

BRENTWOOD ENTERPRISE PARK



INTRODUCTION

This vision statement has been prepared on behalf of S & J Padfield and Partners in support of the allocation of employment land at M25 Junction 29 to form Brentwood Enterprise Park. This previously developed site represents an exciting and unique opportunity to meet future employment needs and provide jobs in the Borough to the year 2030.

The site, reference 101A, is proposed for allocation for employment purposes in the Brentwood Borough Council Local Plan 2015-2030 Preferred Options consultation document and extends to an area of 23.5 hectares. Although located within the Green Belt, the site has been previously developed and is therefore considered to be a particularly appropriate opportunity site for allocation. The site will form a key part of Brentwood's employment land provision and is particularly important in supporting the Council's preferred spatial strategy.

This vision statement demonstrates how approximately 92,000sqm (1,000,000 sq.ft.) of employment floorspace can be accommodated on the site providing an estimated 2,900 jobs. The site is fully deliverable, sustainable and viable. Allocation of the site is consistent with national planning policy and the Council's aspirations for the Borough as set out in the emerging Local Plan.

A significant amount of supporting technical appraisal and assessment work has been undertaken to establish the extent and nature of employment uses that can be delivered on the site. This work includes:

- Drawings, illustrations and indicative masterplan prepared by GMTW Architects
- Commercial Market Report prepared by Strutt & Parker LLP with input from Mass & Co., local agents based in Brentwood.
- Transport Appraisal prepared by Ardent Consulting Engineers
- Flood risk, Drainage and Utilities Position Statement prepared by Ardent Consulting Engineers
- Green Belt Assessment prepared by Liz Lake Associates
- Landscape and Visual Impact Assessment prepared by Liz Lake Associates
- Ecological Scoping Survey prepared James Blake Associates
- Arboricultural Report prepared by D F Clark Bionomique Ltd
- Topographical Survey undertaken by CAT surveys

This vision statement provides a summary of the work that has been undertaken and provides illustrative drawings demonstrating the type of development that can be delivered.





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Supporting documents to be read alongside the Vision Statement:

- i** *Commercial Market Report: Strutt & Parker LLP with input from Mass & Co.*
- ii** *Transport Appraisal: Ardent Consulting Engineers*
- iii** *Flood risk, Drainage and Utilities Position Statement: Ardent Consulting Engineers*
- iv** *Green Belt Assessment: Liz Lake Associates*
- v** *Landscape and Visual Impact Assessment: Liz Lake Associates*
- vi** *Ecological Scoping Survey: James Blake Associates*
- vii** *Arboricultural Report: D F Clark Bionomique Ltd*



1.0



BRENTWOOD ENTERPRISE PARK | THE PROPOSAL



1.01 PLANNING CONTEXT, JOBS & EMPLOYMENT

As set out in the foreword to the Brentwood Borough Local Plan 2015 -2030 Preferred Options document , a key challenge for the Borough is how to provide the homes and jobs people need and encourage business investment, while safeguarding the high quality of life the Borough offers.

The Council has accordingly developed a spatial strategy that aims to protect the Green Belt and local character by focusing residential development in sustainable locations around existing settlements. This strategy includes the reallocation of a number of existing employment sites for residential development.

Policy S3 of the Draft Local Plan sets out the Council's proposed approach to overall job growth and employment land. The policy states that *"provision is made for 5,400 additional jobs to be provided in the Borough between March 2015 and March 2030 at an annual average rate of 285"*. The figure of 5,400 jobs from the Heart of Essex Economic Futures study Sector Derived Scenario which describes a growth of employment in Brentwood of 5,400 jobs between 2012 and 2031 at an annual average of 285 per year. This includes job growth in all sectors and is based on a 19 year period. If applied to a 15 year plan period a requirement for 5,400 jobs would result in a higher annual average rate of 360 jobs per year.

The Economic Futures Study and the figure of 5,400 new jobs provide a useful indicative guide as to the relatively high level of employment growth that can be expected in the Brentwood across all sectors including non

B-use class sectors such as retail. This is particularly the case when it is considered that the Economic Futures Study was based on housing growth of 170 dwellings per annum rather than the average of 233 dwellings per annum that is now proposed in the Preferred Options document over the period from 2015 to 2030. In order to balance homes and jobs a high level of employment growth will continue to be required.

The Heart of Essex Economic Futures Study goes on to identify the need for additional allocated new employment land by extracting those sectors falling within the B1, B2 and B8 use classes. The dwelling constrained scenario results in a need for an additional 9.4ha of employment land over the period 2012 to 2031 and the sector derived scenario an additional 6.8ha through assuming a higher level B1 office development and a lower level of B8 storage and distribution. This 9.4ha compares very similarly to the 9.5ha of employment land and 71,000sqm of employment floorspace that was found to be required in Table 4.13 of the Brentwood Employment Land Review (2010). It is our understanding that the Council therefore intend to allocate sufficient land to provide for 9.5ha growth in employment land provision through the emerging Local Plan and this is supported.

The Council's spatial strategy as referred to above also includes the reallocation of some existing employment sites where it is considered that they could sustainably accommodate residential development. This results in a further need for 18.9 ha of replacement employment land meaning that a total of 28.7 ha of additional employment land must be allocated in the Brentwood Local Plan 2015 - 2030.





The 23.5 ha site at Brentwood Enterprise Park is therefore extremely important in providing employment to meet this need.

This vision statement sets out how the Brentwood Enterprise Park site can be brought forward to meet these employment needs. The statement is supported by a Commercial Market Analysis report which considers in detail the type of employment land that can be viably accommodated on the site giving consideration to the commercial market. The report considers the Council's strategy of reallocation of existing sites in the Borough and the scope for relocation of businesses to the Enterprise Park site. The report also gives detailed consideration to the Council's aspirations for the Enterprise Park site and the scope to create a high quality B1 frontage onto the A127. The report concludes that based on the employment market in the area the site could accommodate 25% B1 use, 50% B8 use, with the remaining 25% made up of a flexible allocation of B1/B2 and B8 uses in order to ensure jobs can be provided based on current market demands. In order to reflect these conclusions we consider that some minor amendments are required to the wording of Policy CP7 as explained more fully in our submitted representations.

1.02 EMPLOYMENT OPPORTUNITY

The following pages of this vision statement set out how the site at Brentwood Enterprise Park can be brought forward to deliver approximately 92,000sqm (1,000,000 sq.ft.) of employment floorspace.

It is considered that the site can viably be brought forward based on a floorspace split of 25% B1 office, 50% B8 storage and distribution and 25% flexible B1/B2/B8 use. When assumptions

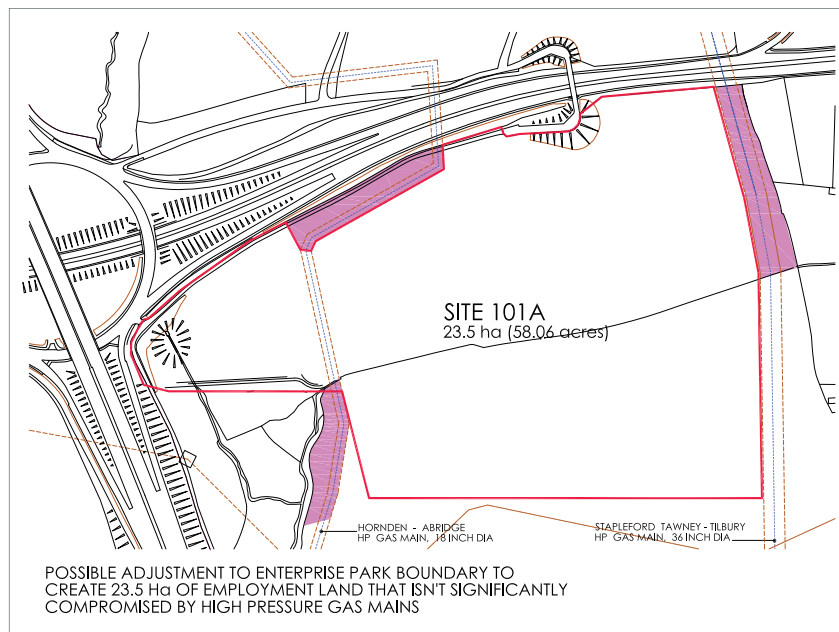
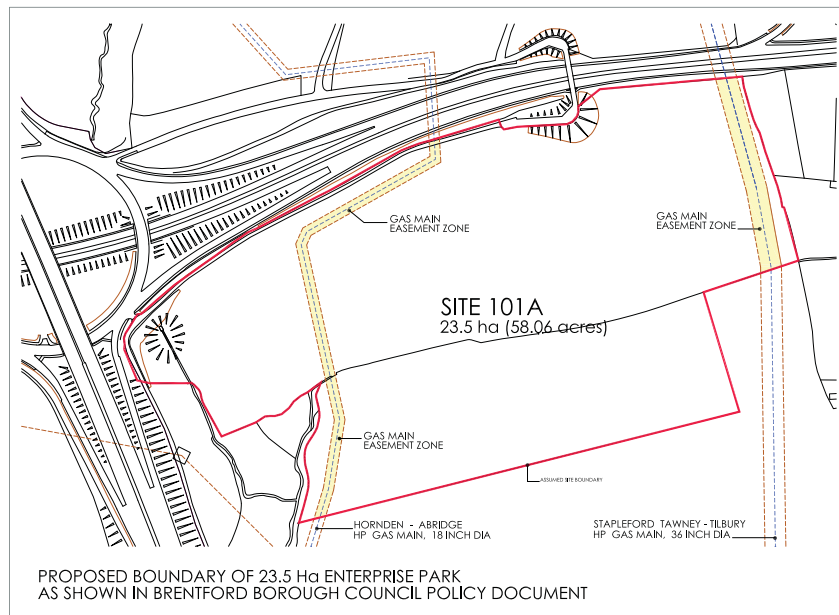
from the OffPAT HCA Employment Densities Guide (2010) (as used in the Heart of Essex Economic Futures report) are applied to this split it is considered that the site has potential to provide approximately 2,900 jobs. The exact number of jobs achieved will clearly depend upon the final mix of uses as well as the types of occupier who move to the Enterprise Park.

The illustrative concept drawings show B1a office uses located at the entrance to the development and the frontage to the A127 which will create high quality environment and meet the Council's aspirations for a key gateway to Brentwood. The entrance to the site also includes a 116 room hotel which it is considered would be an appropriate supporting land use on the Enterprise Park. The hotel will help support the business uses on the site as well provide an enhanced mixed use environment. The provision of a hotel is supported by the *Brentwood Borough Hotel & Visitor Accommodation Futures* study (2008) which states that there is demand for budget hotels and/or branded hotels in strategic locations close to the M25. A hotel use such as this would also provide approximately 40 additional jobs. B8 use, for which the Strutt and Parker commercial report demonstrates there is strong demand, is proposed to be located to the south and east of the site. It should be noted that modern B8 use can also have potential to generate significant numbers of jobs with occupiers such as internet retailers providing relatively high numbers of jobs per square metre of floorspace.

