

## 4 Parameter Plans

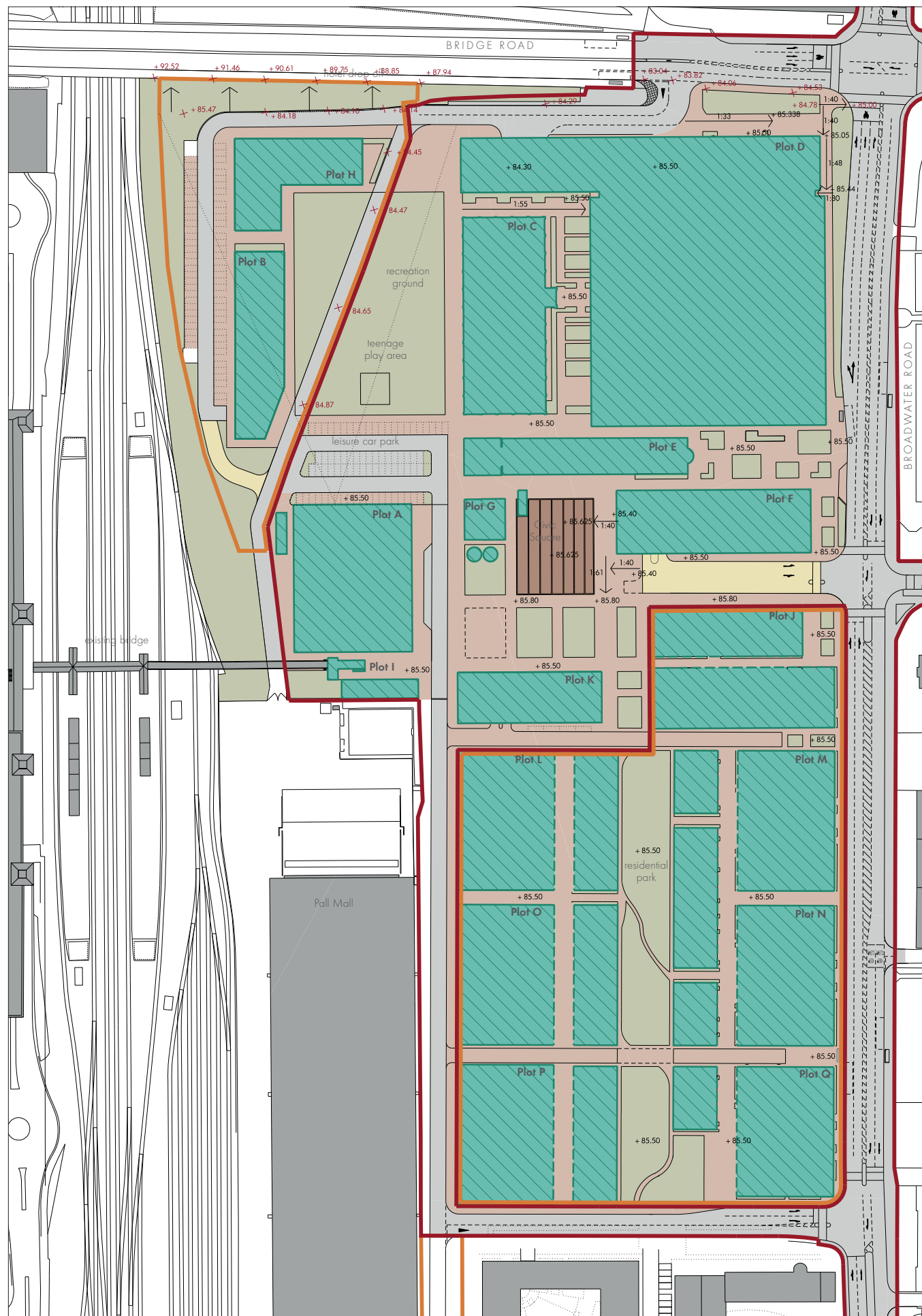
Each of the parameter plans submitted as part of the outline application defines and regulates a separate aspect of the Redevelopment.

The detail proposed by each individual parameter plan is explained in the following chapters and should be read in conjunction with the illustrative scheme and design guides.



Photograph of sketch model illustrating how a development within the parameters might come forward

4.0 Parameter Plans



Development plots

**Development plots**










The Redevelopment is divided into development plots A to Q

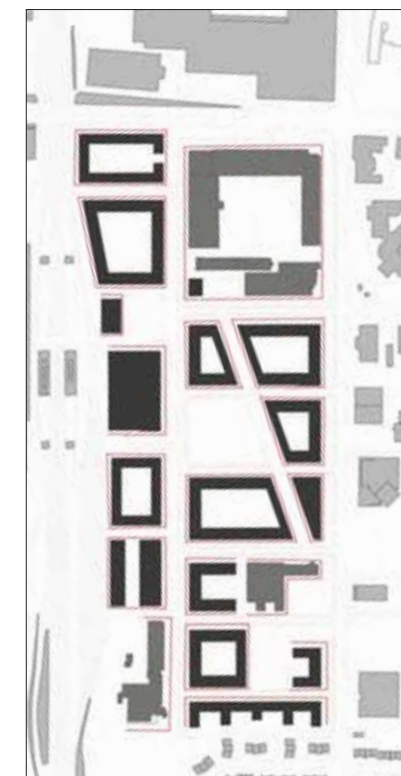
Detailed planning consent is sought for plots:  
A, C, D, E, F, G, K and I.

Outline planning consent is sought for plots:  
B, H, J, L, M, N, O, P and Q.

