

DESIGN & ACCESS STATEMENT

M A R C H 2023 REVISION A



CHURCH ROAD, LEYTON
LONDON
E10 7JD



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1.0 INTRODUCTION

This Design & Access Statement has been prepared on behalf of PBBE Leyton BV to support a full planning application for the proposed re-development of a 3.35Ha site within the Church Road Borough Employment Area (BEA) "BEA6" which is a Locally Significant Industrial Site (LSIS) (draft designation).

The site is located at Estate Way, Church Road, Leyton, E10 7JQ and accommodates a number of existing industrial buildings including waste management and storage facilities.

The proposal is for the demolition of the existing structures and the construction of approximately 17,658m² GEA of modern flexible E,B2 & B8 use employment floorspace in a range of sizes that meets current market requirements.

Consisting of five buildings subdivided into nine units with ancillary office space, service yards, carparking and landscape. Along with landscape and footway enhancements across the site and Dagenham Brook.

This Design and Access Statement will demonstrate that the scheme has evolved following a structured process of assessment, involvement, evaluation and detailed design. The assessment of physical, social and economic characteristics of the site have been discussed within this document and other supporting information that accompany this planning application. This assessment has been used to characterise the site and its surroundings and inform the early design aspirations of the scheme. Planning Policy, relevant to the site was also identified at the outset and plays a significant role in shaping the design proposals.

The design has undergone a continuous evaluation process identifying where constraints exist and to what extent the impact can be minimised or even turned into a positive attribute within the overall scheme design. The process of design is discussed throughout this document following the headings identified in CABE guidance for assessing proposals in terms of design and the integration of access these headings are;



LOCATION DIAGRAM

Use: Establishes the proposed use of development, how it will fit in with and support the local area.

Amount: Identifies the amount /density of development being proposed and why it is appropriate.

Layout: Explanation of why the layout has been chosen and how it will work and fit in with its surroundings.

Scale: Refers to the size of buildings and spaces, showing why those sizes are right for the site and how they relate to existing buildings and why the level of accommodation is appropriate.

Landscaping: Explanation of principles used to establish the landscape concept and how it has influenced the overall design.

Appearance: Explanation of what the development will look like and why.

Access: Proposals for pedestrian, vehicular and transport links and inclusive access.

2.0 LOCATION AND SETTING

The site consists of approximately 3.35ha of employment land within a Borough Employment Area, situated off of Church Road in Leyton, North East London. It is located approximately 12 miles from the M25 (J27) and 11 miles from the M11 (J6).

Lea Bridge train station is located approximately a mile to the west, with services on the Greater Anglia Line to Stratford, Meridian Water and Bishops Stortford.

There are two points of access to the site; Estate Way North and South both of which are accessed off Church Road to the south.

The site is currently occupied by dated industrial buildings and hard standing, used for industrial uses, waste handling and storage.

The existing site is poorly maintained and of poor appearance.

The proposed development site consists of 8 buildings of varying sizes which are dated and in poor condition, approaching the end of their serviceable life spans.

The buildings are served by adjacent, surface-level parking and external service yards/storage across the site. To north and east the site is bordered by residential properties along with further employment use buildings.

There is a large scale retaining wall on the eastern boundary in excess of 2m in height above the site separating the site from the adjacent residential properties on Marconi Road..

To the south the site is bordered by more buildings, consisting of industrial, offices, education and residential uses.

The Dagenham Brook runs along the western edge of the site, with a park, school and allotments situated to the west of the site. This boundary is screened with mature landscape and mixture of large scale metal push walls, blockwork, corrugated metal and retaining walls of up to 6.2m in height.



