PEDDIMORE: A NEW ECONOMIC ASSET
Creating a great place to work for the Royal Town of Sutton Coldfield and Birmingham

IM Properties, one of the UK’s largest privately owned property companies, is developing proposals for Peddimore, a new employment park in Minworth.

We are in the process of working up a planning application and would welcome your views on our plans. This exhibition explains what we are proposing and how we plan to take the project forward.

In early 2019, we will submit a planning application to Birmingham City Council. Our application will seek planning permission to build a high-quality employment park to accommodate leading manufacturing and logistics businesses.

In summary our proposals are about:
• Delivering 66.5 hectares of high-quality employment space and associated infrastructure across zones A and B
• The opportunity to create approximately 6,500 operational jobs on site and approximately 3,000 additional jobs across the wider region
• A long-term commitment to working with local training providers and schools, providing access to the wide range of skilled jobs on offer
• A sensitive and carefully-planned development with well-designed buildings and comprehensive landscaping
• A focus on sustainability to create a great place to work
• Creating a successful business community set within an established and growing wider community

These exhibition panels provide an introduction to the project and explain our approach to managing key issues such as access, highways and the environment. In addition an illustrative 360 tour of the proposed site and a digital transport tool are available to view during the consultation.

We are also developing an arts and cultural strategy and would like your views and ideas to inform this work. Members of Erdington and Sutton Coldfield Arts Forums are in attendance at each event to gather ideas and listen to views.

We are inviting written feedback, which will be taken into consideration before the plans are finalised and the application is submitted.

Feedback forms are available at the exhibition and you can also contact us via our website at www.impeddimore.co.uk

The exhibition is part of a conversation that we are committed to keeping open through the planning, delivery and operational phases.

If you would like to comment on the plans, please complete and return your feedback form by 5.00pm on 8 December 2018.
THE SITE: HISTORY AND VISION

The Birmingham Development Plan (BDP) was adopted in January 2017 and sets out the vision and strategy for sustainable development across the city up to 2031.

In preparing the BDP, Peddimore was identified as the best opportunity to provide new high-quality employment land capable of meeting the needs of international, national and regional-scale businesses. It was therefore released from the Green Belt and allocated to deliver 71 hectares of land for a range of manufacturing and logistics uses, including:

- 40 hectares of land for manufacturing
- High-quality design and landscaping
- Access improvements including a new junction from the A38 and a network of pedestrian and cycle routes
- Enhanced biodiversity and protection of heritage assets

Birmingham City Council has recently prepared a draft Supplementary Planning Document (SPD) for Peddimore to provide detailed guidance to ensure that the site is designed and developed comprehensively. This was published for consultation in September 2018 and is expected to be adopted in early 2019.

A TRUSTED PARTNER

IM Properties was selected as Birmingham City Council’s development partner for the first phase of the Peddimore employment park in March 2018. Our appointment was announced following an extensive, six-month international competition which attracted some of the leading real estate companies from the UK and beyond.

OUR VISION

Our vision is to create a high-quality development which attracts leading national and international manufacturing and logistics businesses, delivers a best in class employment location and an economic asset that the Royal Town of Sutton Coldfield, Birmingham and the Midlands can be proud of.

Peddimore will be a great place to work and visit, a place where we explore doing things differently. There are many ingredients that combine to make a great place, from good transport links, and well-designed buildings through to on-site amenities which improve people’s experiences. Our approach will blend the key principles of design, connectivity and sustainability in the delivery and operation of the site.

In the first phase of the project, we will develop buildings for employment on Zone A (37 hectares of the 71-hectare allocation), as well as building the infrastructure needed for the whole Peddimore development. Zone B will be brought forward by Birmingham City Council.

Our hybrid planning application will include:

- Full details provided for the A38 access junction, spine roads, strategic landscaping and drainage, infrastructure and earthworks
- Outline details for building plots. This will approve the employment uses but will allow full details to be approved at a later stage
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The final layout of the units will be determined by market demand but will remain within the limits of the parameters plan. The two masterplans below indicate how the scheme could ultimately be built.

Development zone A would accommodate approximately 128,000 sq m of space for manufacturing and logistics businesses.

Development zone B would be delivered by Birmingham City Council.

Our proposals also include:

- A new junction created on the A38 to connect Peddimore and the adjacent Langley Urban Extension to the local and national road network
- A new bridge over the A38 to provide safe and effective crossings for pedestrians and cyclists into and around the development
- Buildings designed to reduce energy demand and carbon emissions and achieve BREEAM excellent accreditation
- A range of innovative measures such as ‘smart grid’ technology
- A hub area at the entrance to the site set within a landscaped setting, which, subject to a detailed business case, could include a range of amenities for business and community use, such as cycle hire and food/retail kiosks
- Extensive landscaping to provide visual screening, a green setting for a 4km circular pedestrian and cycle path, and locations for more informal amenity use
- Developing an arts and cultural strategy, which could include the provision of public art or other initiatives which support the creation of an identity for Peddimore
Buildings at Peddimore will be designed to very high architectural and sustainability standards.

