



**WEST MIDLANDS
DESIGN CHARTER**
IS INTENDED TO PROMOTE,
INSPIRE AND ENCOURAGE
GREAT DESIGN INITIATIVES
AND QUALITY PLACE-MAKING
ACROSS OUR REGION.

The West Midlands Design Charter is built on 12 principles that fall into 6 themes.

West Midlands Design Charter is part of our region's ambition to encourage creative design and innovation to flourish, as we build a future that delivers inclusive growth for all of our communities.

**THIS IS THE
WEST MIDLANDS.
THE UK'S GROWTH
CAPITAL.**

Take the next step
and find out more.

wmca.org.uk



West Midlands
Combined Authority



**WEST MIDLANDS
DESIGN CHARTER**

Shaping the Future



1 CHARACTER

PRINCIPLE 1 **Regional Ambition**
Developers will be expected to produce unique, innovative proposals that are grounded in a sound understanding of the local context and acknowledge the diversity of the West Midlands' communities and geography.

PRINCIPLE 2 **Local Distinctiveness**
New development should respond to the qualities that characterise the locality's 'spirit of place' for residents, businesses and visitors. Schemes should contribute to the creative and cultural identity of the local environment and benefit local communities.

2 CONNECTIVITY & MOBILITY

PRINCIPLE 3 **Regional Network**
New development must contribute to enhancing regional connectivity by integrating effectively to existing and planned transport networks, thinking beyond both site and administrative boundaries.

PRINCIPLE 4 **Modal Shift**
Proposals should demonstrate an understanding of the changing face of transport and movement patterns across the West Midlands; promoting walking, cycling and public transport use.

3 FUTURE-READINESS

PRINCIPLE 5 **Climate Resilience**
Developments should incorporate climate adaptation measures that respond to the short and long term impacts of climate change and address the environmental impact of the proposal across its lifecycle.

PRINCIPLE 6 **Delivering Low Carbon Development**
Development proposals should seek to reduce greenhouse gas emissions by making clear, specific commitments to carbon reduction. The potential for new schemes to meet zero net carbon should be considered from the outset.

PRINCIPLE 7 **Technological Resilience**
New development should harness technological innovation from the outset, to deliver adaptable buildings that respond to the rapidly changing digital, communication and infrastructure requirements of our businesses and communities.



4 HEALTH & WELLBEING

PRINCIPLE 8 **Building Active Communities**
Development proposals should support healthy living environments and address health inequalities by providing access to nature and spaces for physical activity.

PRINCIPLE 9 **Promoting Wellbeing**
New development should promote wellbeing and good mental health by fostering community, identifying opportunities to reduce social isolation and minimise loneliness.



5 ENGAGEMENT & STEWARDSHIP

PRINCIPLE 10 **Engagement**
Consultation should reflect local social, economic and geographic diversity and enable key stakeholders to shape design solutions from an early stage.

PRINCIPLE 11 **Stewardship**
Public spaces and facilities should be designed to encourage long term civic pride in local places. Developers must give early consideration to management and stewardship of places and put long term sustainable solutions in place.



6 DELIVERY

PRINCIPLE 12 **Securing Social Value**
WMCA expects developers to promote social value throughout the development process and will seek to align all housing and regeneration investment decisions with its inclusive growth objectives through its Single Commissioning Framework.

