

Non-residential uses: Employment Zone

- Application boundary
- Primary School
- Employment
- Hotel
- Existing trees / copses / hedgerows
- Informal open space
- Gateway entrances
- Right of way
- Primary Street (urban)
- Secondary Street
- Primary frontage
- Secondary frontage
- Rural edge frontage
- Public open space / green corridors frontage
- Employment frontage
- Private boundary secured behind development
- Marker building
- ✱ Landmark buildings



**Figure 4.25** The Employment Zone has good visibility on the A41 as well as direct access from the eastern gateway. The western frontage forms one side of a Primary Street, leading to the Health Village, local centre and Primary School. (Details of Parameter Plan, figure 4.24).

- Application boundary
- Employment zone boundary
- ↙ Vehicular ingress
- ↘ Vehicular egress
- ↙ Pedestrian / cycle access
- A Frontage A (see text)
- B Frontage B (see text)
- C Frontage C (see text)



**Figure 4.26** Access to the Employment Zone for vehicles will be from the Primary Street. Approximate ingress/egress locations are shown above.

## Non-residential uses: Employment Zone

### Vehicle parking

The number of car, van and lorry parking spaces provided for the Hotel and employment uses will be as agreed with the local authority. The number provided will relate to a balance between minimising traffic movements, avoiding on-street parking and promoting alternative modes of transport and will be based on the Council's parking standards, current at the time of the reserved matters application.

In general terms, vehicle parking for the zone will be provided inside an outer ring of buildings defining the perimeter of the zone. This will provide some security for vehicles, allow siting of the perimeter buildings close to the external street and reduce the visual impact of the parking. Some frontage parking may be acceptable for visitors on the minor street. Vehicle parking will be policed by the building operators or a private management company.

Parking areas will be largely screened from views from outside the zone by buildings (on street frontages) or planting (on the A41).

### A41 frontage (A)

The A41 frontage offers significant prominence to the Hotel and employment buildings. This visibility, combined with good access to and from the strategic highway network, should be capitalised on through the design and siting of key zone occupiers.

**Buildings within the zone may be up to 4 storeys (14.5m).** The tallest buildings within the zone must be sited on this frontage. (See section Z–Z).

### Western frontage (B)

The western frontage forms one side of a primary street and includes the main vehicular access to the zone. Buildings on this frontage must be designed and sited to provide street enclosure and natural surveillance, whilst minimising any adverse impact on residential amenity. Buildings here will not necessarily use the same materials or scale as the domestic buildings opposite, but should be similar in overall height, and preferably, in the proportion of glazing within façades. Buildings here should have a similar setback as the residential buildings in the street to provide enclosure.

### Northern frontage (C)

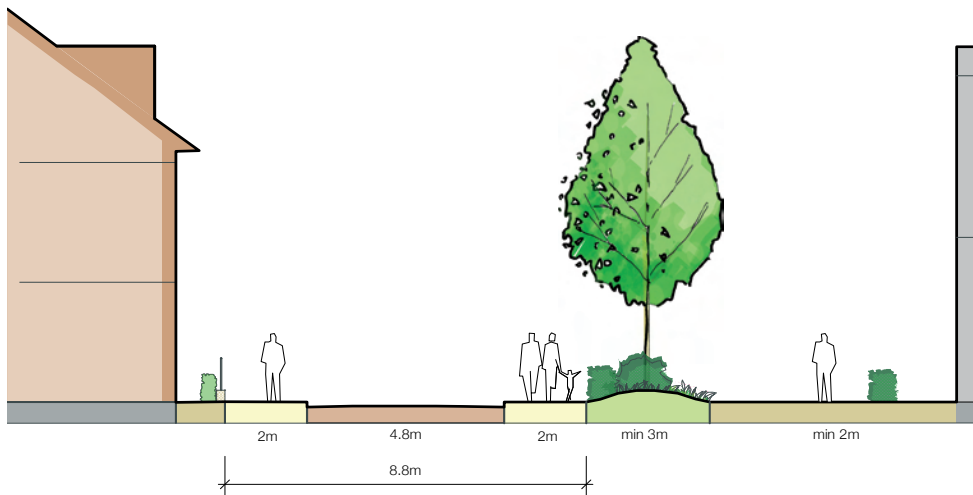
The northern frontage also forms part of a street frontage, albeit a lower order street. It is most accessible by those on foot, either from the local centre, Oxford Road or the town centre, but has no prominence in views beyond Kingsmere. This frontage should be treated as a street with a high degree of enclosure and consistency. Buildings on this frontage must be designed and sited to provide street enclosure and natural surveillance, whilst minimising any adverse impact on residential amenity. Buildings here will not necessarily use the same materials or scale as the domestic buildings elsewhere in the street, but should be similar in overall height and the proportion of glazing within façades. Buildings here may have a greater setback from the street compared with the residential buildings in the street, to allow for boundary planting and some external car parking.

