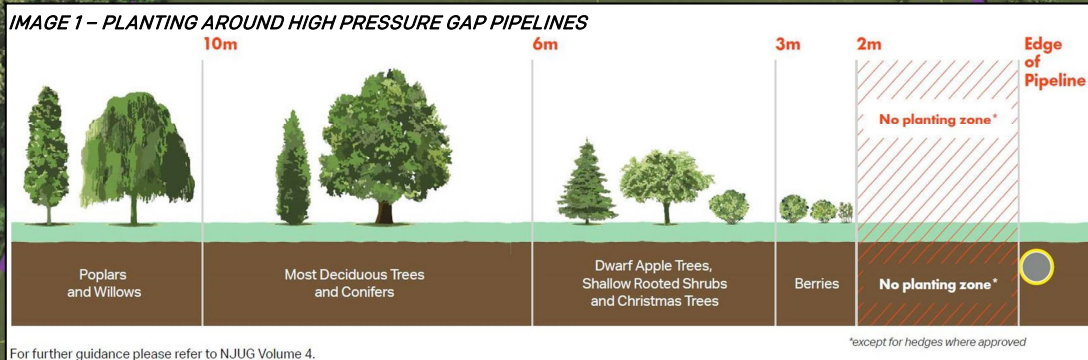
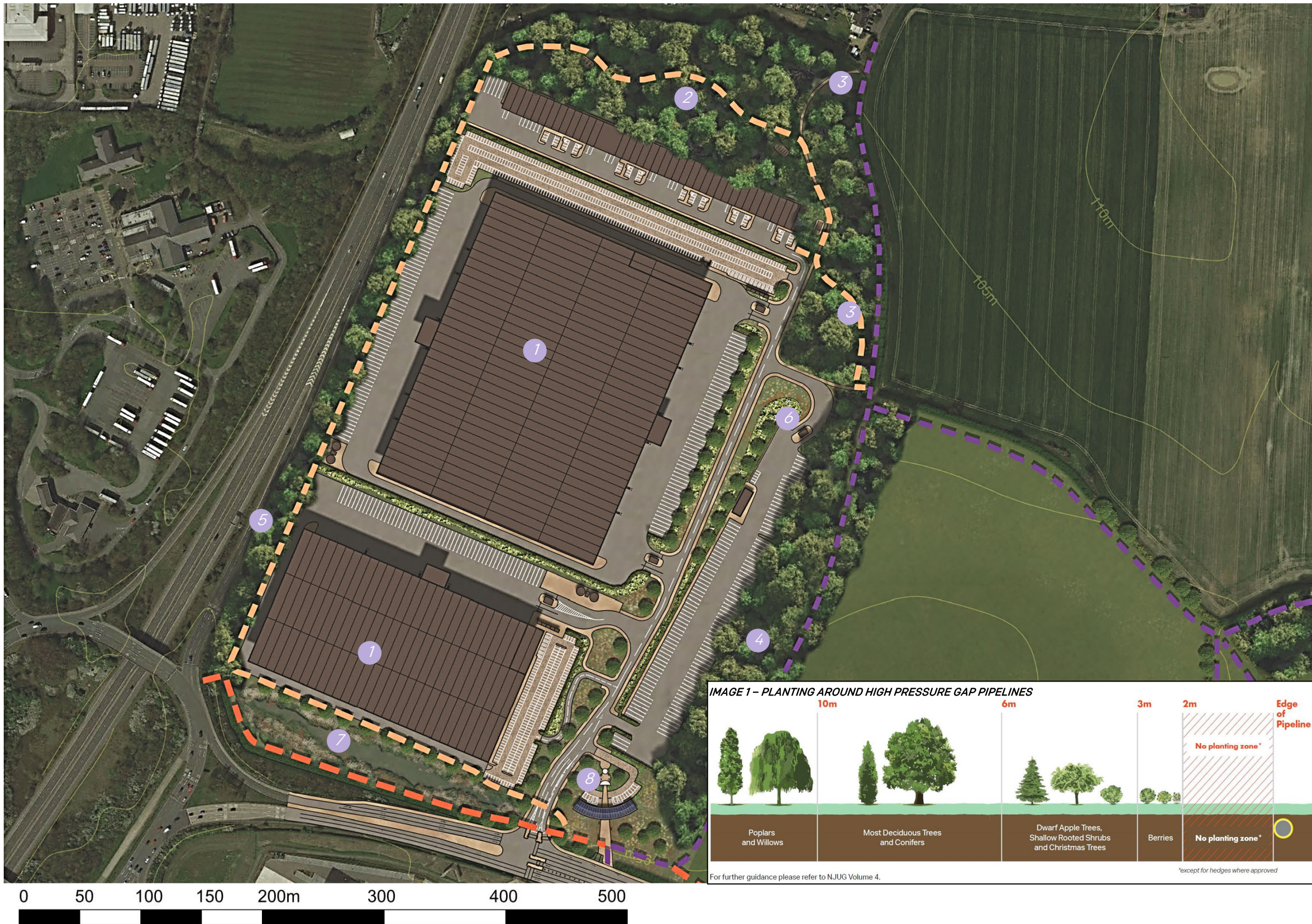


4.0 HQDP 2

4.3 ACHIEVING HQDP 2



- 1 The buildings have been located in, and close to, the south-western corner to minimise potential visual effects on residents on the edge of Birchmoor and Dordon, and to maintain a sense of separation between the settlements and the proposed commercial units.
- 2 Public open space and earth mounds, which would be planted with mixed native trees and understorey, have been located to the north of the proposed commercial units to filter views from the settlement edge of Birchmoor.
- 3 Recreational routes have been distributed throughout the proposed woodland to encourage exercise and retain connections between Birchmoor and Watling Street.
- 4 Earth mounds would be created to the east of the proposed commercial units, which would be densely planted with mixed, native trees and understorey to help screen and filter views and to reinforce the sense of openness within the remaining arable landscape to the east. These mounds, along with the woodland planting, would be designed to avoid the high pressure gas pipeline and planting would be in accordance with image 1.
- 5 Existing native tree and shrub planting along the western boundary of the Site would be reinforced to screen views from the M42 and beyond.
- 6 Native specimen trees, native hedgerows and ornamental shrub planting would be planted amongst the road network to soften the hard façade and connect the larger habitats to the north and south.
- 7 Drainage basins, located near to the entrance of the Site, would comprise of wetland meadow and reed planting. this introduces additional habitat and increases the Site's biodiversity.
- 8 Formal planting located at the Site entrance and adjacent to the hub reflects the character of the planting located within nearby commercial sites.



