



# Friar Park Urban Village

**Draft Masterplan**

September 2022



LD&DESIGN

# Foreword

To be completed.

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This document has been prepared  
and checked in accordance with ISO  
9001:2015



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Abbreviations explained

WMCA – West Midlands Combined Authority	LV – Low Voltage
SMBC – Sandwell Metropolitan Borough Council	TPO – Tree Protection Order
JV – Joint Venture	DPH – Dwellings Per Hectare
IPS – interim planning statement	LLFA – Lead Local Flood Authority
BCCS – Black Country Core Strategy	dB - Decibel
SADDPD – Site Allocation and Delivery DPD	LAeq – A-weighted Equivalent Continuous Sound Pressure Level
DPD – Development Plan Document	hr -Dour
HOC – Housing Opportunity Commission	ProPG – Professional Practice Guidance
SLINC – Sites of Local Importance for Natural Conservation	ASHP – Air Source Heat Pump
SSSI – Site of Special Scientific Interest	WPD – Western Power Distribution
SLINC – Site of Local Importance for Nature Conservation	LAP – Local Area for Play
SINC - Site of Importance for Nature Conservation	LEAP – Local Equipped Area for Play
BCPR – Black Country Plan Review	SuDS – Sustainable Drainage Systems
SAH – Site Allocation for Housing	SPD – Supplementary Planning Document
POI – Point of Interest	BCCS – Black Country Core Strategy
HV – High Voltage	BNG – Biodiversity Net Gain
kV – Kilovolt	BCLEP – Black Country Local Enterprise Partnership
	HS2 – High Speed Rail
	TCPA – Town and Country Planning Association



The background of the slide is a detailed, monochromatic line drawing of a suburban neighborhood from an aerial perspective. It shows a grid of streets, numerous houses with varying rooflines, and scattered trees. A large, semi-transparent green circle is positioned on the right side of the image, serving as a backdrop for the title text.

# 1 Introduction



## Introduction

# Delivery Partners

Friar Park Urban Village is in the joint ownership of the West Midlands Combined Authority (WMCA) and Sandwell Metropolitan Borough Council (SMBC). The two organisations have created a joint venture partnership with the aim of bringing forward this brownfield site for residential use.



**West Midlands  
Combined Authority**

West Midlands Combined Authority (WMCA) is the combined authority for the West Midlands. The authority works collaboratively to deliver on its priorities including housing and regeneration, productivity and skills, economic growth and environmental improvement. WMCA is working with Sandwell Metropolitan Borough Council to deliver new homes at Friar Park.



Sandwell Metropolitan Borough Council (SMBC) in its dual role as landowner and Local Planning Authority, is collaborating closely with the WMCA to regenerate this important site in line with the current and emerging planning policy framework. The Council is the largest Black Country authority and is pursuing an ambitious and pro-active inclusive growth agenda.





## Introduction

# The Opportunity

The site is circa 27 ha (67 acres) in area, representing one of the largest brownfield sites in the region. It has been allocated for housing development for a decade, but development has not proceeded due to high costs associated with remediation. The Joint Venture provides a unique opportunity to work with the private sector to regenerate this site in line with community aspirations for the area. Since public consultation events last year, significant work has been undertaken to progress a masterplan that articulates the potential of the site, addressing local housing demand and challenges associated with development viability.

### Overview

The development is a key opportunity to regenerate a neglected brownfield site in Sandwell. The site has the capacity to deliver around 630 homes, of which 25% (157) will be affordable homes for local people.

The proposals will embed 'Garden City Principles' in the design, providing a template for a beautifully designed, sustainable and healthy new urban village. In response, the proposed masterplan offers a landscape-led vision which delivers high-quality green infrastructure throughout, including over 1,000 (net) new trees, new playing fields and measures to safeguard biodiversity. New pedestrian, cycle and transport links will connect the new community and a new linear park with the surrounding area.

The development of the land parcels will be comprehensive, creating a people-centred neighbourhood that supports existing local centres, schools and health centres, as well as promoting sustainable travel. The development represents a potential investment of £200m which will deliver much-needed local economic and social value benefits, including new jobs and apprenticeships, and increased local expenditure in shops and businesses.

The masterplan will be delivered alongside a private sector development partner engaged by the WMCA/Sandwell Metropolitan Borough Council through a compliant procurement process. Critical to this partnership will be a shared vision to deliver the aspirations for placemaking, design quality and sustainability set out by this masterplan.

### Status of the Masterplan

The Friar Park Urban Village Masterplan has been approved by Sandwell Council and the West Midlands Combined Authority for consultation purposes. Following consideration of consultation responses, and upon their final assent, it will be adopted as a non-statutory planning document.

This document provides guidance to supplement the Council's statutory planning policies for the area provided in the adopted Black Country Core Strategy (2011) and Sandwell Site Allocations and Delivery Development Plan Document (DPD) (2012). It will be a material consideration in the determination of planning applications relevant to the site. As such, developers should have regard to the guidance provided when considering their proposals to develop the site.

### Purpose of the Document

The purpose of this masterplan and delivery document is to set out the current context and, building on the earlier public consultation exercise, set out a vision for the future development of Friar Park Urban Village.

The masterplan has considered factors that would influence development viability and delivery, including ground conditions, in order to ensure that the vision and objectives set out are robust and deliverable. The masterplan, whilst requiring high-quality development, is inherently flexible, recognising that too much prescription could limit future delivery and design.

Developers are encouraged to explore potential solutions that fully supports the masterplans aspirations, as well as based on the parameters and principles set out in this document.

The document supplements the adopted planning policy framework with site-specific guidance on design and implementation and will be the subject of public consultation in Autumn 2022. Following final approval by the WMCA and Sandwell Metropolitan Borough Council as non-statutory planning guidance, the masterplan and delivery document will provide development and design guidance to inform the procurement process established to appoint a development delivery partner and subsequent site disposal.



Introduction

The Vision



Around 630 new homes



Including around 157 new affordable homes



Over 10 Ha of open space



A Community Park



Nature Areas



New pedestrian cycle routes



Playing fields



Village Green



Friar Park Urban Village will deliver a wonderful place to live, defined by an inspiring new landscape the whole community will enjoy. The Masterplan will deliver around 630 new homes as part of a sustainable urban village. Friar Park will leave a lasting, sustainable legacy for Sandwell, a liveable place that endures for centuries. A place where people connect with each other and nature to lead healthy and happy lifestyles.

This modern urban village will become a benchmark residential community, a sustainable place that is embraced by landscape. A happy place, where people know their neighbours and are connected to their surroundings.

...A place to live, a place to be proud of, a place to belong.



An aerial, isometric-style illustration of a residential neighborhood. The houses are arranged in a grid-like pattern with some variations in rooflines and colors. There are trees scattered throughout the blocks. A large, semi-transparent green circle is overlaid on the right side of the image, containing the page number and title.

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# Understanding Context



## Understanding the Context

# Public Policy Context

Public policy at a national level is seeking to increase housing delivery, including affordable homes, especially on brownfield land. At the regional level, the WMCA has addressed this challenge directly with its 'brownfield first' policy, seeking to maximise the delivery of housing on previously developed land to help reduce the need to develop on Green Belt sites. Sandwell Metropolitan Borough Council through their adopted development plan and emerging Black Country Plan, is fully aligned with this strategy. The determination of applications must be in accordance with the development plan unless material considerations indicate otherwise.

### Planning Policy Framework

The Development Plan for Sandwell comprises the Black Country Core Strategy (2011) and subordinate development plan and supplementary planning documents. The Core Strategy sets out the spatial vision, objectives and strategy for development in the Black Country up to 2026 and identifies an approach founded on strategic centres and regeneration corridors. Building on this, the Site Allocations and Delivery Development Plan Document (SADDPD) (2012) guides development in the

Borough until 2021 providing site allocations and local planning policies. It also addresses the contributions from sites that do not lie in the strategic centres and/or corridors, including Friar Park. This site forms much of a wider site of 36.22ha allocated for c. 633 residential dwellings through Policy HOC 8 (Site Reference 16) of the SADDPD. This allocation is shown on the plan extract opposite.

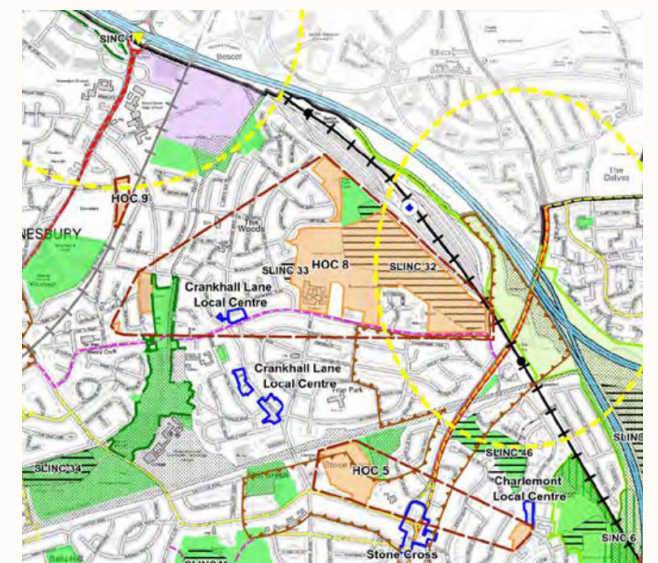
In addition to the site allocation, the disused playing pitch adjoining Kent Road is designated as an area of 'Community Open Space' and part of the site is subject to a Site of Local Importance to Nature Conservation designation ('SLINC 32') - a designation afforded to sites deemed to be locally important to wildlife, which do not meet the criteria for designation as either a Site of Special Scientific Interest (SSSI) or Site of Importance for Nature Conservation (SINC) - in the SADDPD. The Black Country authorities are currently preparing the emerging Black Country Plan which will replace the adopted Black Country Core Strategy and related development plan documents. This plan will update the vision, objectives, spatial strategy, and policies for future development in the Black Country, including site allocations that will provide for development needs up to 2039. In the last draft plan (Regulation 18) consultation, the Friar Park site, was identified within the Sandwell Central Growth Area. Under Site Allocation SAH091, the site is allocated for residential use for delivery during the period 2024-2039. The net developable area and indicative housing capacity is to be informed by the current master planning exercise. Any loss of the Community Open Space designation is to be mitigated through appropriate re-provision.

### National and Local Design Guidelines

The following national and local design guidelines have been considered in the formulation of the masterplan concept and concept development. The overarching objectives throughout are based around the creation of high-quality sustainable environments, well-integrated and connected placemaking and the inherent importance of community, people and facilities. National Design Guide (2019) sets out the Government's priorities for well-designed places.

- **Building for Life 12/ Building for a Healthy Life (2020 Edition)** - Describes an Industry standard for well-designed homes and neighbourhoods endorsed by the Government.
- **West Midlands Design Charter (WMCA, 2020)** - This sets out the WMCA's ambition to encourage great design initiatives and quality placemaking across the region to ensure inclusive growth.
- **Garden City Principles (TCPA, 2014)** - These are a distillation of the key elements that have made the Garden City development model successful, including a strong vision, leadership, community engagement, mixed tenure homes and land value capture for the benefit of the community.
- **Black Country Garden City (Black Country LEP, 2016)** - Sets out a Garden City Prospectus to encourage investment of £6bn and delivery of 45,000 homes over a 10-year period in the Black Country based on ten garden city principles.

- **Residential Design Guide Supplementary Planning Document (Sandwell MBC, 2014)** - The purpose of the guidance is to raise residential quality as well as ensuring that housing environments are attractive, flexible, comfortable, safe, and identifiable for local people, whilst improving the perception of housing in the Borough. It also incorporates a 'Developers Guide to the Design of New Streets'.
- **'Big Plans for a Great Place'. The Sandwell Plan- Sandwell 2030 Vision-** This is the Council's Corporate Plan for the period 2021-25 which sets out their vision with the objective of creating a fairer and more resilient Sandwell. A key outcome relevant to Friar Park is the desire to deliver quality homes in thriving neighbourhoods.



Extract of the Policies Map which accompanies the SADDPD



## Understanding the Context

# The Site

Friar Park in Wednesbury is a large brownfield site located between Friar Park Road and Bescot railway sidings. Historically, it has been used for a range of industrial uses which have resulted in a significant legacy of contamination of the site. The two authorities have established a joint venture with a view to delivering a new residential community at Friar Park that will complement the wider community in Wednesbury.

The site comprises of vacant and underused land between Friar Park Road to the south west; Sandy Lane to the south, Bescot Sidings/ Depot to the north-east and Kent Road to the north-west. A large area of the site was previously used as a sewage treatment works, as well as landfill and other industrial uses. Part of the site is also within an area of historical coal and ironstone mine workings.

The central part of the site accommodates a distinct change in levels, being circa 3 or 4 meters higher than surrounding land. This is a result of the accumulation of landfill on the site and former sewage beds. This means that there is contamination below the ground which will need to be treated before development can take place. Over the intervening years, this area of former landfill has become dominated by open grassland and scrub land habitat.

The land to the rear of the Millennium Centre is relatively flat grassland used in the past as a playing field, but now disused. Adjacent to the Millennium Centre there is a children's play area, which lies outside the site but has potential to be enhanced as part of the scheme. Similarly, there is a disused playing field to the north of the site with access

off Kent Road (Kent Road Park). Beyond the park, there is the former Friar Park Farm which is disused and in a poor structural condition. There is also an occupied residential property nearby that is located just outside the site boundary. Land in the south eastern part of the site largely comprises of grazed grassland and scrub land interspersed with a few hedgerows. This area of the site is also classified as a historical landfill associated with the remediation of the former aluminium foundry. Made Ground, including remnant concrete boulders likely from previous demolition works, was encountered in this area during the ground investigation works.

**Land Ownership:** The Friar Park site is in the freehold ownership of the WMCA and Sandwell Metropolitan Borough Council. The WMCA ownership relates to the land that was occupied by the former sewage works owned by Severn Trent Water. Sandwell Metropolitan Borough Council's ownership incorporates various plots of land around the periphery of the site including land off Kent Road, rear of the Millennium Centre and various plots in the southern part of the site. There are several easements and covenants relating to protection of rights of way and pipeline safeguarding, but these will not impact substantially upon development and have been taken into account in the Masterplan proposals.

**Land Parcels:** The Masterplan proposes to break-up the site into a series of development parcels reflecting physical characteristics, development planning requirements, design parameters, property market considerations and timing of infrastructure provision. These factors have helped to shape the Masterplan, particularly in relation to phasing and delivery.



Site Aerial photo



The existing site

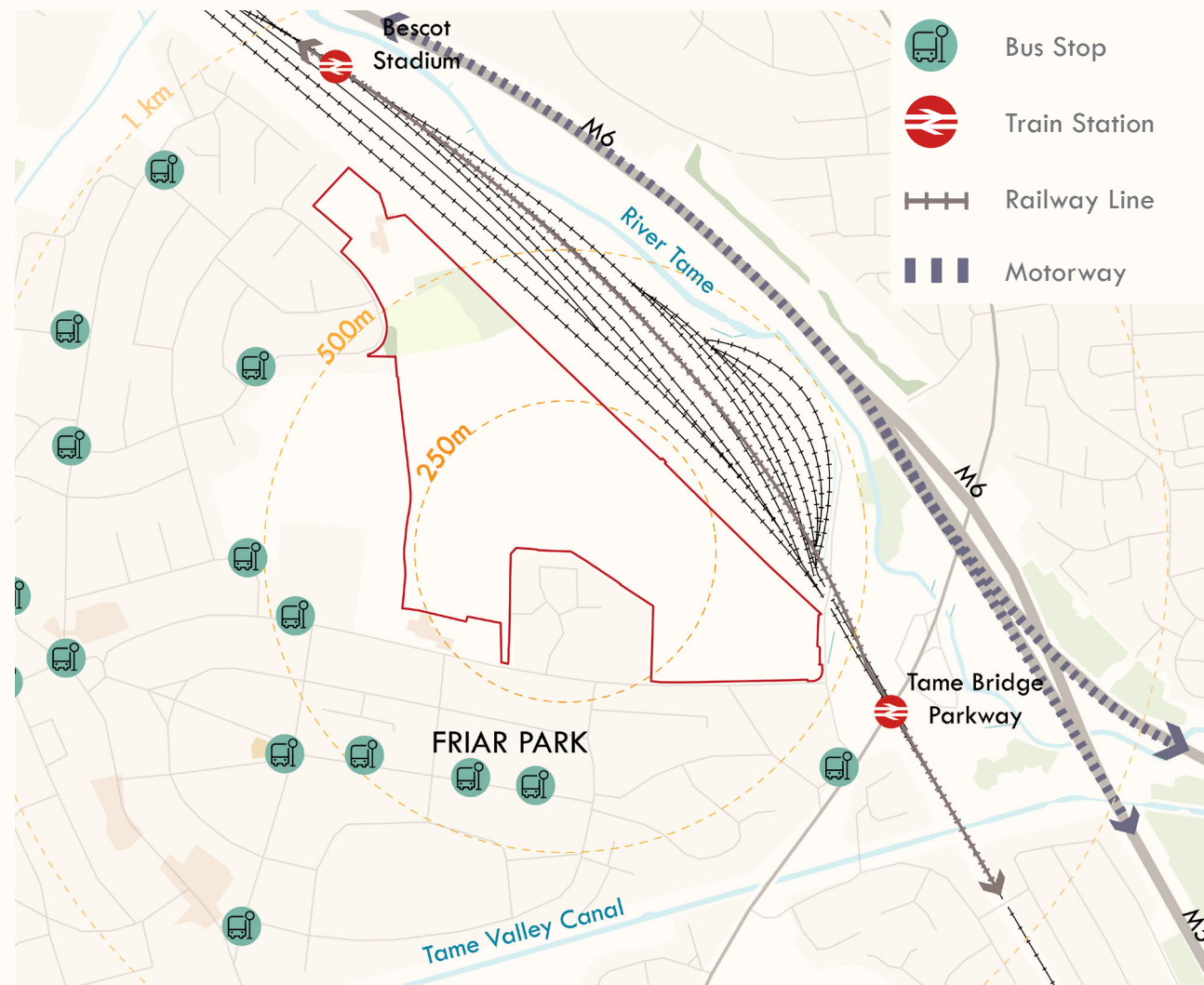


The existing site



## Understanding the Context

## Public Transport



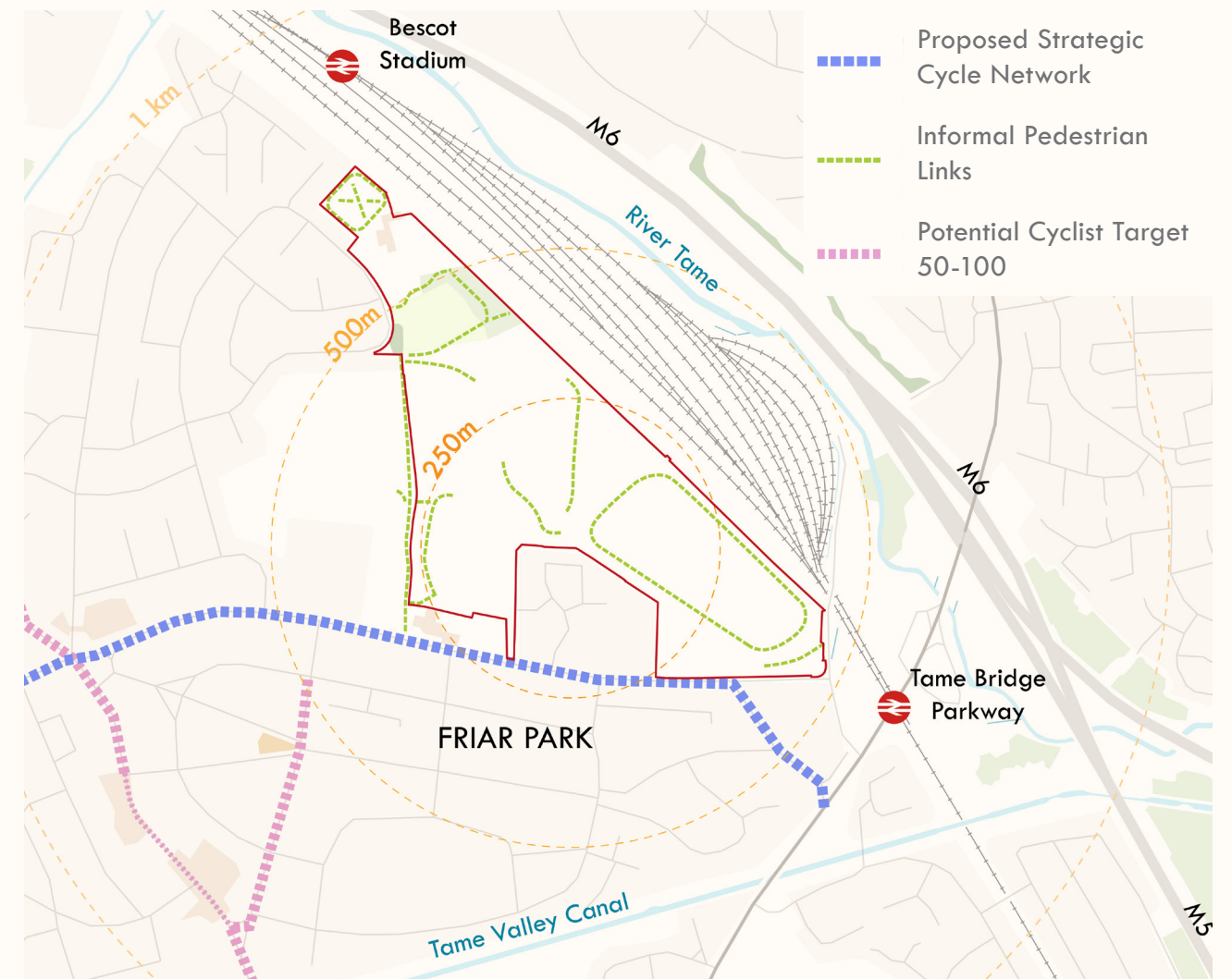
Friar Park is well connected with Wednesbury and West Bromwich by public transport. It is served by a number of bus routes, with stops that are located within a 5min walk from the site.

Tame Bridge Parkway train station is located 100m to the south east of the site and Bescot Stadium railway station to the north. West Midland Trains operate on the route with services to Wolverhampton, Birmingham New Street, Rugeley Trent Valley, Walsall and Crewe.

In terms of strategic vehicular connectivity, Friar Park is located between junction 8 and 9 of M6 and can be accessed via Walsall Road from junction 8 of M5. Whilst providing easy strategic road access, the railway and motorway dissects the site from Walsall town centre and is visible from the site.

## Understanding the Context

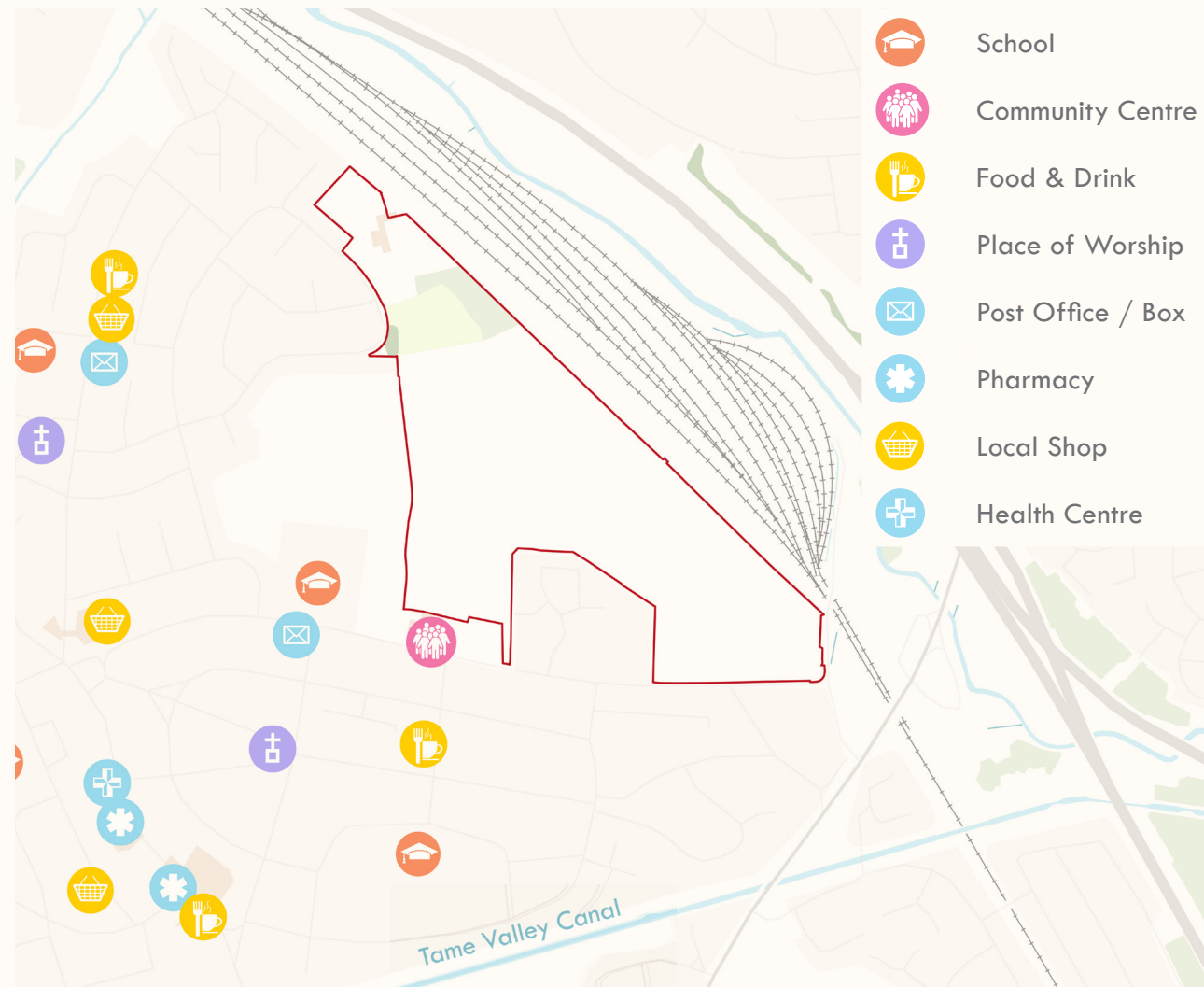
## Pedestrian &amp; Cycle



The site and its immediate vicinity currently lacks local and strategic footpath and cycleway connections. A proposed cycle route is proposed along Friar Park Road which will connect Wednesbury and Friar Park, and beyond. An un-designated footpath known as Black Lane runs along the western edge of the site, linking Friar Park Road and Kent Road. The site also contains a number of informal footpath routes which are used for dog walking.

## Understanding the Context

## Local Amenity



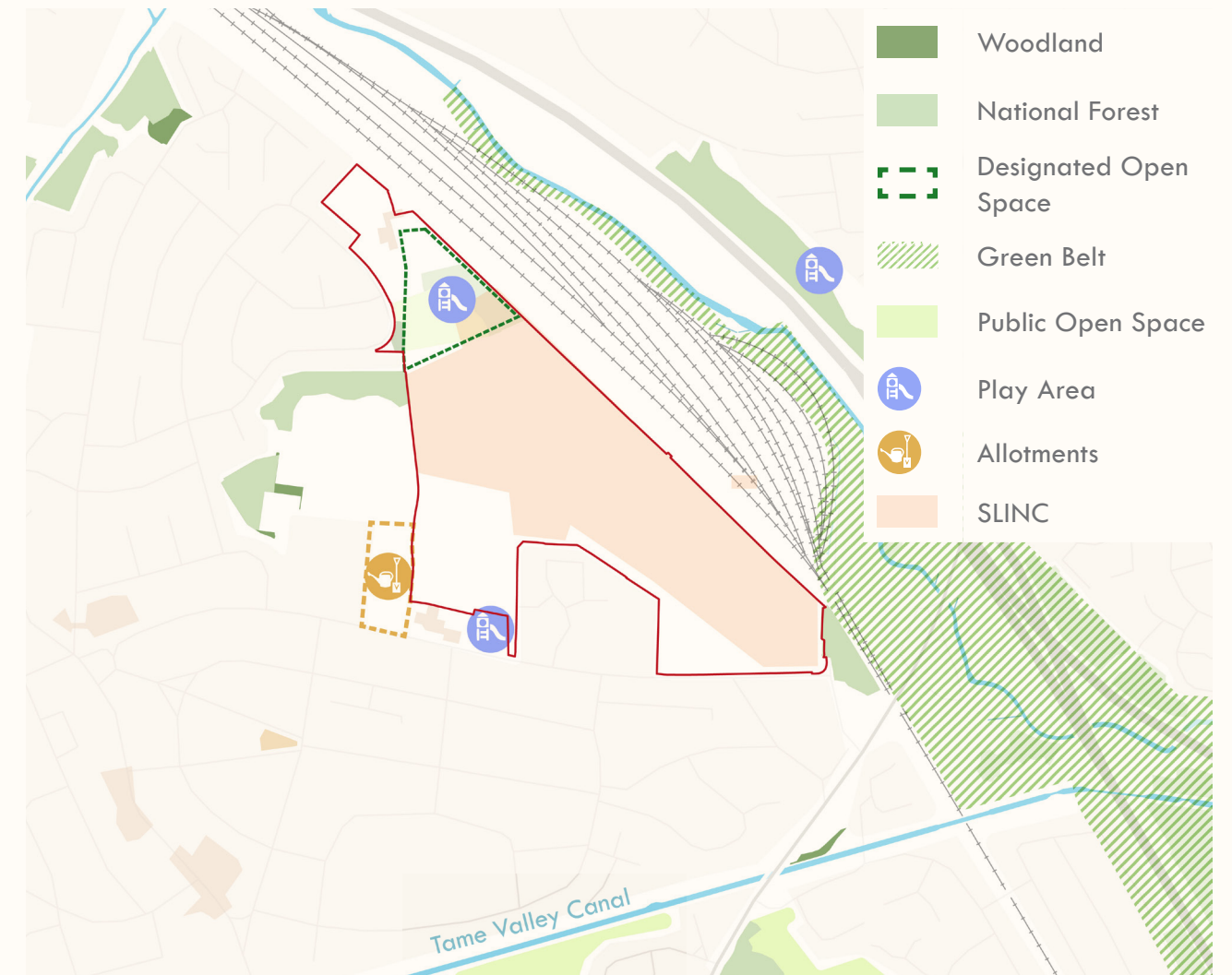
There are several amenities located in the close proximity to the site, including The Priory Primary School, allotments and local shops. There is also a Lidl food store located on Coronation Road/Friar Park Road to the south west of the site. On Crankhall Lane, which connects to Friar Park Road to the south of the site, there is a small commercial/retail centre and medical centre.

