



Chapter 8:

ILLUSTRATING THE QUALITY OF DESIGN: DEVELOPMENT FORM

8.1. APPROACH TO CHARACTER

The proposals for Monarch Green will comprise a distinctive character and a strong sense of place, guided by important site features and an analysis of existing development within Webheath, Redditch and surrounding settlements.

LEGIBILITY FRAMEWORK

8.1.1. The Legibility framework plan establishes a number of important character generators for the development. These character generators support the urban design principles that underpin the concept plan. They will further shape the approach to character and the creation of a distinctive development.

8.1.2. This plan provides advice at a strategic level of importance. It is not exhaustive, and at a detailed level smaller areas are likely to be identified that require additional design consideration.

8.1.3. Key character generators are set out below and illustrated on the Legibility Framework Plan;

Landmark Building

8.1.4. A landmark building will truly define the character of the development at Monarch Green. They aim to provide a distinctive building that marks the heart of the proposals. The use of a landmark building within the local centre will aid legibility and further emphasise the creation of a new community hub.

Key Buildings

8.1.5. Key buildings help to aid legibility, define spaces and streets and provide attractive points of interest along the street scene. They could be defined by an increased storey height or variation in architectural material or detail. Key buildings located within the development are generally located on a corner and used to terminate an important view along the primary movement route or to open space.

Focal and Entrance Spaces

8.1.6. Focal and entrance spaces will be generally defined by important frontages, the use of key/ landmark buildings and considered tree planting and public realm design.

8.1.7. The local centre plaza forms a key focal space for the development that marks the heart of the new community at Monarch Green. The plaza will form an attractive active hub to pass through or stay and enjoy.

Green Node

8.1.8. Green nodes are areas which encourage activity and interaction, ensuring the creation of a vibrant new community. They will be accessible to the weight of population within the northern, central and southern areas of the development and benefit from good levels of enclosure and natural surveillance.

Important Frontage

8.1.9. Important frontages are identified in locations along primary and secondary movement routes where the building frontage is integral to creating a sense of arrival, enclosure, and forming part of a long distance view along the street. They will also help to create a series of 'street pictures' through consideration of street form, width, setback and roofline.



- Landmark buildings
- Key Buildings
- Focal space
- Entrance space
- Green node
- Important frontage
- Green edge
- Parkland edge
- Views along important building frontage
- Open views



Green and Parkland Edge

8.1.10. Green and parkland edges aim to provide an attractive and sensitive interface between key open spaces and the built form. These edges could be defined by planting, larger front gardens and a considered palette of materials and architectural details, ensuring the creation of an attractive and appropriate frontage.

8.1.11. Green edges are identified along the south western edge of the site, where development adjoins Spring Brook. The use of green edges in this location will help to aid a sensitive transition between open space adjacent to the Brook and built development.

8.1.12. Parkland edges will be located in central and northern areas of the site. They provide an important transition between development and parkland that is located within the site to ensure that the setting of buildings of historic note are respected.

Views along Important Building Frontage

8.1.13. Establishing these views helps to identify other character generators, in particular, key/landmark buildings and important building frontages. The proposals aim to retain and enhance these views.

Open Views

8.1.14. In addition to views along important building frontages, a number of open views within the site have also been identified. They tend to be located on areas of higher ground; their retention is valuable to ensure visual connectivity across the site and aid site specific character.

