- New buildings should be designed to provide interest with a range of architectural features.
- To provide articulation and create visual interest, building façades should have occasional projections.
- New development proposals should not be visually intrusive. This should be achieved through appropriate scaling and design, including landscape.

Height of new buildings should respond to the surrounding context



Typical yard elevation

6.0 HQDP 4

6.3 ACHIEVING HQDP 4

HQDP 4 and the associated Design Parameters will ensure that the buildings are designed to the highest possible standard and take into account both their immediate relationship with other structures, the wider visual context and surrounding landscape.

Development will have to adhere to the following height parameters, thereby ensuring that the maximum development height is lower than the maximum height approved at St Modwen Park Tamworth to the south, and to mitigate visual impact as far as practicable:

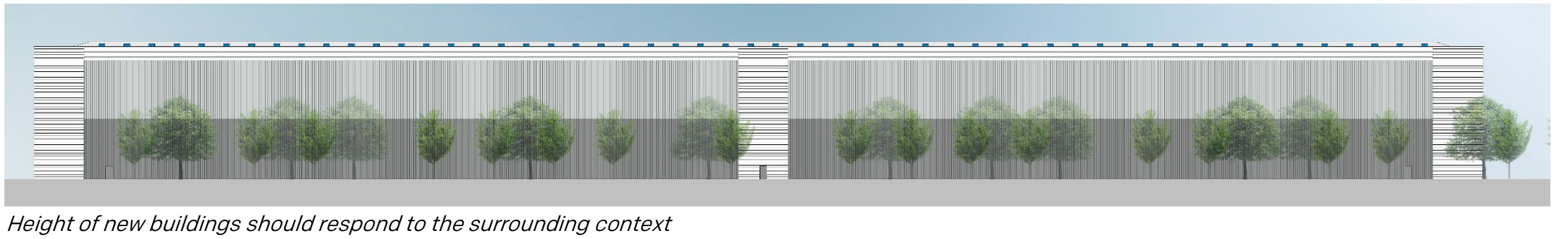
- Maximum development height of +117.8m AOD at the less sensitive westernmost Plot A1 adjacent to the M42 motorway.
- Reduced maximum development height of +113m AOD at Plot A2, north of Plot A1 closer to Birchmoor.
- Reduced maximum development height of +111m AOD at the easternmost Plot B1, closer to Dordon.
- Reduced maximum development height of +102m AOD at Plot B2, at the entrance to site.

Prominent buildings and elevations close to main thoroughfares would be of exemplar high-quality architectural design with visually interesting features and landscaping to ensure a "best in class" business park is created. Facilities provided within each building would be to a standard suitable to accommodate a range of potential occupiers, with enhanced design and human scale elements to promote occupier wellbeing.

Typical Office Elevation designed at human scale elements to promote occupier wellbeing (Core 4)

Built form plan

Features such as windows, doors and solid walls should create vertical and horizontal rhythms along the façade providing variety



Height of new buildings should respond to the surrounding context

6.0 HQDP 4

6.4 CONFORMITY WITH PLANNING POLICY & GUIDANCE

RELEVANT NWLP POLICIES:

- **Policy LP14** – Landscape
- **Policy LP17** – Green Infrastructure
- **Policy LP29** – Development Considerations
- **Policy LP30** – Built Form

RELEVANT DDGC DESIGN PRINCIPLES:

- **SL01** – Pattern of Development
- **SL02** – Layout and Grain
- **BU02** – Scale, Form and Massing
- **BU03** – Building Proportion
- **BU06** – Boundary Treatment
- **BU11** – Well Defined Public and Private Space
- **AV02** – Public Realm
- **LC01** – Landscape and Green Space
- **LC02** – Landmarks and Views
- **LC03** – Architectural Details

7.0 HQDP 5 GENERATING A UNIFORM ARCHITECTURAL LANGUAGE

7

7.0 HQDP 5

7.1 GENERATING A UNIFORM ARCHITECTURAL LANGUAGE

Generating a uniform architectural language and design of built form to enhance legibility and wayfinding for the Site and surroundings. Creating a sense of place and respecting the distinctive and varied architecture and built form of the surrounding environs.

The aesthetic design of the proposed business park requires careful consideration to ensure it is attractive, legible and creates a sense of place. Understanding existing site context is key therefore. So too is the ambition for the design and what it is seeking to achieve, which in this instance is to strive for the highest quality design possible as part of an ambitious target to create ***"The Greenest Business Park in the West Midlands".***

The immediate environs are characterised by predominantly commercial and employment uses to the south and west, including a cluster of three business parks forming the other quadrants at J10 M42. These facilities are typified by large format modern industrial warehouse buildings. By contrast, the land to the north and east of the Site consists of the parallel street patterns of Birchmoor and open arable land respectively.

The application proposals respond to site context to deliver a considered set of proposals that would create a high-quality park environment. New and enhanced routes would be delivered along clear desire line, both through and around the Site, to aid wayfinding and enhance legibility. The use of a uniform architectural language, signage and landscaping would help to create a strong sense of place and tie the proposals in harmoniously with their surroundings.

