

6.0 PARAMETERS & LAYOUT

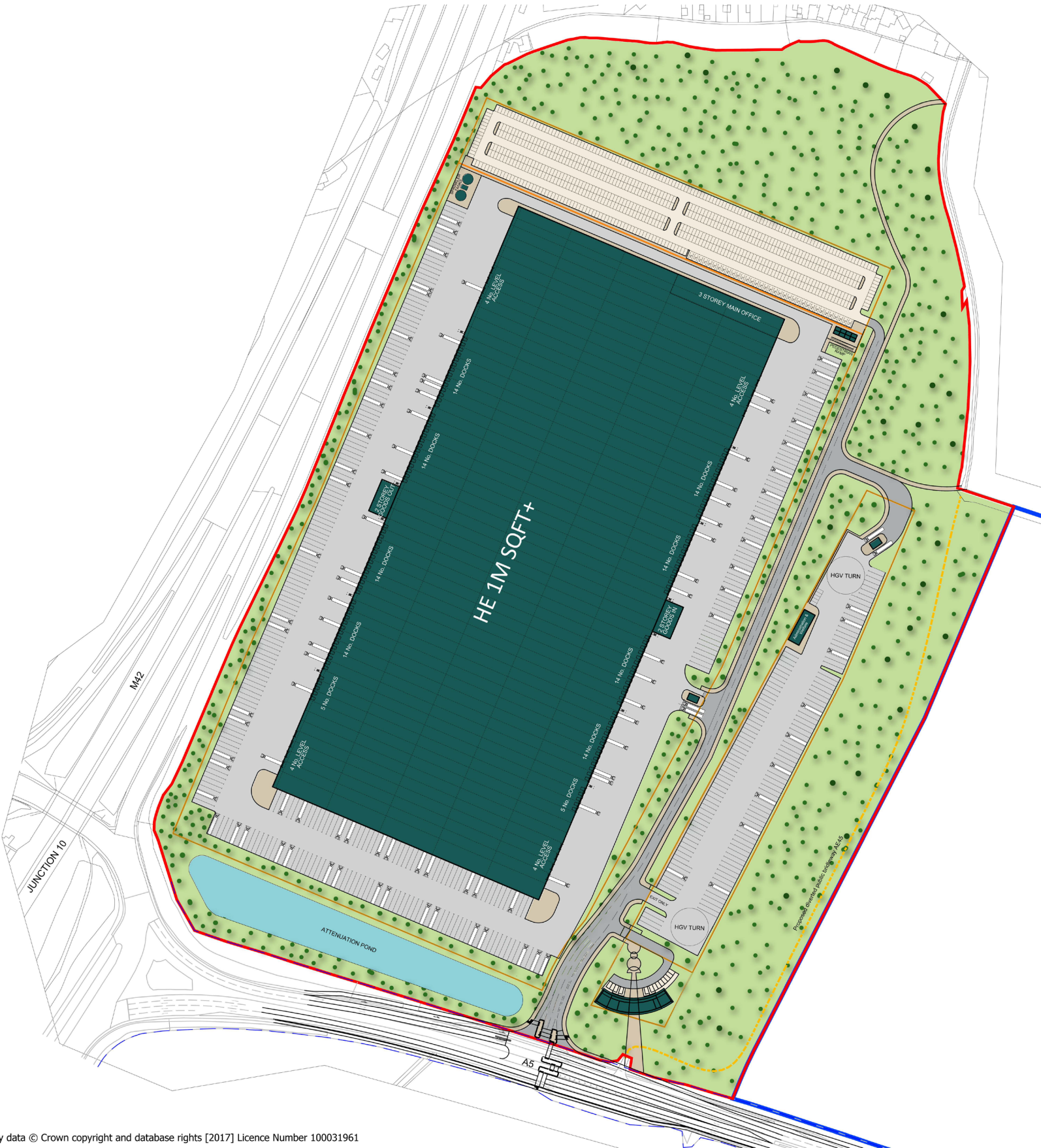


Fig. 43 – 4263-CA-00-00-DR-A-00055 - INDICATIVE MASTERPLAN - TWO UNIT OPTION - P8



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- Development Site Boundary
(79.97 acres / 32.36 Ha)
- Parameter Boundary
- Unit Demise Boundary
- Public bridleway (to be diverted where necessary)

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Fig. 44 – 4263-CA-00-00-DR-A-00054 - INDICATIVE MASTERPLAN - SINGLE UNIT OPTION - P9



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6.3 VISUAL IMPACT ASSESSMENT VIEWS



View 1 – Existing view looking south west towards the Site from Public Bridleway AE45, which is also representative of views of the Site from Birchmoor.



View 1 with development



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6.3 VISUAL IMPACT ASSESSMENT VIEWS



View 4 – Existing view looking north west towards the Site from Public Footpath AE46, which is also representative of views from Dordon (albeit much closer up) and Open Space Transfer Site OS1.



View 4 with development



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6.3 VISUAL IMPACT ASSESSMENT VIEWS



View 5 – Existing view looking south west towards the Site from the edge of Dordon, which is also representative of the views from Kitwood Avenue Recreation Ground.



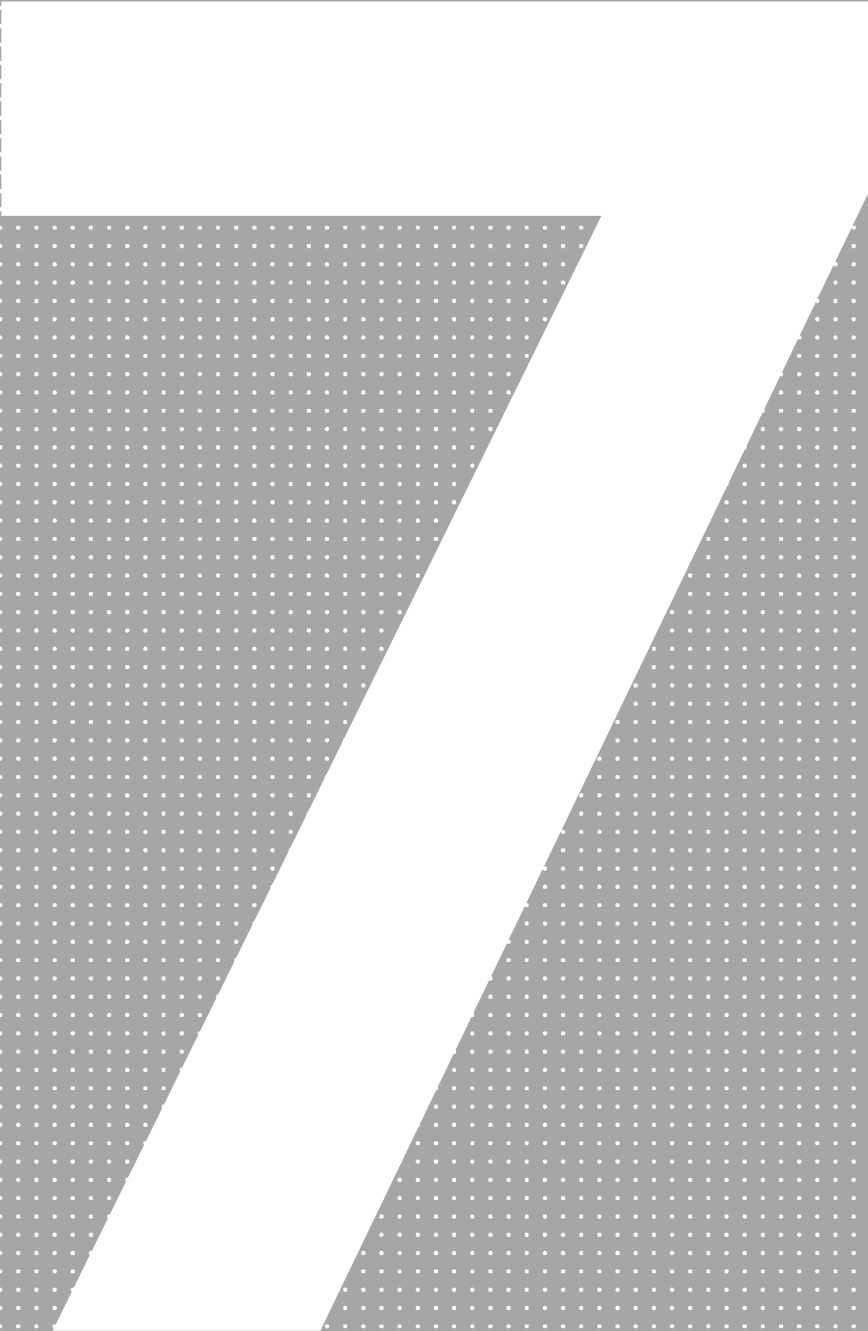
View 5 with development



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- 7.2 Rationale
- 7.3 Density
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- 7.6 Preferred Scheme
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- 7.14 Landscape
- 7.15 Ecology and Nature Conservation
- 7.16 Traffic Generation
- 7.17 Air Quality
- 7.18 Noise
- 7.19 Flood Risk
- 7.20 Geo-Environmental
- 7.21 Employment



7.0 APPEARANCE & DESIGN

7.1 HIGH QUALITY DESIGN PRINCIPLES (HQDPs)

In response to the policy context and key issues outlined above, as well as the nature of the Site and surrounding environs, a series of **High Quality Design Principles (HQDPs)** and Design Parameters have been developed to provide an overarching framework and parameters for future reserve matters applications.

These HQDPs are as follows:

HQDP 1: Responding to the climate change emergency by designing in and future-proofing sustainability from the start across all aspects of building, infrastructure and landscape design, whilst allowing for adaptation and later enhancement to meet occupier requirements.

HQDP 2: Maintaining a Strategic Gap between the development site and Polesworth with Dordon to the east, and Birchmoor to the north, utilising HE’s extensive land holdings, to create a strong landscape setting with views and legible routes to and from the Site, and connecting with the surrounding landscape.

HQDP 3: Providing safe and convenient access for all users coming to and from the Site, including the local community for leisure uses, commuters, and visitors.

HQDP 4: Ensuring that prominent buildings are distinctive, distinguishable, and relate to human scale and operational requirements whilst minimising the wider visual impact. Larger warehouse elements will utilise varied ground levels and sympathetic building components to break up facades and screen service yards.

HQDP 5: Generating a uniform architectural language and design of built form to enhance legibility and wayfinding for the Site and surroundings. Creating a sense of place and respecting the distinctive and varied architecture and built form of the surrounding environs.

HQDP 6: Encouraging healthy and active lifestyles through the incorporation and enhancement of landscaping features, and linkages between the Site and surrounding area for recreation and leisure uses.

