



Define. Unit 6
133-137 Newhall Street, Birmingham, B3 1SF
T: 0121 237 1901 W: www.wearedefine.com

Phase 7 Normandy Fields, Hinckley

Development Brief

Prepared on behalf of
Bloor Homes Limited

July 2025
DE155 Phase 7 RM Development Brief 2025 07 24

1. INTRODUCTION

- 1.1.1. On the 3rd May 2018, Hinckley & Bosworth Borough Council (HBBC) granted outline planning permission (OPP) to Bloor Homes Ltd (BHL) for the construction of up to 850 new dwellings, a 1 form entry primary school, convenience retail space, public open space, and associated infrastructure (including other green infrastructure, drainage, access and utilities) at the site known as 'Normandy Fields, Hinckley' (Ref. 15/00188/OUT). The outline application site constituted the vast majority of Site SA2 'Land West of Hinckley' that is allocated for residential development in the Site Allocations and Development Management Plan Document (SADM DPD) that was adopted in 2016.
- 1.1.2. Since then, the Reserved Matters for Phases 1 & 2 were approved in November 2018 (ref: 18/00563/REM) for Phase 3 in June 2018. Those phases of development are now complete. The Primary School and Local Centre are also complete and open to the public.
- 1.1.3. The Reserved Matters for Phase 4 were approved in March 2024. A full planning application for an additional 153 dwellings located adjacent to Phase 4 was also approved in January 2025. Those phases of development are now underway.
- 1.1.4. In relation to Phase 7, the Reserved Matters for a scheme of 140 dwellings were approved in September 2022 (ref: 21/01262/REM), but was not then commenced.
- 1.1.5. However, in light of the progression of the development, BHL now propose to use its new "Fitchett Collection" in this phase of development. The Fitchett Collection includes a range of distinctive house types with larger rooms and floor areas, with architectural inspiration from both the Georgian and Victoria periods. The elevational treatments and proposed materials provide a richness that will contribute to the streetscene and placemaking in this key part of the Normandy Field scheme.
- 1.1.6. Therefore, in accordance with condition 2 of the OPP, a further Reserved Matters Submission is being made to HBBC for the final approval of the detailed design for the construction of 127 dwellings with associated public open space and infrastructure in Phase 7; specifically in relation to the proposed layout of development, the scale and appearance of the buildings and the associated landscaping of the site.
- 1.1.7. Condition 3 of the OPP requires that the development is carried out broadly in accordance with the approved Development Framework, albeit subject to the details to be approved under condition 2. Condition 4 also requires the development to be carried out in accordance with a number of other approved application plans and documents including the Design and Access Statement (DAS), and condition 5 requires the submission of a "Development Brief" with each Reserved Matters submission that demonstrates the detailed scheme's compliance with the DAS.
- 1.1.8. The DAS summarises the assessment and design process undertaken to inform and support the outline development proposals, including the involvement of key stakeholders, and evaluation. It then communicates the key development principles as described in Section 2 below, and sets out the design principles in respect of use and amount, scale, layout, landscape, access and appearance as described in further detail in Section 3 below.
- 1.1.9. This report, therefore, seeks to simply provide the Development Brief required by condition 5 attached to the OPP in the form of a Compliance Statement. It highlights how the detailed scheme now being submitted for the approval of the Reserved Matters in relation to Phase 7 of the development is in general accordance with the approved development and design principles as set out within the OPA Development Framework and DAS.

2. OPA DESIGN & ACCESS STATEMENT

2.1. CONCEPT

2.1.1. The DAS illustrates how the site will be developed in a comprehensive manner that ensures the creation of a sustainable development, taking into account the specific opportunities and constraints identified therein. It presents a Concept for the development of Normandy Fields, with the following key features:

1. Access from Normandy Way, with a legible main (bus) route looping around the site connecting the development areas and key facilities.
2. Co-location of the school and retail store in a prominent location near to the site entrance and central park with recreation and play facilities to provide a distinctive hub of activity accessible to the new and wider community.
3. Enhance the Normandy Way corridor and links across it through the provision of improved pedestrian and cycle facilities, and hedgerow and tree planting and placing the power lines underground to soften the road infrastructure and give a strong sense of identity at the entrance to the site.
4. Use the existing landscape structure to create distinctive development areas. Retain the existing hedgerows and streams as the focus of green corridors that include recreation and play facilities, SUDs features, and pedestrian / cycle routes that connect the development areas and key features within the site.
5. Retain and enhance the public rights of way that cross the site and provide access to the surrounding countryside.
6. Use structural tree and hedgerow planting in the green links, around the proposed public open spaces and at the countryside edge to strengthen landscape character, help integrate the development into the wider landscape, break up the development form, and filter and screen views into the development from the countryside.
7. Locate playing fields and allotments on higher ground along the northern boundary to provide a landscaped buffer to Wykin.
8. Use the natural drainage regime and new SUDs features to create an ecological wetland in the southern part of the site providing a landscape buffer alongside the Triumph factory.
9. Create a legible network of streets and spaces to ensure that the development areas have distinctive characteristics that reflect the local context, created through the building arrangement and relationship to the public realm, the architectural form, and use of varied building materials.
10. Build sustainably to current and emerging national standards with regard to construction, operation and use of resources.