The overall layout and location of each building will be carefully selected so that their appearance and scale integrate with their surroundings and their visual impact is minimised.

The positioning of the buildings will also help to screen service yards from public view wherever possible, with additional careful planting reducing their visibility further.

Appropriate and well-designed roof forms will be used to help reduce glare and the impact of buildings on the landscape.

Individual designs and specifications will be developed to high architectural standards in partnership with future potential occupiers.

The design approach adopted for the warehouse buildings will be driven by a desire to create attractive buildings, but also with a focus on reducing visual impact. The colour palette uses dark grey cladding at low level, which sits within a landscape context with progressively lighter bands of grey higher up the façade. This allows the buildings to merge comfortably into the sky backdrop at high level. Lighter vertical bands are also used periodically to break up the mass of the buildings.
A comprehensive landscape strategy has been developed to provide a careful approach to managing the effect of the site on the local environment and to create an inspiring place to work.

The landscaping strategy will deliver a number of benefits, including:

- Screening of the site to reduce visual impact
- The creation of open space for walking, cycling and other recreational activities
- Enhancing Peddimore Brook and creating green corridors through the site
- Extensive tree, hedgerow and woodland planting in and around the site

We will create an attractive landscape setting that sensitively links Peddimore with the surrounding area. Peddimore Brook will be enhanced and central to a 40m-60m wide green corridor that will run through the heart of the site. This will encourage biodiversity and provide a link through to the open countryside beyond.

Seating areas and informal amenity spaces will provide additional benefits to both employees and the local community.

Mounding will be created around the site to minimise the potential views of the proposed buildings. The external sides of the mounding would incorporate mixed forestry planting to provide further screening.

Existing perimeter landscape and ecological features will be protected as far as possible, including mature trees and hedgerows. Additional new native woodland planting and hedgerows around the site’s boundaries would help to separate the developed land from neighbouring open fields.

New attractive, safe and accessible footpaths and cycle routes will be created through and around Peddimore, including a four-kilometre circular cycle path around the edge of the site.

Public art procured in association with key stakeholders and the wider local community will also be displayed around the site to help create a unique identity for Peddimore.

The landscaping proposals include:

- Over 550 new specimen trees
- More than 150,000 m² of native forestry planting
- Over 5,000 linear metres of native and ornamental hedgerow planting
- More than 235,000 m² of species rich grassland and wildflower areas
REDUCING VISUAL IMPACT

We are committed to ensuring that building and landscape design reduces the visual impact of the scheme on the surrounding area as much as possible.

Our approach to managing visual impact has been informed by a robust landscape assessment, which has considered a wide number of locations and distances from around the site.

We have assessed key viewpoints and a range of visualisations have been developed based on the illustrative masterplan to indicate how the site could look from various viewpoints in year 1, year 10 and year 20, compared to the current view.
Our proposals incorporate a series of key road improvements to accommodate an increase in local traffic which will include a new roundabout, traffic signalisation and enhancements to a number of existing local junctions on the strategic and local road network.

The package of highway investments and transport solutions that form part of our proposals are the result of discussions with Highways England (HE), Birmingham City Council (BCC) and Warwickshire County Council (WCC), including using the Strategic Transport Model (Saturn model), as well as conducting an extensive programme of surveys and technical assessments.

This work allowed us to forecast how much traffic Peddimore could create, evaluate which roads vehicles may use, and to subsequently plan improvements to the highway network to ensure traffic levels are managed effectively.

We also considered the future development of the Langley Urban Extension up to 2031 - to deliver necessary solutions across the road network.

### VEHICLE MOVEMENTS

The assessments enable us to forecast the vehicle movements during peak periods of the day. During the morning peak, there would be an additional 1,056 traffic movements (into and out of the site), when fully operational and without local transport improvements.

**THIS INCLUDES:**

- **101** HGV trips during the morning peak hour
- **955** car trips during the morning peak

To put HGV morning peak hour trips into context, we anticipate 5 movements east towards Junction 9 of M42 and 12 travelling westwards to the site from the M42.

### TRAFFIC MODELS AND ASSESSMENT

The Sutton Coldfield Saturn traffic model has been developed on behalf of the Royal Sutton Coldfield Town Council and Birmingham City Council and has been used to assess the impact of the Peddimore development. The modelling includes for the traffic from the proposed Langley Urban Extension.

We have reviewed the traffic flows calculated for Peddimore and Langley during the Birmingham Development Plan process and these have been included in the Saturn model.