4.0 HQDP 2

4.3 ACHIEVING HQDP 2



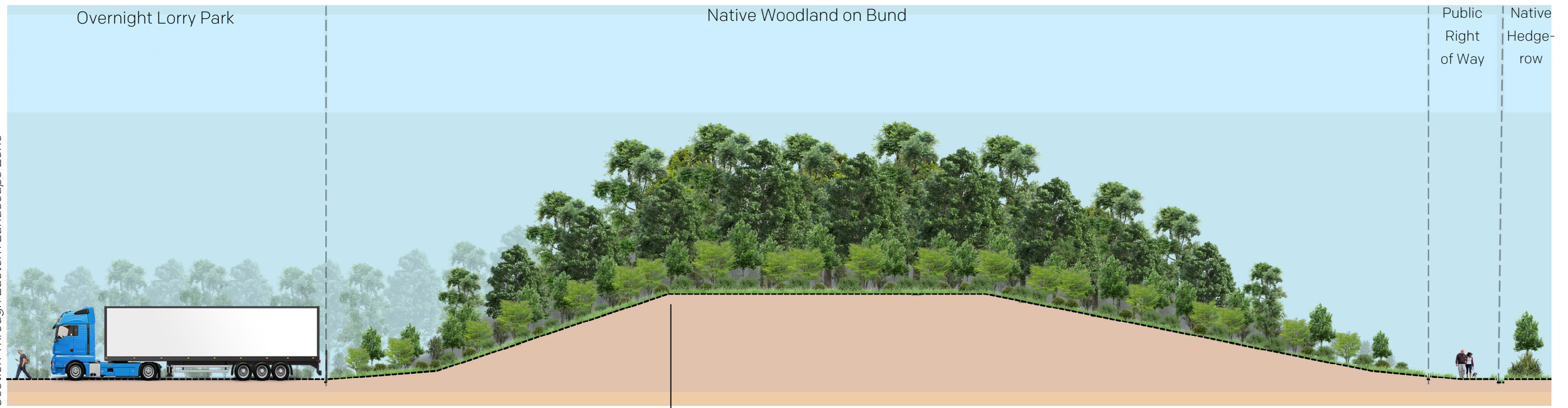
- 1 Historic field boundaries would be re-instated to the east of the proposed development, as shown, with mixed, native hedgerow and tree planting to re-inforce the rural character of the landscape.
- 2 An area of publicly accessible landscape would be provided along the western edge of Dordon to screen existing housing, present along the ridgeline, and to create a soft green edge to the settlement. It is proposed that this area should include orchard planting and would provide a connection from the existing PRoW network to the proposed area of replacement green space identified within the Local Plan and allow the provision of circular walking routes.
- 3 Copses of mixed native trees would be provided, where appropriate, at the corners of existing fields to reinforce the local character and help to filter views of the proposal from the settlement edge and PRoWs.
- 4 Proposed area of open space transfer identified within the Local Plan (Site OS1), including reversion of birch coppice allotments and Birch Coppice Social Welfare Centre and playing fields.
- 5 Existing peripheral vegetation, including mature and veteran trees and hedgerows to be protected and reinforced with native species planting.
- 6 New and enhanced treelined / hedgerow-lined public rights of way through the Strategic Gap for pedestrians, cyclists and riders on horseback. Footpaths to be Equalities Act 2010 compliant so suitable for all.



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4.0 HQDP 2

4.3 ACHIEVING HQDP 2

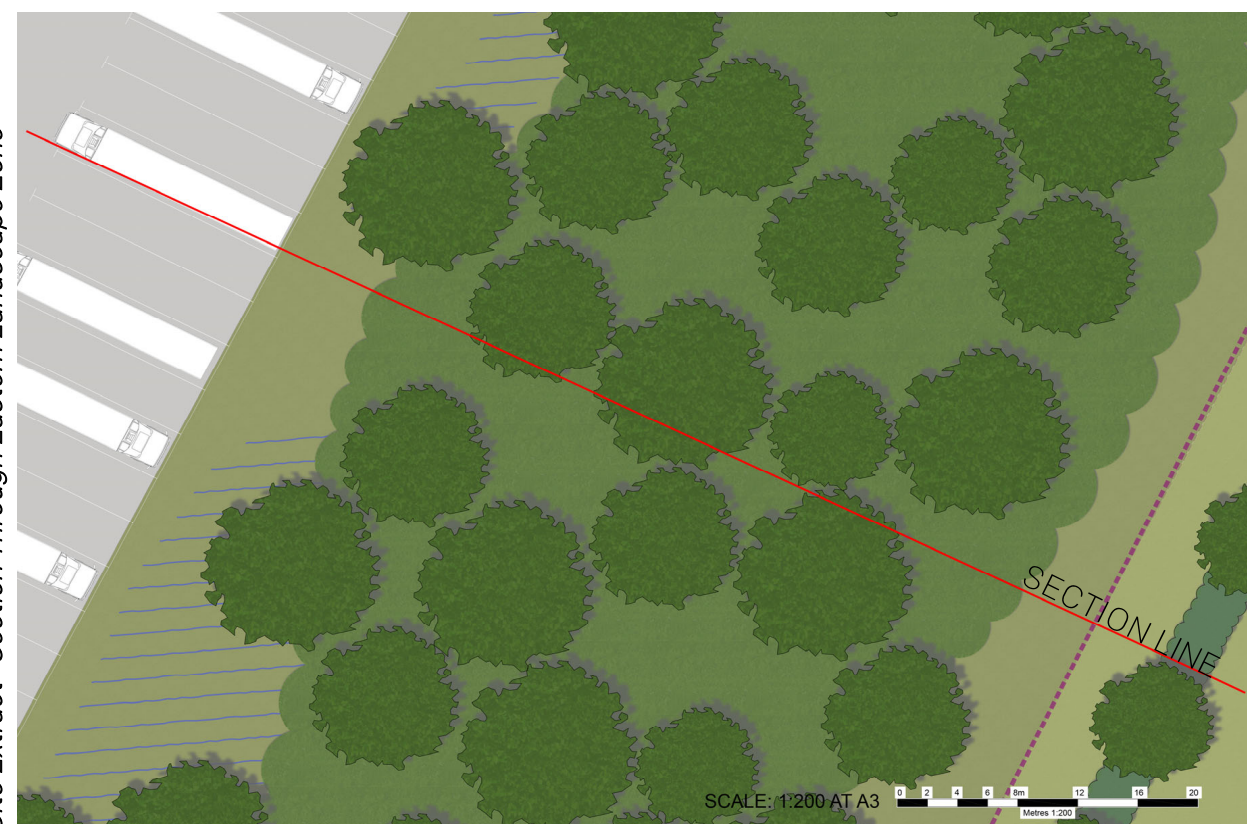


The combination of the native woodland and bund landform helps to screen views of the development from the east.

SCALE: 1:100 AT A0



Section Through Eastern Landscape Zone



SCALE: 1:200 AT A3

Site Extract - Section Through Eastern Landscape Zone



SCALE: 1:2500 AT A1

Site Extract - Key Plan



4.0 HQDP 2

4.3 ACHIEVING HQDP 2

Three 'Key Viewpoints' were selected from the 21 viewpoints identified in the Landscape & Visual Impact Assessment (LVIA), to be taken forward for the preparation of indicative 'Wirelines' to inform the emerging design. The Key Viewpoints, namely Viewpoints 1, 4 and 5, were selected by an experienced Landscape Architect at SLR as being representative of views from the key sensitivity receptors of Birchmoor, Polesworth with Dordon and nearby public rights of way.

Photographs of these viewpoints are illustrated here and have been used to evaluate the visual impact of the proposed design through the preparation of Wirelines. The views show Wirelines based on the maximum development parameters (i.e., worst-case scenario for the purposes of the EIA). In reality, the proposals eventually brought forward for development could be much lower. Furthermore, the trees are shown at 'semi-maturity' (15 years from planting, at an estimated height of 10m) in accordance with best practice. In reality, the trees will continue to grow in height beyond that shown in the Wirelines as they reach full maturity.

The Wirelines demonstrate that with the inclusion of the proposed landscape mitigation measures, the scheme would have a positive screening effect, not only on the proposed development but also the existing business parks south of the A5 and surrounding J10 M42, from the settlements Birchmoor, Dordon and Polesworth.



View 1 – Existing view looking south west towards the Site from Public Bridleway AE45, which is also representative of views of the Site from Birchmoor.



View 1 with development



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4.3 ACHIEVING HQDP 2



View 4 – Existing view looking north west towards the Site from Public Footpath AE46, which is also representative of views from Dordon (albeit much closer up) and Open Space Transfer Site OS1.



View 4 with development



4.0 HQDP 2

4.3 ACHIEVING HQDP 2



View 5 – Existing view looking south west towards the Site from the edge of Dordon, which is also representative of the views from Kitwood Avenue Recreation Ground.