HQDP 7: Creation of a multi-functional green and blue infrastructure network, where valuable landscape features and ecological assets are enhanced, increasing biodiversity and habitat connectivity. Buildings will also contribute towards these networks and will meet the highest standard of sustainability that is practicably achievable.

7.2 RATIONALE

The proposal seeks to provide a sustainable development for the Site and to design buildings and an environment that meets the highest level of sustainability and design, whilst responding to demand and market indicators. This would be provided by a range of unit sizes.

The development would incorporate sustainable principles for land forms, water run-off control and energy production and use.

The proposals would create a safe, high-quality development which enhances and promotes biodiversity.

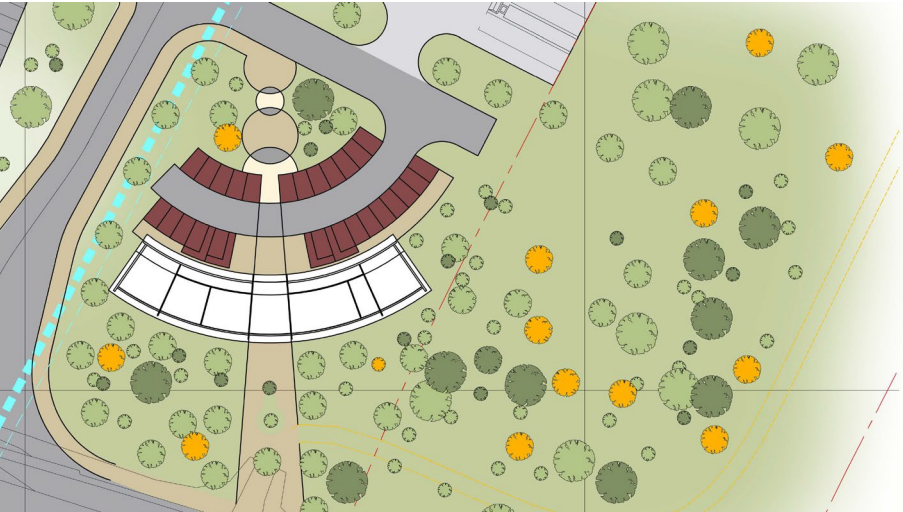
The completed development is intended to offer a significant number of employment opportunities across a range of skills and levels. This is in addition to those generated by the construction process itself.



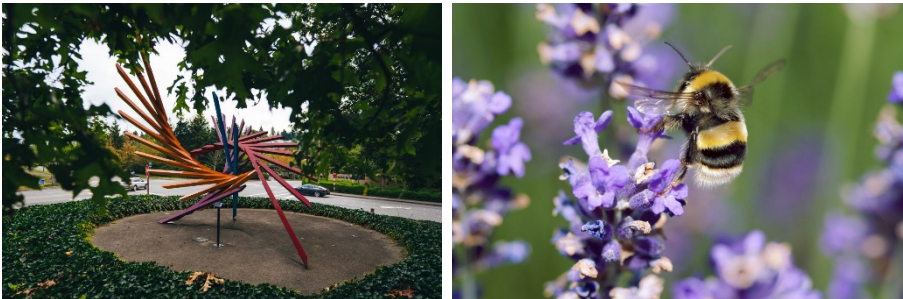
Responding to the climate change Healthy and active lifestyles



Enhanced rural quality in Strategic Gap



Providing safe and convenient access for all



Integrated Public Art

Habitat connectivity



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7.3 DENSITY

Commercial viability of the proposal has been balanced against the Site setting, the surrounding landscape, and the existing site constraints and features.

The Site does not present any significant levels change and is relatively free from constraints that restrict the development opportunities.

Development in the proximity of the A5, located at the southern end of the Site, seeks to achieve an appropriate density and focal point of the development. The development to the north of the Site, which faces the neighbouring residential area, is intended to provide a reduced scale and density with the added inclusion of significant landscape screening.

MASSING

Hard edges are located towards the edge of the Site and site boundaries enhanced further by edge treatment and landscape design of the perimeter. Massing reduced further by careful Use of colour, materials and feature elements within the elevations.

PERIMETER TREATMENT

Existing landscaping and green features are enhanced by additional landscape providing natural screening and habitat zones.

VISIBILITY AND VIEWS

Key views and local surroundings have informed landscape design and wayfinding for occupiers and visitors. Views in and out of the Site have been considered.

NOISE CONTROL

Site yard, access points and heavier used areas have been carefully considered and where practical are placed away from the boundaries.

LIGHTING

Buildings have been designed to limit any artificial light source reaching beyond the boundary.

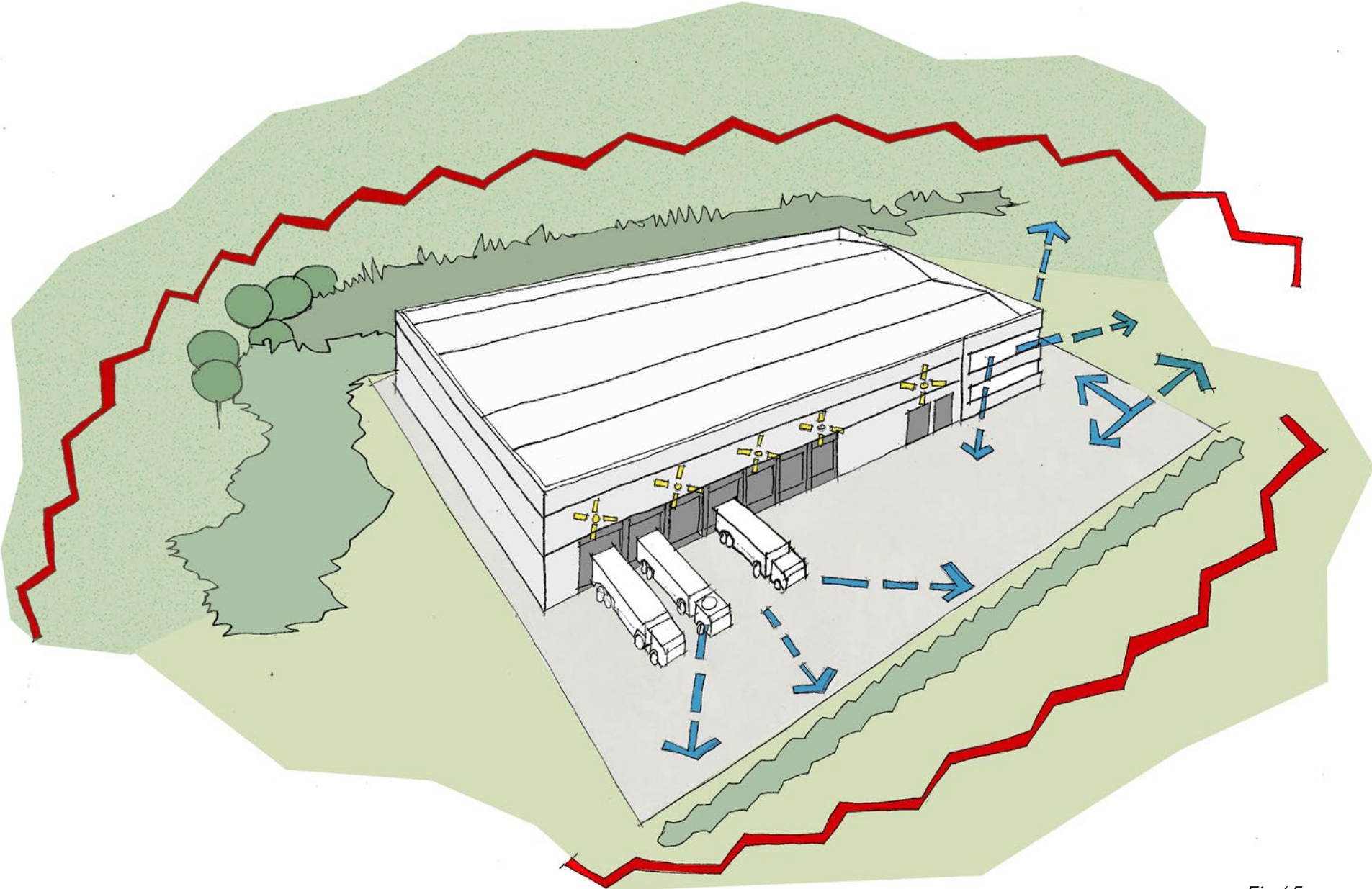


Fig.45



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7.4 LAYOUT, ARRANGEMENT & SCALE

To acknowledge the setting of the Site, and its characteristics, our proposals are for a quality and sustainable development providing opportunities for units of varying scale and arrangement.

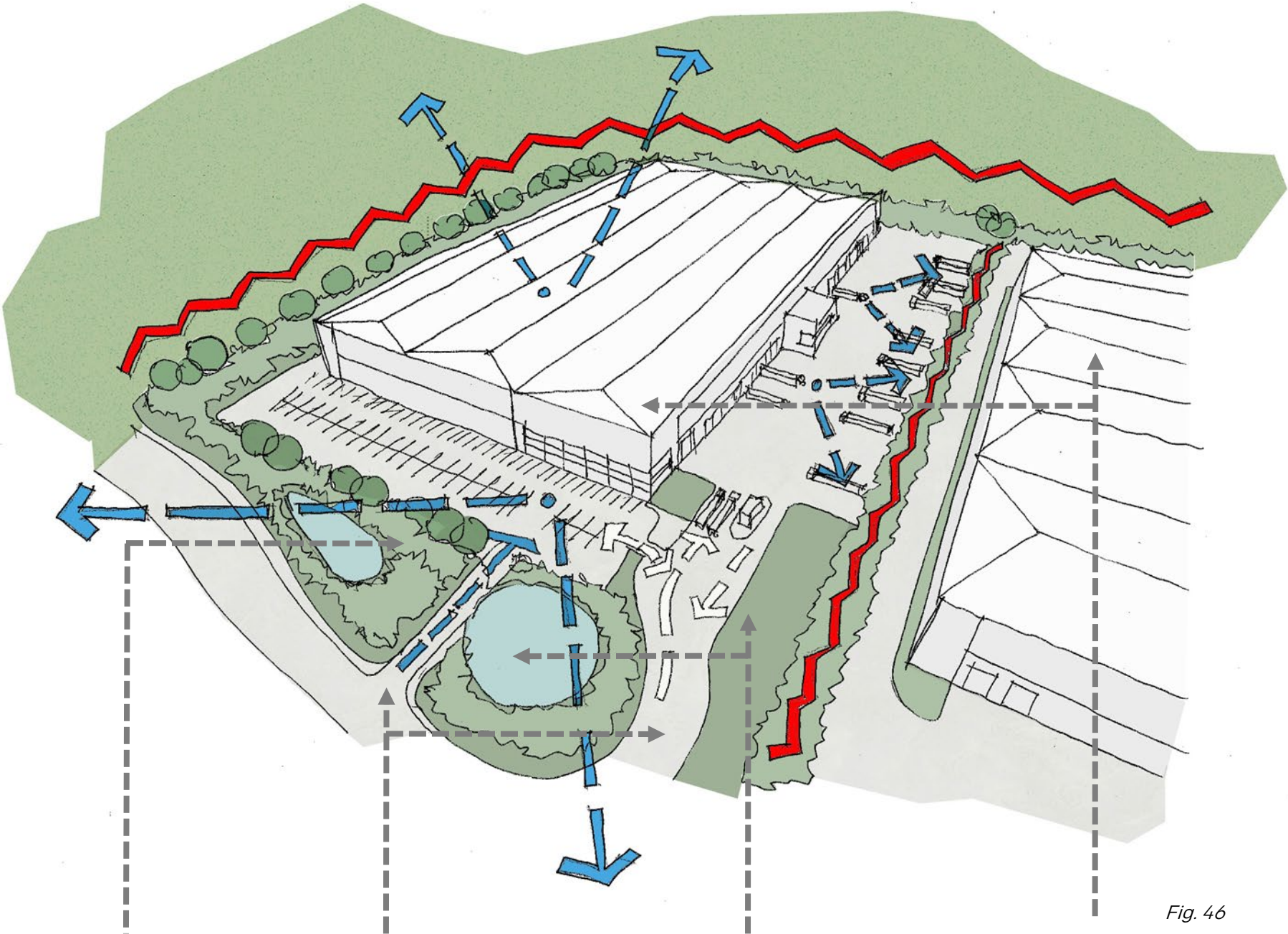
The designs are intended to create attractive aesthetic to the units, accommodating a necessary individual identity, but all set within a wider framework and collective design standard, which is encapsulated in the supporting Design Guide.

