



Design & Access Statement

Stirchley Co-op Development, Pershore Road , Birmingham

October 2020 v2



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1. INTRODUCTION

1.1 Document Overview

This Design and Access Statement has been prepared by Accord InDesign to support a full planning application for a new residential and retail mixed-use development.

The Applicant is Stirchley Co-operative Development, a property development co-operative company based in Stirchley, Birmingham.

This document is divided into the following sections: -

Section 1 (Introduction) – this section provides an overview of this document and includes a brief description of the Stirchley Co-operative Development's aims; it also provides a brief introduction to the proposals.

Section 2 (Site and Context) – this section places the scheme into context and analyses the site and application boundaries.

Section 3 (Planning Context) – a brief review of planning policy and existing statutory services and site wide conditions impacting the site.

Section 4 (Design Strategy) – the factors affecting and influencing the proposals are presented.

Section 5 (The Detail Proposal) – this section furnishes an in-depth description of the scheme.

Section 6 (Access to Site) – a site accessibility statement.

Section 7 (Conclusion) – a summary of the proposals and conclusions deriving from the information supplied

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1.2 Stirchley Co-Operative Trust – Vision and Objective

The aims of the Co-operative are to contribute to a regeneration of the locality and restore its former vibrancy for the good of the community. The members of the Co-operative have noted the steady decline of commercial enterprise and housing in Stirchley which has resulted in loss of facilities and opportunities to the community.

A key stated objective of the Co-operative is to give ‘people back control over their home and work environments’ and, in doing so, to draw on the rich history of Stirchley to forge a better future for the area.

1.3 Stirchley Co-Operative Trust – History

Stirchley Co-operative are a group of five housing and worker co-operatives based in Stirchley and the surrounding area. Formed approximately a decade ago, the society comprises Artefact, Birmingham Bike Foundry, Federici Housing Co-operative, Gung Ho Housing Co-operative, and Loaf Bakery and Cookery School.

For the past two years, Stirchley Co-operative Development has been working on proposals to make a singular contribution to the locality. In collaboration with Accord Housing Association, a registered social landlord with a track record of building affordable and sustainable houses, Stirchley Co-operative wish to develop a mixed-use retail and residential property on the Stirchley high street.

1.4 Wider Economic, Environmental and Social Benefits

The development will be a long-term asset contributing to the regeneration of the area. Run with high levels of community involvement and reduced negative environmental impacts, it aims to be sensitive to the past and ambitious about Stirchley’s future. Offering a sustainable alternative to private rental, this extensive project will help to tackle local social housing issues by providing dwelling and work space under common ownership.

The businesses involved have already served as catalysts for sustainable and locally led development in Stirchley, creating a business environment and customer base for new businesses to establish on the high street while respecting the history and heritage of Stirchley.

Historically, Stirchley has had a long history of co-operative organisations run for the community by the community, from TASCOS to the present day. This development builds on the noted recent momentum for co-operatives in the region to establish a “centre of excellence”, assisting new and established organisations to adopt a sustainable co-operative model.

Through working with Accord, the group has been keen to stress the importance of an environmentally conscious build in keeping with our values. With the exception of disabled parking, the building will be car-free, encouraging cycling, use of public transport and local car-sharing clubs. Ancillary plans include community composting, a kitchen garden and bee-hives.

As co-operative members, residents will be involved in the running of the building, developing transferrable skills in building management and community development.

Other benefits will include construction jobs and business linkages to the local economy arising out of demands for goods and services generated by the retail and residential occupancies.

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1.5 Brief Introduction to the Scheme

The brief was to develop the disused parcel of land located at Plots 1382-1396, Pershore Road, to provide a mixed-use development of affordable residential accommodation and commercial retail units.

The requirement for residential units was drawn from a perceived affordable housing need in the area whilst the retail element is drawn from the need of the Co-operative's members for new premises.

Three businesses will take up residence in the new scheme. These are Artefact, Birmingham Bike Foundry and Loaf. These businesses are presently located in retail premises on Pershore Road which are not ideal for their development and growth.

ARTEFACT

Artefact is an artist-led gallery and community space established in 2015. It is run as a workers' co-operative with the ethos that an art space should benefit the community it is situated in. It is Artefact's mission to encourage creativity, educate through artistic practice and to ensure accessible and engaging experiences, using art to develop and enhance our understanding of the world around us.

Combining development opportunities for artists with community social events and educational activities, Artefact creates a vibrant, safe, space for Stirchley's broad demographic of people. Artefact's audiences are intergenerational and are from all backgrounds.

Artefact serves as a conduit to Birmingham's broad cultural offerings. Stirchley is a deprived area within Birmingham with reduced or at-capacity transport links to other areas of the city. Artefact forms partnerships with galleries, festivals and other cultural organisations in Birmingham ensuring the local community has access to a breadth of artistic experiences.



Fig 1 - Existing Artefact Shop on Peshore Road

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Artefact's activities empower the local community, reduces the burden of poverty and encourages residents to engage with their locality in positive ways. A larger, purpose-built premises will enable Artefact to grow their audiences and deliver more professional and effective approaches in applying art to community solutions.

