



Proposed development of **BLYTHE VALLEY PARK**

Guide to the Planning Application

Reference: PL/2016/00863/MAOOT



Guide to the planning application

On 1 April IM Properties submitted a planning application to Solihull Metropolitan Borough Council to expand and diversify Blythe Valley Park. The intention is to build on the Park's success by increasing the amount of commercial space as well as introducing new homes, a housing with care facility, local retail and leisure facilities and areas of high-quality public open space.

This brochure provides an overview of the proposals and information on the content of the planning application documents.

The proposals in summary

IM Properties are seeking planning permission for the following:

- up to 750 new homes
- up to 98,850 square metres of new commercial space
- a new housing with care facility of up to 250 units
- a 200-bedroom hotel
- new high-quality retail and leisure uses
- extending the Country Park and enhancing the landscaping on the site

A hybrid planning application

The planning application has been submitted in 'hybrid' form. The hybrid application seeks outline planning permission for the amount and type of development on the site and full planning permission for specified parts such as the new vehicular access, internal spine road, soft and hard landscaping and drainage features.

IM Properties will need Reserved Matters permissions from the Council to approve the detail before the proposed residential, commercial, housing with care, hotel, and retail and leisure uses can be delivered.

How to find out more

The planning application has been submitted to Solihull Metropolitan Borough Council for determination. The application documents are available online and comments can be made in the ways shown below.

It is important to include the application reference – **PL/2016/00863/MAOOT** – in all correspondence with the council.

By writing to:

Planning Department, Solihull Council,
Council House, Manor Square, Solihull,
West Midlands, B91 3QB

By email:

At planning@solihull.gov.uk

Online at:

<http://publicaccess.solihull.gov.uk/online-applications/>



BLYTHE VALLEY PARK

Introducing the site

Blythe Valley Park is located approximately 4km south of Solihull town centre. The Park lies within the M42 economic corridor, adjacent to Junction 4 of the M42 motorway, and provides excellent access to all parts of the country.

The scope of development

The site is 121 hectares in size and includes the Country Park, which wraps around the existing site, the Business Park and undeveloped land to the west of the Park.

The intention is to build on the Park's success and create an exciting and desirable place to live and work. High-quality new homes and commercial space is proposed and will be set within attractive open and green areas.

Planning the proposals

Blythe Valley Park makes a significant contribution to the West Midlands economy. Solihull Metropolitan Borough Council (SMBC) supports the expansion of the Park and importantly the site has been allocated for mixed-use development in the Solihull Local Plan (2013). The Local Plan recognises the requirement to reinvigorate the Park and improve vitality by allowing for a greater variety of on-site uses, including residential development.

A strong vision

IM Properties has worked collaboratively with SMBC to bring forward a high-quality new development on the site. The submitted plans have been informed by a 'Vision Document' which was developed with the input of relevant stakeholders and was formally endorsed by the Council in 2015. The Vision sets the guiding principles for developing the site and has helped to ensure the submitted scheme is consistent with the Council's vision of delivering a high-quality new mixed-use development.