2.1.2. The detailed design for the development for Phase 7 directly responds to this overarching Concept for the development of the site.

2.2. DEVELOPMENT FRAMEWORK

2.2.1. The DAS then proceeds to present a Development Framework (as attached at Appendix A) that embodies the established Concept for the development for the site as a whole. It does not seek to fix the exact form of development, but illustrates the key development principles that should guide the detailed development proposals for each phase of the development. The DAS then proceeds to establish more detailed development and design principles to guide subsequent submissions under the following headings:

- Use & Amount
- Scale
- Layout
- Landscape
- Appearance
- Site Access & Movement
- Inclusive Access
- Sustainable Design

2.2.2. A detailed review of the development and design principles established in the DAS for the proposed development is set out in Section 3 below (as relevant to this part of the development), alongside a summary of the approach that has been taken to the detailed design of Phase 7. This analysis demonstrates how the proposed scheme accords with the key development and design principles established in the OPA DAS or, if appropriate, provides clear justification for an alternative design approach and the specific basis for this.

3. COMPLIANCE SUMMARY TABLE

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
1. Development Content		
1a. Use, Amount & Scale	<p>Up to 850 dwellings including 20% affordable (at a density of circa 35 dwellings per hectare).</p> <p>Central Park (circa 1.44ha net of SUDS features and play facilities).</p> <p>Children's play areas (up to 0.31ha).</p> <p>Green infrastructure (circa 7ha natural and semi-natural green space including Green Corridors, net of SUDS).</p> <p>Drainage areas, SUDS features and ecology mitigation areas (circa 4ha).</p> <p>Other infrastructure including roundabout and access road from Normandy Way, internal roads and paths, pedestrian and cycle links.</p> <p>Predominantly 2 storey dwellings, with 2.5 and 3 storey dwellings to create focal points and add variation to the roof line.</p> <p>Include larger detached dwellings and smaller linked properties, with some limited apartment provision (2-3 storey).</p>	<p>Phase 7 will provide 140 dwellings, plus associated public open space and infrastructure (access and drainage).</p> <p>Refer to proposed Site Layout (Ref: EM100-PD-021B), which includes a schedule of accommodation and proposes a total of 127 dwellings, comprised of 118 market dwellings and 9 affordable dwellings (with a tenure split of 2 dwellings for rent and 7 dwellings for shared ownership).</p> <p>The proposed dwellings within Phase 7 are all 2 storeys in height.</p> <p>A mix of 2, 3 and 4 bedroom dwellings (including affordable dwellings) are proposed in detached, semi-detached and linked building arrangements.</p> <p>The detailed design of the primary route within Phase 7 is subject to a separate planning permission (ref: 21/01067/REM).</p> <p>An area of Green Infrastructure is proposed in the southern part of Phase 7 that will provide a natural and semi-natural green corridor with pedestrian links and a LEAP (as shown on the Site Landscaping Plan ref: EM100-LS-026f and 029f).</p> <p>A green corridor is also provided on the western edge of the site, which includes the retained PROW U6 (as shown on the Site Landscaping Plan ref: EM100-LS-025f and -026f).</p> <p>At the east of the development, an additional SUDS basin is located adjacent to the north-south green corridor that links to the Central Park (as shown on the Site Landscaping Plan ref: EM100-LS-027f). This basin is a deviation from the original OPA but is required as part of</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
		the revised site drainage strategy.
2a. Built Development	<p>Provide vehicular access into the development from a new junction on Normandy Way.</p> <p>New dwellings to be provided in development areas principally located in the central and southern parts of the site, defined by the existing landscape structure.</p> <p>Development to be arranged as a series of perimeter blocks, with buildings positioned to face outwards and positively address the surrounding streets. Private gardens to be located within the centre of the blocks, enclosed by housing.</p> <p>Appropriate separation distances between houses will be provided. Where separation distances are tight, the careful positioning of buildings and windows will be used to ensure that the expected level of privacy is maintained.</p> <p>Well-defined front boundaries will be provided to clearly define the interface between public and private space.</p> <p>Walls will be used to clearly define and secure rear garden boundaries if they have to be exposed to the Primary Street. Green screens will be used for the boundaries exposed to the Green Corridors.</p> <p>Buildings to be carefully arranged to turn corners positively and provide an appropriate level of surveillance and activity to the adjacent public realm. No blank gable ends to face the street.</p> <p>Frontages around the edges of the development and facing the public realm to be served by low-key private</p>	<p>The access arrangements and location of the development areas within Phase 7 reflects the overall Development Framework (Ref. DE155_002 RevD).</p> <p>Indeed, the proposed Site Layout (Ref. EM100-PD-021B) for Phase 7 reflects the key layout principles for the built development, notably in relation to the creation of a series of perimeter blocks, dwelling location and orientation with private gardens located within the centre of the blocks.</p> <p>Dwellings have been positioned to allow for appropriate separation distances between houses.