1.03 SITE BOUNDARY

The illustrative drawings prepared in this vision statement are based on a site area of 23.5 ha. The site boundary used has been amended slightly from that proposed in the Preferred Options consultation. The proposed changes are detailed on page 18 of this vision statement. The proposed change consists of the removal a small area close to Hobbs Hole Wood from the site boundary. This area is subject to gas easement constraints and it is considered could more effectively be used as part of the landscaping scheme. This would additionally help provide a buffer to Hobbs Hole wood and preserve its ecological value. It is also proposed that an area to the south east of the site could be included within the boundary in order to retain a site area of 23.5ha. This area has been previously developed and although a restoration scheme has been undertaken the land remains unsuitable for agricultural operations. The site forms part of the parcel considered by the Liz Lake Associates and it is considered this area could be included without additional landscape harm. The proposed site area has been used for the indicative drawings contained within this document.

Even with the above change to the boundary it is considered that approximately 2 ha of the site may remain constrained by easements. It is therefore considered that in order to deliver a full 23.5ha of useable employment land the site boundary could be extended further to the south and east as indicated on plan 4 on page 18. This land has not presently been included on the illustrative plans, however, it is considered that this land could additionally be included in order to provide a full 23.5 ha of useable land. The site would still remain contained within the existing ridgeline to the south.



PROPOSED BOUNDARY ADJUSTMENTS: DETAILED ON PAGE 18

1.04 TRANSPORT AND ACCESSIBILITY

The site is fully accessible and deliverable in transport terms. The site's location at the junction of M25 and A127 is extremely beneficial in terms of providing easy access to the strategic road network, making this an attractive location for businesses wishing to locate in the area.

A travel plan will be a key part of the proposals for this site and the suggested 'Green Travel Route' bus service set out in Figure 3 of the Local Plan Preferred Options consultation document is strongly supported.

It is considered that a bus service will connect the Brentwood Enterprise Park site to Brentwood station (for Great Eastern Metro and, from 2018/19, Crossrail services) and West Horndon station (for c2c rail services), for journeys to Central London. Such connections would significantly enhance site accessibility by public transport; thereby reducing reliance on the private car for employees and visitors alike. A high-frequency connection to Central London via Crossrail is also considered to be particularly beneficial for the site in commercial marketability terms. In addition to this it is considered that a car sharing scheme for the site could be established on a database such as essexcarshare.com, and a pedestrian and cycle link would be provided into the site from the foot/cycleway along the south side of the A127. Through the use of such measures the site would maximise the opportunities for sustainable transport and would be fully consistent with the National Planning Policy Framework.

The site will deliver appropriate highway improvement and enhancement works as needed to mitigate against any impacts on the strategic and local road network. In particular it is proposed to improve the existing traffic signal controlled

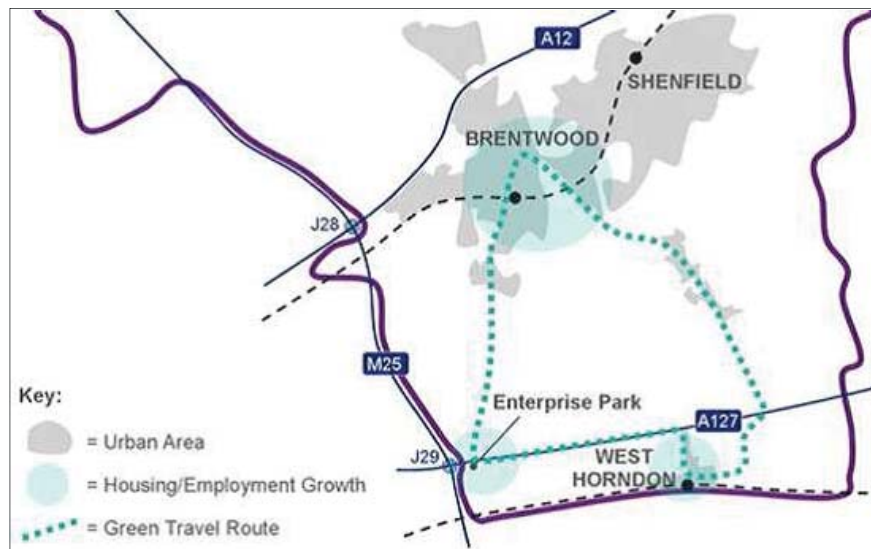


FIGURE 3 OF BBC'S LOCAL PLAN 2015- 2030
PREFERRED OPTIONS FOR CONSULTATION

access and egress on the south eastern corner of M25 Junction 29. There is also scope for improvements to the wider gyratory at Junction 29, including signalisation of the two remaining un-signalised sections of the roundabout, and widening of the circulatory carriageway and off-slips.

The Transport Appraisal undertaken by Ardent Consulting Engineers demonstrates that these measures will acceptably accommodate the additional traffic associated with the development of the site.

The appraisal uses the industry-standard TRICS database v2013(b) to predict weekday peak hour vehicle traffic associated with the proposed development. The assessment is particularly robust in terms of estimating vehicle trips since it takes no account of the Travel Plan measures outlined above which will promote use of alternative modes to the private car for staff travelling to/from the development.

A survey of vehicle turning movements at the gyratory was undertaken in September 2013, within school term time. Projected background growth was then applied to a future assessment year of 2030. This provides a fully robust assessment of traffic capacity at the end of the plan period. Additionally the appraisal does not include any reduction to the number of jobs assumed in the Brentwood zone to account for those on the site. Since some of the employment uses on the site would be relocated from elsewhere within the Borough (e.g. West Horndon), an allowance could be made for trips to/from these existing sites already passing through the gyratory, but again to be robust this has not been undertaken.

The assessment shows that the full signalisation of the gyratory is expected to result in a significant improvement in the overall operation of the gyratory in the weekday am peak hour,

even with the addition of the predicted development flows. In both peaks, the proposed site access arrangements are predicted to operate satisfactorily, with no material impact on the operation of either the A127 westbound off-slip or the circulatory carriageway.

Preliminary development appraisals have been undertaken based on the indicative masterplan, including estimated costs for the anticipated highway infrastructure works. This initial work indicates that a viable development can be achieved.

The full Transport Appraisal report has been submitted alongside this Vision Statement. S & J Padfield and Partners will seek to engage further with Brentwood Borough Council, Essex County Council, the Highways Agency, and Transport for London as the proposals for the site develop.

1.05 LANDSCAPE AND GREEN BELT

GREEN BELT

Despite being previously developed the site is currently located within the Green Belt. Paragraph 80 of the NPPF states that the Green Belt serves five purposes:

- to check the unrestricted sprawl of large built-up areas;
- to prevent neighbouring towns merging into one another;
- to assist in safeguarding the countryside from encroachment;
- to preserve the setting and special character of historic towns; and
- to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.

A Green Belt Assessment has been undertaken by Liz Lake Associates. This report demonstrates that the existing site does not currently positively contribute to the Green Belt in a number of these areas. In particular the report highlights that the presence of the A127 and M25 in this location impacts on the degree to which the site can successfully meet the purposes of Green Belt Policy. The development area of the site to the north of the stream closest to the A127 is therefore only considered to result in slight to moderate adverse impacts in Green Belt terms. The rest of the site was considered to have a moderate impact. It is therefore considered that the Council's proposed allocation of this site for employment purposes is appropriate and consistent with the existing nature of this site.

LANDSCAPE

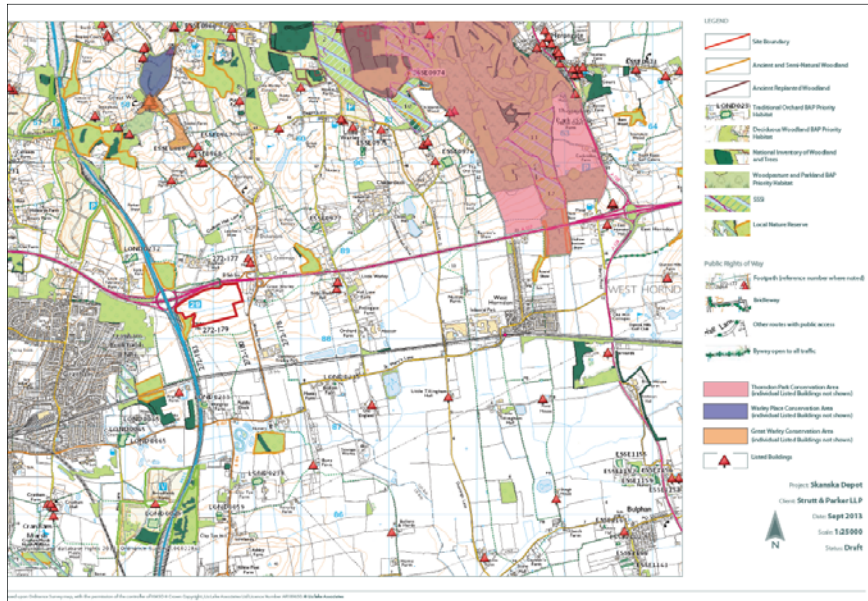
A full Landscape and Visual Impact Appraisal (LVIA) has been undertaken by Liz Lake Associates and forms a key part of the supporting evidence for this site. This report has informed the evolution of the illustrative proposals.

The LVIA concludes that the existing site is considered to make a negative contribution to the local landscape character and the existing visual amenity from principal viewpoints within the locality is deemed to only offer fair visual amenity.

The visual amenity of the Site within the wider Horndon Fenland locality has been identified as 'fair' where the quality of existing views is influenced by the presence of a number of incongruous elements such as transport infrastructure, hardstand areas and electricity pylons.

The site is considered to be of low susceptibility to accommodate change. It is considered to be a damaged landscape where change would bring opportunities for the significant enhancement of individual elements or overall local landscape character. It is stated that the proposed development will marginally alter the existing landscape character of the site in the local vicinity. The site is able to accommodate the changes proposed without adverse effects on the local landscape character.

The effective integration of built form into the transition zone between the wooded ridge and farmland and Horndon Fenland landscape will be dependent upon a combination of landscape and visual strategies which endeavour to provide a 'best fit' and a development that nestles well into the undulating hills. The illustrative proposals developed to date



DESIGNATIONS AND PUBLIC RIGHTS OF WAY EXTRACT:
LANDSCAPE AND VISUAL IMPACT APPRAISAL PG63



seek to utilise the landscape as well as cut and fill techniques to help sink the development into the landscape.

Retention and enhancement of appropriate existing trees and hedge lines within a central riparian spine; the establishment of appropriate building lines and sensitive ground modelling; the provision of off-site woodland blocks to the southern ridge and adjacent to Hobbs Hole; and the establishment of dense internal street tree plantings will reduce the long term visual impact of the development within the locality and from the broader Horndon Fenland to the south.

The report concludes that the site provides an opportunity to establish an improved landscape setting and sense of place.

1.06 ECOLOGY AND BIODIVERSITY

An Ecological Scoping Survey has been undertaken by James Blake Associates. This report confirms that the majority of the existing site is bare ground of low ecological value.

