

DEVELOPMENT AND DESIGN GUIDANCE **REDDITCH ROAD LOCAL CENTRE, KINGS NORTON**

1. Introduction

1.1 This document has been prepared to assist the marketing of the above site for a new local centre including a supermarket. It sets out:

- The planning policy context for the redevelopment of the site at Redditch Road Kings Norton for a new local centre- see section 2 below.
- The planning and design guidance that should be applied by developers when preparing detailed development proposals- see section 3 below.

2 Policy Context

Kings Norton Planning Framework

2.1 The above framework was adopted in March 2010. It sets out a vision, land use proposals and planning and design guidance for the Pool Farm, Primrose and Hawkesley Estates

The Vision

2.2 The vision set out in the Planning Framework states that the area will be:

“A place where people want to live now and in the future. The three neighbourhoods of Hawkesley, Primrose and Pool Farm will become an integral part of the Kings Norton suburb. Development will respond to the areas unique environmental setting and will form an integrated extension to the original Kings Norton suburb. The neighbourhoods will be recognised for their distinctive character, high standard of green space and excellent access to facilities and services. The neighbourhoods will offer a good choice and mix of high quality houses for both purchase and rent with new development achieving high environmental standards. The neighbourhoods will be known for their strong and active communities”.

Proposals for the Pool Farm Primrose and Hawkesley Estates

2.3 The specific proposals in the Framework for the whole area are for:

- Approximately 1400 new dwellings in both Primrose and Pool Farm estates.
- A new local centre with a large foodstore of 4,000 sq.m. gross and small shops, fronting on to Redditch Road and the Spine Road,
- A new Spine Road to link the new local centre on Redditch Road with Shannon Road.
- Remodelled and enhanced green space provision, including a new park next to the new local centre
 - Other improvements to retail and community facilities including a new neighbourhood shopping facilities at Shannon Road to replace the Fold

The framework requires development to be laid out based on design principles of high quality design, built to high sustainability standards, and a permeable street network with strong definition between the public and private realm.

2.4 Late in 2010 soft market testing was carried out with a selection of development companies including retail/supermarket operators. All of the participants felt that there is sufficient retail capacity in the local catchment to justify a larger store. As a

result consultants –DTZ- were commissioned to carry out a retail assessment. This assessment has supported a store of 5,575 sq m gross (60,000 sq ft) and this scale of store has been agreed in principle by the council's retail planning officers.

The Birmingham Plan (2005, saved 2008)

2.5 The proposals in the Planning Framework are in line with the adopted Birmingham Unitary Development Plan (UDP), in particular Policy HR 21 paragraph 20.29 states that the "Three Estates" (i.e. Hawkesley, Primrose and Pool Farm) will be the focus of attention to improve housing conditions and encourage local employment opportunities.

Emerging Birmingham Core Strategy, Draft 2010

2.6 The proposals in the Planning Framework are also in line with the emerging Core Strategy. It promotes the concept of Sustainable Urban Neighbourhoods (SUNs), which are high quality, low carbon housing developments utilising the best sustainable practices to create new residential communities on brownfield sites within the existing urban fabric. Policy S11 states that within the Kings Norton 3 Estates a major redevelopment project is proposed to create a SUN and deliver long term social economic and physical and environmental improvements in accordance with the adopted Kings Norton Planning Framework. This will include:

- Redevelopment of significant areas of Primrose, and Pool Farm Estates with replacement housing
- A new supermarket and local shops on the Redditch Road and new shopping facilities at Shannon Road to replace the Fold
- Supporting facilities and infrastructure improvements including new and improved open spaces, environmental improvements, new community and youth facilities and new and improved transport infrastructure
- Around 500 net new dwellings.

2.7 With regard to the new centre, Policy SP19 identifies 'Longbridge and the Southern Belt' (which includes the Kings Norton area) as a 'gap' area for convenience retail provision, based on the Retail Needs Assessment. In these 'gaps' the City Council will support additional convenience retailing where it is aimed at meeting a local deficiency in provision and is of an appropriate scale.

