

Masterplan Evolution

Initial Masterplan Option 1



Final Masterplan



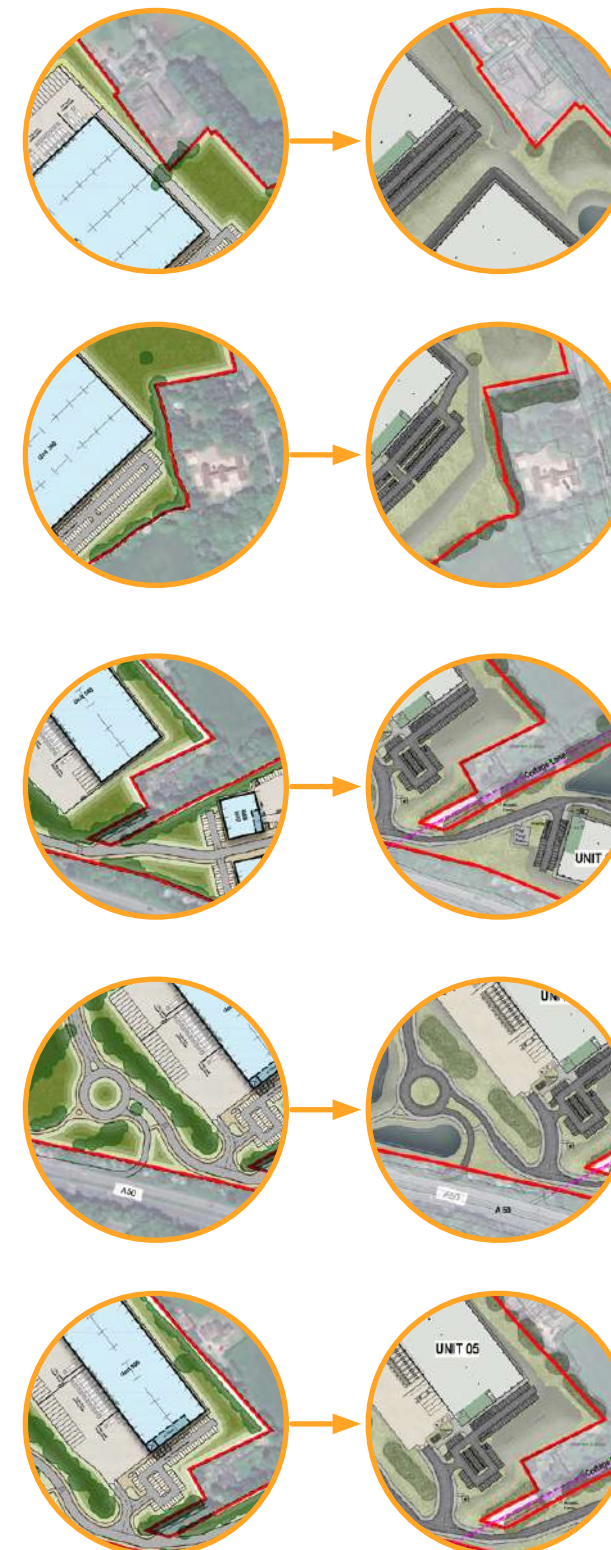
Initial Masterplan Option 2



Key Design Principles

- Well designed scheme that delivers a high quality development
- Appropriate access to the strategic high network.
- Incorporation of landscaping that contributes to a high quality development.
- Segregation of HGV, car, cycle and pedestrian traffic.
- Safe cycle and pedestrian paths & routes
- Built forms designed in response to the immediate context.
- Built forms of an appropriate scale that consider the visual impact when viewed from the surrounding area.
- Visual mitigation strategies for immediate boundary conditions.
- Ecological considerations.
- Noise mitigation strategies.
- Open views throughout the site.
- Retention of Public right of way path

Development of key areas



Mitigation of constraints

Impact to property on Old Mill Lane

The impact on the property at Old Mill Lane consisted of loss of light, loss of verdant view, and privacy and noise issues, which have all been considered and carefully designed out through the iterative process. Concerns regarding light are mitigated through improving the building proximity. There is a sensitive landscaping prevalent between any building and the neighbouring property which provides privacy and noise barriers, and provides a verdant view for the residents.

Impact to property on Whitwick Road

The initial masterplan impacted the neighbouring property with proximity, noise, privacy, and loss of light issues. The evolved masterplan has mitigated these issues through providing strategic and sensitively designed landscaping, through allowing sufficient space between the proposed building and existing property.

Impact to property on Old Mill Lane

The developments impact to Weavers Cottage was noise and privacy issues, with a sense of enclosure and potential loss of light. The proposed masterplan mitigates these impacts through increasing the proximity of the closest building, allowing landscaping buffers to act as visual and acoustic barriers.

Accessibility

The site has evolved into improving public transport links to the site through the relocation of the bus stop on the A50 to inside of the site. Through continual discussions with relevant highways authorities, a one way ingress and egress system has been introduced to reduce stress on existing infrastructure. The public right of way footpath has been considered through the use of a toucan crossing.

Environmental

The scheme has reduced its initial footprint density to be less than the percentage of proposed and retained landscaping.

LVA Evaluation



The views below have been identified early within design stage as visual constraints and have been carefully considered through the development of the scheme.

The following strategies mitigate these constraints, with its success being illustrated in the LVA 15-year appraisal.

01



Cottage Lane

02



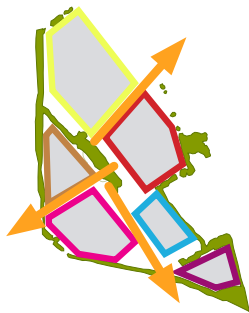
Old House Lane

03



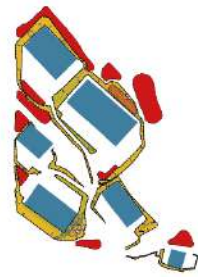
Nature Reserve

Mitigation Strategies



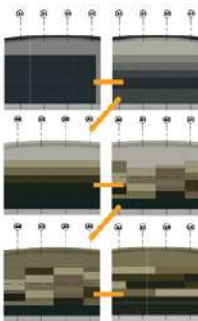
Height Massing

The height massing of the buildings have been sensitively curated to limit adverse visual perception from local views. The buildings could be taller to improve attractiveness to potential occupiers, however the approach to holistically be sensitive to the landscape is prioritised.