</p> <p>Front boundaries broadly reflect the proposed street hierarchy with formal hedges and street trees along the Primary Street boundaries (see for example plots 365-369 & 326-352), as well as informal hedges to Side Streets and Green Edge, as shown on the Site Landscaping Plans (ref: EM100-LS-025f to -029f) and Character Sheets at Appendix 2. Rear boundaries also reflect the OPA DAS strategy as shown on the Means of Enclosure Plan (ref: EM100-SL-PH704A). Green screens are no longer proposed as they have proven to be ineffective elsewhere.</p> <p>The arrangement of dwellings and choice of house type have been carefully considered in order to positively turn corners and to appropriately address the public realm (see plots 261, 272/273, 277/278, 288/289, 292, 302, 305/306, 315, 319, 325, 329, 336, 339, 340, 344, 350, 353, 362, 363/364, 370 & 382).</p> <p>The road hierarchy and dwelling arrangements reflects the strategy established in the OPA DAS, notably in the use of private drives adjacent to key public open spaces to ensure that the</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
	driveways and lanes.	frontage development provide passive surveillance.
2b. Green Infrastructure	<p>Central Park to be located close to the main route into the site, framed by retained mature trees, hedgerows and existing public right of way. To include formal and informal play and recreation opportunities and SUDs features.</p> <p>Green Corridors at the site boundaries and based on existing (retained) or historic hedgerow and stream corridors running through the site to be dedicated to semi-natural and natural public open space. To include pedestrian/cycle routes linking key features, play facilities, SUDs features, ecology mitigation and strategic landscaping. Green Corridors will define the residential development cells and break up the mass of the built form, providing a landscaped buffer to neighbouring areas, and softening the transition between the wider urban area and the countryside to the west.</p>	<p>The provision of Green Infrastructure within the Phase 7 development area is illustrated on the proposed Site Layout (ref: EM100-PD-021B) and the Site Landscaping Plans that have been submitted as part of the reserved matters application (ref: EM100-LS-025f to -029f).</p> <p>The Central Parkland that serves the wider development is located to the north east of the Phase 7 development. A portion of this is included within the application area adjacent to plots 380-386. As shown on Site Landscaping Plan (ref: EM100-LS-025f) it is proposed to be laid out with amenity grassland with tree planting to complement the wider parkland.</p> <p>To the east of the development area a Green Corridor is provided that links to the Central Park with the provision of pedestrian and cycle links with SUDS and planting within wildflower meadow grassland, as shown on the Site Landscaping Plan (ref: EM100-LS-025f and -027f).</p> <p>To the west of the development area a Green Corridor is provided that retains the existing Public Right of Way (U6) and incorporates structural tree planting in order to soften the countryside edge, as shown on the Site Landscaping Plan (ref: EM100-LS-025f and -026f).</p> <p>To the south of the development area a Green Corridor is provided that includes pedestrian routes, strategic planting and a LEAP in an informal recreation laid out with amenity grassland, as shown on the Site Landscaping Plan (ref: EM100-LS-026f and -028f).</p> <p>The Green Infrastructure proposed within Phase 7 provides connections to the public open spaces, areas of play and the</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
		wider development area by a series of pedestrian and cycle paths.
3. Landscape (Public Spaces & Access)		
3a. General Principles	<p>The existing trees, hedgerows and watercourses have been retained where possible (see OPA DAS Appendix 1). These have formed the basis for a series of interconnected green corridors running through the site and will provide movement and wildlife habitat links between key spaces within the development and the surrounding area.</p> <p>A number of attractive mature trees have been identified within the site and should be retained as distinctive landscape features within an area of central parkland to the north of the site.</p> <p>The site naturally drains towards the south and an ecological wetland will be established along the southern edge of the site. It will mainly comprise of wildflower grassland (based on traditional water meadows) and incorporate sustainable drainage features to enhance wildlife habitat. It will also provide a landscape buffer alongside the Triumph factory.</p> <p>There are a number of public rights of way crossing the site and providing access to the surrounding countryside and open spaces. These routes will be retained and enhanced as part of the proposals.</p> <p>The character of the landscape across the site will generally be more formal to the north (reflected in the playing field provision, the main access arrangements and the central parkland) becoming less formal to the south (culminating in the ecological wetland along the</p>	<p>The proposed Site Layout (ref: EM100-PD-021B) reflects the general landscape principles described in OPA DAS Sections 5.5 and 5.6 and Appendix 1.</p> <p>There is very limited existing vegetation within this development area. The small area of hedgerow to the centre of the development area has been removed to facilitate the proposed internal road structure and is in accordance with Appendix 1 of the DAS.</p> <p>The Central Parkland provides a formal landscape to the north east of Phase 7 (refer to 3b below). A small portion of the parkland is included in the development area and will be laid out with amenity grassland and the planting of individual trees.</p> <p>The less formal Green Corridor to the west (refer to 3c below) connects to the ecological wetland to the south of the development area. A SUDS feature has been provided adjacent to the green corridor to the east of Phase 7, as shown on the proposed Site Layout (ref: EM100-PD-021b). This is a slight deviation from the overarching Development Framework (ref: DE155_002 RevD), but reflects the revised Drainage Strategy for the wider scheme and the previously approved Reserved Matters scheme.</p> <p>The existing public right of way (U6) runs to the west of the development area which will be retained and enhanced as part of the proposals, and includes tree planting to soften the countryside edge.</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
