

# Land off Hither Green Lane, Redditch

Design and Access Statement  
ME-24-40B



DAVID WILSON HOMES

WHERE QUALITY LIVES

Prepared and presented by  
Barratt Developments PLC Urban Design Department



“Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.”

National Planning Policy Framework. P 38.

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# Introduction

# Land off Hither Green Lane, Redditch

The following document outlines the proposals for the development of a section of the golf course owned by The Abbey Hotel Golf & Country Club Limited and RSM Land Holdings Limited at Hither Green Lane, Redditch. The Reserved Matters application has been prepared following collaboration between David Wilson Homes Mercia & Barratt Urban Design, to prepare a scheme for 216 homes and associated green spaces.

As detailed on page 7, Barratt Developments has a huge commitment to creating high quality homes and places. In 2020, Barratt achieved 5 Stars in the HBF Customer Satisfaction Survey for the 11th year in a row, more than any other house builder.

The development proposals have been produced in line with the government endorsed Building for Life 12 guidance and Barratt's internal Great Places initiative.

In line with the National Planning Policy Framework, the design of the development ensures that:

- It functions well and adds to the overall quality of the area, not just for the short term but over the lifetime of the development.
- The development is visually attractive as a result of good architecture, layout and appropriate and effective landscaping.
- The development is sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change.
- A strong sense of place is established, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work (particularly at this time when many people are working from home) and visit.
- The potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks is optimised.
- The development is safe, inclusive and accessible, and promotes health and wellbeing, with a high standard of amenity for existing and future users, and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

(National Planning Policy Framework, page 38-39)



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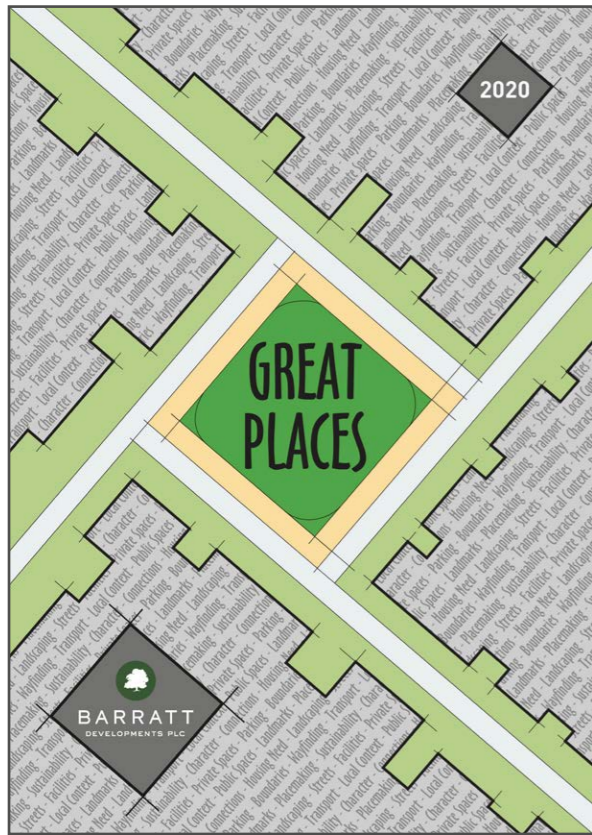
**BARRATT**  
HOMES



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Placemaking and Design

# Barratt's Position on Placemaking and Design



## Great Places

Creating Great Places is one of Barratt Developments' four key priorities in our Building Excellence vision, and demonstrates our dedication to creating the highest quality developments across the UK. We have a reputation as the industry leader in the quality of residential design, and we want to make sure that this continues.

The design approach detailed in our internal design initiative, Great Places, is aligned with government-endorsed Building for Life 12 principles, which cover the key design concerns of residential placemaking. Not only do these principles help us to build developments that are a pleasure to live on, but it also enables us to achieve official Built for Life accreditation, which demonstrates to customers and other stakeholders that our developments have been designed to the highest standards.

However, we want to go further. Our vision is to lead the future of housebuilding by putting the customer at the heart of everything we do. That's why Great Places doesn't just cover design; it can also be used to help structure and encourage engagement and communication between all the relevant stakeholders - from local residents and customers to local authorities and statutory bodies - to ensure that everyone's views are taken into account.

We also want to make sure we stick to our commitments, which is why Great Places goes beyond Building for Life and assesses the final delivery of schemes through our internal Great Places Awards, to ensure we have delivered to the standards we promised at the outset.

## Building for Life 12

BfL12 is the government endorsed, industry standard for well designed homes and neighbourhoods. Its 12 questions are structured under three headings relating to the design stages that all sites typically go through. They are:

### Integrating into the Neighbourhood (Q1-4)

This is mainly concerned with an analysis of the local area and site context so that the design can properly respond to it in accordance with current design thinking.

### Creating a Place (Q5-8)

This is about understanding the site specific characteristics, then setting out a vision which responds to those features and to its local context. Doing so will form a logical foundation for a good design structure, which can be further developed by applying current design thinking and methods.

### Street and Home (Q9-12)

This is about dealing with all the practical aspects of the design such as how people can use the street spaces, how to accommodate parking, how to define public and private spaces, and how to provide adequate bin and cycle storage. These are all important elements in modern life which will impact on the character and quality of the place once it is established.

A Building for Life assessment was produced to support this application and can be found as part of the submitted documents. The scheme passed its Building for Life assessment, following a review by Homes England on 22nd October 2020.



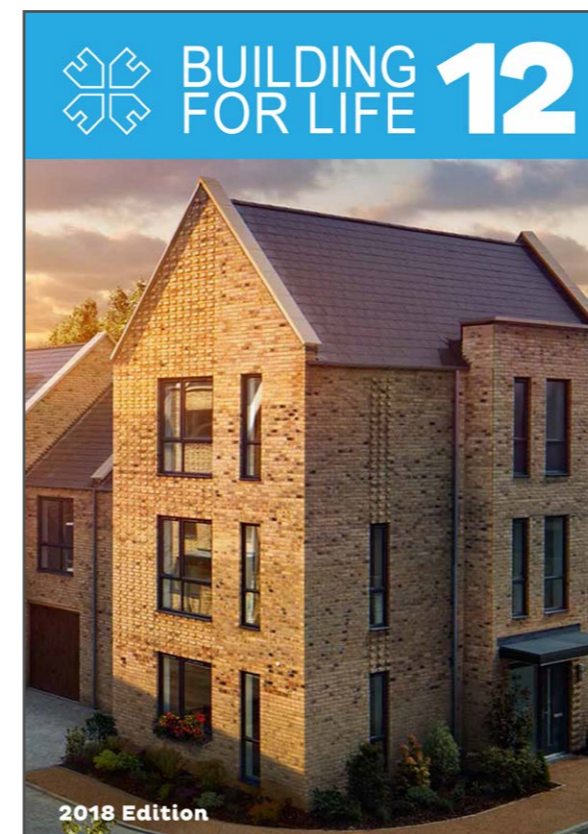
## Building for a Healthy Life (2020)

This is the latest edition of - and new name for - Building for Life 12, which has been written by Design for Homes in partnership with Homes England, NHS England and NHS Improvement. It has the original 12 point structure and underlying principles of Building for Life 12 at its heart. Building for a Healthy Life uses its 12 considerations to help those involved in new developments to think about the qualities of successful places and how these can be best applied to the individual characteristics of a site and its wider context.