BIRMINGHAM BIKE FOUNDRY

Birmingham Bike Foundry (BBF) is a worker co-operative specialising in bicycle repairs, refurbishment and training. Established in 2010, it has a number of goals alongside running a democratic workplace selling used bikes and cycle accessories.

BBF advocates increasing cycling for transport in Birmingham, acting as a hub for the local cycling community, promoting national campaigns and local events.

BBF refurbishes used bikes and makes them available at affordable prices. Many people get their first bike from BBF.

BBF offers schools work experience and maintenance classes, including autism specialist schools.

The repair shop is made available to the community through a Tool Club where cyclists can access equipment to repair their own bikes on the premises. This runs alongside more formal training in bike maintenance.

Above all, BBF strives to be open and friendly, believing cycling is for everyone and not an elite pursuit.



Fig 2 - Existing Birmingham Bike Foundry Shop on Pershore Road

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LOAF

Loaf Social Enterprise is a bakery and cookery school established in 2009 whose aims are to promote real food and healthy living in the community.

Loaf produces bread in line with the Real Bread Campaign and works to promote the concept of real bread to consumers and within the baking industry. Loaf runs bakery courses teaching basic and advanced skills to individuals, encouraging an awareness of what bread can and should be.

Loaf works with University College Birmingham's bakery department offering their students the rare chance to make real bread in a commercial bakery. They have also supported other real bread bakeries to increase the market for real bread in the UK. Locally, they work with schools and other organisations where appropriate.

The Loaf Cookery School has taught cookery skills to over 5,000 people from basic bread to seafood and butchery. The emphasis is on meals that can be made easily, bringing back forgotten skills and giving people control over their food. Loaf empowers people to make good food for themselves in their own homes and to question its origins.

In 2012 Loaf made a commitment to locate on the declining Stirchley high street rather than a more established market and has been a major influence on the development of the high street over the last decade. They have achieved this through their emphasis on sustainable slow growth and investment in local people through the co-operative model. Businesses such as CanEat, Isherwoods and Eat Vietnam had connections with Loaf before establishing in Stirchley and many other businesses have cited Loaf as a reason for moving to the area.

Loaf have reached the capacity limits of their current premises. Moving to larger premises with a secure future would enable Loaf to develop this work further, training and employing more bakers and expanding their reach in the locality and beyond.



Fig 3 - Existing Loaf Bakery Shop on Pershore Road

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2. SITE AND CONTEXT

2.1 Site Location

The site lies east of Pershore Road in the Stirchley area of the City of Birmingham. It is located at the corner of Pershore and Hunts roads, approximately 7km south of the city centre. The land measures 2,292sqm, or 0.2ha.

Vehicular access is by means of either Pershore or Hunts roads, and existing access gates are present on both streets.

The immediate context of the land is primarily residential and retail. Pershore Road is effectively a high street of retail and commercial enterprise, whilst Hunts Road contains dwellings of likely Victorian origins. For the past few decades, this area of the city has suffered decline in commercial enterprise. Alongside this, the residential form is in need of regeneration. Today, large tracts of land remain undeveloped