Plateau Design

The buildings are located on plateaus, enabling the groundworks and associated topography to individually evaluate their unique boundary conditions and react respectively to not cause adverse visual effects.



Elevation Development

The building appearance has been developed to blend into the verdant context, while retaining a professional, functional and standardised building.



Landscaping

The scheme reflects its holistic approach to sensitively reacting to its context through more than half of the development being strategic landscaping. This landscaping consists of numerous components integrated harmoniously to enrich the area and local viewpoints.

Height Massing

Massing Approach and Strategies

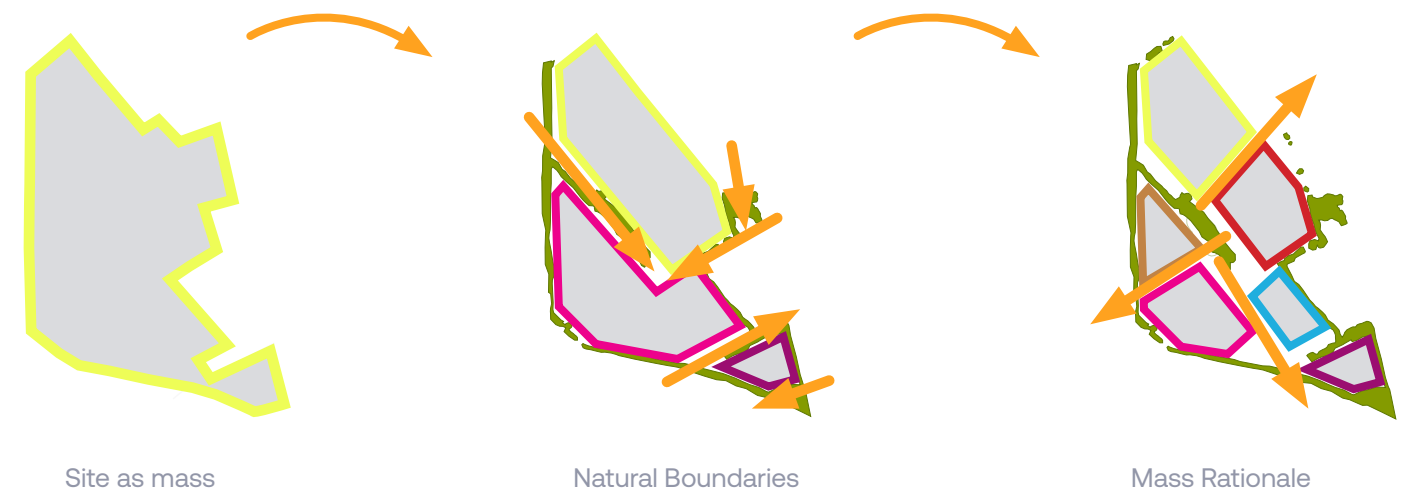
The building heights have been sensitively investigated and carefully consider their immediate context to mitigate adverse perceptible affects. The holistic approach to the development of not wanting to maximise employable space with large singular units, but to provide a sensitive scheme which carefully considers it's immediate context, is evident through the strategies behind the height massing of the buildings.

The building massing strategies consist of:

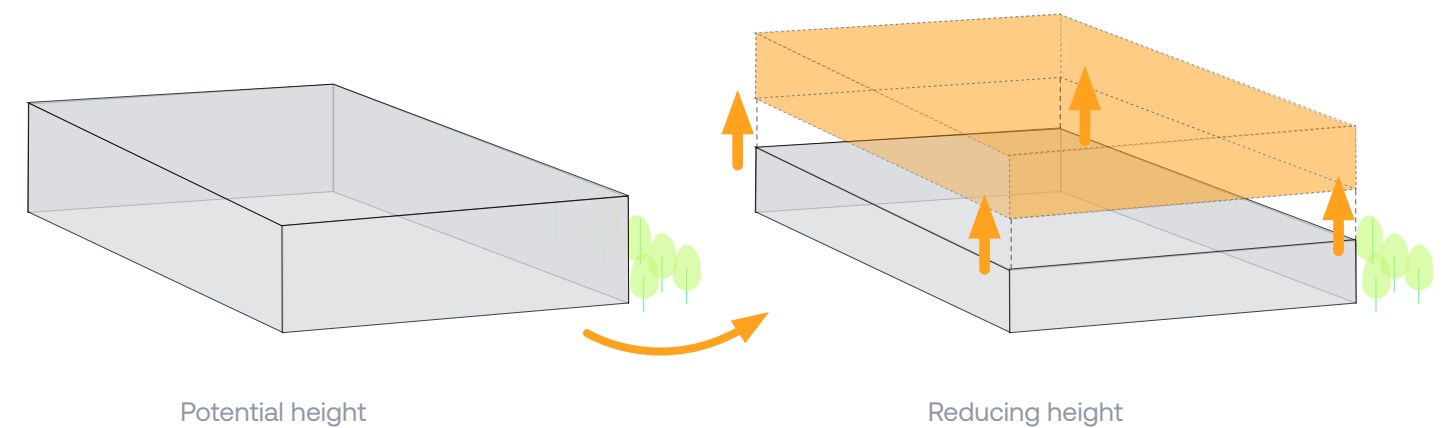
- Scaling the building masses to appropriate scales, enabling them to react effectively to their unique context.
- Heights have been reduced from their potential in relation to their footprint, reflecting consciously to the developments holistic approach, relating building heights homogeneously to the surrounding tree lines.
- Curved roofs allow the buildings to further blend in with the surrounding landscaping, mimicking the undulating perception of tree canopies.