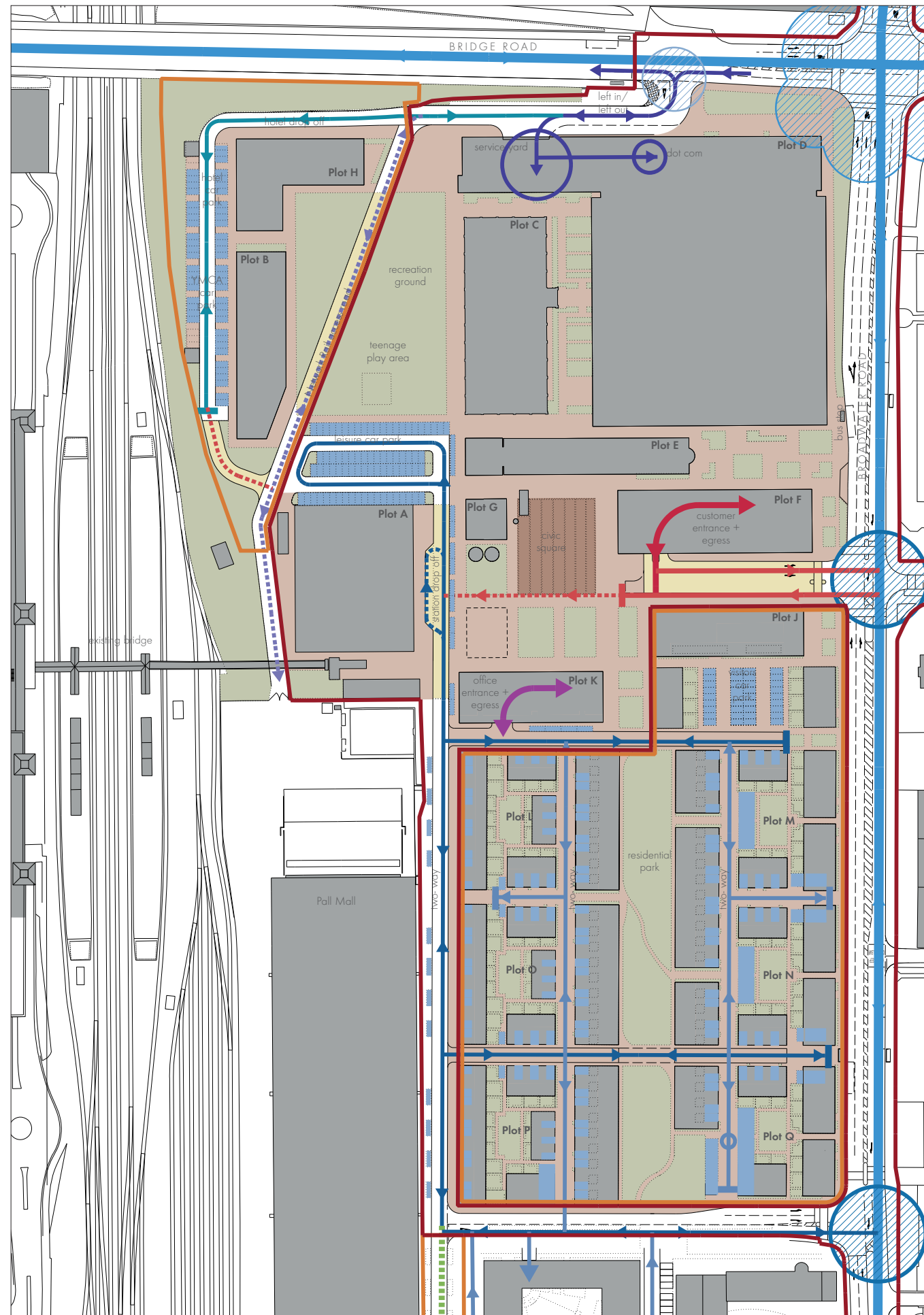
The outline on the plan opposite shows the extent of intended development on plots across the Site. Each plot shown will not be covered by built area but further detail in this regard is provided in both the illustrative masterplan and the design guides. However the 'Development Plots' plan opposite does show the intended building lines and building set backs.

Any development plot may also include buildings, car parking, pavements and public space. Areas outside the development plots have to accommodate major and minor access roads, footpaths, landscaping and open space features.

-  Outline Application Boundary
-  Detailed Application Boundary
-  Development plot- General
-  Main access roads- no built zone
-  General pavement- no built zone
-  Shared surface areas- no built zone
-  Main green areas- no built zone
-  +84.87 Existing levels
-  +84.87 Proposed levels



SPD development plots



Vehicular access

**Vehicular Access**

There are two main vehicular entrances onto the Site from Broadwater Road and one entrance from Bridge Road. The Hyde Way road access was historically the main entrance for deliveries to the Shredded Wheat factory. In the future Hyde Way will provide access and egress to and from the supermarket basement car park only.

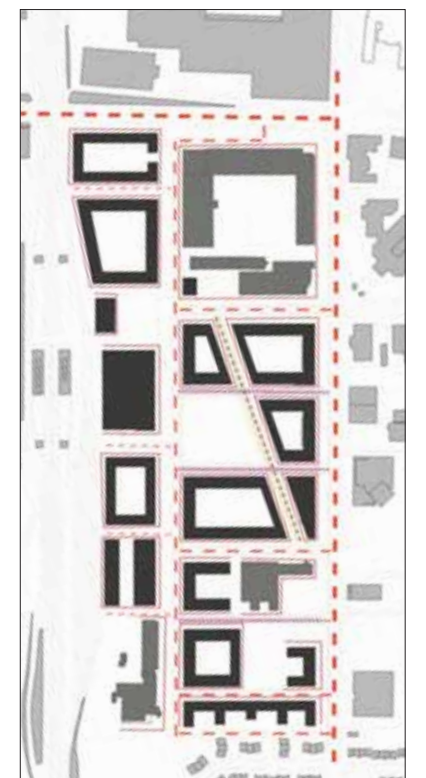
The road adjacent to the Roche factory building has been widened, by agreement with the adjoining land owners, in order to accommodate both the Redevelopment and the proposed development of the adjacent land owned by Taylor Wimpey. This road will be the only route to access the residential areas, the leisure centre car park and the station drop off.

The road that leads to the Site from Bridge Road gives access to the Pall Mall site, the Network Rail service yard, the Network Rail emergency access road, the hotel, the YMCA facility and the supermarket service yard. The route that crosses the recreation ground will be restricted to Network Rail and Pall Mall site access.

It is anticipated that when the Pall Mall site comes forward for development that they will connect into the network of roads provided by this Redevelopment in line with the BRW SPD.

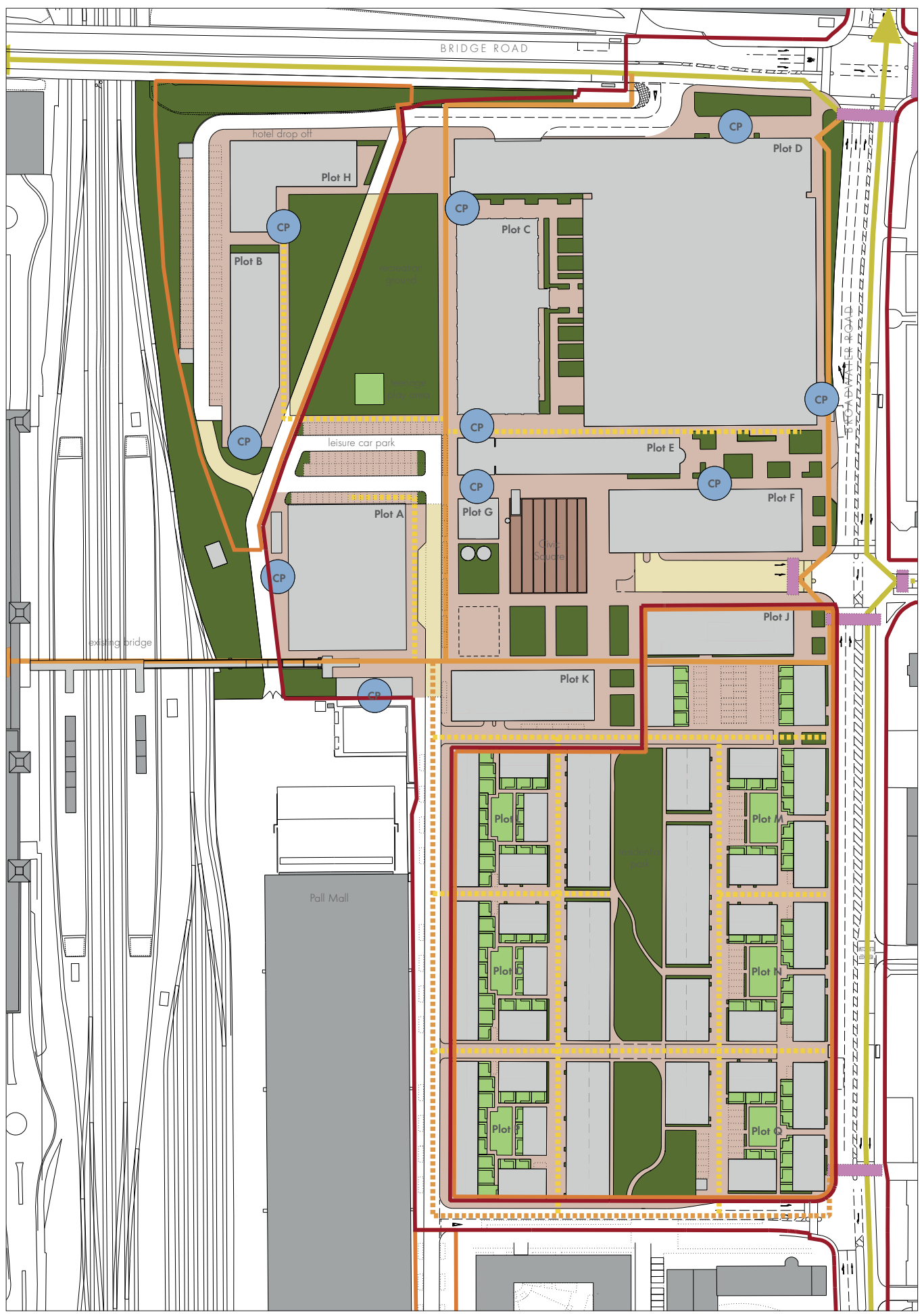
All vehicular routes are in line with the BRW SPD proposals. The detailed strategy has been developed and agreed with the adjoining stakeholders and through consultation with the County highways authority.

