



Illustrative View of Proposals Along Road 2

## Appearance

“Appearance” is the aspect of a place or building that determines the visual impression it makes, including external built form or the development, its architecture, materials, decoration, lighting, colour, and texture.

As Appearance is reserved at this stage, no specific information on the issue is required to be provided. A DAS is however, required to explain the principles behind the intended appearance and how these will inform the final design of the development. The following section focuses upon the appearance of proposed buildings in the southern parcel (only). No buildings are proposed in the northern parcel.

### ROOFS

The assessment of similar buildings in the wider context of the site presented earlier in this document identifies that parapet, pitched and barrel-vaulted roof forms are all experienced. Any of these forms could therefore be appropriate here, but detailed design proposals should aim to minimise the visual impact of the mass and scale of buildings; including through the selection of a specific approach.

Roof overhangs for pitched or barrel-vaulted roofs would provide definition and shadow and could be articulated with brackets to add interest. Roof plant and associated vents and flues should be designed as integral parts of the roof form so as not to detract from the overall building design where practicable (being largely hidden from view by parapet roof forms).



Parapet (Hidden) Roof



Pitched Roof



Barrel Vaulted Roof

## FACADE DESIGN

The design of modern logistics buildings approaches the challenge of reducing their perceived mass in different ways, examples of which are shown below. The more regularly used approaches are focused on either using “gradient” or “pixellated” colour across elevations, or framed blocks of solid colour. Either one of these approaches could potentially be appropriate for the proposed buildings and should be justified as part of the detailed design solution presented at Reserved Matters stage.

The assessment presented in Section 3 of nearby developments dominated by similar uses and building typologies shows that a consistent approach to colour and texture can help to create a unified development and it is anticipated that this could inform the strategy adopted here too.

Shutters, doors and flashings that form practical and functional parts in the operation of the buildings also offer the potential for colour and texture change along a façade, punctuating long elevations.



Gradient Facade



Pixlated Facade



Solid Colour Block Facade

## OFFICES

Office accommodation associated with the proposed buildings offers the opportunity to enhance appearance, adding activity and interest through the use of elements such as doors, windows and entrance canopies/surrounds. These areas are also chances to introduce variety in materials, colours and texture to inform a strong identity the sense of place.

## GATEHOUSES

It is expected that the design of gatehouses (if proposed at detailed design stage) will be complementary to that of the main building.



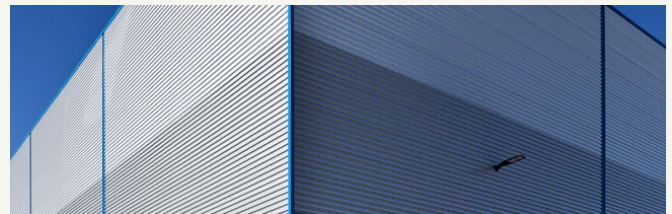
Entrances to offices can be designed to enhance character and aid way-finding

## COLOUR AND TEXTURE

The colour range of materials chosen for the facing materials and roofs will help to minimise the visual impact of the development. Use of recessive or neutral colours such as a mixture of pale, mid and darker greys could be an acceptable approach, but is not necessarily the only one. With such a strategy however, there is then the potential for the controlled use of stronger colours such as dark greens and blues in feature bands, flashings, fascias and glazing at lower levels that would bring a level of cohesion and character to the place; either through consistent use of feature colours, or by a more individual use of different colours to help identify different buildings.

Variation of texture can also be a way in which the mass of large buildings is broken down visually. It is anticipated therefore that profiled cladding could be proposed as part of detailed design proposals, potentially laid vertically and horizontally at different locations across a building elevation.

Roofing colours should be selected from colour palette that is complimentary of the façade design, especially when a pitched or barrel-vaulted roof form is proposed. It may also be considered appropriate to vary roof colours so that larger buildings use a light coloured materials to reduce the apparent height and mass of the building, whilst smaller ancillary offices and/or gatehouses could have a darker colour to emphasise the lower roofline.



Colour and texture can be used to reduce visual impact and to create interest and character

## BOUNDARIES

### Front of house

The frontages of buildings, particularly in close proximity of the office accommodation is likely to include an element of planting, something that is expanded upon by the landscape strategy outlined later in this document.