View 5 with development



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4.0 HQDP 2

4.4 CONFORMITY WITH PLANNING POLICY & GUIDANCE

RELEVANT NWLP POLICIES:

- Policy LP4 – Strategic Gap
- Policy LP14 – Landscape
- Policy LP17 – Green Infrastructure
- Policy LP29 – Development Considerations
- Policy LP30 – Built Form

RELEVANT DDGC DESIGN PRINCIPLES:

- LC01 – Landscape and Green Space
- LC02 – Landmarks and Views
- SL01 – Pattern of Development
- SL02 – Layout and Grain

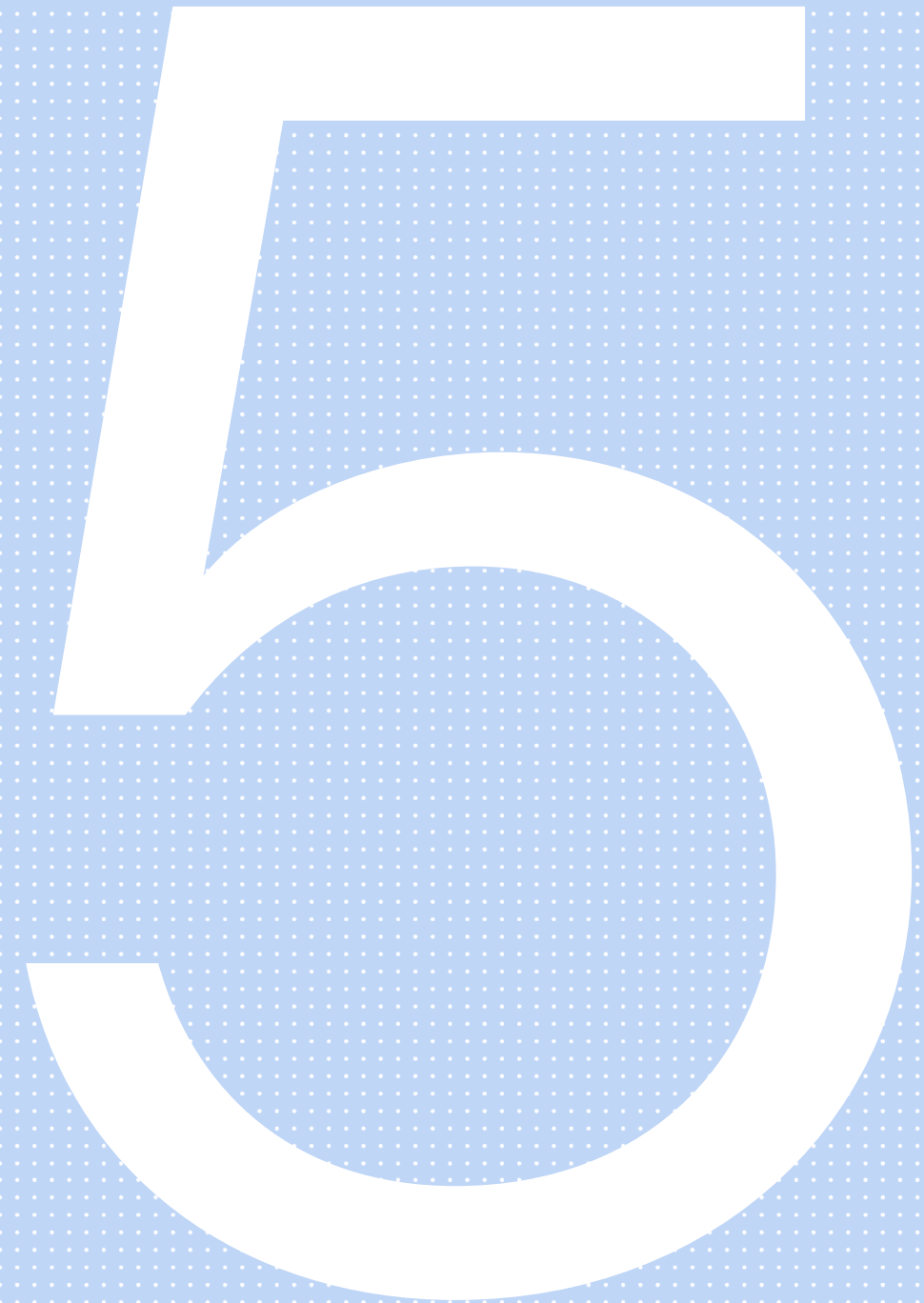


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5.0 HQDP 3 PROVIDING SAFE AND CONVENIENT ACCESS FOR ALL

- 5.1 Providing Safe and Convenient Access for All
- 5.2 Design Approach & Response
- 5.3 Achieving HQDP 3
- 5.4 Conformity with Planning Policy & Guidance



5.0 HQDP 3

5.1 PROVIDING SAFE AND CONVENIENT ACCESS FOR ALL

Providing safe and convenient access for all users coming to and from the Site, including the local community for leisure uses, commuters, and visitors.

HQDP 3 is designed to ensure that safe and convenient access and journeys through the Site are available to all users, with an emphasis on active travel and sustainable transport methods wherever possible. Existing routes will be enhanced and new routes introduced to benefit not only future site users but nearby communities and businesses through the provision of enhanced commuting, permeability and leisure opportunities.



Electric vehicle charging point



Electric lorry charging points



Cycling commuter



Enhanced routes to be enjoyed by commuters and visitors



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5.0 HQDP 3

5.2 DESIGN APPROACH & RESPONSE

From the outset, the transport strategy has been to take a holistic and inclusive approach 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; and
- Reduce the volume of freight arriving solely by road.

Convenient and safe access for all users would be at the heart of a well-connected development, which facilitates sustainable forms of transport to, from, through and around the Site.

A network of new and improved Public Footpaths, Public Bridleways, footway / cycleways, road crossings and informal recreational routes throughout the Site and broader area will promote active travel. The proposed new and enhanced footway / cycleways would improve local commuting opportunities by bicycle and foot, not just for the Site but for other employment sites nearby, from the settlements of Tamworth, Polesworth, Dordon and Birchmoor. They would also create circular routes through the Strategic Gap, adding social value by enhancing recreational opportunities.

The proposals include enhancements to nearby public transport infrastructure, in the form of new and enhanced bus stops within and adjacent to the Site.