No external storage, servicing or working areas will be acceptable on frontages B and C. Such activities shall be contained within the employment zone core. Units which define these frontages must contribute to the attractiveness, life and security of the adjoining street. They must be of high quality design and materials, and incorporate windows and doors into façades where possible, to ensure natural surveillance

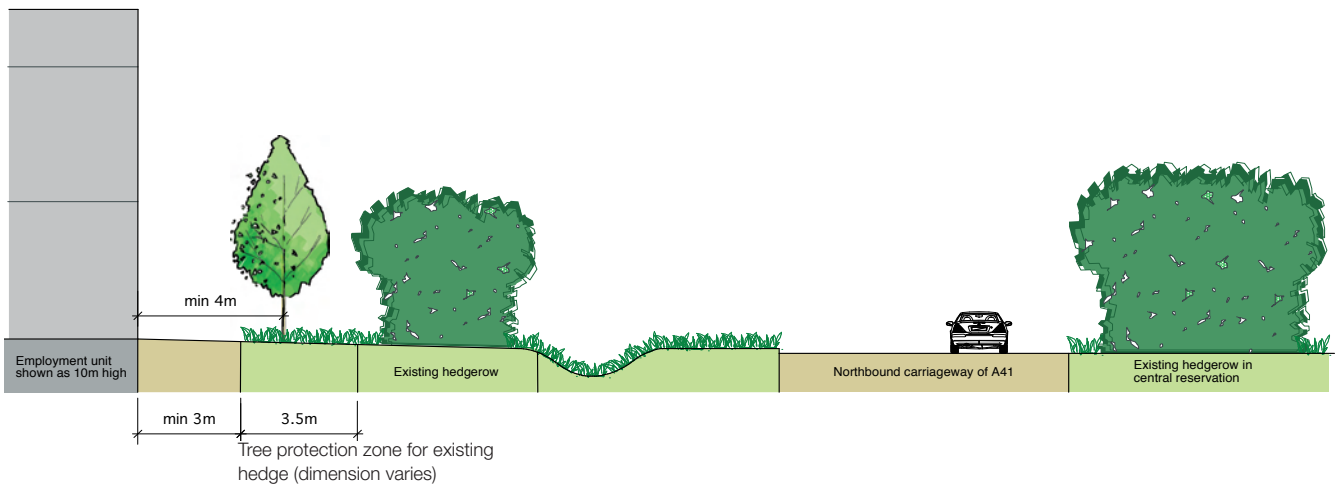
Non-residential uses: Employment Zone



**Figure 4.27** Section X-X, The minor street on the northern frontage should have a modest landscape buffer incorporating trees to soften the relationship between the Employment zone (including the Hotel) and residential uses.



**Figure 4.28** Section Y-Y. The Primary Street on the eastern frontage must have employment building façades to help provide enclosure.