3. Requirements for the development site

3.1 The following design guidance builds on the policy and vision for Primrose set out in the Planning Framework and should be applied by developers when preparing detailed development proposals.

Overview

3.2 The first phase of the redevelopment within Primrose neighbourhood will be next to Redditch Road on a site of approximately 2ha- see Plan 1. It will provide the main part of the new local centre and will comprise:

- A new foodstore max gross floorspace 65,000sq.ft / 5575 sq m.
- Associated small shops of approx 450-500sq.m in total
- Public realm around the site including an urban square
- Part of the new Spine Road and secondary roads sufficient to provide access to the development for customers and servicing.

3.3 The new local centre on Redditch Road will be the gateway to the Primrose, Pool Farm and Hawkesley neighbourhoods beyond and act as a focus for the revitalised neighbourhoods. It will be anchored by a new foodstore with small shops. It will also include a new public realm around the site including an urban square.

3.4 A new access will be created into Primrose at the local centre from Redditch road. It will form part of a new spine road linking into Shannon Road and the wider regeneration area.

3.5 The remainder of the Primrose area will be developed in subsequent phases. It will be predominantly residential with supporting park/village green and community facilities. It will be redeveloped around an integrated network of streets between Green Lane and Foyle Road that follow the contours of the steeply sloping site.

Design of the buildings in new local centre

3.6 The local centre comprising new foodstore and adjoining shops will signal the gateway to the wider regeneration area. The design of the buildings on Redditch Road and the Spine Road frontages will be particularly important as they will be the primary 'public face' and entrance into the area and will establish the quality and character not only of the Primrose area but also for the other neighbourhoods.

3.7 The local centre buildings should comply with the following design guidance:

- **Location of buildings-** Buildings should form the entrance to area, they should be located at the northern end of the site at back of pavement on Redditch Road and the Spine Road,- allowing for a public square at the entrance to the centre (see 3.11- 3.12 below)
- **Elevations-** The main elevations should front onto Redditch Road and the Spine road and provide **active frontages** particularly at ground floor level with windows, glazed atrium to traveller, main entrances into the superstore and small shops from these frontages
- **Design** -building frontages to the Spine Road and Redditch Road should be distinctive primarily through their architectural design The gateway buildings should express the importance of the gateway location in their design, height; materials and elevational treatment.
- **Response to changes in levels** – development should respond creatively to the sloping site as follows:
 - As the new Spine Road will slope downwards from the Redditch Road the buildings should step down the slope and create an active retail / commercial frontage at ground floor level
 - Undercroft parking should be an integral part of the scheme-see para 3.10 below
- **Height** - The building should be at least 2 storeys high- height achieved through using undercroft parking, storage or staff accommodation at upper floors. Other features to give the gateway the height and prominence are required.
- **Roofscape-** A varied and interesting roofscape should be created recognising that the roof will be visible from surrounding residential areas.

Relationship to surrounding development

3.8 Plan 1 shows the likely future layout of development in the Primrose neighbourhood. New housing will back onto the site, with a new park and housing to

the east on the opposite side of a secondary road and mixed uses (including residential, commercial, community and other uses) to the north of the site on the opposite side of the Spine Road.

3.9 The following design guidance will ensure that a satisfactory relationship with adjoining development and the surrounding roads:

- The layout of the car park should take account of the location of future new housing backing onto the site providing appropriate boundary treatment and screening.- (through 2m wall with landscaping)
- Where possible, development on the southern/eastern edge of the site should provide active frontages with windows overlooking the park e.g. café with seating area.
- High quality site boundary treatment is required.