The Grade II listed church of St Francis of Assisi is located to the south west of the site and two Grade II listed aqueducts of the Tame Valley Canal are in close proximity.

The Millennium Centre, directly to the south of the site on Friar Park Road, is a popular community centre offering regular sports and community events for the local area.

## Understanding the Context

## Open Space



There is a limited amount of publicly accessible open spaces within walking distance of the site. The site is located close to the River Tame, and the Tame Valley Canal however it is separated by the M6 motorway and railway sidings.

A proportion of the site is a designated SLINC and is used for informal recreation and dog walking. There is also a playground within the site boundary and this area has designated open space status. Another play area is

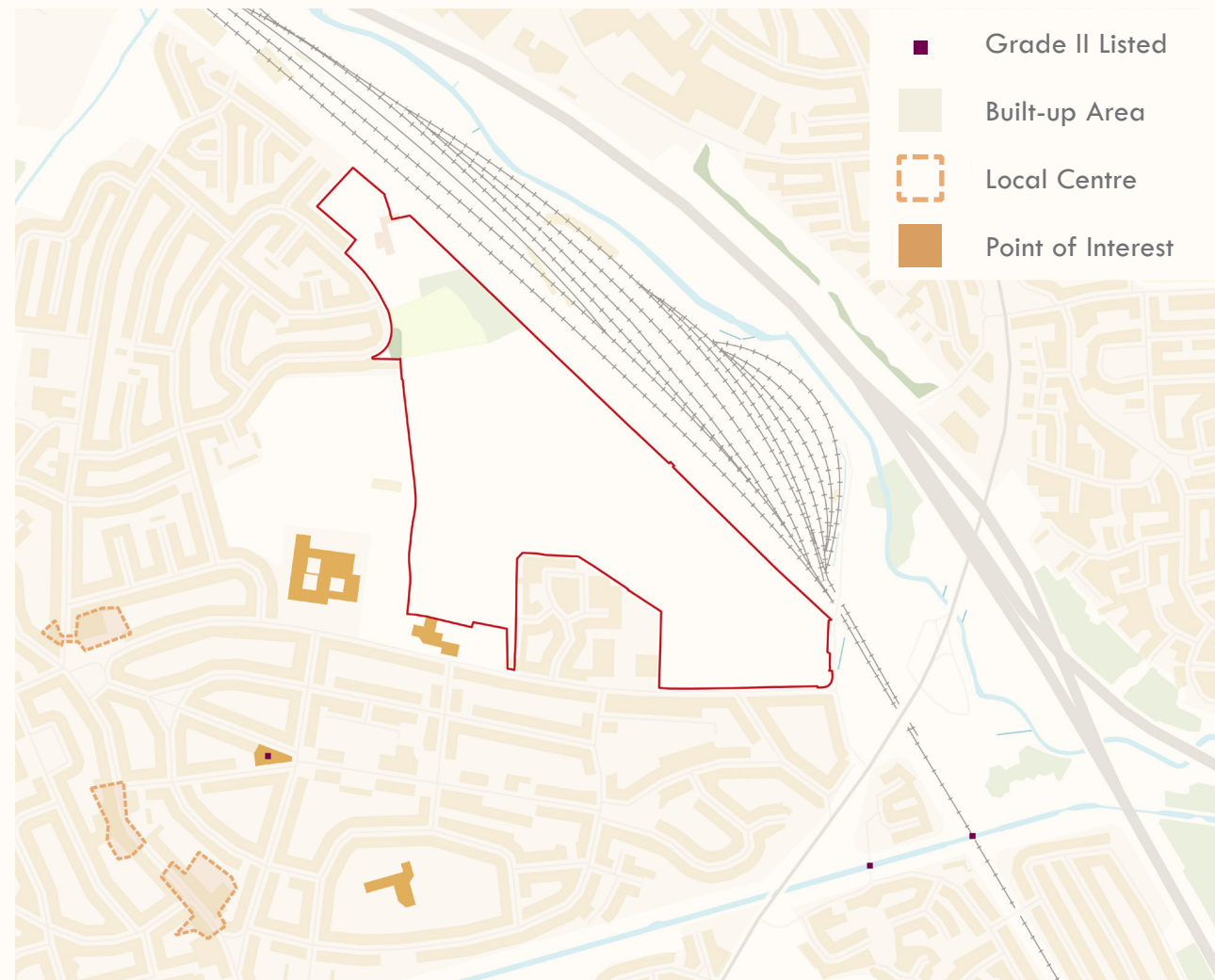
located adjacent to the site on Friar Park Road, however this is in poor condition.

Additionally, there are community allotments that are directly adjacent to the site's western boundary.



## Understanding the Context

## Built Form &amp; Character



Friar Park is a residential area of Wednesbury in the West Midlands. Developed in the late 1920s and early 1930s, the neighbourhood is of moderate suburban density throughout, mainly consisting of 2 and 3 storey semi-detached and terraced housing with occasional detached units. Most buildings have been built in the popular inter-war style with gabled, red-tiled roof and brick walls, occasionally with render. More modern style appears within Manifold Way estate, which again uses red and buff coloured brick, and red or grey tiled

pitched roofs, often across 3 storey semi-detached or apartment buildings. Roof forms include a variety of single pitch, and multi gabled, with a prominent gabled end facing the street. Neighbouring industrial units have an interesting roof profile with a razor tooth profile found on the larger units.

A key building to note is the Church of St Francis of Assisi, which is constructed of buff coloured brick and of a regular fenestration pattern.



Grade II Listed Church of St Francis of Assisi, built in 1925. Brick and stone with Roman tile roof.



Typical residential housing, Friar Park Road. Materials include red brick and red tiled roof.



An example of semi-detached building with garage, Manifold Way. Materials include red brick. Brick lintels and grey tiled roofs.



An example 3 story apartment building, Manifold Way. Materials include buff brick, stone colour lintels and ironwork on Juliette balconies. Boundaries include black railings.



Houses on Kent Road. Semi detached properties with protruding bay windows. Materials include red brick and grey tiled roofs.

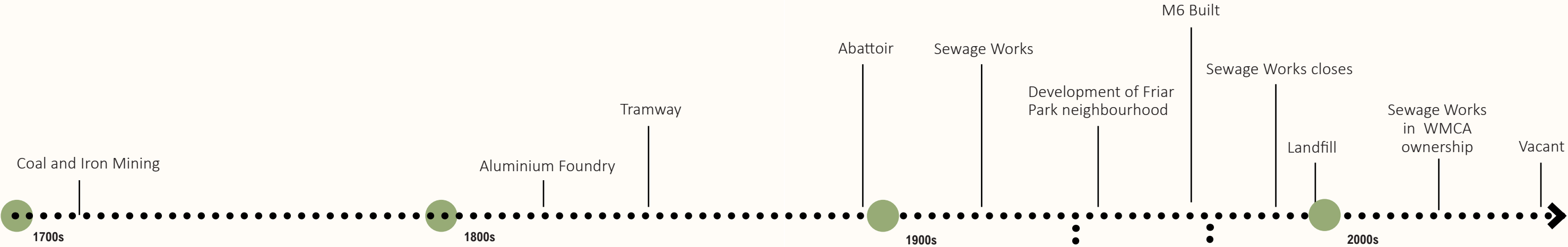


Regular repeated pitched roofs forms of industrial units create an interesting roof form.



Understanding the Context

Site History



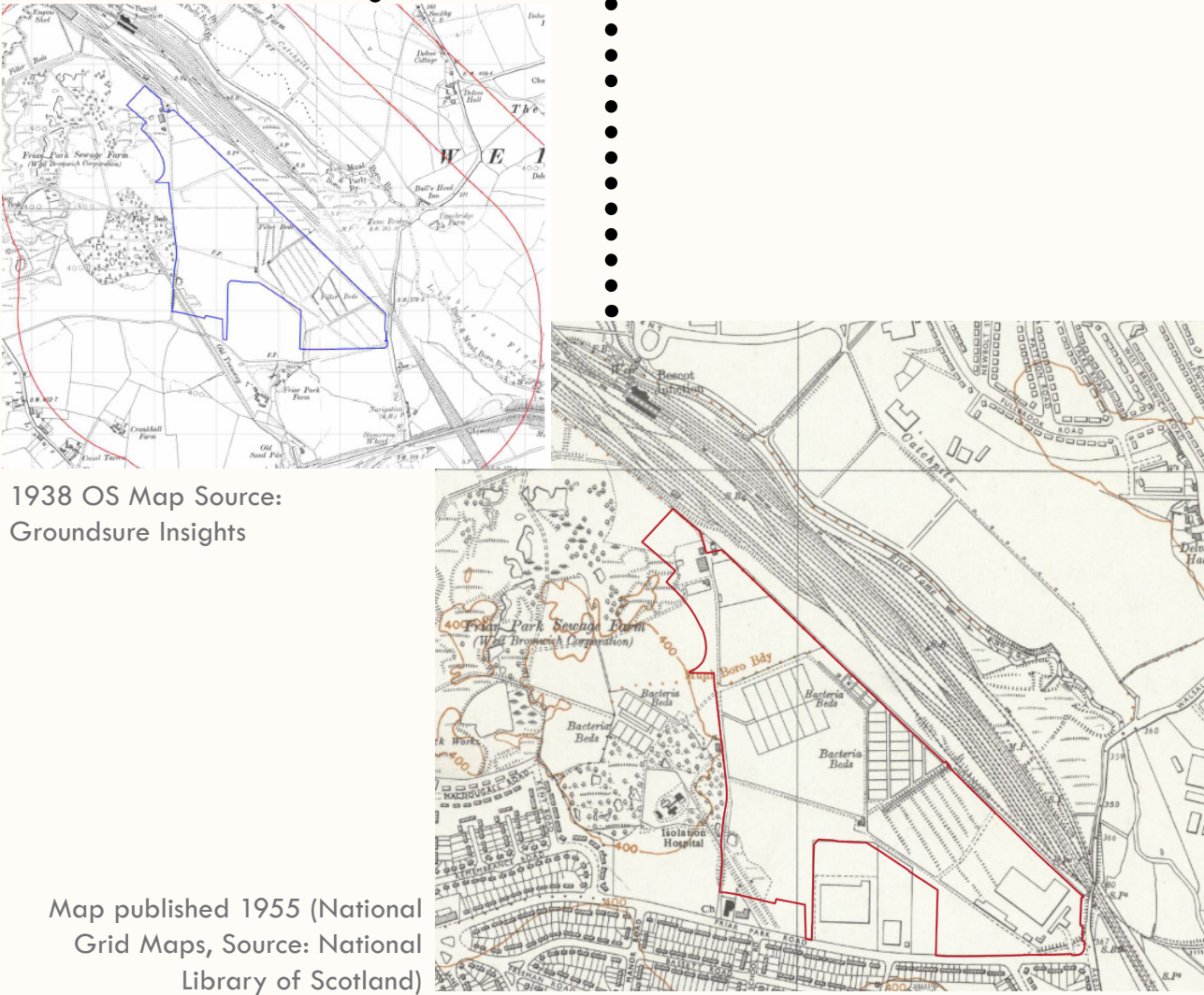
The Friar Park site has been used for a variety of industrial related activities. In the eighteenth and early nineteenth centuries, it was subject to coal and ironstone mining. It was subsequently used for a tramway; hospital; abattoir; sewage works and from 1939 it accommodated the William Mills Aluminium Foundry, which finally closed in the early 1980s.

Maps from the late 19th Century show the presence of Friar Park Wood to the west with railway sidings already located to the north, and the canal (Tame Valley) to the south. By the early 20th Century, the railway depot had been extended with Friar Park Sewage Farm in situ to the west of the Site as well as a number of filter beds. By the 1920s, the sewage works had been extended with bacteria beds found within the site itself. A Smallpox Hospital was in situ to the west of the site by this time.

By 1940, residential development had appeared to the south west of the site, with further residential development constructed

to the west between 1955 and 1972. The M6 to the north was constructed between 1970-1971. In the 1970s, the site comprised of playing fields and ‘works’ with sewage treatment works continuing to feature. The landfill to the centre of the site is known to have accepted sludge from on site processes and construction and demolition derived materials from off site. These uses have led to a legacy of ground contamination that will need to be treated prior to the commencement of residential development on site.

In October 2019, the former sewage works was purchased by the WMCA to enable this site to be combined with adjoining land owned by SMBC to create one of the largest brownfield housing opportunities in the region.



1938 OS Map Source: Groundsure Insights

Map published 1955 (National Grid Maps, Source: National Library of Scotland)

## Understanding Context

## Technical Constraints

## Ground Conditions



Ground conditions across the site are highly variable and are generally characterised by historical land use. The ground conditions in the central area of the site are dominated by a legacy of land-filling associated with the disposal of sewage works waste, construction and demolition arisings.

The south eastern area of the site is also a historical landfill associated with the previous demolition and remediation of the former aluminium foundry. Deep Made Ground has also been encountered in this area of the site. Evidence of historical surface and shallow mining has been recorded in the northern and western sections of the site and records indicate the presence of a former mine entry in the west.

## Utilities

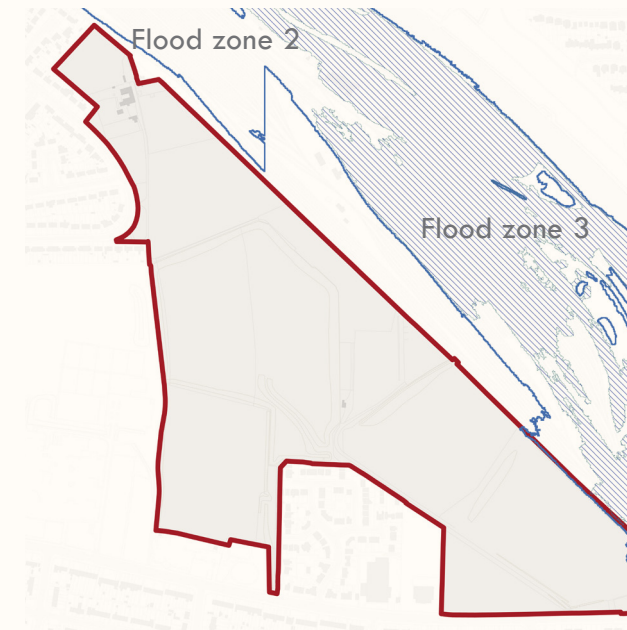


A buried high voltage 11kV service enters the site at the north and through Friar Park Farm. The service then follows the direction of the bridle path south, exiting the site to the west at Durham Road, to serve the Kent Road substation off site. The buried HV service continues south along the western site boundary to Friar Park Road substation located outside the site on Friar Park Road.

Buried LV services are also identified within the site along with a decommissioned high voltage ring.

The existing underground HV 11kV line should be protected in situ with a 3m easement either side of the service route.

## Flood Risk / Drainage



The site lies within Flood Zone 1, an area shown to be at less than 0.1% chance of flooding in any year, this is sometimes known as having a 1 in 1000 year chance. Areas of Flood zone 2 and 3 are located to the north of the site beyond the site boundary.

A pre-development enquiry received from Severn Trent Water confirmed that foul effluent and surface water run-off generated by the development can discharge to the public drainage system.

## Noise



The main sources of environmental noise and vibration are the M6 motorway, Bescot Sidings and commuter railway to the North. Local road traffic noise is dominant on Friar Park Road along with a background hum from the M6 motorway.

The site is surrounded by well established residential areas, therefore the development of the site will require careful consideration of noise during and following construction.



## Understanding Context

## Technical Constraints

## Trees



Whilst there are a number of mature trees and plants throughout the site, there are no TPO trees present within the site boundary.

Opportunities should be taken to retain and incorporate trees into the development wherever possible. Furthermore, the masterplan should ensure appropriate measures are in place to secure the long-term maintenance of newly-planted trees, including street trees, and that existing trees are retained wherever possible.

## Ecology



The site contains two allocated Sites of Local Importance for Nature Conservation (SLINC) which will have to be re-provided on and off-site as part of the development.

The site currently contains a diverse mix of habitats suitable for supporting a range flora and fauna (predominantly common and widespread species). The habitats of highest ecological value within the site are the semi-natural broad-leaved woodland, hedgerow, scattered trees and semi-improved neutral grassland habitats. These areas provide varied breeding, feeding and commuting habitats for a variety of wildlife with plant species providing nectar, pollen and seeds for invertebrates, birds and mammals.

## Air Quality



Road traffic vehicle emissions are the main source of pollution that would give rise to concerns in relation to air quality. Inspection of the area indicates that the development site is set back from the main sources of pollution by several hundred meters. Pollution reduces with distance from the source as the pollution disperses into the airflow.

During the consultation, issues of airborne dust from works within the adjacent Network Rail depot and distribution site was highlighted. The masterplan will need to consider this when developing options for the site.

## Understanding Context

# Key Opportunities

- **Creation of new accessible open space** - Provide a new publicly accessible park for the local area including play, active recreation, and habitat improvements to contribute towards biodiversity net gain and the encouragement of healthy outdoor lifestyles and well-being.
- **A sustainable new community** - Delivering a sustainable community on a brownfield site providing a scale of development that is appropriate to its location and proximity to Tame Bridge Parkway Station. The site can deliver a mix of house types and tenures to offer a range of accommodation to existing and new residents.
- **A well connected and integrated development** - Create a truly connected community, by establishing strong links with the existing neighbourhood and an integrated network of streets, spaces and routes that connect people to where they want to be.
- **Improve the Friar Park Road frontage** - Opportunity to bring the existing playground on Friar Park Road into the strategy, improving the amenity for the community and reducing opportunities for anti social behaviour.
- **Strengthening the community** - Connecting to the local community and reinforcing links to the local network of mutually supportive uses required to help the neighbourhood function, including schools, health centres and shops. The proposals can provide more homes, create a positive edge to the railway sidings and infrastructure corridor, make a positive impact in terms of health & well-being, and create local construction jobs.
- **Net Gain in trees** - To ensure that for every tree removed across the site that it is re-provided within the proposals with a net gain overall.
- **Setting the bar high** - Friar Park represents one of the largest brownfield sites within the region and as such offers the potential to deliver a significant number of new homes. There is the opportunity to create a high quality development that is distinctive and makes people feel proud to live in and to act as a catalyst for further regeneration across the wider area.

## Understanding Context

# Key Challenges

- **Former use of land** - Evidence of former uses poses a challenge to development. There is a large volume of material contained within the former sewage works landfill site, that will need to be processed for onward reuse on site to ensure that the land is suitable for development. The landfill uses has also resulted in a spoil heap which will need to be addressed as part of a cut and fill strategy to achieve optimum development platforms. The shafts of the former coal and ironstone shallow mine workings will need to be treated.
- **Proximity to railway and M6** - The visual impact and perception of noise and vibration from the railways sidings and the M6 could impact on the marketability of future dwellings and will need to be mitigated.
- **Utilities constraints** - The foul water main that runs behind the Millennium Centre and through the children's play area off Friar Park Road cannot be diverted so will need to be accommodated with the proposed development, including the required easement.
- **Designing out antisocial behaviour** - Antisocial behaviour is a challenge in the local area and measures should be taken in the design process to design out crime and reduce the opportunity for anti social behaviour.
- **Levels and connectivity** - Surrounding land and uses are often at a higher level than the site, restricting physical and visual connections, resulting in the site feeling isolated from its surroundings. Potential re profiling of the site could be used as an opportunity to improve some of these connections. The site's enclosed nature also provides an opportunity to provide a distinctive neighbourhood, elevating the quality of local housing.
- **Mitigating potential impact** - The proposals should seek to minimise potential impact on surrounding homes and potential loss of green space / recreation space.



An aerial, isometric-style illustration of a residential neighborhood. The houses are arranged in a grid-like pattern with some variations in rooflines and colors. There are trees scattered throughout the blocks. A large, semi-transparent green circle is overlaid on the right side of the image, containing the page number and title.

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# Shaping the Masterplan



## Shaping the Masterplan

# Masterplan Development

### Early Engagement

Engagement with officers and members to inform initial opportunities and key constraints to address within the Masterplan.

Engagement has shaped the Masterplan from the outset. Our key stages of engagement have formed a golden thread through the design process, creating key milestones in the development of the Masterplan. Critically, the views and aspirations of the local community have been embedded in the vision, design and formulation of the final Masterplan.

Our engagement process was focussed on the following key outcomes:

- Identifying constraints and challenges
- Agreeing and testing a vision for the place
- Shaping early concepts for the site
- Testing key assumptions and ideas to define the best approach for the site
- Refine and test the preferred option
- Deliver the best possible outcome for Friar Park and its surrounding community

The engagement stages set out above were used to inform, shape and test the Masterplan

### Stakeholder & Member Discussions

Continued engagement with key stakeholders including landowners, businesses, members and statutory bodies.

proposal at key stages. Early stages provided key insights into the historic and contemporary challenges the site, and the wider area, has to tackle. Whilst recognising these challenges, our team was focussed on highlighting the significant social, environmental, place-making and regeneration opportunities that exist at Friar Park.

Central to the engagement process was two public consultation events, both held at the Millennium Centre on Friar Park Road. The first, in summer 2021, focussed around agreeing the optimum strategy for the site. Rather than simply presenting Masterplan options, our team presented key strategies that would shape the emerging Masterplan approach.

The following key strategies were presented to the public:

- Landscape and Open Space - the Masterplan is fundamentally shaped by the landscape and our options set out three approaches; a large central park, a dispersed network of open spaces or a large linear park.

### Public Consultation

Two public consultation events to shape the concept Masterplan and test the draft preferred approach.

- Movement and Access - three access options were set out focussed around points of access of Friar Park Road, focussed around the amount of junctions off Friar Park Road and connection through the site.
- Use and Activity - a varied approach to areas of activity and density of residential typologies, this strategy sought to appreciate the communities thoughts on the emerging form of the site.

The second engagement event is due to be held in autumn 2022. This event will present the final draft Masterplan and invited comments to test the outcome of the work. Feedback will inform the final Masterplan.



### Masterplan Finalisation & Refinement

Our design team has worked collaboratively with SMBC and WMCA to shape a Masterplan which aligns with policy and community aspirations.

### Aspirations of the Community

- To protect and enhance their strong sense of community
- To resolve anti-social behaviour issues
- To provide a mix of housing for lifelong homes
- To provide attractive and accessible open space and places for the family.
- To resolve issues such as fly tipping
- To protect and enhance the existing wildlife on the site.

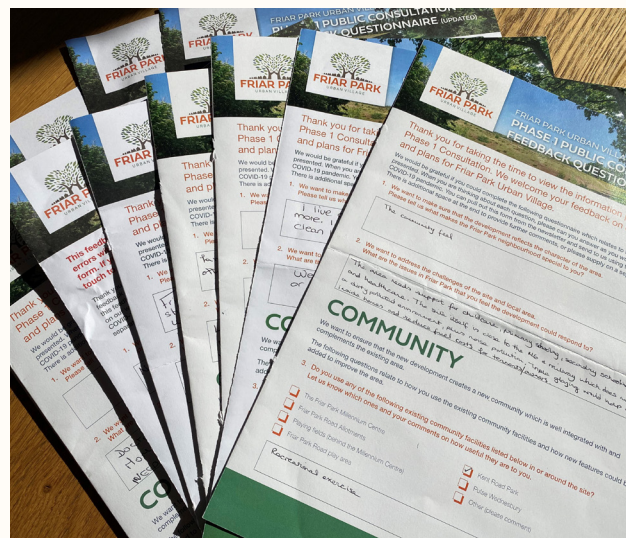
## Shaping the Masterplan

# Masterplan Evolution

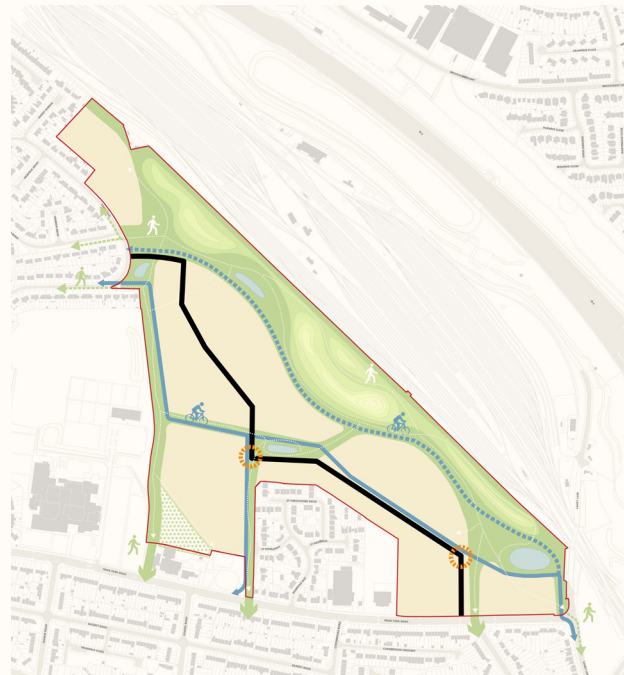
Following the first stage of engagement our design team defined three Masterplan options for the site. These options were driven by three alternative landscape approaches for the site.

An assessment of the options, and the strategies that formed them, was used to test the concept options and define a preferred approach for the site.

This approach ensured that an evidenced approach was selected which fully aligned with the aspirations of the community and the opportunities the site presents.



Comments form provided at public consultation in 2021.

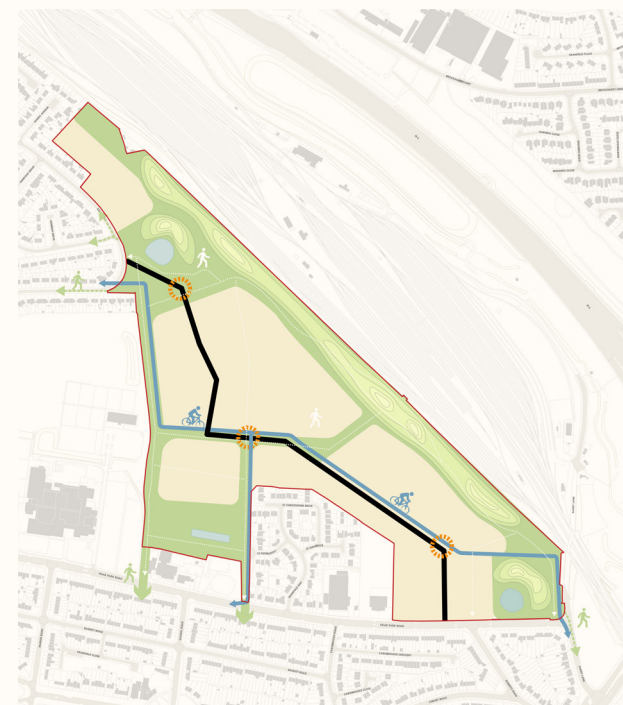


### Option 1: The Linear Park

This option created a large linear park along the northern edge of the site, incorporating an acoustic bund and natural landscape edge. The linear park would be connected through a network of green spaces and a well-defined natural space to the south east.

A single access off Friar Park Road would connect through to Kent Road with a defined central space at the sites heart.

A pedestrian and cycle connection would be provided to the centre of the site adjacent to the Millennium Centre on Friar Park Road.



### Option 2: The Dispersed Park

This option provided a network of smaller public spaces dispersed throughout the site. Each park, focussed around each entrance to the site, would deliver a green and natural gateway into the site.

The access through the site would connect Friar Park Road and Kent Road, providing a deviation in route to discourage rat running and generally encourage movement towards the south east.

Pedestrian and cycle movement would be encouraged to the centre of the site.



### Option 3: The Central Park

This option would create a large central space within the site, creating a significant green park for the local community. The park would be largely surrounded on all sides by residential development.