The report concludes that depending on the scope of the development further survey may be recommended. If the mitigation or compensation recommended is carried out, and the precautionary measures followed, it is considered that the development could proceed with minimal impact on the local conservation status of any protected, BAP or rare species within the area.

It was identified that the woodland adjacent to the western boundary of the site may provide a potential habitat for badgers, birds and bats, although no evidence of any of these species was identified. The key recommendations of the report state that further surveys for reptiles, bats and badgers, maybe required depending on the scope of the

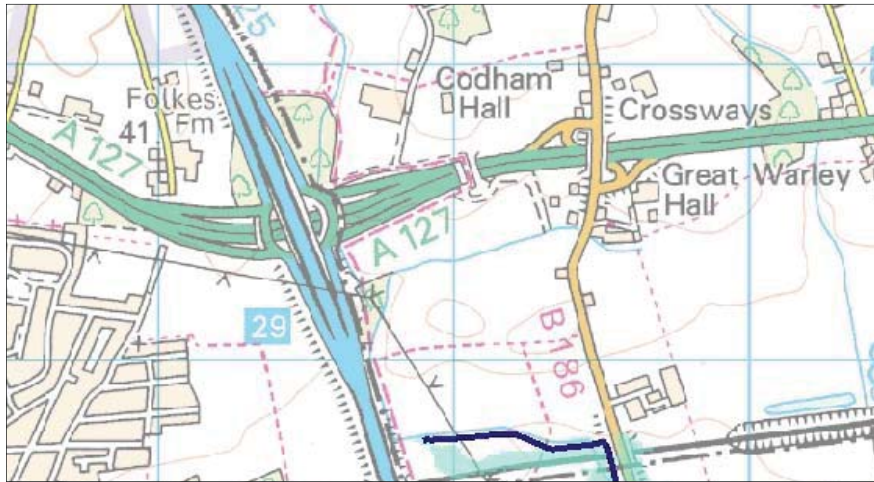
development. It is stated, however, that a sensitive layout could avoid impact on these species should they be present. It is also noted that timing constraints or ecological supervision may be required with regards to clearance of trees or hedges to protect nesting birds. It is recommended that the stream that flows through the centre of the site should be protected from pollution before, during and after construction. Surface water run-off rates can be reduced through use of Sustainable Urban Drainage Systems (SUDS).

The key recommendations from the ecology report have been included within the indicative proposals for the site and it is anticipated that additional survey work will be undertaken at appropriate stages should it be required. It is, however, clear that there are no overriding ecological constraints to development of the site.

The James Blake Associates report concludes that with a sensitive landscape scheme, and by including some, or all, of the additional recommendations, the site could be enhanced for local wildlife post development.



1.07 FLOOD RISK AND DRAINAGE



INDICATIVE FLOODPLAIN MAPPING: FLOOD RISK, DRAINAGE AND UTILITIES POSITION STATEMENT PG04

The site is not considered to lie within the indicative undefended floodplain of any designated main river/watercourse and/or tidal estuary. The site is at a low risk of flooding, as defined by the National Planning Policy Framework (NPPF).

Consultation with the Environment Agency's Eastern Anglian Office has confirmed that the site is considered to be at a low risk of flooding and that the site is accordingly classified as Flood Risk Zone 1.

The NPPF classifies non-residential schemes as a 'less vulnerable' land class usage, in terms of flood risk and table 3 within the NPPF determines that an employment scheme within a Flood Risk Zone 1 area is an appropriate form of development.

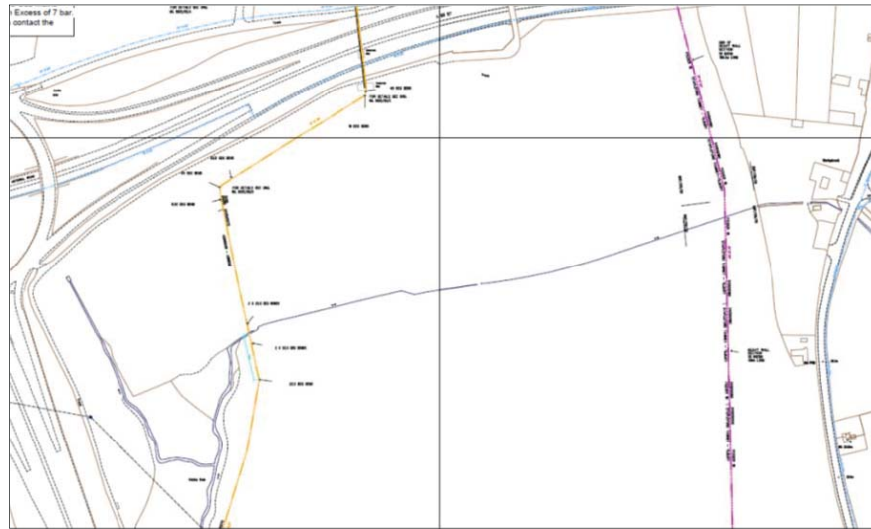
Should a planning application for the site be forthcoming in the future, the submission will be supported by a site-specific Flood Risk Assessment (FRA).

The indicative proposals for this site have given full consideration to surface water drainage. An ordinary watercourse runs through the centre of the site and conveys flows initially in an east to west direction, before continuing in a southerly direction through the open fields. It is anticipated that development masterplan layout for the site would seek to retain this watercourse where possible. An appropriate SuDS/surface water drainage strategy would be implemented and the indicative drawings show appropriate attenuation features. Whilst the precise location of these features may change in the final proposals this demonstrates that an acceptable form of development can be achieved in this location.

The Flood Risk and Drainage statement prepared by Ardent Consulting Engineers states that the following SuDS strategy may be appropriate:

- Surface water run-off will be directed to the watercourse and limited to a commensurate greenfield rate to reduce the level of flood risk downstream.
- Attenuated flows will be accommodated up to the 1:100 year rainfall event, plus an additional 20% as an allowance for any potential climate change impact, as required by the NPPF;
- A strategic 'green' corridor provided on-site and include the provision of swales to collect run-off from the adjacent access roads;
- Off-line detention basins/ponds could also be utilised to accommodate the attenuated volumes of surface water run-off;
- Permeable paving construction could be considered in car parking courtyard areas;
- Geo-cellular attenuation units/tanks used to address any localised areas of run-off.

1.08 UTILITIES



EXTRACT OF GAS MAIN RECORD PLAN: FLOOD RISK, DRAINAGE AND UTILITIES POSITION STATEMENT PG11

Ardent Consulting Engineers have also undertaken a utilities assessment. This includes asset record plans from a range of utility companies with plant in the area. These supplies cover the provision of gas, potable water supply, electricity and telecommunication/cable networks.

We have consulted with National Grid and confirmed that there is an 18 inch diameter high pressure gas main which crosses the site in the north-west corner together with a 36 inch high pressure gas main that runs adjacent to the eastern boundary of the site. Furthermore, there is also a medium pressure gas main located to the east of the site within Warley Street, as illustrated in the *Extract of Gas Main Record Plan* (left).

To facilitate a commercial development, the proposals will be designed to comply with the requirements stated within the PADHI Guidance (Planning Advice for Developments near Hazardous Installations) produced by the Health & Safety Executive.

For example, office space with less than 100 occupants (Level 1) is considered to be appropriate for inclusion in all of the consultation zones with a category of 'Don't Advise Against Development' for such a land class usage. The highest category of land class usage proposed for this site relates to the provision of a 116-room hotel which is deemed to be a Level 3 category and will therefore be strategically located on-site to fall within the Outer Consultation Zone to comply with the PADHI guidance criteria.

The easements associated with the gas mains will also be accommodated within the development layout so that access can be obtained to carry out any necessary future

maintenance works.

Whilst the identified gas mains are not a constraint to the overall development of the site they do constrain the use of approximately 2 ha of site. This includes land in the north east corner and land to the south west adjacent to Hobbs Hole wood. In order to ensure the site can provide 23.5 ha of developable employment land it is considered that some additional changes could be made to the site boundary as detailed on page 18 of this statement.

Due to the presence of gas infrastructure in the site's vicinity, the provision of gas supply is anticipated to serve the site without requiring extensive additional works.

Power Network's asset mapping records illustrate that there are high voltage cables present in the western part of the site which connect to two sub-stations. Due to the presence of the infrastructure present on-site, a supply to the development can be achieved. Further discussions are being held with UK Power Networks to establish if the existing sub-stations can be re-utilised or upgraded and whether any additional sub-stations will be required to serve the remainder of the development.

Asset record plans have been received from Essex & Suffolk Water which confirm that no diversion or protection work will be required to accommodate the redevelopment of this site.

There is a telecommunications network present to the north of the site and it is anticipated that the network could be extended to serve the redevelopment site.

Full details are provided in the Flood Risk, Drainage and Utilities report prepared by Ardent Consulting Engineers.

1.09 OTHER CONSIDERATIONS

A topographical survey of the whole of the site and the surrounding area has been undertaken by CAT surveys. This survey has informed the illustrative proposals developed to date and demonstrates that development on this site is fully deliverable.

An Arboricultural Assessment has been undertaken by D F Clark Bionomique Ltd. This report demonstrates that there are no trees that would prohibit development on the site. Consideration will need to be given to any development in the vicinity of Hobb's Hole Wood.