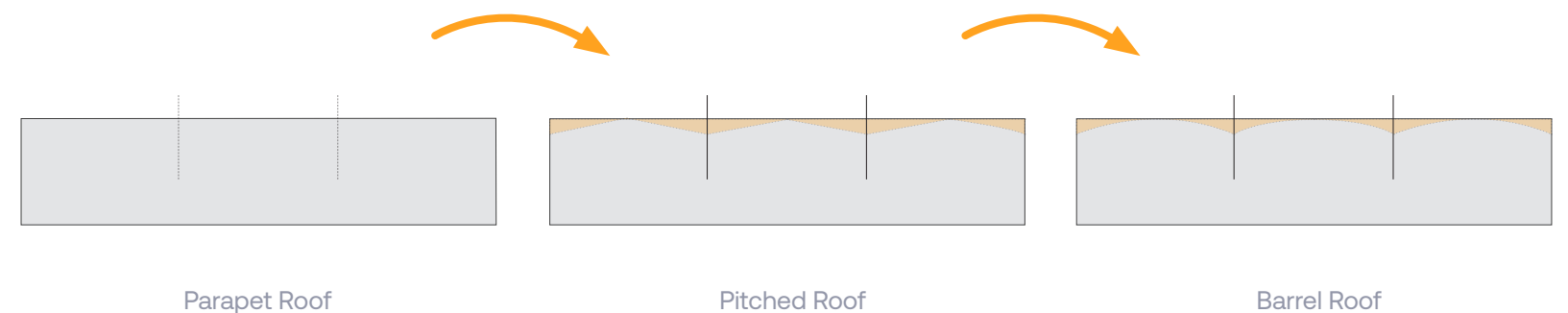
Scaling Mass



Reducing Height



Barrel Roof



Plateau Design

Earthwork & Topography Approach and Strategy

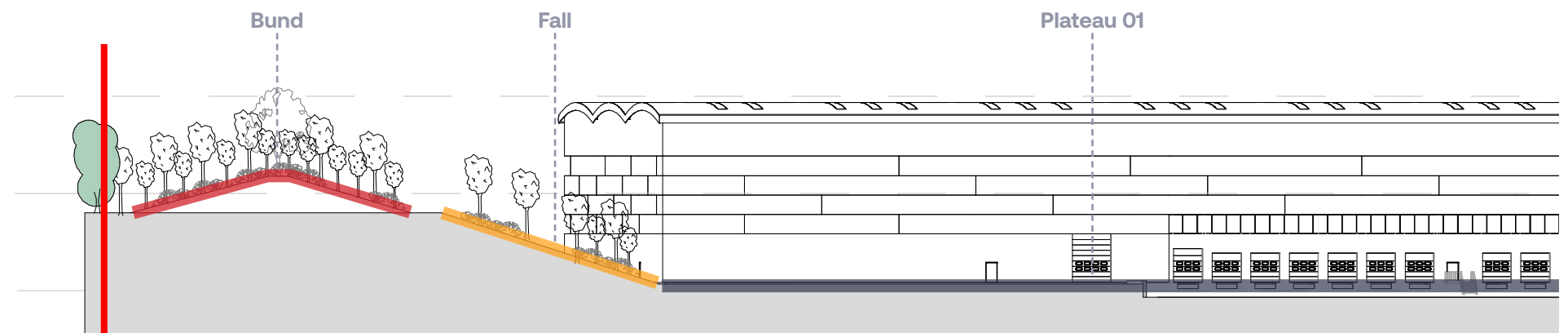
With the sites holistically sensitive approach to its surroundings, it was identified that the building masses would benefit from a height plateau strategy that sensitively mitigated any adversities with building heights. With the buildings split into 6, the plateaus can adapt individually to their unique boundary conditions. The following strategies were used:

- Topography bunds were used strategically to provide visual barriers for privacy & noise mitigation.
- Topography falls to the building edge would provide a perception of the building being sunk, reducing the effects of the overall heights.
- Strategic earthwork design allowed the buildings to sit in their respective optimum heights for accessibility measures, and to reduce their external visual impacts.

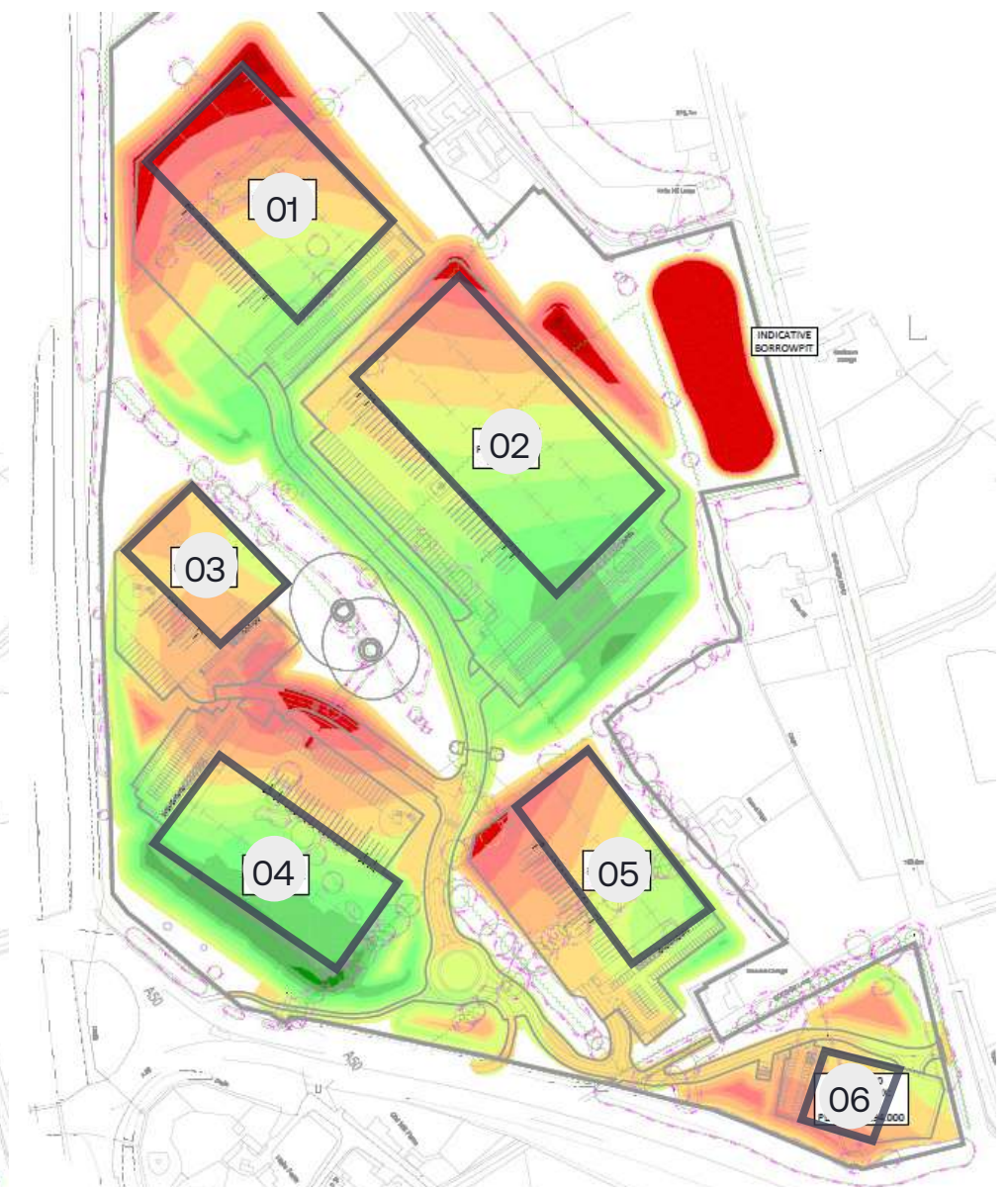
Plateaus 01 and 02 sit at the lowest point on their respective existing ground coordinate, with the rest of the existing groundwork being redistributed sensitively around the site, including within the topography falls. The perception from outside the sit inwards is that plateaus 01 and 02 are effectively being cut or sunk into the ground.