- Outline Application Boundary
- Detailed Application Boundary
- Primary Routes- Off Site
- Main Site Access Points
- Secondary Site Access Point
- Primary Routes
- Secondary Routes
- Residential Mews Streets
- Restricted/emergency access only
- Service turning area
- Network rail access road (emergency)
- Station Drop off
- Hotel/YMCA parking access
- Car Park Access/egress retail customer
- Car Park Access/egress office/leisure/community
- Junction Improvements
- Car Parking (on street and integral garages)
- Future Link to Taylor Wimpey



SPD vehicular routes





Pedestrian and cycle access

**Pedestrian & Cycle Access**

The diagram opposite shows pedestrian and cycle routes proposed to be provided by the Redevelopment and the extent which they align with the BRW SPD. Between Bridge Road and the Taylor Wimpey site there are eight different pedestrian routes into and across the Site. All of these provide routes through the Site either via Bridge Road or the Bridge to the town centre.

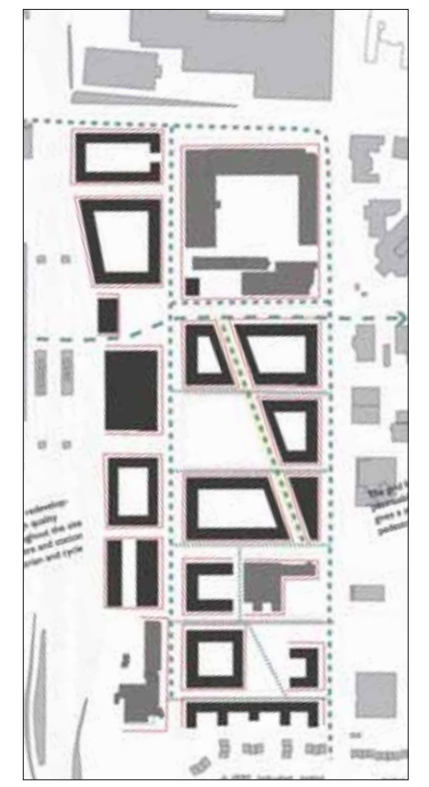
Pedestrian access is only limited within the residential courtyards, where privacy and security is required, and the Production Hall office garden area.

The new cycle network links Broadwater Road to the town centre via the Bridge which will be provided with not only a significant covered cycle park but also a lift so bicycles may be taken to the railway platforms. Going north from the station cyclists may travel from the railway station to the YMCA, the hotel and the Production Hall offices as well as connecting to Bridge Road. Travelling south from the station the cycle route could connect into the Taylor Wimpey development but otherwise connects to Broadwater Road via a signalised crossing. In addition cyclists may cross the Civic Square and cross adjacent to Hyde Way.

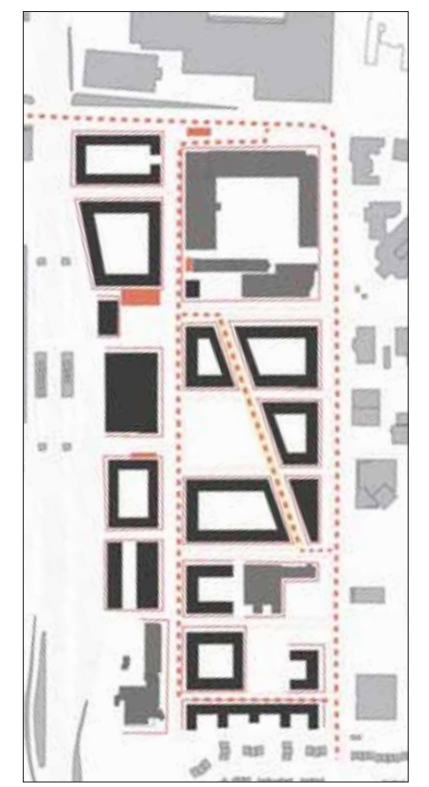
**The number of cycle stands distributed across the Redevelopment is as follows:**

Retail ( food store )	60
Small retail	15
Office	100
Leisure	133
Residential	
1 bed apartments	100
2 bed apartments/houses	166
3 bed houses	30
4 bed houses	48
Care home	2
Doctors surgery	9
Hotel	11
YMCA nursery	1
YMCA accommodation	8
YMCA community	5
Cultural	11
Leisure	133
Cafe	10
Railway station	200
<b>Total</b>	<b>909</b>