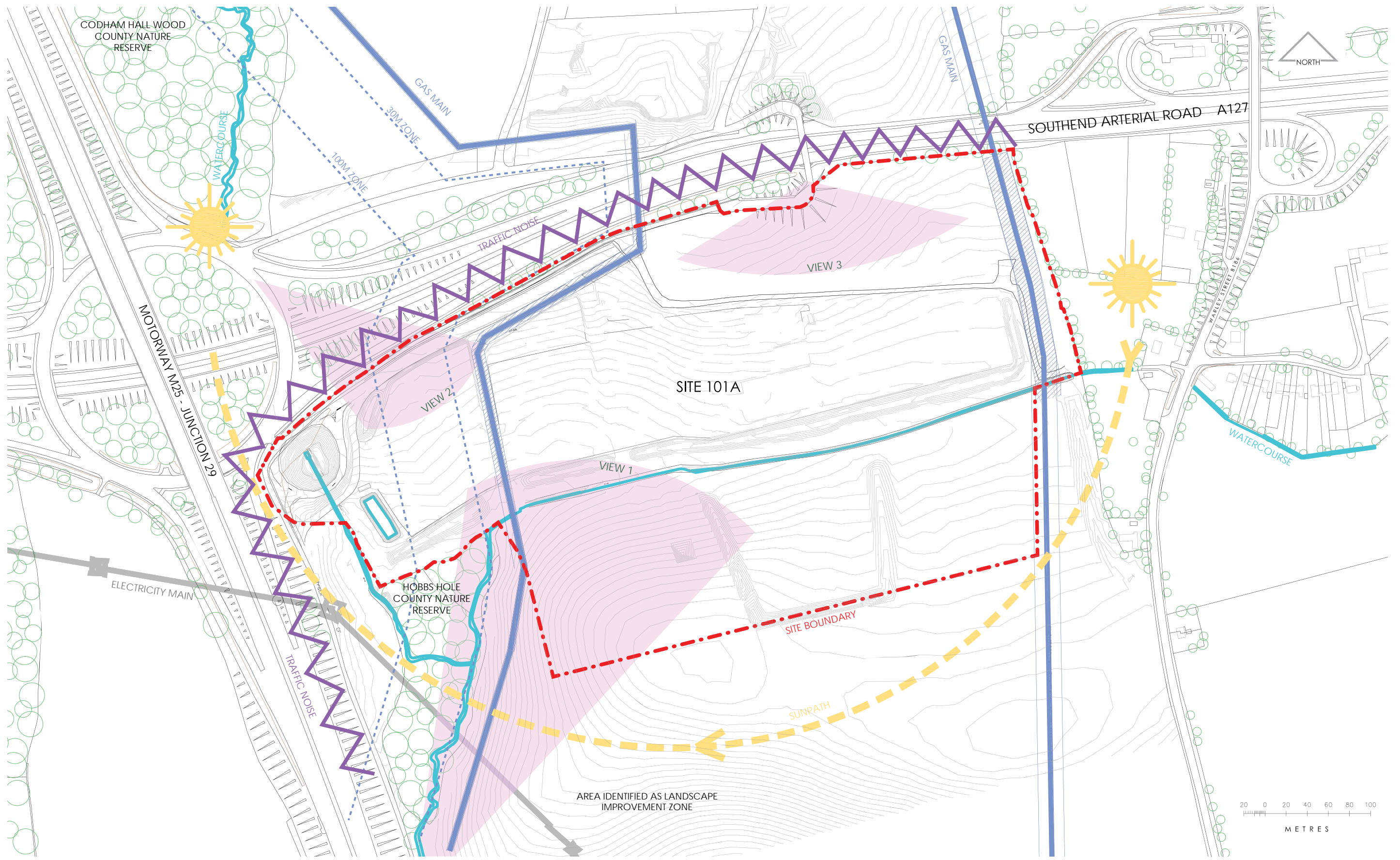
Correspondence has been undertaken with Essex County Council with regards to archaeology. Essex County Council have confirmed that all of the area now forming hard standing has already had the archaeological deposits excavated and any development within that area would not require additional archaeological investigation. It is anticipated that the other smaller areas of the site would be further assessed and dealt with in the preparation of a planning application.



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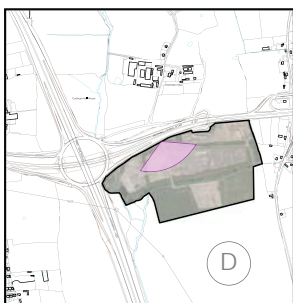
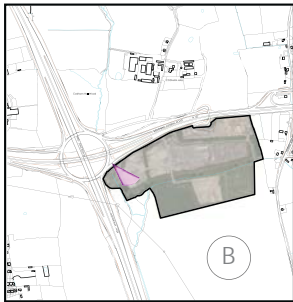
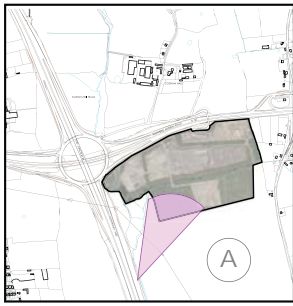


BRENTWOOD ENTERPRISE PARK | SITE ANALYSIS



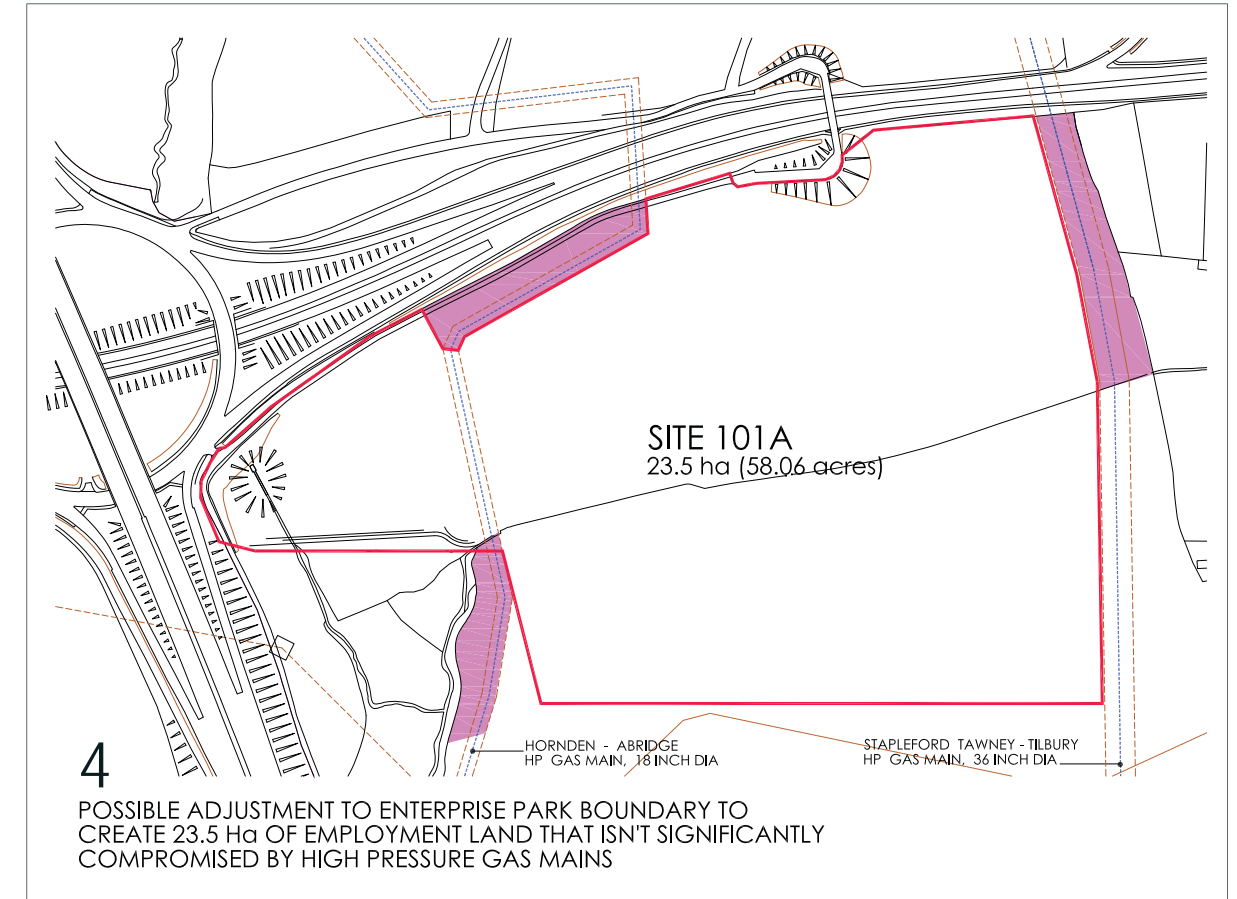
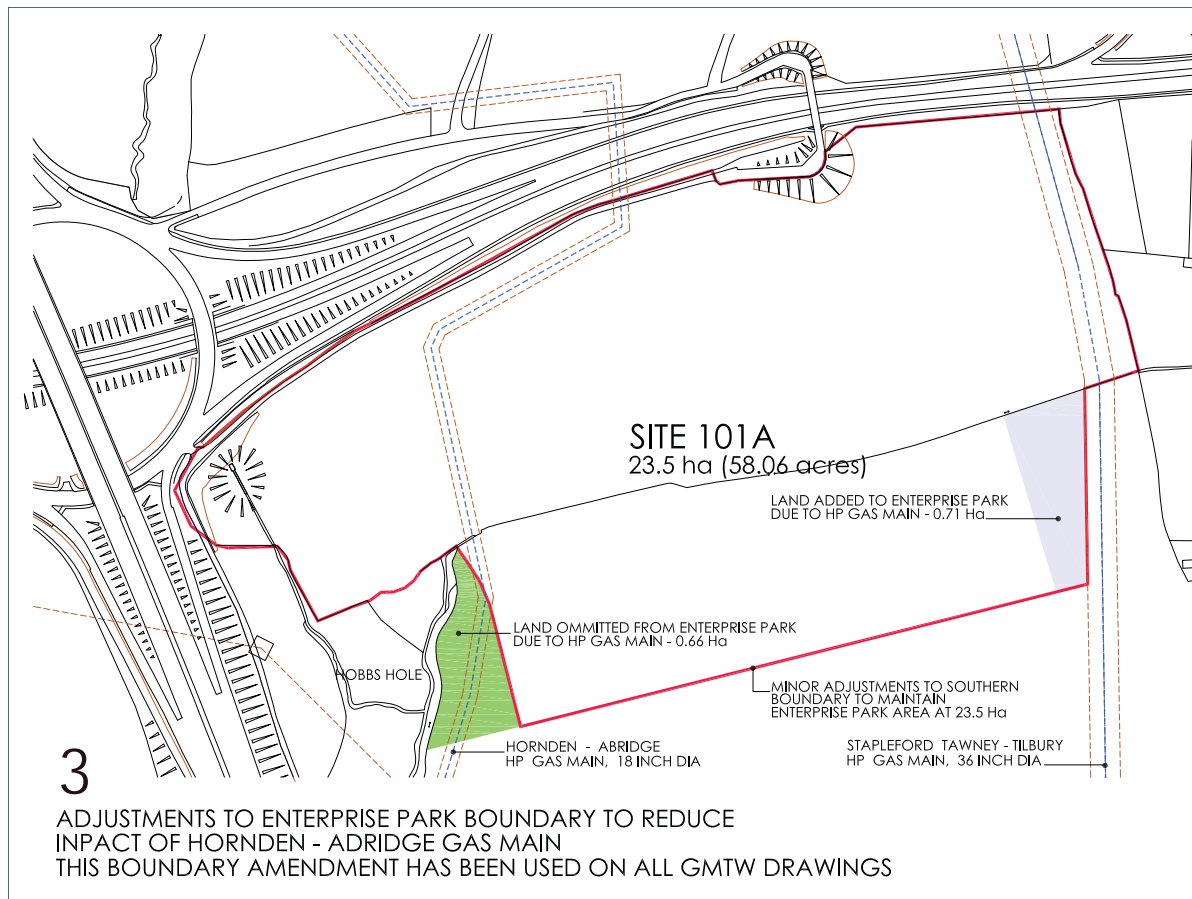
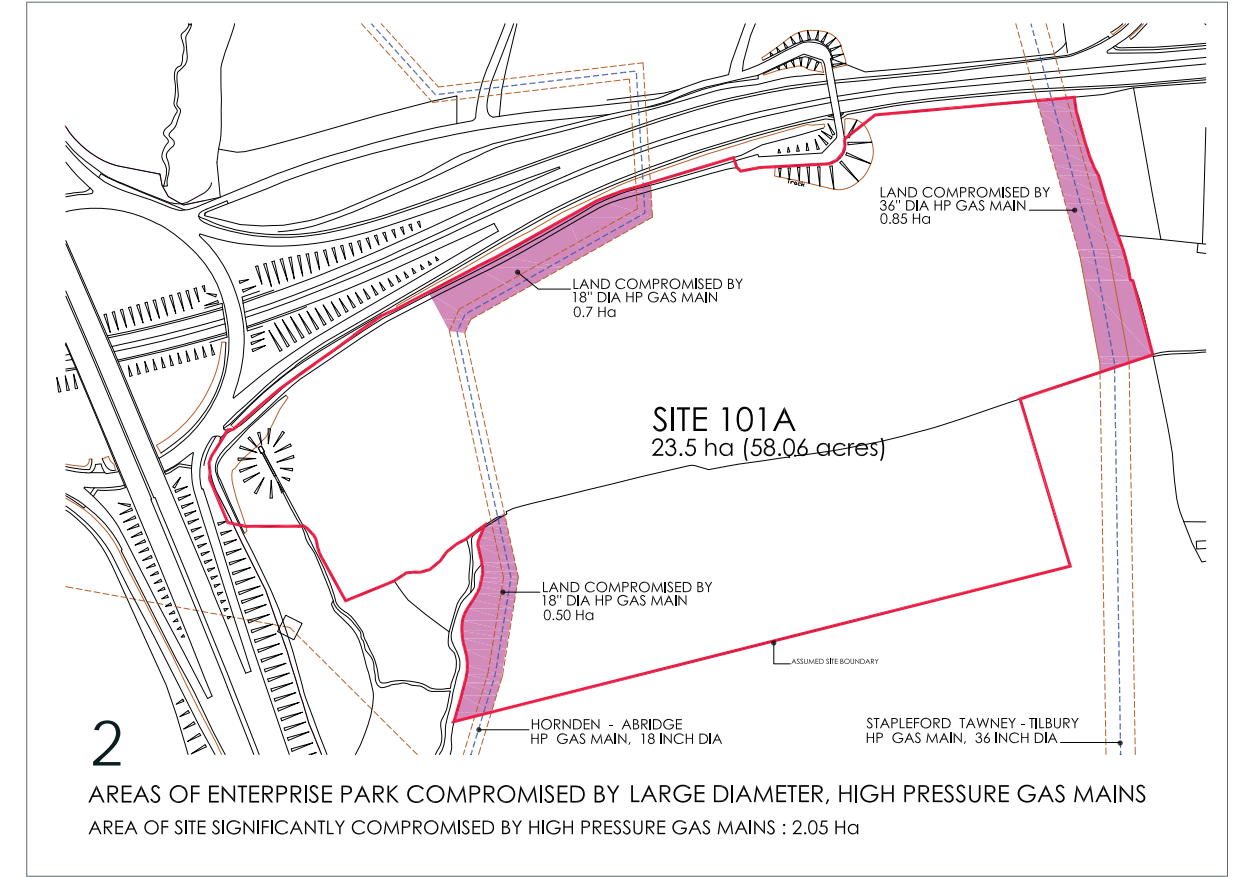
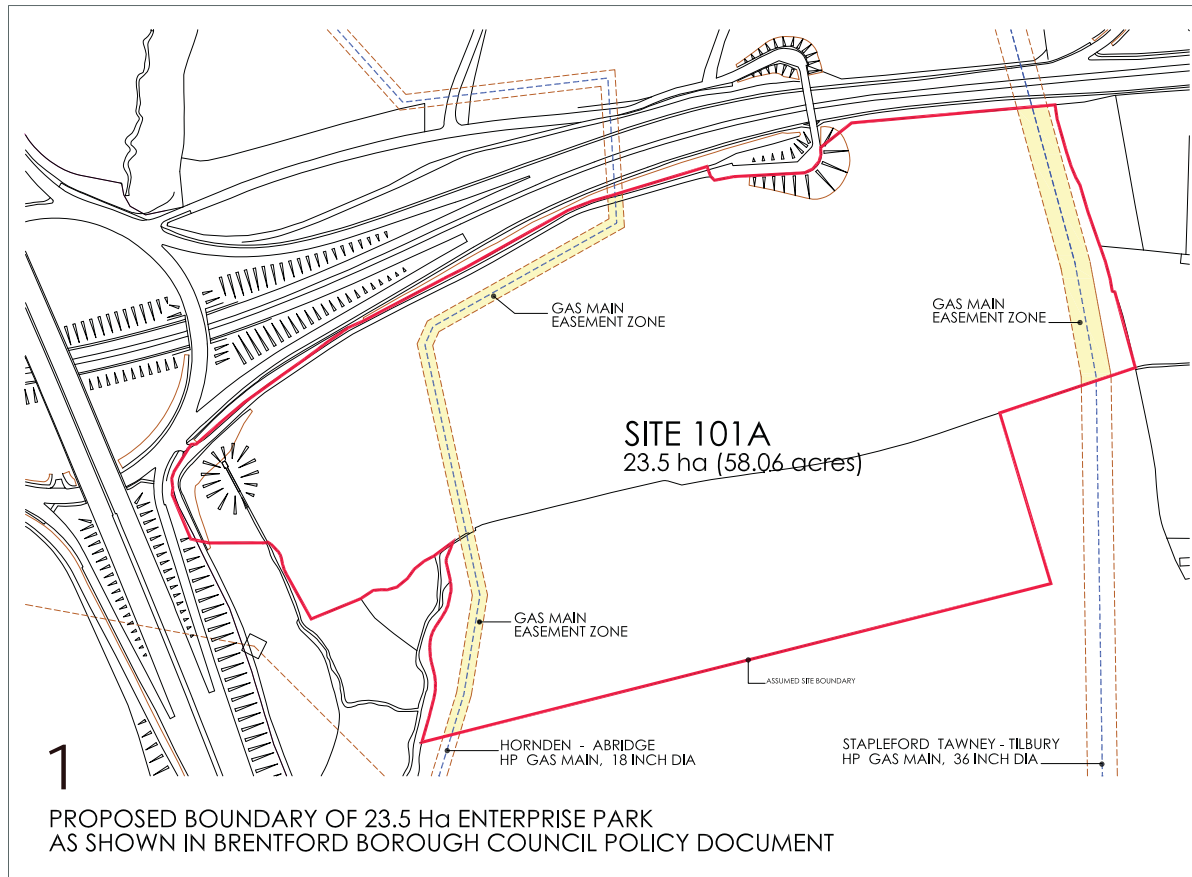
2.01 SITE CONSTRAINTS