1 *Junction 10 M42 Roundabout*

2 *Tamworth Services*

3 *Birchmoor*

4 *Birch Coppice spoil heap*

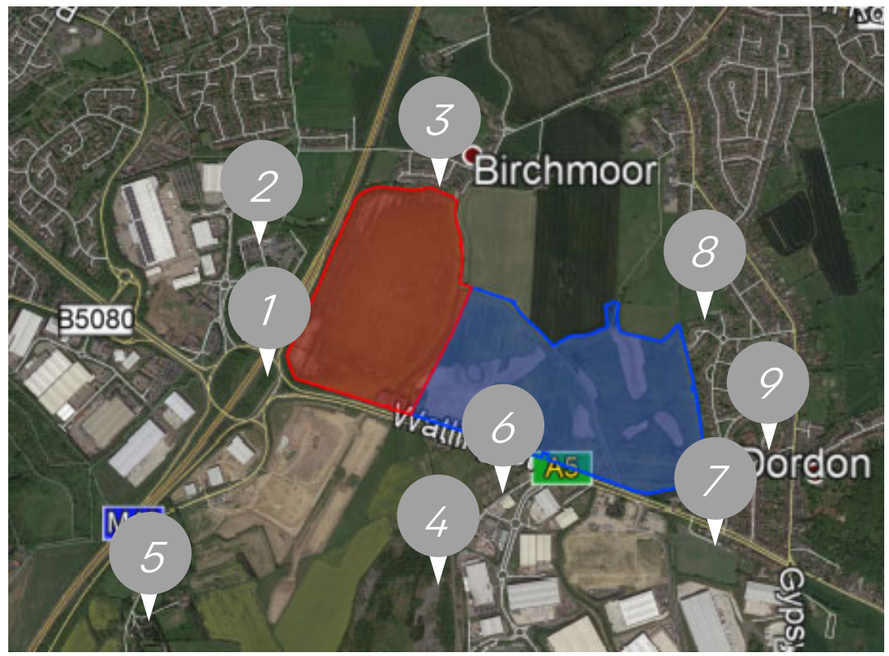
5 *Freasley*

6 *Birch Coppice Allotments*

7 *Birch Coppice Miners Social Welfare Centre & Playing Fields*

8 *Kitwood Avenue Recreation Ground*

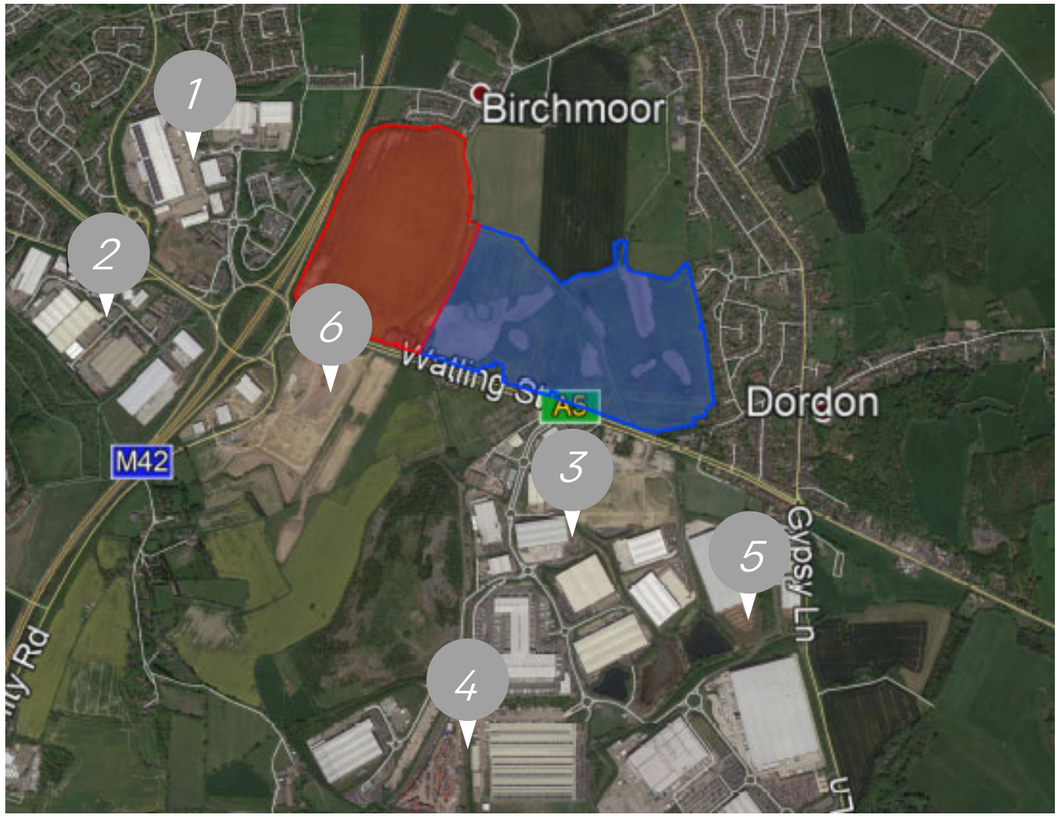
9 *Dordon Village Centre*



Local and surrounding context

7.0 HQDP 5

7.1 GENERATING A UNIFORM ARCHITECTURAL LANGUAGE



Commercial Context Map

1 *Relay Park (including Ace135) and Tamworth MSA*

2 *Centurion Park*

3 *Birch Coppice Business Park*

4 *Birmingham Intermodal Freight Terminal (BIFT)*

5 *Core 42 Business Park*

6 *St Modwen Park Tamworth*

7.0 HQDP 5

7.2 DESIGN APPROACH & RESPONSE

The Applicant takes a design-led approach to all of its developments and strives to balance commercial spatial and flexibility requirements with achieving attractive architectural design that integrates well into its surroundings.

LAYOUT AND ORIENTATION OF BUILDINGS

The siting, layout and orientation of each building would be designed to contribute to a sense of place and identity for the whole business park, with consistent building lines wherever practicable to create rhythm.

Future reserved matters proposals would be required to adhere to the EIA Development Parameters and Parameters Plan (ref. 00075/P16), which provide a coherent masterplan for the Site. The layout broadly mirrors the layout of St Modwen Park Tamworth immediately to the south – i.e. a spine road running north-south parallel to the oil pipeline which transects the Site, with development plots accessed via slip roads to the east and west.

Building plot layouts would be designed to make efficient use of available space so as to not restrict comprehensive development of the wider plot.

Buildings would present appropriate frontages to the main site road wherever possible, with offices prominent, to assist with legibility and wayfinding.

Buildings would be orientated to avoid service yards facing onto key entrances and public spaces wherever possible. Wherever practicable, service yards would be screened from public areas by buildings.

UNIFORM ARCHITECTURAL LANGUAGE

Future reserved matters proposals would be designed to create a coherent visual relationship between all structures in terms of scale and proportion, with enhanced facade design to provide variety and interest.

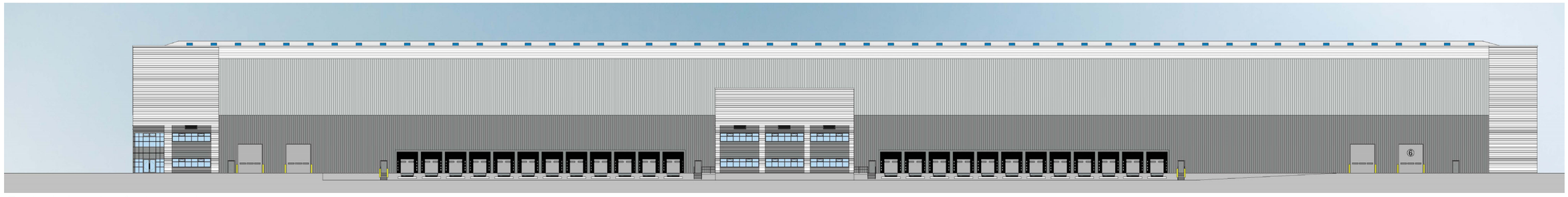
A uniform palette of building materials, profiles, finishes and colours/shades would be used to create a harmonious design across the business park which reflects the best of modern industrial warehouse design in the vicinity of the Site, whilst delivering "Best in Class" sustainability measures.