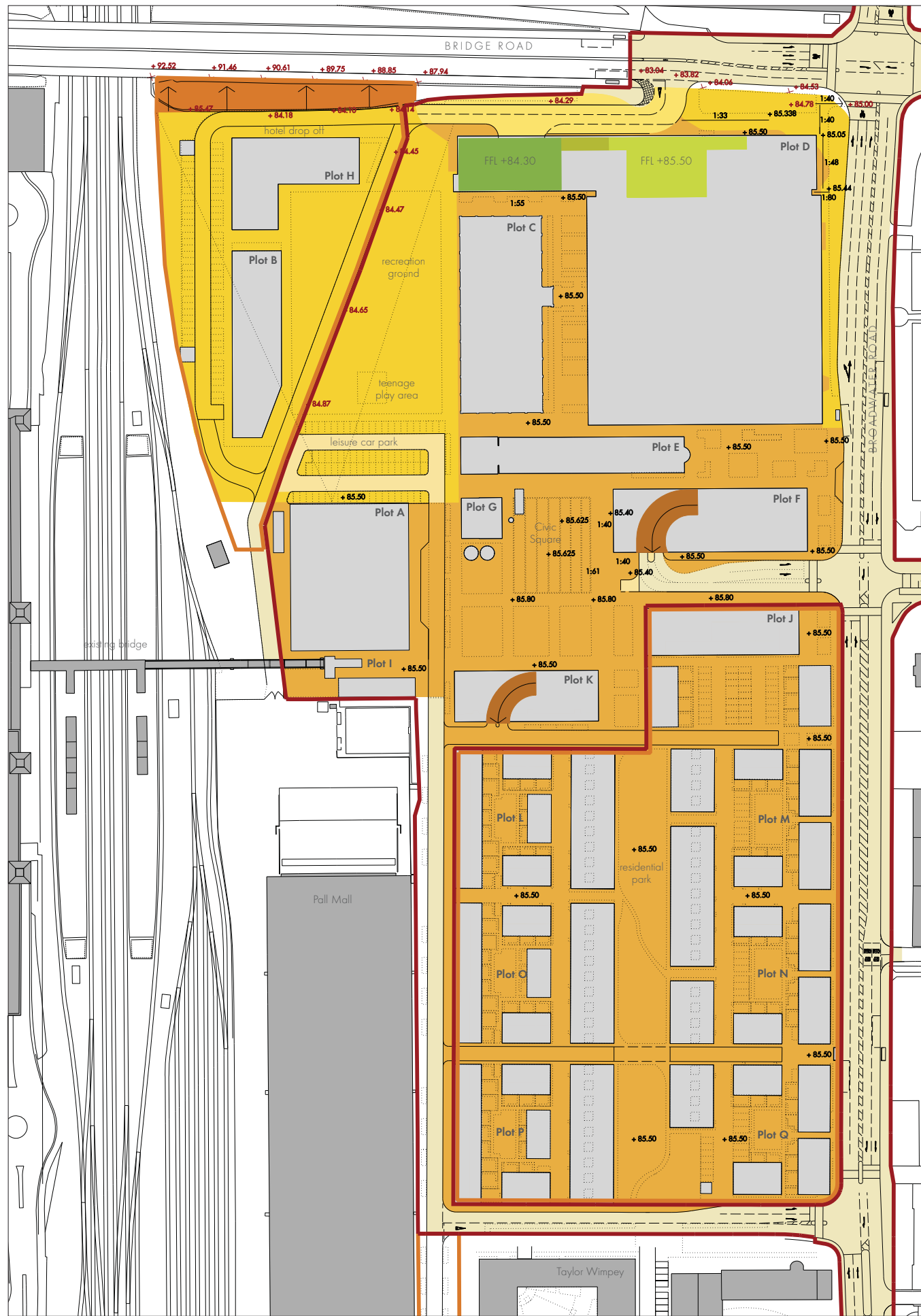
- Outline Application Boundary
- Detailed Application Boundary
- Proposed local cycle route (HCC)
- Proposed local cycle route (ARUP)
- On-Street cycle route (Spenhill)
- Off-Street pedestrian/cycle route (Spenhill) (3m min.)
- Other routes accessible cyclist (unsigned)
- Toucan crossing
- Cycle parking
- Civic Hard Landscape
- General Pavement
- Shared Surface



SPD pedestrian routes



SPD cycle routes












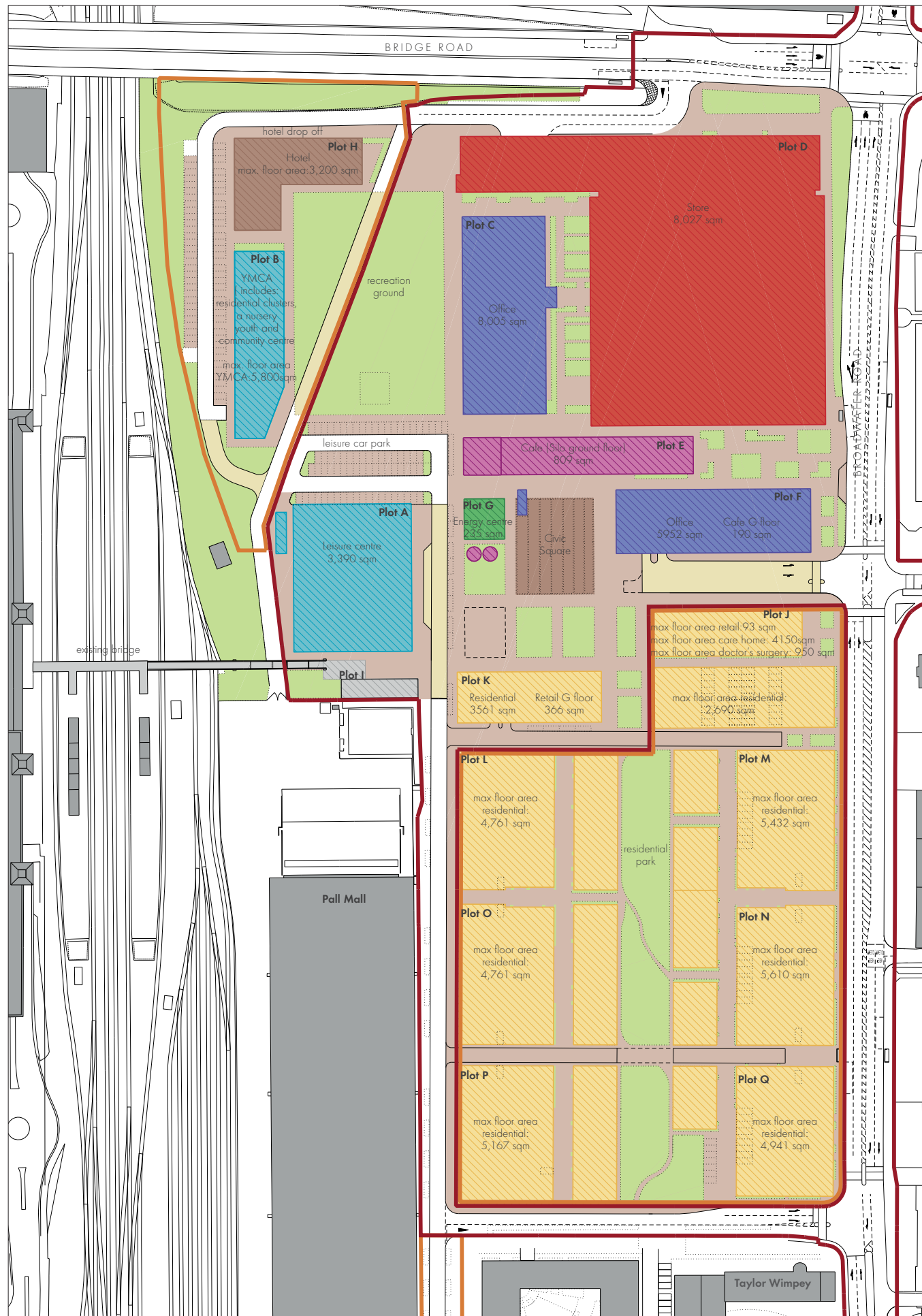
Proposed levels

**Proposed Levels**

The Site levels proposed have been developed assuming the existing perimeter and pavement levels remain. Generally the scheme follows the existing site topography.