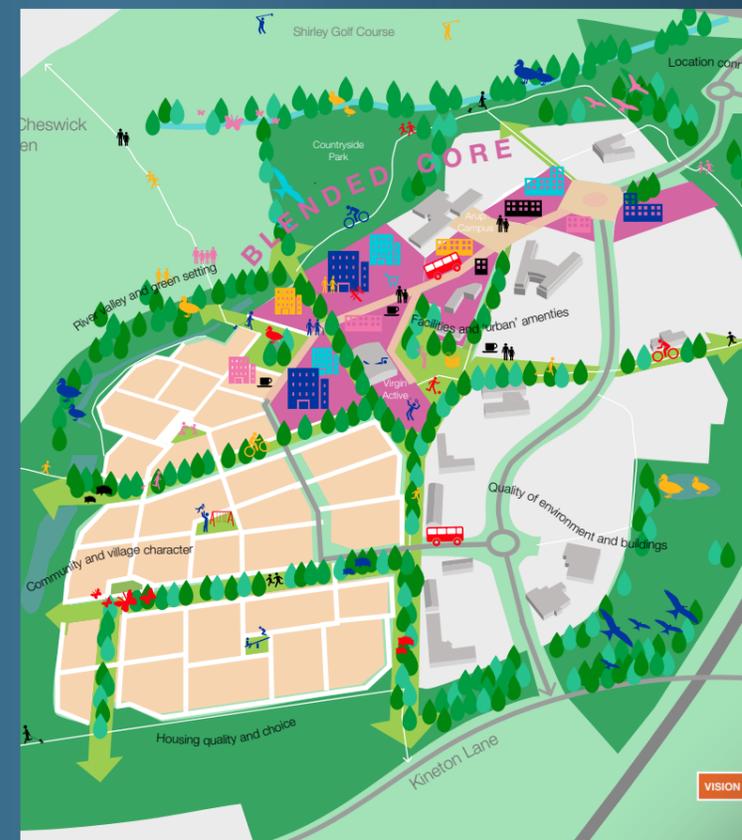


The location of Blythe Valley Park



Site location plan

Concept plan for Blythe Valley Park



VISION

The proposed development

The submitted application has been shaped by the Vision Document, feedback from the community and a detailed understanding of the site. Four design principles have also directly informed the proposed development:

Creating a vibrant blended core as the heart of the new development

Uniqueness – taking advantage of the site’s character to create a vibrant and distinct development

Promoting happiness and healthiness for the new and existing community through good design and the provision of plentiful and accessible green spaces

Designing considered connections within the site and to the surrounding area



BLYTHE VALLEY PARK

Existing surface water ponds on the site adequately serve the overall development and control water run-off to the river network. The proposals include Sustainable Drainage Systems (SUDS) to ensure that there would be no increase in flood risk to the surrounding local area.

M42 Junction 4

Technical considerations

The following important considerations have shaped the final masterplan:

- National Planning Policies
- SMBC Planning Policies
- Highways
- Ecology
- Landscape and visual impact
- Flood risk
- Heritage and archaeology
- Ground conditions
- Noise and air quality
- Facilities and services

Further details on the above are included in the planning application documents.

The existing entrance into the Park will remain as the primary access into the enlarged development.

The Business Park will remain as a commercial zone. The remaining plots are proposed to accommodate high-quality employment space.

Blended Core will be the heart of the new development. The area will be mixed-use in character and will include a combination of retail, leisure and amenity uses, set within plentiful green space.

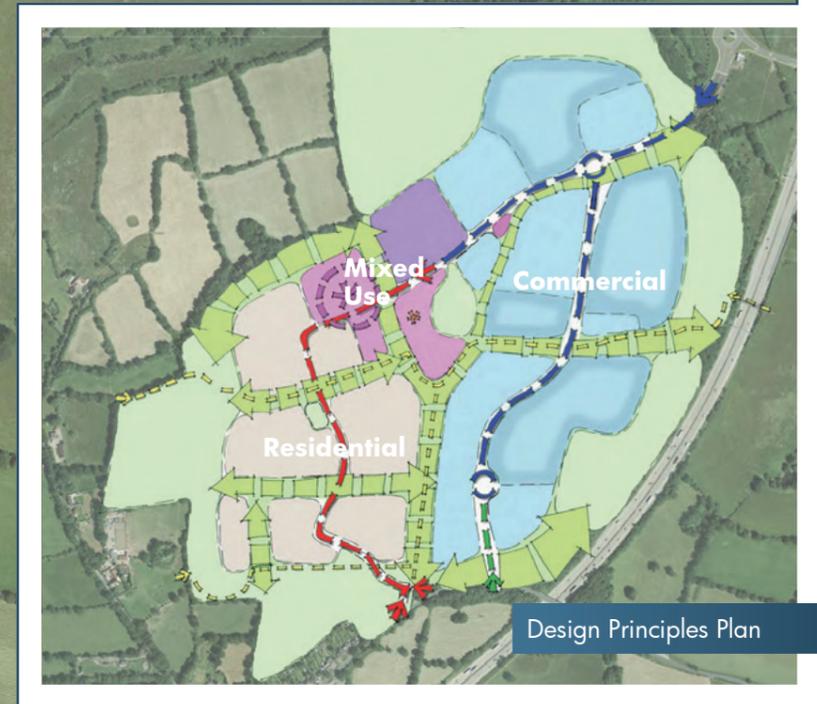
A network of green spaces will feature across the development.