Building for a Healthy Life can help local communities to set clear expectations of new developments by offering a series of easy to understand considerations that will also allow local communities to more easily identify the qualities or deficiencies of development proposals.

The document goes further than Building for Life to highlight the importance of improving health and wellbeing, with greater emphasis on active travel (walking and cycling), physical activity and green and blue infrastructure.

In line with these changes, the 2020 update of Barratt's own Great Places document also includes a new section on Health and Wellbeing, providing guidance on shaping environments so that healthy activities and experiences are an integral part of people's everyday lives.





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Evaluation



# Site Location

The site is located to the very North of Redditch, which itself is 15 miles South of Birmingham. It is a Greenfield site and golf course that was formerly owned by The Abbey Hotel; the site sits at the West entrance to Hither Green Lane.

There are lots of noteworthy existing features on the site, which can be seen in the photos on the RHS of this page. These consist of an existing pond, existing mature trees and existing tree groupings; along with golf course features such as bunkers and greens as well as the ground keepers hut.

The site has excellent vehicular links to the wider area. This is due to its proximity to the A441 which is a 3.4 mile drive to the M42.

The site also benefits from its nearby location to Redditch town centre which has a diverse range of community facilities, as shown on page 10.

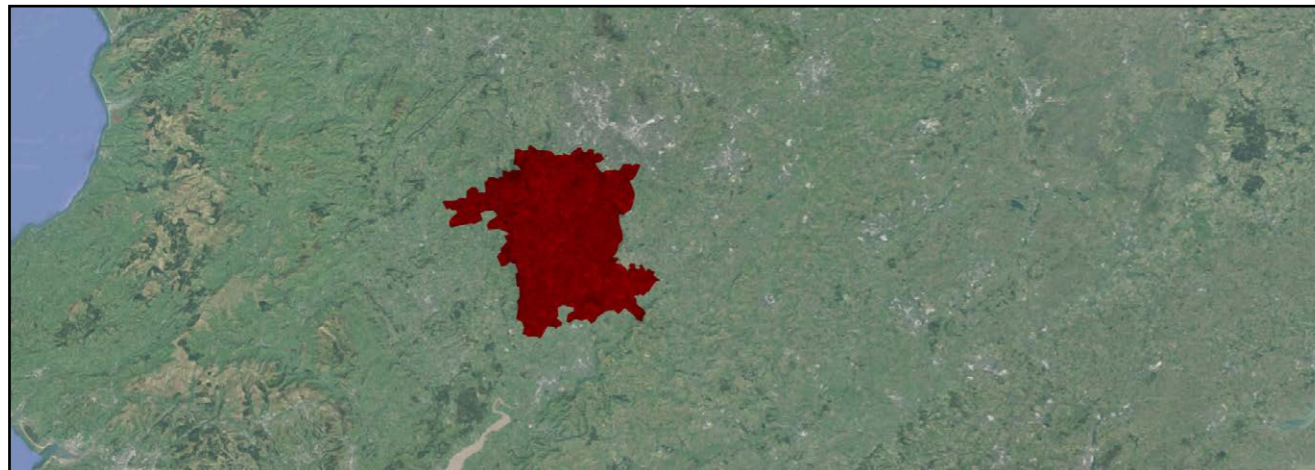
# Site Photos



Existing pond



Ground keepers track



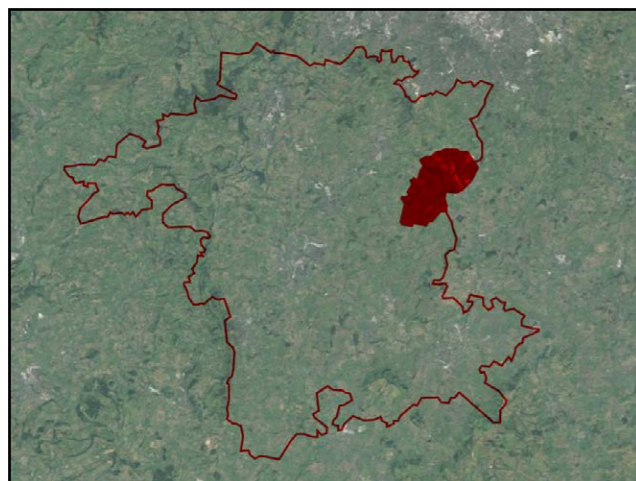
Worcestershire in the UK



Ground keepers track



Existing mature tree



Redditch within Worcestershire



Site within Redditch



Existing mature tree on fairway



Existing tree grouping on fairway

Base image for site location taken from Google.