	<p>southern boundary). This will soften the transition from urban settlement to rural countryside moving westward across the site.</p>	
3b. Central Parkland	<p>Existing hedgerows, ditches and watercourses should be retained where possible.</p> <p>Mature trees should be retained as features within the parkland where possible.</p> <p>The existing public footpath route running along the northern edge of the parkland should be formalised through appropriate surfacing and avenue tree planting.</p> <p>Pedestrian connections should be provided, linking the parkland to the existing streets and green corridors, to make it easily accessible to the surrounding communities.</p> <p>A children's play area and accompanying ball games area should be provided along with appropriate buffers from the surrounding housing.</p> <p>Surrounding housing should be arranged to overlook the adjacent open space and follow "Parkland Edge" character. Formal hedging and estate railings should be used to separate the private drives from the parkland.</p> <p>A duck pond should be provided to the east of the park, with ground modelling should be used to create an amphitheatre to the west of the park, alongside a reed bed for drainage. Ornamental lawn and shrub planting arranged around existing tree.</p>	<p>The Central Parkland is located to the north east of Phase 7, as illustrated on the proposed Site Layout drawing (ref: EM100-PD-021b). The details of which were approved as part of the reserved matters application for Phase 1 & 2 (ref: 18/00563/REM).</p> <p>A small portion of the Central Parkland is provided as part of Phase 7, as shown on Site Landscaping Plan (ref: EM100-LS-027f), which includes the retention of a mature tree.</p> <p>The Parkland Edge housing arrangement deviates from the design criteria set out in the OPA DAS Section 5.7, but reflects that proposed in the previous Phase 7 reserved matter approval.</p> <p>The dwellings have been orientated to front onto the parkland with a more formal character. However, the access and parking provision requirements has meant that the spacing between dwellings has been increased. This arrangement enables a transition from this character area into the Green Corridor Character Area.</p> <p>The public/private boundary is delineated through the provision of formal hedging and estate railings as shown in the Means of Enclosure Plan (ref. EM100-SL-PH704A)</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
3c. Green Corridors	<p>Existing hedgerows, ditches and watercourses should be retained where possible.</p> <p>A 6-metre-wide landscape buffer should be provided on each side of the retained watercourse. This will generally comprise of a mixture of rough grassland, wildflowers, and native tree and scrub planting.</p> <p>In sections of the watercourse where Water Vole are present, the banks should be kept clear of excessive scrub to avoid shading (refer to the accompanying Ecology reports).</p> <p>Access to watercourses and drainage features should be provided on at least one side for maintenance.</p> <p>New native tree and hedgerow planting should be established in some areas to provide additional wildlife connections through the site.</p> <p>A 3-metre-wide combined footpath and cycle way should be incorporated to provide an easily accessible movement route that links key parts of the site with the surrounding area.</p> <p>Surrounding housing should be arranged informally to overlook the adjacent open spaces and should be softened by native tree and shrub planting. This may include sections of hedgerow to separate the open space from adjacent private drives. Crossings over the existing watercourse should be limited to the road bridges where possible, except for where a footbridge is necessary to make important strategic connections. Crossings should be sensitively designed to meet any necessary wildlife and drainage requirements.</p>	<p>Green Corridors are located to the east and to the south of Phase 7, as illustrated on the proposed Site Layout drawing (ref: EM100-PD-021B).</p> <p>A proportion of the Green Corridor that borders the site to the east was approved as part of the Phase 1 & 2 reserved matters application (ref: 18/00563/REM).</p> <p>The detailed design of the Green Corridors within the Phase 7 scheme is illustrated on Site Landscaping Plans (ref: EM100-LS-025f to -029f). These plans illustrate that the detailed landscape design for the development area accords with Appendix 1 of the DAS.</p> <p>The proposed Green Corridors include the provision of new native tree, scrub and wildflower planting to soften the surrounding landscape.</p> <p>Pedestrian and cycle connectivity between the areas will be provided via 3m paths along the Green Links in accordance with the principles set out in the DAS and that will ensure that linkages are maintained for later phases of the development.</p> <p>The arrangement and design of the housing on the Green Links reflects the street hierarchy design criteria for the Green Links as set out in OPA DAS Section 5.7. The dwellings are served by private drives and face the Green Links with informal hedging and/or the Green Link path delineating the public/private boundary.</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