Any proposed gradients have to be less than 1:21 and have a landing for every 500mm rise where possible and where practicable slopes will be employed in lieu of steps. Where steps are necessary they will comply with the Approved Document Part M of the Building Regulations.

-  Outline Application Boundary
-  Detailed Application Boundary
-  Illustrative footprint
-  Service yard
-  Dot Com area
-  Ramp down to basement
-  Slope
-  +84.87 Existing level
-  +85.50 Proposed level



Distribution of uses

**Distribution of uses by plot**

The disposition of uses, the maximum development areas and the planning use classes proposed are all noted on the plan opposite. Strategically the mixed use area is located adjacent to the town centre entrance, via the Bridge, and is made up of plots A-K. The majority of these plots are considered as part of the first phase of development and are noted below

**Phase 1 development ( plot A,C,D,E,F,G,I,K )**

- A A leisure centre of 3,390 sqm ( Class D2 )
- C Production hall studio space of 8,005 sqm ( Class B1 )
- D A supermarket with a net sales area of 4,646 sqm ( Class A1 )
- E Cafe/restaurant of 809 sqm and a heritage centre of 627 sqm ( Sui Generis )
- F Office of 5,952 sqm ( Class B1 )
- G An energy centre of 235 sqm ( Sui generis )
- I A new stair and lift to the bridge
- K Residential of 3,561 sqm ( Class C3 ) and retail of 366 sqm ( Class A1-A5 )

To the south of the Civic Square the first part of the outline application development is for residential use. If all plots are developed the scale of development proposed could provide 344 new homes.

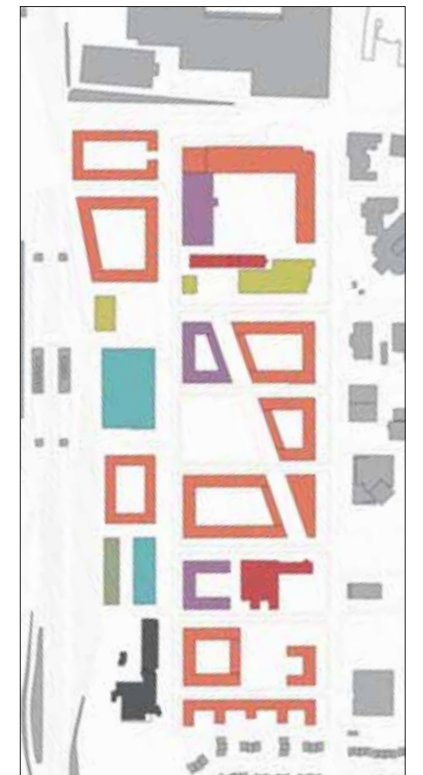
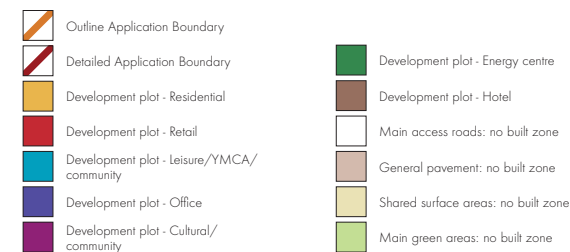
**Phase 2 and 3 development ( plot J,L,M,N,O,P,Q )**

- J A doctor's surgery of max. 950sqm ( Class D1 ), a retail unit of max. 93 sqm ( A1-A5 ), an extra care home of max. 4,200 sqm( Class C2 ) and residential use of max. 2,690 sqm ( C3 )
- L Residential use of 4,761 sqm ( Class C3 )
- M Residential use of 5,432 sqm ( Class C3 )
- N Residential use of 5,610 sqm ( Class C3 )
- O Residential use of 4,761 sqm ( Class C3 )
- P Residential use of 5,167 sqm ( Class C3 )
- Q Residential use of 4,941 sqm ( Class C3 )

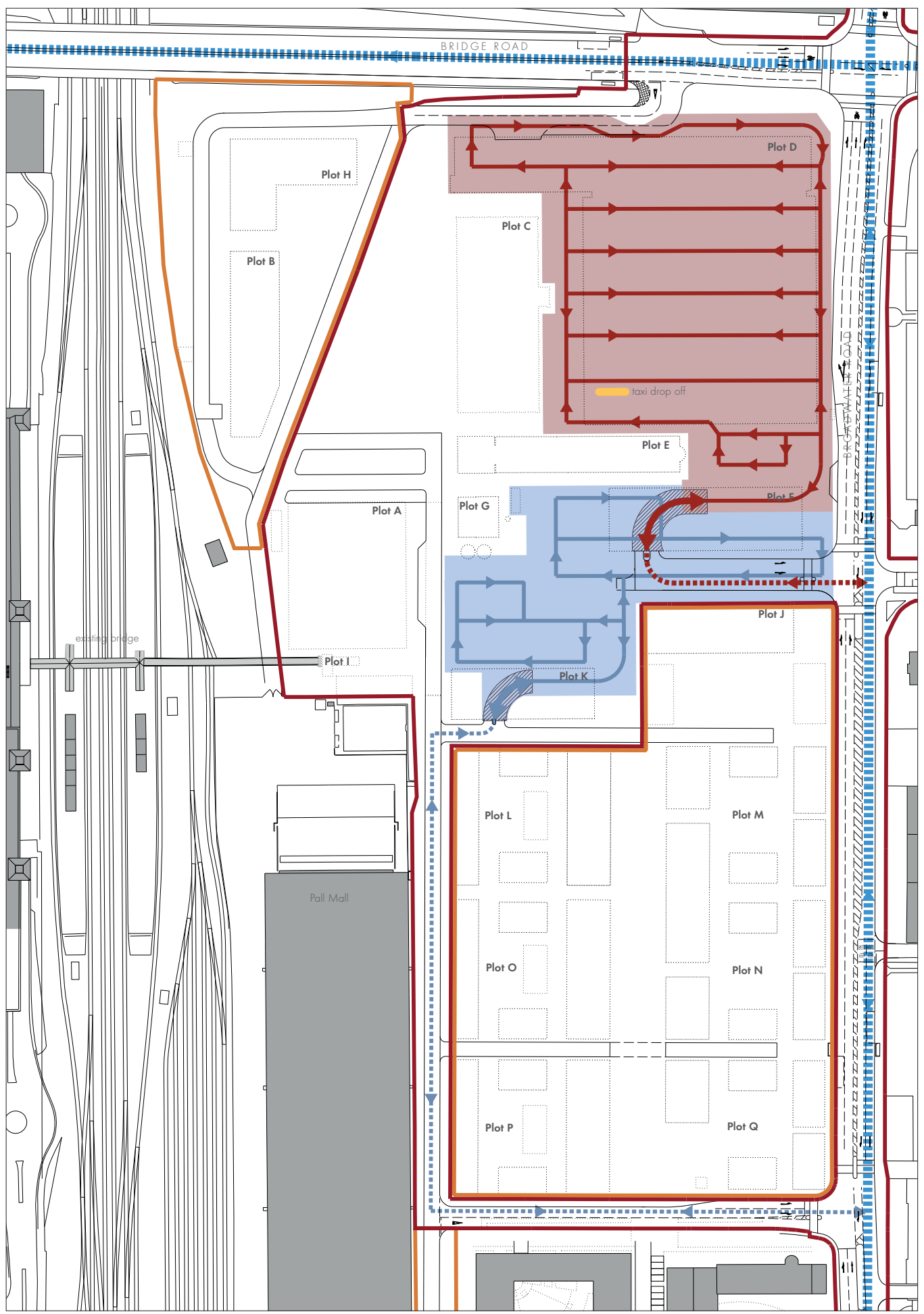
To the north west corner of the Site plots B&H provide further opportunity for community and leisure facilities. The YMCA are currently in conversation with Spenhill about progressing their scheme for this site to include a nursery as well as their traditional youth and community centre functions. Spenhill also have evidence of interest from national hotel chains for plot H for an 80 room hotel.