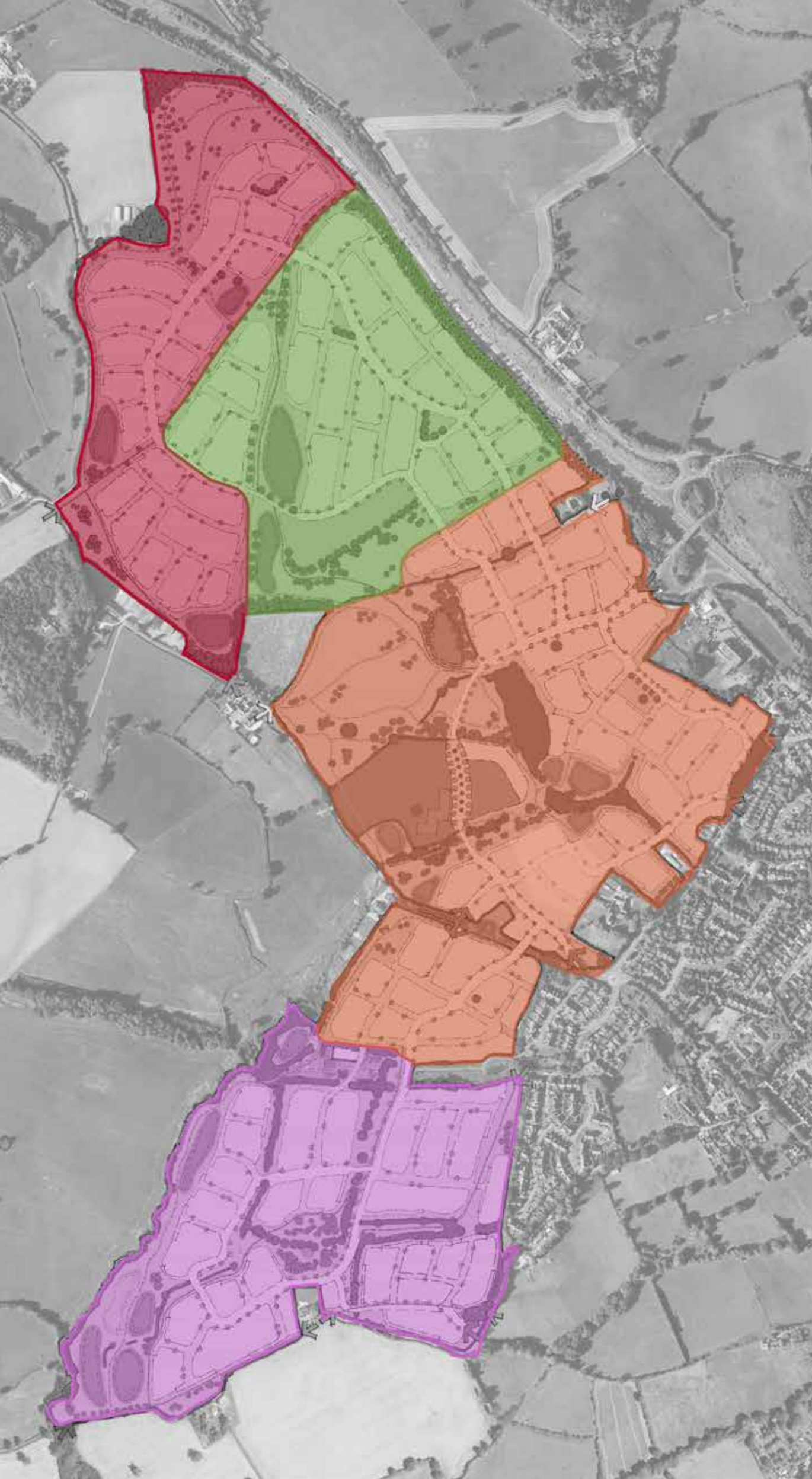
CHARACTER AREAS

8.1.15. The development proposes six character areas which seek to respond to existing site features, location and variations in density, scale and formality. The character areas location plan shows the boundaries of the four proposed character areas. They are;

- » Holyoake Park
- » Cur Green
- » Monarch Green Village
- » Spring Rise

8.1.16. A number of key spaces that strongly contribute towards the character and distinctiveness of the development will also be identified within each character area.

8.1.17. Identification of positive character elements in Webheath, Redditch and surrounding settlements set out in section 4.8 will also inform the character of the proposed development.



-  Holyoake Park
-  Car Green
-  Monarch Green Village
-  Spring Rise



DENSITY STRATEGY

8.1.18. A variety of densities are proposed across the development; this will also help to aid the creation of distinct character areas. These densities accord with site context, building heights and proposed land uses. A series of density ranges are proposed to ensure that a significant variation in density can occur within development parcels, as appropriate.

8.1.19. Overall, development will predominantly range from 25 - 40 dph (dwellings per hectare).

8.1.20. Lower densities (25 – 30dph) are located in the most northern and southern areas of the site where the aspiration is to create a more informal and rural edge character. Density levels in these areas also respond to important site features, including topography and existing green infrastructure. However, these proposed density levels will still ensure good levels of enclosure and natural surveillance are created along movement

