

Design Brief for Development Proposals

Land off Holly Lane, Atherstone



North Warwickshire
Borough Council

September 2010

Contents

- 1.0 Introduction
- 2.0 The Site
- 3.0 Key Principles
- 4.0 Appendices

1.0 Introduction

This land is allocated for industrial development by saved policy ECON2 of the North Warwickshire Local Plan 2006. It is a vacant, rectangular 6.9 hectare piece of land on an established industrial estate. The Policy enables its use either for expansion by an existing occupier on that estate or by smaller industrial units.

2.0 The Site

The site faces the main industrial site roads of Holly Lane and Rowland Way on two sides, and a smaller cul-de-sac, Abeles Way, on a third. There are office buildings, warehouse units and industrial premises in the surrounding area. The land is relatively flat with no on-site trees. There are however strong established road side hedgerows. The site itself is on the edge of the estate and has views over the surrounding countryside. The site and its surroundings are illustrated on the attached plan (Appendix 1)

3.0 Key Principles

The overriding principle in the development of this site is to ensure high quality in the design and appearance of the built form, whilst ensuring that it retains an open and green feel given the proximity of the countryside.

The key principles for this site are the same for whichever of either of the two forms of development enabled by the Policy comes forward.

- The development shall be a frontage development to both Holly Lane and Rowland Way
- A landscaping belt will be provided around these two frontages incorporating the retention of existing hedgerows.
- The built form shall not exceed the height of existing surrounding developments
- It shall be brick built and/or metal clad to match facing materials already used on the existing estate.
- Vehicular access shall be obtained from Rowland Way
- All car parking/delivery and turning areas shall be within the site behind the built frontage
- The development shall enable pedestrian/cycle access through to Abeles Way and thus to the town centre.

4.0 Appendix 1 – Site Plan