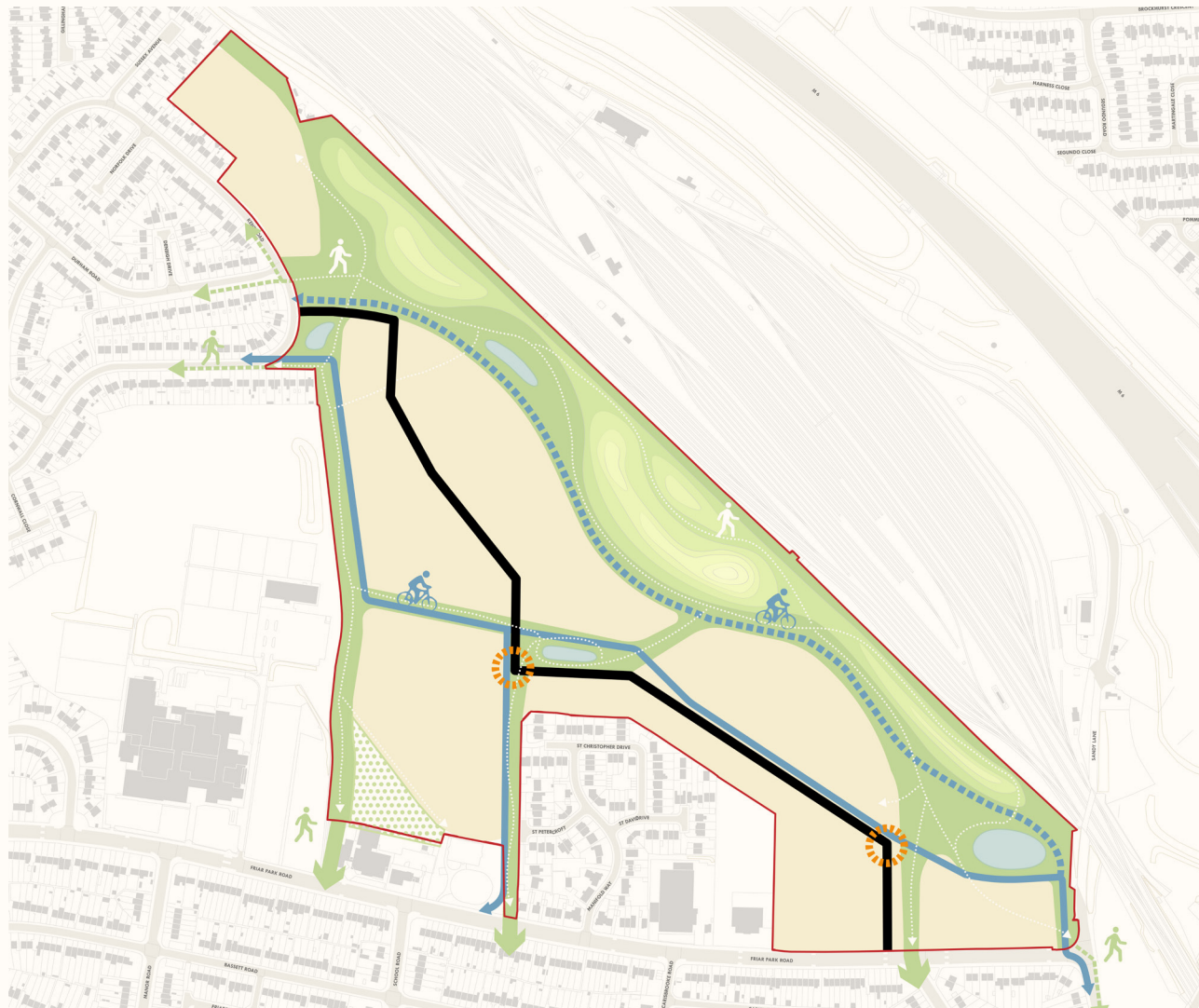
Two access points would be provided off Friar Park Road, with access between Friar Park Road and Kent Road segregated.

Pedestrian and cycle movement would orientate around the central park and towards the south east.



## Shaping the Masterplan

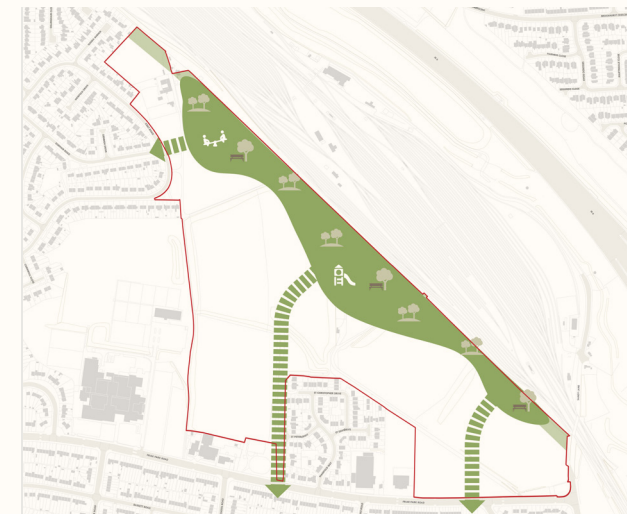
# The Preferred Concept



The preferred approach for Friar Park combines a network of strategies which will deliver a connected, cohesive and landscape-led place. The overwhelming driver was to deliver a liveable, safe and healthy place that would create a positive use for the site and its surrounding area. The preferred approach is driven by a large landscape move, creating a generously sized linear park to the north of the site. Feedback from the community indicated a desire for a central focus for activity, such

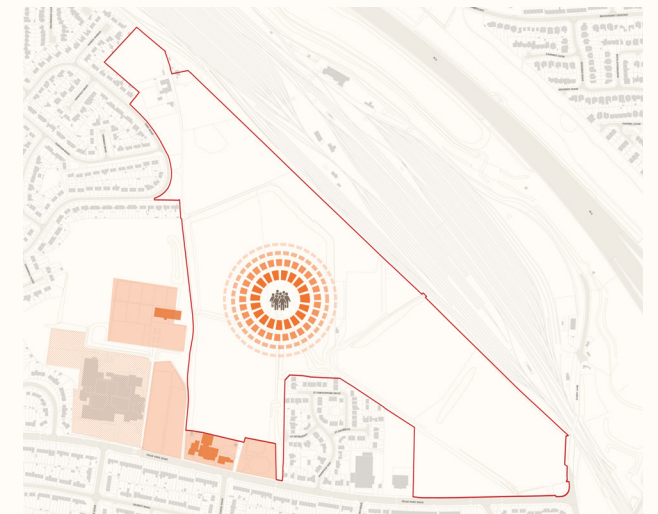
as a village green, to provide definition and energy within the residential area. Finally, a positive frontage to Friar Park Road is seen as important to connect to the wider area and create a welcoming site.

The four strategies on the opposite page have formed the Masterplan for Friar Park Urban Village.



### Linear Park

The park would create a bold landscape statement for the site, with green connections reaching out to the south onto and beyond Friar Park Road.



### A Central Focus

The preferred approach would be focused around a central place placemaking move which would provide a central focus and bring activity to the residential area.



### Permeable and Accessible Site

A strong connection between Friar Park Road and Kent Road for vehicles and cyclists. Encourage movement to the south and create an active edge to Friar Park Road.



### Balanced Density

Provide a mixed density across the site to deliver a variety of house types and forms throughout the site, delivering a diverse community throughout.



An aerial, isometric-style illustration of a residential neighborhood. The houses are arranged in a grid-like pattern with some variations in rooflines and colors. There are trees scattered throughout the blocks. A large, semi-transparent green circle is overlaid on the right side of the image, containing the page number and title.

3

# The Masterplan



## The Masterplan

# Masterplan Objectives

The Illustrative Masterplan sets out a vision for Friar Park Urban Village. The focus of the masterplan is to provide inspiration for the design of a viable, high-quality place and to raise aspirations for the regeneration of the wider area. The principles shown within this document have taken inspiration from best practice, to demonstrate how the appropriate densities and capacities on the site could be achieved as part of an exciting, forward thinking new development. This document does not provide a template for a planning application, rather an illustration of the vision that the Joint Venture Partners are looking to deliver.



The objectives set out below have been inspired and tested by a series of interconnected principles which WMCA and Sandwell Metropolitan Borough Council follow. Critically, the Masterplan principles outlined below have been developed to align with principles of the Garden City movement.



### A people focused, friendly and, engaged community

A place that delivers a true sense of community where people feel part of its present and future, fostering community ownership of the place.



### A place full of possibilities

A growing community that offers quality of life and opportunities for all generations to live for generations.



### A friendly, welcoming and, connected community

A place where people know their neighbours and feel connected with the existing neighbourhood.



### A beautiful, imaginative and unique place

Use of high quality and innovative design and use of materials to deliver a high quality of life and a unique identity.



### A green and natural place

An attractive, multi-functional landscape which lets nature thrive alongside its community.




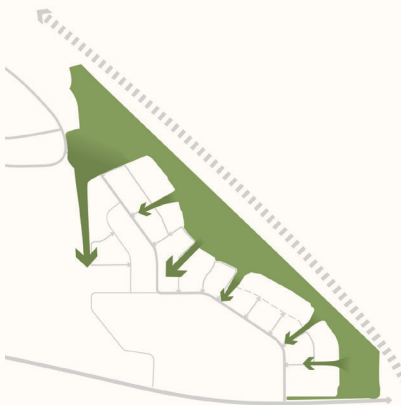
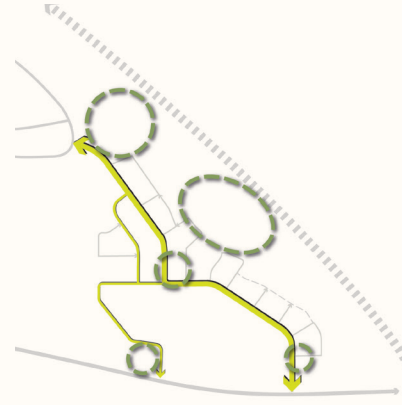
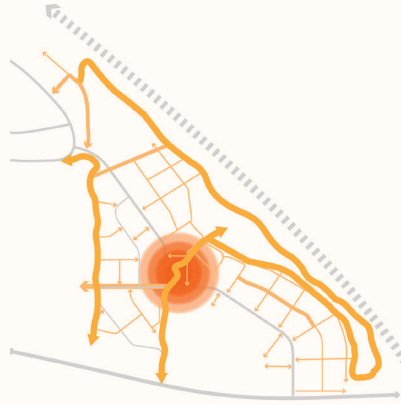


### A sustainable, active and healthy place

A place that minimises its impact on the environment, that is resilient to change and encourages a healthy and engaged lifestyle.

The Masterplan

Design Moves

The site has been shaped through the development of six interweaving design moves. These design moves create a comprehensive approach which delivers on the objectives of the plan and achieves a holistic response to the placemaking opportunities which exist on the site. The following moves come together to shape the masterplan outlined on the following pages.

<p>“A place embraced by nature”</p>	<p>“Connected through landscape”</p>	<p>“A series of linked green spaces”</p>	<p>“A truly walkable place”</p>	<p>“A place for all”</p>	<p>“A place connected to its community”</p>
					
<p>1</p>	<p>2</p>	<p>3</p>	<p>4</p>	<p>5</p>	<p>6</p>
<p><b>An Urban Village that sits within the park</b></p>	<p><b>Green fingers draw the landscape into the development</b></p>	<p><b>A network of green spaces that sit on key movement routes</b></p>	<p><b>Highly permeable pedestrian and cycle friendly neighbourhood</b></p>	<p><b>Concentrating the density around key points and corridors</b></p>	<p><b>A development that is outward facing, connected to it's surroundings</b></p>
<p>The development will sit within an extensive landscape setting, with a undulating parkland edge forming the northern boundary, providing extensive habitat creation and accessible open space for the wider community.</p>	<p>Drawing the landscape of the park into the development, the green fingers extend through the block structure via open spaces and tree lined streets.</p>	<p>To allow for all green spaces to be fully accessible, they have been strategically spread along the key routes and stretch into the wider nature.</p>	<p>A network of connected streets and spaces which give pedestrian and cycle users the priority, promoting active travel over vehicular movement.</p>	<p>Concentration of development density in areas close to public transport links (Tame Bridge Parkway Station) and along strategic routes and key spaces. The focal heart of the village is the Village Green.</p>	<p>Providing vehicular, pedestrian and cycle links where possible to create links between the new development and the existing community.</p>



The Masterplan

# Illustrative Plan

The illustrative Masterplan represents an indicative layout of how the vision for Friar Park can be delivered in accordance with the design principles as set out in this chapter.

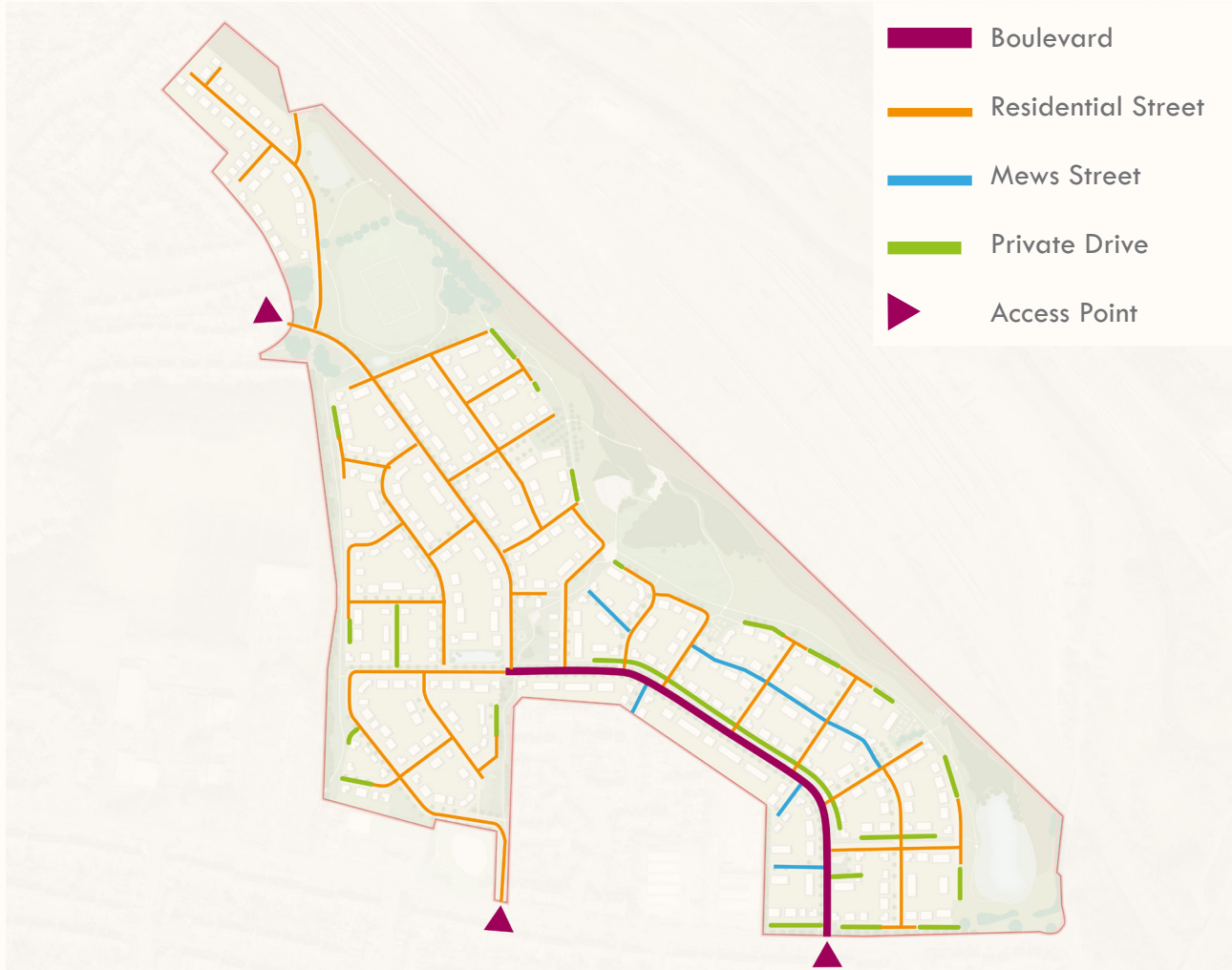
- Site boundary
- Illustrative built form
- Private gardens
- Primary street
- Secondary street
- Mews streets
- Proposed nature reserve planting
- Proposed nature trail
- Proposed play
- Proposed attenuation basin water body
- Proposed swale
- Proposed primary path
- Proposed secondary path
- Proposed art / sculpture
- Proposed community growing beds
- Proposed open space
- Proposed open space meadow





The Masterplan

# Movement Framework



The development aims to create a connected movement network. The street network has been designed to be accessible from the surrounding road network but discourage rat running from the Kent Road area to Friar Park Road. The street hierarchy comprises of 4 elements: the boulevard; residential streets; mews streets and private drives.

The primary access point serves the development from Friar Park Road. From this

point The Boulevard, a primary access road, connects the heart of the development, the Village Green. The Boulevard is a wide tree lined green street with a linear swale running along its length. Its width also accommodates a strategic pedestrian/cycle route. To the north of the Village Green, a right turn junction provides connection to the main street, linking the green with Kent Road. This street is of typical width and is tree lined providing a connection from Kent Road to the village

centre, the Village Green. A second access point into the development is proposed off Kent Road, and a third from Friar Park Road, adjacent to the existing play area.

Residential Streets are secondary local roads, providing access to properties. Much more local and intimate are the mews streets, which serve the residents off just one street and are informal in nature, characterised by their shared surface treatment, pedestrian and cycle priority and informal tree planting and parking.

Here all users of the space are equal. The final element are private drives, private access only serving up to 5 dwellings.

Design Guidance for the proposed street typologies can be found in the Design Code section of this document.



Swale - key placemaking element of the Boulevard



Residential streets to include tree planting



Mews streets - informal streets for parking, planting and play

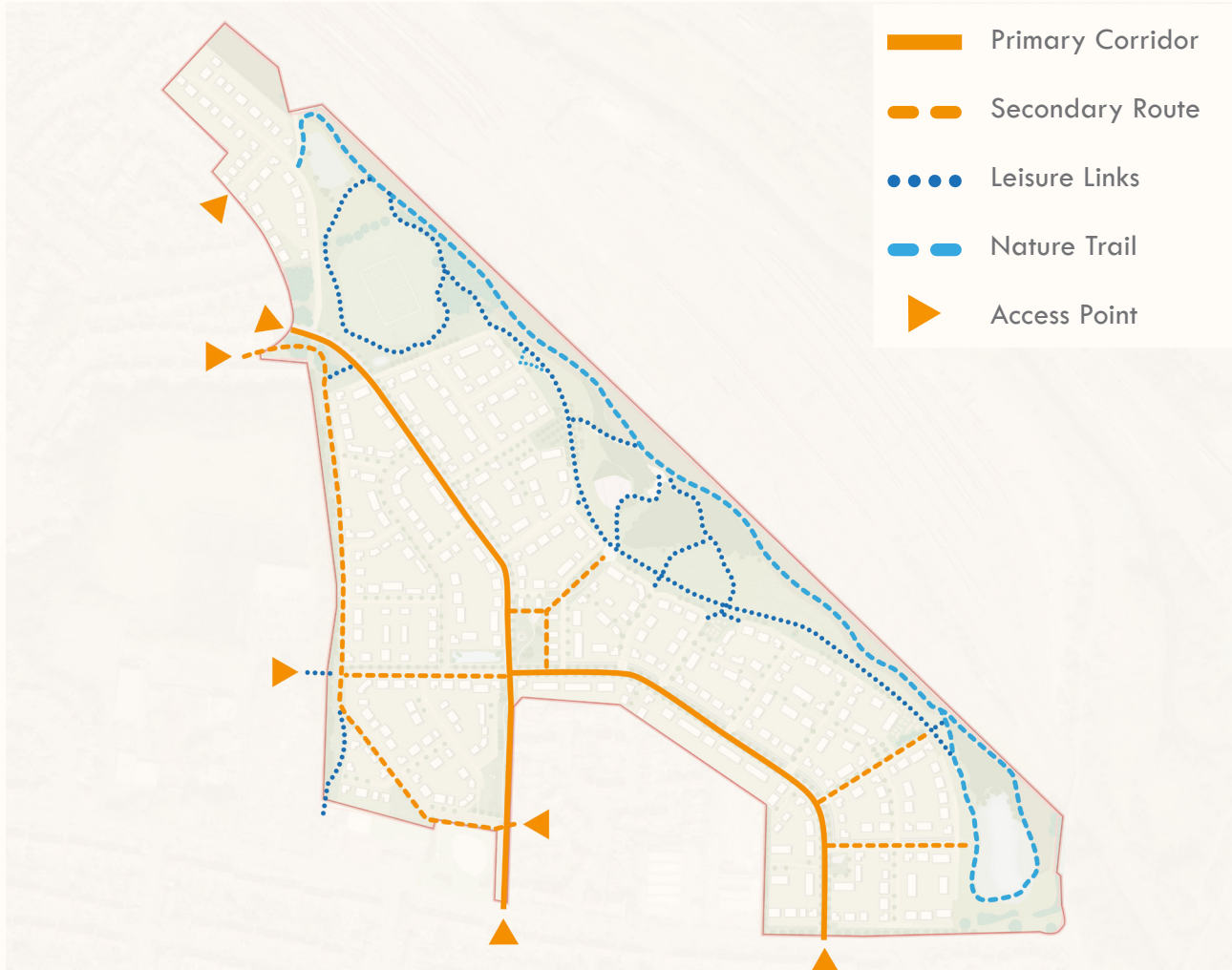


Private drives provide access to residents only



The Masterplan

# Active Travel Framework



A primary aim of the vision for Friar Park is to encourage walking and cycling by the design of the movement network, prioritising active travel methods over vehicular movement.

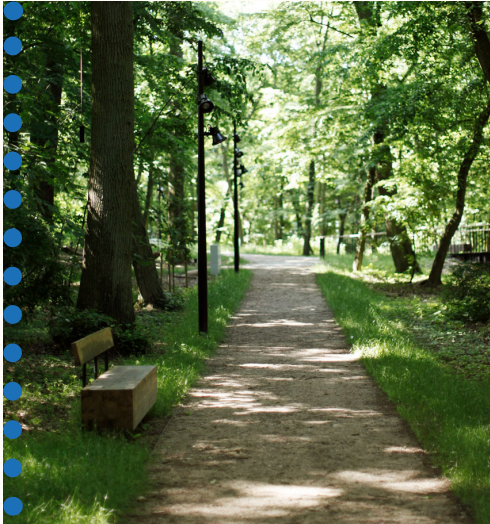
Two primary pedestrian and cycle corridors, are proposed which prioritise strategic cycle movement across the site. This includes a movement from Kent Road, down through the development to the Tame Bridge Parkway Station and in a north south direction from Friar Park Road.

Secondary routes connect with these primary corridors to the landscape of the proposed park.

Leisure Links and Nature Trails are proposed throughout the Park. These are informal routes integrated into the landscape setting. These routes are well connected and can be accessible via several points throughout the development, but are also circular in nature providing excellent opportunities for dog walking and leisure.



Primary corridor cycle lane integrated with street network



Leisure Link - Informal paths



A precedent of a primary corridor cycle lane



Leisure Links create routes through open space



Secondary Routes - Wide formal pedestrian cycle route



Nature Trail - Informal routes through open space



The Masterplan

# Density Framework



Capacity

The Masterplan can deliver around 630 new homes. This is based on the assumption of the indicative density areas as indicated above which show a density range of between 35-45 Dph. Future detailed proposals will not be capped at this number but will have to demonstrate how a sustainable, high quality place can be delivered in excess of these numbers. The capacity of 630 units has been derived by the need to maximise delivery

of new homes, balanced with the need to minimise off site disposal of processed material from the former landfill use, and to minimise the amount of land required to offset Biodiversity Net Gain (BNG) off site, and the need to retain the existing designated open space within the site. These elements have informed the proposed landscape strategy and open space land take.

Density

The density and massing strategy has been designed to be responsive to its context in terms of local character, whilst also maximising the opportunity to concentrate areas of density close to public transport links to promote sustainable travel. The average density for the site should not drop below the policy requirement of the site, 40Dph.

The opportunities for intensification of density should be taken to maximise opportunities of a sustainable location and for placemaking opportunities - for example focused along the south east access, the Boulevard and Village Green.

There is the opportunity to reduce density to the north west corner adjacent of the site, adjacent to Kent Road, to around 35Dph, to respond to the existing urban character.

Scale

The majority of the development is predominantly 2 storey in height with 2.5 storey and 3 storey buildings used along key routes, key frontages and to defined landmark buildings.



Typical development - 35Dph



Typical development - 40Dph



Typical development - 45Dph



The Masterplan

# Landscape Framework



The need to accommodate the remediated waste from the former waste treatment works creates an opportunity to create an undulating linear park, the Community Park, and create new natural habitats along the northern boundary of the site. A bund and landscaped mound is proposed as part of an integrated landscaped setting for the development. This will include a striking new linear Community Park, ecological corridor, proposed woodland, play facilities and wild flower meadows.

Amenity green spaces and play provision, have been located throughout the site to ensure that every part of the development has easy access to green spaces. In addition to that, a sports field is proposed to the north of the site with the potential to accommodate sports uses. The Community Park is linked via a series of green corridors and pedestrian/cycle routes to the rest of the development. The green corridors provide a pleasant and safe walking route and green links for habitats.

As part of the drainage strategy, and to increase biodiversity opportunities, three water features have been located throughout the development, connected by a swale running along the boulevard connecting the central pond to a larger pond in the south east corner.

Three community gardens/growing areas have been proposed within the green wedges connecting the Community Park, creating a transition between the development and the wider park.

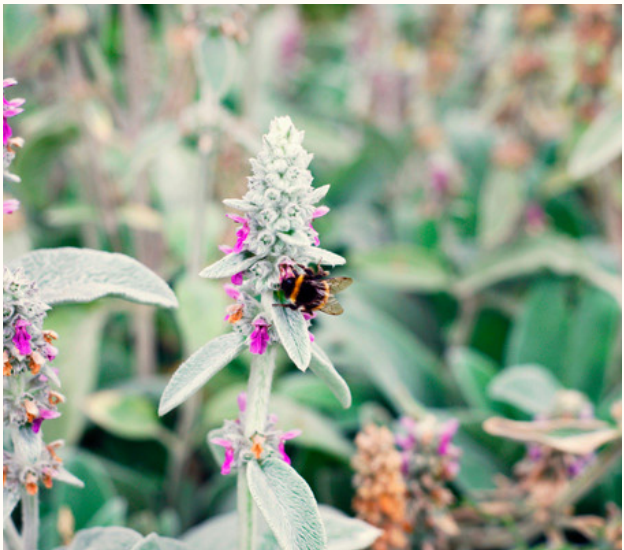
The Masterplan has been designed to optimise habitat creation whilst balancing the need for accessible open space and green infrastructure for the community.

It is recognised that part of the site currently has a Site of Local Importance for Nature Conservation (SLINC) designation, and the development of the site would mean loss of this habitat in its current form. The Masterplan proposals have sought to maximise the creation of new habitats to compensate for this, which include:

- Attenuation basins and SuDS features maintained wet to encourage wildlife and biodiversity
- Species rich meadow planting
- Areas of scrub
- Woodland planting
- Biodiversity lawn

For further information on the delivery of Biodiversity Net Gain (BNG) please refer to the delivery section of this document p.161.

Future developer(s) will have the long term responsibility for the management and maintenance of open spaces. It is envisaged that they will appoint an appropriate estate management company to maintain all landscaping and open space. This is likely to be secured by planning condition.



High levels of biodiversity throughout the site



## The Masterplan

# Village Green

### Overview

The Village Green is a key community space at the heart of the urban village. Taking inspiration from the traditional Village Green forms, this space will allow for community events, small children's play space and a focal point for seasonal celebrations. Although small in scale the Village Green offers a lot to the community.

### Amenity lawn

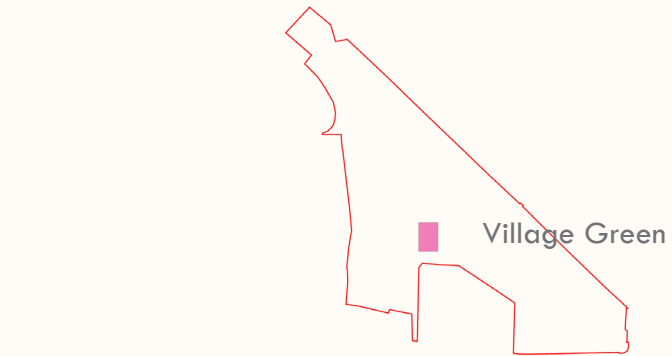
A species rich lawn with spring flowering bulbs allowing for informal recreational use and community gatherings.

### Trees

Proposed in the south eastern corner of the space are two small groups of trees. These provide environmental, ecological and amenity benefits to the space by offering shade, a more intimate environment for users, and ecological diversity. The trees proposed will have high clear stems to allow for easy views through the groups. Species selection will be based on seasonality, form and ecological value.

### Paths and hard landscaping

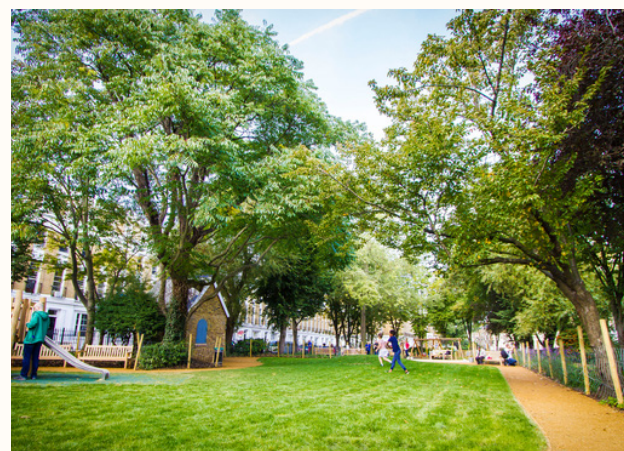
A small area of hard landscaping to support gatherings is proposed in the centre of the Village Green to allow community events and celebrations to take place. The main path through the Village Green winds its way round the space and links in with the Millennium Avenue linking to Community Park and south towards Millennium Community Centre. The pathways will be lit and provide wide safe routes through the village green.