BOUNDARY TREATMENT & SECURITY

Boundary treatments, such as hedges and fences would be used to clearly distinguish public and private spaces. All service yards and the overnight lorry parking facility would have boundary protection in the form of 2.4m high palisade / paladin fencing. The use of high fences (over 2.4m tall) would be avoided.

Opportunities for natural surveillance of car parking would be maximised to act as a deterrent to crime and further enhance wayfinding. Offices would be located overlooking car parks, which would be placed in prominent locations.

Formal planting at the entrance to buildings and surrounding publicly accessible areas, such as car parks, would be designed to minimise the visual impact of vehicles whilst retaining sufficient natural surveillance. This could be achieved through the staggered planting of specimen trees to maintain lines of sight and shrub planting.



Typical elevation facing yard

7.0 HQDP 5

7.2 DESIGN APPROACH & RESPONSE

ROADS, PATHWAYS, CAR PARKS, CYCLE PARKING

Although not sought in detail at this stage, the internal site road would be built to adoptable standards with carriage way widths to suit vehicle tracking and use, 3m wide shared footway / cycleways, grass verges incorporating street lighting and services and generous set-backs. All site roads and entrances would be tree lined ("tree lined streets") to form a high standard of public realm.

Buildings would have integrated access and circulation routes for pedestrians, cyclist and other non-motorised users, provided along clear desire lines. Where footway / cycleways cross vehicle carriageways, dropped kerbs and tactile paving would be provided. Cycle parking would be placed close to the pedestrian entrances of buildings, incorporate secure and covered parking spaces and would exceed North Warwickshire Parking Standards in quantity terms.

Car park areas would be constructed with a mix of macadam and permeable block work to aid infiltration.

Car park areas constructed with macadam and permeable blockwork

UNIFORM CLEAR SIGNAGE

Estate roadside signage would be of a uniform design throughout the proposals, with wording, font type, text size, colour and the use of symbols, such as company logos, to be clear, concise and consistent. Signage would be prominent and legible without being incongruous.

Signage would be provided with the proposed new and enhanced public rights of way and footway / cycleways, targeted at promoting options for active travel and circular recreational routes. Subject to the agreement of the responsible statutory authority, provision would be made for new signage within Dordon and Birchmoor to direct residents to the new and enhanced links.

USE OF LANDSCAPING TO AID LEGEBILITY AND WAYFINDING

Landscaping and planting along all site roads, entrances and footway / cycleways, both within the Site and offsite landscape mitigation areas, would be carefully designed to provide coherent and legible user journeys, including tree lined streets and hedgerow planting. The new public realm beyond these routes would feature clear wayfinding and careful consideration of viewpoints.

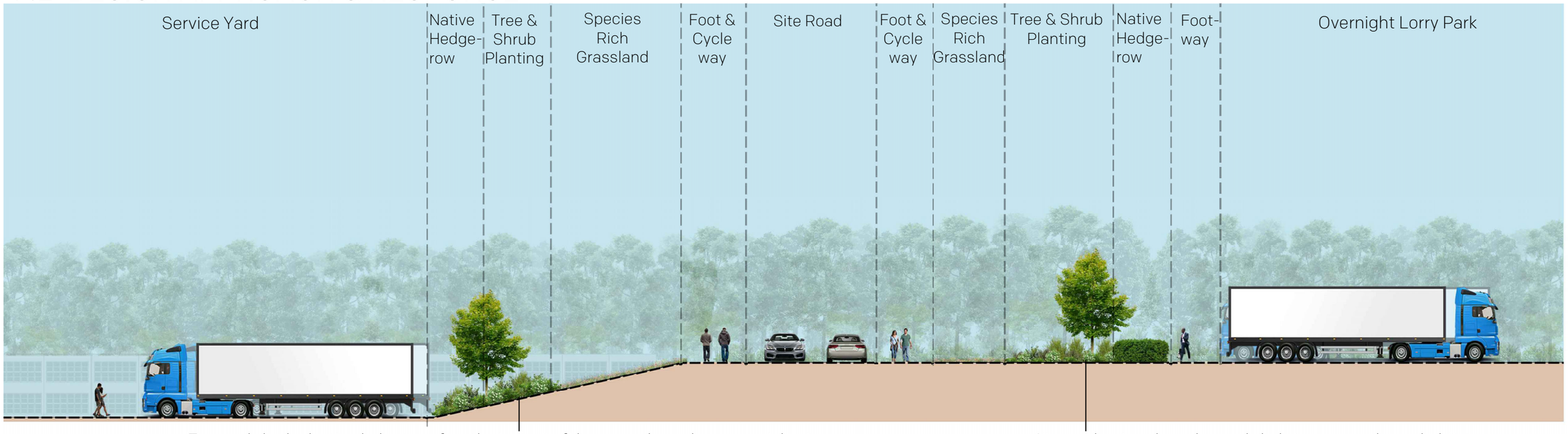
Mature and veteran trees would be retained and utilised as focal points with possible seating areas, public art and information boards, to create memorable routes on the new and enhanced public rights of way and footway / cycleway network.

Extract of landscape plan showing tree lined site road, ancillary Hub Office and site access