This assessment showed where Peddimore may have an impact on the road network and determined what highways improvements would be needed. The methodology and findings have been agreed with Birmingham City Council and Highways England.
A major gateway to Peddimore will be created on the A38 to connect Peddimore and the adjacent Langley Urban Extension to the local and national road network.

This new signal-controlled roundabout will be designed to accommodate modern, sustainable public transport and HGV freight vehicles. Robust assessments have shown that this new access point will be able to cater for the traffic flows associated with Peddimore and Langley.

A new bridge over the A38 will provide safe, convenient and effective crossings for pedestrians and cyclists into and around the development.

In addition, all other road junctions predicted to see a potential increase in congestion have been examined to establish the contributing impact from Peddimore. In agreement with Birmingham City Council, we are also proposing to improve the following junctions:

1. Minworth Island
2. Kingsbury Road/Water Orton Lane
3. Kingsbury Road/Minworth Parkway
4. M42 Junction 9
5. Chester Road/College Road
6. Chester Road/ Sutton Road
7. Tyburn House Island
8. M6 Junction 5

A Green Travel District will be established covering Peddimore, Langley and the existing areas of Sutton Coldfield, Minworth and Walmley to create an environment where people are put before cars.

The creation of a community, through design and management, will help connect employees and occupiers and support this goal.

The aim is to improve the mobility of people and goods to reduce reliance on the private car, promote walking and cycling to minimise impact on local roads, and improve air quality and accessibility to the site.

We will explore alternative modes of travel to the site other than by car, which could include:

- Enhancing local bus services to serve the site with connections to key locations, including Sprint bus stops and Royal Sutton Coldfield town centre

- Making potential improvements to existing off-site cycleways and footpaths
- New on-site footpaths and cycleways to help people move through the site, together with secure cycle parking facilities
- Introducing a robust car sharing scheme, which would provide significant opportunities to reduce single occupancy car use
- A bike share scheme such as Nextbike or similar, including subscriptions for Peddimore employees
- Providing charging points for electric vehicles and bicycles
- Implementing a robust Travel Plan to encourage travel by sustainable modes, and engaging with occupiers over the life of the development to support a meaningful shift away from reliance on sole occupancy car usage.
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LOCAL ENVIRONMENTAL IMPACT
Our proposals have been developed to minimise their effect on the environment.

We are committed to delivering a development that respects our site neighbours and have carried out a full assessment of the potential impacts from the scheme.

An Environmental Impact Assessment (EIA) is being undertaken to identify and evaluate significant environmental impacts of the proposed development. The results will be presented in an Environmental Statement which will be submitted with the planning application and taken into account by the City Council in the determination process.

ENERGY AND CARBON EMISSIONS
We will deploy a range of innovative measures such as ‘smart grid’ technology. One or more of the speculatively developed buildings will be constructed with a combination of roof mounted PV cells and battery technology to generate renewable energy on site and maximise the use of this within the building to reduce reliance on the national grid.

NOISE
The development has been designed to minimise noise escaping from the site. The types of noise control we implement could include:

- The creation of mounds and barriers
- Acoustic fencing provided in strategic locations
- Considering the layout and orientation of buildings to minimise noise
- Best practice day-to-day management of the site

FLOODING AND SUSTAINABLE DRAINAGE
Sustainable Urban Drainage systems will be integrated into the landscape which will be designed to adapt to a changing climate.

RESOURCE EFFICIENCY
Reducing waste and maximising recycling rates will be a strong focus for the construction process as well as the inclusion of measures to reduce water consumption during the operational phase of development.

AIR QUALITY
A range of measures will be deployed to reduce emissions which include creating green and blue infrastructure, embracing smart technologies on buildings and prioritising sustainable modes of transportation.

ECOLOGY
Extensive surveys of the site have been undertaken to identify species present and the extensive landscaping has been designed to provide new habitats.

The ecological mitigation proposals will ensure that favourable ecological conditions are supported and allow the site boundaries to continue to function as wildlife corridors.
Peddimore will create approximately 6,500 operational jobs on site and support up to 3,000 jobs across the wider region. There is a major opportunity to help local people access new jobs and improve their skills.

**LOCAL EMPLOYMENT**

Our work to support local employment will see us train people and get them ready for work, while helping others get back into jobs.

**WE WILL:**

- Help 75 disadvantaged people find work
- Provide nearly 13,000 work placement hours
- Support 25 individuals on the Building Birmingham Scholarship programme
- Prepare and deliver a local employment strategy to match local people with local jobs and train people so they are ready for work

**BUY LOCAL**

Where possible, we will look to work with local suppliers across a range of services and provide opportunities for SMEs and social enterprises.