Landscaping will be enhanced throughout the development, along the perimeter, demarcating plot boundaries, and along the infrastructure corridors.

The Site offers opportunity for varying scales of buildings, which will cater for the different use type and occupier requirements whilst also responding to typical industry standards.

Attention will also be given to setting the buildings within their local context, and use of appropriate materials for the locality and building type, with reference to best practice on adjacent sites and developments near to the Site.

Access, and movement around the Site will be clear and legible, and where possible will be separated.



VISIBILITY & CLEAR VIEWS

Clear views onto key elevations, and offices benefiting from views across yards and surrounding landscape.

VEHICLE SEGREGATION

Separate access / egress points provided for pedestrians, cyclists, cars and HGVs, for safety and security.

BLUE AND GREEN INFRASTRUCTURE

Enhanced blue and green infrastructure incorporated into design. Providing opportunities for bio-diversity and natural habitat whilst addressing site boundaries.

QUALITY & RESILIENCE

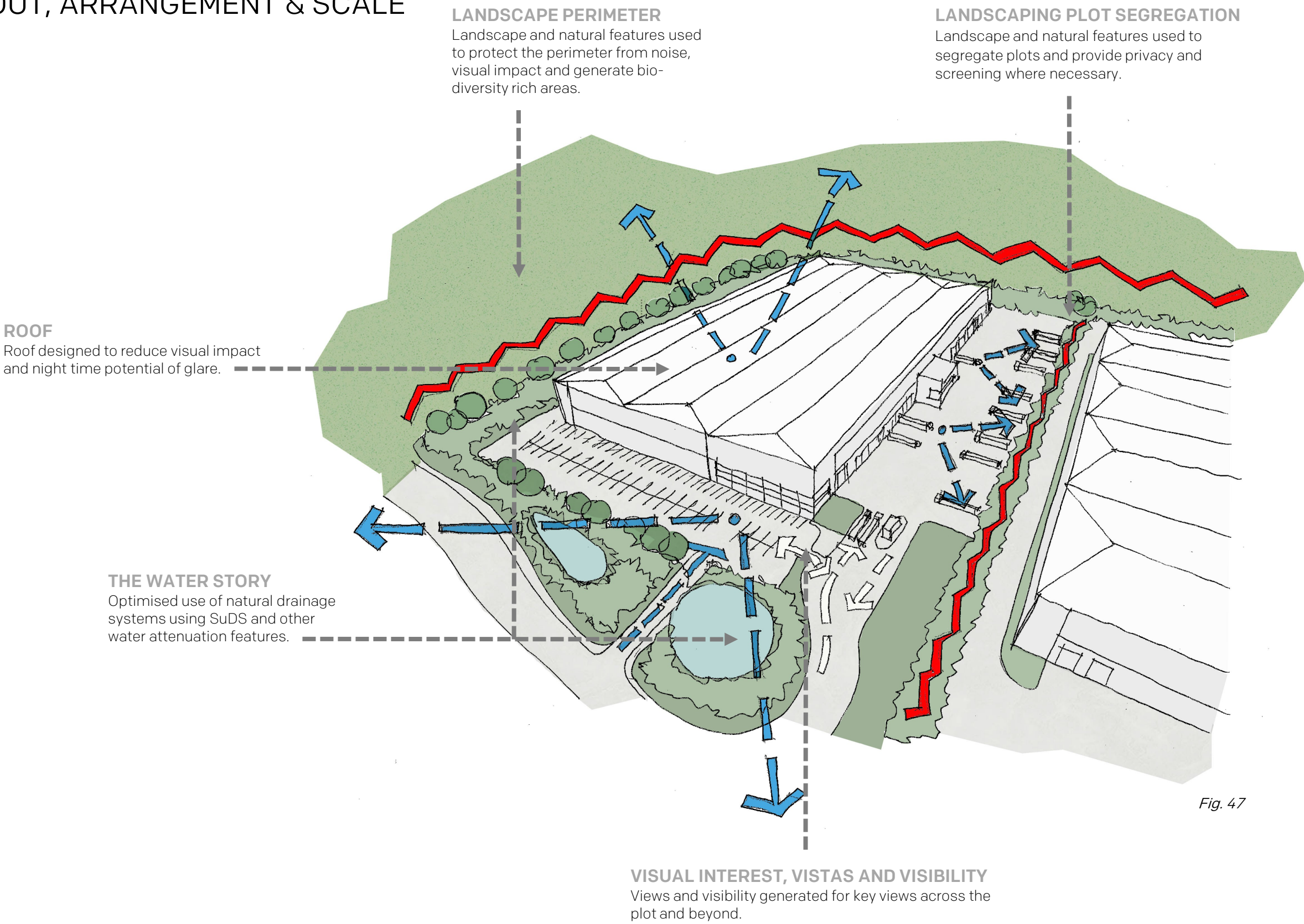
Building materials will be selected for their quality and durability, with careful attention to the their sustainability and environmental properties.



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7.4 LAYOUT, ARRANGEMENT & SCALE



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7.5 PREVIOUS SCHEMES

Some earlier sketch schemes were prepared for the Site, with a full review completed for each. These schemes are illustrated in the following section of this document.

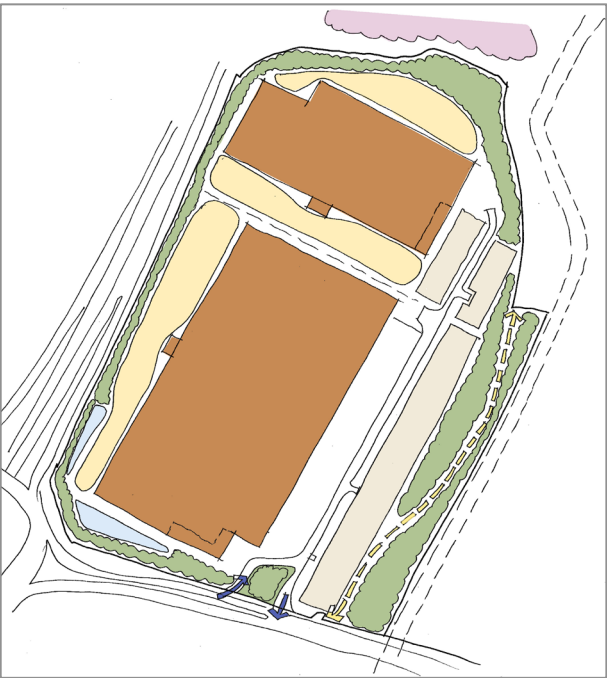
These schemes have been useful references for a better understanding of many aspects of the Site, whilst also considering different opportunities to work with the Site’s natural capital, its constraints and the opportunities the Site presents.

For each option the access road off the A5 was considered fixed, as this utilises an existing access point, which also enters the Site in a position that presents a good spilt between operational units, infrastructure and landscaping, and pedestrian routes through the Site.

The position of the infrastructure road through the Site from this point of access is also well positioned for unit size, unit split, modes of access to each plot and flexibility of the infrastructure provided within the masterplan concept.

It was felt that the development which would have the least impact of the Site’s natural capital and neighbouring properties would be a scheme that reduced its scale at the northern and eastern perimeter, that provided a green corridor through the Site at the east, carefully considered the unit sizes to the north, faced yards internally or towards the M42 wherever possible, and enhanced the landscape treatment, especially to the perimeter of the Site.

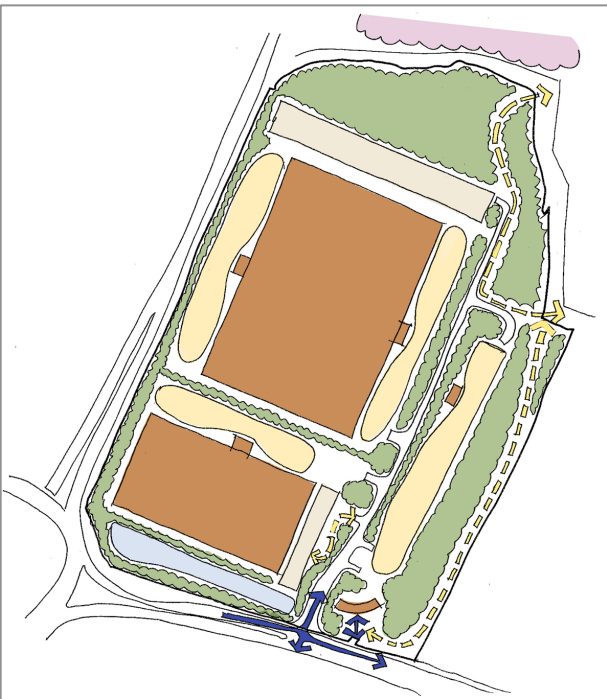
Our preferred option after full appraisal of the options, was to provide a focus for the main part of the development to be towards the A5, and the central part of the Site, with yards facing inwards or towards to western, M42 boundary. We also reduce the height, scale and traffic towards the northern part of the Site, which is further minimised by the introduction of a heavy landscape buffer to the surrounding area.