Industrial Park Signage

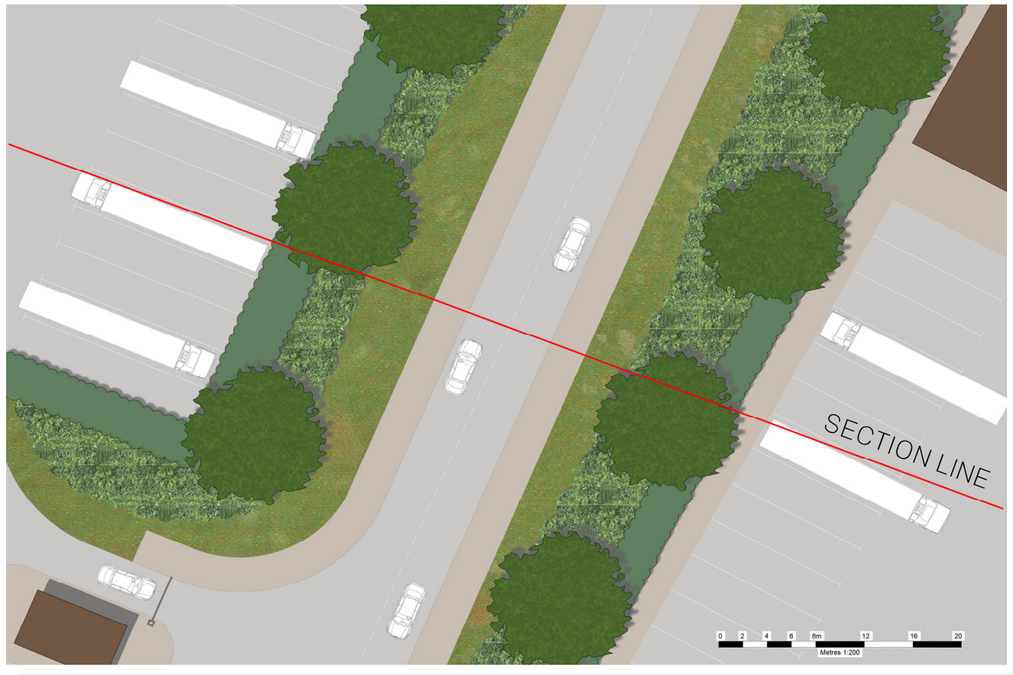
7.0 HQDP 5

7.2 DESIGN APPROACH & RESPONSE



Illustrative Typical Section Through Site Road

Tree and shrub planting helps to soften the impact of the car parks and commercial units



Site Extract- Typical Section Through Site Road

Linear planting along the roads help to connect larger habitats

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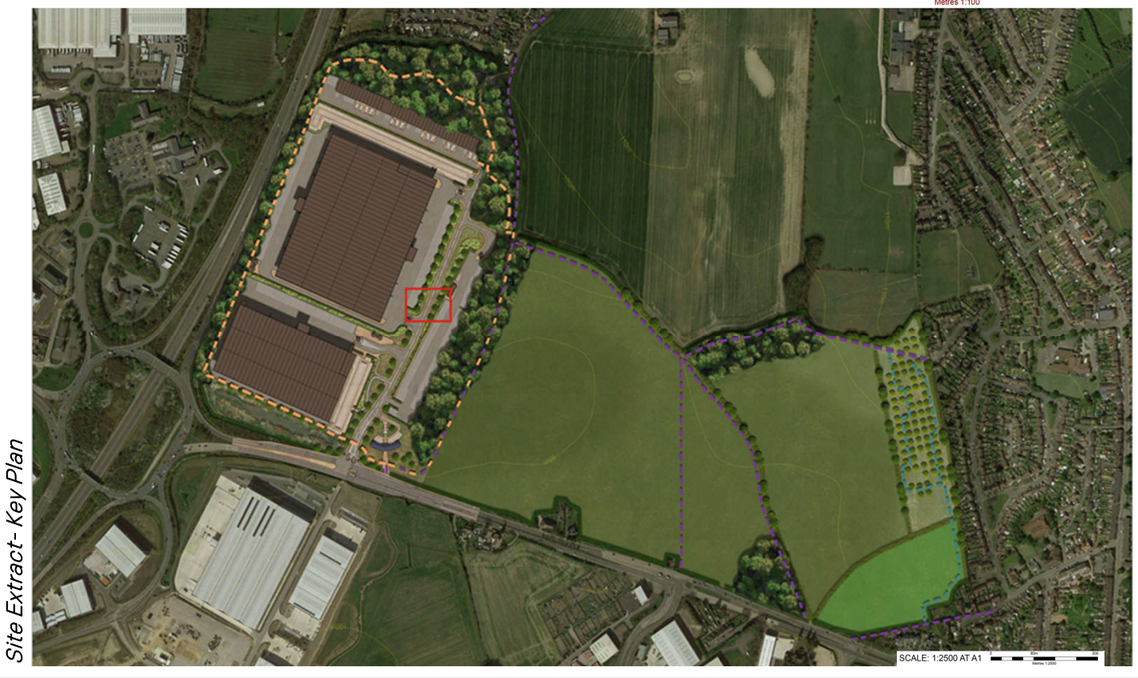


Site Extract- Key Plan

7.0 HQDP 5

7.2 DESIGN APPROACH & RESPONSE

LIGHTING

Throughout the development lighting elements will be positioned sensitively to provide required user safety levels while minimising impact beyond the Site.

Street lighting would be limited to the internal street scape. All sitewide lighting would be of an appropriate lumen level and directional downwards to avoid light spill above the horizontal.

Internal office and amenity block lighting would be sensor operated to negate unnecessary light spill from windows when rooms are not being used.

'Dark corridors' would be maintained throughout the Site, in the transitional landscape zones to the north and east, to provide foraging areas for wildlife and to not cause unacceptable levels of light pollution.

ENHANCED RURAL LANDSCAPE

The quality of the open arable land to the east of the Site, between the application site and Dordon, would become increasingly rural in character through reinstatement of historic field boundaries, planting of native hedgerow and tree species to reinforced gaps in peripheral boundary vegetation and planting of corner woodland copses. As such, the proposals would enhance the rural character of this part of the Strategic Gap, including the setting of Hall End Hall (Grade II Listed), 850m to the south-east of the Site.

In order to be sympathetic to local character and heritage and establish a strong sense of place, the internal parkscape would be designed to a high standard.

PUBLIC ART

A Public Art Strategy would be developed for the Site in collaboration with Dordon Parish Council, the local community and local schools.

Public art would be integrated into the development as part of structural landscaping, placed in prominent locations within the Site and along the footway / cycleway network. It is envisaged that the artworks could be designed in collaboration with the local community and potentially employing local artists. The artworks might be designed to reflect the diverse and rich history of the area, and would aim to capture the imagination of and inspire future generations.

DESIGN PARAMETERS

- Building plot layouts would be designed to make efficient use of available space.
- Buildings would present appropriate frontages to the main site road wherever possible.
- A uniform palette of building materials, profiles, finishes and colours/shades would be used to create a harmonious design across the business park.
- All service yards and the overnight lorry parking facility would have boundary protection in the form of 2.4m high palisade / paladin fencing.
- Offices would be located overlooking car parks, which would be placed in prominent locations.

- Formal planting at the entrance to buildings and surrounding publicly accessible areas, such as car parks, would be designed to minimise the visual impact of vehicles.
- Mature and veteran trees would be retained and utilised as focal points.
- All site roads and entrances would be tree lined.
- Estate roadside signage would be of a uniform design throughout the proposals, with wording, font type, text size, colour and the use of symbols, such as company logos, to be clear, concise and consistent.
- Signage would be provided along public rights of way and footway / cycleways. Provision would be made for new signage within the villages of Dordon and Birchmoor.
- Street lighting would be limited to the internal street scape.
- Sitewide lighting would be of an appropriate lumen level and directional downwards.
- Internal office and amenity block lighting would be sensor operated.
- 'Dark corridors' would be maintained in the transitional landscape zones.
- The quality of the open arable land to the east of the Site would become increasingly rural in character through reinstatement of historic field boundaries, planting of native hedgerow and tree species to reinforced gaps in peripheral boundary vegetation and planting of corner woodland copses.
- Public art would be incorporated in prominent locations throughout the Site and footway / cycleway network, to be designed in collaboration with the local community.