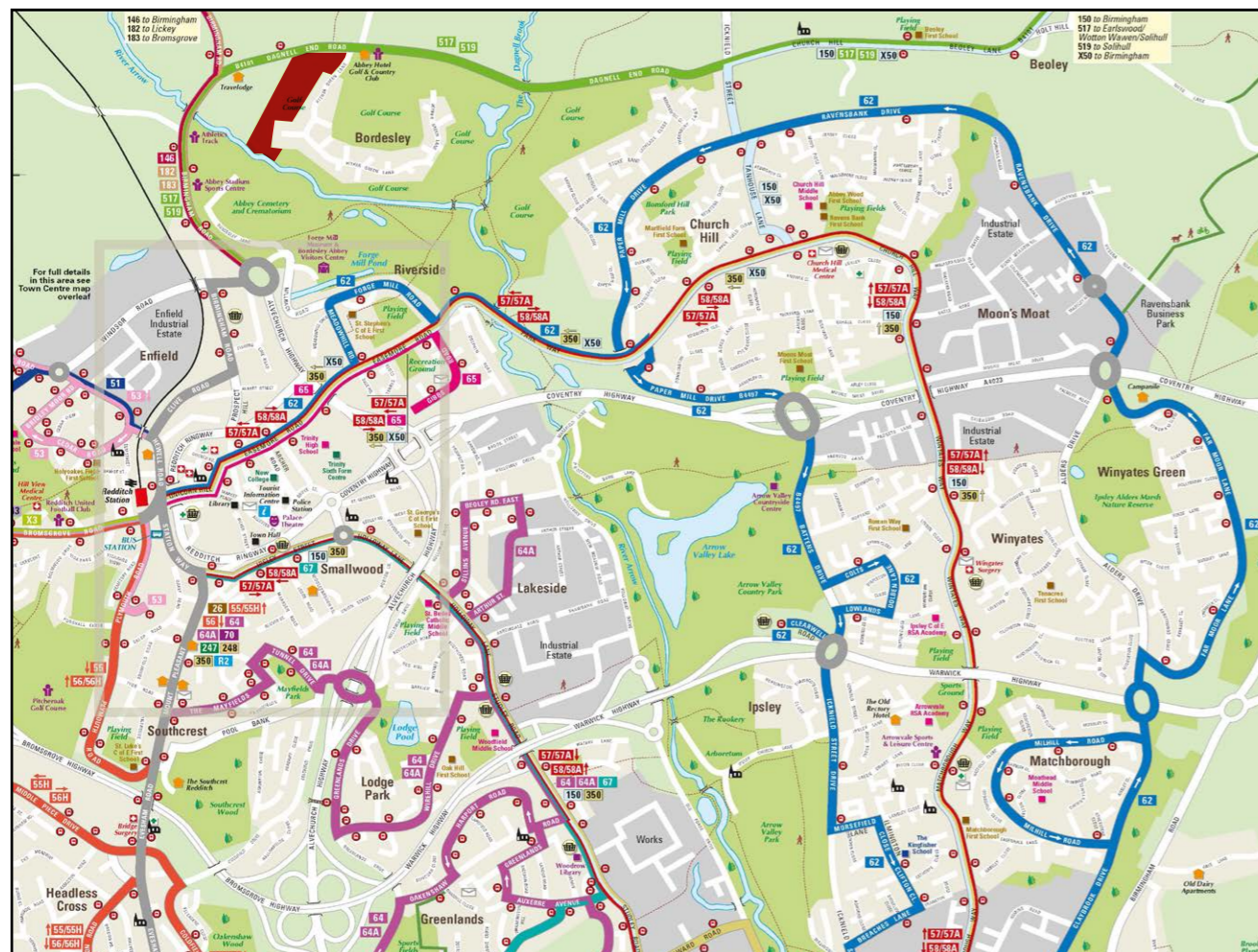
# Public Transport

The site benefits from excellent transport links. Redditch Town centre is only 2.2 miles south of the site, and can be reached in around seven minutes via a car. Junction 2 of the M42 is 3.7 miles North, with convenient connections to the M5 and M6. Birmingham International Airport is located within close proximity to Junction 6 of the M42 which is 19 miles away.

By virtue of its position the site has excellent access to the various bus stops along the B4101 and A441. These have direct links to Birmingham so the development site is perfectly positioned to promote public transport use. The immediate area is served by a good range of bus services to various destinations, including:

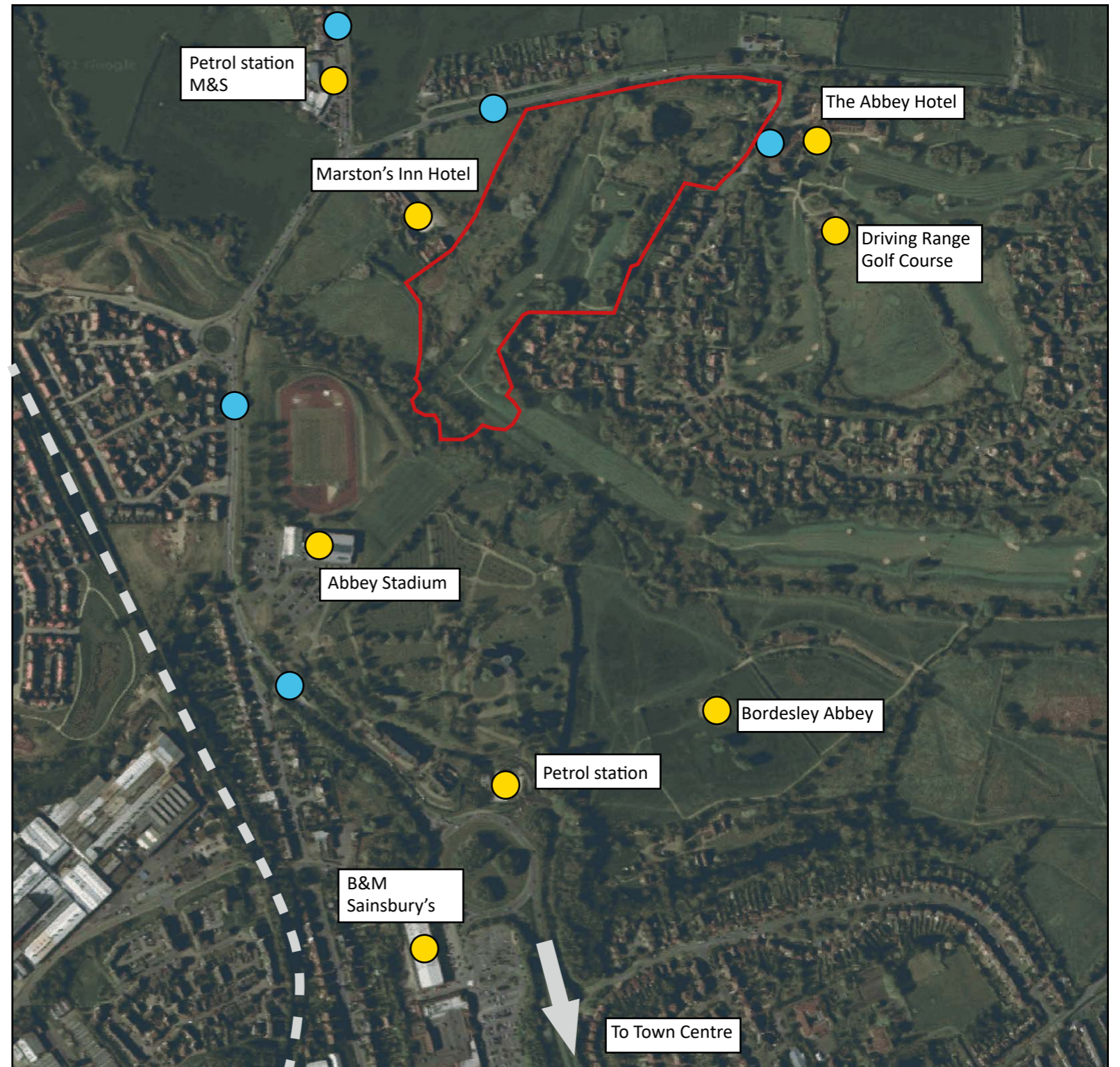
- 143, Bromsgrove
- X3, Kidderminster
- 350, Worcester
- 26, Stratford-upon-avon
- 146/150, Birmingham

Redditch train station is 2.2 miles from the site and passengers can reach Birmingham New Street in 40 minutes.