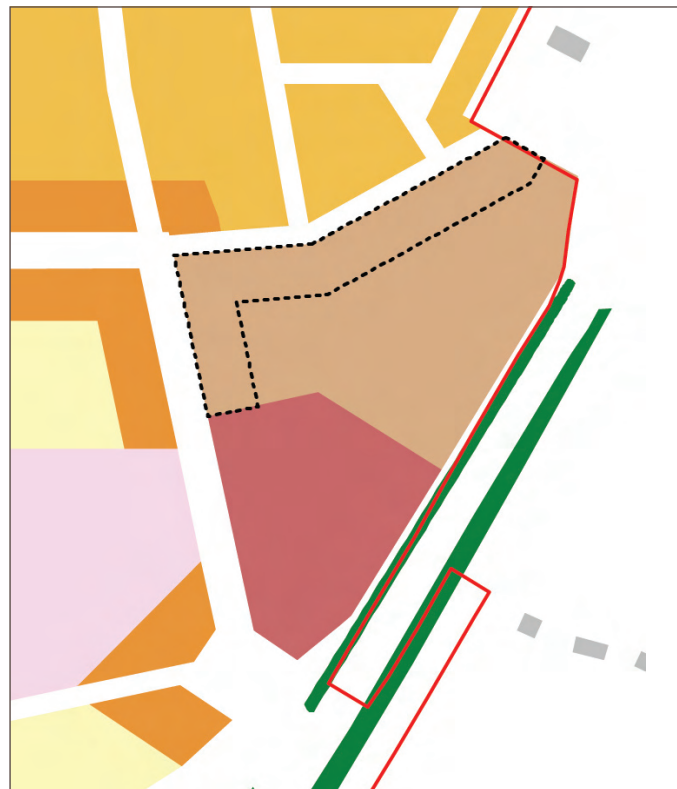
**Figure 4.29** Section Z-Z. Employment fronting A41

Architecture / materials

The employment zone is sufficiently large, and has such a prominent frontage to the A41, that more than one architectural approach is desirable.

The key architectural requirement for the site is that the frontages are handled in the manner outlined above. The western and northern frontages will require street architecture whilst the A41 frontage is more independent and may be formed by pavilion buildings, of **up to 4 storeys high (14.5m)**.

Overall it is expected that buildings in the employment zone will be contemporary in design, using modern cladding materials as well as steel and glass. Buildings on the street frontages should be designed to refer to the residential character of the adjoining streets. On these streets softer or warmer materials, such as brick, render and timber, should be employed. Stone could be used throughout the zone but may be best employed at key entrances or prominent elevations.



Extract from Building Heights plan showing vicinity of the Employment zone

- Application boundary
- 2 storeys\*
- 2 to 2.5 storeys\*\*
- 2.5 to 3.5 storeys\*\*\*
- General employment (max 14.5m)
- Hotel (max 14.5m)
- Max 10m zone
- Primary School (max 9m)

\* within this area 5% may be 1 storey (but only on third tier frontages) and 20% may be 2.5 storey. In addition 3 storey buildings may be permissible as landmark or marker buildings

\*\* within this area 10% may be 3 storey (for landmark or marker buildings)

\*\*\* within this area 10% may be 2 storey and 10% may be 3.5 storey

Building heights across the site may extend to four storeys. In practice this should be focused on the A41 frontage where the scale of the landscape allows. Buildings on street frontages should be lower in order to sit comfortably with their residential neighbours.

Boundary treatments

**All street frontages will be principally defined by a landscape strip with the public elevations of buildings, including entrance doors and non-reflective glazed windows, set behind.**

**In the Primary Street, buildings will be closer to the landscape strip, to enhance street enclosure, and may be set behind low (1.1m maximum) area railings. In the minor street, buildings will be set further back to allow for boundary planting and some car parking.**

**Buildings adjoining the A41 boundary must be setback a minimum of 3m from the existing tall hedgerow.**

Planting and public realm


**All planting should accord with the Urban Village character area** (which the Employment Zone abuts) and all hard materials must be chosen to complement those used in that character area. Additional planting will be provided here to create a substantial low-level screen.