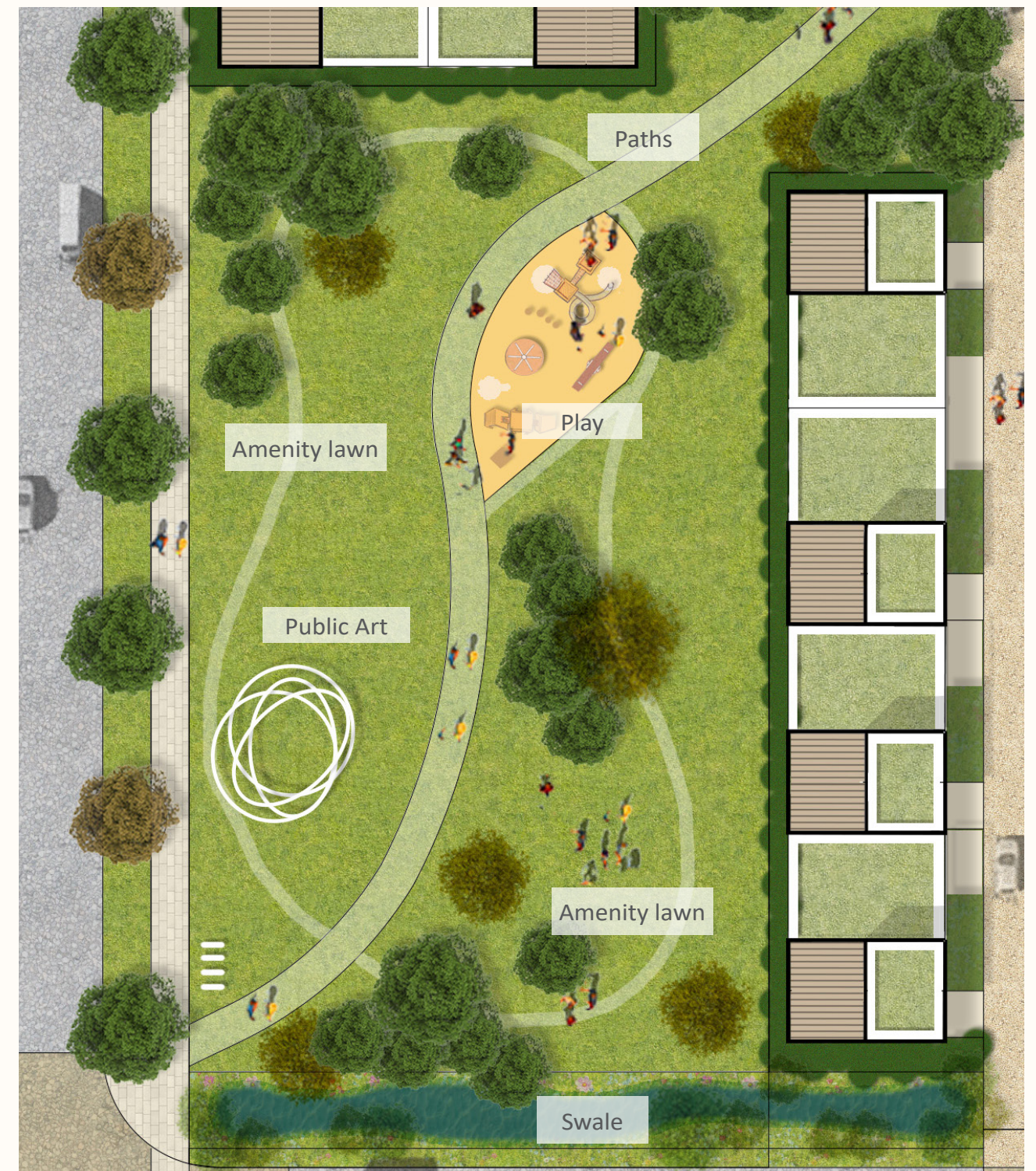
Active and engaged space at centre of neighbourhood



Playful elements for all ages



Tree planting and overlooked by dwellings



Vision for the Village Green



## The Masterplan

# Community Park

The Community Park will deliver a highly active and connected green space, forming a fundamental part of the masterplan vision. The park will sit at the heart of a linear green corridor which will extend along the northern edge of the site, reaching out to Kent Road and Friar Park Road. This area will be the largest area of land form, which performs multiple functions- primarily it helps to give the park a distinct character and deliver a visual destination within the site. The Community Park will offer a singular character through the use of a consistent set of materials and elements. Key features of the park include:

**Hillside Meadows:** A mixture of wild flower meadows and species rich lawns providing informal recreation use. Both types will have a high percentage of flowering species and spring bulb planting to add visual and ecological interest.

**Herbaceous planting:** Small areas of shrub and herbaceous planting to provide seasonal colour and interest. This planting is focused around key entrances, and pathways, bringing seasonality and colour to the park. Species selection will focus on seasonality, colour and biodiversity value.

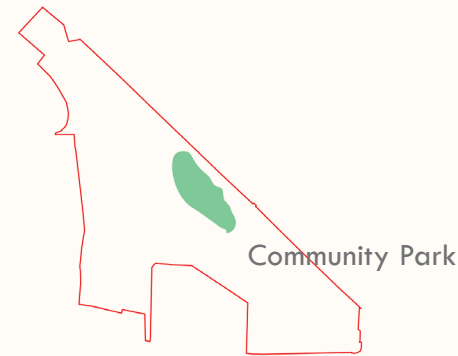
**Parkland trees:** Trees will provide areas of shade, ecological benefits as well as visual interest. A range of sizes and species will be detailed to allow for variety and instant impact. Proposed groups of trees are proposed to create smaller more intimate spaces. All proposed trees and groups of trees will be planted with low ground cover and be specified

with a high clear stem. This will ensure visibility throughout the Park for all users safety.

**Parkland Pathways:** Key routes will be provided with lit, wide paths with occasional seating opportunities and be accessible for all abilities. Smaller paths will provide alternatives to the main direct routes and offer visitors safe, meandering routes which pass through the various areas of the park. All paths will have good visibility throughout, and hidden areas or sharp turns have been avoided.

**Hill Top play area:** An exciting space for children to discover, learn and play. Designed with its locality in mind, this woodland hillside play area will allow kids space to run, slide, climb, balance and interact. The proposed design takes advantage of the landform using it as playful element with climbing ropes up the hill and slides, alongside paths and formal play equipment.

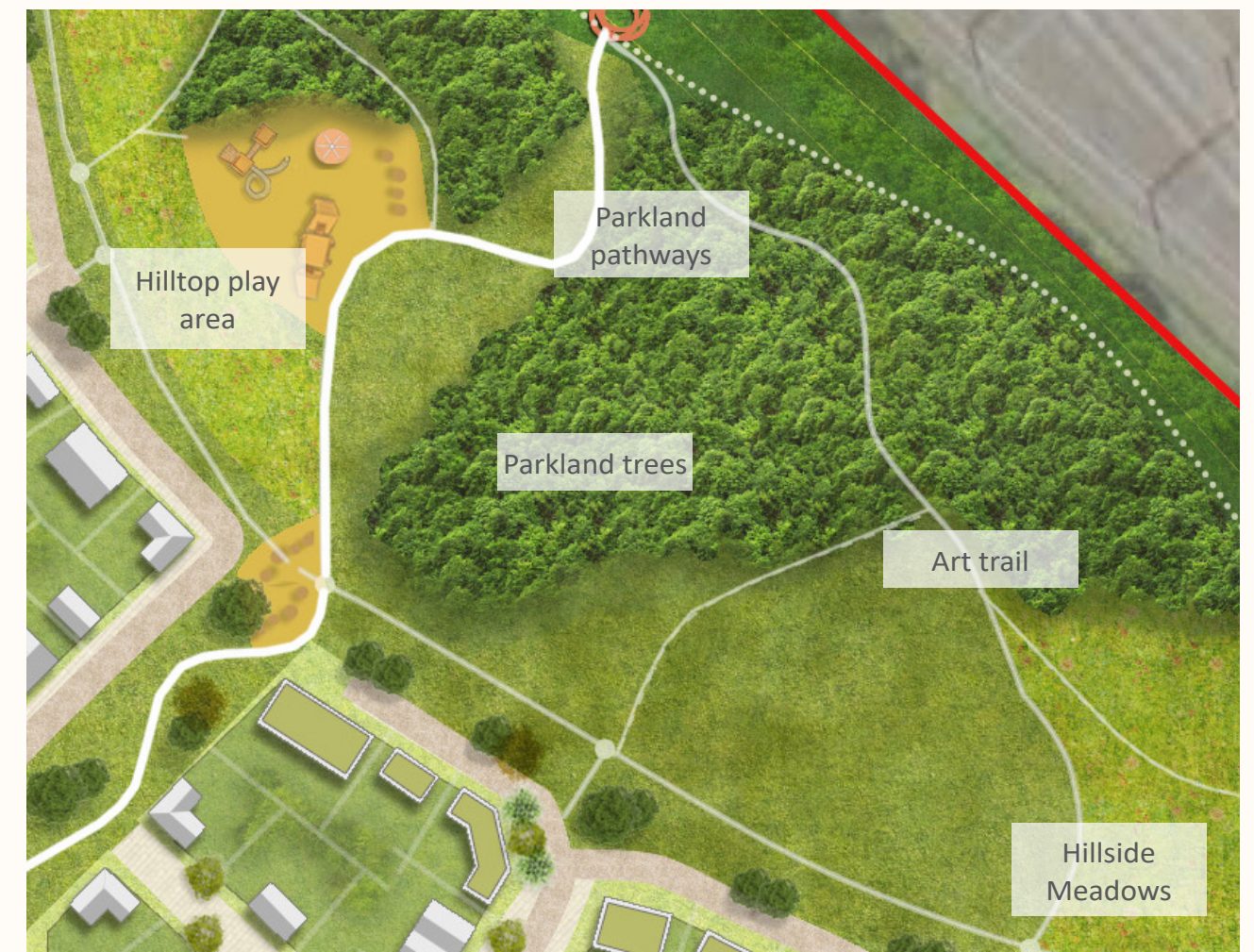
**Art Trail:** At key junctions throughout the park the design has proposed spaces for artistic interventions. These are provided alongside areas of hard landscaping and seating to allow groups of visitors to admire the artistic interventions.



Parkland pathways through trees / meadows



Hilltop play



Vision for the Community Park Area



## The Masterplan

# Ecological Edge

This area provides a key function for the proposed development. Providing a buffer for the parkland from the adjacent railway and re-providing the habitat lost as part of the SLINC. This space will be ecologically led with limited public access. Alongside this Ecological Corridor is the main nature trail which links the development with the attenuation basins in the south east, the central community parkland and the northern playing fields.

**Ecological planting:** Comprising up to 70% of the Ecological area this landscape type will be made up of areas of shrub, small woodland trees and herbaceous planting to provide habitat. Species selection will focus on seasonality, habitat and biodiversity value as well as the low maintenance qualities of the chosen plants.

**Trees:** Trees will provide areas of shade, ecological benefits as well as visual interest. Selection will be based on the form, life span and ecological impact of the species and each individual specimen. Preference will be given to ecologically beneficial and native species. A range of sizes will be detailed to allow for variety and instant impact.

**Nature Trail:** Running the length of the landscape corridor this route links the site, providing an ideal circular route to residents and locals alike. This route will be a wide path, with offset areas of seating and exercise equipment, paved with robust materials and be fully accessible for all.

**Wildlife Pond:** A large pond and wetland is proposed in the south eastern corner of the development. This will provide an aquatic habitat for numerous species but also provide the development with some attenuation space, to allow for on-site water capture during rain events. The nature trail circumnavigates this pond via a board walk allowing visitors viewing access to this diverse ecological habitat.

**Boundary with Network Rail land:** It is important that a secure boundary is maintained with the Network Rail land to the north to discourage anti-social behaviour and fly tipping. A 3m offset has been provided to Network Rail land, from which the land form will rise to create the bund. The elevation of the bund will be densely planted with trees and scrub for biodiversity and to make it physically hard to move through preventing public access. In addition, a fence will be provided at the top and bottom of the slope.

Typical Section through Community Park/bund



Wildlife pond



Nature trails and meadow planting

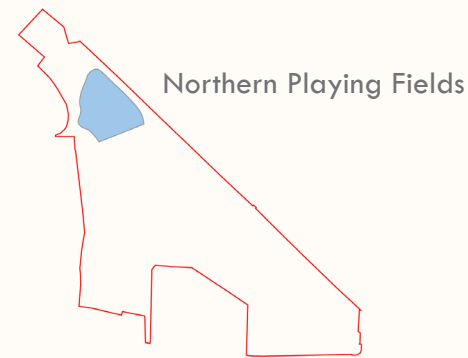


Vision for the Ecological Boundary Area - Southern Pond



## The Masterplan

# Northern Playing Fields



In the north eastern area of the site where Kent Road Playing Fields are currently located the Masterplan proposes to retain the use of playing fields in this locality introduces some supporting landscapes.

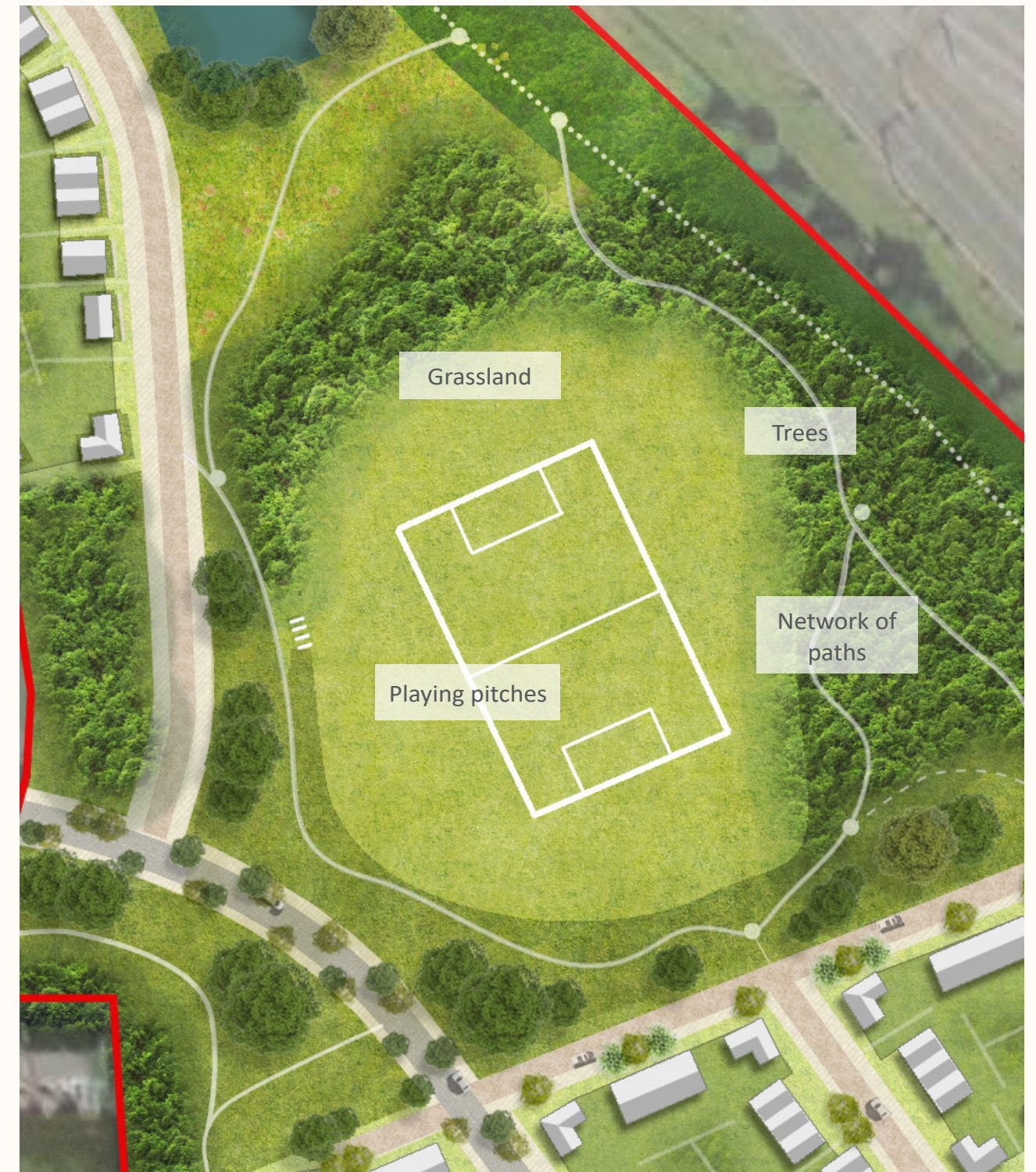
- **Sport Grassland:** Species rich lawn, which are specifically designed to withstand continual usage. This includes space for up to two Mini Soccer U9 and U10 (7v7) pitches (including drainage) will be provided in accordance with the Sports England requirements.
- **Trees:** Parkland trees will provide areas of shade, ecological benefits as well as visual interest. A range of sizes will be detailed to allow for variety and instant impact. Retention of the existing trees where possible with the proposed earth works will be prioritised.
- **Paths and associated furniture:** Surrounding furniture and paths will be kept away from sport pitches, whilst maintaining easy access and visibility of the sport. Furniture where proposed will be robust and situated facing the pitches.



Sports grassland



A place for recreation



Vision for the Village Green



The Masterplan

# Community Growing



Along the edge of the Community Park, where the landscape meets the housing, the vision is to have a number of Growing Gardens and Orchard. These will be community owned and managed by the residents, so that groups can gather and foster a sense of community.

- **Growing Gardens:** Spaces where the residents can come together to grow plants and share horticultural knowledge. These will be predominately hard landscape spaces with raised beds for growing. Beds can either be taken on by a household, a group or even a street of residents providing space to grow food or flowers outside their own backyard.
- **Community Orchard:** A space where the community can gather under the canopy of fruiting trees. This space, like the growing gardens, will help blend the landscape and residential areas together.



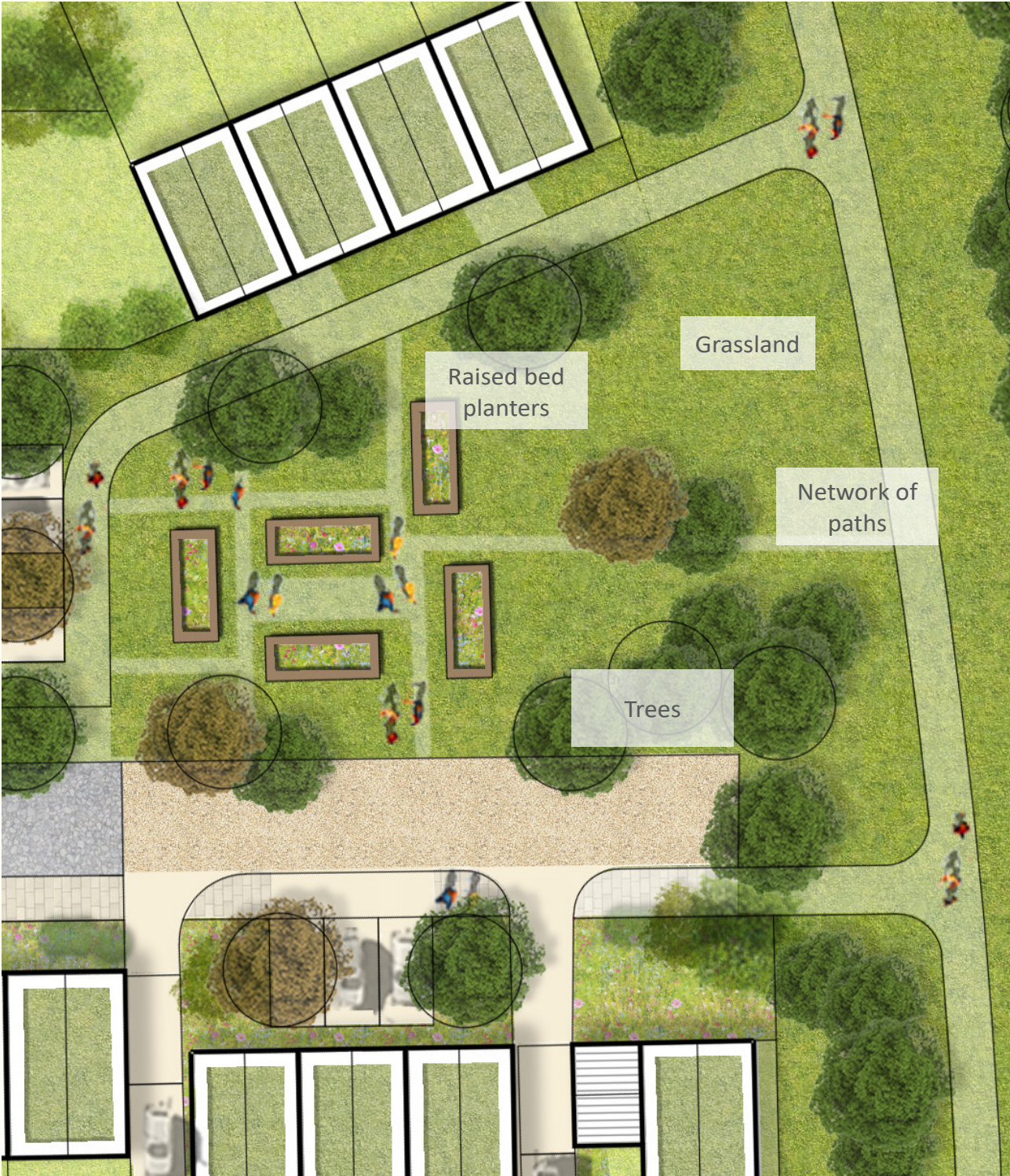
Community growing spaces



Community growing spaces



Community orchards



Vision for the Village Green



## The Masterplan

# Millennium Avenue

## Green Infrastructure Corridors

Several green infrastructure corridors link the development with the Community Park, Village Green and Eastern Boundary. The main function of these corridors will be as a key part of the active movement (walking and cycling) network around the development.

They will also have an ecological and recreational function. These spaces will be delivered with a mixture of habitats suitable to their adjacencies alongside avenue tree planting, SuDS/Swales and pathways.

- **Meadows:** A mixture of wildflower meadows and species rich lawns providing informal recreation use. Both types will have a high percentage of flowering species and spring bulb planting to add visual and ecological interest.
- **Trees:** Avenue trees will provide areas with vertical structure, shade, ecological benefits as well as visual interest. A range of sizes will be detailed to allow for variety and instant impact. Retention of the existing trees where possible with the proposed earth works will be prioritised. There will be no more than 7 of any one species in any grouping row, this will increase biodiversity in the canopies and protect against disease.
- **Pathways and Furniture:** As a key function of the active movement network, the pathways will be robust, wide, accessible, well signposted, lit and free from obstacles. Furniture and occasional exercise equipment is placed offset from the main routes, with easy visibility throughout.

- **SuDS/Swales:** Another key function of the Green Infrastructure corridors is the transportation of water. Swales are proposed within these corridors to help filter the run off water which is created by the roads and development. Swales will offset from roads, pathways and planted with wetland edges to reduce human interaction with these features.



Swale



Meadows



Vision for the Village Green



## The Masterplan

# Residential Landscapes

The landscape proposals are not limited to the parkland and ecological areas along the north eastern boundary.

These spaces can offer just as much amenity and ecological benefit as larger spaces. Below are some details of the main element of each of these spaces.

- **Streetscapes:** Streets should promote active travel uses. Wide footways and space for cycle parking will be integrated as standard to all street types. Where possible tree planting and seating will be provided within the street and particularly on key street corners. This will help to foster a strong sense of community and social cohesion. Street trees will be selected based on the street type and no street will be planted with a single species - this will ensure ecological diversity and protect against disease. Species selection will be primarily based on form, longevity and suitability to be planted in a streetscape environment.



Consistency of form & materials with high quality boundary treatment



Landscaped edges

- **Friar Garden and smaller amenity landscapes:** Small community gardens and pocket parks are provided at key junctions and are proposed at the heart of the different character areas-such as Friar Garden. These are small pocket parks and will provide a useful function for play and informal recreation. These spaces are designed with play and recreation at the centre of the space with herbaceous and sensory planting along its edges. The play will be focused towards young children and will be sensory and have a natural aesthetic, all play will conform with the relevant standards. Pathways within this space will be lit, accessible and have associated furniture.



Green streets



Vision for the Residential Streets



The Masterplan

Open Space Provision



The open space provision has been assessed against the Sandwell Open Space Standards 2009. The table overleaf, illustrates the site exceeds open space provision standards overall, notably for natural and semi natural open space, due to the intention to maximise biodiversity across the site.

The development provides 10.36 Ha of open space, against a requirement of 6.52 Ha calculated based on a population of 2.5 persons per dwelling.

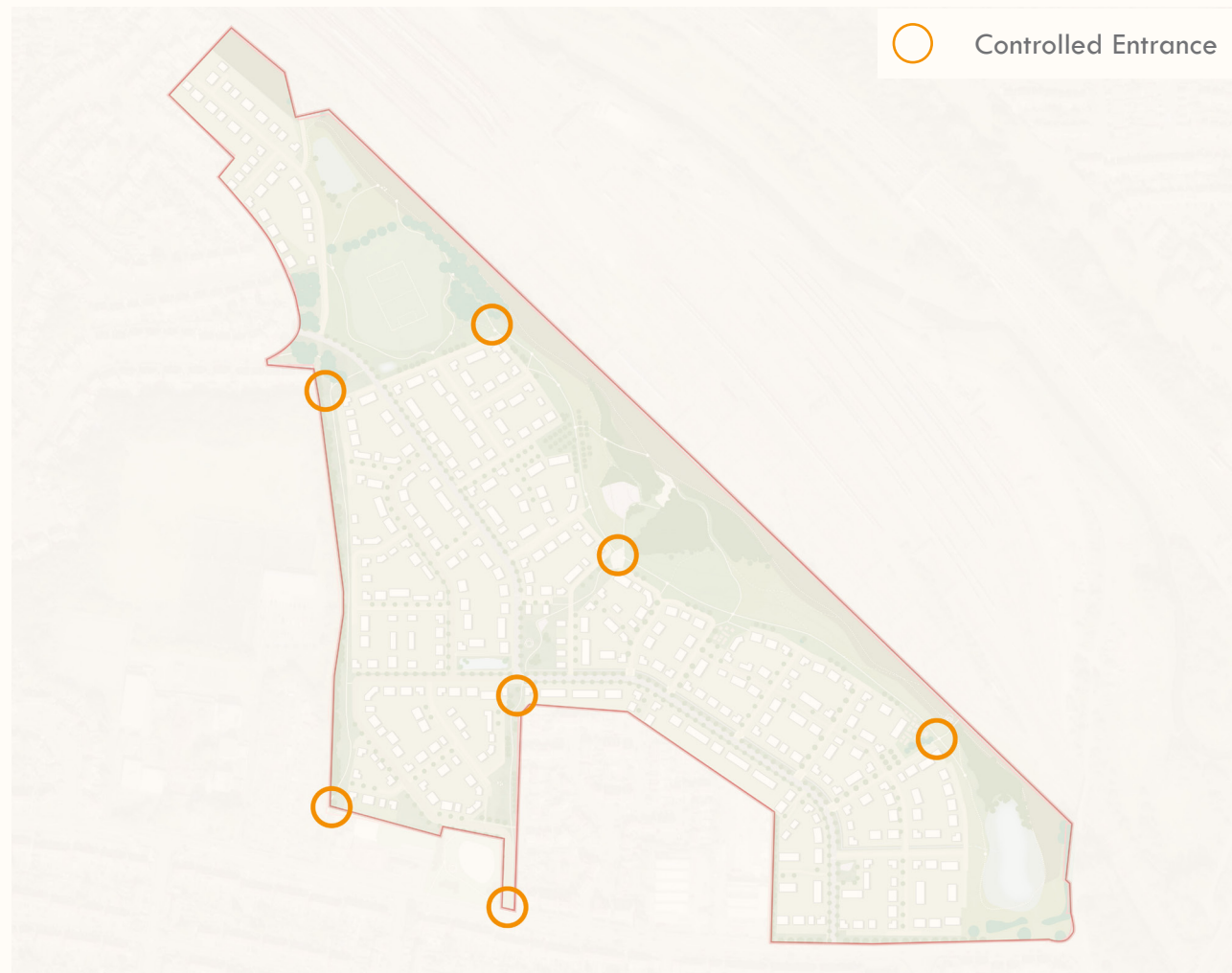
An element of sports provision will be provided within the boundary of the development with any further requirements being found outside the development.

Public Open Space (as set out in Sandwell Open Space Standards 2009)				
Category	Standard [ha per 1,000 population]	Accessibility Standard	Required provision [ha] based on 2.5 persons per unit	Proposed Masterplan Provision [ha]
Amenity green space	0.77	400m / 600m	1.21	1.50
Cemeteries and Churchyards	0.26	N/A	Assumed off-site contribution	Assumed off-site contribution
Green Corridor	0.20	400m / 600m	0.32	0.85
Natural & Semi Natural Green Space	1.86	400m / 600m	2.93	5.68
Outdoor Sports Facilities	0.38	600m	0.60	0.800
Parks and Gardens	0.89	400m / 600m	1.40	1.43
Provision for Children and Young People	0.04	400m / 600m	0.06	0.10
<b>Total</b>	<b>4.42</b>		<b>6.52</b>	<b>10.36</b>



## The Masterplan

# Safety & Security



We recognise the need for the Masterplan to address and seek to tackle anti-social behaviour, crime and fear of crime. The existing issues, including fly tipping, have all been considered within the Masterplan. Critically, however, the design of the place should not be compromised. The boundary with Network Rail land to the north has been designed to minimise public access and the opportunity for fly tipping and antisocial behaviour. The banks of the bund will be densely planted to prevent access and a secure boundary provided at the top and bottom of the slope.

The green corridors which permeate the site must be carefully controlled at key entrance points to ensure high speed vehicles, including quad bikes or motorbikes, cannot enter the site at speed. The use of mature planting and strategically located landscape features will control movement. Furthermore, increased natural surveillance will reduce opportunities for crime and anti-social to happen unnoticed.

## The Masterplan

# Utilities Strategy

By 2025, the UK Government is committed to the introduction of a Future Homes Standard for dwellings, which will set very high fabric standards to significantly limit heat loss. Homes delivered after 2025 will adopt an electric driven ASHP system, thus having no reliance on gas whatsoever.

Therefore, the assessment of potential demand for the development is based on a gas boiler approach for the initial 150 homes and an electrically driven heat pump approach to homes and non-domestic elements thereafter. This has informed applications to statutory utility providers to confirm requirements for reinforcement and budget costs for new utilities provision leading up to the site.

Cadent has confirmed that there is available capacity in the local gas network to serve the site with a point of connection identified in Friar Park Road. South Stafford Water (SSW) has also confirmed available capacity

and indicated suitable point of connection identified on Kent Road.

A new HV mains will be required to service the site which would consist of approx. 5,200m of HV cabling from Bustleholme Primary Substation and a second connection taken from the 11kv substation in Millersdale Drive. SSW has advised there will not be a requirement for additional off-site mains, since it anticipates the new supply can be connected into the existing mains on Friar Park Road.