	<p>Wetland habitats should be incorporated as part of the proposed sustainable drainage features (including attenuation basins, ditches or swales) to soften their appearance and provide additional wildlife benefits.</p> <p>Housing frontage follows “Green Edge” character.</p>	
3d. Residential Squares (Nodes)	<p>More formal character.</p> <p>Well defined by a distinctive change of surface materials (including block paving).</p> <p>Front boundaries defined by railings or formal hedging. Frontage parking and access.</p> <p>Use of distinctive landscape features (such as ornamental trees and shrubs, type of play equipment, street furniture and surface materials) to add a sense of individuality to each space and help way finding around the development.</p>	<p>The residential nodes in Phase 7 broadly reflect the design principles outlined in the OPA DAS, as illustrated on the Primary Street (Feature Square Node) Character Sheet (attached at Appendix B).</p> <p>This includes the creation of a formal character through the grouping of prominent house types around the key junction of the primary route to create a sense of individuality (see for example plots 288/289, 363/364, 305/306 & 325). Further detail is provided below (Section 4b).</p> <p>However, the design of the residential squares deviates from the OPA DAS as a result of change in land area required to deliver the revised drainage strategy. This has resulted in the requirement for a SUDS basin to the east of the development area, adjacent to the Green Corridor.</p> <p>It is, however, proposed that the southern green corridor is designed to be an informal social space to complement the provision of the play space.</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
4. Appearance and Landscape (Streets)		
4a. Primary Street	<p>Formal / semi formal character, with frequent paired (semi-detached / detached), grouped or linked dwellings, connected via a 'car port' or habitable accommodation, with parking typically to the side of dwellings (and occasionally to the front of dwellings). Frequent symmetry of dwellings and features on dwellings e.g., gables or bays, and porches and windows.</p> <p>Dwellings are typically 2 to 2.5 storeys, 'red' brick and grey coloured roof tiles.</p> <p>6.75m carriageway (to accommodate bus services), 2.0m footway on one side, 3.0m shared footway / cycleway on the opposite side. 'Tarmacadam' surfacing for carriageway and footways / cycleway with kerb - 125mm upstand. A change of surface and level will define squares, crossings and key junctions.</p> <p>Front gardens to be large enough to accommodate trees (refer to page 33 in the Tree Strategy section) and boundary treatments to be formal hedgerows.</p>	<p>The formal / semi-formal character is derived from the detailed design embedded within the Site Layout (Ref. EM100-PD-021B) and associated house types as illustrated on the Primary Street Character Sheet (attached at Appendix B).</p> <p>Notably, there is a consistent building line to the dwellings along the Primary Streets, with dwellings arranged to provide symmetry of dwelling types and features in the streetscene to emphasise formality (see for example Plots 365-369 and 325-329).</p> <p>The dwellings are 2 storeys in height (refer to Storey Heights Plan ref: EM100-SL-PH713A)</p> <p>Dwelling design features include stone cills and headers to the dark window frames, along with brick plinth detailing black front and garage doors and bargeboards and water goods, again adding to the formality of the streetscene.</p> <p>The proposed building materials (refer Materials Layout ref: EM100-SL-PH720A), reflects the principles set out in the DAS, with the use of red brick and slate grey roof tiles.</p> <p>The highway design as set out on the Site Layout drawing accords with the design principles set out in the DAS.</p> <p>Front gardens incorporate trees in accordance with the approved strategy and where appropriate formal hedgerows define the property boundaries (refer to Site Landscaping Plans ref: EM100-LS-025f to -029f).</p>
4b. Residential Square (Nodes)	<p>Reflect formal Primary Street principles (as 4a above) with variations to include:</p>	<p>The formal character of the Residential Squares is again derived from the detailed design embedded within the Site Layout (Ref.EM100-PD-021B) and</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
	<p>Potential for small groups of dwellings and for small groups of parking to front</p> <p>Typically 2 to 2.5 storeys, but potential for 3 storeys, with render and grey tiles.</p> <p>Accommodation of bus stops.</p>	<p>associated housetypes as illustrated on the Primary Street Nodal Square Character Sheet (attached at Appendix B).</p> <p>The feature squares are differentiated through different dwelling housetypes including groups of smaller house types, a variation in building dimensions at crossings, and the use of white render and grey roof tiles throughout (refer Materials Layout Ref: EM100-SL-PH720A).</p> <p>The buildings are also 2 storeys in height.</p> <p>The residential square arrangement has deviated from the original OPA and DAS, as set out above (Section 3d.).</p> <p>The highway and landscape design as set out on the Site Layout drawing accords the design principles set out in the DAS. A bus stop is proposed adjacent to the balancing pond in Phase 7.</p>