CONTEXT DIAGRAM



1. VIEW EAST FROM ESTATE WAY TO ENTRANCE



2. VIEW SOUTH FROM ESTATE WAY



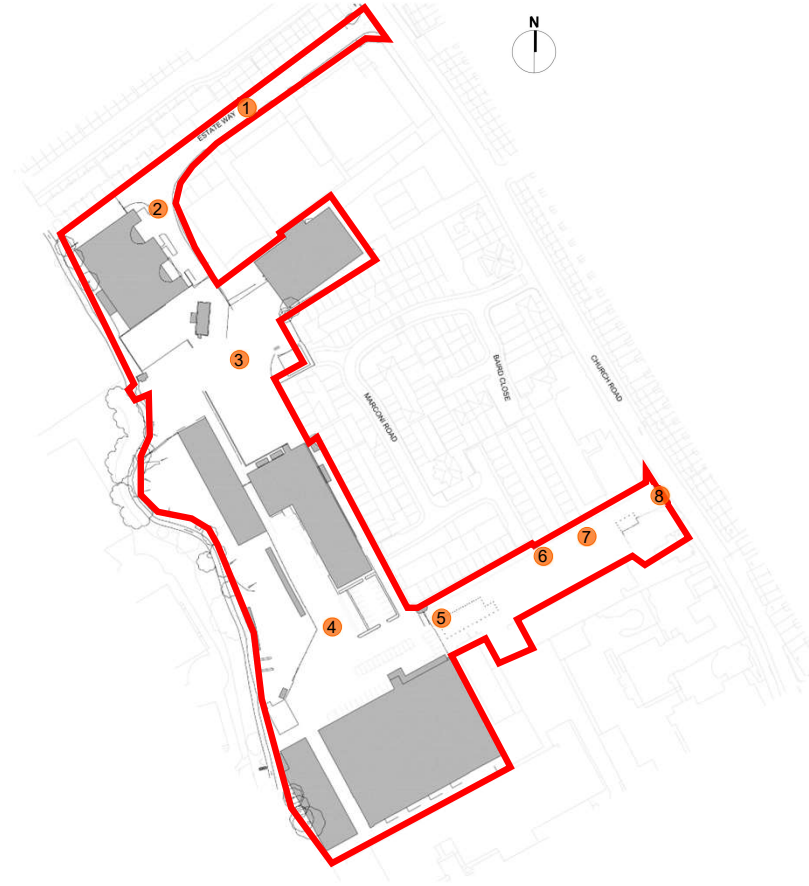
3. VIEW EAST FROM CENTRE OF SITE



4. VIEW NORTH FROM SOUTH OF SITE



5. VIEW INTO SOUTH OF SITE



8. VIEW FROM SOUTH EAST ENTRANCE



7. VIEW TOWARDS SOUTH EAST ENTRANCE



6. SOUTH EAST PARKING ALONG ROAD



9. VIEW OF WESTERN BOUNDARY



10. VIEW OF WESTERN BOUNDARY



11. VIEW OF WESTERN BOUNDARY



12. VIEW OF WESTERN BOUNDARY



13. VIEW OF WESTERN BOUNDARY



14. VIEW OF WESTERN BOUNDARY

3.0 PRE_APPLICATION ENGAGEMENT & FEEDBACK

Through a Planning Performance Agreement (PPA) the applicant has undertaken a number of pre-application discussions with the local planning authority throughout 2022. In addition meetings have also been held with the GLA and neighbouring land owners. This feedback has positively shaped the scheme. This has included design layout, landscape and mix of uses.

Key points from initial PPA meetings with the local authority are outlined below:

- The principal of development was accepted by the LPA in terms of proposed uses and intensification
- Further clarification sought on employment numbers , market demand /analysis demonstrating how the proposal responds to local need
- The LPA encouraged engagement with adjacent site users and the masterplan process being undertaken
- Consider aspirations to improve cycle and pedestrian links along the Dagenham Brook Corridor and improved links along estate way
- Consider permeability and relationships with adjacent uses and context of the masterplan for the wider area
- Provide enhancements to the Dagenham Brook Corridor

Key points from the GLA pre-application are outlined below:

- The principal of development was accepted and the proposed employment uses and subsequent intensification was supported
- Outlined that the onus was on surrounding sites/development to mitigate employment uses
- Supported improvements to the Dagenham Brook, would like to see character areas developed
- Responded positively to the introduction of green walls and roof's, but outlined that green walls should not be integrated into external walls. It was agreed screens constructed of high tensile cables and climbing plants would be acceptable and provide interest
- Requested that cycle/parking links should be considered and enhanced permeability
- Incorporate cycle storage into the layout

- Would like to see enhanced access to adjacent sites removing the need for deliveries from Marsh Lane, with access through Estate Way South
- Promote biodiversity net gain
- Intent of proposed elevational treatment supported and principles of creating a sense of place.