Key

- Topography falls for building plateaus
- Topography Bunds
- 01 Building Plateau



Topography & Bunds



Earthworks

Elevation Development

Elevation considerations

Upon configuring an appropriate mass and roof strategy for the units, an iterative elevational development could take place which would be investigated and mature upon the following:

- Visual affect from both close and far distances
- Surrounding Context
- Use

Cladding Colour & Pattern

Industry standard grays have been designed out in favour for more natural cladding colours with greens and browns to merge the development amongst the verdant context. The colours transcend from dark to light from bottom to top to gradually relate the cladding colour to it's level context.

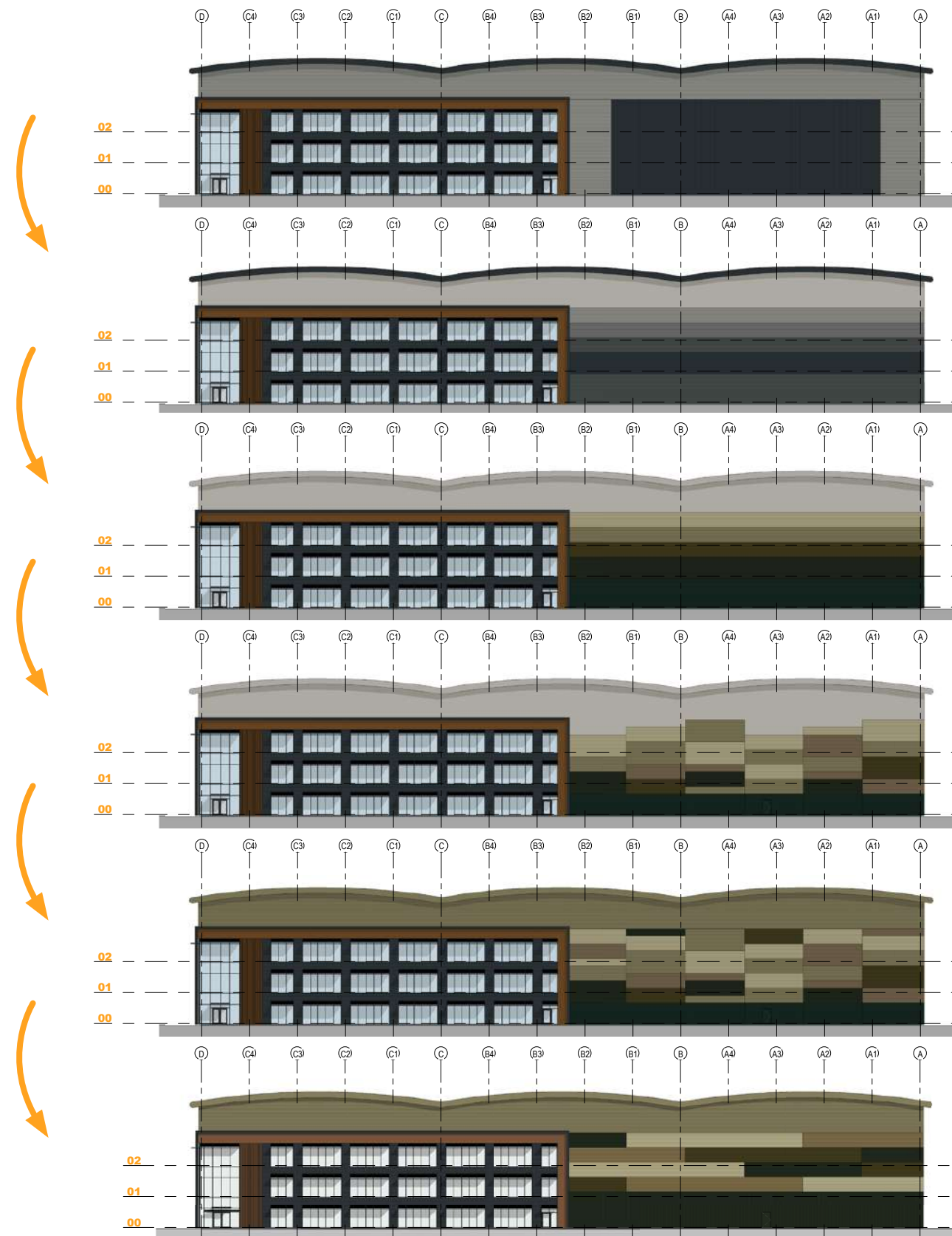
Greens and browns are sensitively incorporated to minimise visual effects and maximise assimilation both within the site and immediate context as well as the wider landscape where elevated views occur. Strong signage zones will be encouraged to promote end user identity.

Facade Design

The building's facades are to be co-ordinated in terms of materials, design principles, and colour order, to provide a high quality, thoughtfully designed building appearance.

Any offices will be constrained by the floor to ceiling levels, with openings throughout to provide adequate lighting. Entrances are to be treated differently to the rest of the offices to indicate where the access into the office is with a goalpost feature detail.