4c. Side Street	<p>Semi-formal in character, incorporating smaller detached and semi-detached dwellings, with regular symmetry of dwellings and features such as door canopies.</p> <p>Dwellings are typically 2 storeys, incorporating 'orange' and 'red' brick and a mix of grey with some brown-coloured roof tiles.</p> <p>Minimal (1.0m) or no front gardens, with boundary treatments to be hedgerows or shrubs. Parking is typically to the side or front of dwellings.</p> <p>Side streets should include a minimum 7.5m 'highway' corridor width, with carriageway / footways with minimal kerb (25mm) or no kerb.</p> <p>Street trees and soft landscaping to be incorporated in selected locations to break up frontage parking (to reflect OPA DAS Tree Strategy).</p>	<p>A semi-formal character is created through frequent symmetry of dwellings and features (e.g., the flat door canopies), with a minimal setback from the carriageway and parking predominantly to the front of dwellings, softened by landscaping to the property boundaries.</p> <p>Those principles are embedded within Site Layout drawing (Ref. EM100-PD-021B) and associated housetypes that include smaller detached, semi-detached and linked dwellings as illustrated on the Side Street Character Sheet (attached at Appendix B).</p> <p>Dwelling design features and semi-formal nature of the streetscene and provides some consistency with the Primary Streets.</p> <p>The proposed building materials (refer Materials Layout Ref: EM100-SL-PH720A), generally reflects the principles</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
		<p>set out in the DAS, with the use of a variety of red and orange bricks, grey roof tiles and black doors.</p> <p>The highway and landscape design as set out on the Site Layout drawing accords the design principles set out in the DAS.</p>
4d. Parkland Edge	<p>Formal character and arrangement, with consistent straight building lines.</p> <p>Parkland Edges will generally incorporate detached dwellings, closely spaced and placed to emphasise repetition and symmetry. This includes formal 'Georgian' style elevations with repetitive brick detailing and features and flat door canopies.</p> <p>Dwellings are typically 2 storeys, with potential for 2.5 or 3 storey feature groups.</p> <p>Materials are to be deep 'red' brick with some part render and grey coloured roof tiles. Detailing to include charcoal / black doors, garage door, rainwater goods and barge boards.</p> <p>Parking typically to side of dwellings. Shared private drive or shared surface with minimum 7.5m 'highway' corridor width. Carriageway / footways with minimal kerb (25mm) or no kerb.</p>	<p>The formal character of the Parkland Edge is derived from the detailed design embedded within the Site Layout (Ref. EM100-PD-021B) and associated housetypes as illustrated on the Parkland Edge Character Sheet (attached at Appendix B).</p> <p>Notably there is a regular building line to the dwellings arranged along the Central Park Edge and site access. The individual dwellings themselves are closely spaced and are consistent in their façade design features and materials. The dwellings will be constructed in red brick, with some render, and grey tiles.</p> <p>Dwelling design features include stone cills and headers to the dark window frames, along with brick plinth detailing black front and garage doors and bargeboards and water goods (refer Materials Layout Ref: EM100-SL-PH720A).</p> <p>Boundary railings and formal hedgerows delineate the property boundaries in accordance with the DAS.</p> <p>The private drive design as set out on the Site Layout drawing accords the design principles set out in the DAS.</p>
4e. Green Edge	<p>Mix of complementary dwellings with an 'informal' character arranged along the edges of semi natural open space.</p> <p>Informal character created through both the arrangement and type of dwelling.</p>	<p>The informal character of the Green Links is derived from the detailed design embedded within the Site Layout (Ref. EM100-PD-021B) and associated housetypes as illustrated on the Green Edge Character Sheet (attached at Appendix B).</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
	<p>Dwellings typically 2 storeys with potential for 2.5 storeys in selected locations. Generally detached mix of dwellings with gables and flat fronts, occasional dormers, and simple detailing avoiding dressed stone and excessive use of bays and porches.</p> <p>Materials to be a variety of autumnal 'brown' and 'orange' bricks and timber boarding. Mix of brown or rustic peat coloured roof tiles. Natural coloured doors and garage doors matched to timber boarding.</p> <p>Small to medium sized front gardens (1.5m - 3.0m), with property boundary treatments to be lawns, informal hedgerows and / or shrubs.</p> <p>Parking is to the side of dwellings, with generally shared surface private drives serving dwellings. Adoptable routes to be proposed only where necessary. A change of carriageway / footways should have a minimal kerb.</p>	<p>The informality is created through a variety of detached 2 storey dwellings that incorporate a variety of different design features. They are arranged to create an irregular building line with an irregular roof line that is more sympathetic towards the green corridor, as shown for example, by plots 261-272).</p> <p>The proposed building materials (refer Materials Layout Ref. EM100-SL-PH720A), are red and orange brick and dark brown tiles. That is a departure from the Design and Access Statement but is intended to reflect the character of the wider development as was approved in the original Reserved Matters scheme. The use of natural-tone coloured front doors and garage doors will also be used.</p> <p>Informal hedgerows and shrubs delineate the property boundaries (refer to the Site Landscaping Plans EM100-LS-025f - EM100-LS-029f).</p> <p>The dwellings are accessed via shared surface private drives designed as set out on the Site Layout drawing in a manner that accords the design principles set out in the DAS provides further informality.</p> <p>Parking is broadly to the side of dwellings, in accordance with the OPA and DAS principles. However, there are some limited areas where parking is located to the front. The use of soft landscaping in these areas has been included to assimilate the parking into the Green Edge context.</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