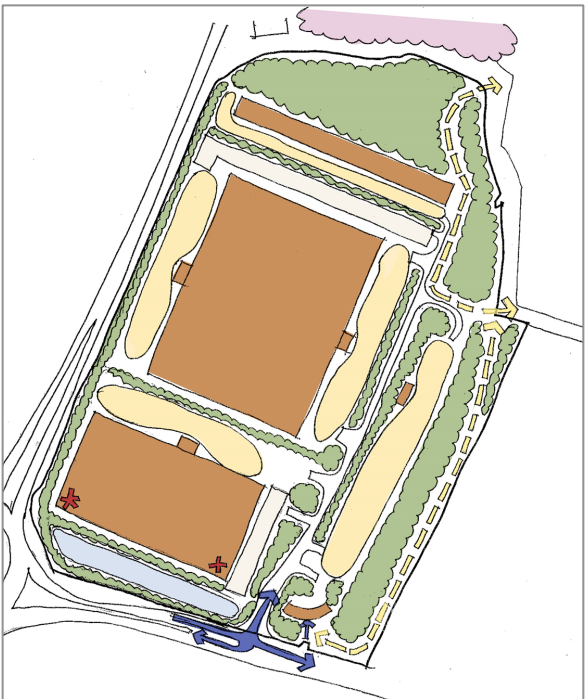
Option 1



Option 2



Option 3



Option 4



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7.5 PREVIOUS SCHEMES

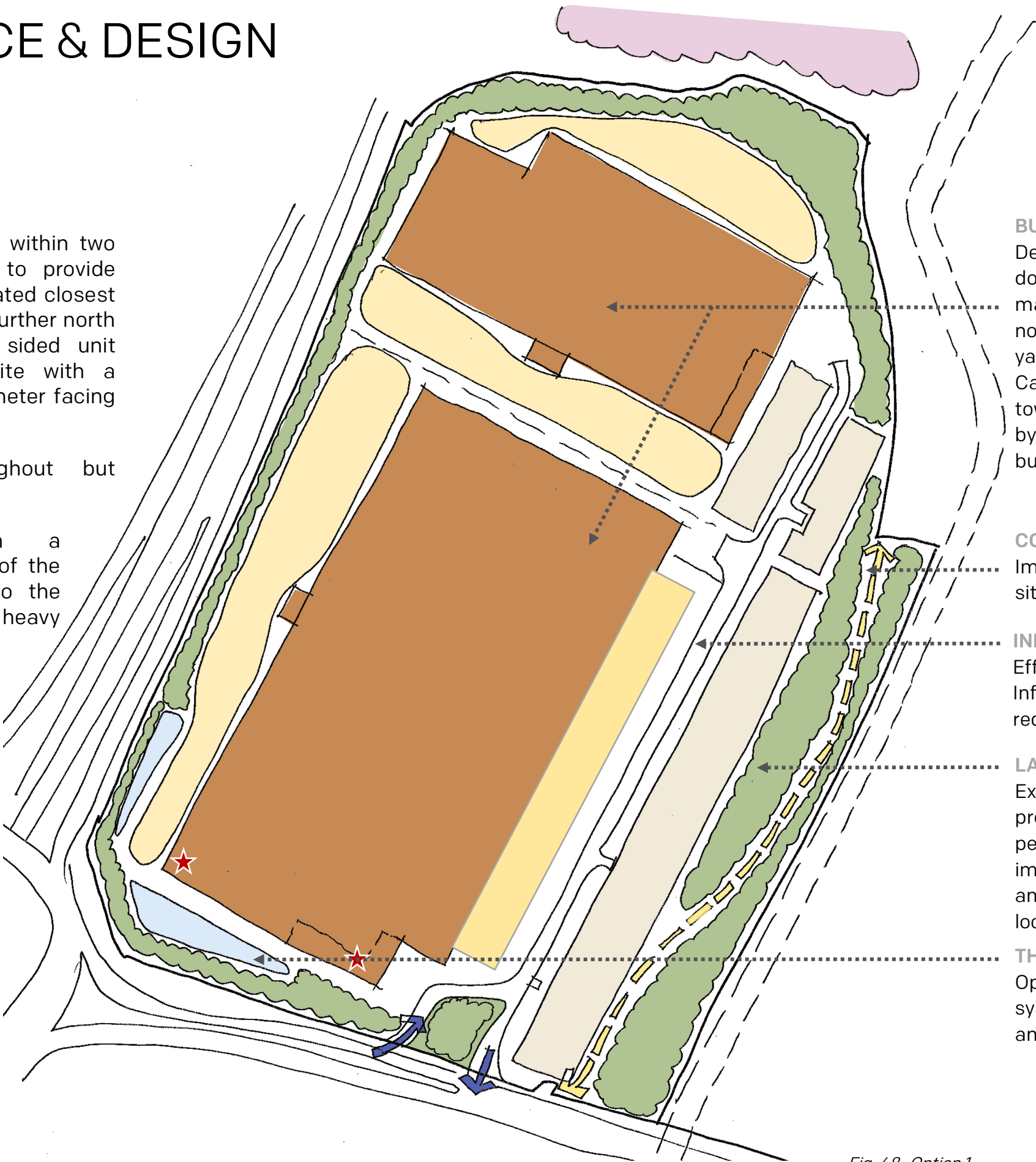
7.5.1 OPTION 1

Units positioned centrally to the Site within two units. Both units are double-sided to provide optimum flexibility, the larger unit located closest to the main entrance reducing traffic further north into the Site. The smaller double sided unit positioned to the north of the Site with a landscaping belt to the northern perimeter facing the residential.

Landscaping is enhanced throughout but particularly to the perimeters.

Infrastructure provided through a north/south spine, with the majority of the associated car parking positioned to the eastern boundary, shielded by heavy landscaping.

-  Identity Corner
-  Building Location
-  Operational Manoeuvring
-  Landscape to Boundary
-  Recreation and Retention Ponds Area
-  Main Road and Entry
-  Pedestrian Route
-  Residential Area



BUILDING FOOTPRINTS
Development provided within two double sided units offering maximum market flexibility. Yards positioned on north and west perimeters, with internal yards facing south and west. Car parking positioned predominantly towards the eastern boundary, shielded by landscaping and separated to the building by the main infrastructure road.

CONNECTIONS
Improved connections across site to neighbouring areas.

INFRASTRUCTURE
Efficient arrangement of Infrastructure to reduce land required. Car parking on eastern side.

LANDSCAPE PERIMETER
Extensive new landscape introduced to provide visual screening, protect the perimeter from noise and create improved areas of bio-diversity and amenity spaces for site occupiers and local residents alike.

THE WATER STORY
Optimised use of natural drainage systems around the Site using SuDS and other water attenuation features.

Fig. 48- Option 1



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7.0 APPEARANCE & DESIGN

7.5 PREVIOUS SCHEMES

7.5.2 OPTION 2

This multiunit option provides a larger double sided unit to the south of the Site, closest to the Site access. The larger unit is double-sided with yards facing east and west. The smaller unit is to the north of the Site with a northerly facing yard, buffered to the adjacent residential by a large landscaping belt.

Smaller units have been positioned between the infrastructure road and the eastern boundary creating a smaller scale of development within a new landscaping belt to the east and connected to the neighbouring areas via pedestrian access points.

-  Identity Corner
-  Building Location
-  Operational Manoeuvring
-  Landscape to Boundary
-  Recreation and Retention Ponds Area
-  Main Road and Entry
-  Pedestrian Route
-  Residential Area



- LANDSCAPE PERIMETER**
Extensive new landscape introduced to provide visual screening, protect the perimeter from noise and create improved areas of bio-diversity and amenity spaces for site occupiers and local residents alike.
- BUILDING FOOTPRINTS**
Development provided within two units. Larger unit double-sided for operational flexibility, car parking to west of the unit. Single-sided unit positioned to the north of the Site with a northerly facing yard, car parking to the east. Smaller units positioned to the west of the infrastructure road, providing options for smaller operators.
- INFRASTRUCTURE**
Central infrastructure road provided away from boundaries. Reduced length due to unit positions.
- CONNECTIONS**
Improved connections across the Site to neighbouring areas.
- THE WATER STORY**
Optimised use of natural drainage systems around the Site using SuDS and other water attenuation features.