Images and information taken from google

# Local Facilities



- Facilities
- Bus stops
- Train Line

# Local Architecture



Dagnell End Road (B4101)



Dagnell End Road (B4101)



The Abbey Hotel



Hither Green Lane



Hither Green Lane



Hither Green Lane



Hither Green Lane



Marston's Inn



Marston's Inn

## Scale

The buildings surrounding Hither Green Lane are consistent in terms of scale and form. They are predominantly two storey detached residential dwellings; however there are also two hotels in the immediate vicinity but as they follow the same rule of scale these tie in very well.

## Character

The character of the buildings on Hither Green Lane is also consistent. The 1990 residential dwellings are a mix whereby some have mock-Tudor detailing to their main facade and some have little to no detailing at all. To the North on Dagnell End Road a few of the houses use hung tiling but the majority have plain facades.

A number of houses along Hither Green Lane have projecting gables and The Abbey Hotel uses dormer windows to replicate this character while the Marston's Inn uses some mock-Tudor detailing to help tie it into its surroundings.

## Materials and Details

The majority of the surrounding dwellings use red brick with some orange scattered in from time-to-time. The mock-tudor styling uses timber uprights and cross beams filled with either white paint or render. The tiling used across the Hither Green development is mainly (dark) red clay roof tiles.

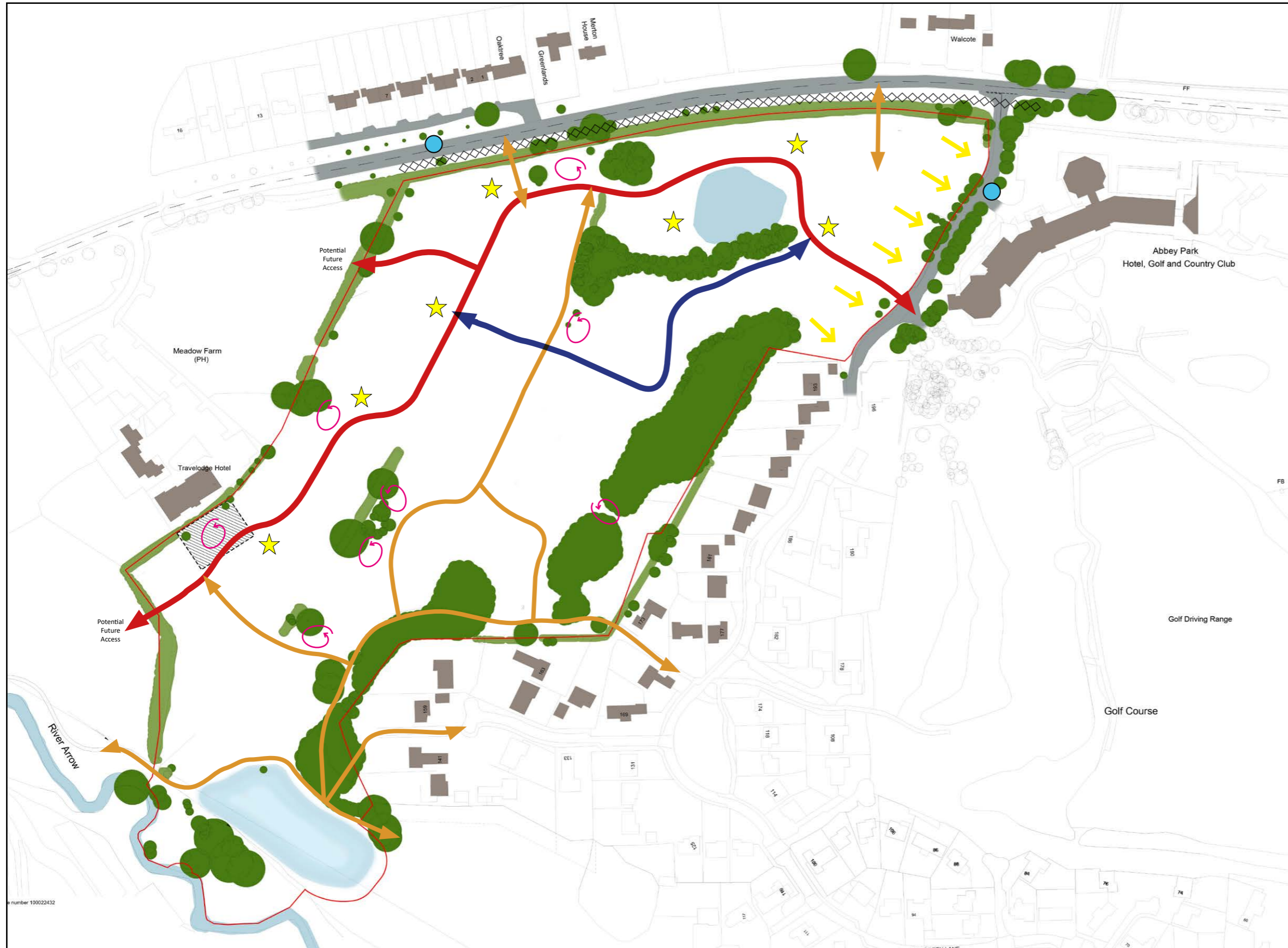
There are a number of instances where dormer windows and one/two storey gable projections have been worked into the street scene. They have been incorporated to give depth and variation to the street scape. Side gables have also been included on many of the dwellings to give a grander more impressive feel.


Examples of the above can be seen to the left.

# Existing Site Plan



# Constraints and Opportunities Plan



-  Application Boundary
-  Existing Trees
-  Existing Hedges
-  Existing Pond
-  Existing Dwellings
-  Surrounding Roads
-  Potential SUDs location
-  Potential Pedestrian Connections
-  Potential Main link road
-  Potential secondary road
-  Active building frontage
-  Potential for Noise
-  Buffer/no build due to Marston's Hotel
-  Potential Feature Buildings
-  Potential Areas of POS
-  Bus Stops



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Detailed Proposals

# Proposed Site Layout



# Design Principles

## Design Concept

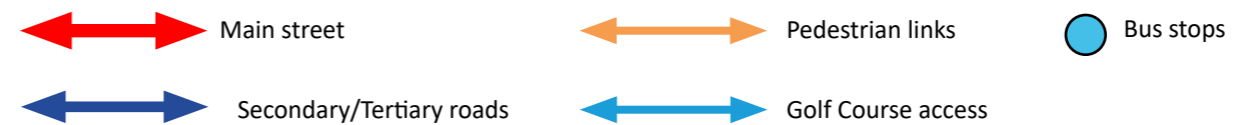
The design has regard to current design thinking, in particular the well-established principles that underpin the Building for Life 12 design tool, as well as a wider range of established guidance relating to the whole range of design issues from sustainability through to parking and bin storage.