An additional connection into the existing main in Kent Road has been requested by SSW to ensure future resilience in the network. Some minor alterations to increase a local pressure value have been identified. SSW has noted that some diversionary work may be required around site entrances where utility services are located.

# Land Remediation Strategy

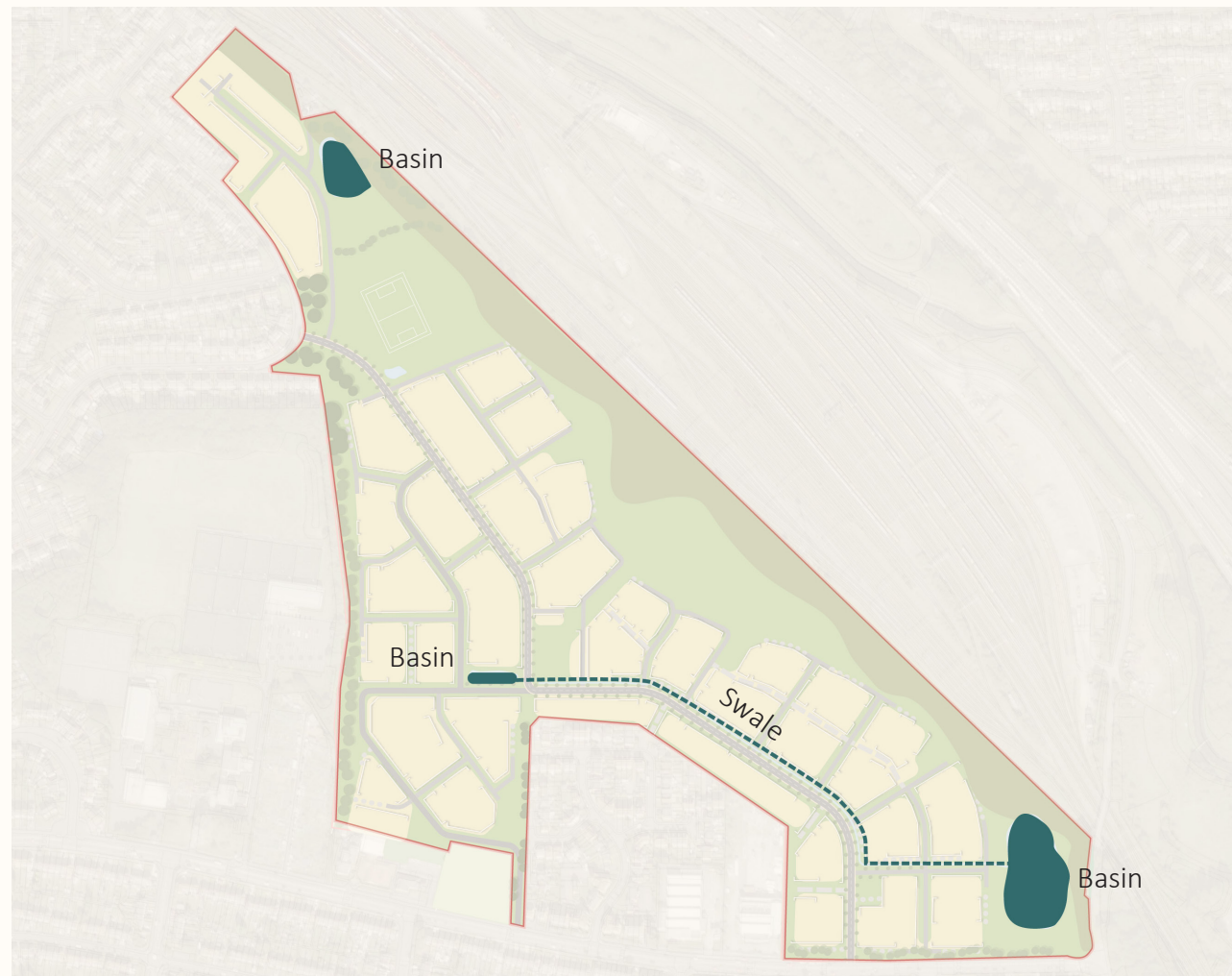
Appropriate remedial solutions are currently being considered. Currently, remediation is likely to comprise the bulk excavation of material from within the central landfill areas. The material will be processed and treated if required to allow reuse on site in the creation of landscaped features and as general fill to restore site levels where needed.

One of the primary aims of the remediation strategy will be to minimise off site disposal to landfill which is costly and is an unsustainable solution.



## The Masterplan

# Drainage Strategy



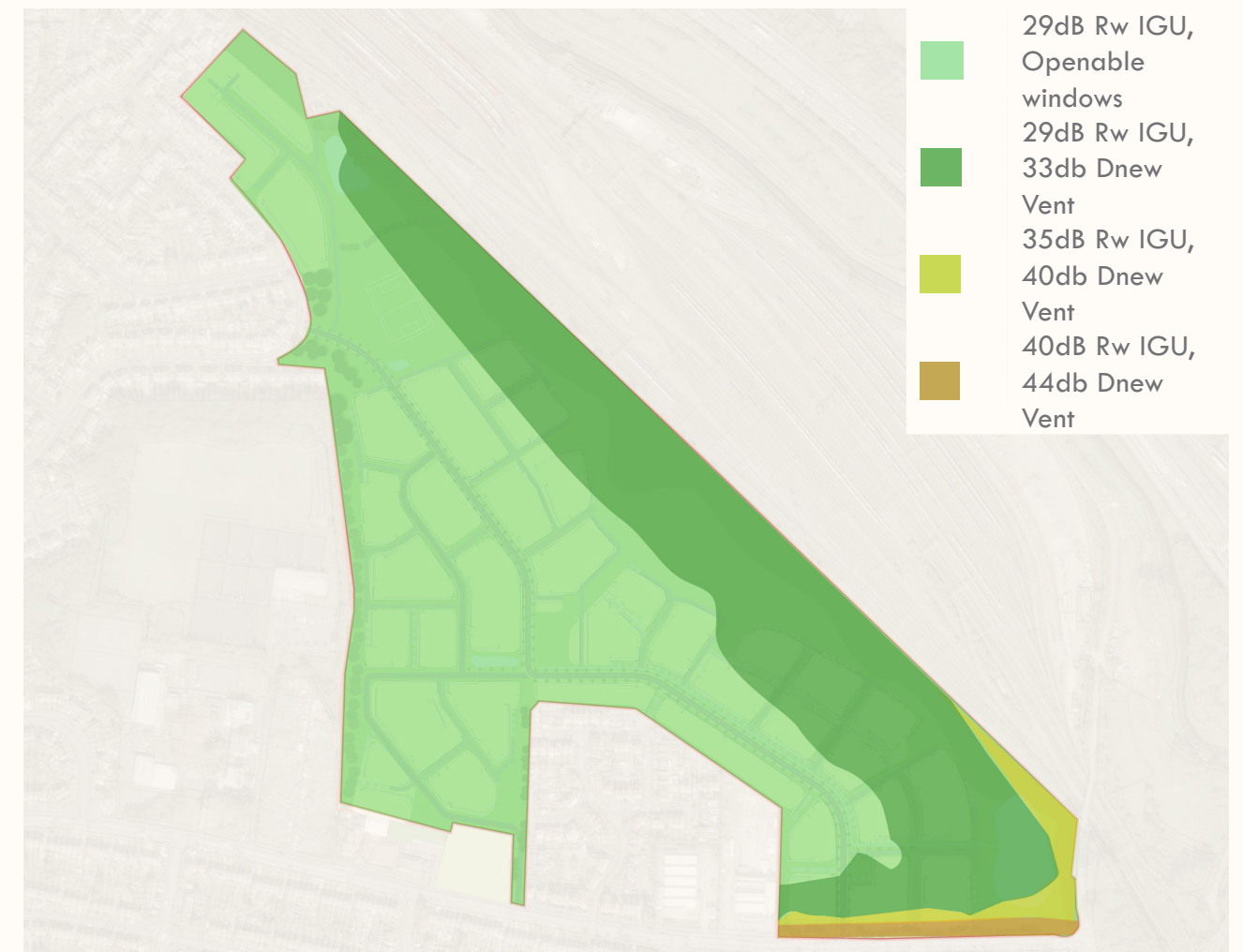
Surface water run-off generated by the development can discharge to the public drainage system.

The proposals include the use of attenuation basins (maintained wet for biodiversity) connected by a linear swale. Surface water run off will be collected by these features and then discharged to the public surface water sewer located in the south east corner of the site.

The maximum flow rate from the site, based upon the existing 1 in 1 year greenfield run off rate of 106.6 l/s has been agreed in principle with the LLFA. The estimated attenuation required on site based upon 70% developable area would be in the order of 10,000m<sup>3</sup> to 15,000m<sup>3</sup>.

## The Masterplan

# Noise Mitigation Strategy



A noise and vibration assessment found that the highest predicted noise levels at the site would put the development in the low and medium risk category according to ProPG for daytime and night-time periods respectively. A stage 2 acoustic design statement should therefore be prepared and submitted with any future applications for residential development at the site.

Mitigation options have been indicated in the form of minimum glazing and ventilation

specifications. External noise levels during the daytime are generally predicted to be  $\leq 55\text{dB}$  and  $\leq 50\text{dB LAeq,16hr}$  towards the centre of the site. External noise in private gardens can be suitably controlled through local boundary fencing arrangements and good spatial planning practices. Comparison of the measured vibration level from rail pass-by events with BS6472 and BS5228 shows that vibration levels are insignificant.



## The Masterplan

# Sustainability, Health & Wellbeing

The Masterplan is designed to embed sustainability and wellbeing principles throughout. The outcome should deliver an inclusive place that is resilient to climate change.

The following key principles are proposed within the Masterplan and should be driven through the detailed design and delivery of the place.



### Movement & Access

- The Masterplan promotes reduced levels of car ownership and reliance on the car by promoting sustainable, high quality walking and cycle routes, enhancing the connection to public transport for existing and proposed residents. Routes are to be pleasant, safe and high quality. Enhanced safety for users will increase confidence in active movement through the site and promote wellbeing as a whole.
- Reduced vehicular movement also has a net benefit on improving local air quality. This will be enhanced by the proposed landscape strategy and planting.
- Cycle parking and secure storage is to be provided for all homes.



### Materials and Planting

- Due to the nature of the site's former use and remediation requirements, it is anticipated that a large number of the existing trees on the site may be lost. High quality trees of value should be retained where possible.
- Where new trees are planted they should be from a selection of high quality European sourced or UK sourced where possible.
- High tolerance materials to be selected for highly trafficked areas (pedestrian and service vehicles) for longevity.
- Tree and planting species selection to prioritise; species tolerant of the changing climate; species beneficial to insect population and pollinators; native species.



### Climate Resilience and Adaptation

- The Masterplan proposes increased tree coverage across the site which provide shelter during high heat and heavy rainfall.
- Sustainable urban drainage to be incorporated into the design of streets and open spaces, in the form of swales, SuDS, rain gardens etc., and to houses where appropriate.
- Consideration should be given at detailed design stage to orientation and the opportunity to maximise solar gain to add heating and cooling of new homes.



## The Masterplan

# Sustainability, Health & Wellbeing



### Health and Wellbeing

- The proposals provide a new urban village sat within a green and landscaped setting. The generous green infrastructure will improve new and existing residents' access to nature and open space, enhancing wellbeing.
- The Masterplan will deliver improved safety and security and therefore reduce the fear of crime and potentially increase wellbeing.
- Providing new streets and spaces free of street clutter has the potential to reduce stress and anxiety for users.
- The design of streets and spaces have social cohesion at their heart with opportunities for interaction, play and people encounters in the design of the streets, and open spaces.
- Proposed walking routes and play areas promote and activity to increase movement, exercise, and wellbeing.
- The Masterplan promotes and supports diversity and inclusion within the space – bringing community together in areas that have been designed for all. The detailed design of spaces should include inclusive design principles.
- Mews streets have been designed to de-prioritise vehicular movement in favour of areas for play and interaction social engagement and equitable management of streets.
- The Masterplan proposes Community Growing Areas, places where the community can come together socially and take joint responsibility for growing. Growing areas provide residents with further access to green space and the wellbeing benefits of growing plants, fruits and vegetables.



### Waste & Site Management

- Recycling bins will be provided for all homes and opportunities should be sought to deliver a communal waste management system as part of the new community.
- Robust paving, seating and planting to be provided to reduce repair and maintenance requirements.
- Open space to be managed and managed through appointment of an appropriate estate management company, on behalf of the future developer(s) to maintain landscaping, open space and other potential issues arising from the public realm.



### Energy & Water

- Opportunities should be sought to provide PV Panels on roofs, particularly maximising south facing roofs.
- The development should consider community energy saving measures such as a visual representation of energy saving in a public place through lighting scheme or interpretation boards for example to increase awareness of how much energy the development is using and foster a community spirit for overall reduction.
- Future developers should consider energy efficiency and recovery across all systems (e.g. water fountains, lighting, digital).
- The selection of proposed planting should be made with watering in mind, in order to reduce water consumption where possible across the site.
- Consideration of the use of Smart tech, such as a Friar Park Urban Village App, which tracks energy consumption and promotes community measures.



An aerial map of a residential neighborhood, showing a grid of streets and numerous houses. A large, semi-transparent green circle is overlaid on the right side of the map. The number '4' is centered within this circle.

4

# Design Code



Design Code

Purpose & Structure

Purpose

The Friar Park Urban Village Design Code is an important document for delivering on the long-term aspirations for beautiful and sustainable placemaking for the site.

The purpose of this Design Code is to set design requirements and principles against which future applications can be assessed, ensuring they comply with the Code. It is a tool for designers, developers and planners to use at all stages of the design process, from the overall layout to on-plot details.

The overarching aim of the Design Code is to ensure that the development is of high quality and contributes to healthy and sustainable placemaking which ties the landscape and built form together. The Code focuses on key design requirements and principles to ensure that the important elements are fixed without stifling innovation and creativity during the detailed design stage.

Structure

The Design Code for Friar Park is set out in alignment with the National Design Code. The previous sections of this document have outlined the Vision and Placemaking Principles for the site, and how these should be delivered in the Masterplan Frameworks.

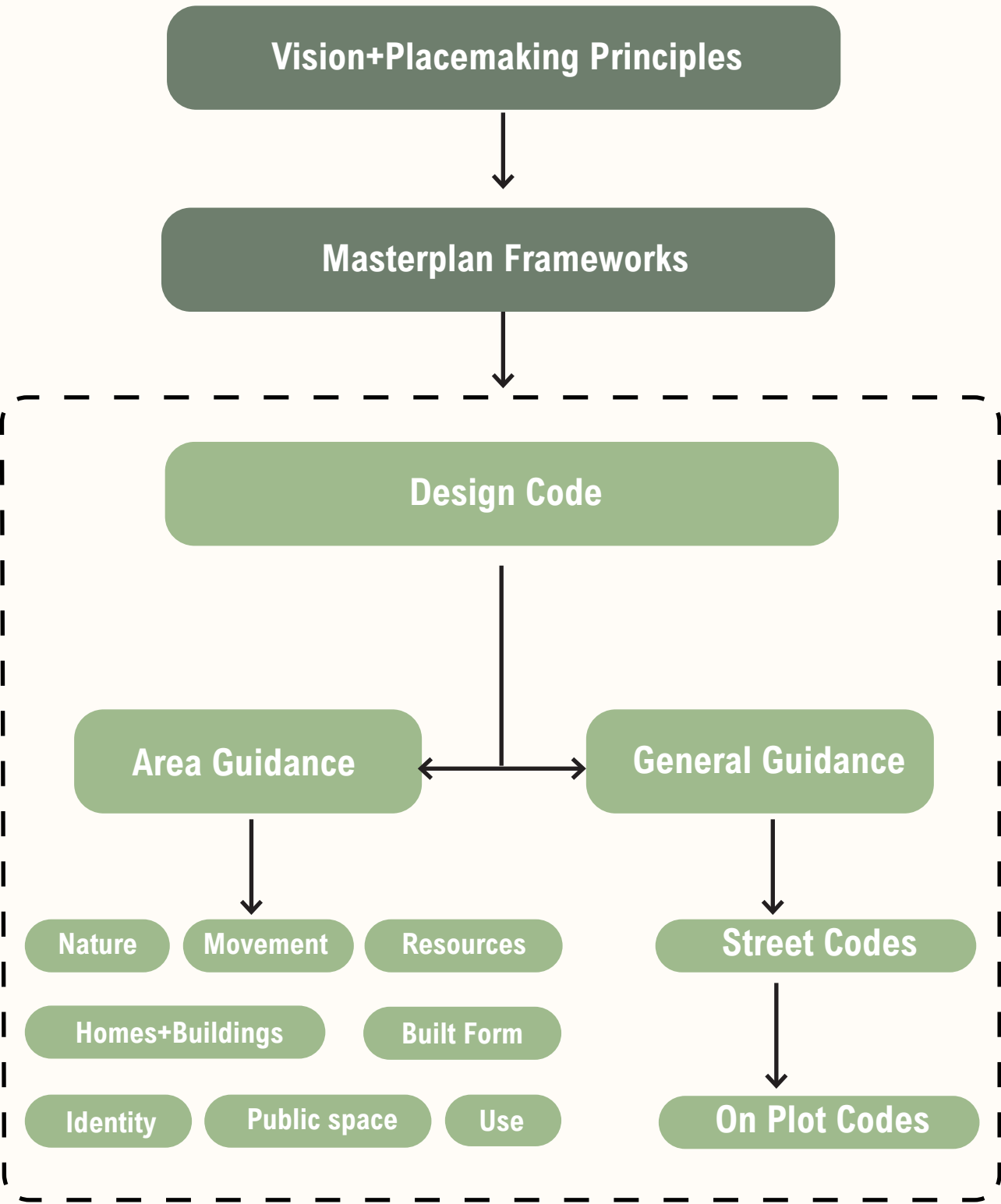
The Design Code is made of two sections.

**Area Guidance** - Area specific guidance based on Character areas including principles related to the following:

- Movement
- Nature
- Built Form
- Identity
- Public Space
- Use
- Homes and buildings
- Resources

**General guidance** - principles that apply site wide, Including:

- Street Codes
- On Plot codes





## Design Code

# Character Areas



Friar Park Urban Village comprises of the following character areas and their extent indicated on the plan above.

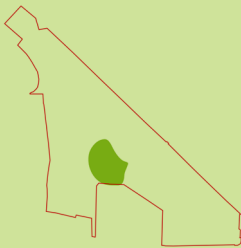
- Village Green
- Village Mews
- Landscape Edge
- Friar Drive
- Kent Park

The character areas are defined by their general approach to density, form, landscape and access. The diverse approaches to these urban design principles has created a complimentary and characterful masterplan approach which should be fully considered when developing designs for the space.



Character Areas











# Village Green



Village Green is the heart of the Friar Park Urban Village. A space to dwell and come together as a community, the village green will be at the centre of everyday life for residents.

## Key Design Principles



- |   |                              |   |                      |
|---|------------------------------|---|----------------------|
|  | Development blocks           |  | Swale                |
|  | Key pedestrian / cycle links |  | Key frontages        |
|  | Green link                   |  | Existing buildings   |
|  | Key public open space        |  | Active frontages     |
|  | Tree-lined boulevard         |  | Key / focal building |



Density Range  
40-45 Dph



Open space  
0.23 ha



1 Village  
Green



## Village Green

## Movement

**Streets** should be designed to be safe, connected and overlooked and relate to their position within the street hierarchy. Please refer to Street Codes for more information.

**Destination for Boulevard street** - The green boulevard leads to the village green, connecting this key green space with the main access point on Friar Park Road. Boulevard street to include swale and cycleway.

**Cycling and pedestrian movement** - Key routes in this character area include the strategic cycle routes on the Boulevard and Primary Street, to be provided on street, and a secondary pedestrian /cycle connection linking Millennium Avenue to the Community Park via the Village Green. This route is to be incorporated into the design of the Green.

**Residential streets** - Secondary streets providing access to properties and to include street planting where possible.

**Parking** - to be provided on plot, integral to the building or to the front of properties. Due to the higher density of this area it is anticipated that a significant amount of parking will be provided in front of dwellings. This is only appropriate where parking can be fully integrated within the overall landscape strategy and cars do not dominate the street scene. All parking should reference the parking standards set out in the Sandwell Residential Design Guide SPD (2014). There are opportunities to reduce car parking standards where it can be demonstrated that the homes are in a sustainable location and to prioritise a high quality street environment.



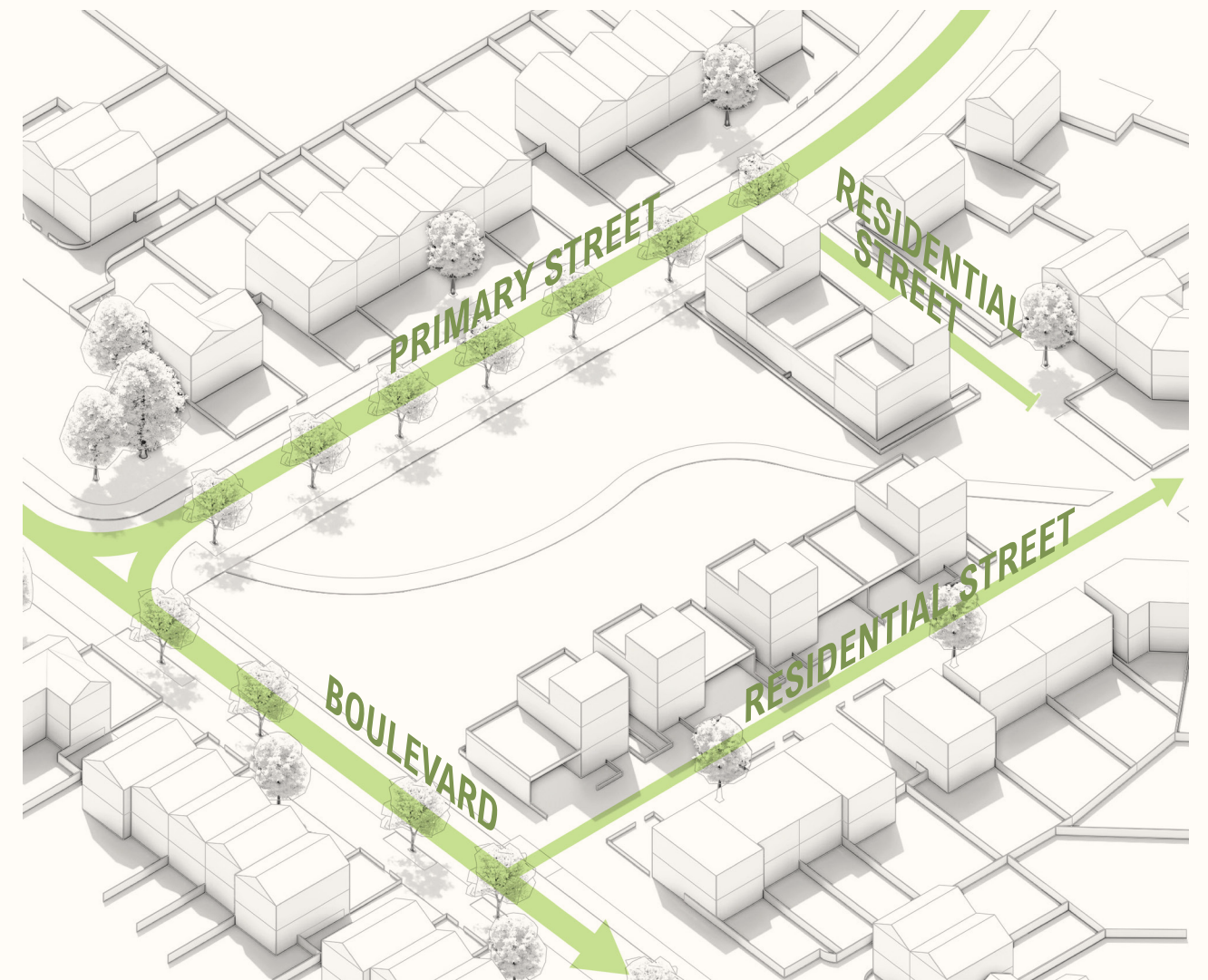
Streets - Attractive, safe and overlooked by dwellings.



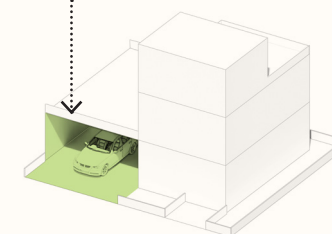
Cycling infrastructure - Should be integrated into the street design



Parking - Should be integrated with the overall landscape of the street.



Integral



Appropriate parking typologies

On plot to the side in driveways



To the front of properties



Village Green

# Nature

**The Village Green** – The focal heart of the development and a key area of green space for community events, small children’s play space and a focal point for seasonal celebrations. To include an amenity lawn, play area and tree planting.

**Green links** – Strong green links to connect the Village Green to the Park and Friar Park Road, to include pedestrian / cycle links, trees and shrubs and be overlooked by dwellings.

**Blue infrastructure** – Attenuation basins and swales to be integrated into the street scene with dwellings orientated to provide active frontage to these spaces. Attenuation features to be maintained wet to encourage biodiversity. Safety features to be integrated within the landscape, not railings.



Village Green - Include tree planting, amenity lawn and be overlooked by proposed dwellings



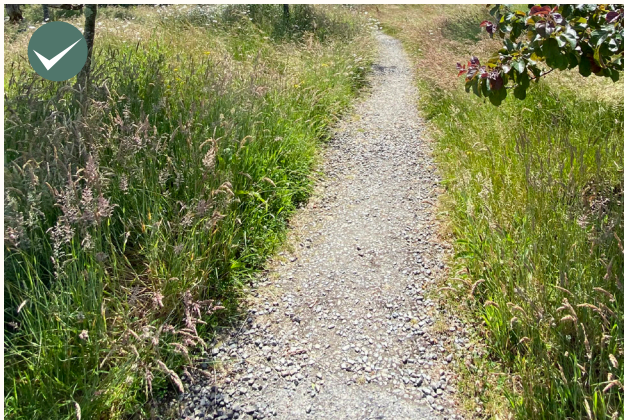
Green links - To be planted with trees, shrubs include pedestrian cycle routes and overlooked by proposed dwellings



Attenuation features - To be maintained wet for biodiversity.



Village Green - To be a focal space for the community, events and play



Green links - To be planted with trees and shrubs, include pedestrian cycle routes and overlooked by proposed dwellings



## Village Green

## Identity

**Roof Form** - Consistency of roof form to clusters of housing, such as individual streets to provide uniformity of character to the area.

**Boundary Treatments** - low, high quality boundary treatments to the front of properties to define private space to include prominent planting. E.g. Hedge or low brick wall.

Side boundaries to private rear gardens should include planting in front of a high brick wall or hedge to minimise impact onto the street.

Units which directly interact with the Village Green to have boundary treatments which clearly delineate public and private space, provide security to dwellings and allow for natural surveillance such as dense low level shrubs or hedges to prevent access.

**Building materials** to be selected from a consistent palette to strengthen the character of the area. Please refer to guidance on Material Palette on p158-159.



Boundary Treatments - High-quality boundary treatment with prominent planting



Boundary Treatments - Planting in front of high boundary wall



Inconsistent building typologies

## Village Green

## Use

**The heart of the urban village** - the Village Green is an area for increased density to define the key space. An average density of 45 Dph to be accommodated within this area, through a mix of building typologies. It is envisaged this will include a higher proportion of attached (terraced) or linked dwellings.

Use of repeated **building typologies** is encouraged in this area to strengthen the visual character and uniformity around the Village Green.



Roof Form - a consistent roof form provides continuity across the character area. Repeated building typology strengthens character of the area.



Sketch view of the village green



Village Green

Built Form

**Strong frontage to Village Green** - to define key space with new homes orientated to provide natural surveillance over the green space.

**Relationship to existing dwellings** - Privacy distances to existing dwellings should be respected and new development should enclose existing private back gardens with proposed back gardens for security.

**Scale** - Storey heights to be 2 storey with opportunities for 2.5/3 storey dwellings to address the Village Green.

**Landmark buildings**- Building form to address the Village Green with opportunities for landmark buildings to define the key space.

**Building Line** - Consistent, well defined building line to provide uniformity to the area.



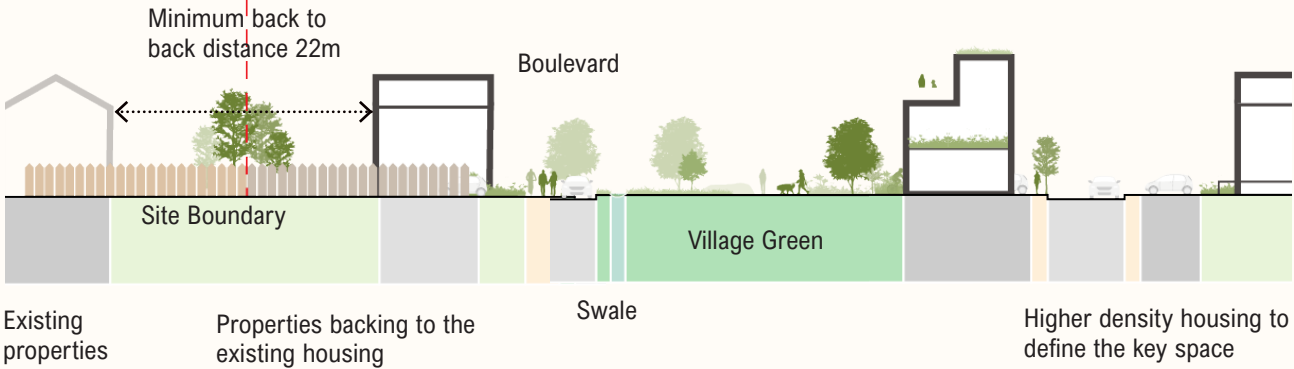
Strong frontage to Village Green



Raised deck amenity spaces provide open space for dwellings and reduce impact of driveway.