2.02 SITE PHOTOGRAPHS





3.0



BRENTWOOD ENTERPRISE PARK | INDICATIVE MASTERPLAN



3.01 MASTERPLAN OVERVIEW





3.02 ARCHITECTURAL STATEMENT

BRENTWOOD ENTERPRISE PARK

The Brentwood Enterprise Park will create a high quality business environment that is well located, well landscaped and well maintained.

The location and quality of the Enterprise Park will be an important consideration in attracting and retaining businesses. Not only will the Enterprise Park need to have a strong identity and provide a wide range of services and amenities, it will also have to demonstrate concern for environmental issues such as land use, transport and sustainability.

Although the Enterprise Park will accommodate a range of business uses, due to the location on Junction 29 of the M25, there will be a bias towards larger industrial and distribution buildings. The density of each phase of development will be determined by building type, parking provision and the amount of space set aside for landscaping.

THE MASTERPLAN

The Master Plan will create large, well-proportioned, rectangular development plots to enable efficient land use and good site coverage. It will be 'loose fit' to retain development flexibility and allow the Enterprise Park to respond and adapt to changes in market requirements.

As part of the master planning process, a clear and detailed set of design guidelines will be established to set high quality standards and ensure consistency in the design of buildings and use of materials

The proposed road layout will be easy to understand with a clear hierarchy. The main estate roads and junctions will be designed for heavy goods vehicle use and will seek to segregate vehicular traffic from pedestrians and cyclists. The selection of road and footpath materials, street lighting, street furniture and road and footpath signage will be specified to ensure consistency throughout future phases of the Enterprise Park development.

To provide a range of amenities on site, it is suggested that a plot is provided for a hotel. As part of the development agreement the hotel could potentially provide additional on-site facilities such as a shop, restaurant, meeting and conferencing facilities and possibly a health club.





LANDSCAPE STRATEGY

In the master planning phase a strong, clear landscape strategy will be developed. Wherever possible, existing trees, hedges and top soil will be conserved. Large scale ground modelling and structural planting will be provided around the perimeter of the site to reduce the visual impact of the development.

The boundary planting will have a natural character using locally occurring tree and shrub species. Within the site all landscape elements will reflect the scale of the development. A generous area of landscaping will be created alongside the main estate road. The area contains an existing stream which will be extensively remodelled and planted to transform its landscape value. Together with the road, this area will create a strong, landscape spine that will become the key, identifying feature of the Enterprise Park.

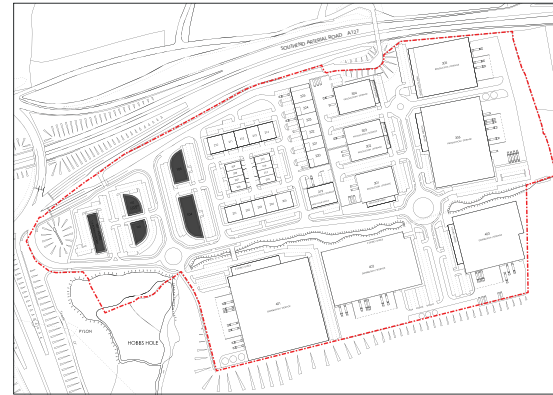
Within the Park, landscaping of the estate roads will have a simple, urban form using a limited palette of species. Boulevards will be created using semi mature trees, grass, hedges and ground cover. A similar design philosophy and palette of materials will be used for the on plot landscaping.

BUILDING DESIGN

On the larger detached and semi-detached buildings, wherever possible office accommodation will face the estate roads with the manufacturing / storage space behind. Loading areas and service yards will be at the back of the buildings so they are well screened and easy to secure. Visitor parking will be clearly identifiable and close to the main building entrance. Larger areas of employee parking will be located between or behind buildings to reduce their visual impact, these parking areas will have an efficient layout to reduce site take.

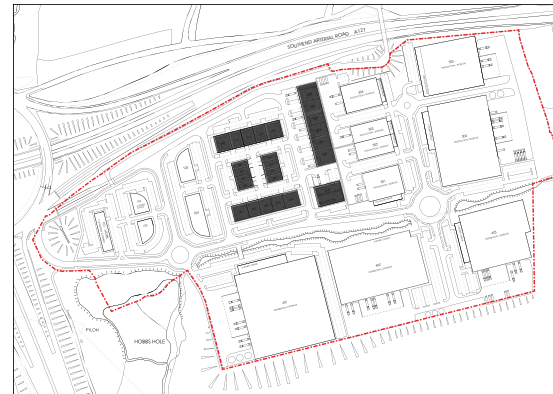
Many of the smaller buildings will be grouped together in fairly formal layouts off the main estate roads. The formal relationship between buildings will create a group identity and foster a sense of community.