Fig. 49 – Option 2



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7.5 PREVIOUS SCHEMES

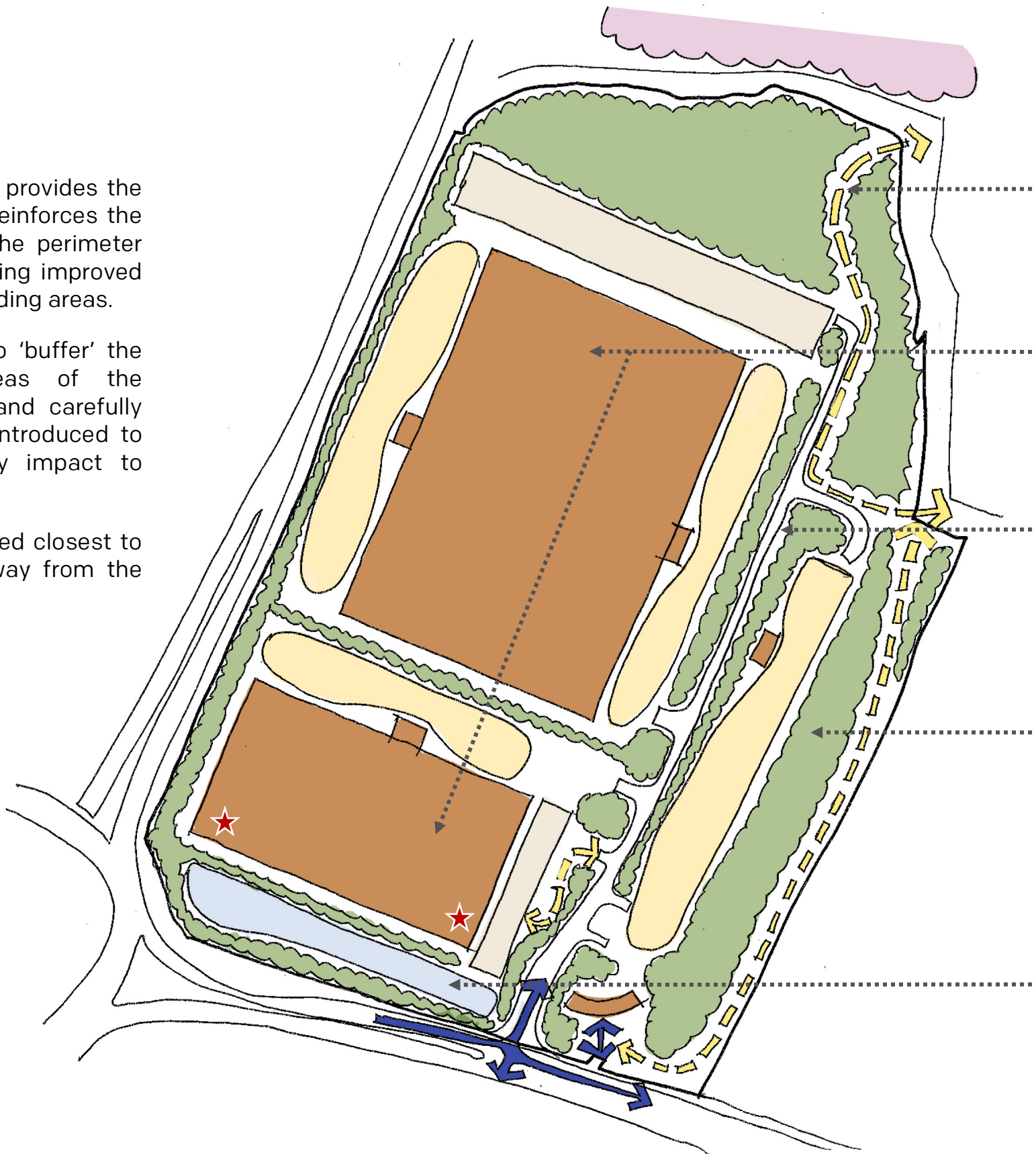
7.5.3 OPTION 3

This option builds on previous options but provides the floorspace within two units. The scheme reinforces the natural features of the Site, enhancing the perimeter landscaping and biodiversity and introducing improved connectivity across the Site, and to surrounding areas.

Landscaping belts are carefully placed to 'buffer' the more extensively used vehicular areas of the development, and extensive vegetation and carefully selected local provenance vegetation is introduced to the north of the Site to minimise any impact to neighbouring residential areas.

The building footprints have been positioned closest to the main access road and motorway, away from the residential areas.

-  Identity Corner
-  Building Location
-  Operational Manoeuvring
-  Landscape to Boundary
-  Recreation and Retention Ponds Area
-  Main Road and Entry
-  Pedestrian Route
-  Residential Area



- CONNECTIONS**
Improved connections across site to neighbouring areas.
- BUILDING FOOTPRINTS**
Development provided within two units. Larger unit double-sided for operational flexibility, car parking to north of the Site, yards away from residential areas and positioned to the east and west.
- INFRASTRUCTURE**
Efficient arrangement of Infrastructure to reduce land required. Extensive landscaping around main infrastructure.
- LANDSCAPE PERIMETER**
Extensive new landscape introduced to provide visual screening, protect the perimeter from noise and create improved areas of bio-diversity and amenity spaces for site occupiers and local residents alike.
- THE WATER STORY**
Optimised use of natural drainage systems around the Site using SuDS and other water attenuation features.

Fig. 50 – Option 3



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7.5 PREVIOUS SCHEMES









7.5.4 OPTION 4

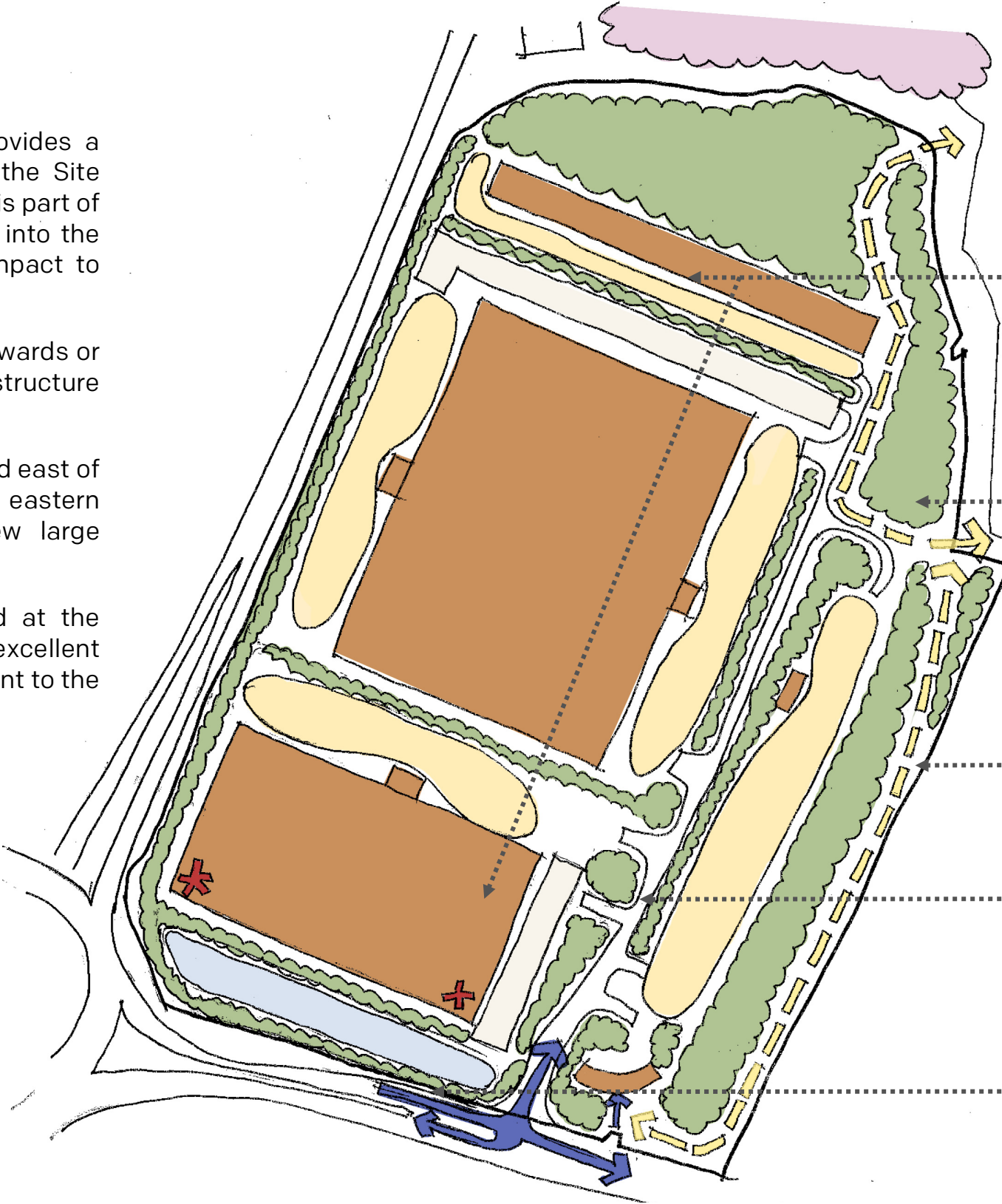
This option builds on previous options but provides a smaller strip of development to the north of the Site creating a visual and acoustic buffer. Yards to this part of the development will also be positioned facing into the development, further reducing any potential impact to neighbouring residential areas.

Yards to the two larger units are either facing inwards or to the western M42 boundary and internal infrastructure road.

A small strip of vehicle parking has been provided east of the infrastructure road, and towards the eastern boundary. This is visually shielded by a new large landscaping zone to the eastern boundary.

A prominent entrance feature can be created at the southern boundary and main site access, with excellent opportunities for high quality elevational treatment to the development façade.

-  Identity Corner
-  Building Location
-  Operational Manoeuvring
-  Landscape to Boundary
-  Recreation and Retention Ponds Area
-  Main Road and Entry
-  Pedestrian Route
-  Residential Area



BUILDING FOOTPRINTS

One unit development provided as a double-sided unit offers operational flexibility. Car parking to north of the plot. Smaller strip of development to north, acting as visual buffer to main development. Single-sided unit to south of the Site, yard inward facing. Vehicle parking zone provided east of the infrastructure road.

LANDSCAPE PERIMETER

Extensive new landscape introduced to provide visual screening, protect the perimeter from noise and create improved areas of bio-diversity and amenity spaces for site occupiers and local residents alike.

CONNECTIONS

Improved connections across site to neighbouring areas.

INFRASTRUCTURE

Single infrastructure road provided, with extensive landscaping around main infrastructure route.

THE WATER STORY

Optimised use of natural drainage systems around the Site using SuDS and other water attenuation features.

Fig. 51 – Option 4



7.0 APPEARANCE & DESIGN

7.5 PREVIOUS SCHEMES

7.5.5 OPTION 5

This option builds on previous options but provides the Development within one single footprint.

The yards are facing away from the northern elevation and, instead, allow this area to be taken for cars and extensive landscaping.

To the northern boundary the Site is further enhanced by a landscaping bund reducing any potential negative impacts to the surroundings.

A prominent entrance feature can be created using the whole southern elevation, and the unit facing the entrance.

-  Identity Corner
-  Building Location
-  Operational Manoeuvring
-  Landscape to Boundary
-  Recreation and Retention Ponds Area
-  Main Road and Entry
-  Pedestrian Route
-  Residential Area



BUILDING FOOTPRINTS

One unit development provided as a Double-sided unit. Offers operational flexibility . Car parking to the northern side of the unit reduces heavy traffic to this area. Heavy landscape belt acts as visual buffer to the main unit. Yards face towards the M42 and new estate road.

LANDSCAPE PERIMETER

Extensive new landscape introduced to provide visual screening, protect the perimeter from noise and create improved areas of bio-diversity and amenity spaces for site occupiers and local residents alike.

CONNECTIONS

Improved connections across the Site to neighbouring areas .

INFRASTRUCTURE

Single infrastructure road provided, with extensive landscaping around main infrastructure route.

THE WATER STORY

Optimised use of natural drainage systems around the Site using SuDS and other water attenuation features.

Fig. 52 – Option 5



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7.6 PREFERRED SCHEME

The preferred scheme has been developed from the initial Design Principles and concept, taking into account all the appraisal information as set out in previous sections.

The plan opposite shows the key elements of the scheme – the south part of the Site, which is an ideal opportunity for a gateway feature, addressing the A5 and the main entrance to the Site, set within new landscaping and water attenuation features along the majority of the southern boundary/frontage.

A central spine, estate road runs through the centre of the Site in a south to north direction with all main access points serviced from this, and to the east, a zone that includes very few built forms, with just amenity space and HGV parking set within an extensive belt of new landscaping. This area also includes the new footpath re-directed through the landscaping.