Oaks Walk forms the centre of the residential development. Given its location a higher density is proposed, with 3 to 4 storey semi-detached and terraced dwellings and apartments.

Blythe Valley View will form an attractive, informal, green edge to the western area of the development.

Kinton Green will be defined by the existing trees and the route of a new avenue. The proposals include measures to improve safety along Kinton Lane and on other local roads.

Proposed new Kinton Lane access. The existing Kinton Lane ‘route’ will be diverted directly into the site and Kinton Lane will be accessed via a turning off the new stretch of road.



Highways and access

The methods of accessing the site were a key consideration during the design of the submitted masterplan. An independent highways consultant was appointed to assess and model the transport effects of the development, and the planning application includes a detailed Transport Assessment. With the highways improvements proposed as part of the planning application, there will be sufficient capacity to accommodate the increase in traffic that will be generated by the proposed development.



The plans include a new access off Kineton Lane

Vehicular access into the site

Currently Blythe Valley Park is accessed by vehicles at a single point of entry at Blythe Gate. The masterplan proposes to enhance this existing access and introduce a new, secondary, access point onto Kineton Lane.

The new access is needed to connect the development to Cheswick Green and local services in the surrounding area, and it is important for the delivery of the new homes. It will also be the access point for an improved bus service through the site.

The highways modelling anticipates that this new access will not have a significant impact on traffic volumes along Kineton Lane and Illshaw Heath Road. Full details are provided in the Transport Assessment submitted as part of the application.



Proposed bus stop to enhance connectivity to bus services for residents of Blythe Valley and Illshaw Heath.

Proposed new access into Kineton Lane

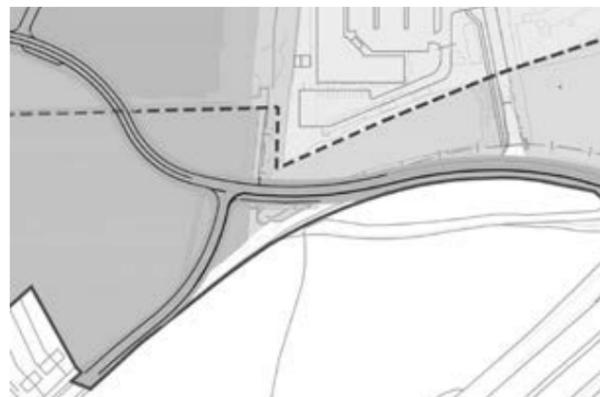
Proposed highways improvements

A package of highways improvement measures are included as part of the planning application.

These include:

- introducing traffic calming on Kineton Lane
- proposing a 30 mph speed limit between Illshaw Heath and the existing emergency access into the site from Kineton Lane
- introducing footway improvements along Kineton Lane and Illshaw Heath Road
- reducing the width of sections of Kineton Lane to improve safety
- providing improvements to the Illshaw Heath Triangle, which involves making lengths of Illshaw Heath Road, Dyers Lane and Kineton Lane one-way to improve highways safety

Taken together, these measures will reduce vehicle speeds and provide safer passage for pedestrians along existing roads in the area.