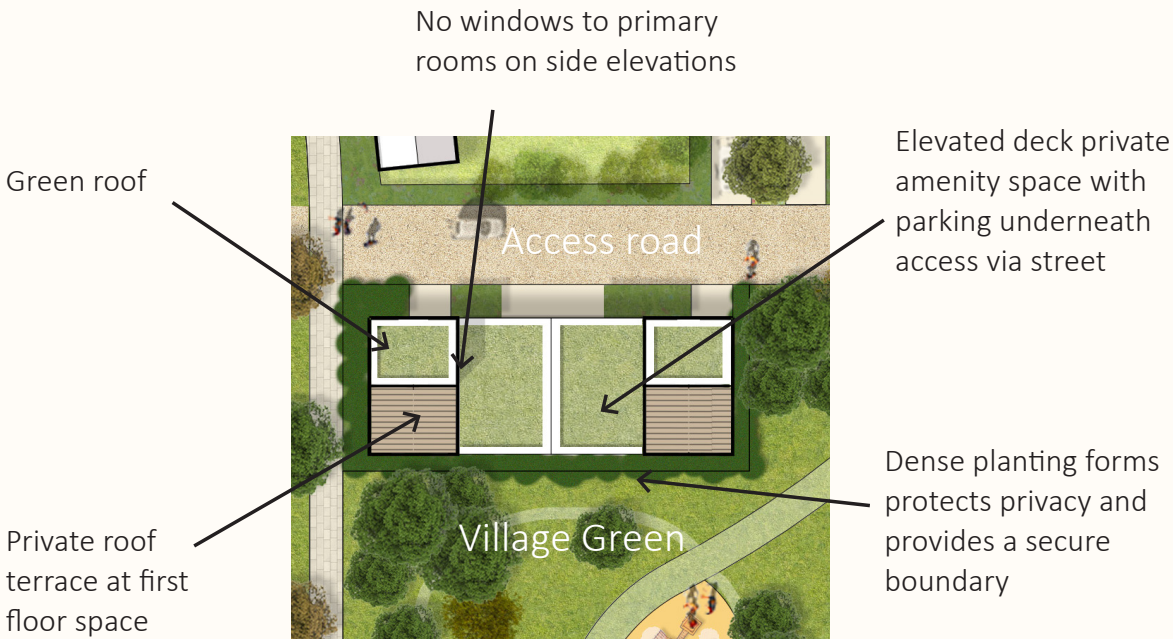


Raised deck amenity spaces provide open space for dwellings and reduce impact of driveway.



Innovative building forms are encouraged in this prominent location where they can demonstrate an appropriate level of amenity and privacy to private open space, relationship to the Village Green and parking solutions.

Raised deck amenity spaces can provide open space for dwellings and reduce the visual impact of driveways. Consideration to be given to ensure enough active frontage is provided to Village Green to ensure overlooking of the space.





Village Green

# Public Space, Homes & Buildings

### Public Space

**Streets** - new development should contribute to the character of the street on which it is located. Please refer to Street Codes section of this document.

**Spaces** - Key space- the Village Green. Please refer to Nature section of this character area for more detail.

### Homes and buildings

**Innovation** - An area within the new development where innovative house types and architectural design is encouraged.

**Active edges on corners** – all external edges of the residential blocks will be animated with entrances and windows keeping blank façades to an absolute minimum.

Please refer to on plot details on p157 for general Homes and Buildings codes.



House on corner with active frontages with prominent windows onto both streets.



No active frontage to streets as unit turns the corner.

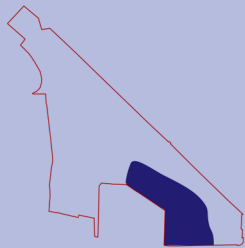


Village Green - Detailed area



Character Areas

# Village Mews



The primary gateway to the urban village from Friar Park Road, Village Mews has a intimate character. Development is characterised by the green boulevard running throughout the area connecting to the Village Green, tree lined residential streets and intimate mews. Built form reflects the accessibility of this location and is an opportunity to provide an increased density to parcels.



Average Density  
40-45 Dph



Open space  
0.26 ha



1 Pocket Park

## Key Design Principles





Village Mews

Movement

**Tree lined Boulevard** – Primary access road to be tree lined, include a swale and a strategic cycle route. Private access to dwellings fronting the swale can be provided by private driveway access (up to 5 dwellings only). Crossing points over the swale to be kept to a minimum.

**Residential streets** - Secondary roads linking through to the Community Park to be tree lined where possible.

**Mews Streets** - Tertiary streets to be informal in character and have a mews street quality, with pedestrian and cycle priority, places for social interaction and community, with parking and planting accommodated within the streetscape.

**Parking** - to be provided on plot or to the front of properties where they will be fully integrated within the overall landscape strategy and cars do not dominate the street scene. Parking within Mews streets to be well integrated into the street design, with opportunities for on street parking set within the informal street structure. All parking should reference the parking standards set out in the Sandwell Residential Design Guide SPD (2014). Opportunities to reduce car parking standards where it can be demonstrated that the homes are in a sustainable location and to prioritise a high quality street environment.



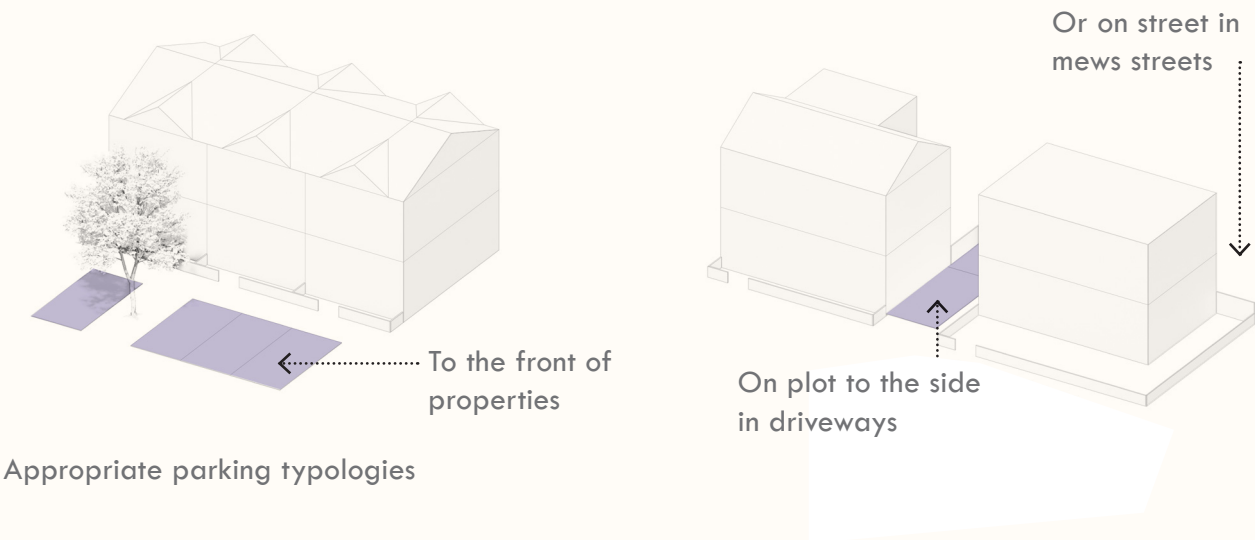
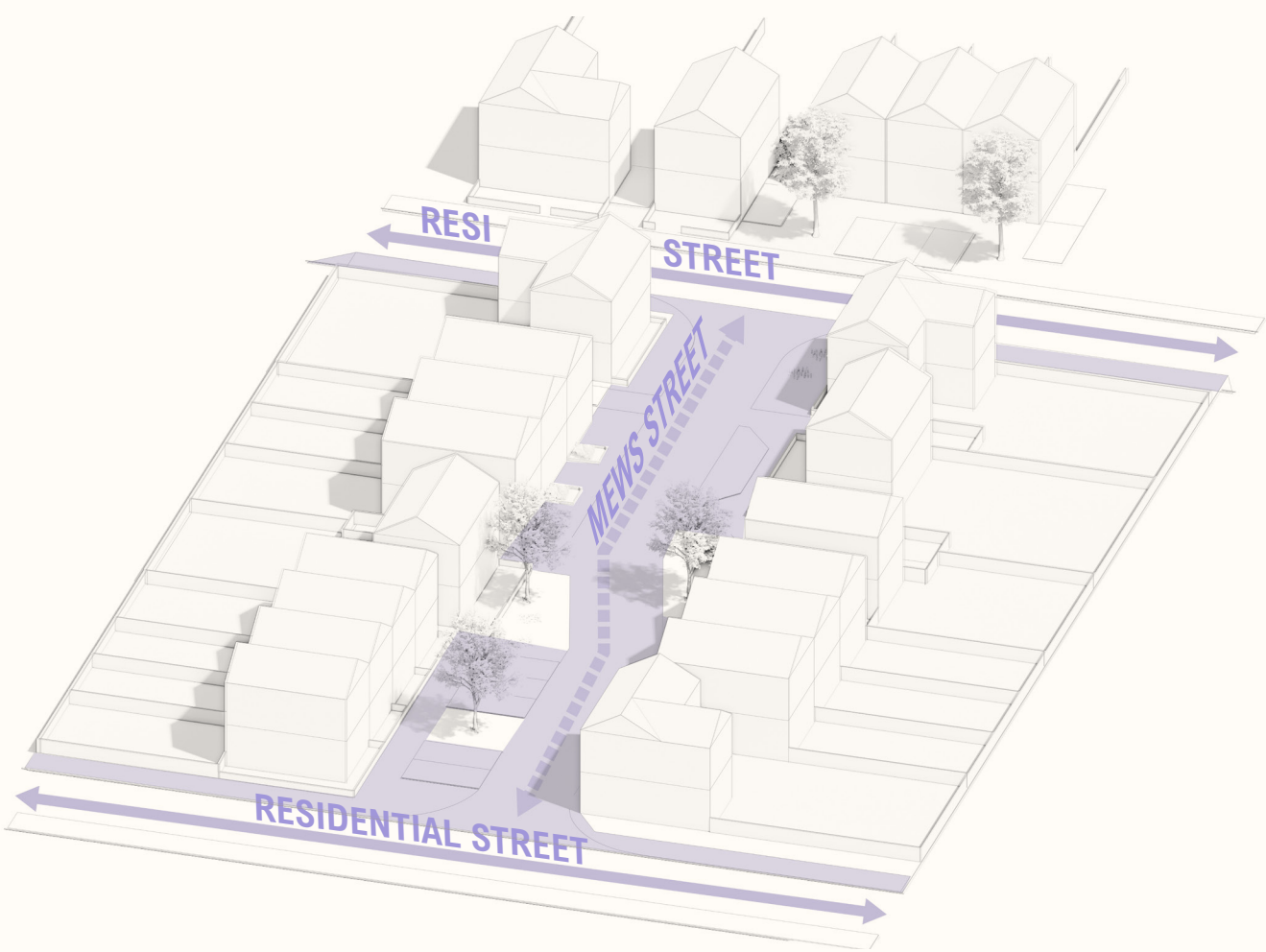
Crossing points over the swale to be kept at a minimum to maximise biodiversity.



Mews Streets - Informal streets with integrated planting.



Parking - Should be integrated with the overall landscape of the street and overlooked by dwellings.



Appropriate parking typologies



Village Mews

Nature

**Friar Green** - Pocket park to be located to create a gateway green space upon arrival into the development. A pocket park for play and informal recreation, these spaces are designed with play and recreation at the centre of the space with herbaceous and sensory planting along its edges. Opportunity for natural play. All play will conform with the relevant standards. Pathways within this space to be well be lit, accessible and have associated furniture.

**Linear Swale**- running the length of the Boulevard, the linear swale will connect drainage basins, provide a green link and be maintained wet to maximise biodiversity opportunities.

**Visual and physical links to the park** – block structure should be designed to allow for visual and physical links to the park beyond.



Friar Green - Pocket park with natural play.



Linear Swale - Key feature of the character area, provides a SUDs solution to drainage and wetland habitat running through the heart of the development.



Linear Swale - Should be overlooked by dwellings.



Parks should be overlooked by dwellings.



Paths should be accessible and well lit.



Village Mews

Identity

**Boundary Treatments** - low, high quality boundary treatments to the front of properties to define private space to include prominent planting. E.g. Hedge. Fencing not permitted.

**Building materials**- to be selected from a consistent palette to strengthen the character of the area. Please refer to guidance on Material Palette p158-159.



High-quality boundary treatment with prominent planting



Hard landscaping to front of properties with fencing not acceptable.



Consistency in building material in form to street.

Village Mews

Use

A focus for density – There is an opportunity for this area to support an increased density of up to 45 Dph due to this area’s proximity to public transport. Urban form should include provision for terraced housing, linked properties and semi-detached properties.

**Typologies** - The number of building typologies should be limited per individual street to ensure visual continuity.



Limited number of building typologies within the street



Sketch view of the Boulevard street



Village Mews

Built Form

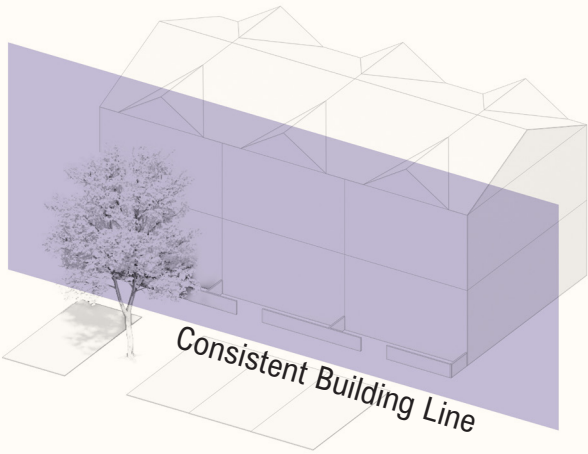
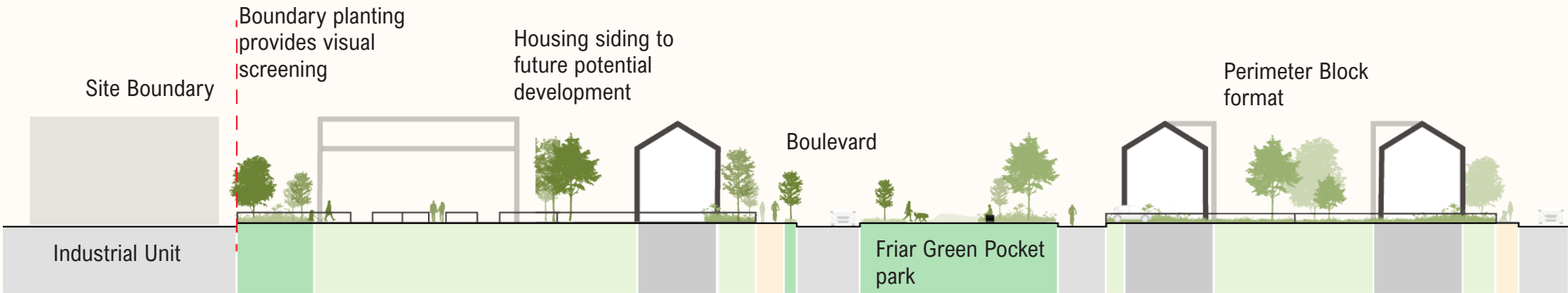
**Relationship to existing uses** – Proposed development to have an appropriate relationship to existing uses. Blocks to be orientated so that dwellings side on to the industrial unit boundary rather than directly overlook and be designed to be mindful should the land come forward for future development. Where proposed buildings back onto existing rear or side gardens, appropriate privacy distances should be observed and the block structure should seek to, where appropriate, create a perimeter block structure.

**Frontage to Friar Park Road-** Development set back from Friar Park Road to maintain a tree lined frontage. Dwellings to be orientated to provide a positive frontage to Friar Park Road, where driveway access not appropriate, this is to be achieved by a separate private drive.

**Scale** - Storey heights to be predominantly 2 storeys with opportunities for occasional 2.5/3 storey dwellings as key buildings and to define key frontages.

**Landmark buildings**- Building form to address the Friar Green Pocket Park with opportunities for a landmark building.

**Building Line** - Consistent, well defined building line with minimal set-back from the public realm.



2.5/3 storey buildings to define key buildings



Consistent building line



Inconsistent building line



2.5/3 storey buildings to define key buildings



Village Mews

Public Space, Homes & Buildings

Public Space

**Streets** - new development should contribute to the character of the street on which it is located. Please refer to Street Codes section of this document.

**Mews streets** - should provide an opportunity for informal play and places for social interaction.

**Spaces** - Key spaces to include Friar Green, a pocket park. Please refer to Nature section of this character area for more detail.

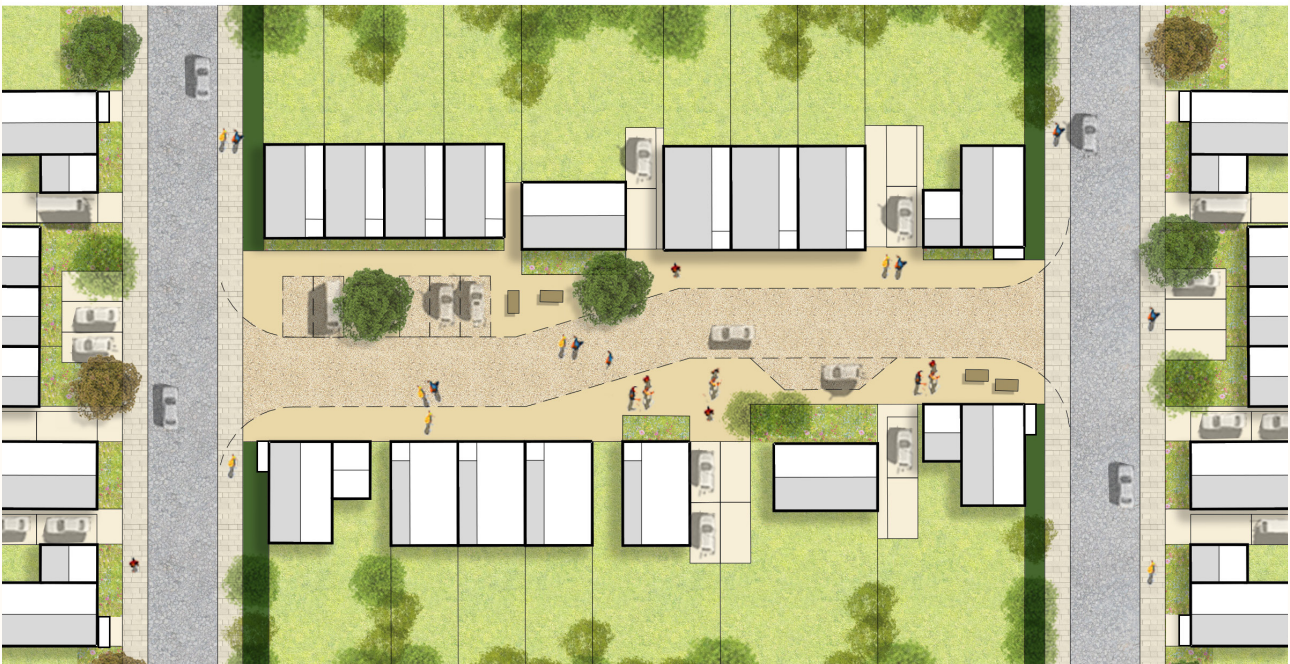
Homes and buildings

**Active edges** – all external edges of the residential blocks will be animated with entrances and windows keeping blank façades to an absolute minimum.

Please refer to on plot details on p157 for general Homes and Buildings guidance.



Detailed Area - Village Mews, typical Street



Detailed Area - Mews Street



Precedent to follow



Homes can have minimal setback onto the street.

Mews streets - Places for interaction and informal play



Character Areas

# Landscape Edge



Landscape Edge provides a development with nature at its doorstep. This mid density area, stretching alongside the boundary between the development and nature, focuses on creating an active edge onto the landscape feature. Occasional orchards and community growing spaces embrace the ongoing trend of growing your own, as well as neighbourhood interactions.





Average  
Density  
40 Dph



Open space  
0.76 ha



3 Community  
Gardens

## Key Design Principles





## Landscape Edge

# Movement

**Streets** should be designed to be safe, connected and overlooked and relate to their position within the street hierarchy. Please refer to Street Codes for more information.

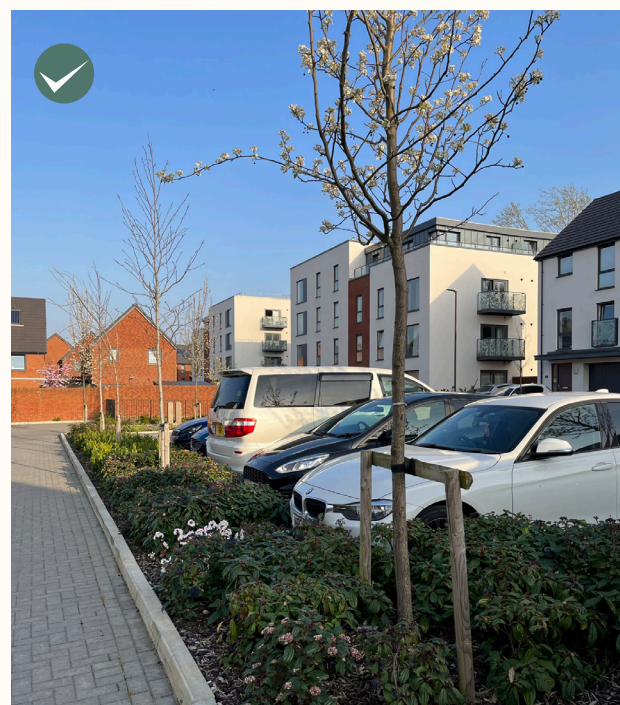
### Responding to the landscape edge

- streets in this location should be low priority tertiary streets, such as private drives, providing access to up to 5 units only. Where possible, opportunities to take the parking off the park frontage should be explored, providing parking in small landscaped, well overlooked parking courtyards.

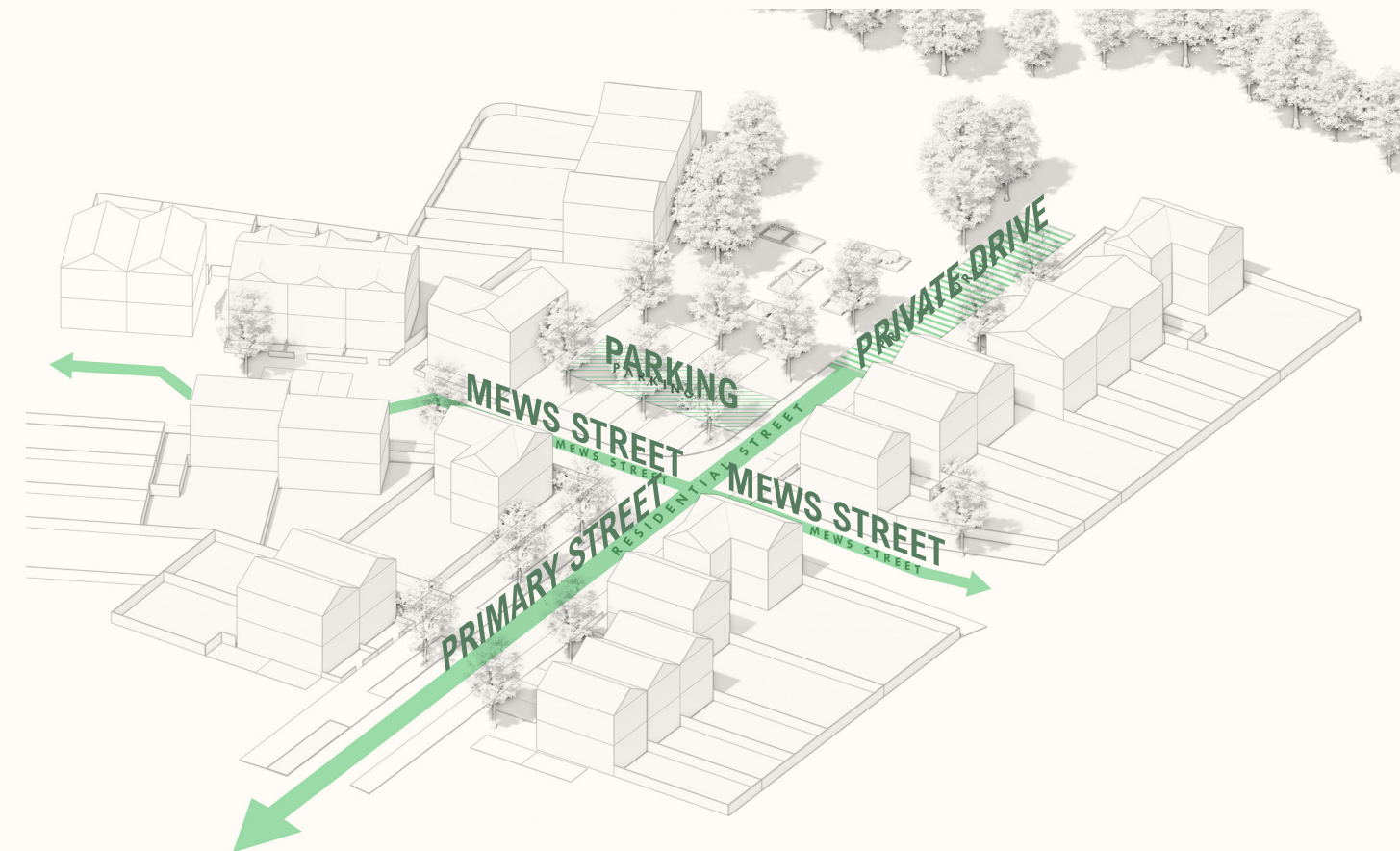
**Parking** - generally to be provided on plot, and taken off the streetscene where possible. Opportunities should be sought to remove parking and highways infrastructure from the landscape edge and provide parking in the form of small courtyards serving a limited amount of dwellings. These should be designed to be well overlooked and with planted boundaries and tree planting to soften the transition of spaces from the community park to street. All parking should reference the parking standards set out in the Sandwell Residential Design Guide SPD (2014). Opportunities to reduce car parking standards where it can be demonstrated that the homes are in a sustainable location and to prioritise a high quality street environment.



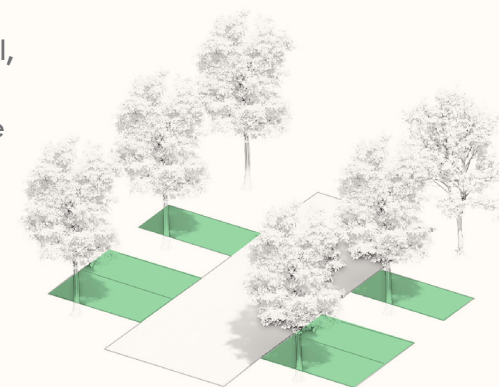
Private Drives to properties fronting open space. Parking is provided to the side of units to take parking off the streetscene and assimilate the development edge into the park.



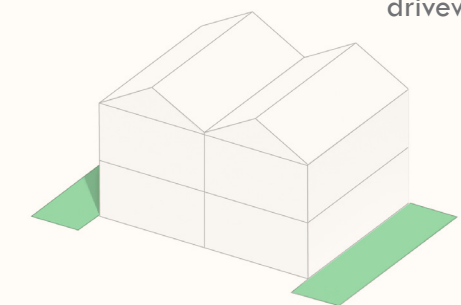
Opportunities should be sought to take car parking off the park edge and be provided in small parking courtyards where they are well overlooked, with a planted boundary.



Within small, residential only surface car parks



On plot to the side in driveways



Appropriate parking typologies



Landscape Edge

Nature

**Community Growing Areas** – Where development meets the park, block structure to seek opportunities to draw the landscape through the development and create areas for community use, such as orchards or growing areas. Parking to be taken off the interface with the park where possible in key locations and small parking courtyard areas provided, where integrated into the landscape setting and overlooked by dwellings for security.

**Green links** – Street tree planting to create green links from the park through into the heart of the new community, and physical pedestrian/cycle routes be provided to connect into the footways in the Community Park.

**Transition to the Community Park -** The edge of the development should provide a positive active frontage to the Community Park and nature areas.



Community growing areas



Green streets - tree planting provides a continuous green link connecting streets to the park.



Community Park/nature areas to be well overlooked by the development edge



Parking courtyards should be landscape led in design.



Growing areas should include places for interaction.



# Landscape Edge Identity

**Roof Form** - To be consistent across the character area. There is the opportunity for green roofs to be considered to relate to the parkland edge.

**Boundary Treatment** - low, high quality boundary treatments to the front of properties to define private space to include prominent planting. E.g. Hedge. Boundaries which face the Community Park should only be planted. Boundaries defined by hedges to assimilate into the landscape of the Community Park.

**Building materials** - to be selected from a consistent palette and to respond to its edge of development setting - natural materials such as timber cladding preferred to assimilate into the park setting. Please refer to guidance on Material Palette on p158-159v.



Brick walls and timber fencing is not appropriate.



Natural materials selected form material palette for units on park edge.



Natural materials selected form material palette for units on park edge.



Consider green roofs on properties which front the park.

# Landscape Edge Use

**Building Typologies** – An average density of 40 Dph to be accommodated within this area, primarily through a mix of building typologies including detached and semi-detached properties mixed with short runs of terraced housing.

**Typologies** - The number of building typologies should be limited per individual street to ensure visual continuity.



Boundary Treatments - Prominent planting, to reflect the edge of development location.



Sketch view of the landscape edge



Landscape Edge

# Built Form

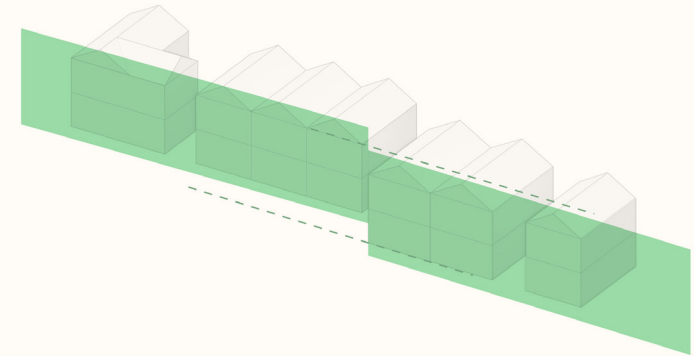
**Frontage to Park** - Development to address the park, creating a strong positive frontage overlooking the green space and providing natural surveillance.