The Employment Zone has a prominent frontage to the A41 whilst, within Kingsmere, the frontages should address important local streets.



Most buildings within the zone will provide flexible space combining storage, delivery and operations areas with client and administrative offices.

Character area comparisons 

	<b>Avenue</b> formal, simple, calm, structured	<b>Pingle Brook</b> informal, soft, green, loose	<b>Urban Village</b> diverse, lively, compact, enclosed	<b>Whitelands</b> informal, soft, quiet, spacious
<b>Density</b>	<i>35-40 majority. 30-35 western and southern edge.</i>	<i>30-35 majority.</i>	<i>35-40 majority. 40-45 around local centre. 30-35 southern fringe.</i>	<i>30-35 majority.</i>
<b>Building Heights</b>	<i>Refer to fig 3.21, page 63. 2 storey on edge. Maximum 2.5 to 3.5 storey along primary road.</i>	<i>Refer to fig 3.21, page 63. Mostly 2 storey.</i>	<i>Refer to fig 3.21, page 63. Mostly 2 to 2.5 storeys. Increasing to 4 storeys at Local Centre.</i>	<i>Refer to fig 3.21, page 63. Mostly 2 storey. Increasing to 2.5 to 3.5 storey along primary street.</i>
<b>Building Types</b>	<i>No non-residential types.</i>	<i>No non-residential types..</i>	<i>Commercial / Community. Primary School. Housing.</i>	<i>No non-residential types.</i>
<b>Spatial Arrangement</b>	<i>Rectilinear streets generally. Frequent symmetry of spaces, landscape, streets and building groups. Axial views within the urban area, occasionally ending beyond its edge. Strong emphasis on a clear hierarchy of streets and spaces.</i>	<i>Meandering streets and mews generally. No symmetry. Glimpsed views of the public open space from within the urban area.</i>	<i>Gridded streets with frequent crossroads. Occasional symmetry. Closed views occasionally with marker buildings. Clear hierarchy of streets and spaces.</i>	<i>Deformed grid of streets with occasional crossroads. Little symmetry. Closed views, occasionally with marker buildings. Subtle expression of hierarchy of streets and spaces. Organic form on edge.</i>
<b>Block types</b>	<i>Perimeter.</i>	<i>Perimeter.</i>	<i>Perimeter.</i>	<i>Perimeter.</i>
<b>Frontage setbacks</b>	<i>0.6m minimum. Increasing up to 6m on edge.</i>	<i>0.6m minimum. Between 0.6 to 2.4m.</i>	<i>0.6m mostly. Maximum 1.2m.</i>	<i>0.6m minimum. Increasing up to 6m on edge.</i>
<b>Form</b>	<i>Narrow fronted and wide fronted.</i>	<i>Majority of wide fronted buildings.</i>	<i>Primarily narrow fronted buildings.</i>	<i>Majority wide fronted / steep pitched roof.</i>
<b>Composition</b>	<i>Formal, both in layout and architecture.</i>	<i>Informal both in layout and architecture.</i>	<i>Compact layout.</i>	<i>Informal both in layout and architecture.</i>
<b>Scale</b>	<i>Larger scale buildings and architectural elements on Primary Street boulevard. Larger scale buildings or elements occasionally used in townscape compositions to add weight to a significant building or group.</i>	<i>Larger scale buildings and elements generally overlooking the park and towards the town centre.</i>	<i>Larger scale buildings and elements on primary street / Local Centre.</i>	<i>Larger scale buildings and elements on Primary Street or marker buildings.</i>
<b>Verticality &amp; horizontality</b>	<i>Majority horizontal emphasis.</i>	<i>Majority vertical emphasis – but no proportion prescribed. Mix within streets to add variety.</i>	<i>Majority vertical emphasis – but no proportion prescribed. Mix within streets to add variety.</i>	<i>Majority horizontal emphasis.</i>
<b>Façades</b>	<i>Occasional (single or double height) shallow projecting bays (maximum projection 1.0m). Occasionally terraces bookended by matching architectural features.</i>	<i>Occasional (single or double height) shallow projecting bays (maximum projection 1.0m). Occasionally corners celebrated with feature windows.</i>	<i>Minimum projecting bays. Occasionally corners celebrated with bay windows or feature windows.</i>	<i>Minimal articulation or modelling to ensure simple flat façades generally. Occasional (single height) shallow-depth, broad-fronted projecting bays (maximum projection 1.0m).</i>
<b>Wall Materials</b>	<i>Red or buff brick. Stone coloured render. Stone.</i>	<i>Red or buff brick. Painted render or brick or stone.</i>	<i>Red or buff brick. Painted render. Minimum 75% render to be used in Local Centre.</i>	<i>Render. Buff brick. Reconstituted stone. Natural stone.</i>
<b>Roof materials</b>	<i>Slate or tile.</i>	<i>Slate or tile.</i>	<i>Slate or tile.</i>	<i>Slate or stone or concrete or clay tiles.</i>
<b>Colour</b>	<i>Render coloured to match pale grey stone, also magnolia and pastel creams.</i>	<i>Render coloured / brick painted pale grey, magnolia and pastel creams. White used as accent colour or on marker buildings only.</i>	<i>Render coloured to match pale grey stone, or white, magnolia or pastel creams.</i>	<i>Pale grey stone. Render coloured to match stone, also pastel creams.</i>
<b>Features</b>		<i>20% of houses must have chimneys.</i>	<i>Greater number of landmark / marker buildings.</i>	<i>20% of houses must have chimneys, increasing to 40% on edge.</i>