Key points from meetings with ward councillors:

- Proposed employment uses and intensification strongly supported
- Enhancements to the Dagenham Brook supported and engagement with local groups that maintain the brook encouraged
- Sustainable credentials of the development supported
- Councillors were keen to see that the development could support local businesses from diverse backgrounds
- Supportive of a reduction in vehicle movements and the relocation of the waste management facility
- Councillors were pleased with the level of community engagement and the efforts to make it accessible to all

Workshops and discussion have been held with the Aitch Group to discuss the proposals and integration within the wider masterplan. Key points are outlined below:

- Progress and current masterplan proposals
- Positioning of buildings
- Permeability and access (pedestrian and vehicular)
- Enhancement of Dagenham Brook
- Quantum of employment uses
- Sensitivities of proposed uses
- Timescales for delivery

3.0 PRE_APPLICATION ENGAGEMENT & FEEDBACK

Following earlier consultation a second pre-application meeting was held with the London Borough of Waltham Forest on the 1/12/22.

Key points from the meeting are summarized below:

- Intensification of employment principles accepted
- Consideration to be given to the types of jobs generated to ensure benefit to the local residents
- The Councils Design & Conservation Team confirmed that the proposals have evolved in an acceptable way as changes lead to a more landscape led approach with a clear understanding of connectivity between sites
- Reduction in building footprint and height/massing are welcomed
- The principal of the layout is accepted
- Generally the principals of the proposal were accepted subject to the final detail which will be provided as part of the full planning application.

3.0 PRE_APPLICATION RESPONSE

Following the receipt of pre-application responses and engagement with councillors and adjacent land owners, the proposed layout has been enhanced to incorporate feedback.

The following points have been incorporated into the revised layout:

- Pedestrian and cycle links have been enhanced to improve permeability and linkage to the wider area
- A 3m wide pedestrian/cycle link has been introduced along the Dagenham Brook within the site ownership to allow future links with the Percy Ingle site and Tallack Road, providing opportunities for amenity/seating or outdoor exercise equipment
- Dedicated footpaths with soft landscape screening have been incorporated to Estate way North and South. These are private roads and access is constrained where possible new footpaths will be 1.8m wide but in some locations these will be 1.5m wide in compliance with British Standards for disabled access due to site constraints.
- Building footprints have been reduced to enhance permeability and to set back development from the Dagenham Brook and surrounding sensitive uses
- Proposed buildings adjacent the Dagenham Brook set back significantly from the Brook and the existing building line.
- Units 5 & 6 have been reduced in height. Separation between buildings 4 & 7 increased following GLA comments
- Car parking levels reduced
- Cycle parking provision highlighted, demonstrating secure covered provision
- Additional soft landscape incorporated into the site layout and green screens
- Pedestrian routes defined/formalised (potential conflicts with HGVs reduced and direct access to building entrances)
- Pedestrian and vehicular access to the Percy Ingle site enhanced
- Segregation of employment uses and public realm enhanced
- Visual permeability enhanced
- The masterplan shows connectivity from Church Road adjacent Estate Way North through the Aitch site which offers the potential to provide a link with Marconi Road

Following collaboration with Aitch and the development of an enhanced site plan the wider area framework masterplan has been updated to incorporate the proposed enhancements. The proposals incorporated significant enhancements to the wider movement network and Church Road.



UPDATED MASTERPLAN FRAMEWORK PROPOSED BY AITCH



4.0 CONSTRAINTS

Site constraints are summarised below:

- The site is primarily located within flood zone 1 with part of the site to the south falling within flood zone 2.
- Sensitive residential uses to the north of the site.
- Existing employment uses to the east and south of the site which will need to remain in operation during the development.
- Existing retaining wall to the east of the site to the rear of residential properties (Marconi Road).
- Sensitive residential uses to the north & east of the site.
- Drainage easements to the east of the site.
- No building title constraint adjacent the eastern boundary.
- Boundary wall ownership restrictions to the south of the site.
- Large scale push walls, corrugated metal, blockwork and retaining walls on the western boundary on the edge of the brook.
- EA maintenance requirements to the western boundary.
- Existing trees on the western boundary.
- Public open space, school and allotments to the west of the site.
- Limited width of Estate Way North & South

- Air quality, noise impacts and ground conditions.