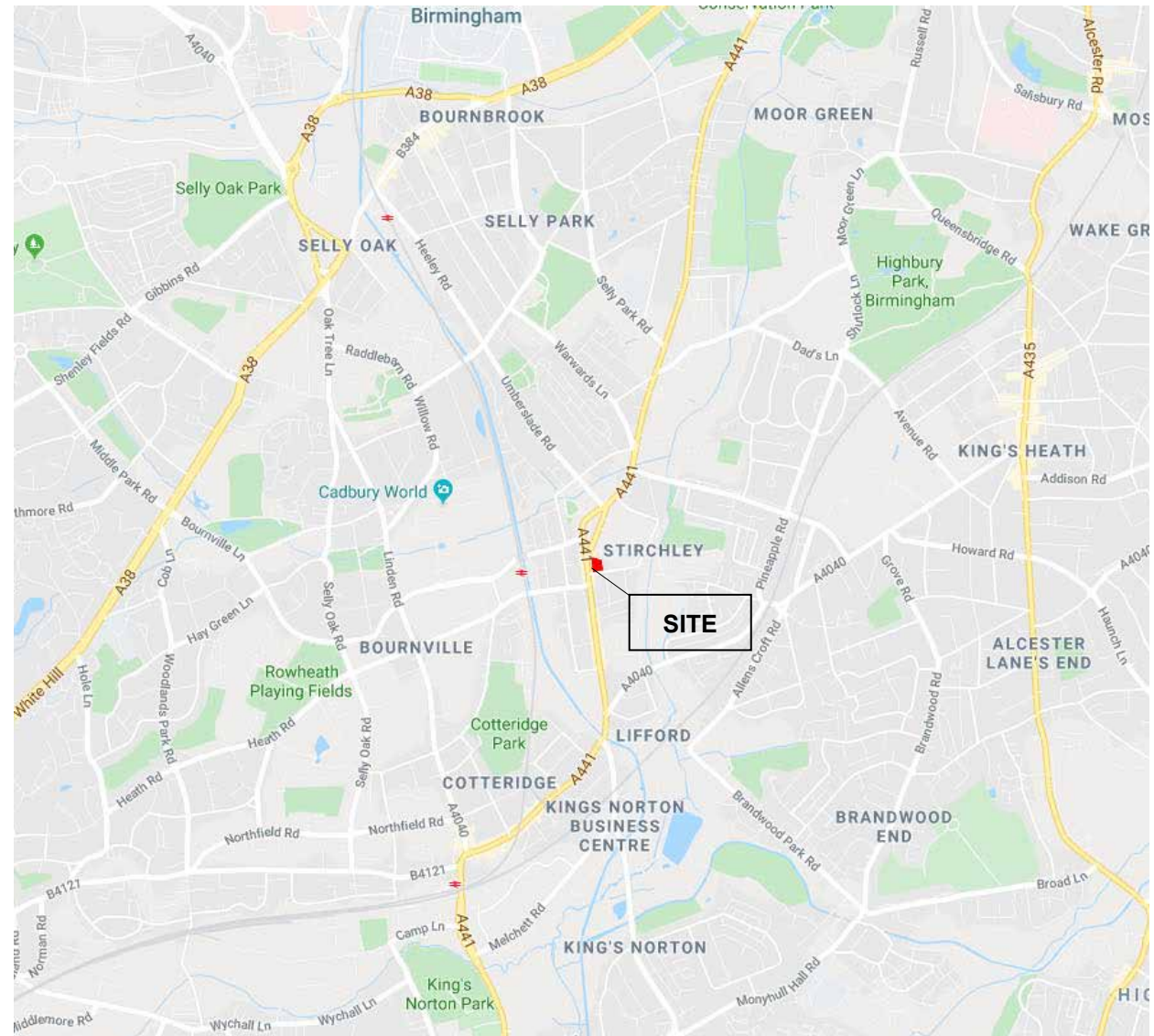


Fig 4 - Site Location Map

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2.2 Existing Site Features

- **Current Site Use**

The site is currently partly vacant and partly occupied by four disused buildings. The last known usage of the main buildings were as a kitchen manufacturer's enterprise.

The applicant has commissioned a number of surveys to determine the condition of the buildings prior to demolition and re-development.

Included in the surveys are land contamination and asbestos surveys. These reports now form an integral part of this submission.

- **Landscape**

The land is currently substantially a bare ground with very meagre vegetation and virtually no trees extant.

Opportunities for biodiversity enhancement will be explored in a soft landscaping scheme to be prepared by others.



Fig 5 - Existing site features on Pershore Road

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2.3 Surrounding Context

- **Retail/ Mixed Use**

Maroon coloured areas indicate the existing retail and mixed use development which mainly fronts the A441 Pershore Road. The British Oak public house, a grade II listed building located to the north of the site is shown within this zone.

- **Residential**

Blue areas highlight the existing residential element in the locality.

- **New Residential - Planning**

Purple shaded zones denote new residential areas proposed for development by SevenCapital currently under planning consideration.

- **Commercial**

Green coloured areas indicate commercial buildings.



Fig 6 - Site Context Map

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2.4 Surrounding Buildings

- **British Oak**

The British Oak Public House is a Grade II listed building, located to the north of the site. The proposals respect this asset of national heritage.

- **Commercial & Retail Units**

Commercial and retail developments occur to the south and west, including an estate agency located immediately adjacent from the land at the corner of Hunts and Pershore roads. Loaf presently occupy premises along Pershore Road just off the junction of Pershore and Mary Vale roads. Other retail units include the Co-operative Supermarket and Farmfoods.



Fig 7 - View 1: existing listed British Oak Public House



Fig 8 - View 2: typical adjoining building on Pershore Road

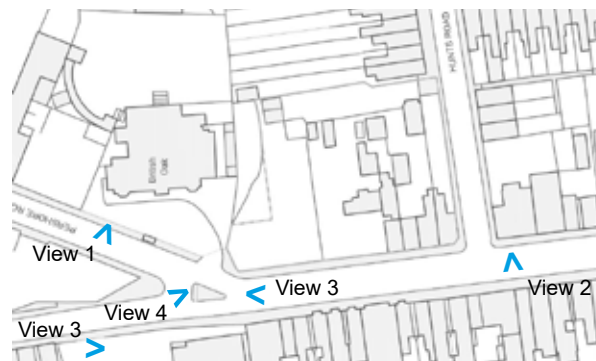


Fig 9 - View 3: existing retail unit building at the junction

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- Residential Dwellings**

Two storey traditionally built residential dwellings are to the site's eastern perimeter. To the north of the land, adjacent to the British Oak public house is vacant land that is proposed for further residential use to be developed by SevenCapital.



Fig 10 - View 4: existing key gateway view from the site and Pershore Road



Fig 11 - View 5: existing key gateway view from the Pershore Road junction to site

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3. PLANINNG CONTEXT

3.1 Planning Policy

Reference is made to Birmingham City's adopted development plan for the period up to 2031, adopted in January 2017.

Policy TP27, 'Sustainable Neighbourhoods', requires new residential developments to contribute to the creation of sustainable neighbourhoods. The definition of sustainability in this instance includes accessibility to amenities such as shops, schools, leisure, etc. and providing a range of house types, sizes and tenures. Other criteria include environmental sustainability through use of renewable technologies, creating of secure neighbourhoods and promoting of sustainable modes of travel.