The key features of the design philosophy fall into two distinct groups, those that form the widely accepted good design principles applicable to all designs, and those that are a specific response to the site and its context, and which will be key to giving the new place its own character and identity.

## Design Principles

- A logical framework of streets and spaces, relating to the sites existing features and the amorphous nature of the surrounding area.
- New footpath links connecting Hither Green Lane and The Abbey Golf Course to the areas of open space within the development which were previously inaccessible.
- 216 David Wilson dwellings, incorporating a 30% affordable housing provision (S106) that is tenure blind.
- Perimeter block form, with a clear distinction between the public and private realm.
- Active frontage onto all streets, pedestrian routes and open spaces.
- Integrated movement for pedestrians, cyclists and vehicles, including well overlooked links to Hither Green Lane, bus stops and local area.
- Recognisable built forms and features to enhance legibility throughout the scheme, including feature spaces, landmark buildings, co-ordinated building materials and high quality landscaping to help define the street scene.
- Multiple large and incidental open spaces which are well located and well overlooked.
- Landscaped green edges with a variety of planting options which enhance biodiversity.
- An environment which is not dominated by cars, using soft landscaping to mitigate the visual impact of parked cars.
- Sustainable drainage

## Connectivity



The main street will connect the development into the local street network. Footpaths will also connect into the existing pedestrian network on Hither Green Lane and we are proposing additional pedestrian connections onto Dagnell End Road.

The nature of the site lends itself into a cul-de-sac form, however the provision of pedestrian links throughout the site means every plot is well connected to the local area through environmentally friendly means of transport.



# Design Structure and Built Form



## Main Street: Enclosure and Traffic Calming

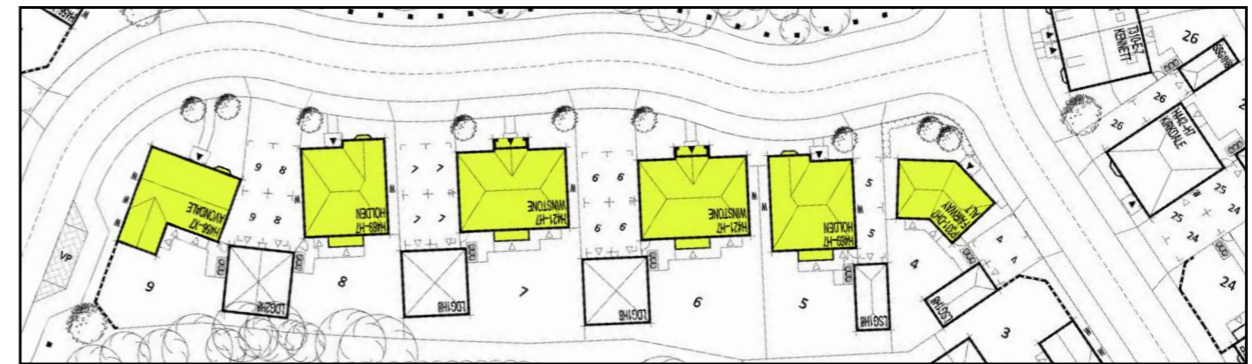
■ 2 storey    ■ 2.5 storey

The main route through the development is well defined and enclosed by dwellings on both sides. It includes active frontages along its length, including on corners and 2.5 storey dwellings help to signify the importance of the route. Use of vertical variation and block paving in key locations will help to reduce traffic speeds as well as providing legibility to specific parts of the development.



## Perimeter Block Form

Perimeter blocks are an integral element in the development's structure. They enable active frontage onto the streets and spaces, including the landscaped edges, while keeping private gardens within the block.



## Detached Dwellings

Local area analysis indicates a preference for detached housing along the main streets. The large amount of side parking this enables mean that lots of soft landscaping can be added, which is a key part of the local vernacular. Semi and terrace housing has been included within the site to suit the housing requirements of the local area.



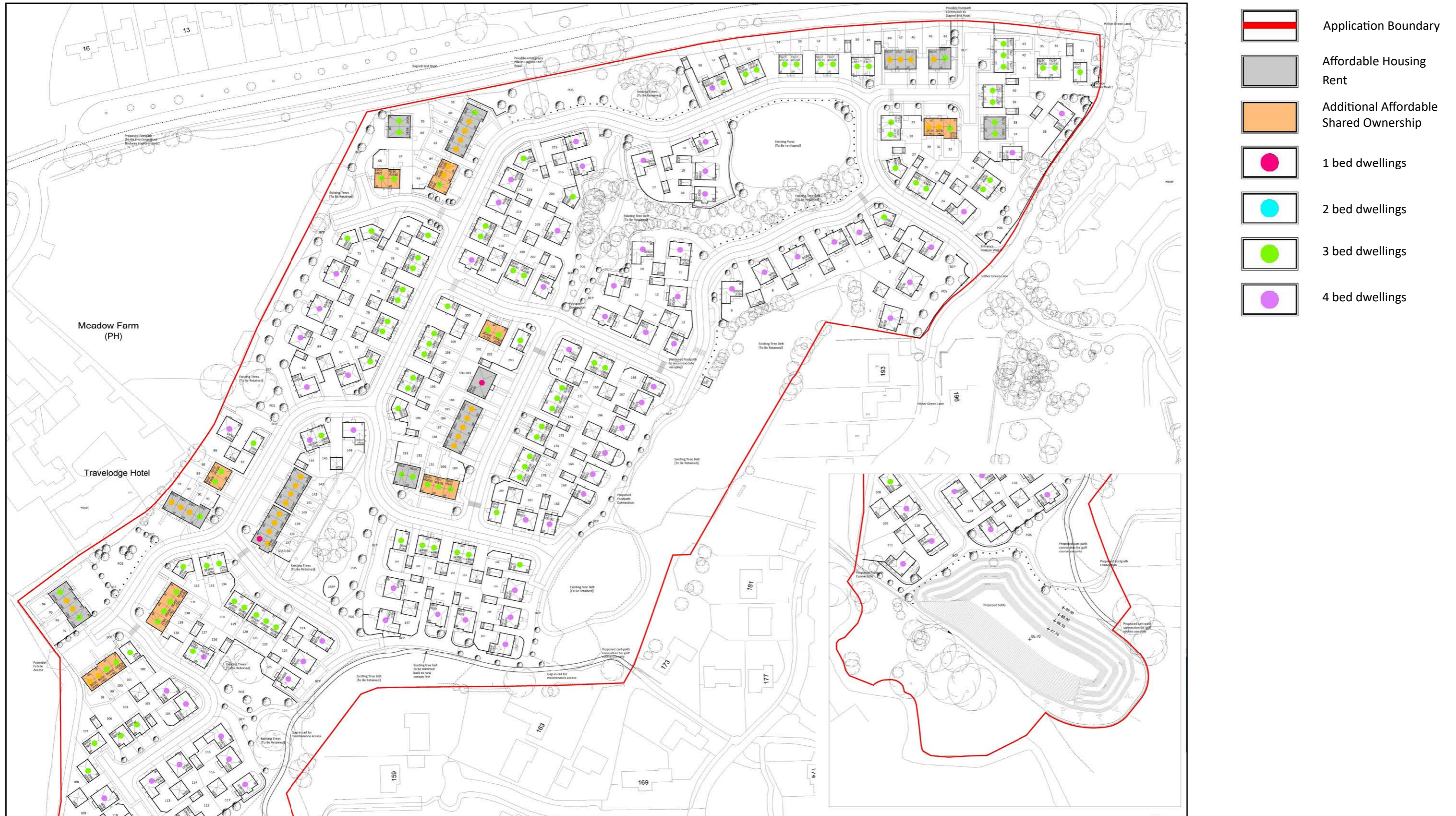
## Defining the Open Space

Built form is used to define and enclose the formal and informal areas of open space. As per the above image large detached housing is used to overlook the POS and the pedestrian link.