**Phase 4 development ( plot B,H )**

- B A YMCA facility of max. 5,800 sqm ( Class C1, C2, D1, D2 )
- H A hotel of max. 3,200 sqm ( Class C1 )



SPD landuse strategy



Car Parking and Basement Access

**Car Parking and Basement Access**

The car parking strategy is compliant with the Council' adopted parking standards. Given the objectives of the BRW SPD to achieve a 'balanced approach to car parking recognising the Site's close proximity to the station and the town centre' the Redevelopment promotes sustainable forms of transport including cycling, walking and train travel. As a consequence of this strategy and the wider access provided by this masterplan it has not been necessary to exceed Council standards.

The basement access and car parking plan ( opposite ) shows the parking provision below ground. There are two car parks with separate ramps, pedestrian access and egress. The separation of the the car parks and their access points means that traffic flow is evenly distributed across the Site.

The supermarket car park has a two way access ramp from Hyde Way underneath building K. There are a total of 427 customer spaces which will provide free 3 hour car parking for those using the store, visiting the area or the town centre.

The 'office and staff' car park is accessed off the spine road south west of the Civic Square by a two way ramp. This provides 152 spaces and has pedestrian access (lift and stairs) directly into the west side of the Civic Square close by the station access, the office entrance and the leisure centre. This car park may also be used by Tesco store staff and the leisure centre.

The distribution of car parking across the Site is as follows:

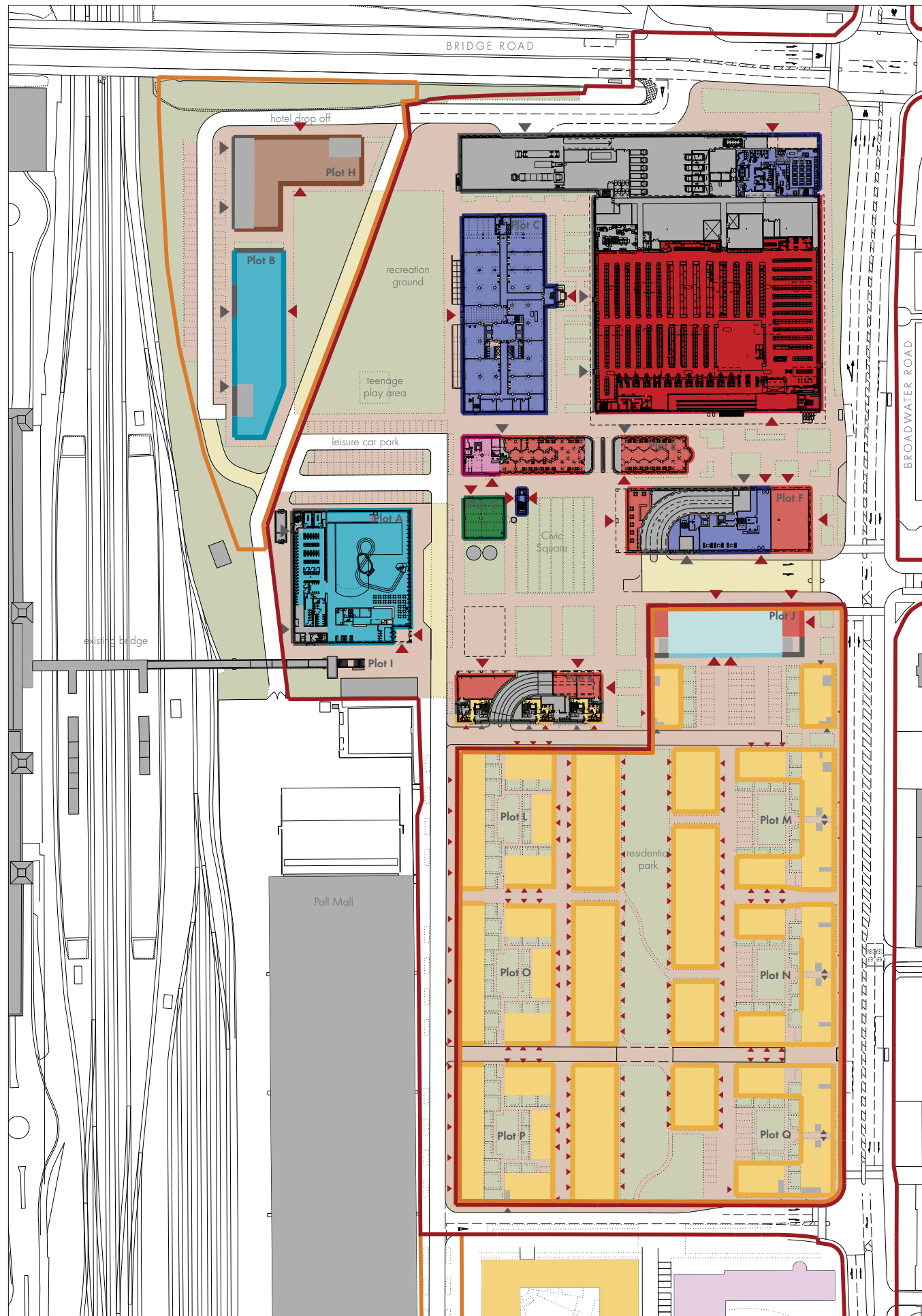
<b>At basement</b>	
Retail	459
Office	120
Leisure	73
<b>At grade</b>	
Care home	6
Doctors surgery	14
Hotel	30
YMCA nursery	5
YMCA accommodation	25
YMCA community	(included in YMCA accommodation)
Cultural	(link / pass-by)
Leisure	85
Cafe	(link / pass-by)
Railway station	(link / pass-by)
1 bed apartments	36
2 bed apartments	36
2 bed maisonettes	54
<b>Integral garages</b>	
2 bed houses	9
3 bed houses	60
4 bed houses	96
<b>Total</b>	<b>1,108</b>

- Outline Application Boundary
- Detailed Application Boundary
- Primary routes- off site
- Basement retail carpark
- Car park access/egress retail customer
- Community/Office carpark
- Car Park circulation Office and community
- Basement drop off



SPD parking strategy





Ground floor uses and frontages

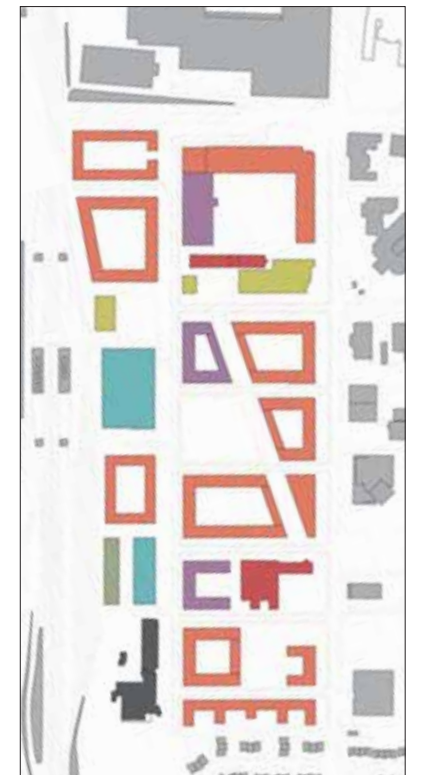
**Ground floor uses and frontages**

The ground floor use and active frontage plan ( opposite ) illustrates how the public and community uses will be easily accessible from the town centre. In line with the BRW SPD we have seen it as 'imperative' to blocks to create active frontages to the surrounding streets and public spaces.