All Enterprise Park buildings will have attractive, understated front elevations that project an image of confident, quiet success and reliability, side elevations will be more functional. Rear elevations facing yard areas will be simple, utilitarian and robust.



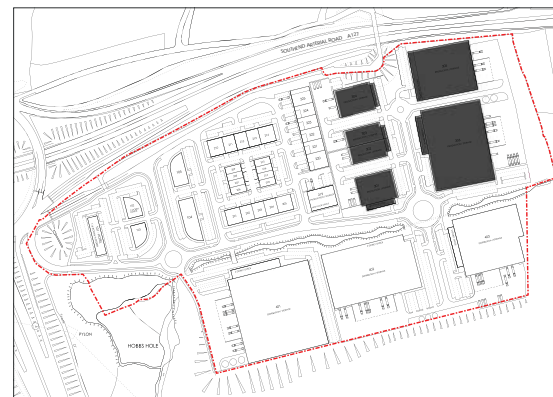
SITE 100

Important gateway site, probable uses include 3 storey office development and a hotel.



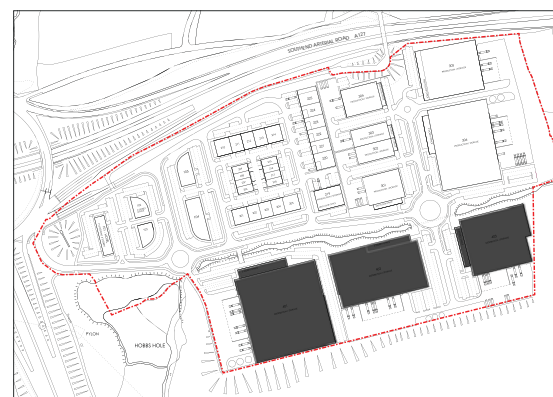
SITE 200

Site with good frontage to A127 and main estate road, probable uses include 2 or 3 storey office, research and development and light industrial.



SITE 300

The 300 site is a less prominent site with plots for larger buildings. Probable uses include general industrial, storage and distribution.

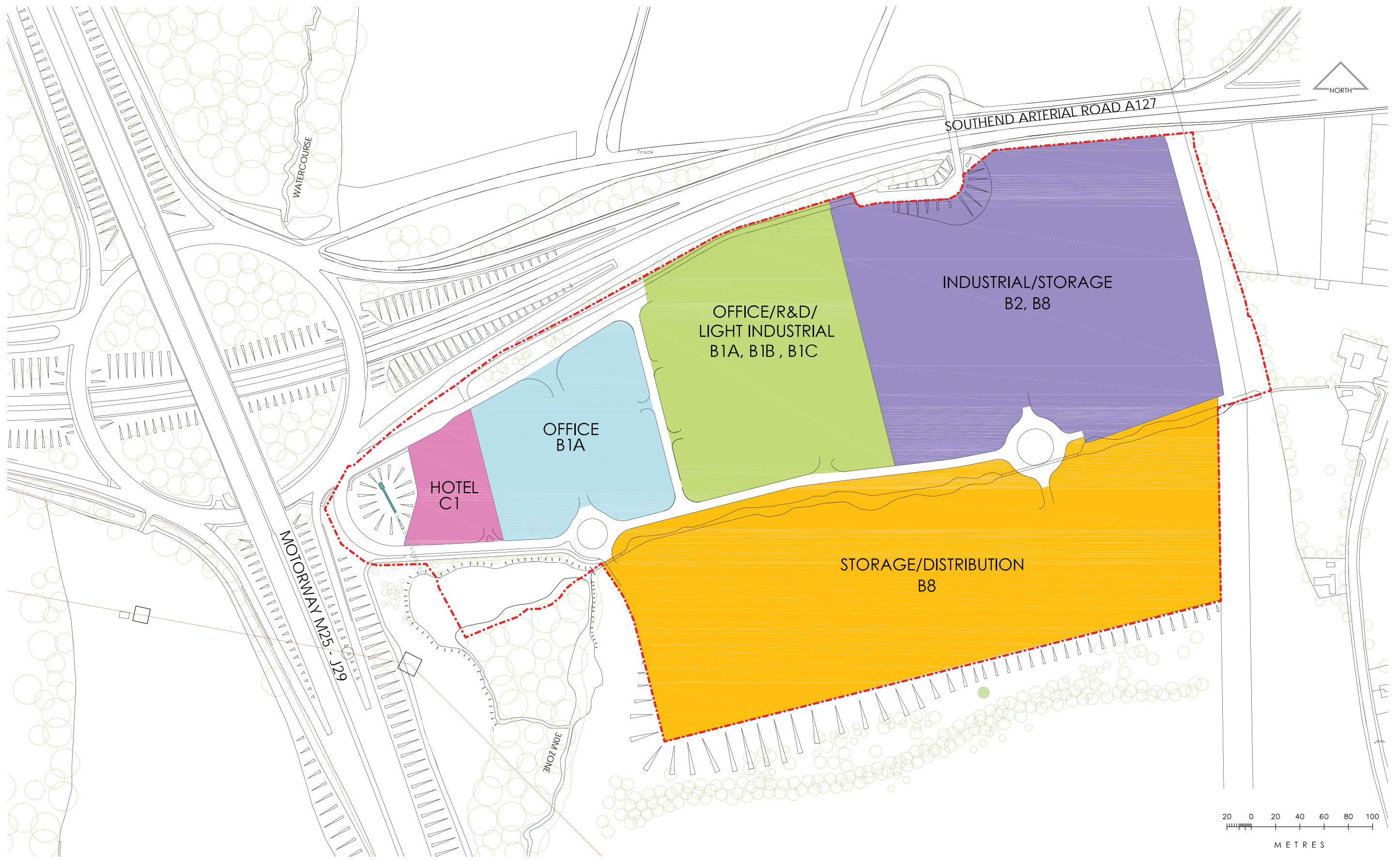


SITE 400

Good frontage to main estate road and landscape spine. The site will accommodate large buildings and probable uses include general industrial, storage and distribution.