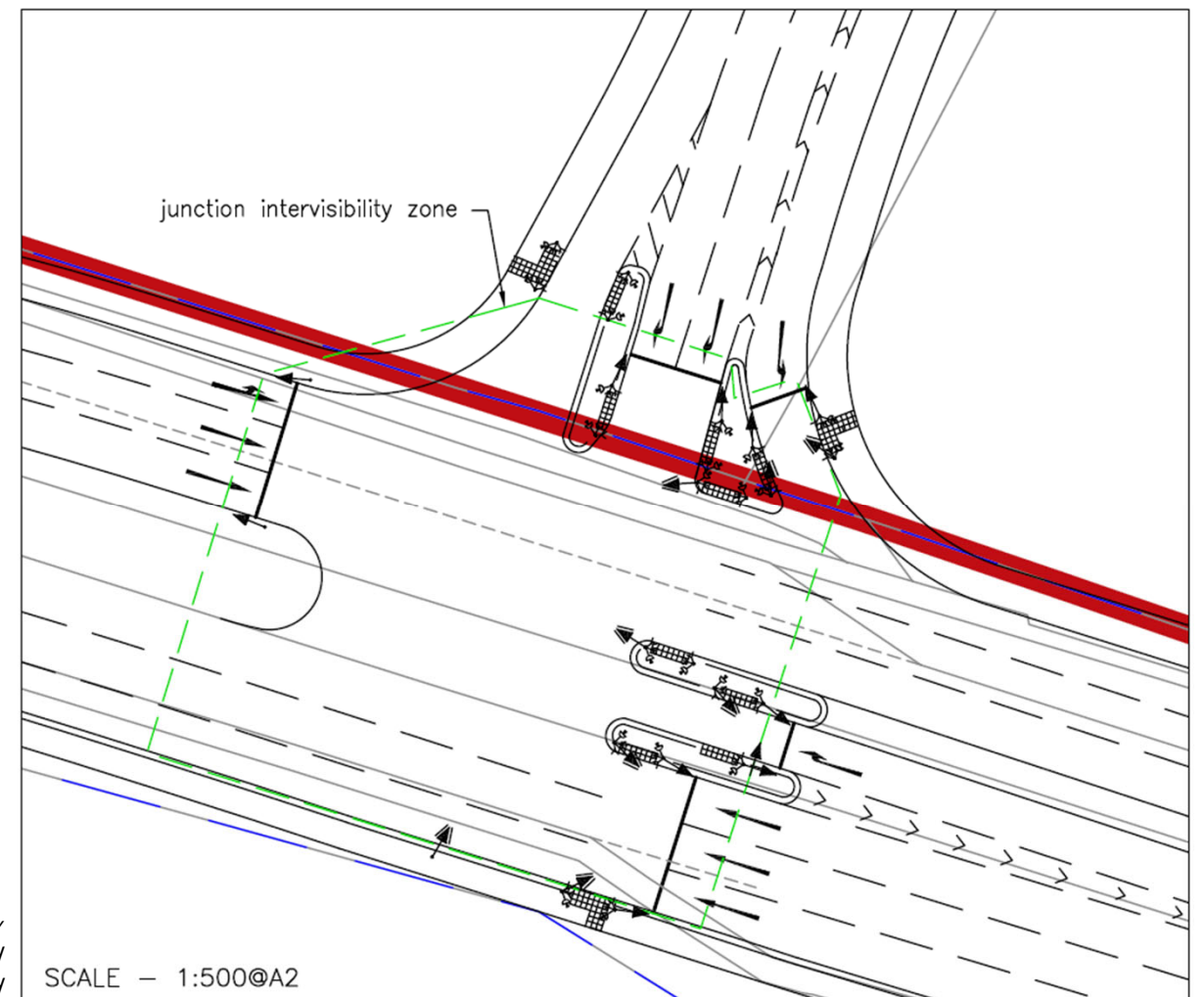
A Sustainable Travel Plan will be applicable to all future occupiers, to promote sustainable modes of transport and minimise impacts on the local transport network.

SITE ACCESS

The proposed new site access will provide an enhanced fully signal controlled pedestrian and cycle crossing of the A5 trunk road. This represents a significant improvement on the existing crossing formed of a staggered gap in the central reservation, and will enhance cycle and pedestrian commuter access to St Modwen Park Tamworth to the south.

Discussions are ongoing with National Highways in relation to any offsite infrastructure improvements that may be necessary. The proposed access design incorporates enhancements to Junction 10 of the M42 motorway.

Bus stop enhancements will include provision of covered bus shelter(s) with seating, associated street furniture and segregated footway / cycleways. The potential for green bus shelter provision (i.e., made from recycled materials with green roof and solar panels to power digital information board) will be explored, subject to agreement from the relevant statutory authority and bus operator(s).



New site access to incorporate fully signal controlled pedestrian and cycle crossing of the A5 trunk road



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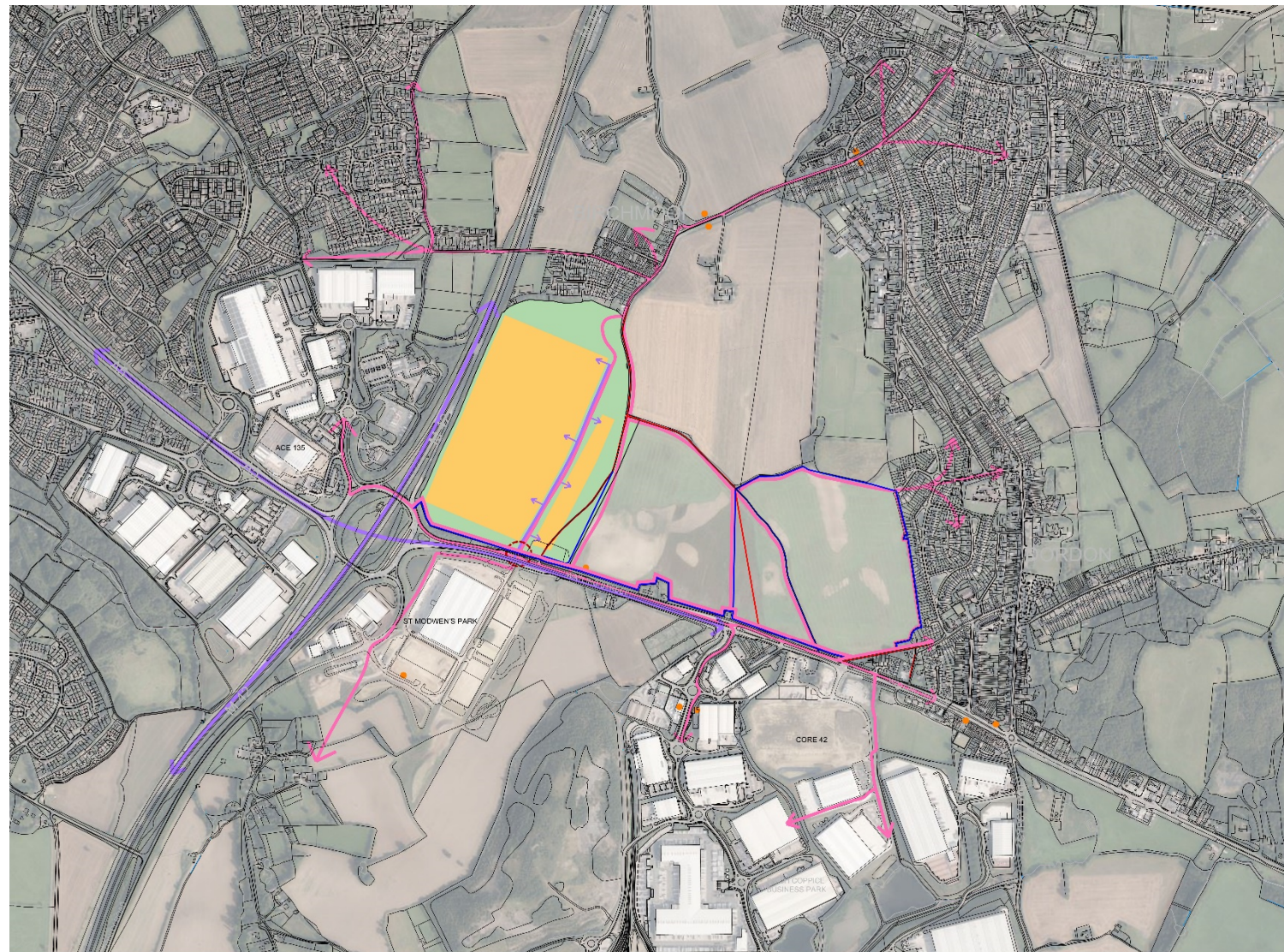
5.2 DESIGN APPROACH & RESPONSE