Character area comparisons 				
	Avenue formal, simple, calm, structured	Pingle Brook informal, soft, green, loose	Urban Village diverse, lively, compact, enclosed	Whitelands informal, soft, quite spacious
<b>Street type</b>	<b>Primary Street</b>			
<b>Boundary treatment</b>	<i>0.9 to 1.2m high black metal railings (with formal hedge in private front gardens).</i>	<i>N/A</i>	<i>Contemporary clean-lined railings.</i>	<i>Low stone or rendered walls.</i>
<b>Road Surface</b>	<i>Hot rolled asphalt with dark grey granite chippings.</i>	<i>N/A</i>	<i>Hot rolled asphalt with dark grey granite chippings.</i>	<i>Hot rolled asphalt with dark grey granite chippings.</i>
<b>Footpath surface</b>	<i>Impermeable concrete slabs (buff).</i>	<i>N/A</i>	<i>Impermeable concrete slabs (buff).</i>	<i>Impermeable concrete slabs (buff).</i>
<b>Kerbing</b>	<i>Conservation straight faced concrete kerb.</i>	<i>N/A</i>	<i>Conservation straight faced concrete kerb.</i>	<i>Conservation straight faced concrete kerb.</i>
<b>Street type</b>	<b>Secondary Street</b>			
<b>Boundary treatment</b>	<i>Black metal railings on plinth.</i>	<i>1.2m high simple black metal railings or hedge.</i>	<i>Low picket fence or grassed / planted front garden.</i>	<i>Low picket fence or grassed / planted front garden.</i>
<b>Road surface</b>	<i>Hot rolled asphalt with light grey chippings.</i>	<i>Hot rolled asphalt with light grey chippings.</i>	<i>Hot rolled asphalt with light grey chippings.</i>	<i>Hot rolled asphalt with light grey chippings.</i>
<b>Footpath surface</b>	<i>Impermeable concrete slabs (buff).</i>	<i>Impermeable concrete slabs (buff).</i>	<i>Impermeable concrete slabs (buff).</i>	<i>Impermeable concrete slabs (buff).</i>
<b>Kerbing</b>	<i>Conservation straight faced concrete kerbs.</i>	<i>Conservation straight faced concrete kerbs.</i>	<i>Conservation straight faced concrete kerbs.</i>	<i>Conservation straight faced concrete kerbs.</i>
<b>Street type</b>	<b>Side Street</b>			
<b>Boundary treatment</b>	<i>Low vernacular brick walls or low formal hedge.</i>	<i>Grassed or planted front gardens.</i>	<i>Low picket fence and / or grassed / planted front gardens.</i>	<i>Low picket fence and / or grassed / planted front gardens.</i>
<b>Road surface</b>	<i>Porous concrete block paving (mid grey).</i>	<i>Porous concrete block paving (mid grey).</i>	<i>Porous concrete block paving (mid grey).</i>	<i>Porous concrete block paving (mid grey).</i>
<b>Footpath surface</b>	<i>As carriageways.</i>	<i>As carriageways.</i>	<i>As carriageways.</i>	<i>As carriageways.</i>
<b>Kerbing</b>	<i>Flush conservation channel.</i>	<i>Flush conservation channel.</i>	<i>Flush conservation channel.</i>	<i>Flush conservation channel.</i>