Iterative Elevation Development



Landscaping

Landscaping aiding visual perception

The scheme focuses on ensuring the development is beneficial for its surrounding context, both at a macro scale and at immediate boundaries. The site is composed of 48% built density, dedicating 52% of the area to carefully planned landscaping that prioritises ecology, biodiversity, and the preservation of the area's visual character.

The comprehensive landscaping strategy consists of the harmonious integration of numerous components, including:

- Trees (both retained & new)
- Ponds
- Various Planting & Hedgerows
- Various Grass mixes

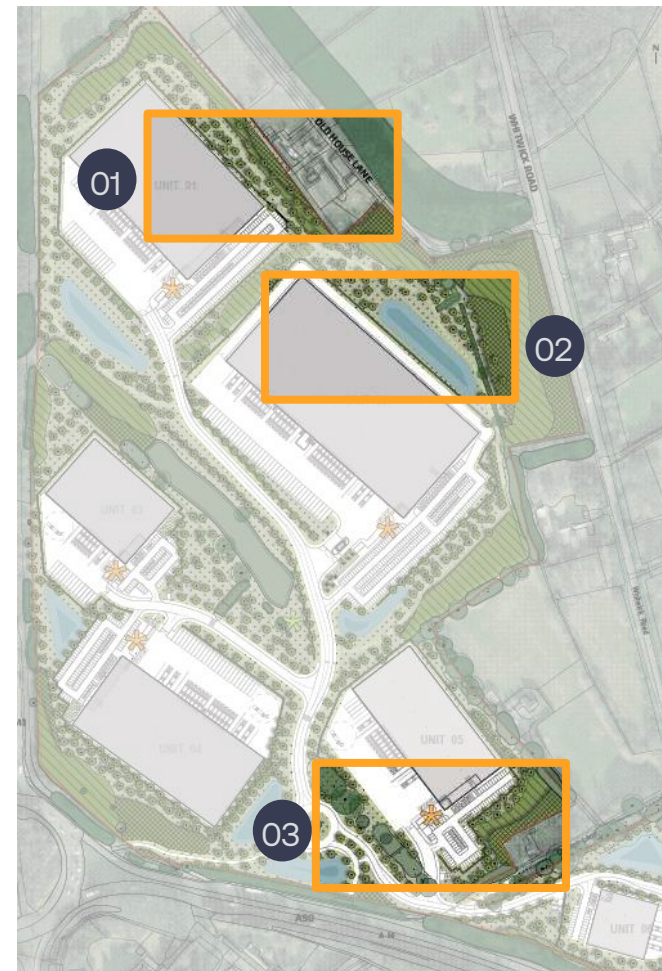
These components have been utilised throughout the site to reduce the visual effects of buildings upon local viewpoints where necessary. These include:

Trees

Trees act as a high level visual buffer through their canopies, for views with elevation. The tree trunks themselves can act as eye level visual barriers.

Various Planting & Hedgerows

Reduces view permeability at eye level, able to hide contents behind, while providing a pleasant verdant view.



Proposed Vegetation

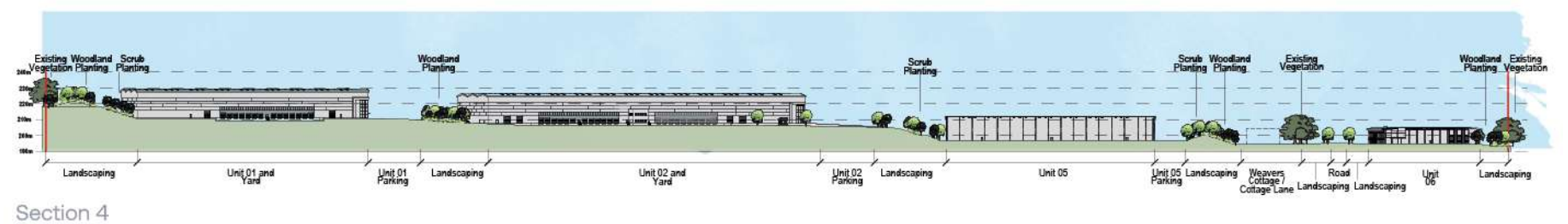
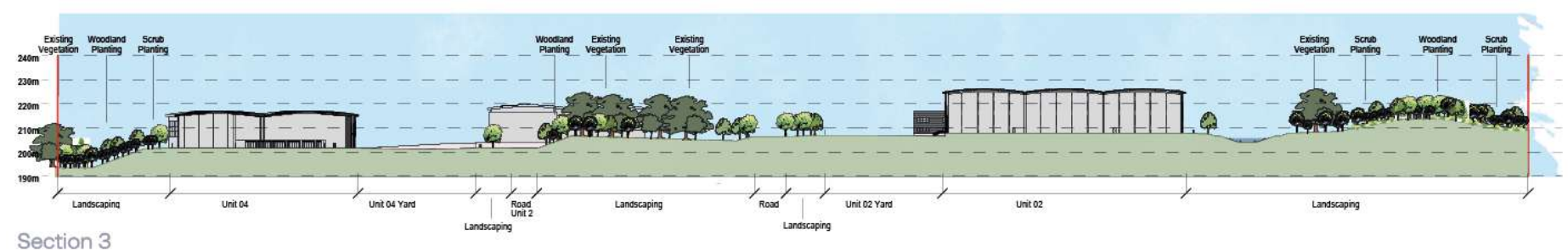
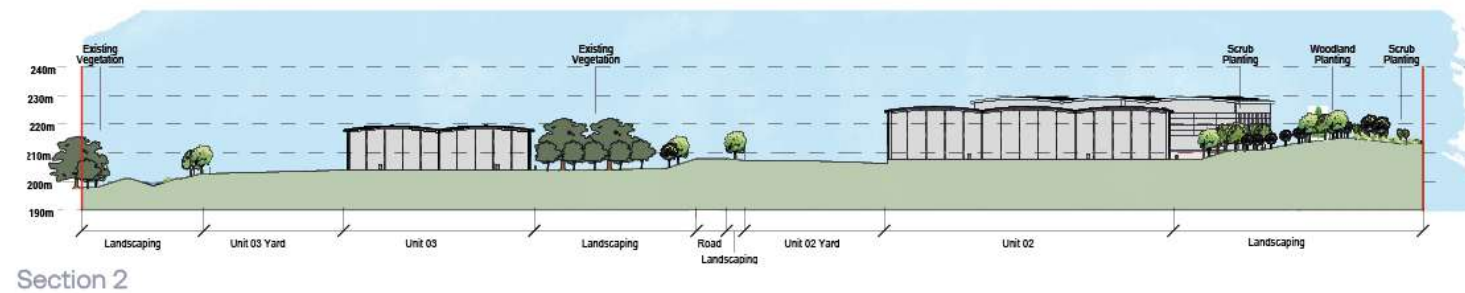
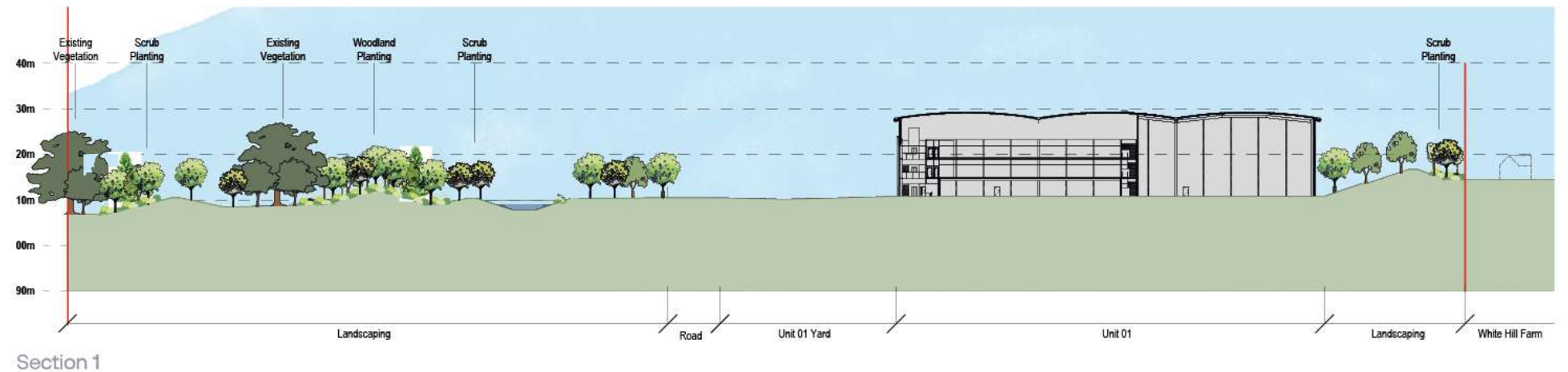
-  Native hedgerow
-  Single Species hedgerow
-  Proposed Trees
-  Woodland planting
-  Scrub planting
-  Amenity grass mix
-  Flowering meadow mix
-  Fibre-reinforced rootzone access track with species rich grassland