# Proposed Accommodation Mix

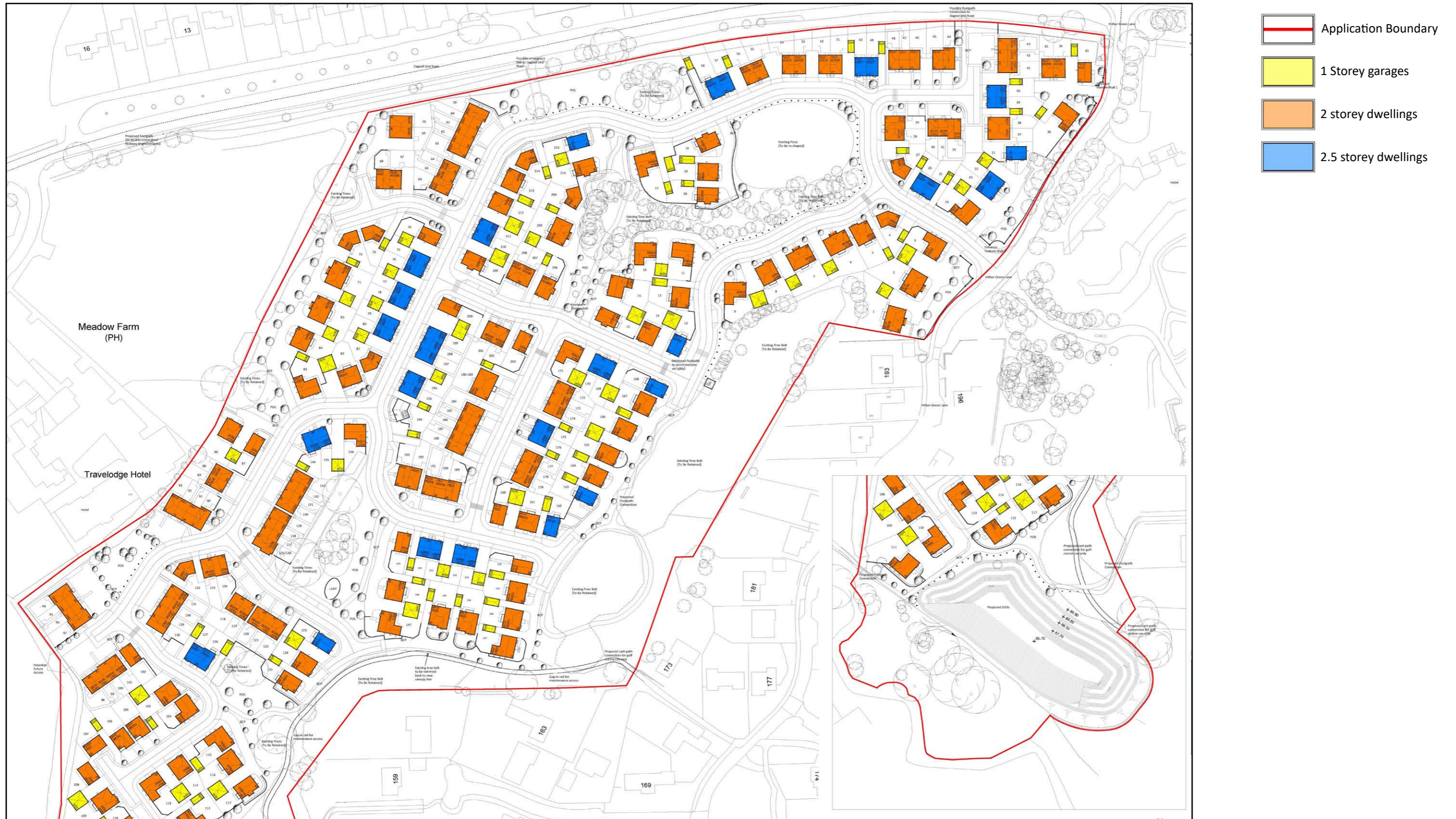
The proposal provides a large range of 1, 2, 3 and 4 bed open market and affordable houses. This mix provides a great choice of house types and sizes to customers and the opportunity for residents to trade up or down within the neighbourhood in the future, as well as providing variety within the street scene.

There is cohesion between the private and affordable house types - the elevation styles and materials work together to create visual harmony between different areas of the site.



# Storey Heights

The scheme consists of predominantly two storey dwellings. 2.5 storey dwellings are plotted in key areas, such as along the main street, stop ending key vistas and around areas of open space. The scale and positioning of these taller dwellings helps to signify the importance of these primary routes and spaces and help with way-finding.



# Proposed Elevations: Sketch

As highlighted in our appraisal of the local architecture (page 11), the existing development which intertwines with The Abbey Golf Course is one that has distinctive character and numerous features which replicate a mock-Tudor styling. Below we have selected a few examples of these existing properties - the ones particularly close to our proposed development. It's very important to us that we continue this detailing, particularly in areas where our site interacts with Hither Green Lane and the existing properties. The timber uprights and cross-beams along with the rendered/painted panels are key characteristics of the mock-Tudor style along with front gable projections and dormer windows. Below we have chosen a number of our housetypes and re-elevated them to fall in-line with the existing properties. More information can be found on pages 21 & 24.