<b>Street type</b>	<b>Minor Street / Mews</b>	<b>Minor Street / Mews / Country lane</b>	<b>Minor Street / Mews</b>	<b>Minor Street / Mews / Country lane</b>
<b>Boundary treatment</b>	<i>Gravel / pebble trim.</i>	<i>None – hedge or planted garden.</i>	<i>None – or gravel trim or small planted front garden.</i>	<i>None – or gravel trim or small planted front garden.</i>
<b>Road surface</b>	<i>Porous block paving (light grey or bound gravel)..</i>	<i>Porous block paving (light grey or bound gravel)..</i>	<i>Porous block paving (light grey)..</i>	<i>Porous block paving (light grey or bound gravel)..</i>
<b>Footpath surface</b>	<i>Shared with road surface.</i>	<i>Shared with road surface.</i>	<i>Shared with road surface.</i>	<i>Shared with road surface.</i>
<b>Kerbing</b>	<i>Conservation channel.</i>	<i>Conservation channel.</i>	<i>Conservation channel.</i>	<i>Conservation channel.</i>
<b>Street furniture</b> (all streets)	<i>Clean-lined chunky metal bollards, Clean-lined timber slat and metal framed seats, simple square black bins, Clean-lined contemporary styled black metal tree grilles.</i>	<i>Square timber bollards, traditional parkland benches with arms, timber clad simple square bins, porous gravel tree pits.</i>	<i>Square timber bollards, traditional parkland benches with arms, timber clad simple square bins, porous gravel tree pits.</i>	<i>Square timber bollards, traditional parkland benches with arms, timber clad simple square bins, porous gravel tree pits.</i>
<b>Street Lighting</b> (all streets)	<i>Contemporary but traditional shaped lighting columns.</i>	<i>Contemporary but traditional shaped lighting columns.</i>	<i>Contemporary but traditional shaped lighting columns.</i>	<i>Contemporary but traditional shaped lighting columns.</i>
<b>Squares / pocket spaces</b>	<i>Formal hedgerows. Strong avenue tree planting. Hardy amenity shrubs. Areas for informal planting around existing copse / hedgerows and greenways.</i>	<i>Reinstated Pingle Brook. Strong ecological value. Large open space. Meadows / wildflower grassland.</i>	<i>Hard, paved landscapes. Strong street tree planting. Hardy amenity shrubs. Areas for urban activity in the local centre. Urban central green corridor.</i>	<i>Soft, green landscapes. Informal space. Small local greens. Large focal street trees. Residential development edges the countryside / meadows / open space.</i>
<b>Landscape</b>	<i>Minimum 50% native plants, increasing on rural edge.</i>	<i>Minimum 80% native plants.</i>	<i>Minimum 50% native plants.</i>	<i>Minimum 50% native plants.</i>