**Visual and physical links to the park** – Block structure should be designed to allow for visual and physical links to the park beyond.

**Scale** - Dwellings to be 2 storey in scale to assimilate into the landscape setting.

**Building Line** - Informal building line with dwellings creating a natural edge to the development. Set back to vary up to 5m in private drives.

Indicative section c-c



Informal building line



2 storey buildings.



Building line can vary depending on location-reflect transition from urban dev to parkland.



Dwellings overlook park edge.



High fencing blocks connection between houses and park.



Landscape Edge

Public Space, Homes & Buildings

Public Space

**Streets** - New development should contribute to the character of the street on which it is located. Please refer to Street Codes section of this document.

**Spaces** - Community Growing areas and Green links. Please refer to Nature section of this character area for more detail.

Homes and buildings

**Active edges** – Dwellings that turn corners should provide windows / door and an active frontage to both streets and avoid blank gables to the street.

Opportunity to incorporate green roofs to plots which overlook the park.

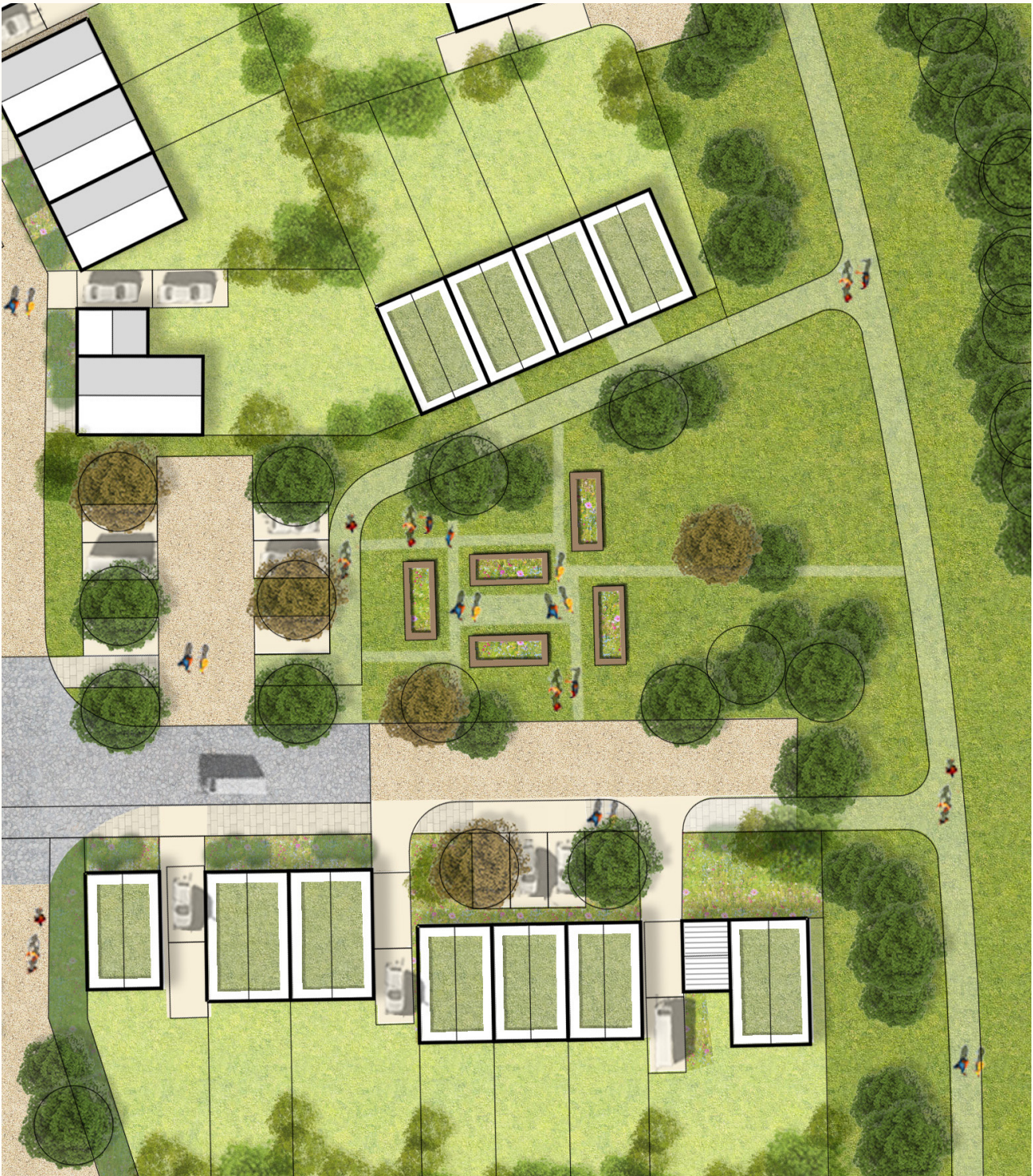
Please refer to on plot details p157 for general Homes and Buildings guidance.



Consistent green space creating well defined green edges and defined set backs for residential frontages and parking.



Consider green roofs on properties which front the park.

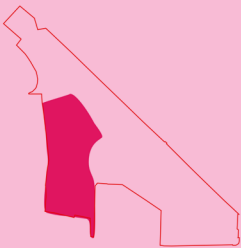


Detailed Area - Mews Street



Character Areas

# Friar Drive



This area forms an important gateway into the site from Friar Park Road and has an important relationship to the Millennium Centre and neighbouring uses. It is characterised by its moderate density and strategic green links through the area.





Average Density  
40 Dph



Open space  
1.1 ha



1 Green Gateway

## Key Design Principles





Friar Drive

Movement

**Streets** - Should be designed to be safe, connected and overlooked and relate to their position within the street hierarchy. Please refer to Street Codes for more information.

**A Green Gateway** – A third vehicular access to be provided to Friar Park Road, or alternatively this access could be used as a pedestrian/cycle entrance. Street network layout to ensure that there is a limited opportunity for rat running through the development.

**Residential streets** - Secondary roads providing access to residential properties, to be tree lined where possible.

**Parking** - To be provided on plot or to the front of properties where they will be fully integrated within the overall landscape strategy and cars do not dominate the street scene. Parking courtyards to the rear of properties with no natural surveillance is not acceptable. All parking should reference the parking standards set out in the Sandwell Residential Design Guide SPD (2014). Opportunities to reduce car parking standards where it can be demonstrated that the homes are in a sustainable location.



Where parking is provided to the front of dwellings it should be limited and integrated within landscape.



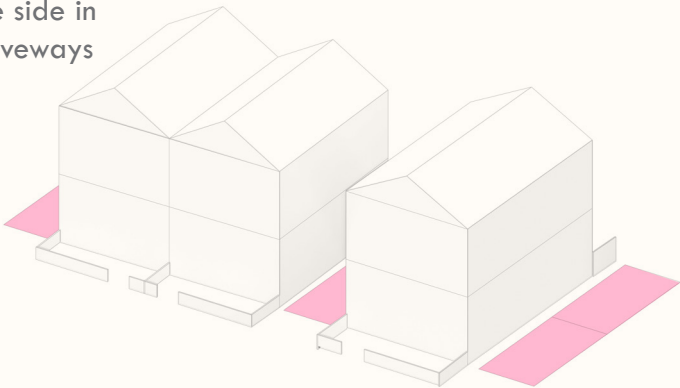
Streets - Attractive, safe and overlooked by dwellings and incorporating street trees.



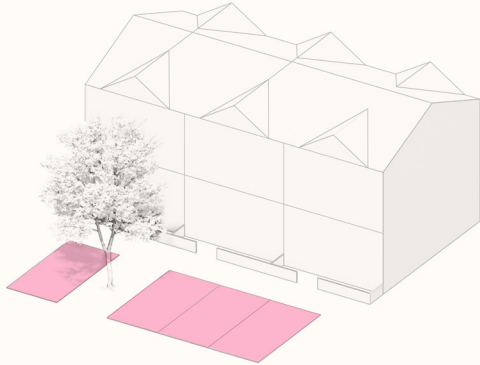
Parking - Parking should be integrated with the overall landscape of the street.



On plot to the side in driveways



To the front of properties



Appropriate parking typologies



Friar Drive

Nature

**Millennium Avenue and Green Infrastructure Corridors** – A continuous green infrastructure corridor to western boundary with tree planting. Footpath link to be provided at the base of the slope to ensure that it provides connection with the development and can be overlooked at grade by proposed properties. A further green corridor, Millennium Avenue to be provided linking the third access point and Village Green, to include a pedestrian cycle route. Connections should be sought where possible to provide links with St Peter Croft. Proposed dwellings to provide active frontages to green corridors.

**Blue infrastructure** – Attenuation basin to be integrated into the street scene with dwellings orientated to provide active frontage to these spaces.

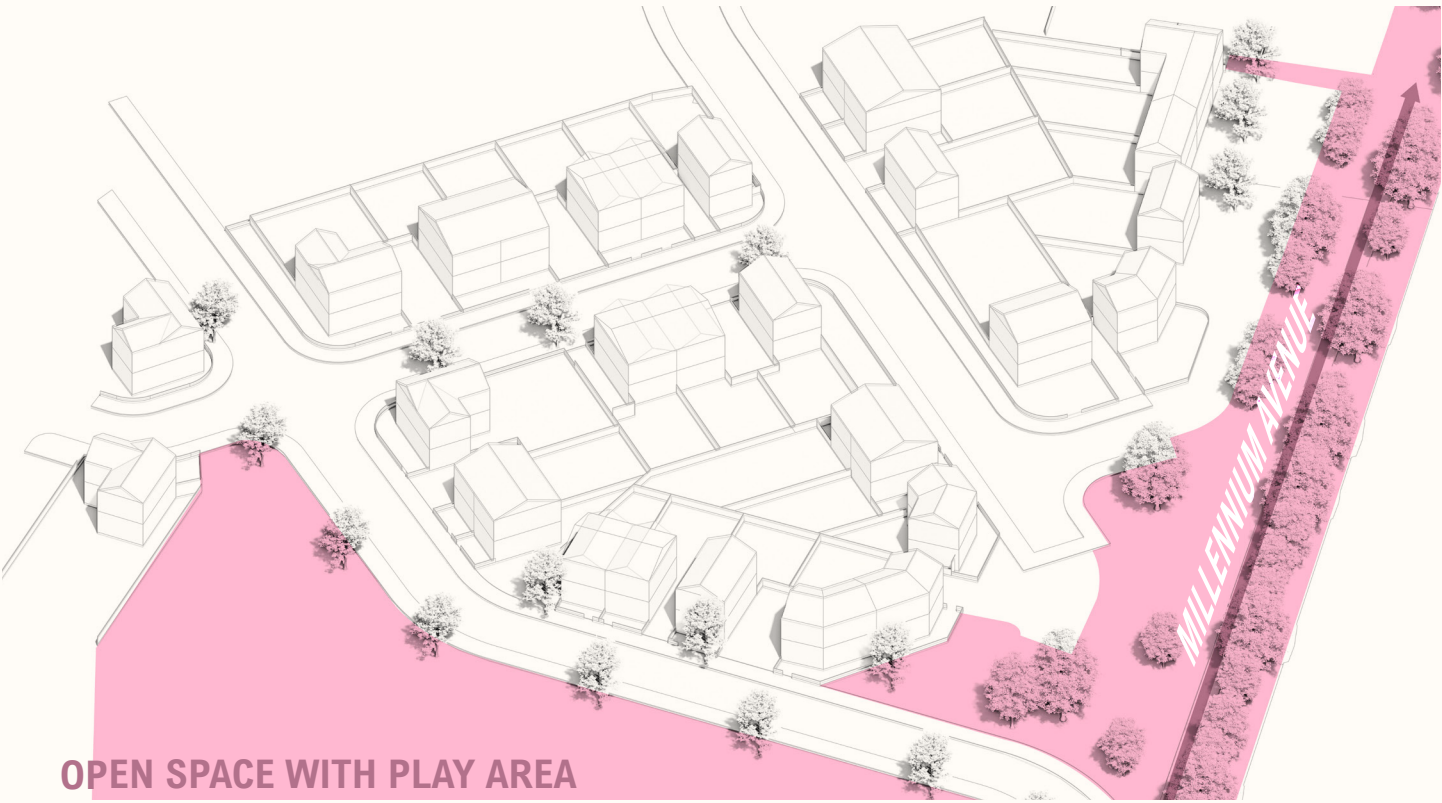
**Existing Play area on Friar Park Road frontage** - Opportunity to create a high quality arrival point into the new development by improving the existing play facility, creating a positive entrance at Friar Park Road and improving the facility for the local community. Block structure to ensure that frontages can be provided to overlook gateway green spaces.



Millennium Avenue and Green Infrastructure Corridors - where accommodates change in level footpaths should be located and the bottom of the slope to prevent overlooking into homes.



Improve existing play area to create an attractive gateway and improved facility for whole neighbourhood.



Millennium Avenue and Green Infrastructure Corridors - active frontage to green corridors.



Play areas should be overlooked by dwellings for natural surveillance.



Friar Drive

Identity

**Roof Form** - Can vary across the character area, but should be consistent per street for continuity. To include pitched and flat roofs.

**Boundary Treatments**- Low, high quality boundary treatments to the front of properties to define private space to include prominent planting such as hedges, railings and planting or low brick walls with planting.

**Building materials**- To be selected from a consistent palette to strengthen the character of the area. Please refer to guidance on Material Palette p158-159.



Boundary Treatments - High-quality boundary treatment with prominent planting.



Boundary Treatments - High-quality boundary treatment with prominent planting.



Dwellings with no planting in boundary treatment, fronting onto a space of lawn with limited biodiversity and interest.

Friar Drive

Use

**Responding to context** - An average density of 40 Dph to respond to context, through a mix of building typologies to include a semi-detached, terraced housing and detached dwellings.

**Typologies** - The number of building typologies should be limited per individual street to ensure visual continuity.



Roof forms - can include pitched or flat forms but should be consistent per street.



Sketch view of Friar Drive area



Friar Drive

Built Form

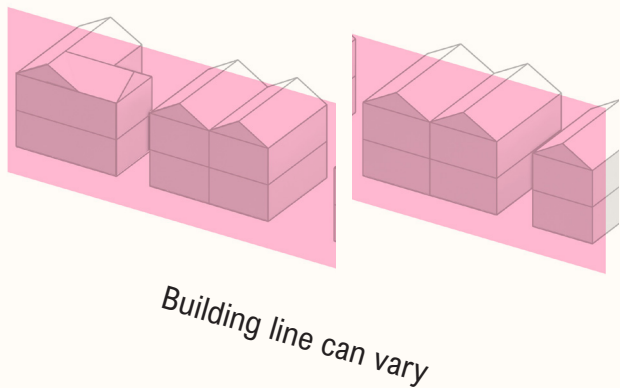
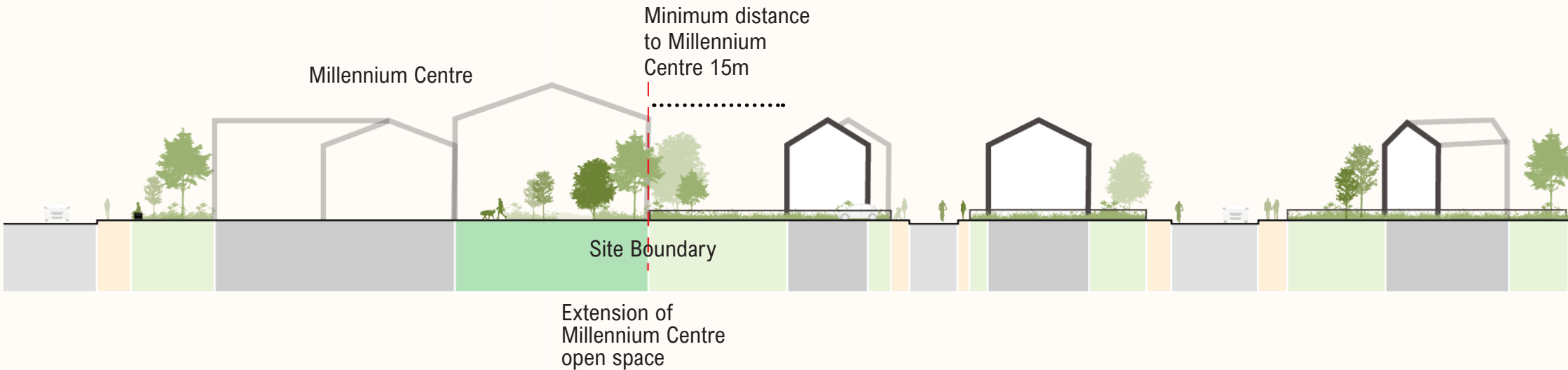
**The Millennium Centre interface –** Interface with the Millennium Centre to be carefully considered to ensure that the security of the community centre boundary is retained, and the amenity of the proposed dwellings is not comprised. A 15m minimum set back to proposed properties from the Millennium Centre building to be provided to ensure adequate daylighting.

**The Existing Park -** Opportunity to redevelop the existing Friar Park Road play area along with access to create an inviting green gateway. Block structure to ensure that frontages can be provided to overlook gateway green spaces.

**Scale -** Opportunities for occasional 2.5/3 storey dwellings as key buildings and to define key frontages.

**Landmark buildings-** Building form to address the gateway entrance with opportunities for landmark buildings terminate key views.

**Building Line -** Building line to vary across the character area in response to street type and its place in the hierarchy.



Building line can vary depending on the streets location with street hierarchy



Corner buildings chance for 3 storey - landmark



2.5/3 storey buildings to define key buildings



Friar Drive

Public Space, Homes & Buildings

Public Space

**Streets** - New development should contribute to the character of the street on which it is located. Please refer to Street Codes section of this document.

**Spaces** - Infrastructure corridors and Millennium Avenue. Please refer to Nature section of this character area for more detail.

Homes and buildings

**Active edges** – Dwellings that turn corners should provide windows/ door and an active frontage to both streets and avoid blank gables to the street.

Please refer to on plot details p157 for general Homes and Buildings guidance.



Green infrastructure corridors link key green spaces.



House on corner with active frontages with prominent windows onto both streets.

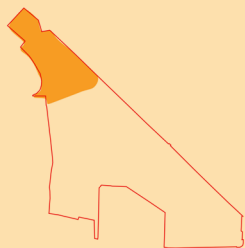


Detailed area - Gateway entrance / Millennium Centre interface



Character Areas

# Kent Park



Kent Park is a lower density neighbourhood nestled into the landscape setting and adjoining the existing neighbourhood of the Kent Road area.



Average  
Density  
35 Dph



Open space  
3 ha



1 Sports  
field

## Key Design Principles



- Site boundary
- Primary access
- Key pedestrian / cycle links
- Green link
- Key public open space
- Attenuation basin
- Key frontages
- Existing buildings
- Active frontages
- Key / focal building



## Kent Park

## Movement

**Streets**- Should be designed to be safe, connected and overlooked and relate to their position within the street hierarchy. Please refer to Street Codes for more information.

**A Green Gateway** – A third vehicular access to be provided to Friar Park Road, or alternatively this access could be used as a pedestrian/cycle entrance. Street network layout to ensure that there is a limited opportunity for rat running through the development.

**Residential streets** - Secondary roads providing access to residential properties, to be tree lined where possible.

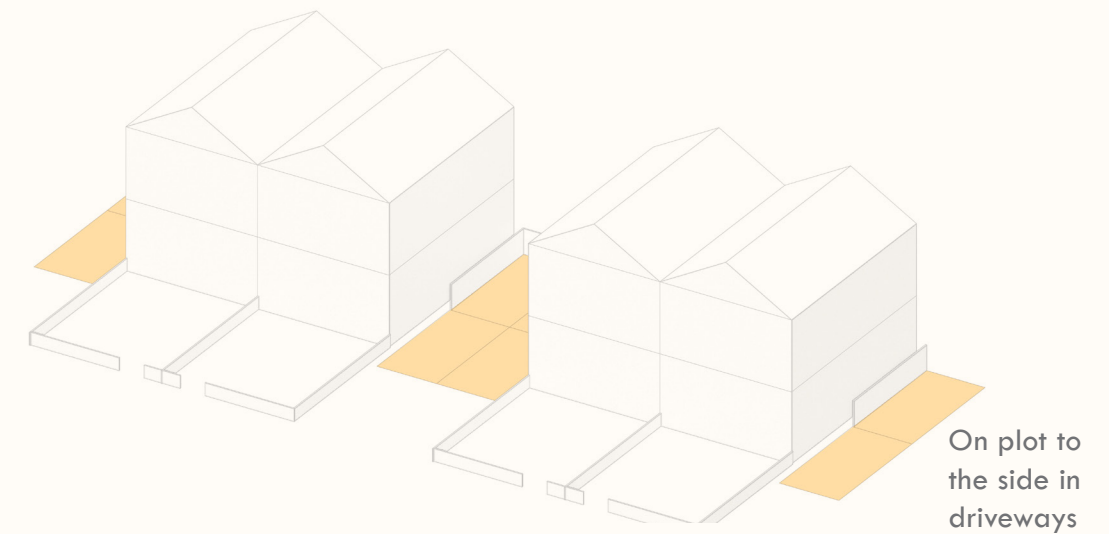
**Parking** - To be provided on plot or to the side of properties where they will be fully integrated within the overall landscape strategy and cars do not dominate the street scene. Parking courtyards to the rear of properties with no natural surveillance is not acceptable. All parking should reference the parking standards set out in the Sandwell Residential Design Guide SPD (2014). Opportunities to reduce car parking standards where it can be demonstrated that the homes are in a sustainable location.



Residential streets should be tree lined and cars should not dominate the streetscene.



Parking should be provided on plot and to the side of dwellings to minimise impact of cars on the street



Appropriate parking typologies



Kent Park

Nature

**Sports field** – Retained open space to include a sports provision for up to two youth pitches and wildlife areas including a wetland basin.

**Blue infrastructure** – Attenuation basins and swales to be integrated into the street scene with dwellings orientated to provide active frontage to these spaces.



Wildlife basins should be designed to be overlooked by dwellings



Sketch view of Kent Park area

Kent Park

Identity & Use

Identity

**Roof Form** - To be consistent across the character area.

**Boundary Treatments**- Low, high quality boundary treatments to the front of properties to define private space to include prominent planting. E.g. Hedge. Consistent set back to accommodate a front garden up to 6m. Boundary treatments to include planting and hedges.

**Building materials** - To be selected from a consistent palette to strengthen the character of the area. Materials should respect the character of the neighbouring Kent Road area. Please refer to guidance on Material Palette on p158-159.

Use

**Lower density Neighbourhood** - A lower density area of the development of 35Dph, to respond to the character of the neighbouring area.

**Typologies** - The focus for this area should be predominantly on semi-detached and detached properties, with consideration given to defining corner plots appropriately to avoid blank gables.



High quality boundary treatments including hedges and planting



High quality boundary treatments including hedges and planting



Poor boundary treatment with only lawn



Kent Park

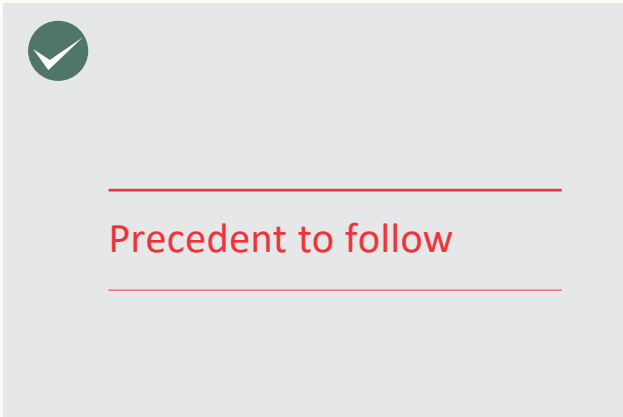
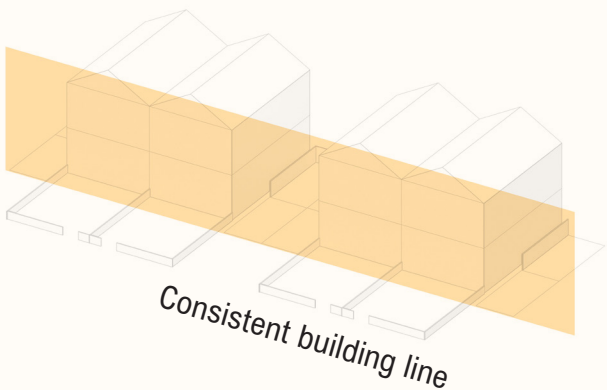
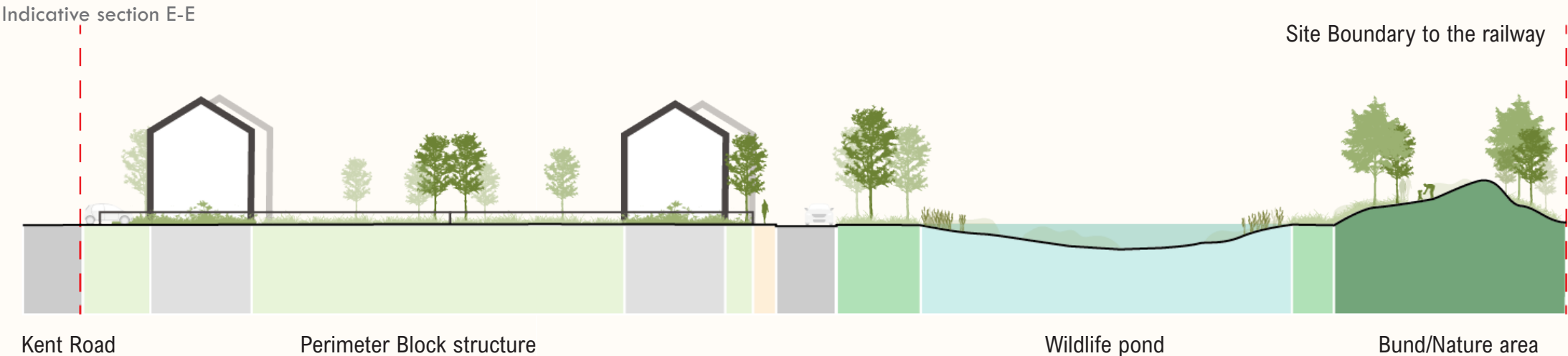
Built Form

**Kent Road** – Proposed dwellings to Kent Road to be accessed via the existing street where possible and respond to the scale and massing of the existing properties, for example pairs of semi detached units.

**Open Space** – Retained open space to be defined by active frontages to proposed properties with dwellings orientated to provide natural surveillance.

**Scale** - Dwellings to be 2 storey in scale.

**Building Line** - Consistent, well defined building line with consistent set back from the street. Dwellings that front onto Kent Road to follow a consistent set back as existing properties.



To buildings to respect the rhythm of the neighbouring streets.



Building Line - Consistent, well defined building line with consistent set back from the street.



2 storey dwellings.



Inconsistent building form with mixture of stories.



## Kent Park

## Public Space, Homes &amp; Buildings

## Public Space

**Streets** - New development should contribute to the character of the street on which it is located. Please refer to Street Codes section of this document.

**Spaces** - The sports field. Please refer to Nature section of this character area for more detail.

## Homes and buildings

**Active edges** – Dwellings that turn corners should provide windows/door and an active frontage to both streets and avoid blank gables to the street.

**Privacy distances** - A minimum back to back distance of 22m between proposed and existing dwellings. New development should also be mindful of any existing windows to existing properties.

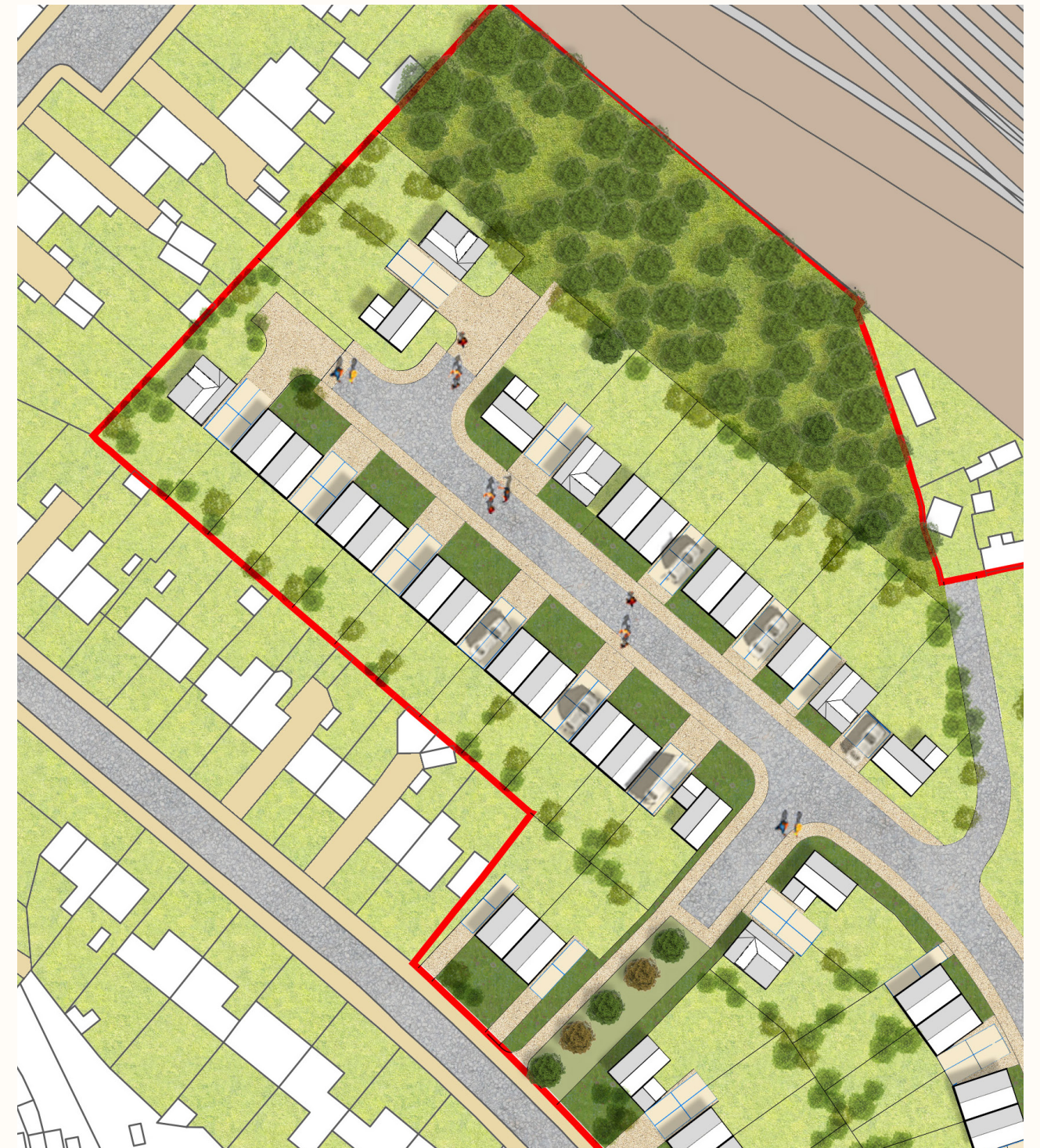
Please refer to on plot details p157 for general Homes and Buildings guidance.