Policy TP29, 'The Housing Trajectory', identifies a need for housing in Birmingham of which only up to 51,100 homes are planned for delivery by 2031. This figure is seen as inadequate to meet current housing need growth trajectories.

Policy TP30, 'The Type, Size and Density of New Dwellings', advises acceptable minimum densities for new developments. These include a requirement for up to 100 dwellings per hectare for city centre locations.

Policy TP31, 'Affordable Housing', stipulates a minimum 35% contribution of affordable housing on major residential developments. This policy reflects the City's demand for this accommodation type.

These proposals positively address all of the above policies. The National Planning Policy Framework, January 2019, states,

'Small and medium sized sites can make an important contribution to meeting the housing requirement of an area, and are often built-out relatively quickly', NPPF, Jan. 2019, p.19.

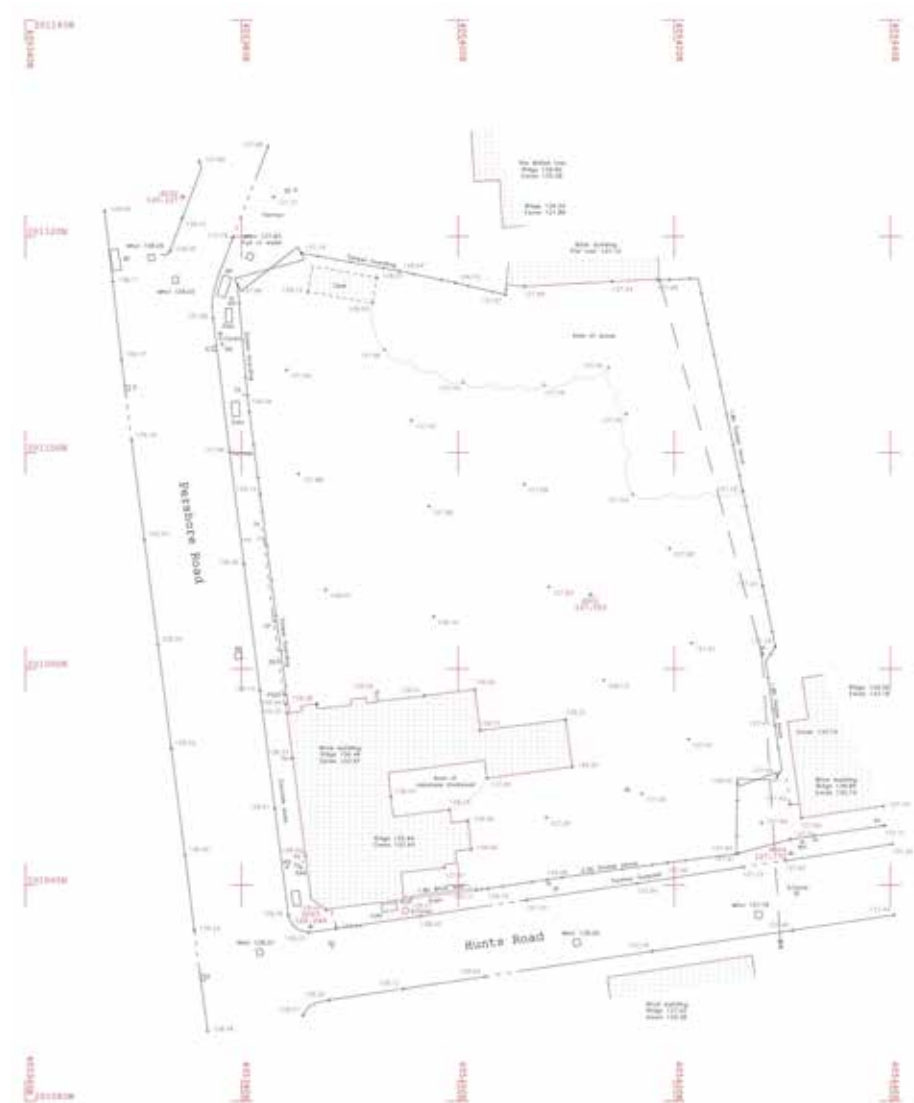


Fig 12 - Existing Topographical Survey Plan

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3.2 Statutory Services

A full range of electricity, gas, water mains and data statutory service inquiries have been made. The results indicate that all services run beneath pedestrian footpaths within Highway land. Consequently, these services will not constrain the development.

3.3 Topography

An inspection of the topographical survey commissioned by the Applicant and prepared by Site Data (Sutton Coldfield) Ltd. shows [Figure 12] that the land is generally even with only gentle slopes.

Other features shown on the survey include the presence of dilapidated timber fences to the southern and eastern boundaries of the land. The new scheme proposes to remove these and replace them with new boundary treatments as indicated on the scheme proposals.

3.4 Traffic Assessment

PJA has been commissioned to demonstrate the lower level parking provision envisaged for the development, supporting the applicant's vision of sustainable development for the city. This is also in line with Birmingham City Council's policy of creating a carless society and cleaner air environment.