**WE WILL:**

- Host five ‘meet the buyers’ events to introduce local businesses and SMEs to live commercial opportunities
- Create a dedicated procurement hub, connecting business to opportunities
- Spend £200k with local social enterprises
- Ensure 50% of what we spend is with local suppliers
- Ensure 50% of what we spend is with SMEs

**OUR SOCIAL VALUE PARTNERS:**
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DELIVERING LONG-TERM COMMUNITY BENEFITS
We are committed to providing support for the local communities that need it most.

PARTNERS IN COMMUNITIES
We will work with local schools and community groups as well as with major private businesses to help empower local communities.

WE WILL:
- Support 10 schools and up to 3,000 students, including delivering industry awareness days
- Create a £270,000 Peddimore Community Fund to provide money for local projects
- Raise £250k donations for good causes
- Support 12 community organisations

GREEN AND SUSTAINABLE
We will deliver a Green and Sustainable Action Plan which makes a major positive contribution to sustainable development and supports Birmingham’s green economy.

WE WILL:
- Deploy ‘Smart Grid’ technology to charge batteries during the day with solar PV, enabling the use of power during the night or at peak time
- Reduce carbon by 36% across zone A of the development through the use of energy efficiency measures and renewable energy technologies
- Reduce water use to secure a 25% reduction compared to typical buildings
- Develop a waste management strategy to recycle or reuse all recyclable waste streams where possible
- Target a BREEAM Excellent rating
- Support 10 schools and up to 3,000 students, including delivering industry awareness days
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OUR SOCIAL VALUE PARTNERS:
PEDDIMORE COMMUNITY FUND
Administered by the Heart of England Community Foundation, the fund will support local projects to foster sustainable social and economic change.

The £270,000 fund will include £180,000 donated by IM Properties and £90,000 of match funding from third party organisations, helping to support local projects over the next six years.

In the first year, up to £2,000 is available to support individual community projects. This could include providing grants for sports, community, health and well-being and social welfare projects and formal training and education programmes, which could help to support:

- Young adults to raise aspirations and achieve better mental and physical health
- Extended learning opportunities for families, pre-school children and looked after children
- Training and learning opportunities for adults with no formal qualifications, with a focus on women
- Social and health needs of older people
- Initiatives working with homeless people and those at risk of homelessness

Our aim is to prioritise applications from organisations working within Royal Sutton Coldfield, Erdington and Perry Barr. Applications from neighbouring constituencies will also be considered.
SUMMARY
Thank you for taking an interest in our proposals. We hope you have found this information useful.

Your opinion matters to us. We know we can achieve a better planning application by engaging the local community and others who can help to refine and improve it further.

If you have any comments on any aspect of our proposals, please complete a feedback form and return it to us.

IF APPROVED, OUR PROPOSALS WOULD:

- Create approximately 6,500 direct operational jobs on site
- Support approximately 3,000 additional jobs across the wider region
- Create a sensitive and carefully-planned development with well-designed buildings and comprehensive landscaping
- Adopt a holistic approach to the movement of freight and people, alongside the essential physical infrastructure works
- Include a £270,000 Peddimore Community Fund to support local projects
- Put energy usage and resource consumption at the heart of the park’s construction and operation

NEXT STEPS

WINTER 2018/19:
- Planning application submitted

SPRING 2019:
- Planning application determination

SUMMER 2019:
- Infrastructure delivery commences

SUMMER 2020:
- Infrastructure complete
- Construction of initial buildings commences
- Completion of initial buildings

GET IN TOUCH

www.impeddimore.co.uk
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IM Properties, c/o Camargue, 11 Waterloo Street, Birmingham, B2 5TB

03308 384 199
Standard rates apply

Create a sensitive and carefully-planned development with well-designed buildings and comprehensive landscaping

Include a Peddimore Community Fund to support local projects

Put energy usage and resource consumption at the heart of the park’s construction and operation

Support approximately 3,000 additional jobs across the wider region

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ABOUT IM PROPERTIES

IM Properties, as part of the IM Group, is one of the UK’s largest privately-owned companies and a significant investor in the Midlands.

Working with communities, local authorities and household-name businesses, we have a strong track record of bringing forward high-quality developments across the region.

OUR TRACK RECORD

Over the last 20 years we have been responsible for transforming Birch Coppice from a disused colliery (employing circa 1,500 people when operational) into an award-winning business park, developed to the highest standards of building design, park infrastructure, landscaping, amenities and management.

Birch Coppice is today home for 21 high-profile, high-value businesses with 6,500 employees, many of whom are local. We are proud of what we and the park occupiers have achieved in the last two decades and its ongoing role in the wider community.

More locally, we have developed ‘The Hub’ in Witton, the home of the new Birmingham Wholesale Markets and also the first Electricity Cost Neutral (ECN) building where we have used smart grid technology.

Blythe Valley Park, another of our investments along the M42 corridor, is creating one of the region’s most ambitious new sustainable, mixed-use communities. This established master planned site is home to world class occupiers and set in a stunning 122 acre country park.