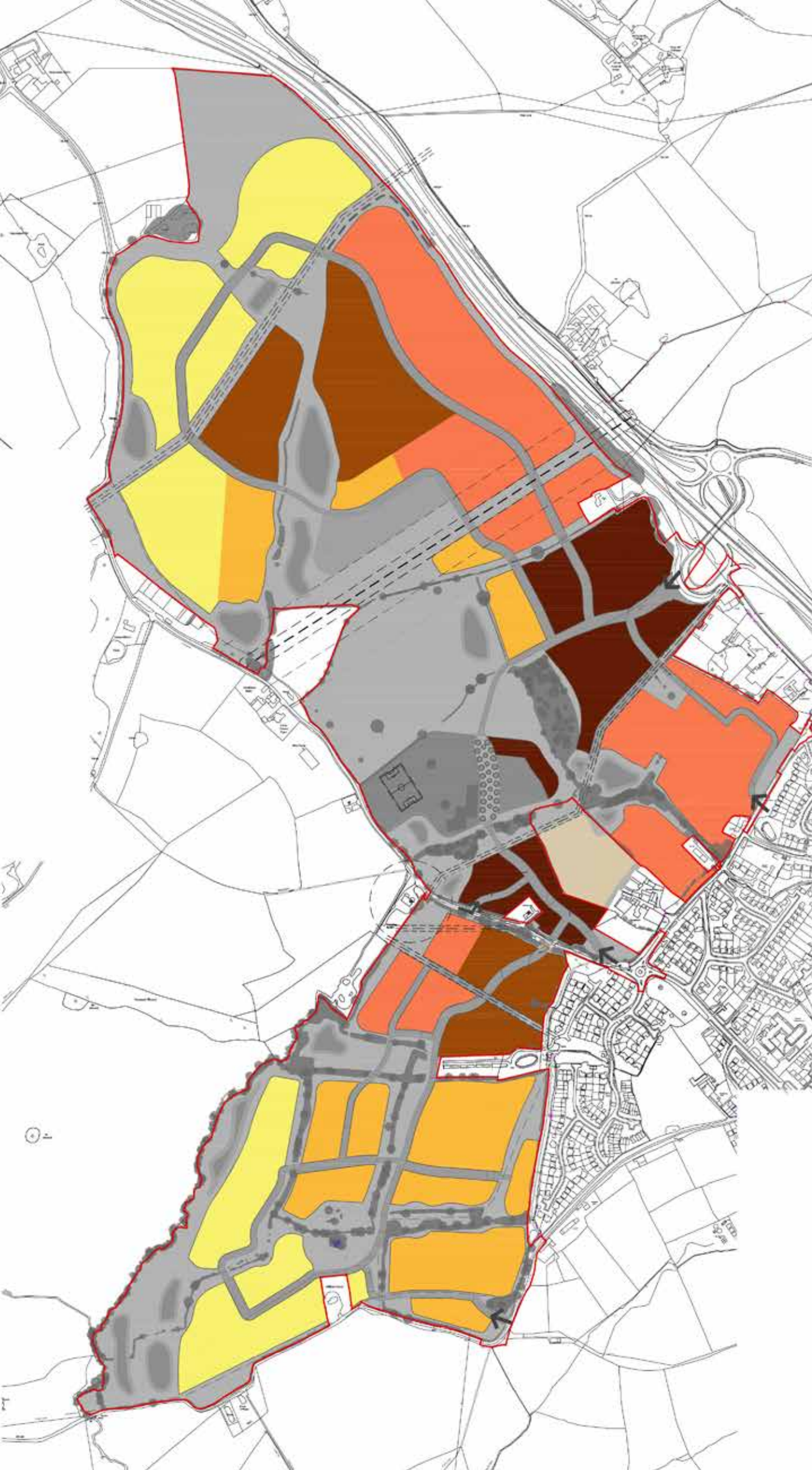
routes and significant areas of open space.

8.1.21. Medium densities (30 – 40dph) are located in the following areas;

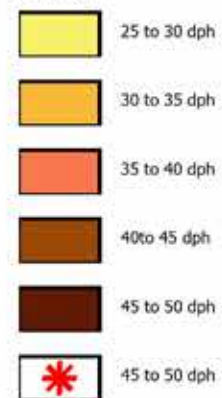
- » In the northern area of the site to aid the creation of a suburban character and parkland frontage.
- » Central areas of the site to reflect existing development located in Webheath.
- » Southern areas of the site where the structure of development is permeated by a network of green corridors.

8.1.22. A variation between 30 – 40dph ensures that densities can vary in accordance with open space, site edges, adjoining existing development and the primary movement route.

8.1.23. Areas of higher density development (40 – 50dph) are predominantly located within the central and northern areas of the site. This responds to the location of local centre, primary movement route (including key entrance points to the development) and focal areas of public open space. Areas of higher density development aim to aid the creation of a formal character and aid legibility.