The site has been demonstrated to be in a highly sustainable location, being within walking distance of a variety of key amenities. The site is additionally in close proximity to key cycle routes, which provide access to key locations in the area such as Birmingham city centre.

The site is highly accessible by public transport and high frequency bus services stop in the vicinity of the site on Pershore Road. Bournville Railway Station lies within a 5 minutes walking distance.

Vehicular access to the site will be provided via a dropped-kerb access from Pershore Road. It is proposed to provide 52 cycle parking spaces on site, which is above the standards set out by Birmingham City Council.

It is proposed to provide three parking spaces with electric vehicle charging points. A thorough justification of the parking provision has been carried out, using census data, a review of car alternatives and by detailing the management strategy for the site. Please refer to PJA's Transport Statement for further details.

3.5 Travel Plan

PJA has been commissioned to prepare a Travel Plan to reduce the amount of single occupancy car travel to and from the site. The purpose of this study is to: -

- Reduce reliance on the car through the reduction in length and number of motorised journeys, in particular, those carried out in single occupancy vehicles;
- Promote the use of alternative means of travel which are more sustainable and environmentally friendly; and,
- Reduce emissions.

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3.6 Noise Survey

A baseline noise survey was undertaken at the site between Friday 30th August and Monday 2nd September 2019 to assess prevailing noise levels at and in the vicinity of the site. Additional measurements were taken between 4th and 7th September 2019.

The general noise climate at the site was otherwise found to be controlled by road traffic noise, particularly along Pershore Road, plus human activities from pedestrians and patrons of The British Oak and other commercial properties nearby.

Figure 13 indicates the mitigation recommendations for the proposed development. Further detail can be found in the Enviromental Noise Survey Report.

3.7 Air Quality Assessment

A detailed air quality assessment, based on the potential impacts associated with a proposed development off Pershore Road, Stirchley, Birmingham, has been conducted using the atmospheric dispersion model, ADMS-Roads.

The assessment has also considered dust and fine particulate matter during the construction phase, and road traffic emissions during the operational phase. During the construction phase, the risk of dust soiling effects is classed as low for demolition and earthworks, medium for construction and low for trackout; the risk of human health effects is classed as negligible for demolition and earthworks, low for construction and negligible for trackout. Mitigation measures have been proposed to further reduce any potential impacts based on best practice guidance.

Further detail can be found in the Air Quality Assesment.



Fig 13 - Proposed Facade sound insulation area and glazing performance

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4. DESIGN STRATEGY

4.1 Principles of Development

The proposed development has a clear and high aspiration to delivering a sustainable development in this location. The principle of the development is to create an energy efficient, ecological and affordable design of high architectural quality that would contribute to a regeneration of Stirchley.

Pursuant to this vision, and apart from a few disabled car spaces, the scheme would be non-vehicular, promoting sustainable modes of transport. This is consistent with the city's long term vision of achieving a sustainable city and promoting a healthy live and work life style.

The scheme also intends to bring together three key social enterprise retailers that are currently growing successfully into one complex that is capable of expanding their businesses and serving the community around Pershore Road.

The proposed development aspires to create an example building using local modular technology and setting a gateway landmark to the regeneration of Pershore Road as a whole.

4.2 Tenancy

Stirchley Co-operative Development are very focused in the type accommodation they intend to provide. This is clearly specified in their future tenancy agreements in which all the future tenants will only use cycles and public transport as modes of transport. Prospective tenants with car ownership will not be eligible for accommodation.

4.3 Off-Site Manufacturing

The proposed development is designed on the basis of off-site fabricated modular panel systems. The closed panel system is manufactured at the Local Homes factory in Airfield Drive, Walsall.

The modular timber frame construction in which the proposals will be built delivers low carbon footprints, reduction of on-site wastage and high technical performance as the panels are constructed in internal, controlled, environments free of inclement weather.



Fig 14 - LoCal Home off-site manufacturing modular system.

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4.4 Key Design Principles

Local Plan Policy CP3 requires high standards of design for buildings and spaces that contribute to meeting the city's vision.

The proposed site is located at a gateway location into the central Birmingham city's transport network. The proposal has been based on the principles of relinking Pershore Road and framing the proposal as focal point.

The scheme enhances the visual prominence of the retail component through views in from the street and creates accommodation with good visibility along the Pershore Road.

4.5 Evolution

The development of the layout has occurred through a series of design, appraisal and feasibility proposals which have resulted in continuous built frontages along Pershore and Hunts Roads.

A number of proposals of building form were considered, beginning initially with a U-shaped building having an enclosed internal courtyard. However, upon appraisal and further consultation with the developer, this was finally resolved to an L-shaped form addressing both highways which bound the site.

4.6 Design and Appearance

The proposals draw inspiration from the existing architecture in the area. Whilst this is varied depending on different building types and historical periods, red brick and render are repetitive features. Dwellings are designed in a traditional style having predominantly dual pitched roofs, finished with plain or bold roll tiles, and chimneys. Windows are apparent as white UPVC.

Other architectural forms within the wider context in Stirchley are commercial. These follow contemporary features such as flat roofs and contemporary cladding materials.