5. Access & Movement		
5b. Internal Road Structure	<p>The detailed road arrangement to be based upon a road hierarchy as set out in OPA DAS Figure 13: Movement.</p> <p>The internal highway will be designed in accordance with the Leicestershire County Council's 6C's design guide document, and will seek to slow traffic with priority given to pedestrians and cyclists wherever possible.</p> <p>Appropriate turning facilities will be provided within the site for service/delivery vehicles. Provision will be made within the proposed primary school and retail unit layouts for service and delivery vehicles to be loaded and unloaded clear of the highway.</p> <p>The primary vehicular route (the Primary Street) forms a looped arrangement, circulating through the development to the south and west, and distributing traffic from the internal roundabout. The looped arrangement will allow easy access and movement of buses, and service and delivery vehicles. It will comprise a 6.75m carriageway, with a 2m footpath to one side and a 3m shared foot/cycle path to the other side. It will generally be defined by grass verges and avenue tree planting (commonly in front gardens) flanking the road.</p> <p>The side streets will be smaller in scale with a minimum total width of 7.5m. At the Green Links and Edges and facing other public open spaces, private drives will generally be used to provide access to the new houses. These will be arranged to allow</p>	<p>The proposed internal road structure in Phase 7 reflects the street hierarchy and associated design principles set out in the DAS.</p> <p>The detailed design of the primary route within Phase 7 has already been approved (ref: 21/01067/REM). The proposed route contributes to the creation of the proposed primary loop arrangement across the wider development. Indeed, it has been designed in accordance with the criteria set out within the OPA DAS.</p> <p>The key street design principles relating to road dimensions, kerb detail and materials are incorporated into the proposed layout as set out in the Site Layout drawing (Ref. EM100-PD-021B). The design provides a safe environment for pedestrians, cyclists and vehicles.</p> <p>Turning heads are incorporated to provide suitable turning areas for cars and service vehicles as appropriate, with relevant tracking tested.</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
	houses to front outwards on to the open spaces and countryside. Side Streets smaller than 7.5m.	
5c. Buses & Sustainable Movement	Accessed from Normandy Way, the bus route within the site will use the loop road (Primary Street) to circle through the development. This will ensure that all of the new dwellings are within 400m easy walking distance of regular bus stops.	As noted in 5b above, Phase 7 will provide part of the loop road within the wider development. As such, buses servicing these first phases of development will access via bus stops close the main site access and at the square in Phase 2 (and in Phase 6 in due course), and along Normandy Way. New dwellings within these phases of development will, therefore, be within 400m of existing or proposed bus stops.
5d. Car Parking Strategy	<p>Parking will mainly be provided on driveways to the front or side of properties. Where parking is recessed to the side of properties the building line will help to screen cars from view. Where possible, parking will be provided on plot, and larger properties will have garages (including integral garages on some wider units).</p> <p>On the primary street, parking will generally be provided to the side of properties and the road will be wide enough to allow informal parking on street for visitors or delivery / refuse / emergency vehicles without causing obstruction. On the side streets parking can be to the front or side of the properties. Where apartments are provided (limited) some rear courtyard parking will be necessary. Where houses front on to public open space (green links or the central park) parking will generally be on private driveways to side of properties.</p> <p>The quantum of parking provided will be in accordance with the County Council's guidelines.</p>	<p>The proposed parking strategy reflects the street hierarchy identified for the overall site and accords with LCC guidance.</p> <p>A parking arrangement to the rear or side of dwellings fronting the adjoining the key public open spaces, including the Central Park is proposed.</p> <p>On the Primary Streets, on-plot parking is to principally to the side, and occasionally on the front where necessitated by the block dimensions to allow for tree planting in front gardens. On the Side Streets, the on-plot parking is to the front and side. On the Green Edge, parking is predominately to the side. However, where parking is provided to the front, soft landscaping has been utilised to assimilate it into the surrounding context.</p> <p>This approach is embedded in the proposed Site Layout (Ref. EM100-PD-021B).</p>
5e. Pedestrians & Cyclists	Provision for pedestrian movement across Normandy Way is proposed along the line of the existing public	Provision for pedestrian and cycle access is provided via new at-grade crossings over Normandy Way and along the main