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

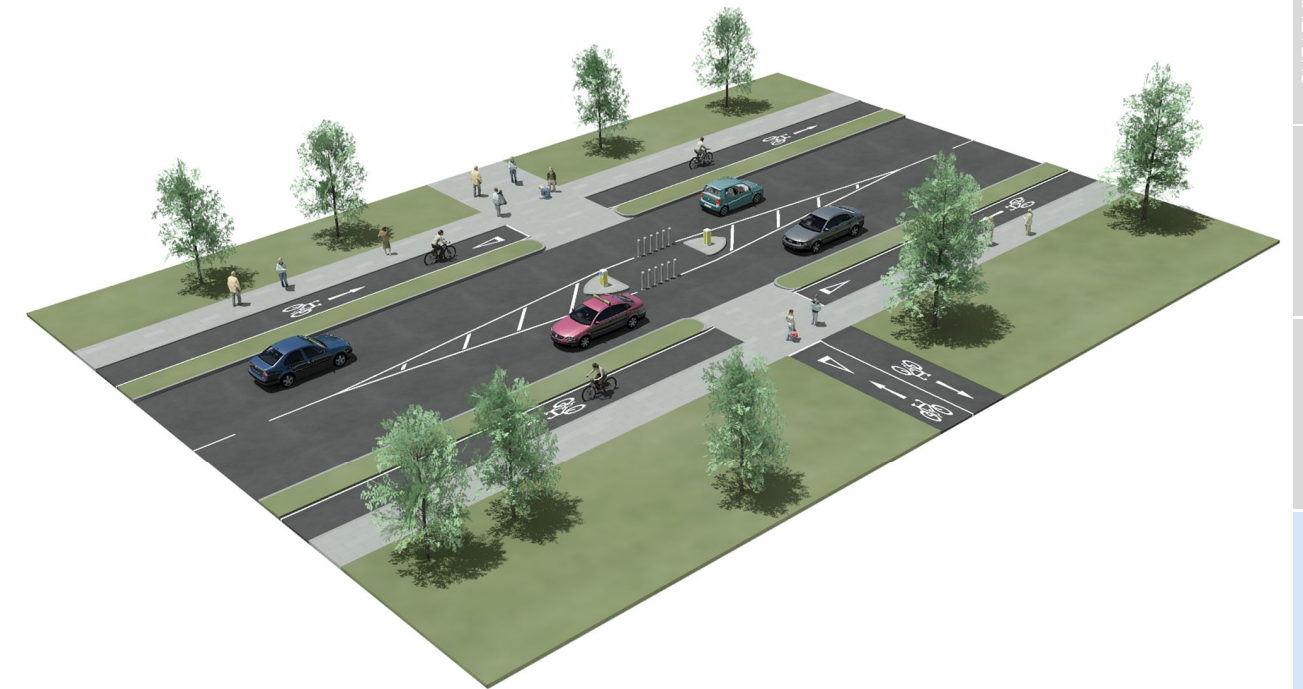
5.2 DESIGN APPROACH & RESPONSE

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.



Segregated footpath / cycleway



Example of controlled pedestrian and cycle crossing

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.

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



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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

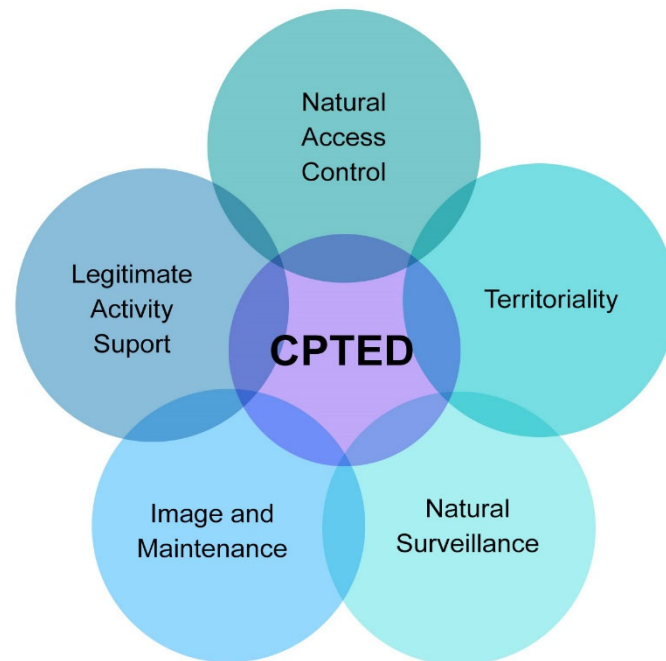
- Electric vehicle (EV) charging points and rapid charging points installed to 10% of car parking spaces, with ducting provided for a further 15% to future proof the development.
- Ducting provided to 25% of lorry parking space for fully electric and hybrid electric vehicles, to future proof the development.
- 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 prioritises 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

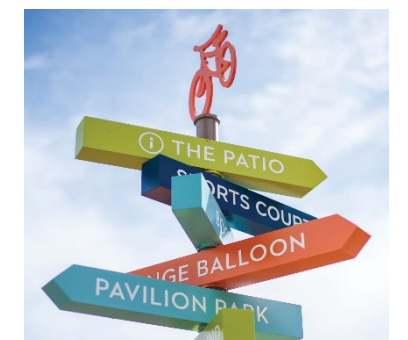
- Wayfinding must be clearly established, particularly along pedestrian and cycle routes
- Use high quality tree and landscape planting to help with wayfinding along key routes.
- New signage design must be easy to read. Wording, font choice, text size, colour and the use of symbols should be clear and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

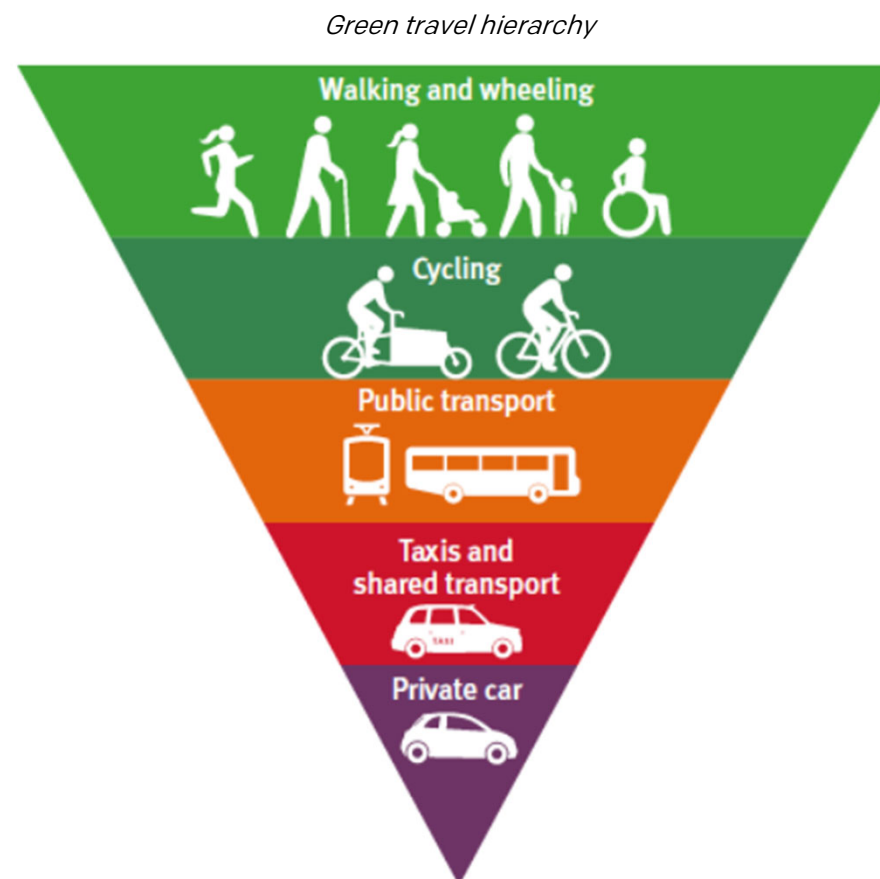
The key aims of the sustainable transport and highways strategy would be achieved through implementation of the extensive design parameters set out in this chapter.

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



Sustainable forms of transport



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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



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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

- 6.1 Ensuring that Prominent Buildings are Distinctive, Distinguishable, and Relate to Human Scale and Operational Requirements whilst Minimising the Wider Visual Impact
- 6.2 Design Approach & Response
- 6.3 Achieving HQDP 4
- 6.4 Conformity with Planning Policy & Guidance



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.