Car parking and servicing

3.10 The car park should comply with the following guidance:

- **Car Park location-** Site extensive surface level car parking with frontages onto roads- particularly along the Spine road and Redditch Road -will not be permitted. Undercroft parking that takes advantage of the sloping site is required to minimise land take and impact on surrounding residents. Any surface level car parking areas should be well screened by buildings from the surrounding areas to minimise impact on future (and existing) residents.
- **Entrances and routes to parking and service yards** should avoid residential areas as much as possible.
- **Service areas** should be screened from residential areas and from the roads surrounding the site.
- **Parking standards-** BCC draft car parking guidelines SPD sets maximum standards for convenience retail of 1 space per 14 sq.m (gross). The development will therefore be expected to have around 400 spaces and car parking provision should not exceed the council's standards.

Local Centre Urban Square/Public realm

3.11 The new development will include an area of public realm to provide an 'urban square' within the local centre and fronting the new Spine road at the new gateway. The public realm treatment should wrap around the corner of the built development and extend along Redditch Road. The design of the public realm of the local centre, the Redditch Road and the new spine road should be considered together to ensure a coherent approach to place making and to the character and quality of the development.

3.12 The public realm and adjoining Spine road/highway should comply with the following guidance:

- The design of the space will need to accommodate the sloping site in a way that creates level usable spaces, while providing easy appropriate access for all users in line with DDA requirements.
- The new Spine road, at its junction with Redditch Road and particularly where it passes through the urban square will be designed to slow traffic and facilitate pedestrian crossing.
- There should be a seating area with views down the Spine Road creating a visual connection to the neighbourhood green space;
- This is an ideal location for public art either as part of the buildings, incorporated into the hard landscaping or as a free standing installation.

- In the local centre there should be no threshold between the building and public realm. The public realm will be designed to allow for shops and cafes to utilise the space closest to their premises for the display of merchandise and outside seating. This space will be delineated by the use of metal studs or similar.
- Street trees should be provided as part of the urban square or alternatively as part of the Spine road
- Street trees and landscaping is also required along Redditch Road to screen parking/servicing areas and soften the impact of the building.

Site access

3.13 The main site access route will be via the junction with Redditch Road and then via the Spine road.

Design of Spine Road

3.14 The following guidance will be applied when designing the Spine Road:

- The street shall be designed to accommodate buses with a carriageway width of 6.5m.
- Street trees along the Spine road (or within the development site) are a prerequisite to achieving visual and physical cohesion across the framework area.
- Semi-mature trees should either be planted in small tree pits adjacent to the highway or if appropriate in larger landscaped areas adjacent to the site boundary.
- Any landscaped areas should be designed to minimise maintenance.
- Where bus stops are provided the pavement should be widened to enable a 2.5m path between the bus stop and the property boundary

Design of Secondary Roads

3.15 The secondary roads are the principal residential streets to the south and east of the site. The following guidance will be applied:

- The streets shall be designed to enable cars and heavy goods vehicles to pass with a carriageway width of 5.5m.
- A minimum 2.5m pavement should be maintained at all times.
- The street design should allow for semi mature tree planting on one side of the street. Trees should be planted in tree pits adjacent to the highway

Sustainability

3.16 Developers will be required to meet BREEAM standard excellent (this is the council's standard for development carried out from 2013 onwards) as set out in the emerging Core Strategy and as part of the Sustainable Urban Neighbourhood referred to in the Kings Norton Planning Framework.

Section 106 and S287 requirements

3.17 These will include

- Training and local labour- see section on Employment and Training Partnership in the accompanying marketing details
- Provision of small shops
- Highway and public realm works including

- signal controlled junction to Redditch Road,
- first phase of spine road and other access roads required to serve the development,
- bus stops,
- cycle provision,
- public realm works including urban “square” on spine road frontage with seating, landscaping and possible art, landscaping of public realm including street trees

3.18 Further S106 requirements may emerge during consideration of the planning application.

PLAN 1

Kings Norton Primrose Neighbourhood Redevelopment

Revised layout to create a 2ha site for retail development



Not to Scale

Kate Snell City Design and Conservation Team Sept 2011