To the north of the Site the ground is raised and bunded, with a row of small-scale development running across a large part of the northern elevation in a east to west configuration. This acts as a visual buffer to the main development, and is itself shielded by an extensive area of landscape and new planting.

This preferred option, and the principles that it delivers, also apply for the two main buildings to be combined into one double-sided unit.

7.6.1 USE AND AMOUNT

The schemes are illustrated later.

Blocks HE 330 & HE 635 would be suitable for large format distribution/warehouse users, while the smaller units at Block A to the north are suitable for mixed warehouse / workshop / light industrial uses, targeted at local businesses and SMEs.



Fig. 53



7.0 APPEARANCE & DESIGN

7.7 MOVEMENT PATTERNS

7.7.1 VEHICLES

The main route for vehicles entering the Site is the single distribution estate road running through the Site on a south to north orientation, after entering the Site almost in the centre of the south boundary, using an existing access position off a new controlled upgraded intersection at the A5.

The access route runs through the Site connecting to the three main development blocks to its left.

7.7.2 PEDESTRIANS

Pedestrians will either be workers for the incumbent businesses who will come from the bus stops (currently located on the A5 close to the Site) or the local village/s; or will be leisure walkers using the public footpath through the Site, the route of which will be amended to accommodate the development and improve facilities for walkers.

For 'working' pedestrians there are footpaths proposed on either side of the main vehicle route to ensure integrated movement patterns and safety for users, as well as a highly legible environment which is easy to navigate regardless of mode of travel.

Further links are provided through the Site, around the whole perimeter, and to routes connecting the local villages.

7.7.3 CYCLISTS

Cyclists may follow proposed vehicle routes, although dual use cycleway/pavements would be provided to either side of the estate road. They may also use the existing public footpaths and bridleways, which are proposed to be upgraded to allow access by all non-motorised users. Parking for bikes – employees and visitors – will be provided near unit entry points. Communal cycle parking and showers/changing rooms would be provided at the ancillary Hub Office.



Fig. 54 – Movement Pattern Drawing

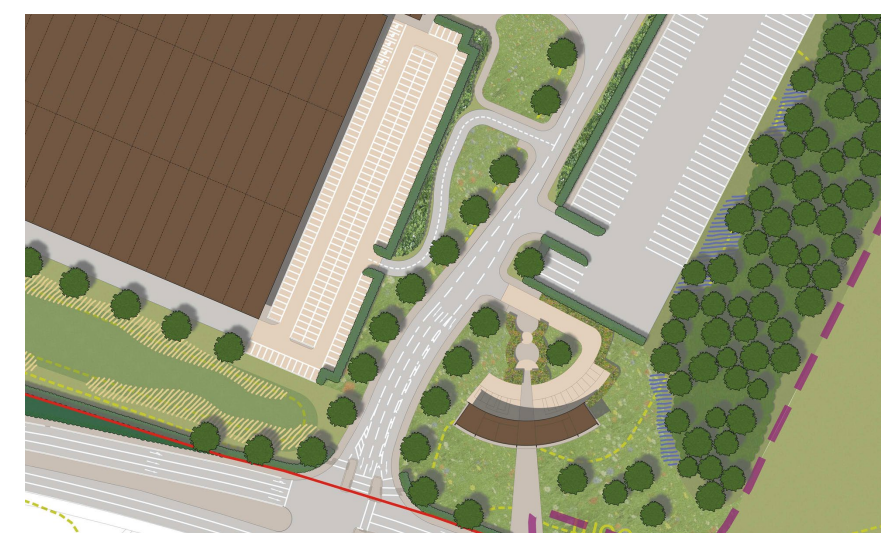


Fig.55 – Park Entry Point at A5

7.0 APPEARANCE & DESIGN

7.8 URBAN GRAIN

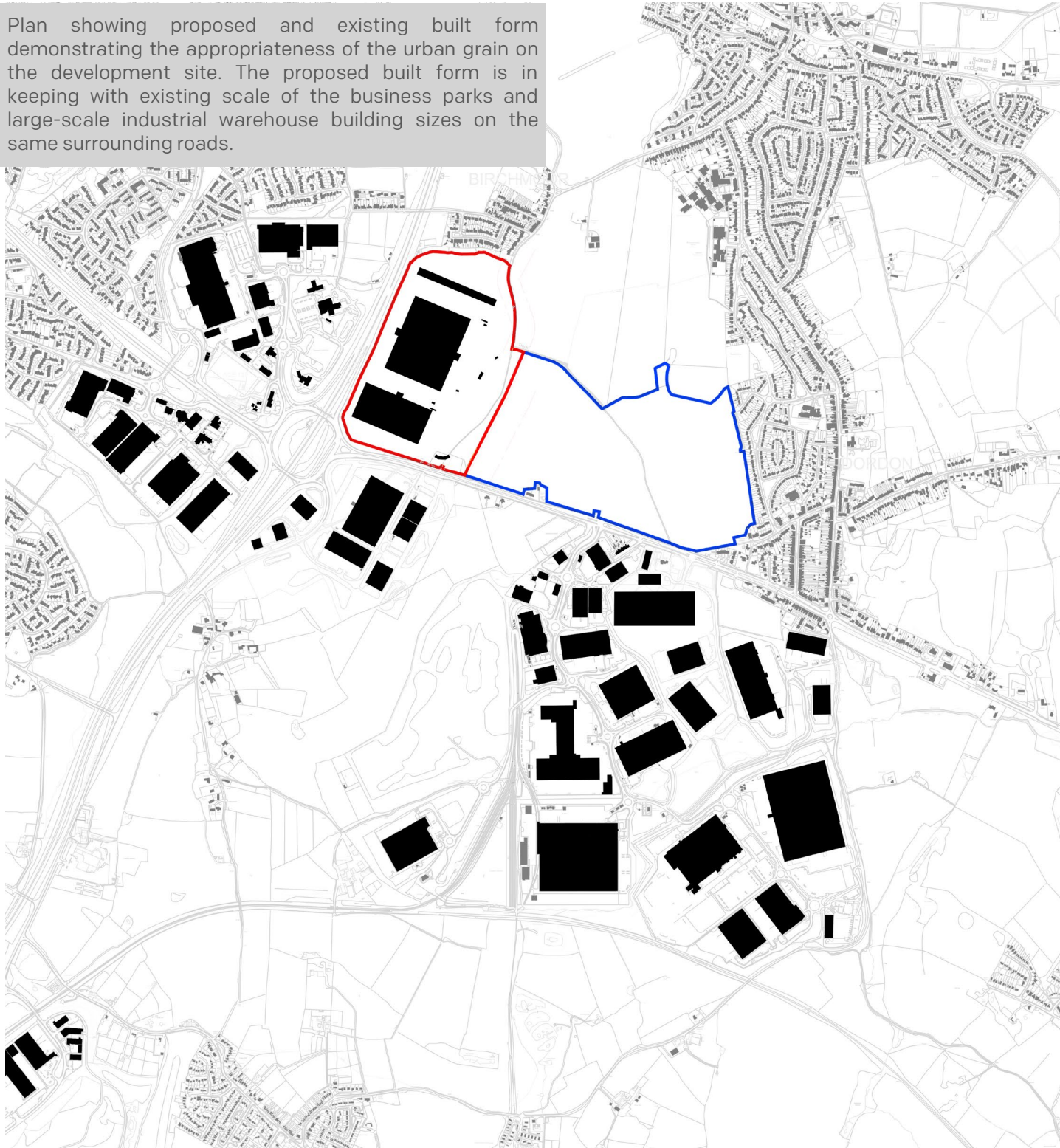


Fig. 56 – Proposed and existing built form plan

7.8.1 PRECEDENT

The urban grain of this proposal follows two patterns for industrial units, both of which are found locally. Precedents for the small scale units to the north of the Site are found for instance at Core 42 Business Park and St Modwen Park Tamworth (west of Trinity Road).

Larger format precedents are found at nearby developments, including Birch Coppice Business Park, St Modwen Park Tamworth (east of Trinity Road) and Core 42 Business Park, as well as several other business park sites as also shown opposite.

7.8.2 LARGER UNITS

The larger format units are similar to adjacent developments such as St Modwen Park on the opposite side of the A5, and also positioned close to the A5 and M42.

7.8.3 SMALLER UNITS

The smaller units which are set behind the larger units, and are positioned at the northern part of the Site, are set within landscaping. These provide a smaller grain layout and a transition between the larger format units and the nearby fine-grain residential to the northern site perimeter.



Illustrative CGI - Smaller units



Illustrative CGI - Larger unit



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7.9 SCALE AND FORM

7.9.1 BUILDING HEIGHTS

The building heights vary between the small and larger units. The larger units are located within development zone A1, having a height of up to 117.8m AOD).

The smaller units in the development zone A2, located at the northern end of the Site will have a height of up to 113m AOD.

The development zone to the east of the Site which includes B1 and B2 is proposed to have heights of up to 111m AOD for B1 and a hub office on B2 with a height of up to 102m AOD.

7.9.2 BUILDING FORM

The forms of all the larger buildings will have a style typical of buildings of this type, with shallow pitch, and keeping the overall height of each building fairly level.

The smaller buildings will have either a flat roof or shallow pitched roof, portal frame style. All the buildings will have metal-clad walls and roofs with areas of fenestration at entrances and office areas contributing to more complex aesthetics in these areas.

7.10 PUBLIC REALM

7.10.1 ACCESS ROAD AND PEDESTRIAN ROUTES

The street-based areas of public realm within the Site will be landscaped and designed to be safe and well-overlooked from the office areas of the proposed buildings.

Where the pedestrian routes leave the vehicle route, they will go through landscaped areas which separate the larger format units

7.10.2 ENTRANCE

The entrance to the scheme along the A5 will include a planted buffer zone within a large area dedicated to water attenuation and Sustainable Drainage Systems (SuDS). This area of landscaping will help to establish an attractive sense of arrival and direction for visitors. It will be supplemented by attractive building facades and entrance feature to the A5 connection.