7.0 HQDP 5

7.2 DESIGN APPROACH & RESPONSE

APPLICABLE DESIGN PRINCIPLES FROM THE DDGC

SL01 – PATTERN OF DEVELOPMENT

- Developments affecting the transition zones between the settlement and the wider countryside should be softened by landscape planting to better integrate development into the landscape. At the same time, good development should not be hidden behind buffer planting and can, when well-conceived and executed, make a positive contribution to local character and views.
- Future developments should be sympathetic to the local character and history and establish or maintain a strong sense of place.
- The relationship between different components of the built environment needs to be carefully considered and design proposals need to be coherent and respectful of existing character and form.
- To ensure a good fit between new and old, it is important that any new development seeks to conserve and enhance the character of the existing settlement in terms of urban form as well as architectural design.
- Any future developments should reflect the local context in Dordon, ensuring that it makes a positive contribution to the existing character.

BU02 – SCALE FORM AND MASSING

- New developments should seek to respond to the surrounding context by using similar configurations.
- Development within Dordon should be of a scale and design to reinforce the locally distinctive character.

SM03 – PARKING TYPOLOGIES

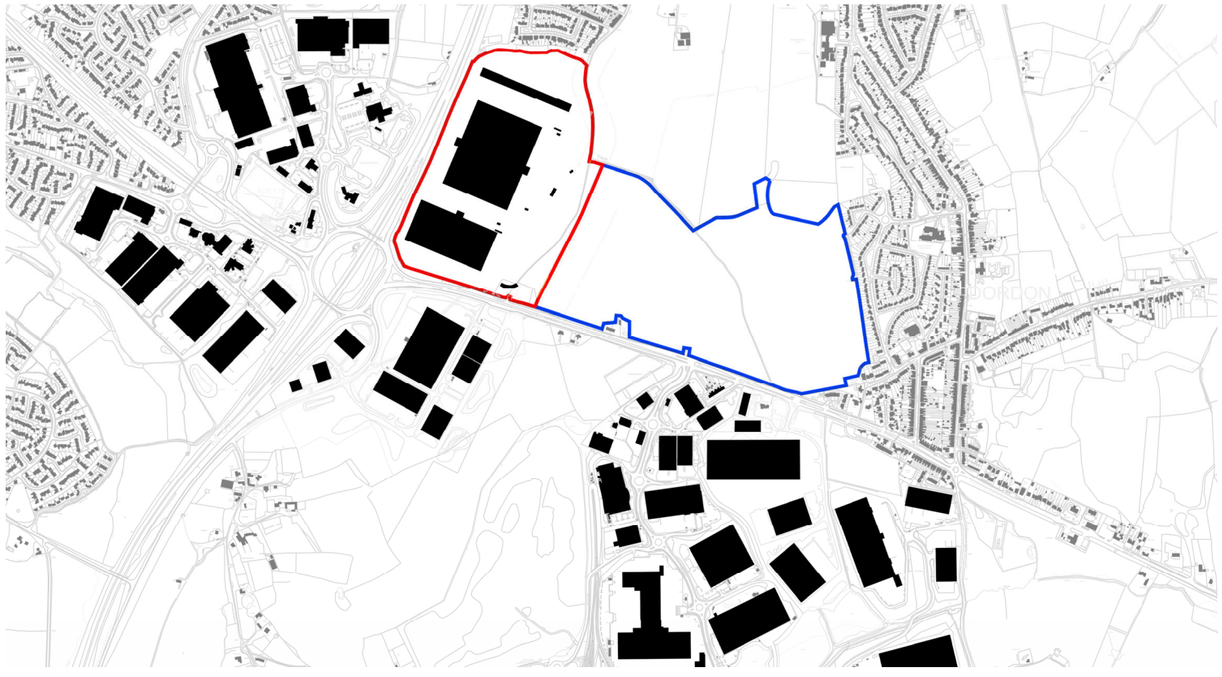
- Hardstanding must be constructed from porous materials to minimise surface water run-off.

BU03 – BUILDING PROPORTION

- Features such as windows, doors and solid walls should create vertical and horizontal rhythms along the façade providing variety.

AV02 – PUBLIC REALM

- The public realm should be co-ordinated and reflect local distinctiveness to enhance its integration with the rest of Dordon.
- Street furniture should be well organised to avoid clutter and encourage pedestrian flow.



Built form map with proposed form included

7.0 HQDP 5

7.2 DESIGN APPROACH & RESPONSE

APPLICABLE DESIGN PRINCIPLES FROM THE DDGC

LC02 – LANDMARKS AND VIEWS

- New buildings should be designed to provide interest with a range of architectural features, such as, projecting bays, large window openings, expressive roof forms and taller elements.
- To provide articulation and create visual interest, building façades should have occasional projections such as bays and porches.
- Development should be designed such that it provides a series of short-, middle and long-distance views that enhance the sense of place and the experience of the villagescape. Views can be structured by the careful positioning of buildings, trees or landmarks to create memorable routes and places, and easily intelligible links between places. New development should be oriented to maximise the opportunities for memorable views and visual connectivity. There are some historic routes and memorable mature trees in Dordon which should be retained in future developments.
- Existing views and vistas should be actively considered when preparing new development proposals. Where possible, new development will seek to retain existing and frame new views and vistas towards the wider countryside.

LC03 – ARCHITECTURAL DETAILS

- New development or infill development within the existing urban area of Dordon must be able to demonstrate a sympathetic response to the existing character and architectural details found in the village.
- There are many elements that contribute to the local character of the village including fenestration, roof details, materials and massing, for example.

LC04 – MATERIALS AND COLOUR PALETTE

- Architectural design shall reflect high quality local design references in both the natural and built environment and reflect and reinforce local distinctiveness.
- Any future development proposals should demonstrate that the palette of materials has been selected based on an understanding of the surrounding built environment.

LC05 – STREET LIGHTING / DARK SKIES

- Any new development should minimise impact on the existing 'dark skies' within the settlements and reduce light pollution that disrupts the natural habitat and human health.
- Street lighting should be avoided within public open space, in line with the existing settlement character.
- Ensure that lighting schemes will not cause unacceptable levels of light pollution, particularly in intrinsically dark areas. These can be areas very close to the countryside or where dark skies are enjoyed.
- Impact on sensitive wildlife receptors throughout the year, or at particular times (e.g. on migration routes), may be mitigated by the design of the lighting or by turning it off or down at sensitive times.
- Glare should be avoided, particularly for safety reasons. This is the uncomfortable brightness of a light source due to the excessive contrast between bright and dark areas in the field of view. Consequently, the perceived glare depends on the brightness of the background against which it is viewed. It is affected by the quantity and directional attributes of the source. Where appropriate, lighting schemes could include 'dimming' to lower the level of lighting (e.g. during periods of reduced use of an area, when higher lighting levels are not needed).