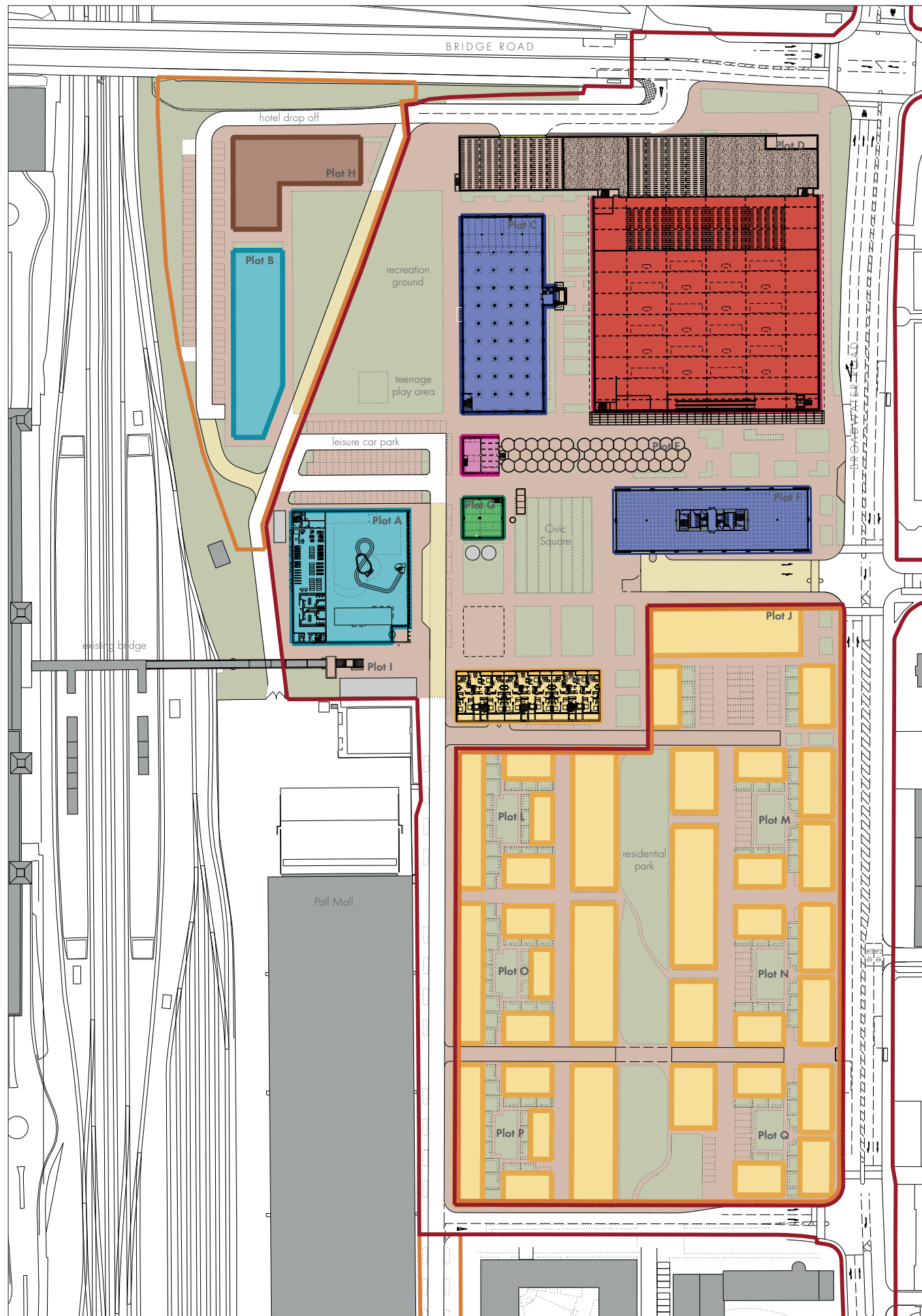
The Redevelopment creates streets and spaces which are active and overlooked. This is in line with the BRW SPD which states ' open spaces, whether they are streets, footpaths, play areas or parking areas will be overlooked, defined or enclosed by buildings. Secured by Design ( the UK police flagship for security and designing out crime ) highlights the need for natural surveillance in order to create vibrant and secure pedestrian routes.' Clear differentiation between the fronts and backs of properties as well as public and private access should create a good sense of enclosure and neighbourhood character.

Active frontages to the surrounding buildings of the Civic Square with plant spaces for cafe seating aim to enliven the ground floor while providing facilities to support the residents and the local community as a whole.

- Outline Application Boundary
- Detailed Application Boundary
- Retail frontage
- Office frontage
- Residential frontage
- Leisure and community frontage
- Cultural frontage
- Hotel frontage
- Doctor's surgery
- Back of house, servicing
- Public access and front door
- Private access
- Residential front doors



SPD landuse strategy



Proposed upper floor uses

**Upper floor uses**

The upper floor uses plan ( opposite ) illustrates a vertical mix of uses in the central area of the proposed Redevelopment. Where we are submitting detailed proposals for a particular development plot the plan of those buildings has been illustrated in detail. Elsewhere the outline proposals merely illustrate by colourcoding the proposed use above ground level.

The overlooking of the public spaces by residential units, the leisure areas, the care home, the YMCA, the hotel and offices will further assist the natural surveillance of the public spaces but more importantly will animate these spaces.

- Outline Application Boundary
- Detailed Application Boundary
- Retail frontage
- Office frontage
- Residential frontage
- Leisure and community frontage
- Cultural frontage
- Hotel frontage
- Doctor's surgery
- Back of house, servicing
- Front door
- Back of house access
- Residential front doors





Photograph of sketch model illustrating 3 density and character zones across the site

#### Densities

The SPD recognised that higher densities would be appropriate in the central area of the Site linked to the bridge. This intensification, although no longer industrial as envisaged by Ebenezer Howard, does continue the intention that a higher density of development near the centre should maintain the agricultural areas, now known as the 'Green Belt', at the periphery.