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
	<p>right of way and will be provided via at-grade crossings. This will provide direct pedestrian access between the site and the existing urban area to the east. At the main access to the site this will take the form of a puffin crossing. Further measures are also proposed along Normandy Way to enhance cycle and pedestrian facilities and movement along this primary route.</p> <p>Within the site the lines of the existing public rights of way will be retained and enhanced with new paths.</p> <p>New shared cycle and pedestrian paths are proposed throughout the site, running along the proposed Green Corridors, connecting the development areas to the key public open spaces, proposed community facilities, main access into the site and town beyond, and the countryside. The routes proposed reflect key desire lines to key features within the site.</p>	<p>site access route, linking existing development to the east and continuing through the site to the Central Park. This will provide connectivity to the community hub to the north in due course.</p> <p>Public footpath U6 is to be retained on its current alignment along the western edge of the development. Whilst the character of the footpath will change through the development site, it will be a significant benefit in terms of providing a footpath connection to the wider scheme.</p> <p>A network of footpaths and cycleway are included throughout Phase 7, with an emphasis on ensuring connectivity between key development elements and open spaces within the site and this is clearly incorporated into proposed Site Layout (Ref. MI100-PD-021B).</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response

6. Inclusive Access

6a. Inclusive Design Principles	<p>The detailed design should enable everybody to move around freely without encountering unnecessary obstructions, taking into account the design principles to ensure the development is: inclusive, responsive, flexible, convenient, accommodating, welcoming, and realistic.</p>	<p>The layout meets DDA requirements and promotes pedestrian and cycle access to all recreation areas. Variety in the choice of construction materials defines the different hierarchy of roads and pedestrian footpath/cycleways.</p> <p>The proposed dwelling mix includes a variety of dwelling sizes and tenures to support a mix of residents.</p>

7. Sustainable Design

7a. Sustainable Design Principles	<p>Best practice sustainability will be embraced and the applicants will fully explore issues such as:</p> <ul style="list-style-type: none"> - optimum plot orientation for solar gain; - ensuring that buildings can be easily adapted to suit different occupiers needs allowing for the expansion of living areas and storage needs, and where practicable making better use of roof spaces; - the provision facilities for refuse, recycling stores, composting and water butts; - the provision of appropriate and easily accessible private space, car parking spaces and space for cycle storage; - the use of environmentally friendly and more sustainable materials, for example, locally sourced or recycled construction building materials and aggregates and recycled timber; and - Buildings that are resource and energy efficient, potentially with: 	<p>Sustainable design principles are embedded within proposed Site Layout (Ref. MI100-PD-021B) in respect of optimum plot orientation, house type mix and adaptability, and provision for refuse storage, recycling, appropriate parking, and material specification.</p> <p>A fabric first approach is being taken to meet the sustainable design requirements. That has a number of clear benefits, notably that it is built into the property for its whole life ensuring that every occupier will benefit from a reduced electricity bill, and it still achieves the aim of reducing CO₂ emissions.</p>

Topic	Outline Planning Application (OPA) DAS Principle	Reserved Matters (RM) Response
	<p>efficient heating systems, which could include energy saving micro combined heat and power units; low flow showers, smaller baths and dual low flush toilets as part of controlled water demand and use; low carbon lighting, energy controls and management; and double and triple glazing, and improved insulation.</p> <p>A fabric first approach is to be used to deliver significant betterments over the current Building Regulations that currently requires the development to achieve energy performance equivalent to Code for Sustainable Homes Level 3.</p>	

4. SUMMARY & CONCLUSION

- 4.1.1. This Development Brief has been prepared to satisfy condition 5 attached to the outline planning permission relating to the construction of up to 850 new dwellings, a 1 form entry primary school, convenience retail space, public open space, and associated infrastructure (including other green infrastructure, drainage, access and utilities at Normandy Fields, Hinckley (Ref. 15/00188/OUT)).
- 4.1.2. Bloor Homes have a shared aspiration with the Borough Council to ensure that the concept for the comprehensive development of the site, the underlying objectives and the development and design principles that are embedded within the approved Development Framework and Design and Access Statement are respected and reflected in the detailed design of the first phases of the development.
- 4.1.3. This Development Brief seeks to highlight how the detailed scheme now being submitted to HBBC for the approval of the Reserved Matters in relation to the Phase 7 development is in general accordance with the Development Framework and Design and Access Statement which were approved when outline planning permission was granted.
- 4.1.4. Indeed, this Development Brief clearly demonstrates that the proposed detailed design of Phase 7 and the associated Green Infrastructure clearly accords with the approved Development Framework and Design and Access Statement, the development and design principles therein relating to the area, and indeed, still generally accords with relevant planning policies and best design practice.

APPENDIX A – DEVELOPMENT FRAMEWORK

APPENDIX B – CHARACTER AREA SHEETS