Site Sections

Proposed Site Sections

The proposed site sections showcase various design considerations discussed throughout this document. Buildings are positioned and set at appropriate heights across each plateau to ensure a sympathetic relationship with the surrounding landscape, while earthworks have been used to create natural buffers and incorporate ponds that enhance both drainage and biodiversity. These measures are complemented by strategic planting, which reinforces the existing tree line and provides additional screening to further reduce the visual impact of the built form, helping the scheme to blend seamlessly into its surroundings.



LVA 15 YEAR

These strategies, accompanied by the development of the masterplan process, have mitigated associated visual effects through the holistic, sensitive & considerate approach applied throughout this scheme.

Evidenced in the LVA, the 15 year assessment portrays the success of the implemented strategies, showing the accurately forecasted growth of the proposed landscaping design.

The effects of the proposed scheme observed through the points for visual consideration are mitigated through the massing and scaling strategies which reduce the overall size of the buildings. The building heights have been reduced to limit their potential imposing effect through plateauing each building individually, by having the building sit at its lowest level on its proposed footprint. The buildings aim to merge with the surrounding context through barreled roofs and a variably patterned green and brown façade design. Reducing visual permeability from eye level has been limited through strategic landscaping design, and topographical bunds, that give a new verdant eye-level scene.



Summer



Winter



Photomontages produced by FPCR

Development Proposals

This chapter outlines the key elements of the proposed development, including land use, layout, scale, appearance, and landscaping. It explains how the scheme responds to site context and planning parameters, delivering a coherent and high-quality design that reflects the project's vision and objectives.



Visualisation 01

Masterplan

The holistic approach for the development was to endorse a holistically sensitive approach to its context, while facilitating an appropriate amount of employable space.

The reflection of this approach is illustrated in the allocated area of landscaping to density, as the landscape is calculated at a higher percentage of land use than development density.

The approach is also reflected in the compartmentalisation of the building layouts & size, plateau levels, position, and orientation. The priority design principles leading to the final proposal were;

- ensuring open views through units and minimising loss of light,
- strategic landscaping to minimise visual effects,
- mitigating potential effects to noise sensitive receptors,
- reducing effects on adversities to privacy.



- 01 Unit
- 02 Office
- 03 Yard
- 04 Parking
- 05 Site Entrance
- 06 Site Exit
- 07 Wildlife Tunnel
- 08 Topography Bund
- 09 Existing Trees
- 10 Pond
- 11 Public right of way

Building Proposal



Proposed Buildings

To maintain a visual cohesion throughout the site, the buildings all cohabit to identical design principles, which, as illustrated before in the document, have undergone a rigorous iterative process to outline the following building principles:

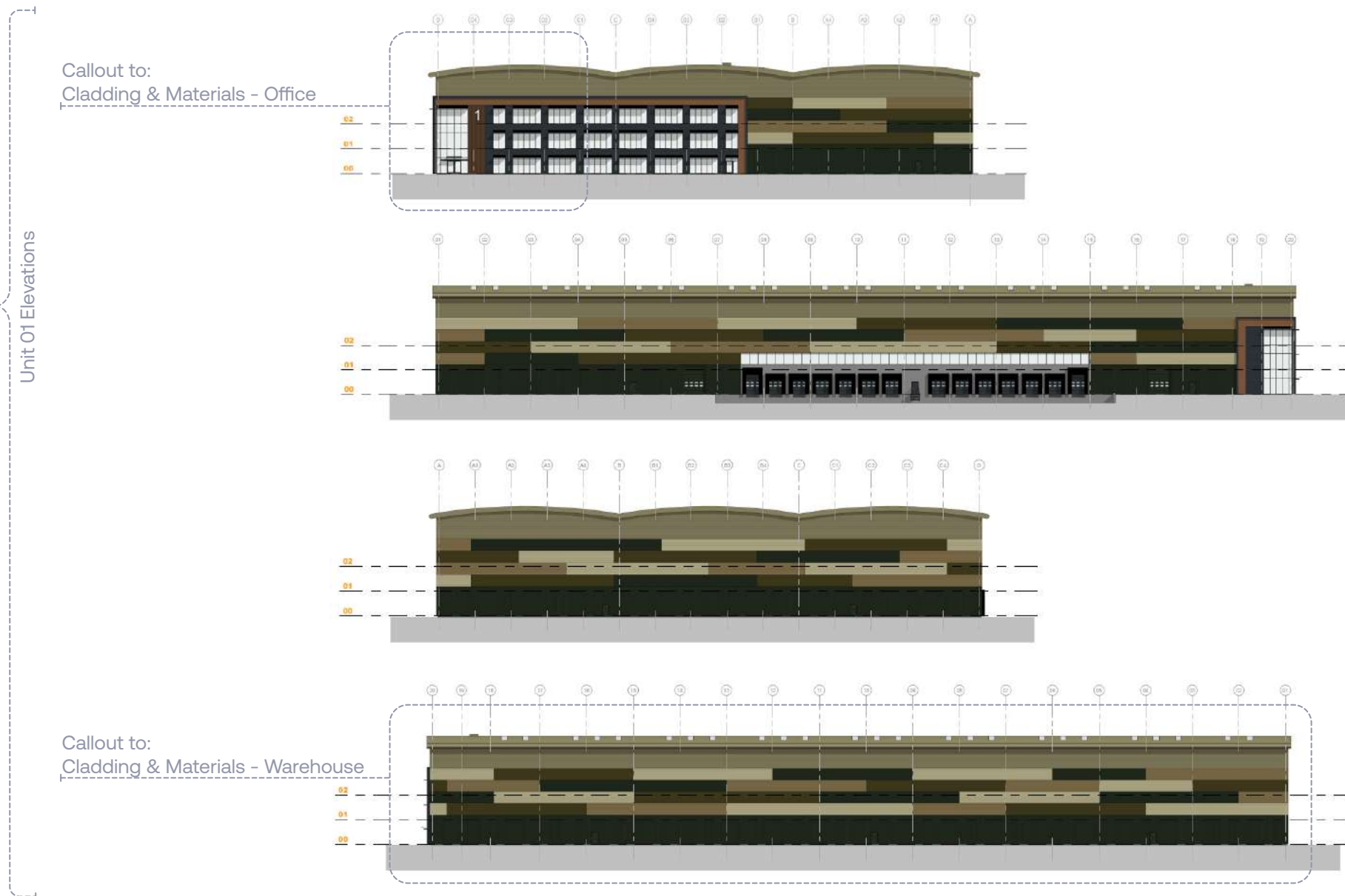
- Building colours and variable patterns are reflective of surrounding verdant context,
- Building shapes respond to boundary proximities and sensitive constraints,
- Heights have been reduced and floor levels plateaued to minimise height intrusiveness.



Materials

All materials are high quality products for business or industrial applications:

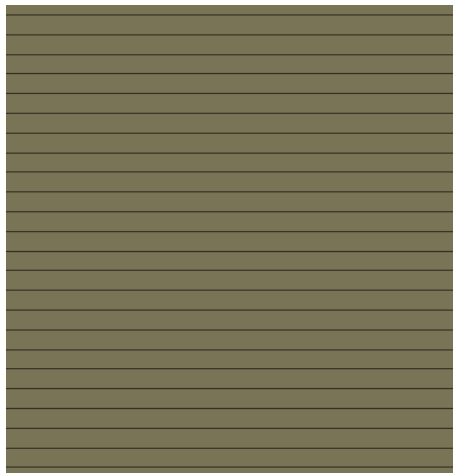
- Greys, Browns, and Greens colour cladding,
- Profiled, and flat metal cladding,
- Large format window and curtain walling systems,
- Feature building elements in strong colours or accent materials,
- Translucent glazing, polycarbonates or membrane technology.



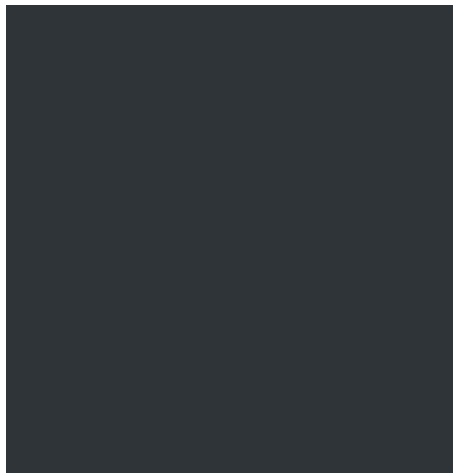
Cladding & Materials - Office



01 Profile metal eaves & soffit
Colour: Moorland Green
(RAL 100 60 20)



02 Horizontal Profile Wall Cladding
Colour: Moorland Green
(RAL 100 60 20)



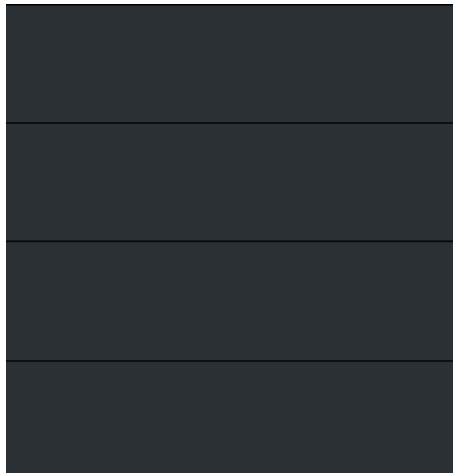
03 Pressed metal flashing to
timber panel
Colour: Anthracite (RAL 7016)