### Exposed Secure Boundaries

Service yards must be secured and perimeter fencing is therefore anticipated. The detail of this is to be agreed at Reserved Matters stage, but it is important that the colours and textures selected for these elements positively respond to the landscape strategy and design of the buildings.

## STREET FURNITURE

Visual cohesion will be enhanced not only by the careful integration of the buildings and planting but also by use of a cohesive furniture palette. The selection of bollards, litter bins and external seating etc. should therefore be a consideration of the wider approach taken to character across the scheme.

## WAY FINDING SIGNAGE

A consistent system of directional and plot signage could also be adopted, identifying individual occupiers/building plots. The location of signage should where possible, be considered concurrently with the detailed landscaping proposals.

## BUILDING SIGNAGE

The location and design of occupier's signage applied to building elevations would be subject to a separate advertisement consent and would be the responsibility of a building occupier to secure approval for.

The location and design of building signage could be given a consistency through the detailed design stage via the agreement of a site-wide strategy.



Landscaping Plan - Northern Parcel

## Landscaping and Ecology

### Northern Parcel

#### ECOLOGY

The habitat enhancements to be completed in the northern habitat creation parcel, including the creation of neutral grassland meadow, mixed scrub and replacement of any treelines, hedgerows and mature scattered trees lost to development, is anticipated to improve the site overall for biodiversity. The development would result in a gain of 19.04 habitat units and a gain of 3.27 hedgerow units. This is a percentage gain of 27.46% habitat units and a gain of 25.39% hedgerow units.. Details of habitat establishment and long-term management (30 years) will be provided through the production of a Habitat Management and Monitoring Plan, secured by planning condition. The CEMP will also include Precautionary Working Methods for otter and water vole with regards to the northern parcel.



#### LANDSCAPE

The overriding landscape strategy for the northern parcel is to increase the area's public open space provision; benefiting both existing residents and users of the canal tow path as well as future users of the businesses that will be part of the southern parcel of development.

Not only is the intention to retain and enhance the existing landscape features of the parcel, but also to maximise the potential for habitat creation and biodiversity.

A central winding path will connect at a northern and southern point to the adjacent canal tow path, offering benefits to local users and improving connectivity. Whilst the footpath will largely be fenced for pedestrians to improve biodiversity benefits, the parcel will benefit from a neutral grassland meadow, mixed scrub and native scattered tree planting. Additional soft landscaping would be undertaken using a range of plant stock sizes in order to create a variety of age structures and typology.

Proposed planting within the northern parcel also includes the following:

#### Native open space trees

Proposed native trees such as Oak (a dominant species of the local Arden landscape) and Field Maple, within wider, more open areas of the northern parcel, will enhance the landscape framework and provide visual interest.

#### Native hedgerow trees

Proposed native hedgerow trees incorporated along areas of existing hedgerow will provide additional structure and softening of the proposed development. Proposed species such as Hazel, Field Maple, Hawthorn, Blackthorn and Holly to be in-keeping with the local Arden landscape character.

#### Mixed native scrub

Areas of mixed native scrub to include species such as blackthorn and hawthorn will grow quickly and support the buffer planting.



Landscaping Plan - Southern Parcel

Southern Parcel













**LANDSCAPE**

The landscape strategy for the southern parcel is to retain and enhance the existing landscape framework and incorporate into the proposals where possible, whilst also enhancing such features with tree and hedgerow planting suitable to the local Arden landscape. Utilising and strengthening these existing landscape features will bring character, structure and coherence to the proposed development, whilst also supporting movement within the site for wildlife.

Whilst the northern parcel comprises a more naturalistic form of planting, with a focus on native species and enhancing biodiversity value, the southern parcel will focus on a more ornamental style planting scheme within the development, whilst also ensuring that existing boundary vegetation is retained and enhanced with native species. This approach will contribute to landscape character and structure while also providing visual screening benefits. The existing southern boundary that comprises scattered trees and a remnant hedgerow, will be retained and enhanced with a native hedgerow mix, bolstered by additional native tree planting (between the boundary and development platforms) to offer some level of filtering of the proposed scheme in views from the south.