Key:

- Site boundary
- Primary road network
- Secondary road network
- Existing boundary fence varies 2m-6m high
- Dagenham Brook
- Not to be built on
- Existing car parking
- Existing residential
- Existing office
- Existing industrial
- Existing education
- 8m EA Zone from bank
- Public green space
- Drainage easement
- Car sales
- Retaining wall



CONSTRAINTS DIAGRAM

5.0 OPPORTUNITIES

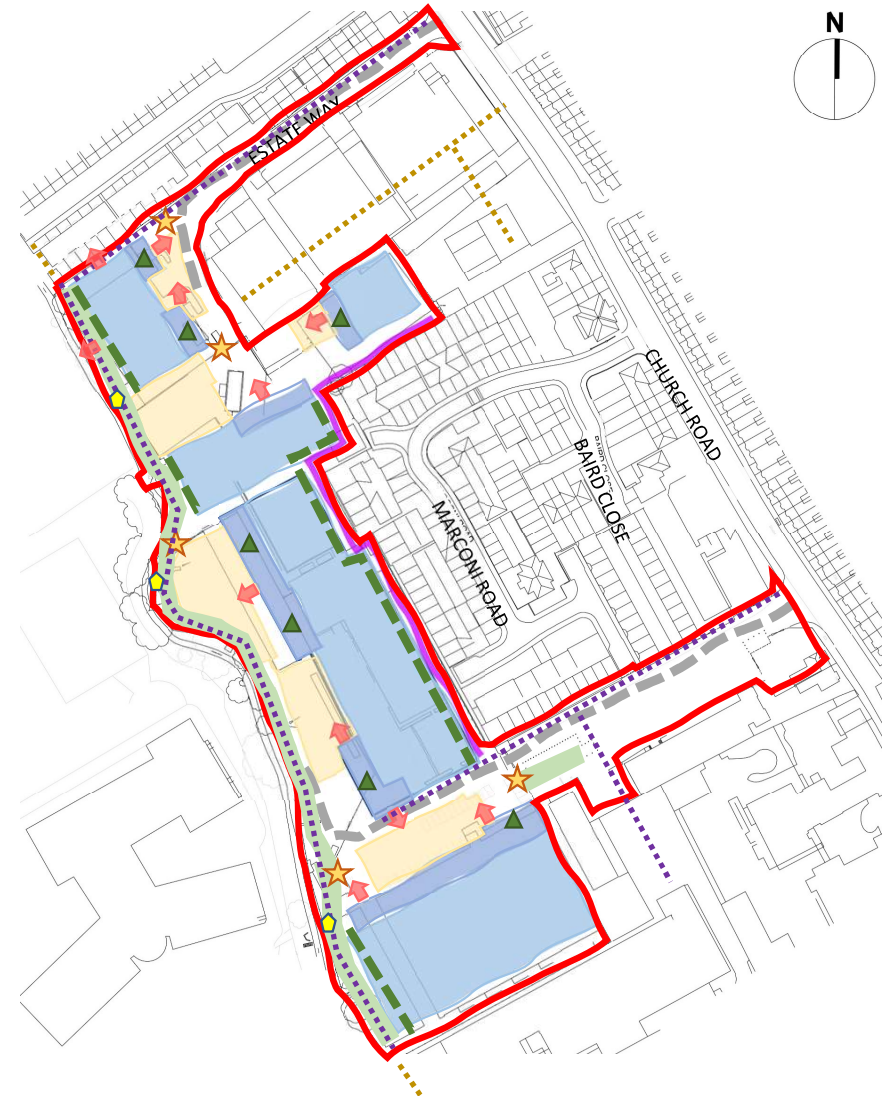
The proposed development offers the following opportunities:

- The reinvigoration of a dated business park in poor condition.
- Introduction of a range of modern flexible buildings that meet the needs of modern business users and current market demand.
- Provide employment uses that fall within the following use classes E(g), B2 & B8.
- Increase the diversity of employment options in the local area.
- Intensification of employment floorspace in a Borough Employment Area.
- Replacement of outdated building stock which is dated and in poor condition approaching the end of its serviceable life span.
- The creation of a sense of place and family of buildings.
- The creation of high-quality active frontages, providing visual interest and strong legibility that address
- High levels of natural surveillance.
- Reduction in built form & hard surfacing within 8m of the Dagenham Brook on the western boundary.
- Opportunity to strengthened the biodiversity of the brook with landscape enhancements.
- Potential to increase visual prominence of the brook and remove large scale solid boundary fencing and push walls

- Opportunities to enhance soft landscape, biodiversity and urban greening across the site.
- Open visual links to public open space to the west.
- Introduction of green walls & roofs
- Enhance permeability & pedestrian links

Key:

- Site boundary
- - - Access
- Landscape & green infrastructure enhancements to brook
- - - Potential green walls
- ▲ Potential green roof
- Building screening
- Proposed buildings
- ★ Focal point
- Natural surveillance
- Service yards
- - - Enhanced permeability/connectivity
- Character areas / amenity space
- ... Potential connections to the wider area through wider ownership & framework masterplan



OPPORTUNITIES DIAGRAM

6.0 USE

The site is located within an existing Borough Employment Area (BEA) and consists of a mix of employment uses, the proposed redevelopment consists of five buildings subdivided into nine units totalling approximately 17,658m² GEA.

Part of the site consists of a waste management facility, the latest August 2021 modification of the North London Waste Plan removes the site from the list of safeguard sites. The proposals would remove the existing open air storage and waste processing from the site. Resulting in significant immediate environmental improvements in terms of air, noise, odour and visual appearance.

Employment growth in BEA's through intensification and upgrading of existing employment land is strongly promoted in planning policy.

Planning policy supports Economic Growth and Job creation in the borough focusing on the delivery of new Class E Part g i, ii, iii, B2 and B8 floorspace in the BEA.

The proposal will be developed on a speculative basis and as such a flexible planning permission would be sought for the following range of use classes E(g)B2 & B8 with ancillary office uses, car parking, service yards and landscape, which is in accordance with local planning policy.

The proposed development would consist of five buildings subdivided into nine

employment units, totalling approximately 17,658m² GEA. Ranging in size from 807m² to 3005m² GEA.

The proposed development would provide employment uses that fall within the E & B use classes. In the form of modern flexible employment floor space in a range of sizes that meets current market requirements.

The buildings will be able to accommodate a number of different employment uses making them highly adaptable and sustainable and attractive to current market demands.

As the site falls within a designated Borough Employment Area. This indicates that the proposed uses are acceptable in terms of planning policy and that the proposal is wholly appropriate for the area and safeguards the site for future employment use.

7.0 AMOUNT

The existing site is approximately 8.2 acres in size and accommodates eight employment buildings totalling 15,029m² GEA of floor space falling within E(g), B2 & B8 use classes.

The existing site coverage is approximately 45% which is low for industrial uses and does not make efficient use of the site area.

The existing building stock is generally dated and in poor condition, approaching the end of its serviceable life span.

The proposal is for the demolition of the existing building stock and the speculative development of five buildings, subdivided into nine employment units with associated landscape, car parking and service yards. It is proposed that the new buildings will offer a range of flexible employment uses falling within the E(g), B2 & B8 use classes.

The proposed development would generate approximately 17,658m² GEA of employment floor space. This would represent site coverage of approximately 53% which would represent a significant intensification of employment uses in an existing Borough Employment Area.

The proposed site coverage is reflective of the setting, and suits the practical requirements for external service yards and car parking.

From a planning perspective, the Council will expect proposals to comply with a number of policies from those relating to place making

and urban design to car parking, servicing and highways requirements, which the proposal complies with.

The proposed buildings would which would create different size units to meet market demands and the needs of a range of different sized end users.

There are currently approximately 50 FTE employees accommodated on site. Based on HCA density guidance the proposed development would employ between approximately 228 & 488 FTE employees based on B2 & B8 uses.

It is considered that the proposal seeks to make the best use of the site for employment uses that meet current market demands.