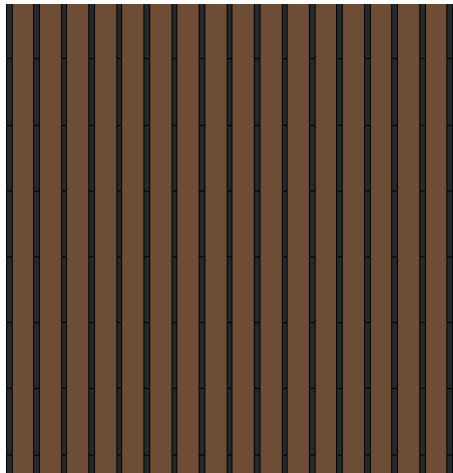
04 Timber faced fibreboard
feature surround to offices
Colour: Caramel Oak



05 Signage



06 Horizontal Microrib Profile Wall
Cladding
Colour: Anthracite (RAL 7016)

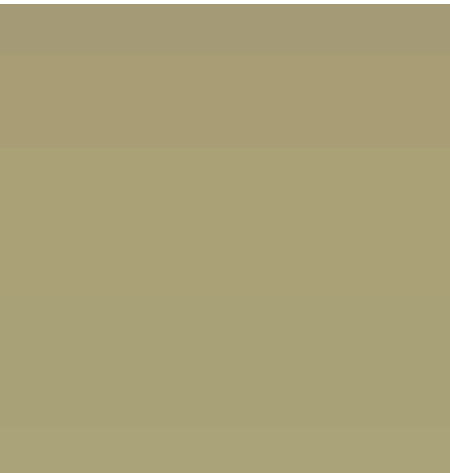
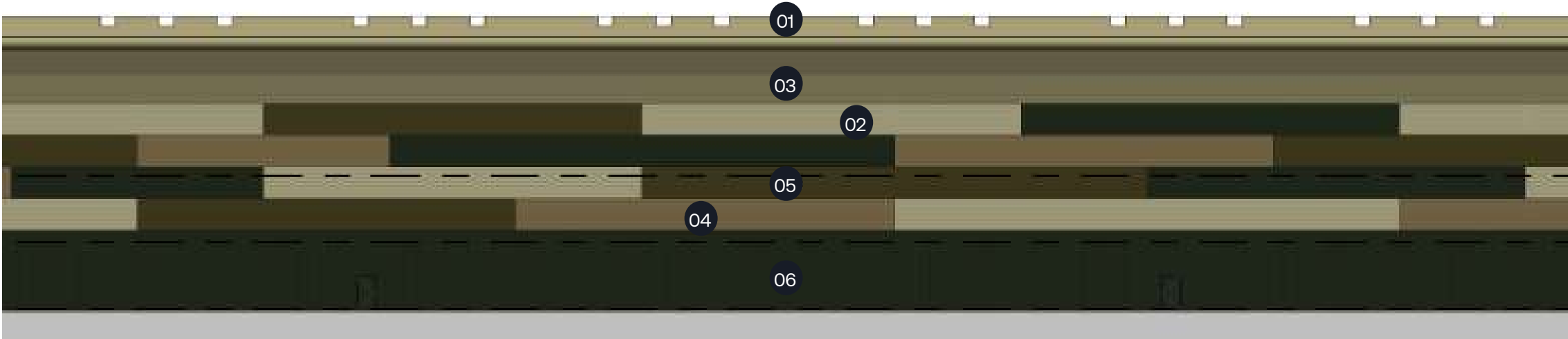


07 Timber faced fibreboard
feature to entrance
Colour: Oak

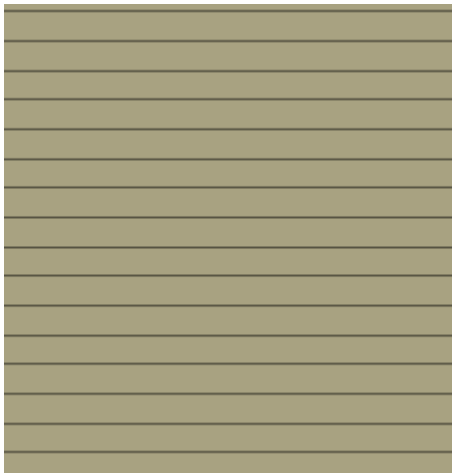


08 Curtain wall glazing
Frames Colour: Anthracite
(RAL 7016)

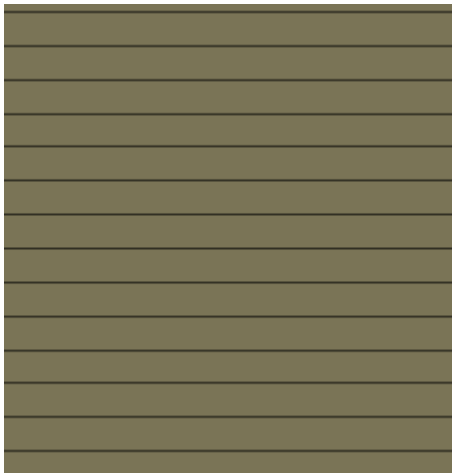
Cladding & Materials - Warehouse



01 Profile metal eaves & soffit
Colour: Moorland Green
(RAL 100 60 20)



02 Profile metal eaves & soffit
Colour: Moorland Green
(RAL 100 60 20)



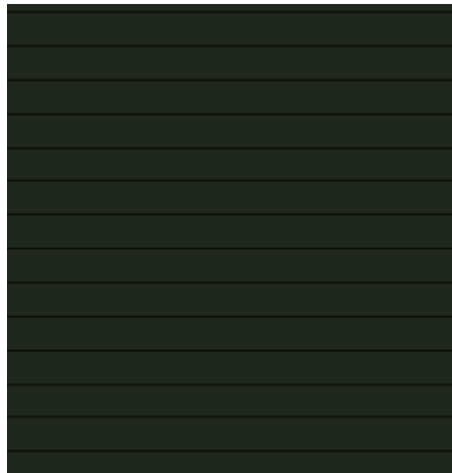
03 Profile metal eaves & soffit
Colour: Moorland Green
(RAL 100 60 20)



04 Horizontal Profile Wall Cladding
Colour: Moorland Green
(RAL 100 60 20)



05 Pressed metal flashing to
timber panel
Colour: Anthracite (RAL 7016)



06 Timber faced fibreboard
Colour: Caramel Oak