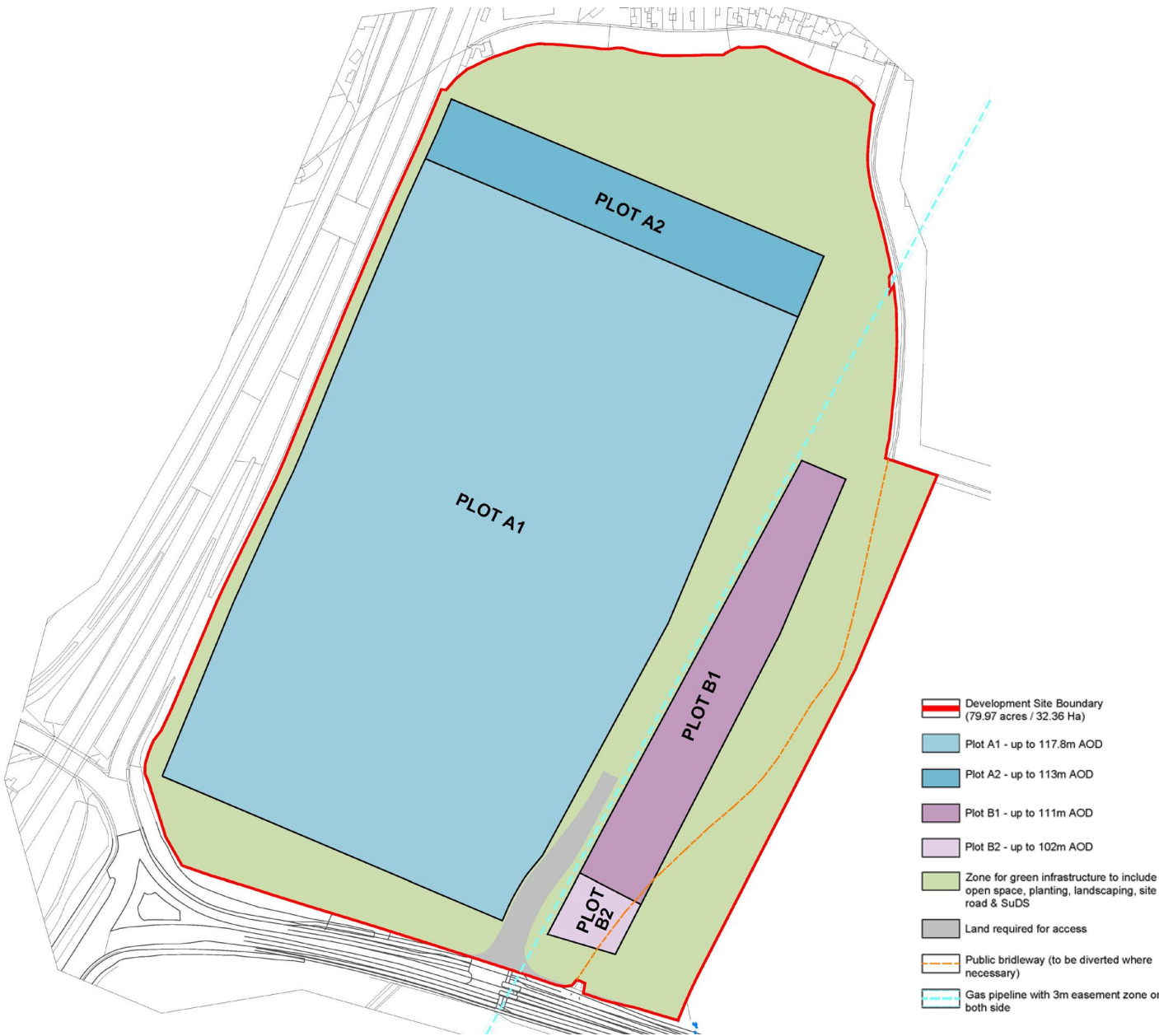


Fig. 57 – Parameters Plan



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7.11 MATERIALS

The Illustrative Scheme takes as its visual language a typical contemporary palette of possible materials, colours, textures, and formal relationships of building elements to suggest how buildings of industrial and logistics use might be developed on this site.

Such buildings, in a grouped context within a site such as this, undoubtedly benefit from referring to a shared character identity. This promotes attractive building forms which use attractive and durable materials. The buildings will largely utilise metal cladding to walls and roofs, but these can be differentiated by the use of varying colours, patterns, textures, and banding.

Large walls can be visually syncopated by introducing elements such as solar shading, entrance features and elevational focal points. The use of contrasting colour, or ensuring areas of ventilation, openings or glazing are carefully and coherently designed, will also positively contribute to the buildings' appearance.

Often relatively low glazing content in buildings of this type means that where there is glazing – namely in and around entrances and office areas – it is coherent and clear, and used as a feature element. This can be further stressed by attention to glass type, frame colour, sun shading, opening shape and size and so on.

7.11.1 WAREHOUSE ELEVATIONAL TREATMENT

Light coloured cladding can also be used at higher levels of the building to minimise visual impact of upper walls and eaves.

Our approach to materials takes reference from nearby developments of a similar type, and particularly the approach taken at Core 42, albeit a higher standard of sustainability and energy efficiency given the stated ambition for the Site.

The warehouse elevational design is tested with multiple options considering proportion, composition and style, which has led to the style currently proposed. This favours a combination of cladding tones, accentuating entrances and key zones on the elevations, along with lighter colours to the top bands of the elevations which will serve to reduce the overall visual impact and massing of the buildings.

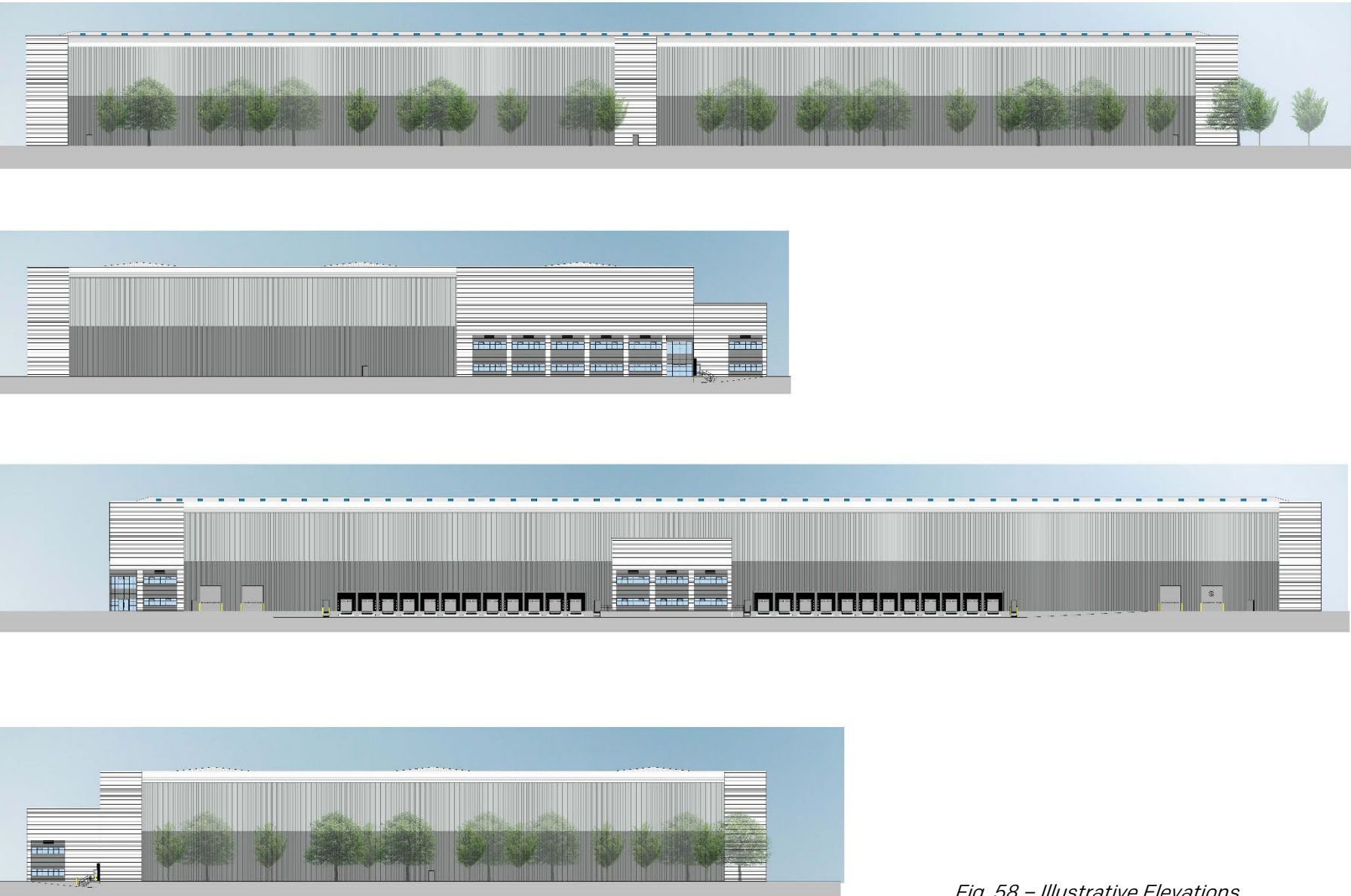


Fig. 58 – Illustrative Elevations



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7.11.2 OFFICES ELEVATIONAL TREATMENT

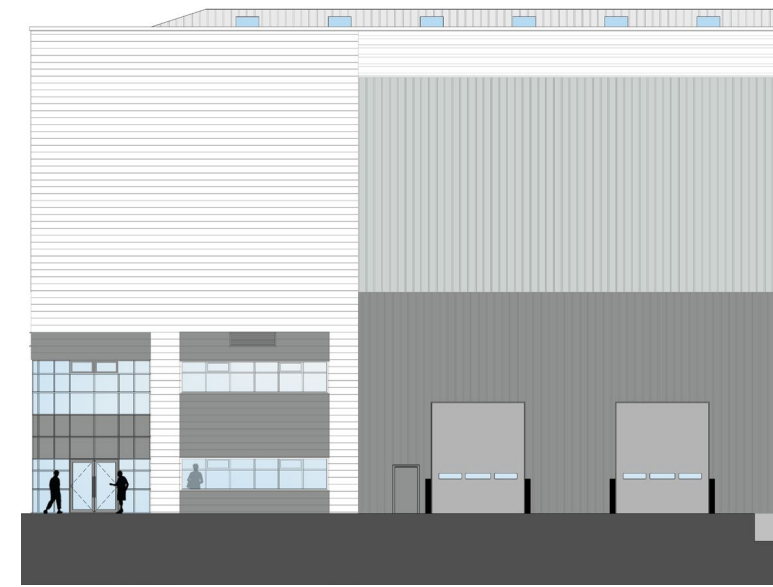
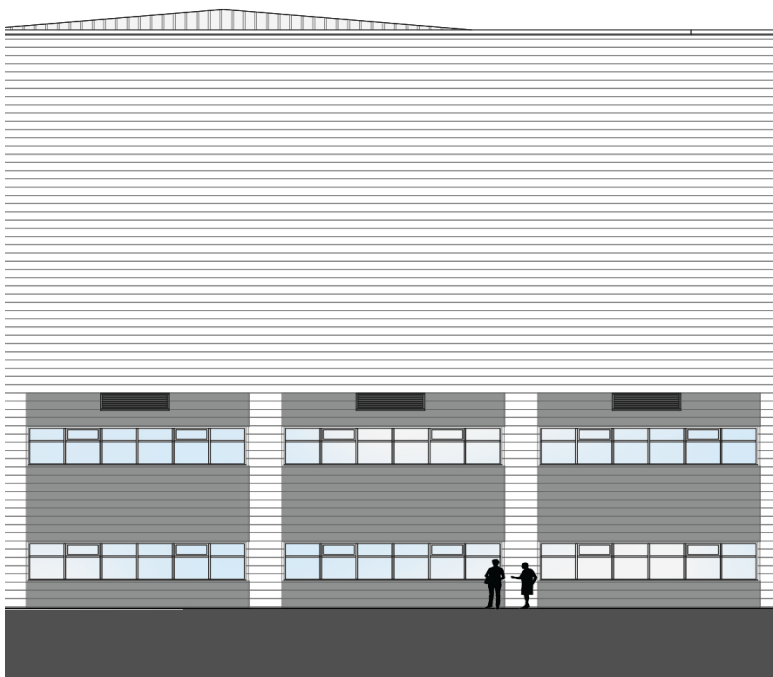
Offices would be approached with a similar design methodology to that of the warehouse.