Demonstrating that a scheme based on flexible employment uses can provide an efficient design making good use of the land, providing potential for local jobs and retain the attractiveness of the locality.

8.0 LAYOUT

The proposed layout seeks to make an efficient use of the site, intensifying employment uses, enhancing the sites setting by significantly enhancing urban greening and connectivity to create an attractive, safe high-quality environment.

It is proposed that the existing site access points off Church Road are maintained and enhanced to provide landscape screening and connectivity, with enhancements to the appearance and condition of the site. Formalising and creating safe pedestrian access into the site and enhancing public amenity space and links to the wider area.

The proposed buildings are set back from the eastern boundary and the Dagenham Brook beyond the existing building footprints, creating a landscaped pedestrian/cycle route with amenity space. This will significantly reduce the amount of built form and hardstanding located within 8m of the brook and set building lines back from the existing situation.

The brook is over grown and currently obscured from view by existing buildings which are positioned close to the boundary and solid perimeter fencing ranging from 2m-6m in height at the top of the bank and retaining walls. The proposals will remove the solid boundary fencing to open up views to the west offering the opportunity to extend the soft landscaping on the boundary, enhancing biodiversity and creating a more visually permeable and prominent feature.











In some locations the existing low level retaining walls will need to be replaced and some additional low level retaining walls will be required.

Buildings will be positioned with office areas fronting the site entrances, estate roads and the brook along with car parking which will create a safe environment with active frontages and strong legibility.

Service yard areas will be positioned adjacent building frontages to enhance activity and interest. Pedestrian routes will be segregated from loading areas where possible. The careful positioning of office areas within the buildings will also provide high levels of natural surveillance and legibility across the site.

Proposed units 2-4, 7 & 8 are set back from the eastern boundary to provide separation from the existing residential properties on Marconi Road which are elevated above the application site by circa 2-3m. This is to ensure that there is no overshadowing or impact on the natural daylighting of the adjacent residential properties. These units will also feature freestanding panels of living green walls facing the residential properties which will enhance biodiversity and urban greening as well as provide visual interest through layering.

KEY

	SITE BOUNDARY
	EXISTING BUILDINGS TO BE DEMOLISHED
	BLOCK PAVING (VEHICULAR AREAS) CHARCOAL
	BLOCK PAVING (PEDESTRIAN AREAS) NATURAL
	BRUSHED CONCRETE SERVICE YARD
	TARMACADAM SURFACING
	WELL CONSOLIDATED GRAVEL WITH FINES
	SOFT LANDSCAPING
	TREES TO BE RETAINED
	PROPOSED TREES



SITE LAYOUT

8.0 LAYOUT

Units 1a & 1b are set back from the southern and eastern boundaries which are defined by an existing brickwork wall circa 2m in height in the ownership of the adjacent properties. The proposed building footprints provide further separation from the Dagenham Brook than the existing situation, affording the opportunity to enhance & extend the soft landscape next to the brook and create a pedestrian / cycle link and amenity spaces, connecting to the former Percy Ingle site and Tallack Road, with the potential to connect to Marsh Lane and beyond as part of the wider framework masterplan.

The service yards and car parking areas will be separated from the road by footpaths and soft landscape which will enhance the quality of the site providing an attractive backdrop to the development. Pedestrian links will be separated from HGV manoeuvring.

Car parking will be provided adjacent building entrances and contrasting hard surfacing such as block paving, brushed concrete and tarmacadam will be used to add visual interest which will provide a high quality environment and clear legibility between public and private spaces.

Each building will have its own service yard area with good access from the main access roads. Pedestrian footways/cycle routes will be segregated from HGV manoeuvring areas or given priority access to provide a safe environment for pedestrians.

Buildings are sensitively positioned to provide visual and acoustic screening for adjacent users from the day to day operations and activity of the site.

New internal estate roads and pedestrian footpaths will be created to provide direct segregated, safe access to each unit. Safe turning spaces will be provided on site for HGVs and sufficient space for safe vehicle manoeuvring will be provided.

New dedicated pedestrian routes will be provided along Estate Way North & South with landscape screening to the rear of adjacent residential properties. To enhance permeability and connectivity, responding to the wider masterplan.