The present design, whilst not replicating the existing, offers a new and attractive built form to the area. The proposals blend in and harmonise with the context in terms of scale, massing and some materials. A simple material palette of timber details, flat roof, grey rainwater goods and grey windows is utilised.

The roof is flat, proposed to be built using low pitch galvanised metal sheets concealed from street view by means of parapet external walls. As the design is modern, chimneys are not considered, consistent with the modern high street retail architecture.

Rainwater goods are proposed to be formed using gunmetal grey UPVC.

Windows are similarly to consist of a matching gunmetal grey colour.

External doors are to be fabricated using shopfront decors to the ground level retail units, subject to available door supplies on the market. Final choices will be agreed in consultation with the Local Planning Authority and will be advised.

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External surface treatments are envisaged to comprise black macadam tar to roads and disabled parking spaces, and precast concrete paving slabs, or block paving, to pedestrian paths. Landscaped courtyard surface materials will be subject to a landscaping scheme by specialists.

External boundary treatments are to be constructed out of 1.8m high close boarded timber to the side and rear property perimeters.

The development will be provided with a rear garden outbuilding to accommodate secure cycle storage, encouraging the use of this sustainable means of transport, consistent with the Co-operative's sustainability objectives, as well as planning policies.

Other outbuildings will serve as refuse and recycling bin accommodation, and a potable gas storage area for usage by the Bike Foundry.

4.7 Form and Scale

The building assumes an L-shape form, respecting existing building lines and addressing both highways which meet and form a junction at the site. It is considered this approach is ideal from an urban design perspective.

At 45 units, and with a site area of approximately 0.2 ha or 0.566 acres, the proposals deliver a density of almost 80 dwellings to the acre. As the units constitute grouped housing, the Applicant considers this density agreeable.

4.8 Massing and Height

The height of the development is 3-4 storey, not significantly higher than the massing of adjacent houses and commercial units.

The dwellings along Hunts Road are two-storey. Consequently, the design has ensured this section of the development is limited to 3-storey to achieve a similar massing.

The Pershore Road frontage is 4-storey, maximising the build footprint along the high street and thereby contributing to the Applicant's sustainability objectives by maximising brownfield land uptake.

4.9 Environmental Assessment – Solar, Wind and Natural Light

This assessment relates to solar, wind and natural lighting aspects. The building's predominant east – west orientation guarantees solar penetration to the dwellings which is healthy. The Pershore Road wing of the proposals takes this orientation, whilst the Hunts Road frontage has a north – south aspect. However, as all the dwellings are single aspect facing south, this orientation is similarly satisfactory from a solar perspective.

As the building mass has been retained to maximum 4-storeys (3-storeys adjacent the dwellings along Hunts Road), with the building frontages respecting existing building lines, no undue over shadowing is anticipated.

A full environmental assessment has been prepared by specialists and forms part of this submission.

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4.10 Sustainability

The fabric of the dwellings has been designed to exceed current building regulations' energy efficiency requirements, reducing the carbon footprint of the development.

The use of timber frame construction as the principal 'Modern Methods of Construction' mode will be complemented by other off-site manufacturing techniques including a pre-cast insulated floor system and pre-fabricated timber cassette system, as part of the construction procurement.

The adoption of sustainable drainage techniques, including rainwater harvesting to recycle water where possible, will further assist in creating a long-term sustainable development with a reduced environmental impacts.

Recycling provision is an integral part of the proposals, designed to be consistent with the city's kerbside recycling policy. The provision will be enhanced by the inclusion of recycling bins within each individual dwelling's kitchen layout. Compost bins are a further possibility, encouraging the recycling of bio-degradable waste.

5. THE DETAIL PROPOSAL

5.1 Amount

The scheme comprises of the following: -

Residential

1 bed 2 person flats	(43.0 m²)	27no.
1 bed 2 person flats	(42.7 m²)	02no.
2 bed 3 person flats	(58.4 m²)	05no.
2 bed 4 person flats	(68.6 m²)	03no.
3 bed 4 person flats	(73.2 m²)	02no
Total	(1890.6 m²)	39no.

Retail

Artefact	339.2 m²
Bike Foundry	123.0 m²
Loaf	275.5 m²
Total	738.0 m²

The above dwelling sizes will deliver the requirements set out in Birmingham City Council's adopted Supplementary Planning Guide, 'Places for Living'.

All units are proposed for affordable rent.