The offices provide an opportunity to express a strong feature on the elevations of the building, and a human scale, along with an opportunity for wayfinding main entrances, public space and interest.

The office elevations would have a clear relationship to the operations that take place within, and should follow the same design principles, and material selection, colour and texture as the main warehouse.



Fig. 59 – Illustrative Office Elevations



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7.11.3 ILLUSTRATIVE ELEVATION COLOUR PALETTE SPECIFICATION

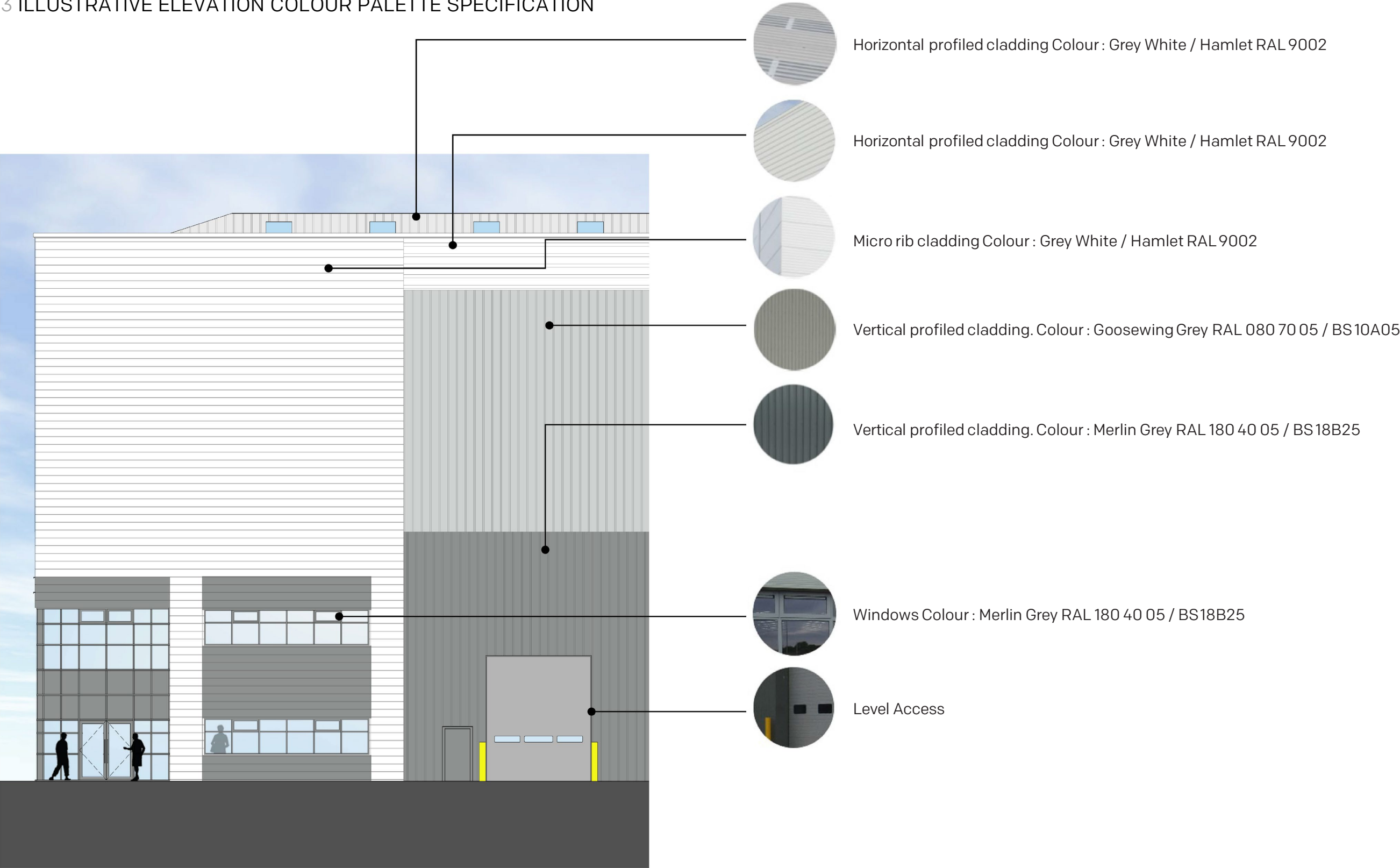


Fig. 60 – Colour Pallette Proposal



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7.11.4 ILLUSTRATIVE CGI



Fig. 61 – Illustrative CGI



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Fig. 62 – Illustrative CGI



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Fig. 63 – Illustrative CGI



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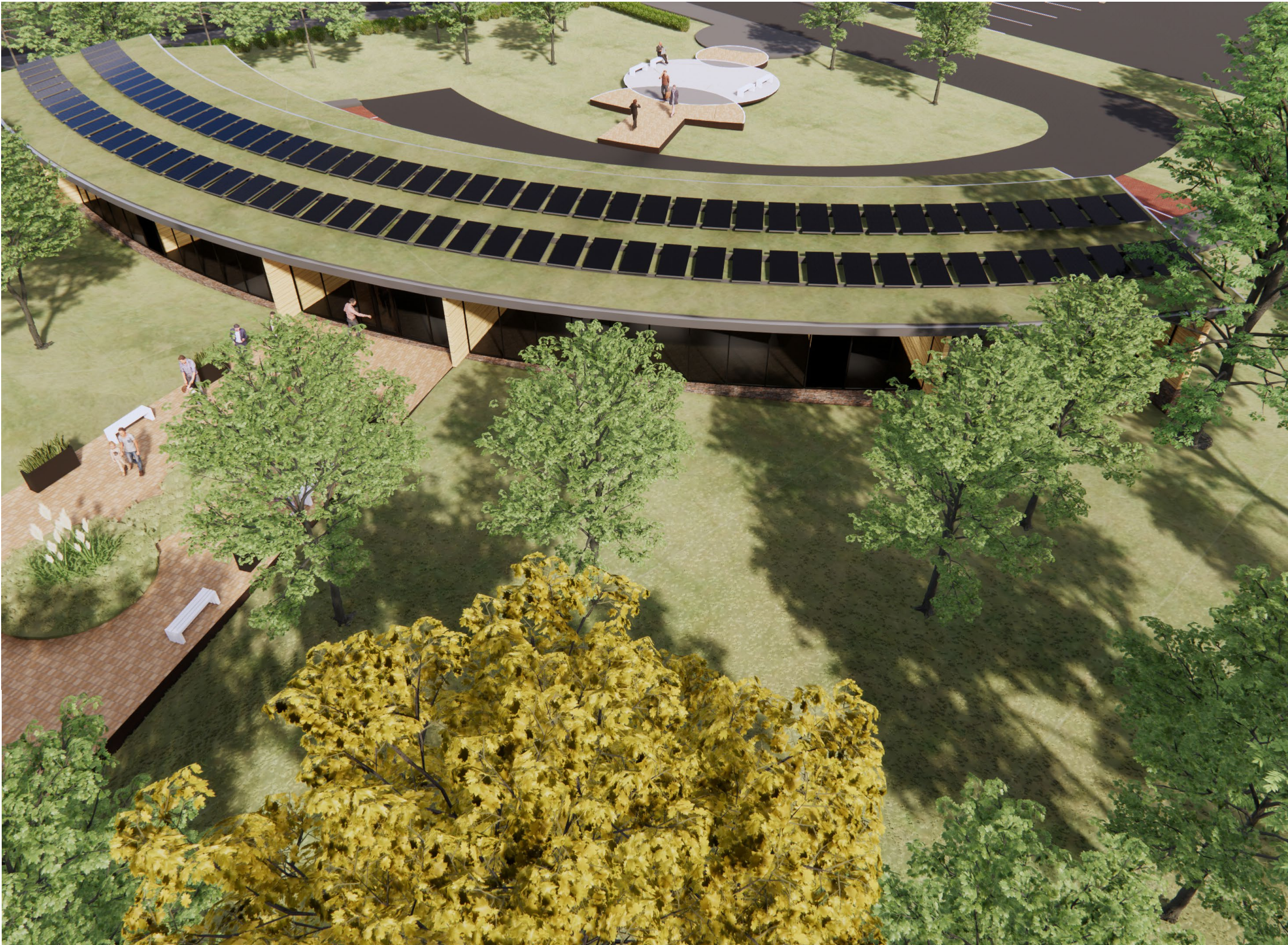
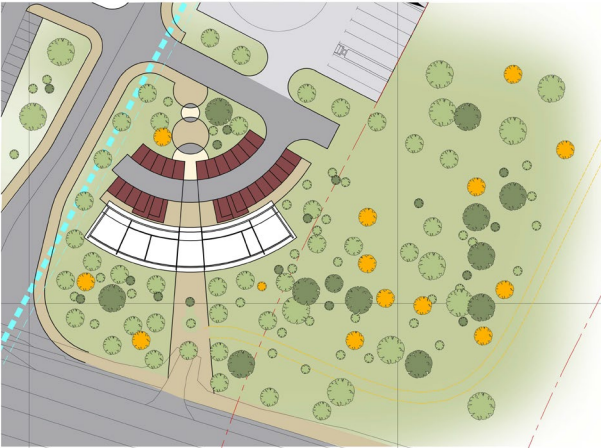


Fig. 64 – Illustrative CGI of the Hub Office



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Fig. 65 – Illustrative CGI



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