7.0 HQDP 5

7.2 DESIGN APPROACH & RESPONSE

APPLICABLE DESIGN PRINCIPLES FROM THE DDGC

- Consider lighting schemes that could be turned off when not needed ('part-night lighting') to reduce any potential adverse effects.
- Foot/cycle path light should be introduced sensitively and in harmony with surrounding rural landscape. Light fittings such as solar cat's-eye lighting, reflective paint and ground-based lighting could be introduced. Full-height lighting should be avoided.
- Any new development should seek to maximise the use of natural light sources.

SM05 – LEGIBILITY AND SIGNAGE

- Dordon should be made more legible by the use of distinctive architectural elements around gateways and nodes.
- New developments should be designed around a series of nodal points focusing on the relationship with the existing character areas as well as the surrounding landscape.
- Use high quality tree and landscape planting to help with wayfinding along key routes.
- Wayfinding must be clearly established throughout the village, particularly along pedestrian and cycle routes.
- New signage design must be easy to read. Wording, font choice, text size, colour and the use of symbols should be clear and concise, and avoid confusion.

BU06 – BOUNDARY TREATMENT

- Boundary treatments, such as hedges, low walls and fences should be included in design proposals to clearly distinguish public and private spaces. High walls and fences or railings should be avoided.
- Boundary treatments should reflect locally distinctive forms and materials, consisting predominantly of red brick, railing and wooden fencing for boundary walls, or hedgerows, trees and wooden fencing.
- Development shall identify existing boundary treatments in the context of the Site and consider appropriate boundaries for new development to ensure integration with existing context.
- Existing boundary trees and hedgerow should be retained and be reinforced with native species.

BU11 – WELL DEFINED PUBLIC AND PRIVATE SPACE

- Appropriate boundary treatments including low walls, hedges and railings must be incorporated into design proposals to clearly distinguish public and private space.

SL01 – PATTERN OF DEVELOPMENT

- Future developments should be sympathetic to the local character and history and establish or maintain a strong sense of place.
- The relationship between different components of the built environment needs to be carefully considered and design proposals need to be coherent and respectful of existing character and form.
- Any future developments should reflect the local context in Dordon, ensuring that it makes a positive contribution to the existing character.
- Developments affecting the transition zones between the settlement and the wider countryside should be softened by landscape planting to better integrate development into the landscape. At the same time, good development should not be hidden behind buffer planting and can, when well conceived and executed, make a positive contribution to local character and views.

SL02 – LAYOUT AND GRAIN

- Understanding and appreciating the local historic environment and the different character areas can help to ensure that new development is properly integrated with the existing settlement and does not result in the loss of local distinctiveness.

7.0 HQDP 5

7.3 ACHIEVING HQDP 5

Through the adoption of HQDP 5 and associated Design Parameters, which have been conceived in response to site context and relevant local planning policy and guidance, future development proposals would be brough forward in a coherent manner across all elements of the design to ensure that a uniform architectural language is achieved that creates a strong sense of place – an architectural language that is clearly legible, provides interest and variety and is respectful of existing character and form.

Reflective Road Marking

Landscaping and planting along all site roads, entrances and footway / cycleways

Public Art to be integrated into the development

Solar Cat's Eyes for Paths

Public Realm

7.0 HQDP 5

7.4 CONFORMITY WITH PLANNING POLICY & GUIDANCE

RELEVANT NWLP POLICIES:

- **Policy LP14** – Landscape
- **Policy LP15** – Historic Environment
- **Policy LP29** – Development Considerations
- **Policy LP30** – Built Form
- **Policy LP34** – Parking

RELEVANT DDGC DESIGN PRINCIPLES:

- **SL01** – Pattern of Development
- **SL02** – Layout and Grain
- **SM03** – Parking Typologies
- **SM05** – Legibility and Signage
- **BU02** – Scale, Form and Massing
- **BU03** – Building Proportion
- **BU06** – Boundary Treatment
- **BU11** – Well Defined Public and Private Space
- **AV02** – Public Realm
- **LC02** – Landmarks and Views
- **LC03** – Architectural Details
- **LC04** – Materials and Colour Palette
- **LC05** – Street Lighting / Dark Skies

CD-B35

8.0 HQDP 6 ENCOURAGING HEALTHY AND ACTIVE LIFESTYLES

8.0 HQDP 6

8.1 ENCOURAGING HEALTHY AND ACTIVE LIFESTYLES

Encouraging healthy and active lifestyles through the incorporation and enhancement of landscaping features, and linkages between the Site and surrounding area for recreation and leisure uses.

Optimising and enhancing the health and wellbeing of people using, visiting and living nearby to the Site is a fundamental consideration of the design process. The Applicant has a track-record of delivering health and amenity benefits locally and remains committed to providing enhanced and beneficial user enjoyment across the built form, interlinked public realm and landscaped areas.

Active lifestyle

8.0 HQDP 6

8.2 DESIGN APPROACH & RESPONSE

A network of over 3.5km of new and improved public footpaths, public bridleways, cycleways, crossings and informal recreational routes throughout the Site and broader area (detailed in Section 5) will promote sustainable modes of transport and create community health and fitness benefits. They will link the Site with Birchmoor and Dordon, and open up foot and bicycle commuting opportunities from further afield including Polesworth and Tamworth.

The layout of the Site and broader area will allow for multiple connections and a choice of accessible routes for different users, including circular routes. The routes will connect places of interest, services and amenities and residential and recreational uses. The creative surface water management plan will incorporate balancing ponds to enrich the public realm and help improve a sense of wellbeing and offer an interaction with nature.

The enhanced footway and cycleway links to the proposed playing fields, multi-use sports pitch and clubhouse at the relocated Birch Coppice Miners Social Welfare Centre and Birch Coppice Allotments will encourage greater use of the facilities by the local community, as well as staff from the Site and neighbouring business parks.

Healthy and active lifestyles will be encouraged with the provision of a publicly accessible 'fitness trail' around the Site, incorporating hydraulic and other outdoor gym equipment and linking into existing 'trim trail' at St Modwen Park Tamworth. This facility will be free to use and accessible to the general public.