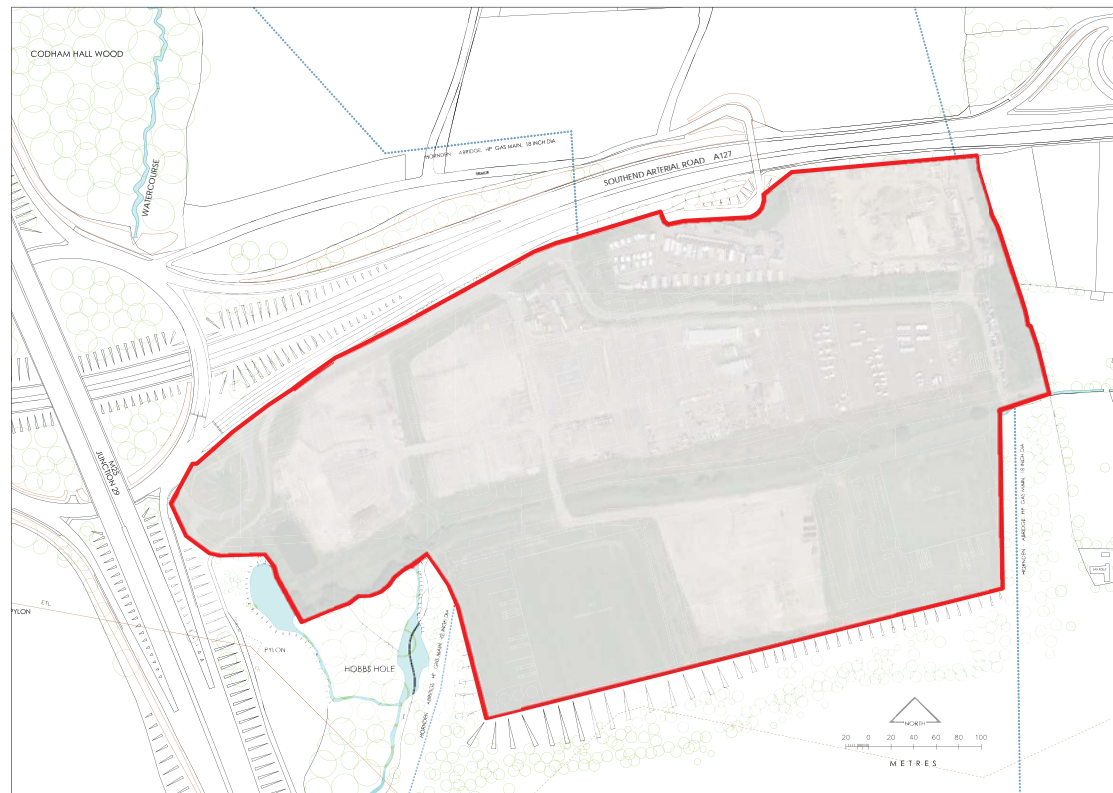
3.03 INDICATIVE UNIT TYPES



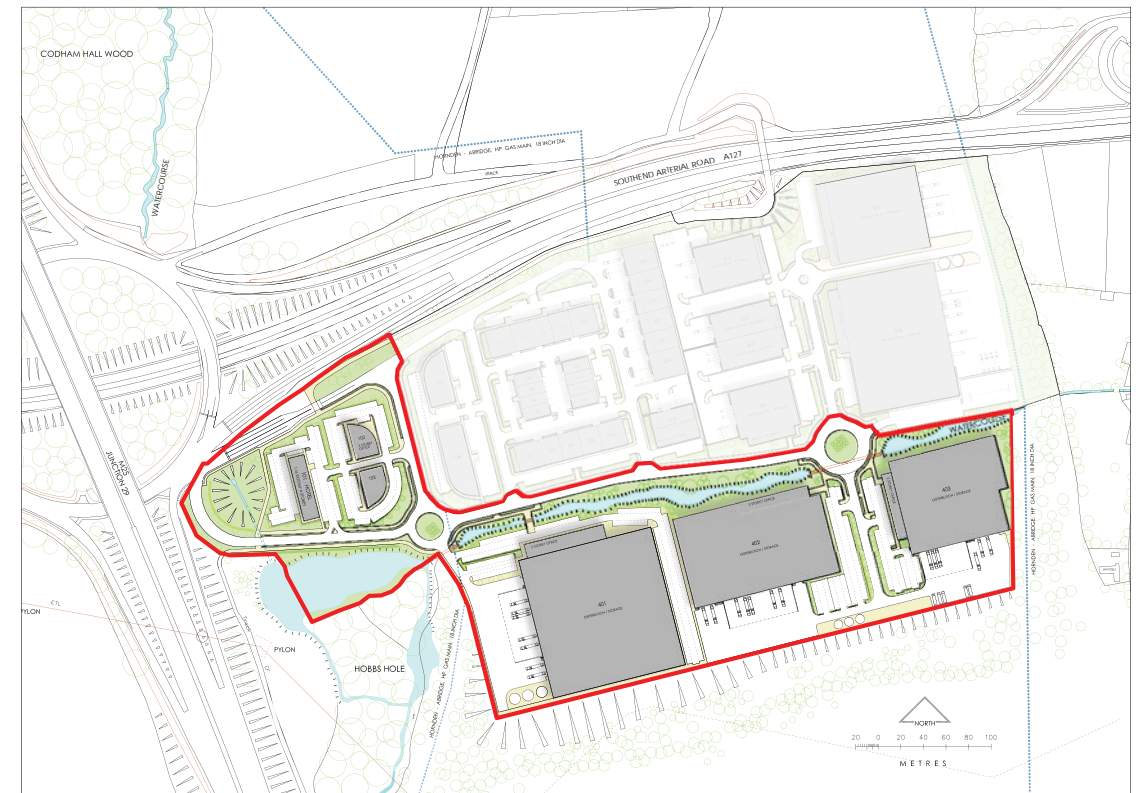


3.04 INDICATIVE TYPOLOGICAL ZONES

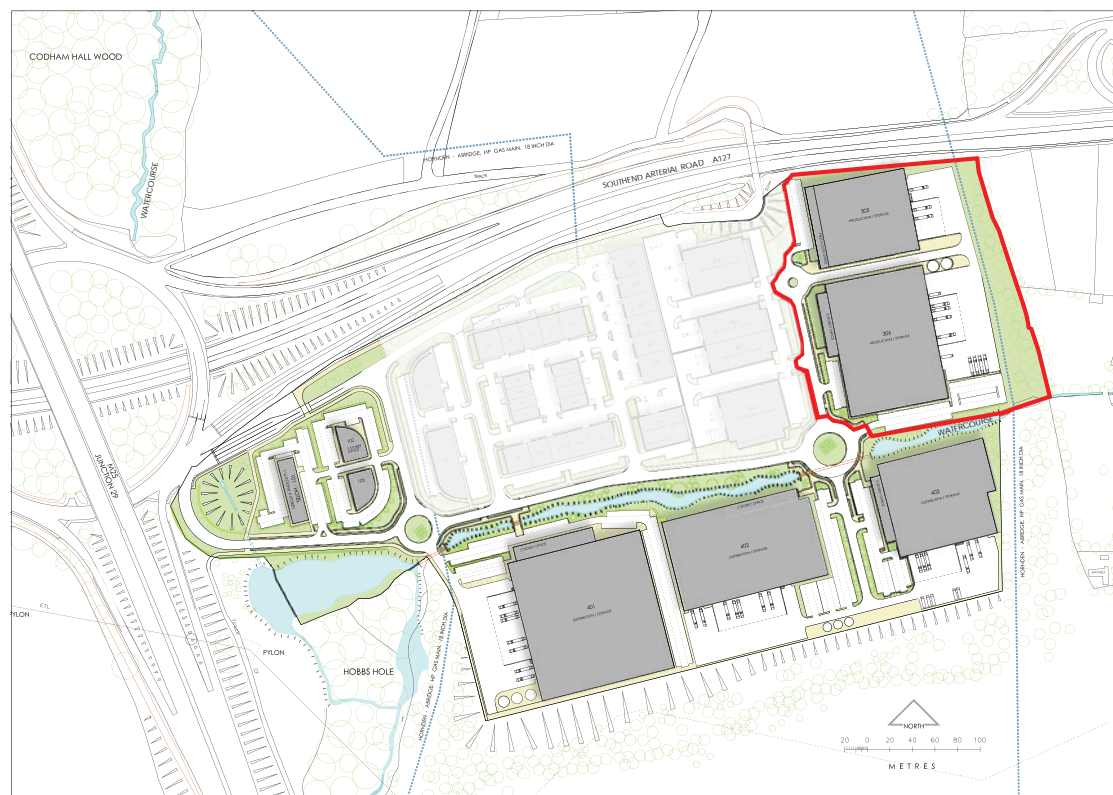




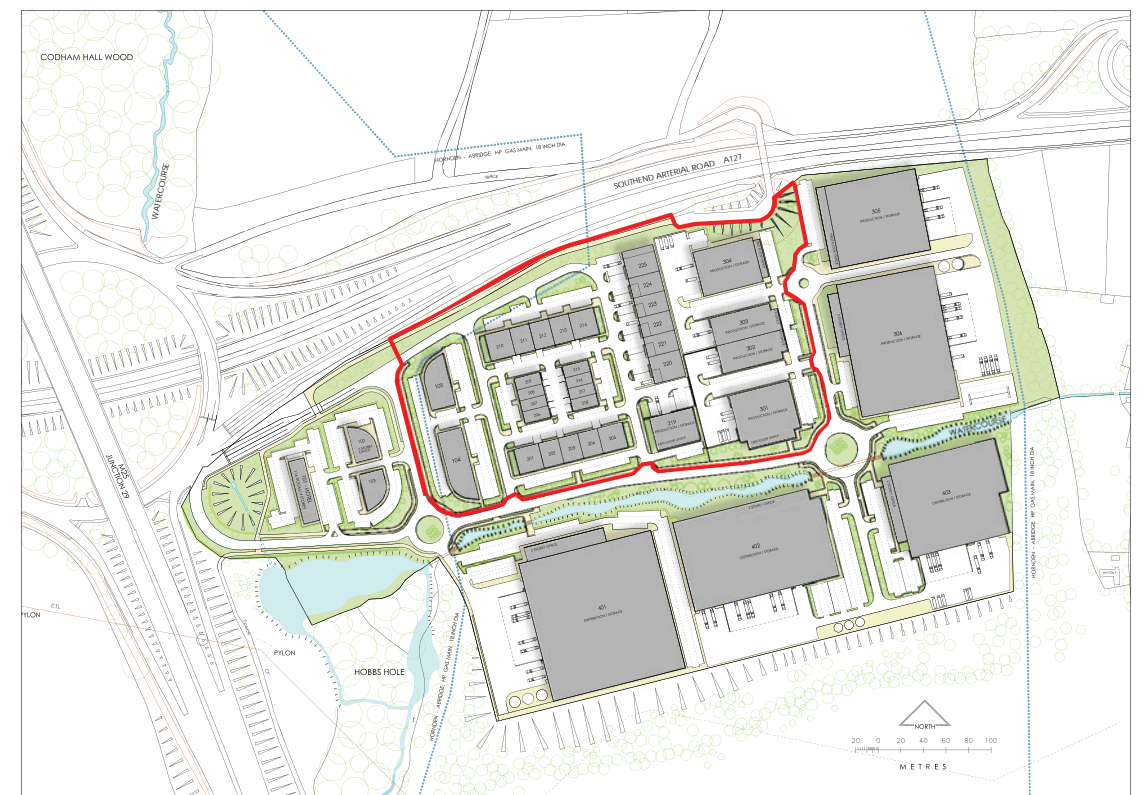
EXISTING SITE



PHASE 1



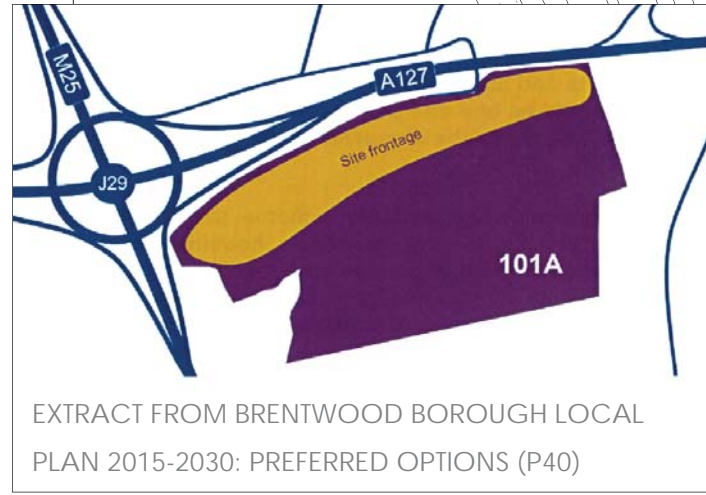
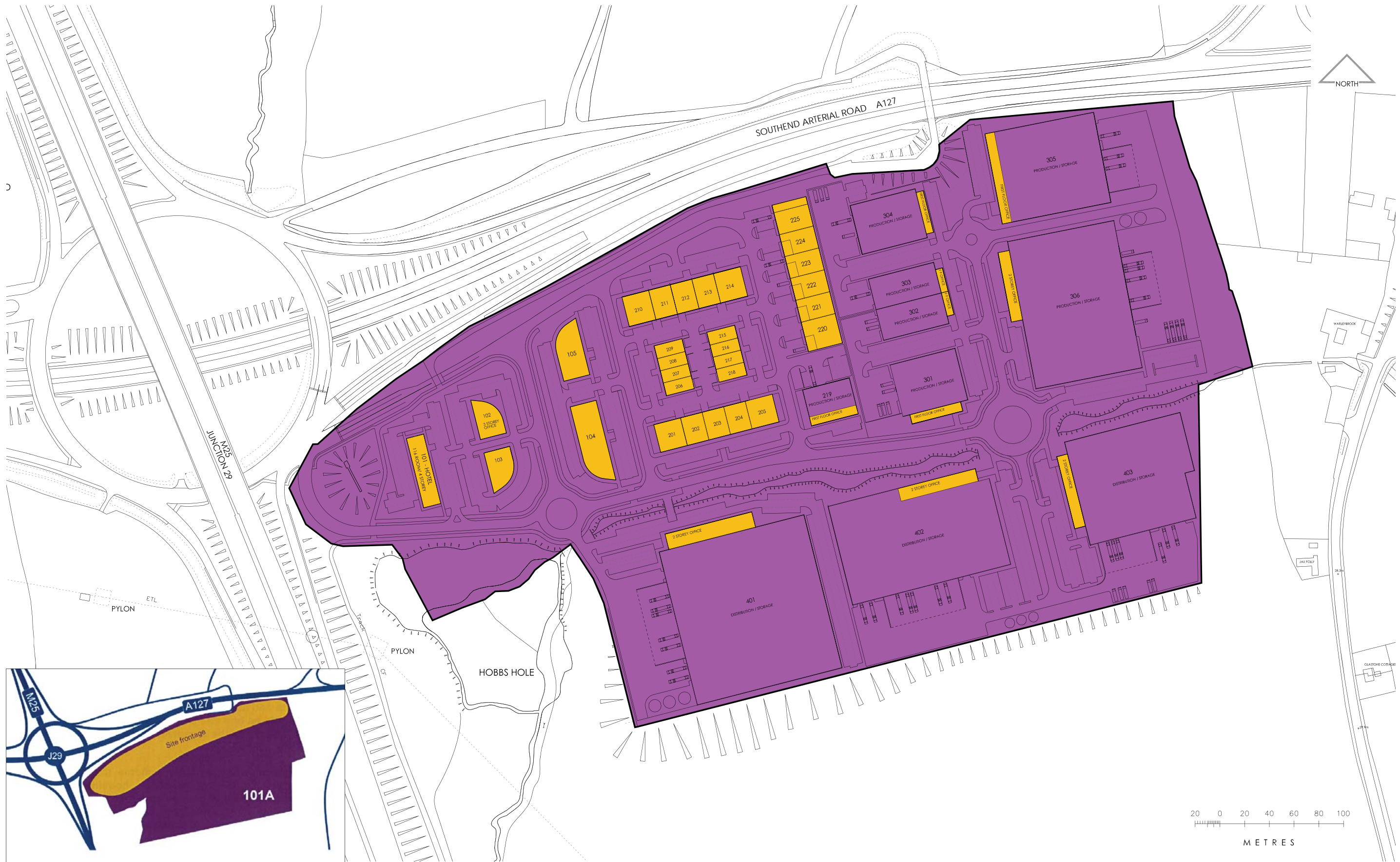
PHASE 2