Building heights to respond to the surrounding context

Highest elements of the development to be focused in the south-west

Transition zones between buildings

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

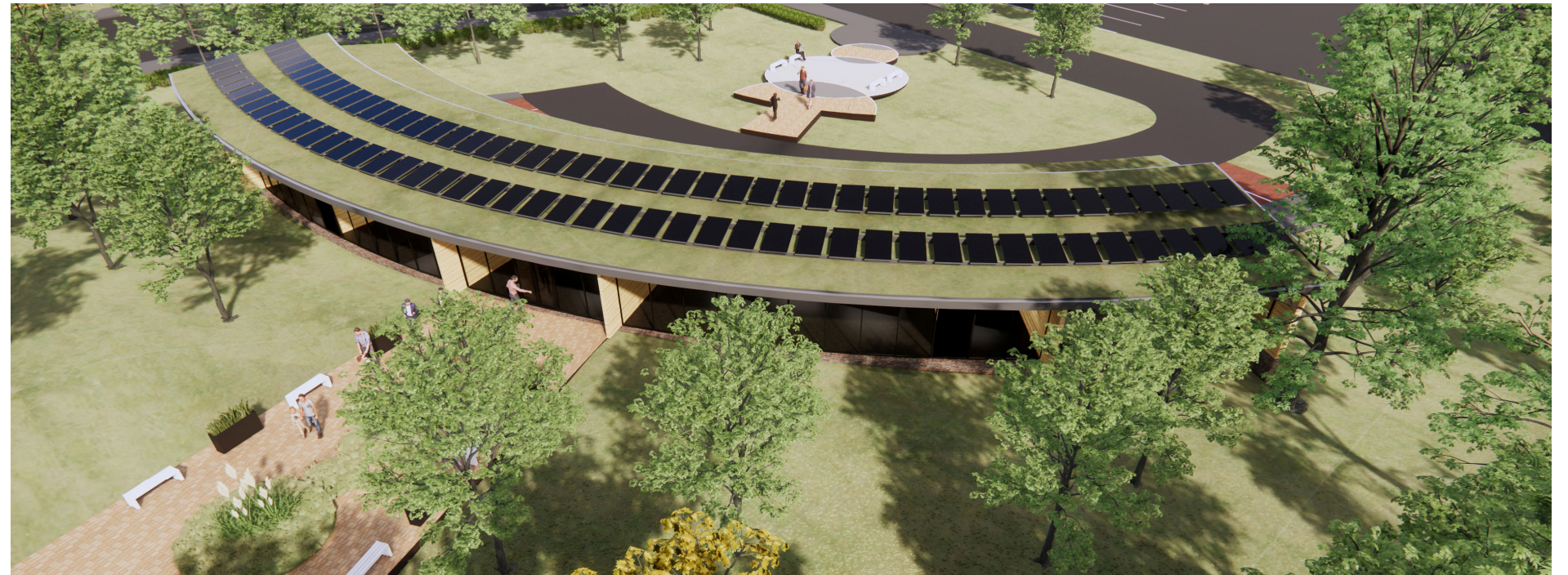
HUB OFFICE

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 as single storey construction, distinctive curved shape, considered roof form, green roof, solar panels and amenity space to front and rear.

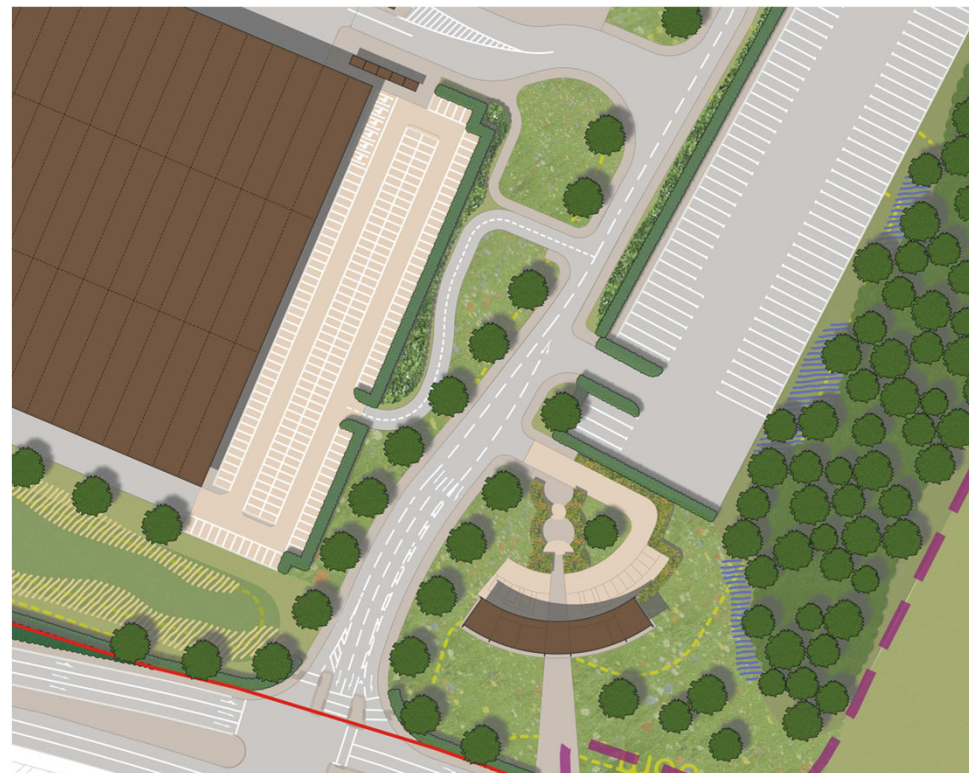
The multipurpose facility would encompass the following elements and functions:

- 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



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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.

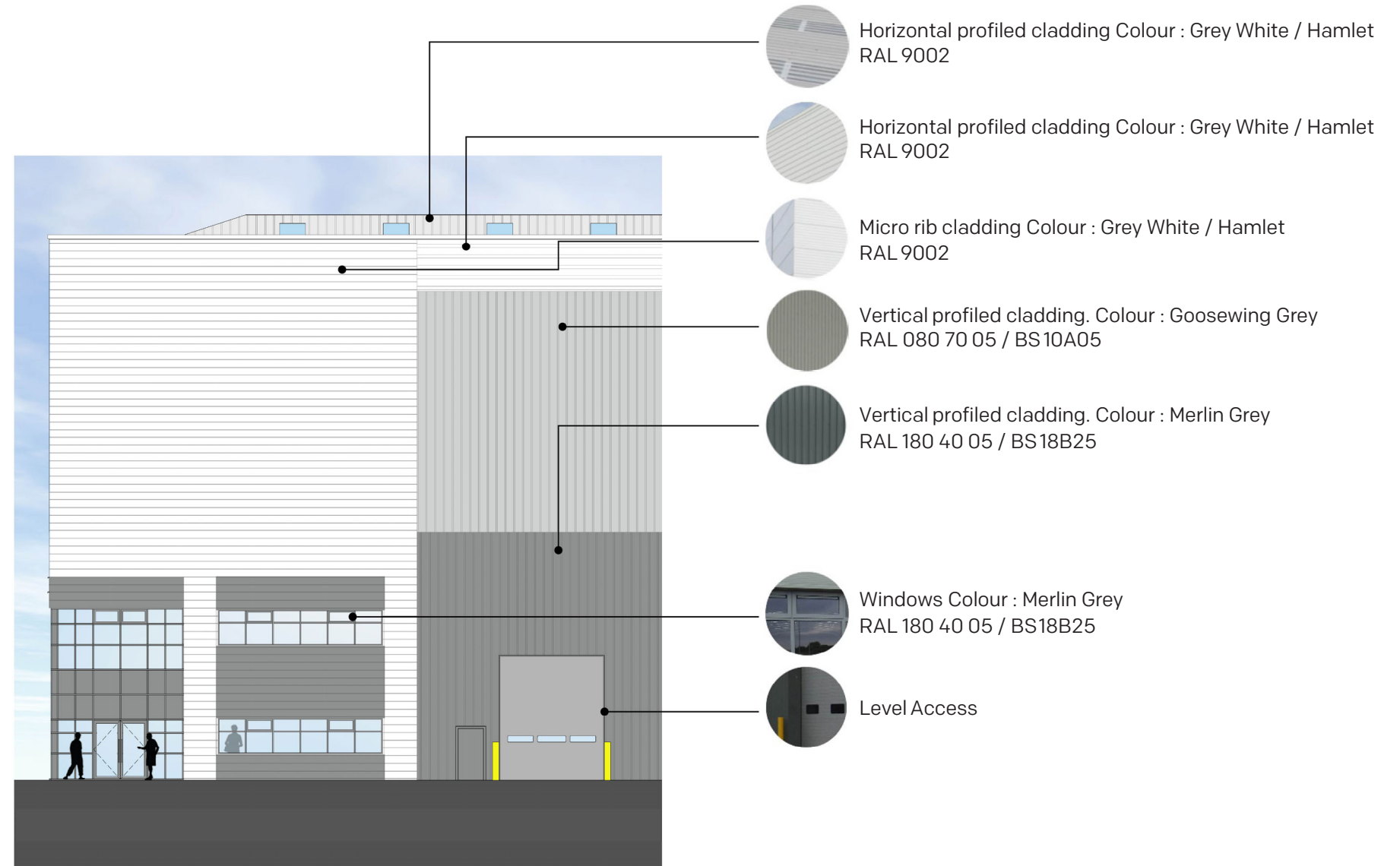
- Screening service yards and infrastructure – wherever possible, buildings would be orientated to avoid service yards facing onto key gateways and public spaces. In addition, service yards would be surrounded by landscaping and planting to reduce their visual impact. Wherever physical retaining is required, 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