Communal cycle parking, electric scooter and bike charging, showers and changing facilities will be provided on-site at the ancillary Hub Office to promote walking and cycling to work, with the facilities available for use by the general public including staff from neighbouring business parks to reduce traffic on the surrounding road network.

Public artworks, seating areas and information boards will be incorporated along sustainable travel routes to provide interest and further encourage their use.

8.0 HQDP 6

8.2 DESIGN APPROACH & RESPONSE

DESIGN PARAMETERS

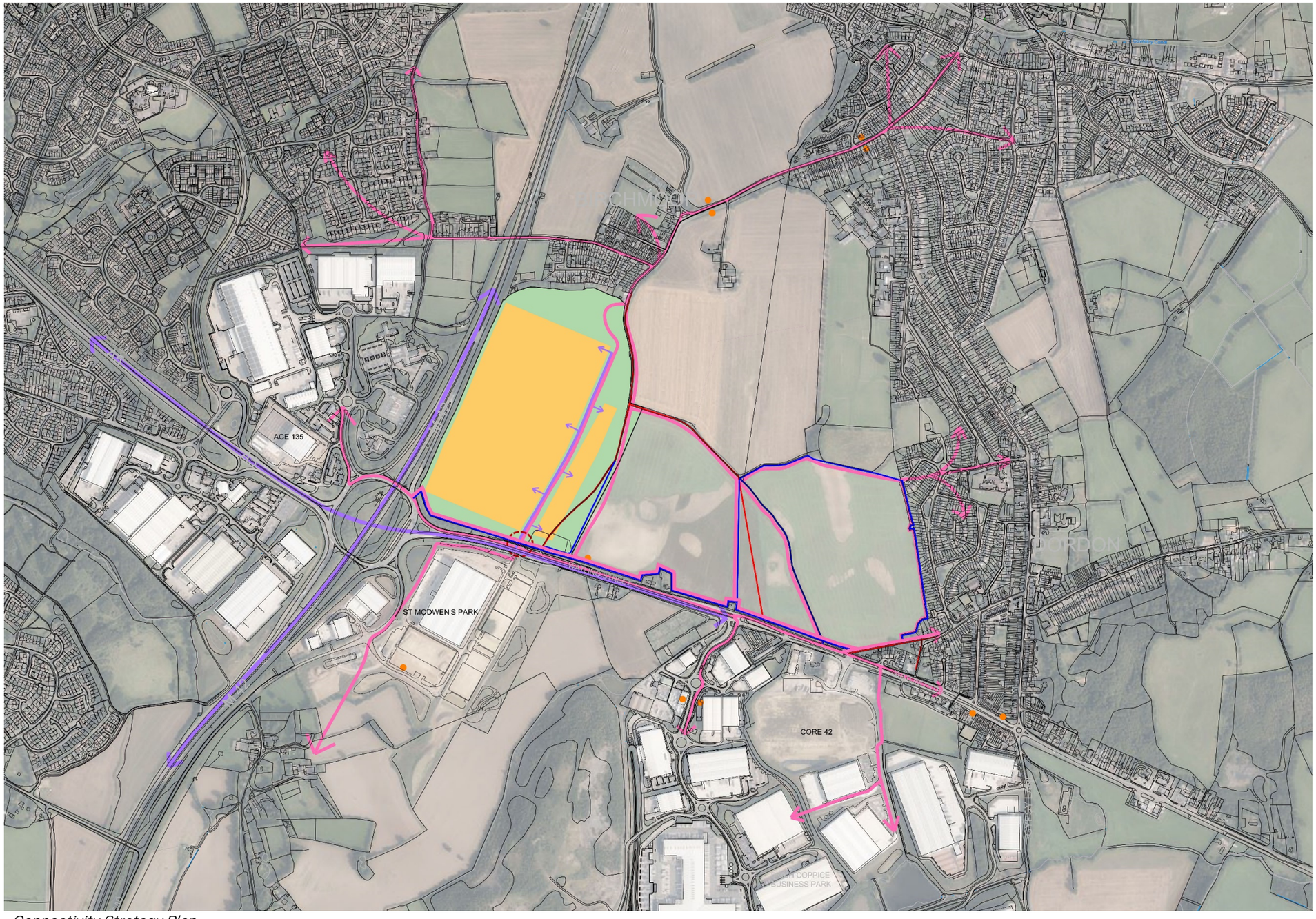
- Approximately 10,000 trees to be planted in on and offsite locations.
- Over 15.5 hectares (38 acres) of new publicly accessible landscaping both on and offsite, including parkland, native woodlands, native shrublands, wildflower meadows, wetland wildflower meadows and species rich amenity grasslands.
- Deliver significant biodiversity net gains across the Site of +26.5% for habitat biodiversity and +298% for linear biodiversity.
- Incorporation of public art into the scheme in collaboration with the local community, schools and local artists.
- Heritage and ecological information boards located along the proposed footway/cycleway network at the proposed seating areas, to take advantage of biodiversity enhancements and introduced habitats and provide education/learning opportunities on notable species and features.
- Publicly accessible fitness trail around the Site, incorporating hydraulic and other outdoor gym equipment. Provision of dog waste bins throughout the Site and along walking routes.
- Dual use footpath / cycleways along route of all internal site roads and access.
- Dual use footpath / cycleway linking north from the Site road, providing a continuous non-motorised user link between the A5 trunk road and Birchmoor.
- Dual use footpath / cycleway linking east from the Site to Barn Close, Dordon, enhancing east-west commuting and leisure routes through the Strategic Gap, to be designated as a new public right of way (subject to the agreement of WCC Rights of Way Team).
- An offline dual use footpath / cycleway linking east from the Site access to Dordon along the route of the A5 highway, facilitating circular routes and providing a betterment on the existing segregated cycleway along the A5 eastbound that does not meet required design standards, to be designated as a new public right of way (subject to the agreement of relevant statutory authority).
- Public Footpath AE46 to be diverted to provide more direct access to Birch Coppice Business Park, from residential areas to the north (subject to the agreement of relevant statutory authority).
- New 3m wide footway / cycleway along the route of the existing farm track southeast from Public Footpath AE46 to Core 42 Business Park providing enhanced commuting links, to be designated as a new public right of way (subject to the agreement of relevant statutory authority).
- Public Footpath AE46 to be diverted to provide more direct access to Birch Coppice Business Park from residential areas to the north (subject to the agreement of relevant statutory authority).
- New informal / recreational route linking Barn Close to The Stumps (public footpath AE48), through the landscape enhancement and community orchard west of Dordon.
- New signalised pedestrian and cycle crossing at the A5 to facilitate improved pedestrian links throughout Dordon Parish and particularly down to Freasley.
- Publicly accessible communal cycle parking, showers and changing facilities at ancillary Hub Office.