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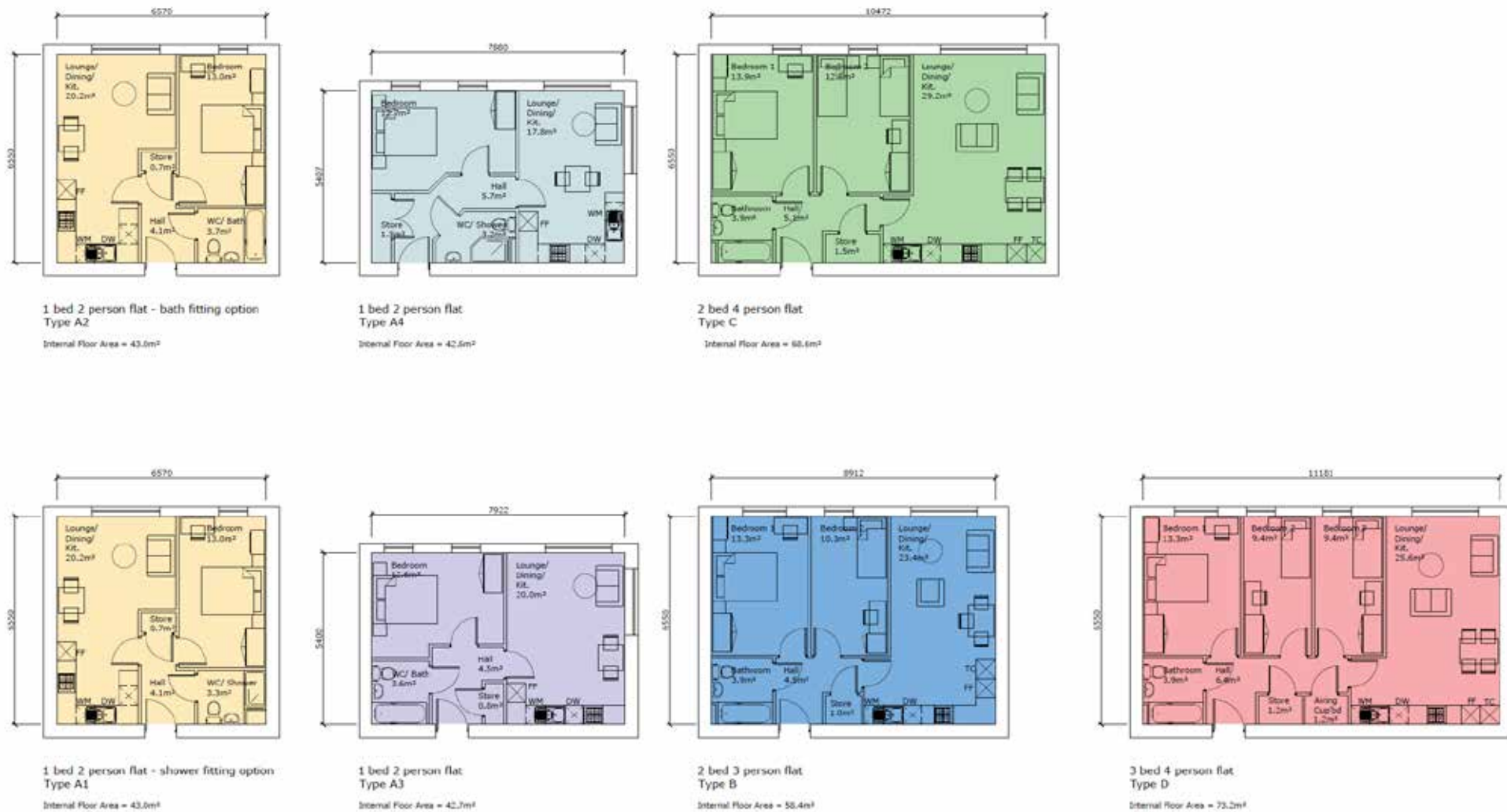


Fig 15 - Dwelling types.

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5.2 Retail

The retail units are located on the ground floor.

Internal layouts include an art display, mini-theatre (denoted as 'creative hall' on the submission plans) and cafe to the Artefact space. Birmingham Bike Foundry consists of a workshop and training area whilst Loaf comprises a bakery and cookery school.

5.3 Residential

The upper floors of the development accommodate residential dwellings constituted in a total of 7no. dwelling types of 1, 2 & 3-bedroom sizes.

Other facilities available to the residents are communal lounge, kitchen, dining and laundry facilities.

The dwellings additionally enjoy access to outdoor roof gardens.

5.4 Building Materials and External treatments

The proposals draw inspiration from the existing architecture in the area. Whilst this is varied depending on different building types and historical periods, red brick and render are repetitive features. The existing dwellings are of a traditional style having predominantly duo pitched roofs finished with plain or bold roll tiles and chimneys. Windows are apparent as white UPVC.

The proposals are formed of walls to be built in timber, utilising this sustainable material. No brickwork entirely has been designed to the facades.

Rainwater goods are to be formed using gunmetal grey UPVC or metal.

Windows are similarly to consist of a matching gunmetal grey colour.

External doors are to be fabricated using shopfront decors to the ground level retail units, subject to available door supplies on the market. Final choices will be agreed in consultation with the Local Planning Authority.

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Fig 16 - Indicative Material section and detail

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5.5 Building Materials and External treatments

Landscaping proposals are to be prepared by a specialist in due course. The proposals will develop the internal courtyard area in a theme focused around social interaction, place making and bio-diversity enhancement.

The landscape proposals will include roof garden areas which will have further bio-diversity enhancements such as bee-hives to the 2nd floor roof garden.

External surface treatments are envisaged to comprise black macadam tar to roads and disabled parking spaces, and precast concrete paving slabs, or block paving, to pedestrian paths. Landscaped courtyard surface materials will be subject to a landscaping scheme to be prepared by others in due course.

External boundary treatments are to be constructed out of 1.8m high close boarded timber to the eastern side and northern rear property perimeters.