Tree and shrub planting will soften the effect of new development and create a quality setting. The green spaces within the southern parcel will achieve the following benefits:

- Amenity value for visitors to the site to use for recreation;
- Practical uses for moving through the development;
- Visual value for visitors to the site;
- Creation of vistas and a 'sense of place' throughout southern parcel development;
- Reducing the visual impact of the development by retaining existing elements of the local landscape and proposing new native planting strategies; and
- Enhancing the nature conservation value of the site through the creation of new habitats and linkages.

	<b>Application Site Boundary</b>
	Proposed species rich native hedgerow
	Proposed native trees
	Existing Trees and Retained Hedgerow
	Grassland (50% amenity, 50% neutral)
	Footpath (fenced)
	Proposed Road and Pedestrian Connection
	Proposed Car Parking
	Proposed Built Form
	Proposed mixed native scrub
	Proposed hibernacula
	Gas easements



The proposed planting within the southern parcel also includes the following:

### Native hedgerow (retained, enhanced and proposed)

Proposed species-rich native hedgerow (such as Hazel, Field Maple, Hawthorn, Blackthorn and Holly) to allow for softening of proposed built form and car parking and to enhance retained hedgerow planting already on site. The hedgerow proposed will increase ecological benefits and connectivity/landscape structure across the site.

### Ornamental street trees

Proposed street trees to be incorporated along road edges will improve legibility whilst also providing visual interest. Proposed species will be those tolerant of urban conditions with smaller and more compact habit.

### Ornamental shrub planting

Ornamental planting within key nodal points - such as at the entrance, within car parks, alongside roadsides and incorporated into open spaces within the scheme - will serve to soften built development and create a high-quality character to the setting of new built form.

### Boundary treatments

To improve the definition of the land parcels, the boundaries would be strengthened with native planting alongside existing, retained stock where possible and brought into a long-term management regime to ensure longevity.

## ECOLOGY

The majority of development in the southern parcel will extend over habitats of negligible ecological importance such as the arable land, bramble scrub, neutral grassland and immature scattered trees, the loss of which will require no specific mitigation. The Parameter Plan and resultant Illustrative Masterplan ensure the retention and enhancement of the high value habitats such as the majority of the hedgerows and treelines and the loss of the habitats of negligible importance.

The proposals ensure that the effects on protected species will be minimised. A Construction and Environmental Management Plan (CEMP) will be required to detail protection measures and Precautionary Working Methods for badger and hedgehog. Detailed mitigation measures during and after construction are set out in the supporting submitted information, ensuring that the proposed development will be compliant with relevant planning policies and legislation with regard to ecology.



## Northern Parcel

The Illustrative Layout for the northern parcel shows how a footpath/cycle way could be routed through the site between the points of access.

Pre-application discussions have taken place with the Canal & River Trust regarding the potential improvements that could be delivered to enhance the connectivity across the area, incorporating the northern parcel, through enhancement to the quality of the canal towpath. The Canal & River Trust latest policy, 'Towpaths for Everyone', was released in January 2024 and sets out how the Trust will care for, maintain and manage towpaths to ensure that they are safe, freely available and welcoming for all. In terms of design principles, the policy sets out how the Trust will manage access, speed, activity and signage to ensure that their priorities can be met in terms of towpath design, safety and the environment (and heritage).