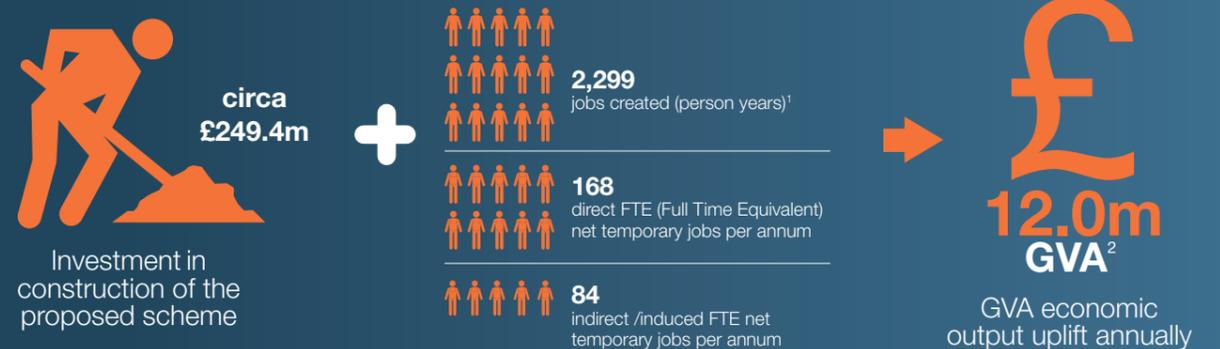


To improve safety the existing Kineton Lane will be diverted into the site

Economic benefits

The redevelopment proposals will result in substantial economic benefits for the Borough as well as social benefits through the provision of additional housing. In addition, the new community spaces in the 'blended core' will improve the existing business environment and ensure the scheme is sustainable. The benefits will include:

Construction Phase



Operational Phase

Commercial



3,294 FTE on-site jobs generated through operation of the proposed development

£170.2m GVA² Economic output contribution per annum

£10.3 million New Homes Bonus to Solihull Metropolitan Borough Council over a 6 year period

Residential

806 working age economically active and employed residents estimated to live on the new development



£11.0 million annual household retail expenditure



£6.3 million annual household leisure expenditure



£5.5 million expenditure per annum by residents of the housing with care facility



£1.5 million increase in Council Tax revenue annually to Solihull Metropolitan Borough Council



¹ A person year is the volume of work that is equal to the output of a single person in a single year (i.e. the volume of construction workers required to deliver the proposed scheme in a single year).

² GVA (Gross Value Added) measure the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs). It provides a key measure of economic productivity. Put simply the GVA is the total of all revenue into businesses, which is used to fund wages, profits and taxes.

Planning Application Documents

The following documents have been submitted as part of the planning application for Blythe Valley Park. To make it easy to navigate the planning application documents, the diagram below highlights where the key information and plans can be found.

Key Themes

Proposed Use and Development

Details of the proposed development and how the proposals comply with the national and local planning policy.

Consultation

As part of the pre-application process the development team undertook an extensive pre-application engagement programme which actively sought to engage with key consultee groups, local residents and the wider community.

Socio-Economics

The proposals will bring a number of economic benefits. We have also considered the impact of the development on local services - further details can be found here.

Layout

The vision endorses a model whereby employment uses are predominantly in the eastern area of the site and residential uses are predominantly in the western area. These are joined by a 'blended core' where a mixture of uses act as an interface between the two primary elements. Higher densities of development are encouraged around the blended core at the centre of the site.

Planning Application Documents

→ Planning Statement

→ Statement of Community Involvement

Design and Access Statement ←

Environmental Statement including:

- Need for the Development and Consider Alternatives
- Construction Methodology and Programme
- Transport and Traffic ←
- Transport Assessment and Travel Plan ←
- Landscape and Visual Impact ←
- Ecology and Nature Conservation ←
- Ground Conditions
- Drainage and Hydrology
- Air Quality
- Noise and Vibration
- Heritage and Archaeology
- Lighting
- Socio-Economics
- Sustainability and Energy
- Significant Residual and Cumulative Effects
- Non-Technical Summary

Landscape and Public Realm Strategy ←

Utilities Report

Stage 1 Road Safety Audit and Designers Response

Plans and Drawings

- Site Location Plan
- Illustrative Masterplan
- Land Use, Scale, Density, Access and Movement Parameter Plans
- Existing Drainage/Commercial Area
- Drainage Strategy
- Drainage Layouts
- Engineering Layouts
- Highways
- Landscape Plans ←

Key Themes

Design and Appearance

Details of how the design for the proposals have evolved to form the final scheme. Including illustrative strategy plans to help to further explain the proposals.

Connections

A new access into the site will be provided off Kineton Lane. The proposal gives opportunities to connect the new development into the surrounding area and a new access into the site will be provided off Kineton Lane.

This section of the application also provides details of traffic modeling. With proposed highways improvements, there will be sufficient capacity to accommodate the increase in traffic generated by the development.

Landscape

The new development proposals will respect and fully integrate with the existing landscape features. These features should be used to provide strong green spaces and corridors which will secure a high quality setting producing areas of high quality recreational and wildlife value.