Key Public space - sports field.



House on corner with active frontages with prominent windows onto both streets.



Detailed area - Kent Park interface with Kent Road.



Design Code

Street Typologies



Green Boulevard

Boulevard is part of primary street network and the primary route into the development from Friar Park Road. A wide, tree lined street with integrated swale.

Residential Streets

Secondary roads, in the street network, these streets provide connections from the primary streets and access to individual properties.

Mews Street

Shared surface tertiary streets, with an informal character and a focus on pedestrian and cycle movement over vehicles, trees and play.

Private Drive

Private driveways with private access for up to 5 dwellings only.



## Street Codes

## Green Boulevard

## Key Principles:

- Tree lined green street including swale and areas of on street parking for visitors.
- 3.5m strategic combined pedestrian cycle route
- A minimum 2m wide verge with planting and trees at least on one side of the street. Gaps in the planting for driveways and parking should be kept to a minimum. Frequent gaps for pedestrian and cycle access should be provided.
- Street trees should be semi-mature with a minimum girth of 25-30cm and 2.5m clear stem when planted.
- Boundary treatment should be consistent on both sides of the street.
- Linear swale (total 6m).
- Private drive access to dwellings fronting on to swale to minimise crossing points.



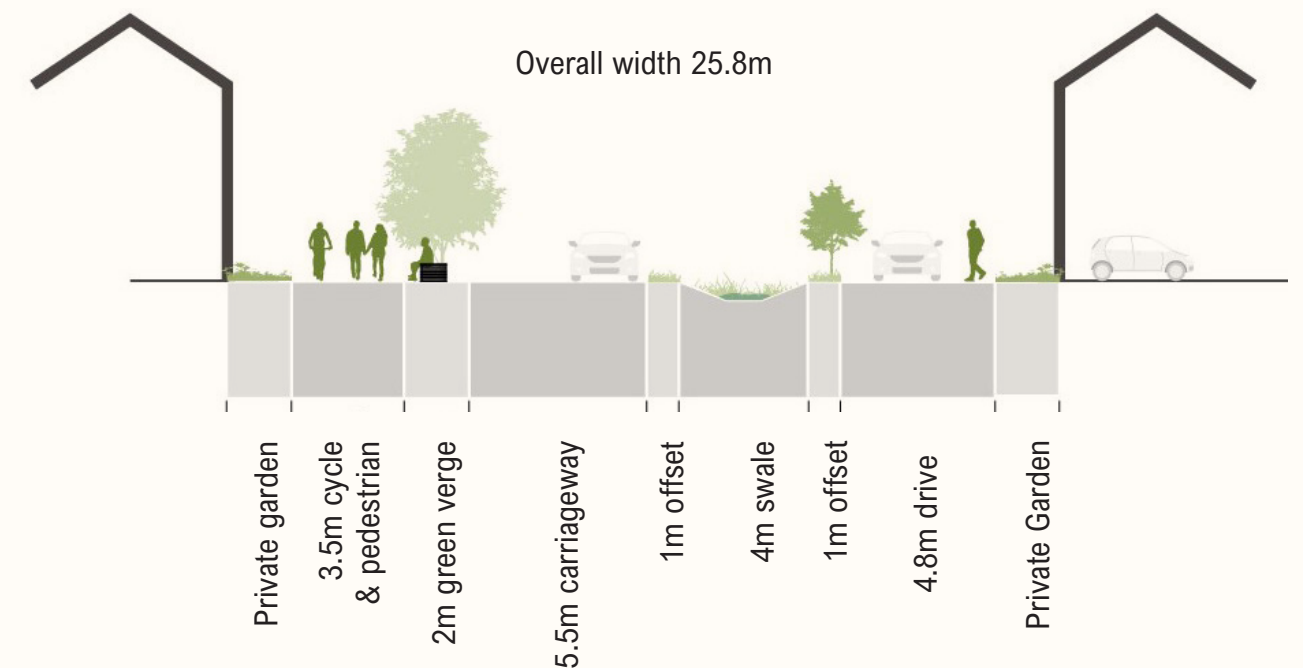
Key Plan



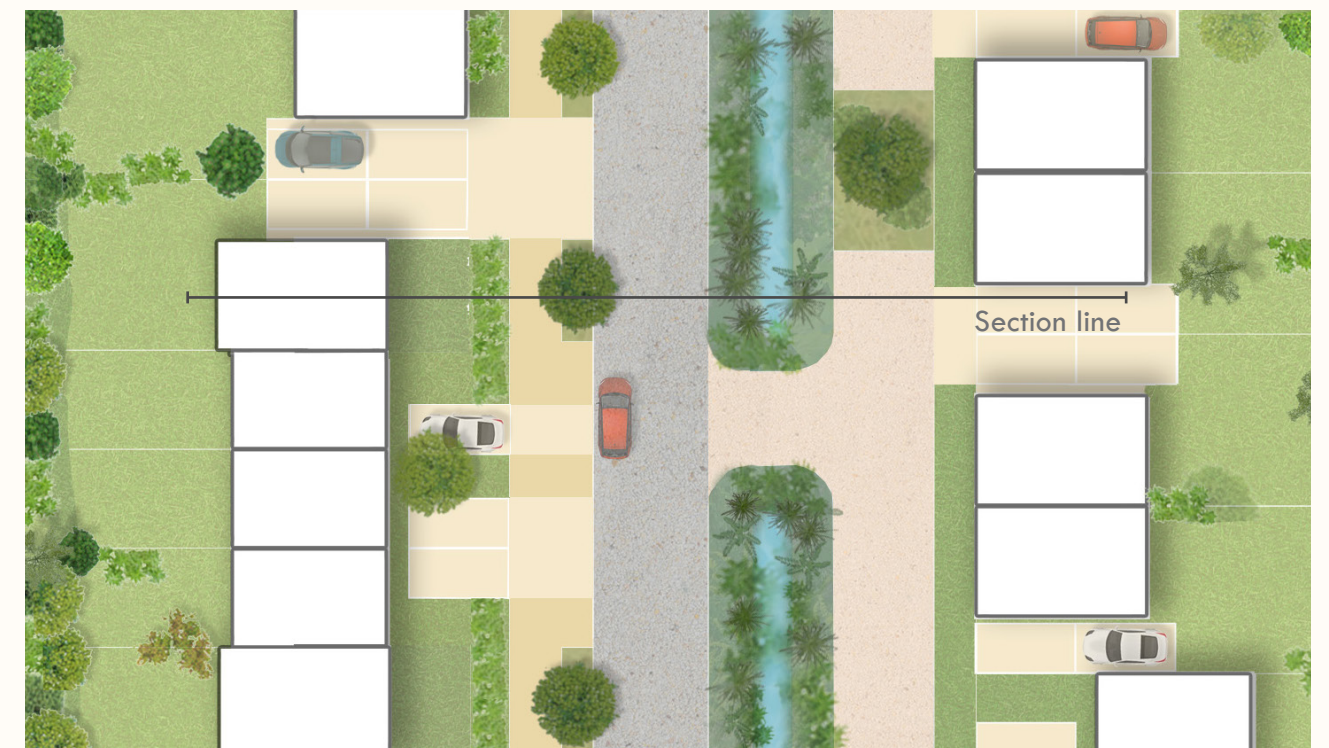
Precedent image - swale



Precedent image - swale



Typical section



Typical plan



Street Codes

# Residential Streets

Key Principles:

- Residential street with space to accommodate tree planting and on street parking.
- 5.5m carriageway with 2m footways to both sides.
- 2.5m green verge to include tree planting or space for pull in on street parking for visitors.
- Planting and street trees should be incorporated within the street design to give the streets a leafy character.
- Street trees should be semi-mature with a minimum girth of 25-30cm and 2.5m clear stem when planted.
- Parking on plot to the side of dwellings or to the front of dwellings.



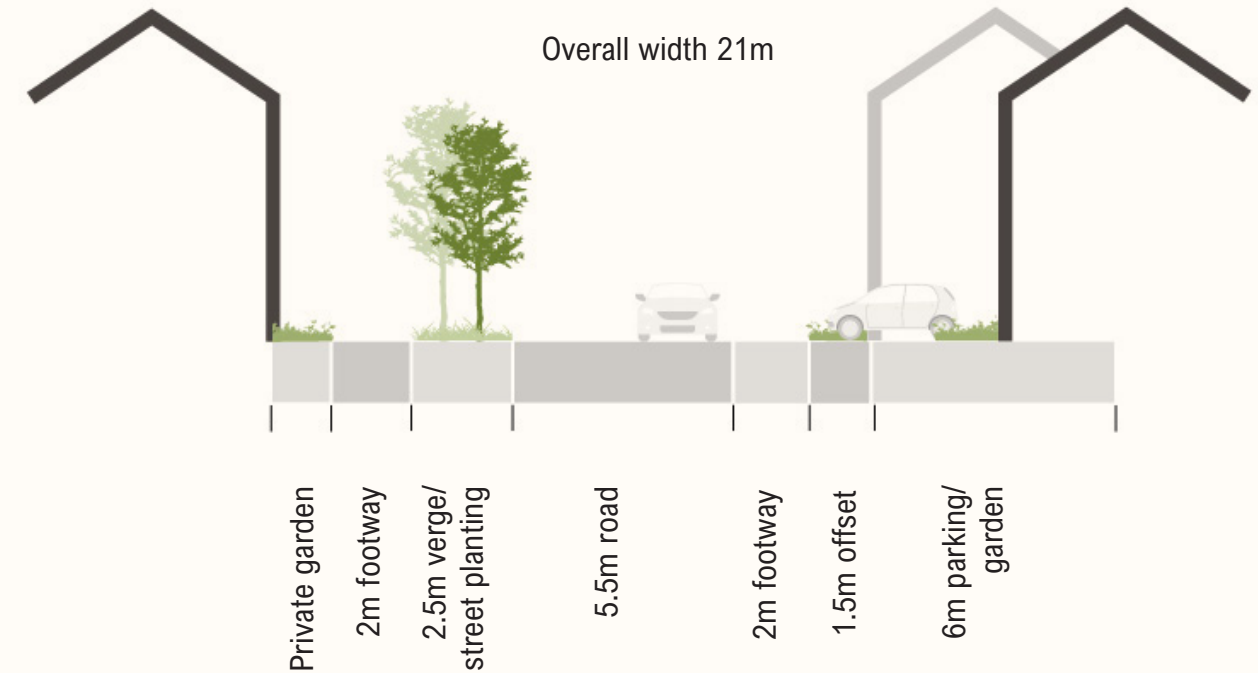
Key Plan



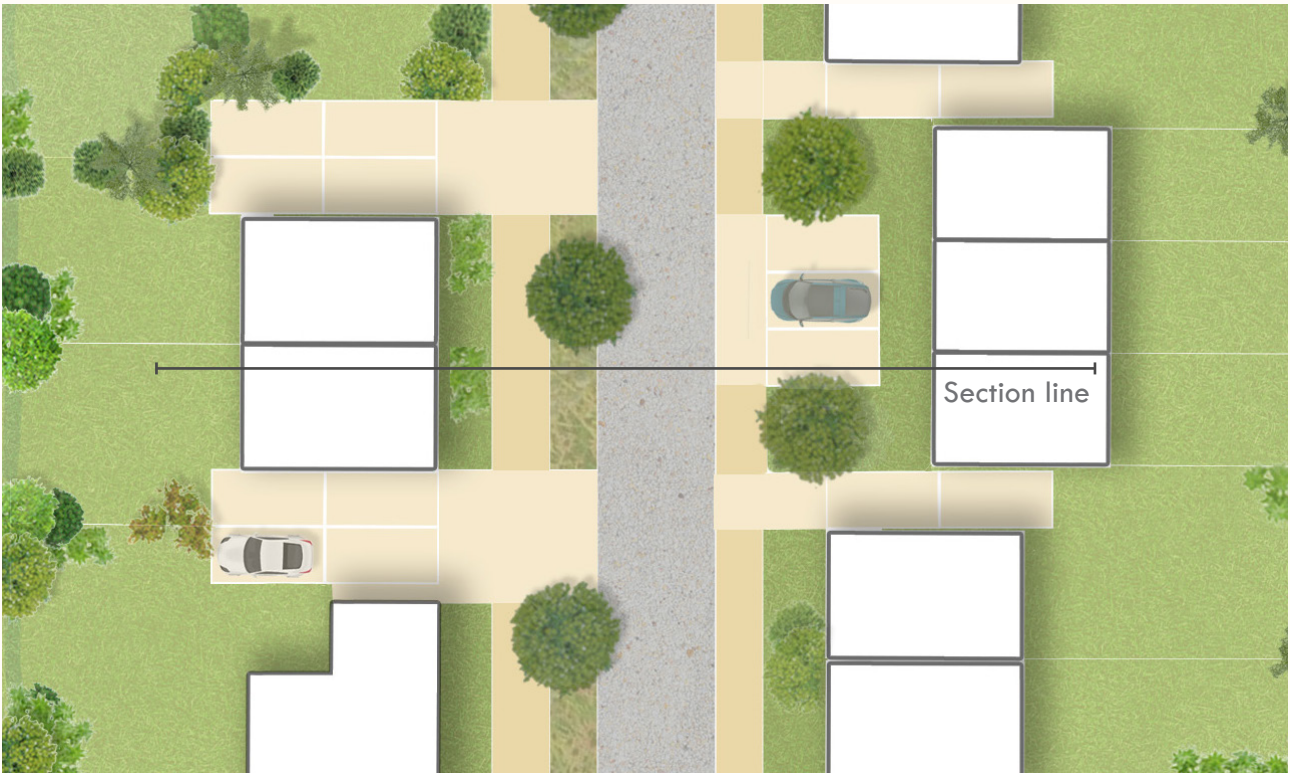
Precedent image - Residential Street



Precedent image - Residential Street



Typical section



Typical plan



Street Codes

# Mews Streets

Key Principles:

- Residential street with space to accommodate tree planting and on street parking.
- 5.5m carriageway with 2m footways to both sides.
- 2.5m green verge to include tree planting or space for pull in on street parking for visitors.
- Planting and street trees should be incorporated within the street design to give the streets a leafy character.
- Street trees should be semi-mature with a minimum girth of 25-30cm and 2.5m clear stem when planted.
- Parking on plot to the side of dwellings or to the front of dwellings.



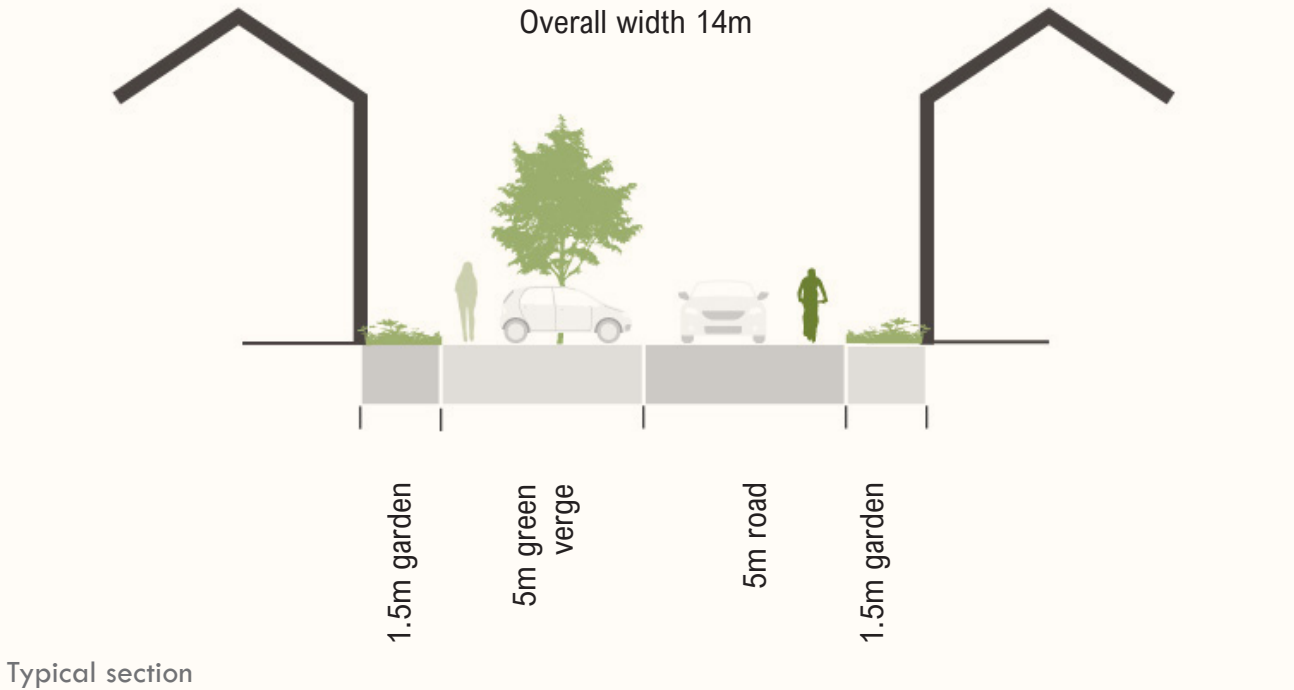
Key Plan



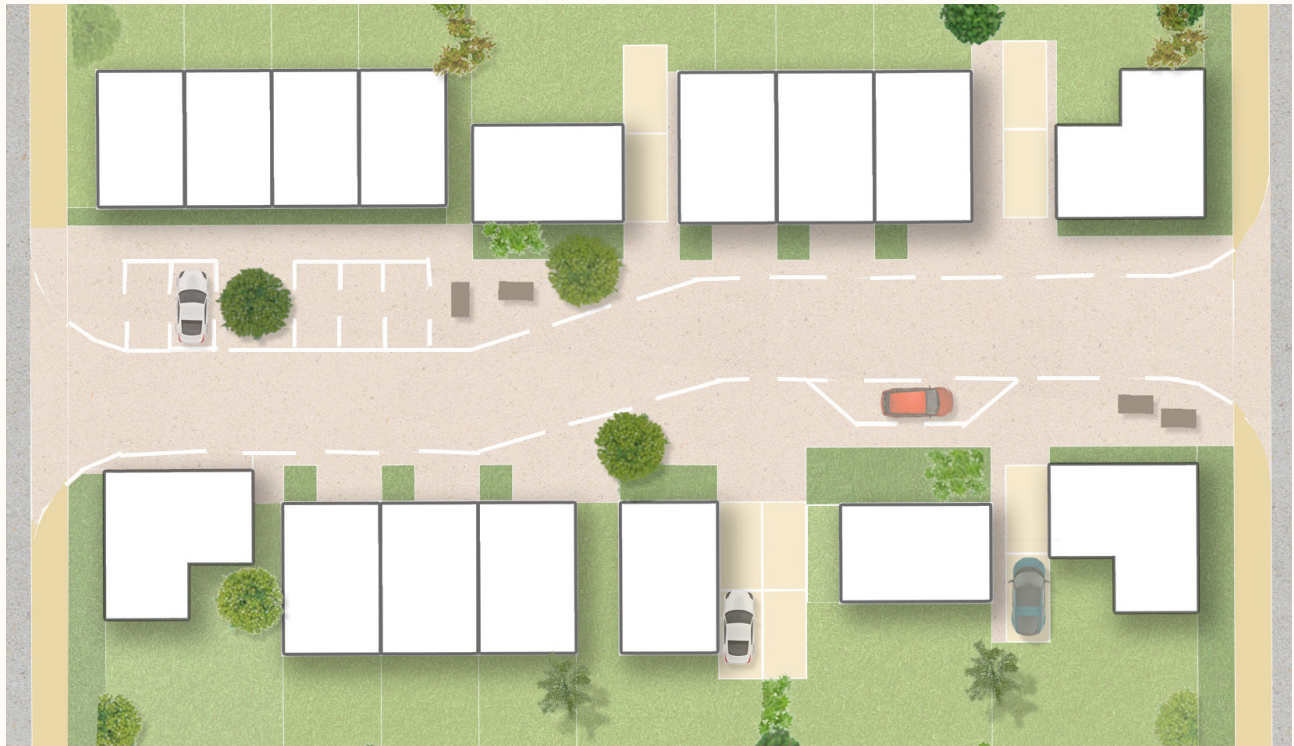
Precedent image - Mews Street



Precedent image - Mews Street



Typical section



Typical plan



Street Codes

Private Drives

Key Principles:

- Private driveway access to up to 5 dwellings only.
- Minimum 4.8m carriageway.



Key Plan



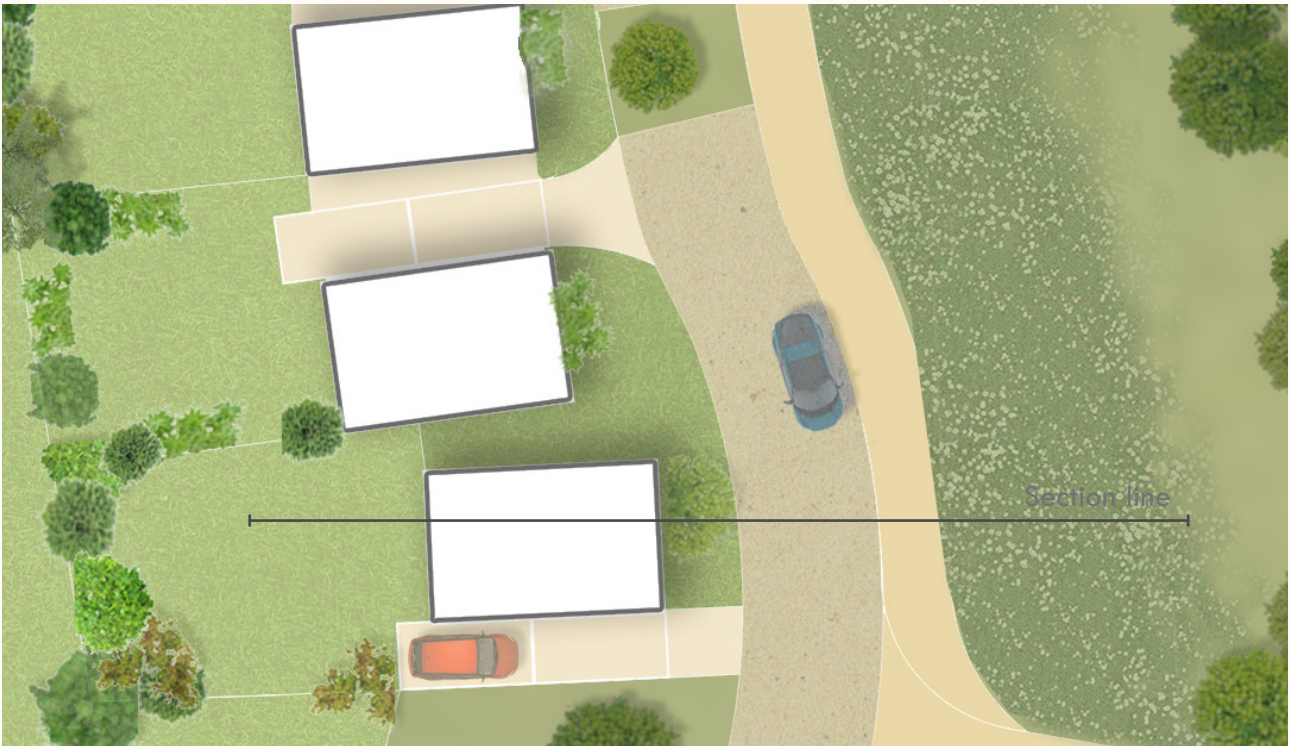
Precedent image private drive



Precedent image private drive



Typical section



Typical plan



## Design Code

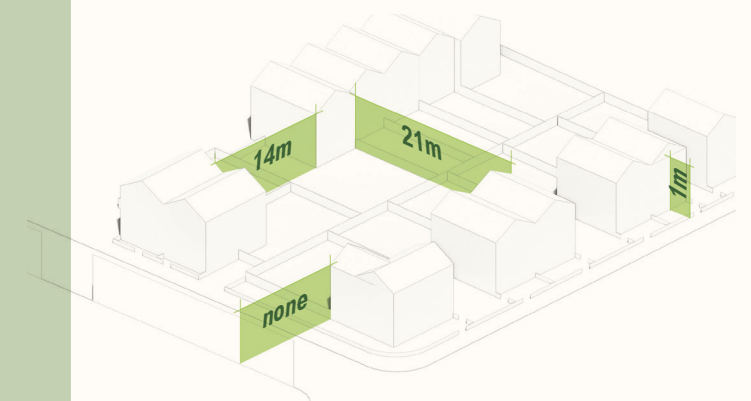
# On Plot Codes

### Homes and Buildings

- **Active edges** – All external edges of the residential blocks will be animated with entrances and windows keeping blank façades to an absolute minimum.
- **Privacy distances** - Development should correspond to the privacy distances as set out in the Sandwell Residential Design Guide SPD (2014).
- **Amenity spaces** - Development should correspond to the amenity space standards as set out in the Sandwell Residential Design Guide SPD (2014) and National Space standards.



Active edges to all blocks - Dwellings that turn a corner should provide windows and/or doors to both frontages to avoid blank gables.



All distances represent minimal distance and refer to 2 storey buildings. Those increase for 3 storey buildings respectively to 15.5m and 27.5m with setback from kerb not specified.



On Plot Codes

Materiality

Materiality

- The development should have a strong and coherent character across the whole site.
- The material palette should be consistent across the whole site. Selections should be made from the material palette to create subtle variations per character area to create visual interest across the site.
- The material palette for buildings and boundary treatment should be coherent and complement each other.
- All materials should be of a high-quality that will age and weather well.
- The building material palette should be muted colour tones that blend well in.



Development with a coherent character and muted material palette



Use of natural materials encouraged



An 'anywhere development' which lack a distinct character

Example of a muted material palette

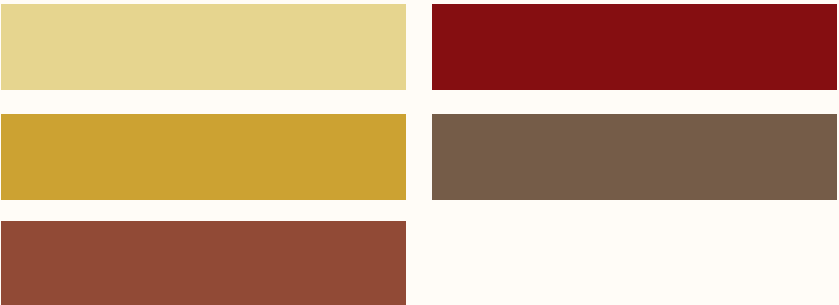
Window and door frames, rainwater goods and metal work



Primary development colours



Accent colours





## On Plot Codes

## Wildlife &amp; Biodiversity

- Development proposals should strive to align gardens and provide wildlife access between gardens where this is possible with the steep topography and other factors. Bird boxes, bug hotels and wildlife friendly planting can successfully be incorporated into the design of gardens and buildings.



Gap in fence boundaries between gardens provide space for hedgehogs to move.



Bird boxes can be incorporated on boundaries or on buildings.



Bin or bike store with a wildflower meadow green roof.

## On Plot Codes

## Waste &amp; Refuge

- Bin storage location for all dwellings should be considered from the start of the design process and be well integrated within the overall design.
- The location and design should make the bins easy to access to avoid residents leaving their bins out on the street.
- Bin stores that are visible from streets and public spaces should be well integrated within the design of the building or the front garden. Residential Design Guide SPD (2014).
- Amenity spaces** - Development should correspond to the amenity space standards as set out in the Sandwell Residential Design Guide SPD (2014) and National Space standards.



Bin store well integrated into the building.



Bin store within porch/front garden.



The background of the entire page is a detailed, monochromatic line drawing of a residential neighborhood from an aerial perspective. It shows a grid of streets, numerous houses of varying sizes, and clusters of trees. A large, semi-transparent green circle is positioned on the right side of the image, partially obscuring the neighborhood drawing. Inside this circle, the text '5 Delivery' is written in a clean, white, sans-serif font.

# 5 Delivery



Delivery

# Delivery Overview

This is a transformational masterplan which depicts the development of Friar Park, one of the largest brownfield sites in the West Midlands. There is a significant opportunity here to not only deliver a large number of much needed new homes, but also to reposition and change perceptions of the Friar Park area to help tackle some of the social and environmental challenges that the area faces after the Covid pandemic. Past uses of the site have resulted in abnormal development costs which have prohibited previous plans for regeneration. As landowners, the WMCA and Sandwell Metropolitan Borough Council will work with partners to address key delivery issues.

Content to be finalised at a later date.





Tibbalds CampbellReith

Multidisciplinary Joint Venture



LICHFIELDS



LD&A DESIGN