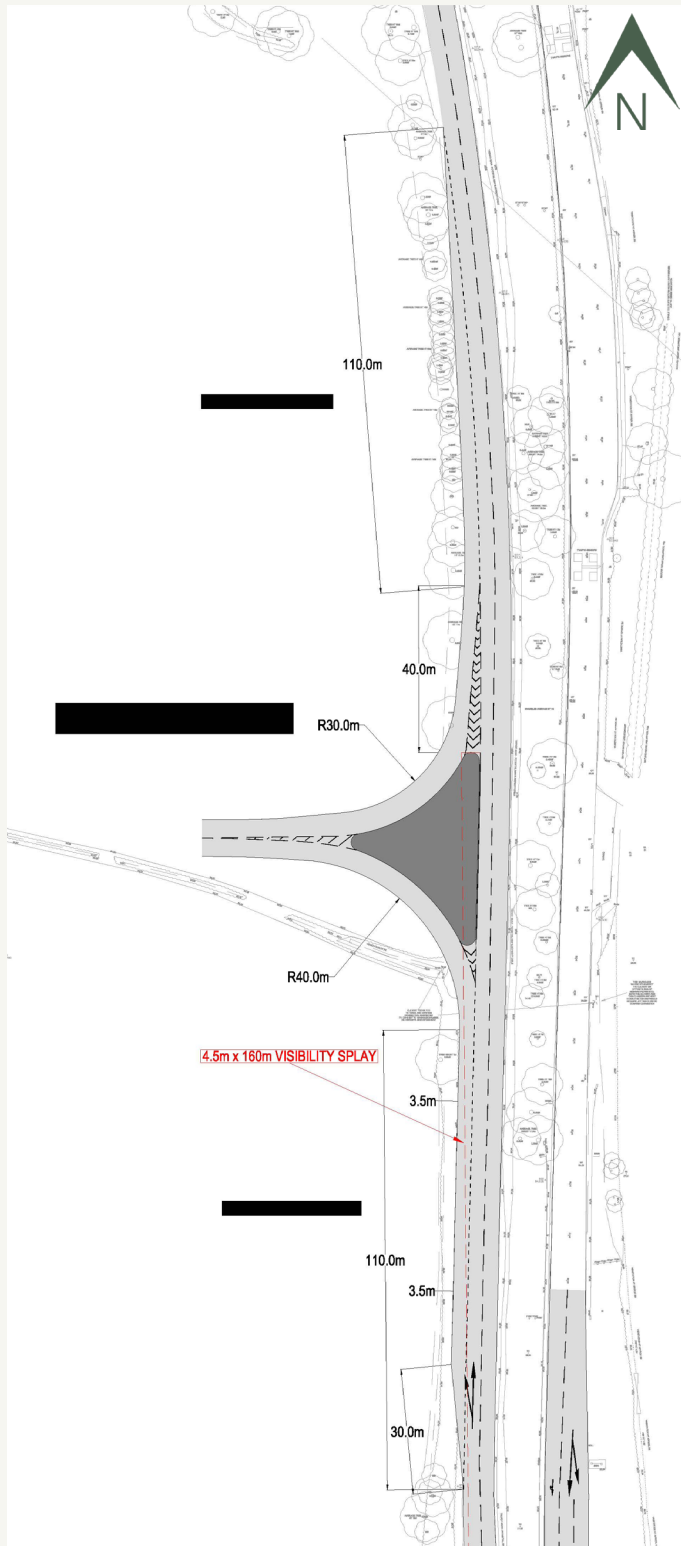
In many places the existing towpath surface is poor and thus discussions have taken place about the provision of a higher quality crushed stone surface which, as set out in the policy, can "achieve a natural worn look" but is also "tactile so encourages those on bikes to take it easy and gives an audible warning of other towpath users." There are also many sections along the route between Curdworth and the northern parcel where the vegetation could be cut back and maintained in order to minimise any restrictions on the towpath width. At the Curdworth Tunnel, the discussion revolved around a new handrail to replace the existing poor-quality provision and potential lighting was also discussed with the Trust to enhance safety.



Illustrative Proposal for the Northern Parcel

## ACCESS

This Outline planning application is submitted with all matters reserved (appearance, landscaping, layout and scale) except for access. Detailed proposals for access to the southern parcel are therefore submitted for approval.



Vehicular access to the southern parcel is proposed as a left-in/left-out priority junction arrangement from the northbound carriageway of the A446 Litchfield Road with appropriate merge and diverge tapers. The access is located as close to the Strategic Road Network as possible, and off the A446 which forms part of the Major Road Network, to minimise as far as reasonably practicable the impact of proposed development traffic on local roads.

To improve accessibility to the southern parcel for pedestrians and cyclists, a new staggered toucan crossing is proposed on A446 Lichfield Road at Hams Hall Roundabout to replace the existing uncontrolled crossing point. A new 3.0m shared footway is also proposed between the crossing point and the site access road, which would tie in with the internal walking and cycling network of the proposed development.