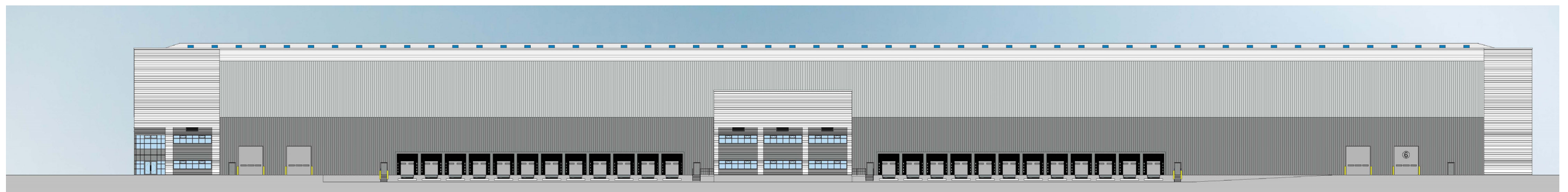
- The proportions of a building's elements should be related to each other as well as the scale and proportion of the building;
- The proportions should be dictated by and respond to the type of activity proposed as well as the composition of the existing streetscape;
- The front elevation of the building 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.

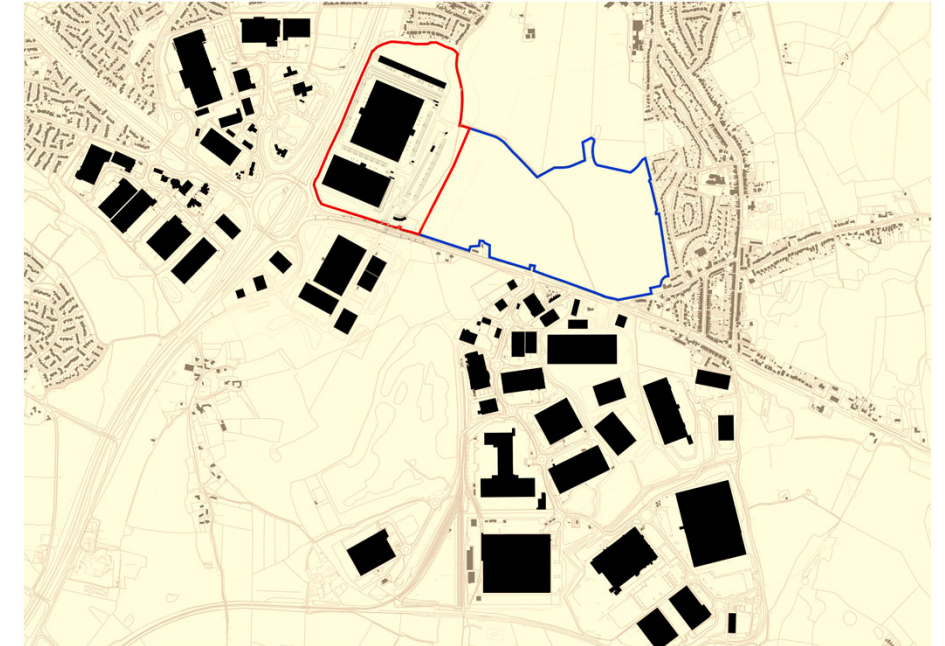
Development will have to adhere to the following height parameters, thereby ensuring that the maximum development height is lower than the maximum height approved at St Modwen Park Tamworth to the south, and to mitigate visual impact as far as practicable:

- 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

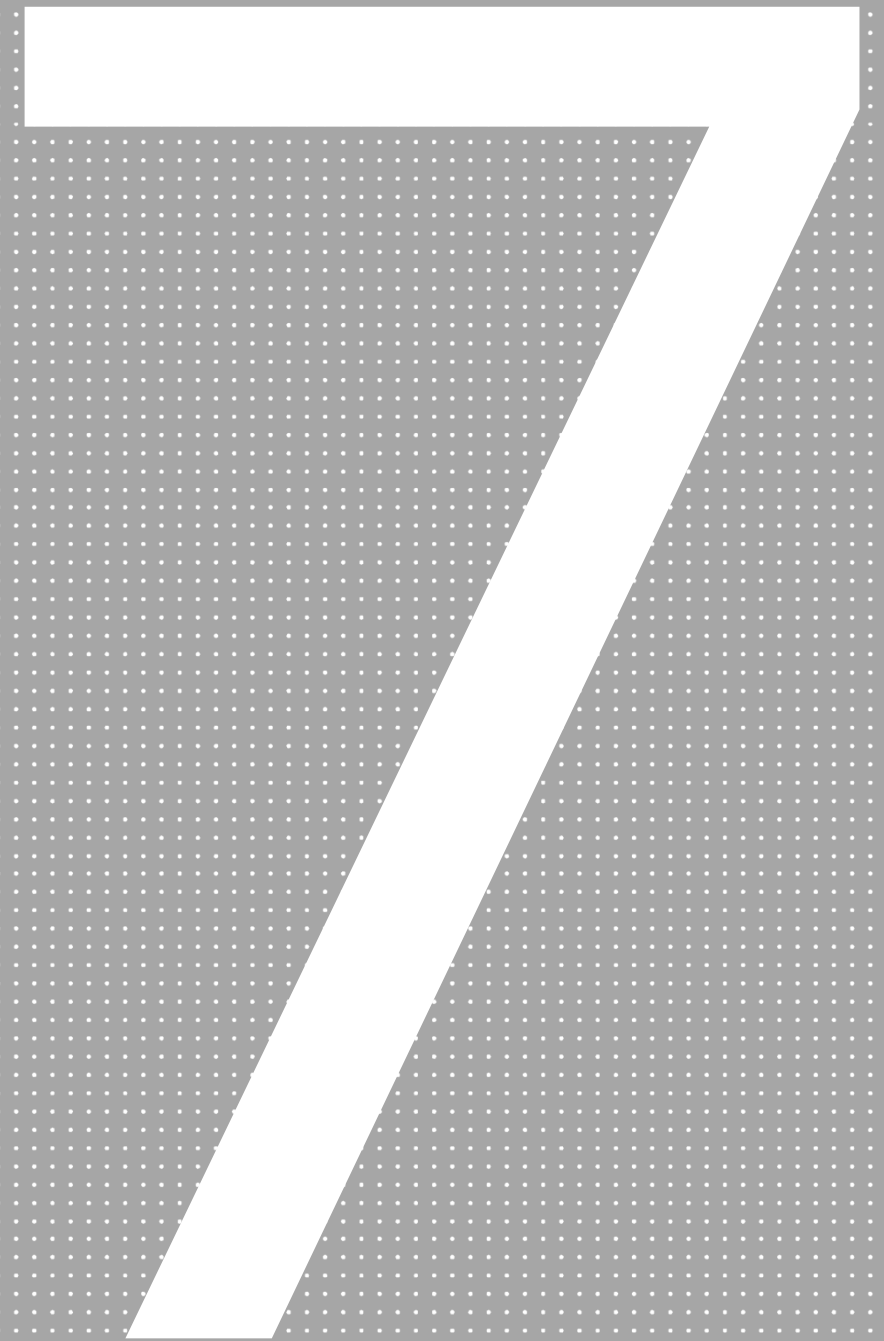


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7.0 HQDP 5 GENERATING A UNIFORM ARCHITECTURAL LANGUAGE

- 7.1 Generating a Uniform Architectural Language
- 7.2 Design Approach & Response
- 7.3 Achieving HQDP 5
- 7.4 Conformity with Planning Policy & Guidance



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.



1 Junction 10 M42 Roundabout



2 Tamworth Services



3 Birchmoor



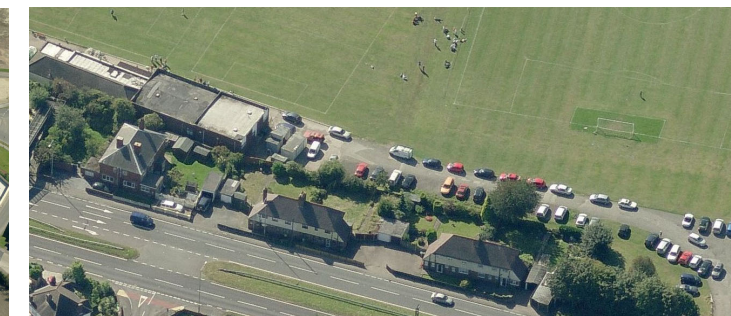
4 Birch Coppice spoil heap



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

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"**.

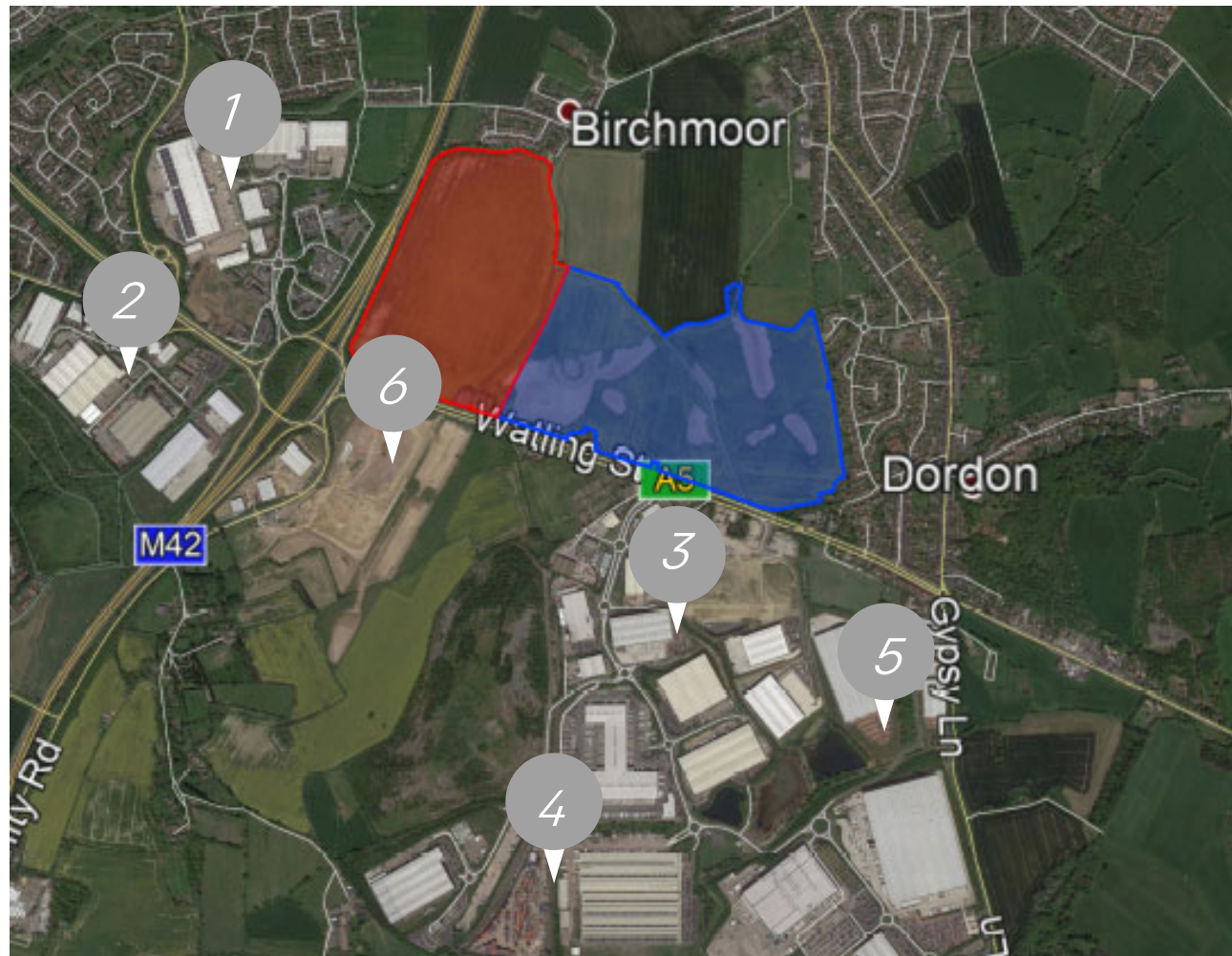
The immediate environs are characterised by predominantly commercial and employment uses to the south and west, including a cluster of three business parks forming the other quadrants at J10 M42. These facilities are typified by large format modern industrial warehouse buildings. By contrast, the land 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.



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



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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.

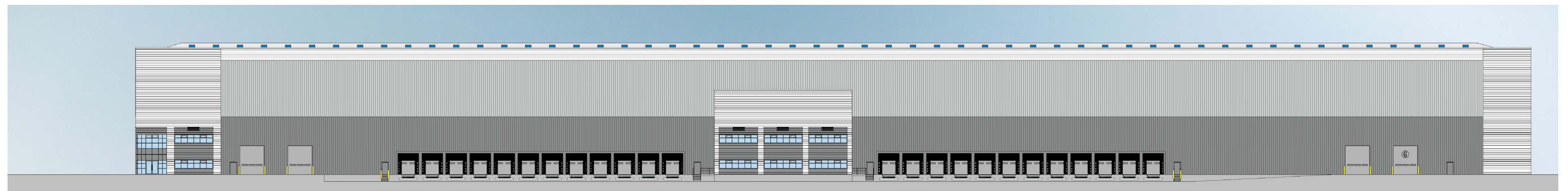
A uniform palette of building materials, profiles, finishes and colours/shades would be used to create a harmonious design across the business park which reflects the best of modern industrial warehouse design in the vicinity of the Site, whilst delivering “Best in Class” sustainability measures.

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