PHASE 3

3.05 POTENTIAL DEVELOPMENT PHASING PLAN





3.06 ENHANCED FRONTAGES



CAMBRIDGE RESEARCH PARK
WATERBEACH



SLOUGH TRADING ESTATE
SLOUGH



EMERALD PARK
BRISTOL



CENTENNIAL PARK
ELSTREE



WINNERSH TRIANGLE
WOKINGHAM



NFTE
FELTHAM



WESTERN AVENUE BUSINESS PARK
EALING



WINNERSH TRIANGLE
WOKINGHAM

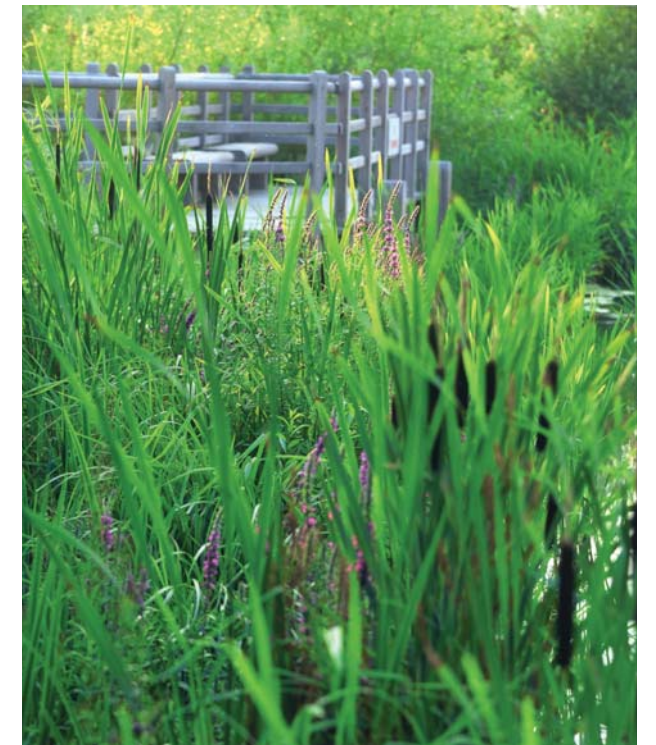
3.07 ILLUSTRATIVE BUILDING TYPES





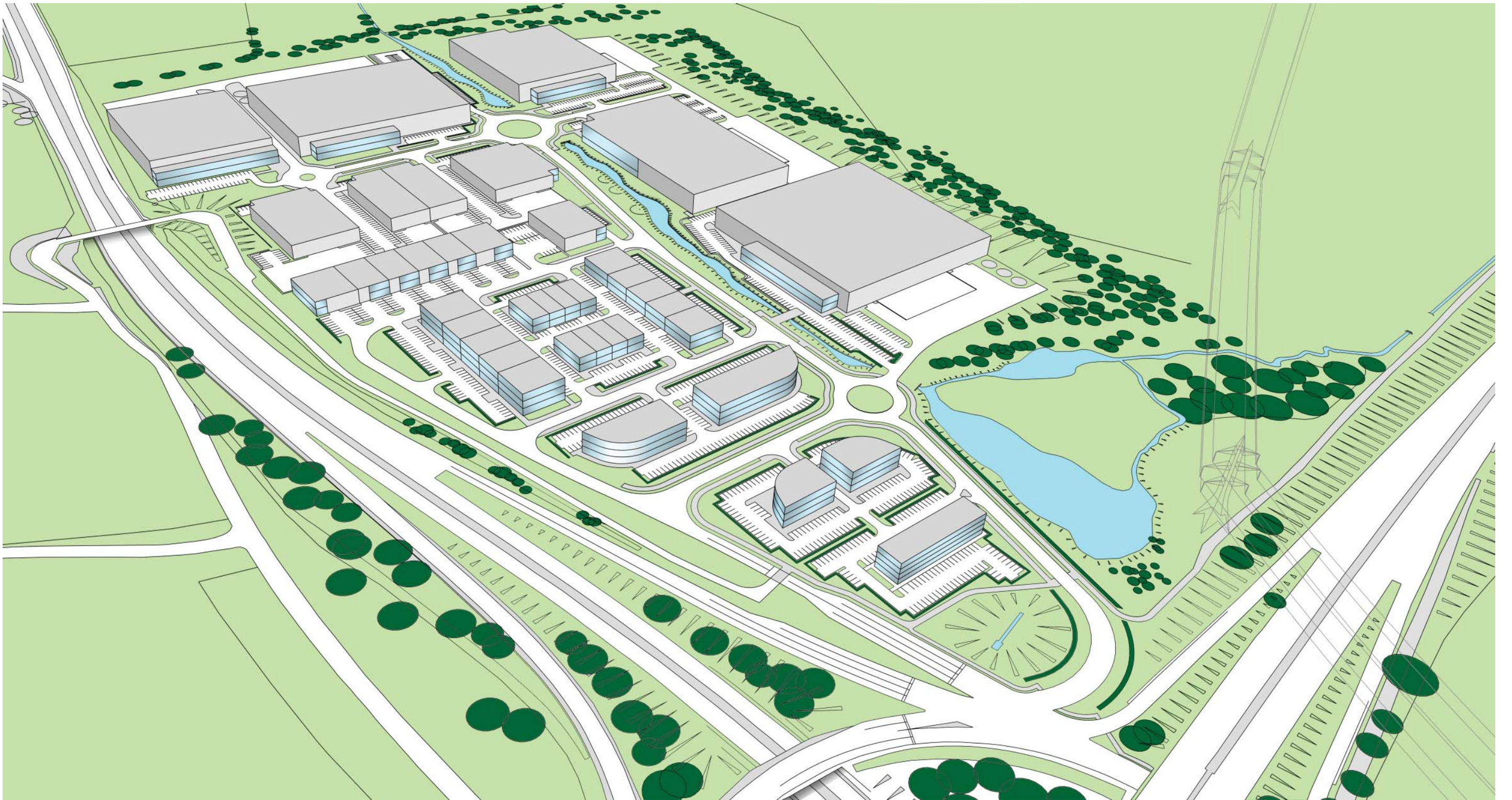
3.08 INDICATIVE LANDSCAPING PLAN





3.09 ILLUSTRATIVE LANDSCAPING





3.10 INDICATIVE CONCEPT VIEW



4.0



BRENTWOOD ENTERPRISE PARK | CORE PROJECT TEAM

CLIENT:

COMMERCIAL AGENT:

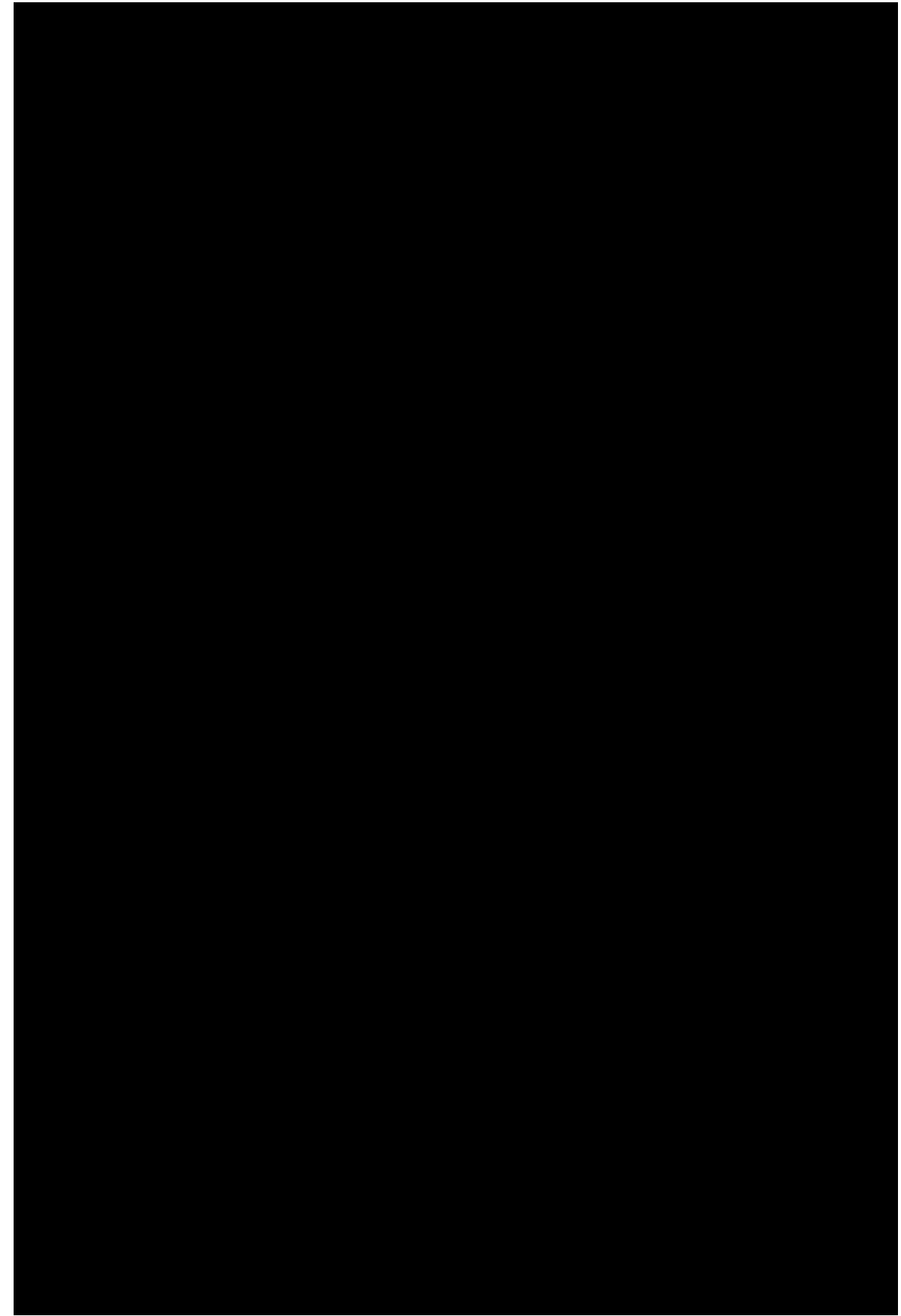
PLANNING:

ARCHITECTURE:

TRANSPORT:

FLOOD RISK DRAINAGE AND
UTILITIES:

LANDSCAPING:





BRENTWOOD ENTERPRISE PARK