5.6 Drainage

A detailed drainage scheme, to explore the use of sustainable urban drainage systems (SUDS) subject to the results of a ground investigation, is to be prepared by consulting engineers.

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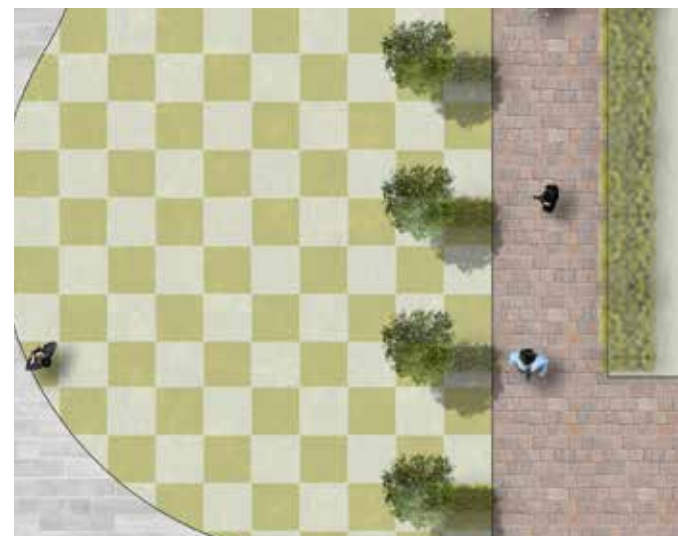


Fig 17 - Indicative courtyard landscaping - details to be developed by specialists.



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Fig 19 - Scheme first floor layout.



Fig 20 - Scheme second floor layout.

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Rear Elevation



Side (British Oak PH) Elevation

Fig 21 - Indicative Elevations.

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Front (Pershore Road) Elevation



Side (Hunts Road) Elevation

Fig 22- Indicative Elevations.

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5.7 Secured by Design

The layout exploits opportunities for natural surveillance to all external aspects. The Pershore Road frontage is overlooked by full height shopfront windows. Hunts Road is overlooked by further shopfronts and windows from dwelling habitable rooms. Consequently, clear views to fronts and disabled car parking area will be available.

The careful design of soft landscaping (to be carried out by others) within the scheme's internal courtyard will create a private, defensible, communal space within the development. This space will not only act as a pleasant focal space for social interaction but additionally, be clearly identifiable as semi-public or private.

Boundary treatments to the site's perimeter will explicitly demark private and public domains, thereby defining the defensible spaces within the development.

External lighting is to be provided adjacent front entrances and to the internal courtyard.

There is a commitment to achieving 'Secured by Design' certification up to at least Bronze Standard for both site wide and physical building elements. In this respect liaison has been entered into with the Police Designing Out Crime Officer (DOCO) for the locality.

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6.2 Pedestrian, Cycling and Public Transport

Pedestrian and Cycling Strategy

The network of public paths within the adopted highway network is well suited for cycling and pedestrian modes of travel. This includes the provision of : -

- a good level of street and path lighting;
- tactile and coloured surfacing.

Public Transport

The site has good access to public transport and is well located to utilising this existing infrastructure for bus, rail, cycling and pedestrian modes of travel, encouraging future residents to utilise these sustainable modes of transport.

Bus stops are in close proximity along the A441 Pershore Road, serviced by bus nos. 38, 45, 47 and 146, among others, leading into Birmingham City Centre.

Bournville Railway Station is barely 10 minutes' walk from the site, giving access to Birmingham City Centre to the north and up to Bromsgrove and Redditch to the south. Connections further afield within the region or country are available at Birmingham New Street Station.

6.3 Vehicular Access and Parking

Vehicular Access Strategy

The development is proposed as a 'car free' scheme which will have no residents' vehicular access or parking facilities.

Off-road access to the site is to be mainly from Hunts Road. This access is currently existing and therefore acceptable to the Highway Authority. Nevertheless, as the scheme is non-vehicular, this access will only serve maintenance or emergency vehicles.

The vehicular access gates shown off Pershore and Hunts roads are therefore included only to ensure accessibility for maintenance personnel, the fire service and other emergency vehicles.

Parking Strategy

Three car parking bays only have been designed into the development, of which 2no. are disabled. The bays are located off Hunts Road to the southern perimeter of the land and are intended to ensure that disabled persons receive equal accessibility to the facility. The additional non-disabled bay is for occasional visitors and deliveries.

In lieu of a car parking facility for the scheme, the development incorporates a substantial cycle parking store to provide at least one cycle space per bed space in the proposals.

7. CONCLUSION

The scheme creates a bespoke development of character and quality, contributing to and enhancing the architecture of the locality.

The development takes cognisance of and responds to the vernacular, drawing upon this in its design and aesthetics.

A simple but highly attractive palette of materials ensures the proposals fit into and harmonise with the existing built form.

Landscaping, to offer an element of biodiversity enhancement wherever possible, will complete the design, giving Stirchley a new and attractive contribution to its form and distinctive character.

The logo for 'indesign.' features the word 'indesign.' in a bold, sans-serif font. Above the 'i' and 'n' are three small squares, and above the 'd' is a small red square.