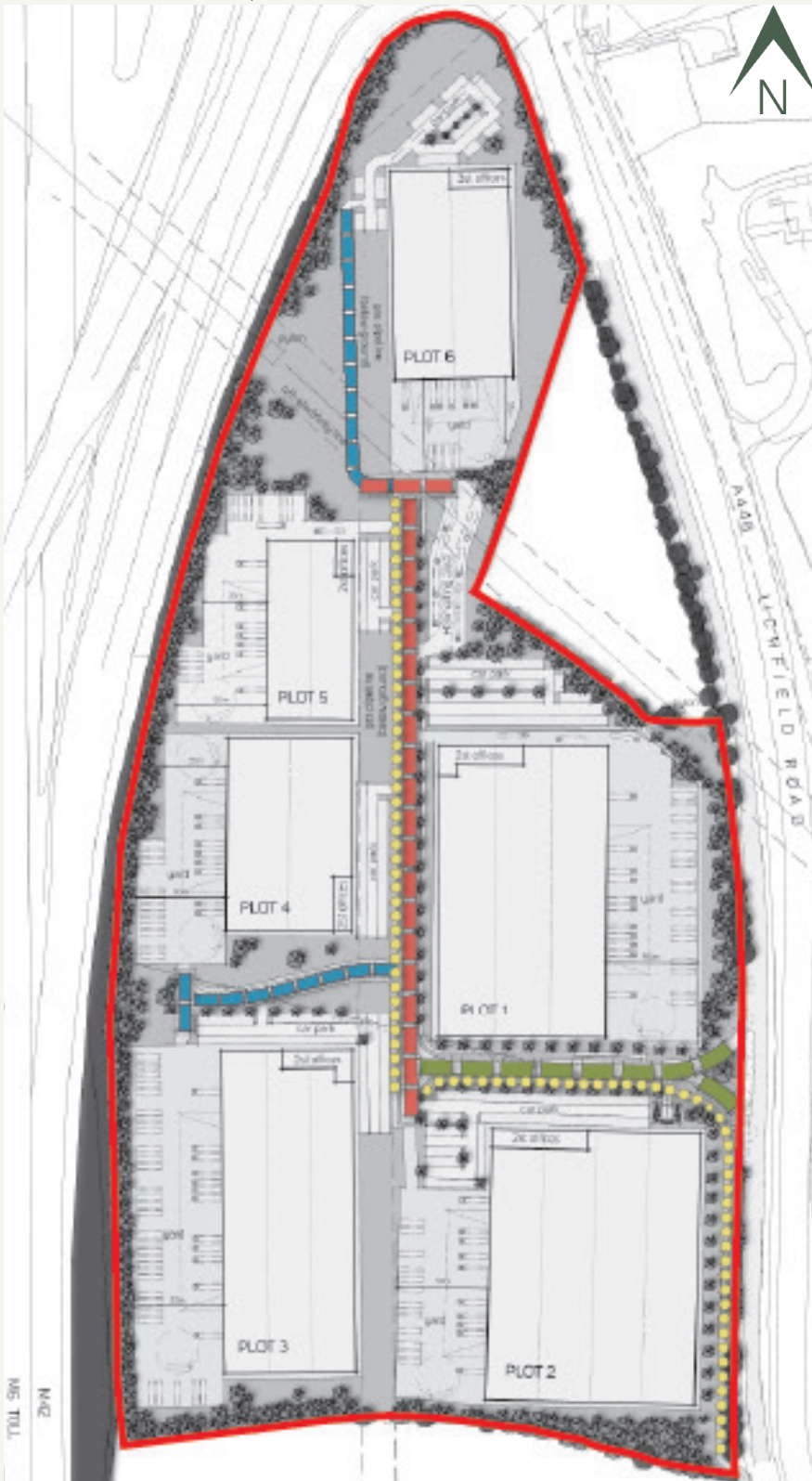
Two pedestrian/cycle accesses are proposed into the northern parcel from Birmingham and Fazeley Canal at Dunton Wharf Bridge and Marston Lane Bridge. Within the site, there will be a footpath for users to route through the parcel as part of a leisure route. A contribution is also proposed, that will be agreed with the Canal & Rivers Trust to provide towpath improvements between Curdworth and the northern parcel of land.