Density:



8.2. HOLYOAKE PARK

Holyoake Park will be defined by a generosity of space, the use of low densities and the northern parkland. It will reflect a traditional style that takes precedent from the local farmhouse vernacular.

- » Provision of large development blocks that are structured in accordance with the topography. The use of long and straight streets ensure views to green space within the development and to the wider countryside.
- » Parkland edges are a defining feature of the character area. They could be characterised by the use of large front gardens and supplemented planting, with storey heights restricted to 2 storeys.
- » The northern parkland area is a key space; this will aid the creation of a green and rural character. It is linked to green corridors that adjoin the edge of the site.
- » Low density development (25 – 30dph) to aid a generosity of green space.
- » 2 storeys dwellings will be located in the majority of the character area; aiding a rural character and respecting views from the site to the wider area.
- » Predominantly detached dwellings with some semi-detached properties. Dwellings will be located in large plots.
- » General use of simple and traditional building forms.
- » The style of character area takes cues from the local farmhouse vernacular and materials.
- » Predominant use of red brick facades.
- » Front gardens are generally larger; residential boundary treatments will be defined with hedgerows.





Holyoake Park illustrative visual

8.3. CUR GREEN

Cur Green will have a formal character that is defined by topography, a contemporary style and a network of long and straight streets that provide long distance views to the central parkland.

- » Development is organised around a grid structure of long and straight streets, aiding the creation of a formal character and long distance east – west views to green space.
- » The northern avenue passes through the character area, its alignment is curving in contrast to the tertiary network of long and straight streets. This alignment aids the creation of terminating views to key buildings and allows for small scale spaces to be located along this route.
- » Significant areas of open space (the central parkland) are located on the western edge of the character area; a linear green corridor is integrated with development.
- » Higher densities (40- 45dph) are located centrally within the character area; density decreases in accordance with the topography and central parkland frontage to the east and west respectively.
- » General use of increased storey heights (2.5 – 3 storeys) with 2 storey dwellings fronting on to the central parkland.
- » Predominant use of semi-detached and terraced dwellings located within smaller plots.
- » Less variation in architectural details to aid a sense of rhythm along the street-scene and a formal character.
- » A more contemporary style with a mix of brick and render facades with red tiles.
- » Front gardens are generally smaller; residential boundary treatments will be defined with hedgerows.





Cur Green illustrative visual

8.4. MONARCH GREEN VILLAGE

Monarch Green Village will form the heart of the development and is the most active area of the site; providing access to the local centre, first school and central parkland. It will be characterised by the use of some contemporary building forms, increased storey heights and areas of development linked by an attractive boulevard.

- » Monarch Green Village forms the high density core of the development, ensuring that the weight of population is close to green infrastructure and local facilities.
- » Areas of high density development (40 – 50dph) are contrasted by significant areas of open space that include central informal parkland and the Hawthorn Pit, aiding the creation of a distinctive character.
- » The character area generally comprises a formal and ordered arrangement of development blocks and tertiary streets that are structured around the route of the boulevard.
- » The use of long and straight streets aids a more formal character.
- » Predominant use of terraces and apartment located within smaller plots.
- » Use of increased storey heights (2.5/3 storeys) within the local centre and along the boulevard and avenue to aid a sense of enclosure and to mark key/landmark buildings. 2 storey buildings will be located where it is appropriate to reflect existing built development in Webheath.
- » Use of more contemporary building forms located within the local centre and along the boulevard and avenue. More traditional and suburban building forms could be located where the site adjoins existing development in Webheath.
- » Potential for more formal residential boundary treatments such as railings along the boulevard.



Monarch Green Local Centre - Illustrative Sketch Layout







Illustrative aerial view of the proposed development at Monarch Green

8.5. SPRING RISE

Spring Rise will reflect a low density and informal character. It will provide an attractive green edge between the development and the Spring Brook green corridor.

- » Varied and organic block structure that is shaped by existing green infrastructure.
- » Proposed densities (30 – 35dph) reflect the existing built form in Webheath. Lower densities (25 – 30dph) will be located in the western edge of the character area, adjoining Spring Brook.
- » Storey heights accord with the density strategy; 2 storey dwellings will be located adjacent to the Spring Brook and Pumphouse Lane. Increased storey heights (up to 2.5 storeys) could be located within the eastern side of the character area where appropriate.
- » The use of curving streets and potential variations in the building line and setback aids a more informal character.
- » A mix of detached and semi-detached dwellings located within larger plots.
- » Establishment of a continuous frontage along primary and secondary movement routes that could include the use of wider fronted properties.
- » Enhancement and supplementation of the existing green infrastructure to fully integrate development within the landscape.
- » Traditional building forms with render, red brick and slate roofs.