A memorable and sensory experience along a public footpath with a focus on well-being of the local community and improving the existing biodiversity.

8.0 HQDP 6

8.2 DESIGN APPROACH & RESPONSE



Connectivity Strategy Plan

8.0 HQDP 6

8.2 DESIGN APPROACH & RESPONSE

APPLICABLE DESIGN PRINCIPLES FROM THE DDGC

AV01 – MIX OF USE (COMMUNITY FACILITIES)

- New development should protect and, where possible, enhance the existing provision of community facilities. As the population grows, community facilities should be provided to meet the growing need.
- Signage and wayfinding must be used to highlight the options for sustainable transport modes, promoting walking and cycling.

AV02 –PUBLIC REALM

- Well-connected, high quality public spaces are essential because they create informal meeting places and venues, as well as providing the setting for people to engage in commercial and social transactions, take their leisure and participate in community events.
- The public realm should be coordinated and reflect local distinctiveness to enhance its integration with the rest of Dordon.

SU03 – SUSTAINABLE DRAINAGE

- Creative surface water management such as rills, brooks and ponds to enrich the public realm and help improve a sense of wellbeing and offer an interaction with nature.

SAFE MOVEMENT (SM)

- Walking and cycling should be encouraged to support growth, limit the negative impacts of traffic congestion on the roads and create direct and memorable routes.
- Public transport should be used to support active travel and provide improved links between places.

SM02 – PEDESTRIAN AND CYCLE PATHS/ CONNECTIVITY

- New development should respond to pedestrian and cyclist desire lines and complement a permeable and legible connected street pattern.
- New development must integrate with the existing network of footpaths and cycle routes, enhancing these where possible and adding new routes that connect places of interest (including open space and sports provision), services and amenities and residential areas.

SM04 – CYCLE PARKING

- Cycle storage should be provided at a convenient location within an easy access.

Outdoor gym equipment

Signage and way finding

Public seating area

Cycle storage

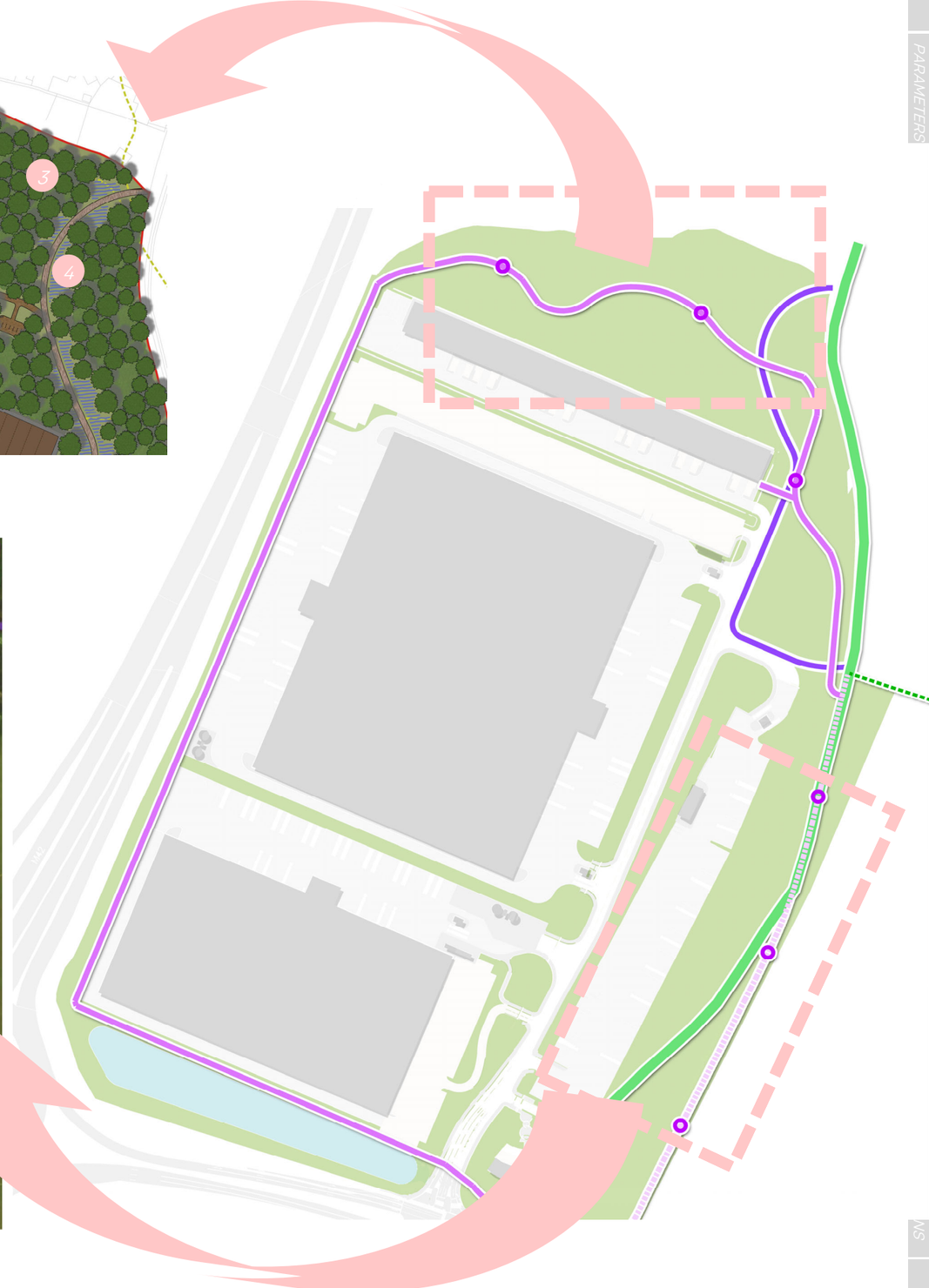
8.0 HQDP 6

8.2 DESIGN APPROACH & RESPONSE

USER ROUTES

Over 3.5km of new and enhanced public footpaths, bridleways, cycleway routes and informal recreational routes will link the Site with Birchmoor to the north and Dordon to the east, and open up foot and bicycle commuting opportunities from settlements further afield including Polesworth and Tamworth.

1. A native hedgerow breaks up the hard surfaces and softens the impact of the commercial units.
2. New mixed native woodland and understorey screens views of the proposed commercial units from the north.
3. To encourage a range of fauna and flora, the woodland should comprise of rides, glades and woodland edge habitat.
4. Bulbs such as bluebells, crocuses and daffodils to be planted within the woodland to provide seasonal interest and habitat.
5. Activity zones are located along the fitness trail to encourage exercise.



Outdoor Gym

Fitness Trial