## Existing Properties



Hither Green Lane



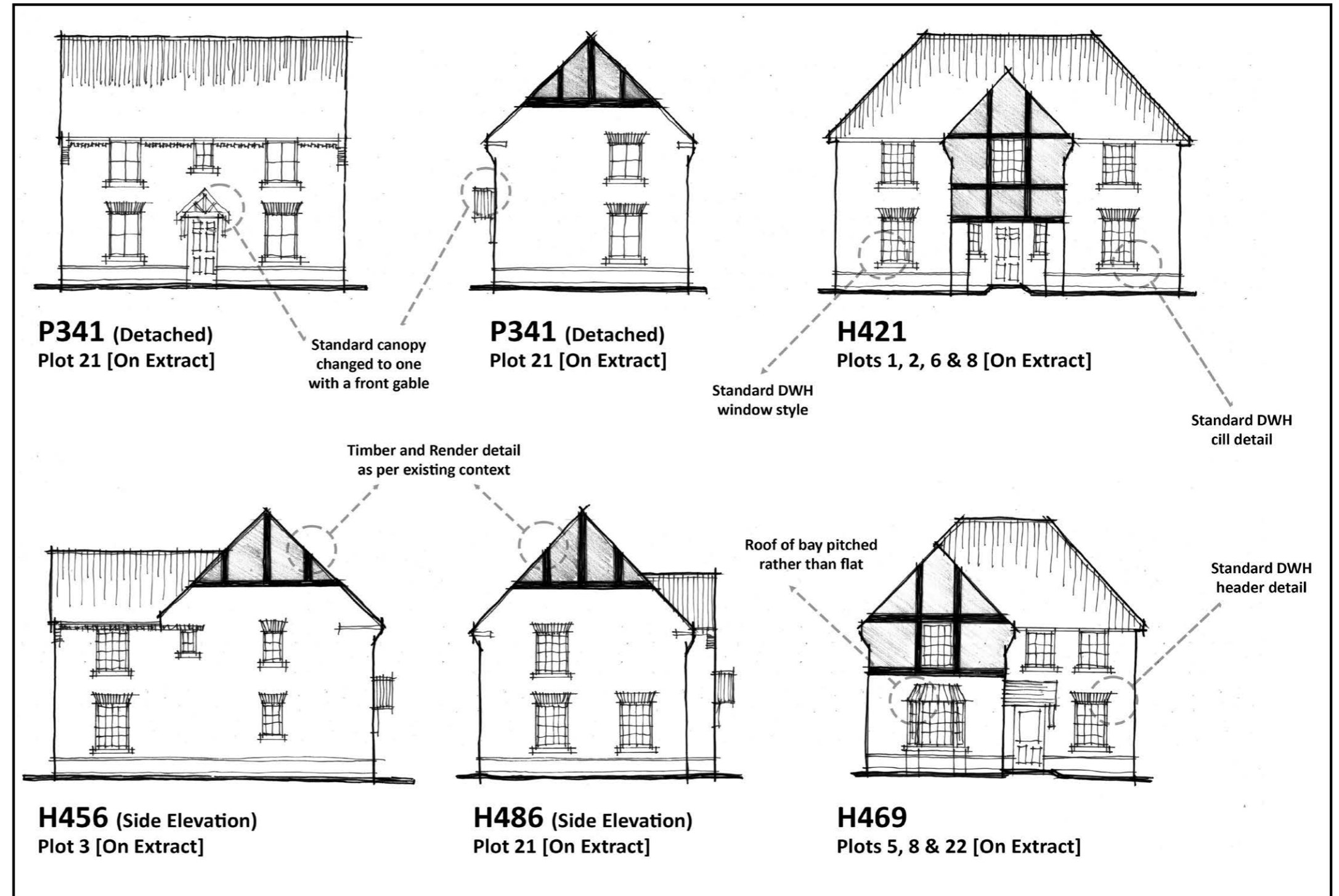
Hither Green Lane



Hither Green Lane

Images courtesy of Google.

## Housetype Evaluation: Timber and Render Detail



# Proposed Elevations: Detailed

As explored on the previous page, below is a selection of house types from our proposals. For the full set of plans and elevations, please refer to the Housetype Portfolio [ME-24-47]. In line with the existing properties, the two storey dwellings have consistent eaves heights and we are proposing a number of front gables and projections to replicate the existing character but also add interest to corners and key areas within the development. The Kennett (T310) and Hertford (H470) are two and a half storey house types, which help to signify key routes and spaces. A number of house types include bay windows on street facing elevations, which adds to their visual appearance and improves street surveillance. Small variations to door surrounds and canopies across the site adds to the character of the dwellings.

## Detailed CAD proposals



Winstone (H421)



Hertford [corner tuner] (H470)



Avondale [corner turner] (H456)



Holden (H469)

## Existing DWH examples



# Housing Mix: Affordable Tenure

There is an affordable provision of 30% of the total numbers (216), delivering a range of 1 bed maisonettes and 2/3 bed houses (42 affordable rent and 23 shared ownership). These are evenly distributed throughout the site and not crowded into one area.



# Affordable Housing: Tenure Blind

The development is tenure blind: the affordable dwellings are integrated by having the same design style as the open market dwellings. The examples below illustrate this, by showing how open market dwellings such as the Archford (P382) and the Hadley (P341) look identical to their affordable counterparts.