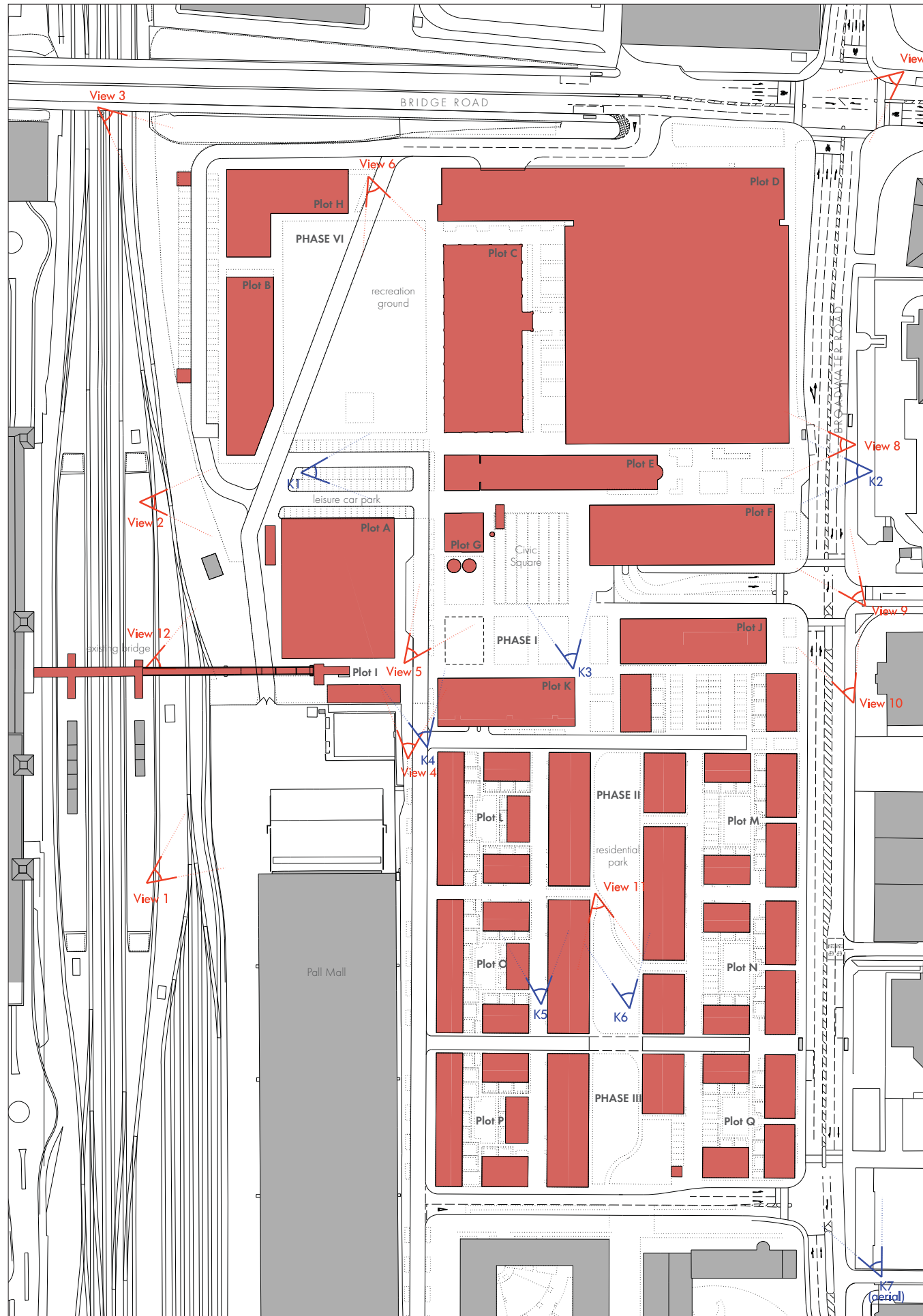
The central area around the proposed Civic Square will have the greatest mix of town centre uses - retail, cafe space, heritage/ community centre, doctor's surgery and offices as well as residential use on the upper floors overlooking the public space. Adjacent to the station and the main east west link to the town centre, provided by the Bridge, this area is appropriate for a higher density of employment, retail, residential and community use. One of the BRW SPD 'Key Elements' within its proposal for a broad land use arrangement was for an 'employment hub next to the station'. With the 1920s Production Hall as offices and a new office building adjacent to the silos - as well as retail, leisure and care facilities- the proposals for the Redevelopment align with this core strategy. The density will be equivalent to the density of Louis de Soissons' planned town centre on the west side of the railway lines.

The southern residential area provides for a mixture of apartment blocks and town houses with back gardens overlooking and formalising the edges of the park. This permeable block form in a grid layout is coincident with the key values of the BRW SPD with the aim of creating a new residential community. The Site coverage for the residential area is 35%. The density across the residential area only is 88 dph and its plot ratio 0.9.

The north-western area of the Site accommodates two buildings enclosing a generous size recreation ground which recreates an original open space area east of the production hall. Given the size of the open space the site coverage is 27%.

Looking at the overall Redevelopment 39% of the Site is covered by development, leaving 61% for highways and open space.





Principal public realm areas and strategic views

**Key Views**

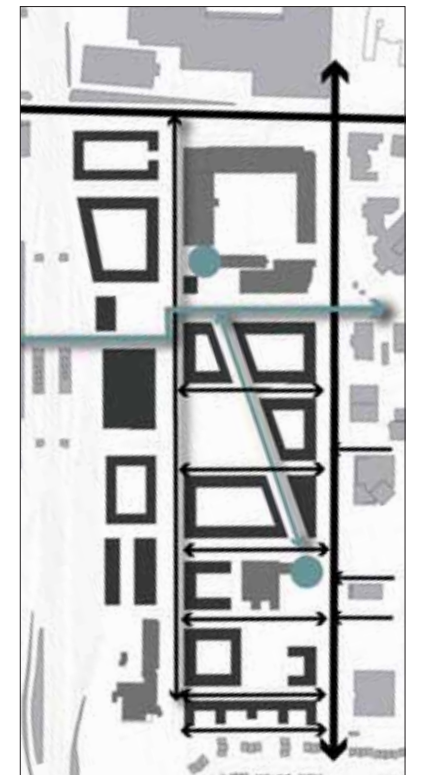
Working with WHBC and English Heritage we established a series of views for the visual assessment of the Redevelopment.

The notation on the plan ( opposite ) shows each fixed view point selected to form the Visual Impact Assessment. They have been selected to show the setting of the listed buildings as existing and as proposed as well as the scale, mass and bulk of the new development both as an illustrative outline scheme and for the detailed applications.

- View 1: WGC station, platform 4 south
- View 2: WGC station, platform 4 north
- View 3: Bridge Road railway bridge
- View 4: Hyde Way by Polycell entrance gates
- View 5: Hyde Way adjacent to footbridge steps
- View 6: Site access road from Bridge Road
- View 7: Bridge Road junction with Bassemmer Road
- View 8: Broadwater Road north of junction with Hyde Way
- View 9: Hyde Way junction with Broadwater Road
- View 10: Broadwater Road south of junction with Hyde Way
- View 11: Polycell site looking south
- View 12: WGC station footbridge, above platform 4

- K1: Grain House
- K2: Silo Square
- K3: Civic Square
- K4: Leisure centre
- K5: Mews street
- K6: Park view
- K7: Aerial view

- Verified view
- Illustrative view
- Buildings of the proposed scheme



BRW SPD views