Spring Rise illustrative visual



Chapter 9:
SUMMARY



9.1. SUMMARY

This Design and Access Statement has set out a clear explanation of the design process and comprehensive consultation with the Local Planning Authorities, stakeholders and the community. A summary of how the main vision objectives will be met is set out here;



GENEROUS GREEN INFRASTRUCTURE

9.1.1. A landscape led approach has enabled the creation of a masterplan that is shaped by the topography, views and existing blue and green capital located on the site.

The scheme will comprise a significant amount of open space (approximately 53ha) that will cater to a range of uses and ages, promoting healthy, happy living through opportunities for physical exercise, recreation and local food growth.

9.1.2. A number of key spaces have been established within the site, as presented on the Green Infrastructure plan. These spaces will ensure the creation of an attractive and distinctive character and will be connected via an accessible network of green corridors that incorporate pedestrian and cycle routes.

9.1.3. This approach aims to bring benefit to the new and existing community and also ensure that the natural, built and historic environment, including ecology and biodiversity, is respected and enhanced wherever possible.



CONNECTED

9.1.4. The masterplan has been designed to ensure the provision of accessible, legible and safe links across the site and to wider destinations for all modes of transport. Moving around the site by bus, bike or on foot will be an attractive option, with shared off road cycle and footpaths being integrated within green corridors and the design of primary and secondary movement routes. Consideration has also been given with regard to how sustainable linkages to Webheath and Redditch can be provided as part of the proposals.

9.1.5. The local centre and first school are co-located in the most central part of the site; ensuring that this becomes a focal space for the Monarch Green development and is easily accessible for new residents and the existing community. Strategies and principles for ensuring that this space functions as a vibrant and active community hub are set out in the latter chapters of the DAS.



DISTINCTIVE

9.1.6. Monarch Green will form an attractive and distinctive landmark development for Webheath and Redditch. The DAS has set out an analysis of the site and surrounding area; identifying important site features and positive elements of the existing built form that contribute towards a distinctive local character. This has enabled the creation of a site specific development with a strong sense of place.

9.1.7. The proposed character areas set out in section 8 present a series of illustrative visuals to show how a unique sense of place could be achieved. This has been guided by the existing character area analysis set out in section 4 and the character generators presented on the legibility framework plan.



A NEW GARDEN NEIGHBOURHOOD

9.1.8. A cohesive new community will be created at Monarch Green, encouraged through the provision of an accessible local centre and recreation facilities available on the doorstep. The masterplan is based on best practice urban design and garden city principles, considering elements including land uses, accessibility, permeability, legibility, character, street design and landscape.

9.1.9. The masterplan is underpinned by comprehensive technical surveys and input, as set out in sections 3 and 5 of the DAS, with detailed reports included in the planning application package. This will ensure the delivery of residential dwellings in accordance with the housing supply requirement identified by the Local Planning Authorities. The strategy for phasing, along with proposed densities is set out in section 7.7 of the DAS.



9.1.10. The parameters and supporting strategy plans demonstrate how the vision set out at the start of the DAS can be delivered. The DAS has also included;

- » The establishment of a vision and vision objectives.
- » Presentation of the masterplan cascade and parameter plans for which outline planning permission will be sought. These plans should be read in conjunction with additional plans that are submitted as part of the detailed application package.
- » A comprehensive assessment of the site and its context to identify important site features and existing design elements which are influential in shaping the character of Webheath, Redditch and surrounding settlements.

- » Production of a concept plan which seeks to deliver the vision, respond to assessment work and feedback from the local community, Local Planning Authorities and stakeholders.

- » Development of clear design strategies which establish a framework for detailed design proposals going forward.

9.1.11. In conjunction with the parameter plans a number of strategy plans may be identified as forming part of the outline planning application for the site by the Local Planning Authorities in agreement with the applicants. These strategy plans are presented opposite and include;

- » Density
- » Street Hierarchy
- » Foot, Bus and Bike
- » Legibility Framework
- » Play Strategy
- » Residential Phasing

STATUS

Fixed for
Hybrid Planning
Application



STATUS

Strategy plans that
may be identified
for approval (in
agreement with the
applicants) by the
LPA. They include:

- » Density
- » Street Hierarchy
- » Foot, Bus and
Bike
- » Legibility
Framework
- » Play Strategy
- » Residential
Phasing