Open market: Archford



Shared Ownership: Archford



Affordable Rent: SH50



Open market: Hadley



Shared Ownership: Hadley

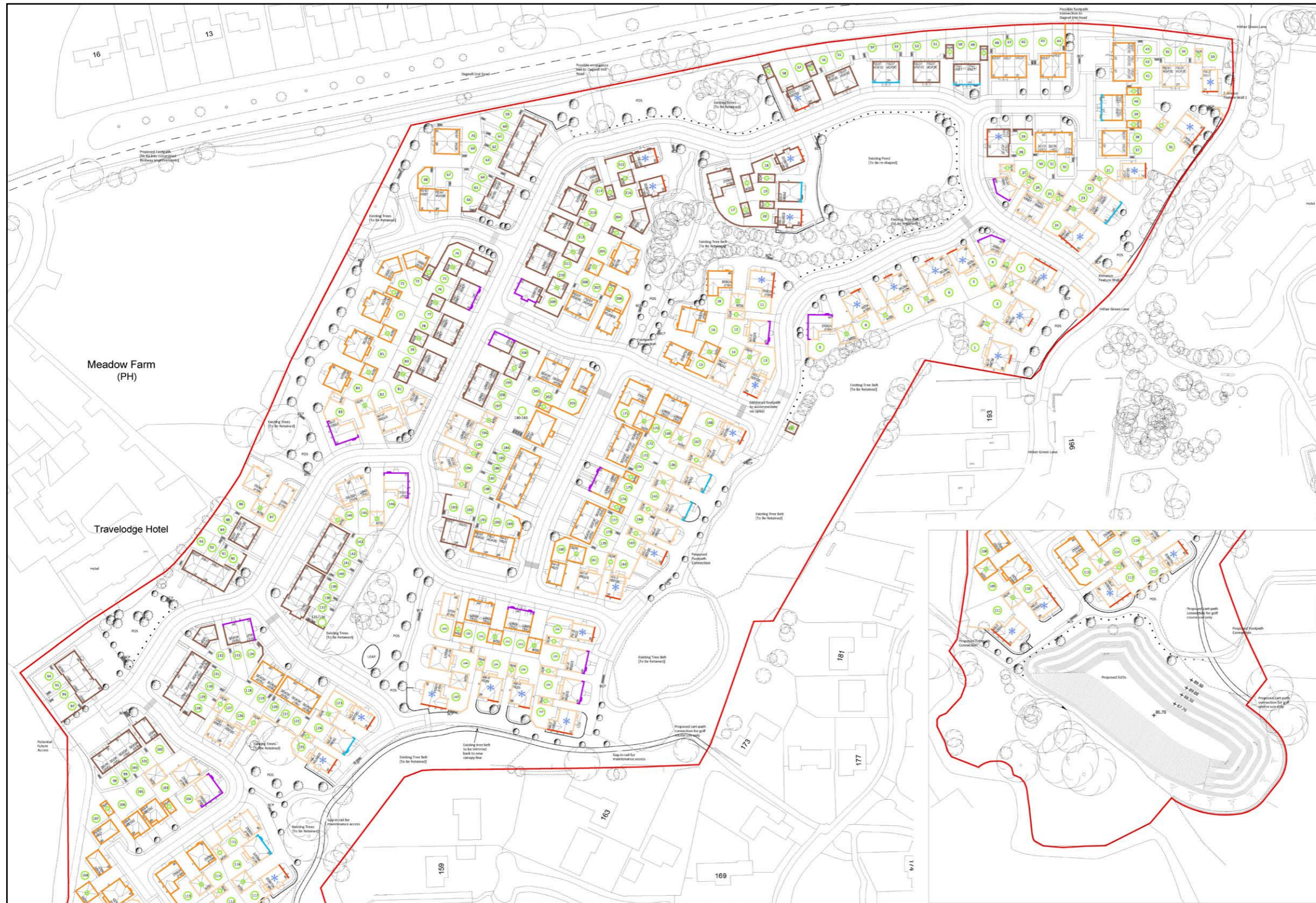











Affordable Rent Maisonettes: SF60 / 61

# Facing Materials

An analysis of the local area has produced a palette of materials; principally variations in red / orange brick and a red clay roof tile. These variations help to define specific streets and areas of the site.

Focal buildings and feature spaces will be emphasised through the use of timber & render detailing or solid render (either full or half height), to provide a distinctive sense of place. Visual examples of materials can be found on the following page and previously on pages 20 & 21.



-  Planning boundary
- Facing Materials - Bricks by Ibstock**
-  Render - Monochouche White (Full Height)
-  Render - Monochouche White (First Floor Only)
-  Timber & Render - Elevation Detailing
-  Facing BWK - Weston Red Multi Stock
-  Facing BWK - Mercia Orange Multi
-  Facing BWK - Windsor
-  Plots with exposed rafters
- Roof Tiles - Tiles by Russell**
-  Russell Lothian Cottage Red

Consistency in roof tiles and brick choice throughout the site to reflect the existing Hither Green Lane development. Timber and render detailing is used along the Eastern side of the site to again reflect the materials of the surrounding area.



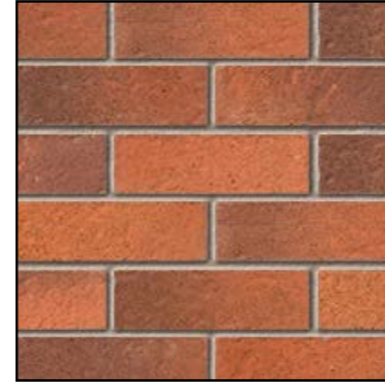
# Facing Materials



Main Body / Plinth:  
Ibstock - Weston Red Multi Stock



Main Body / Plinth:  
Ibstock - Windsor



Main Body / Plinth:  
Ibstock - Mercia Orange Multi



White monocouche render



Black Timber



Stone Cill



Russell - Lothian Cottage Red

# Surface Materials: Layout

An analysis of the local area has produced a palette of materials, principally asphalt and tarmac for roads and footpaths; however plenty of block paving is utilised to define specific streets and areas of the site.

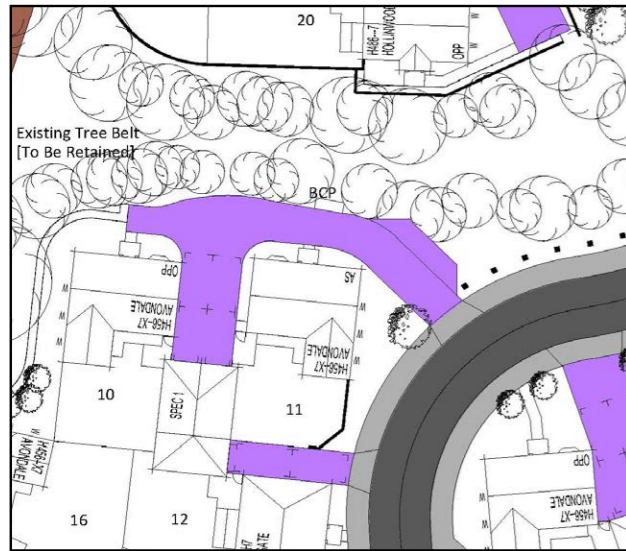
The main body of the road will be asphalt however areas of block paving to identify a new character or road narrowing is utilised. Footpaths which run throughout the open spaces are proposed to be resin bonded to better reflect nature and remove the harshness tarmac can provide.



# Surface Materials: Details

As highlighted on the previous page our proposed surface materials are sympathetic to the surrounding development. Below are examples, showing in more detail, how our proposals reflect those currently used on the Hither Green development.

**Layout Example 1**



**Existing Example**



Block paved private drive

**Layout Example 2**



**Existing Example**



Block paved private drive

**Layout Example 3**



**Existing Example**



Asphalt Road with footpath

# Boundary Treatments

The approach to boundary treatments is designed to reflect the Hither Green Lane development. There are a lot of open frontages whereby the private and public spaces appear to intertwine. The sporadic use of hedging and timber post and rail fences is used to define key areas and plots but not every single frontage. The same approach has been used to the open spaces where timber bollards define the edge of the carriageway but do not form a physical barrier to the grass land.

For more information please refer to the details sheet (ME-24-43) and the landscape architects designs.



# Refuse Strategy

Each dwelling will have the facility to store bins in a dedicated location that is not visible from the street. All bin stores will be designed and provided in accordance with local planning authority requirements.

Rear access paths will be provided for all dwellings, including those that are mid-terrace, while appropriately sized bin collection points will be included on shared drives. Long distances between storage and collection areas will be avoided.



**Revision Notes:**

**Revision A:** Statement updated to show the revised facing materials layout [ME-24-31A] - 03.12.21 - BG  
(page 24).

**Revision B:** Statement updated to the latest proposals.[Planning layout ME-24-21A]. - 09.06.22 - BG