Detailed Access Plan for Southern Parcel

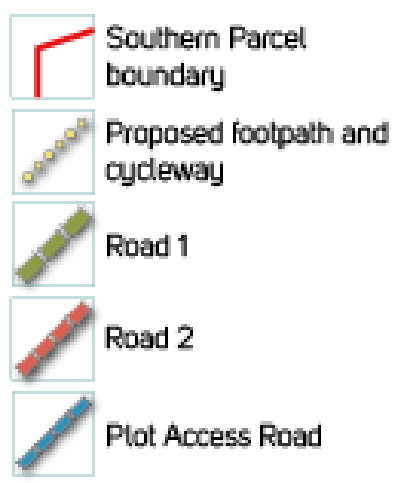
## MOVEMENT

Vehicular travel to the southern parcel will, in most instances, involve a motorway and/or a significant A-Road. Transition from these transport corridors to internal roads and then to specific plot should be managed to ensure safety and easy way-finding.

The plan below demonstrates how a simple network of internal roads could provide access to development zones in the southern parcel.



From the new cycle connection to the A446 Litchfield Road, the Illustrative Layout shows how a shared footpath/cycle way could be provided that connects to the provision shown along Road 2.



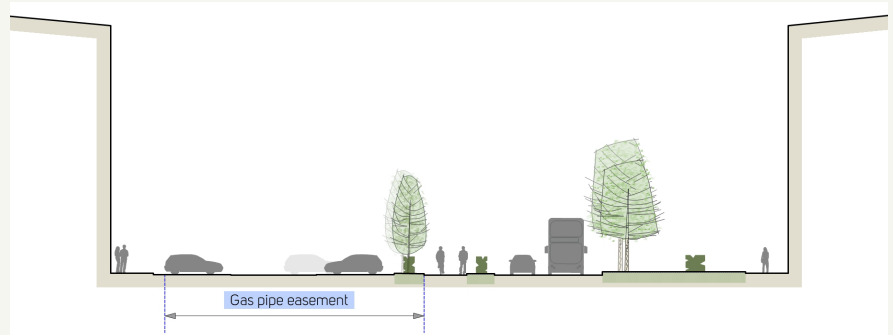
Indicative Internal Movement Network

## ROAD 1

The Illustrative Masterplan for the southern parcel shows how a high-quality landscaped route could be created leading into the site from the new vehicular access. A 7.3m wide carriageway is shown, with a 2m footpath on one side of the road and a combined 3m footpath/cycleway on the other. A grass verge is shown on both sides of the carriageway, separating the footpaths from the road. A grass verge is then also shown beyond the footpaths on both sides of the road and this area could include formal tree and/or hedge planting.



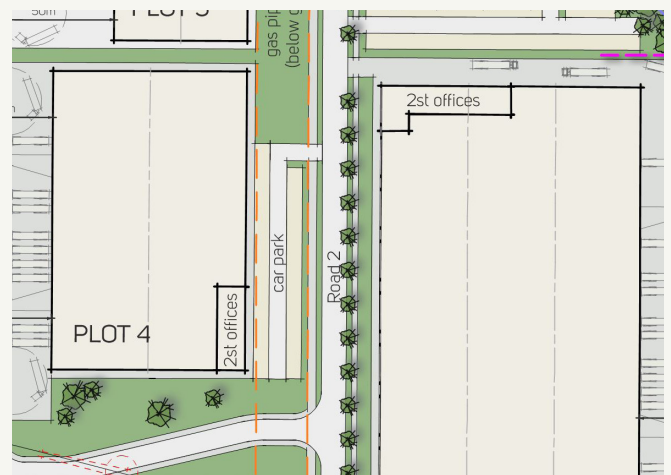
Extract of Illustrative Masterplan showing Road 1



Road 1 Section

## ROAD 2

The Illustrative Masterplan shows a secondary road aligned with the route of the gas main that runs north-south through the site. A grass verge is again shown on both sides of the carriageway, with tree planting shown on one side to create a visible difference between the two internal roads.



Extract of Illustrative Masterplan showing Road 2



Road 2 Section