Pedestrian links will be provided for staff and visitors to ensure safe access. Due to the proposed industrial nature of the site, security and safety are key issues central to a successful development. Therefore general public access within the estate will be discouraged, but significant enhancement will be made to ensure high levels of connectivity to and around the site, providing access for the public and estate users to benefit from the proposed enhancements to the Brook and proposed amenity space. The proposed buildings are all sensitively set back from adjacent uses, further than the existing building lines.




Visually permeable fencing will be incorporated along the western boundary in the form of weldmesh fencing. This will create a safe and secure site as well as enhance sight lines, providing high levels of natural surveillance and creating a safe environment for the new public footpath as well as enhancing the sense of open space.

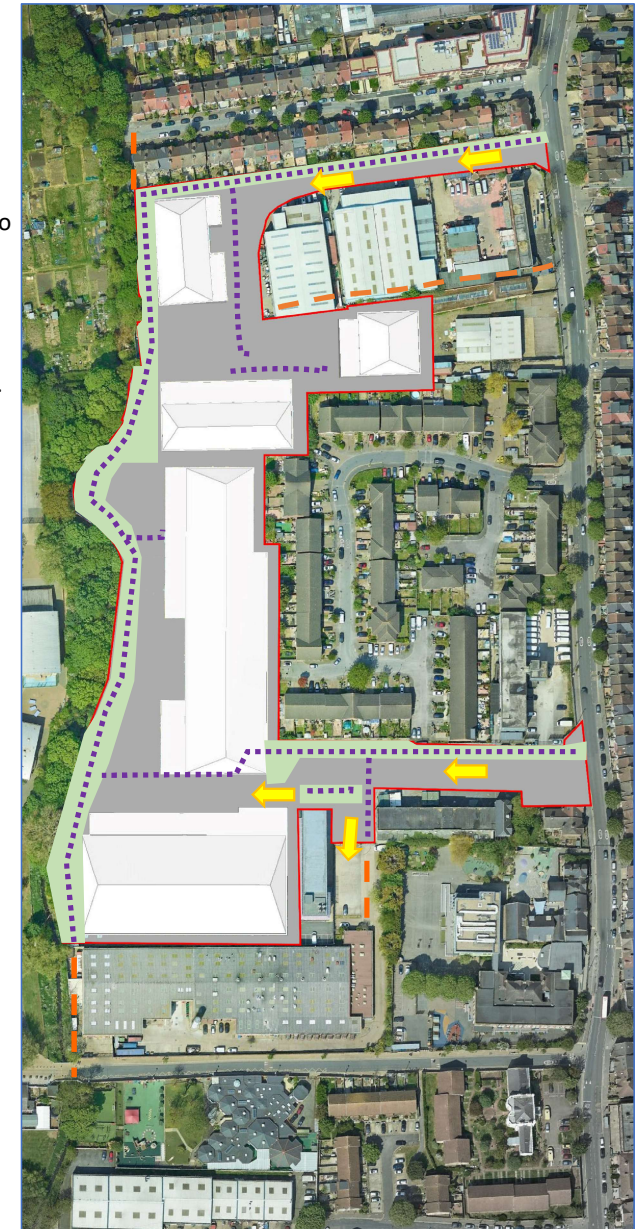
The proposed layout will be designed to provide suitable access for emergency services and comply with Part B2 of Building Regulations to ensure fire safety.

The proposed development would positively contribute to the existing area and fit in seamlessly within the surrounding context. Creating an attractive high-quality safe development which would attract occupiers from the existing community and those falling within E & B use class categories to the BEA.

The proposed development would offer a significant enhancement to the existing situation.

Key:

-  Primary vehicular access route
-  Primary pedestrian route
-  Future framework masterplan links to the wider area



PRIMARY ACCESS ROUTE DIAGRAM

9.0 SCALE

The application site consists of a mix of employment uses, consisting of eight buildings totalling approximately 15,029m² GEA. Units range in scale from small to large. Buildings within the application site range from approximately 6m to 11m in height. The existing buildings have footprints ranging from 10m (w) x 15m (l) to 54m (w) x 74m (l).

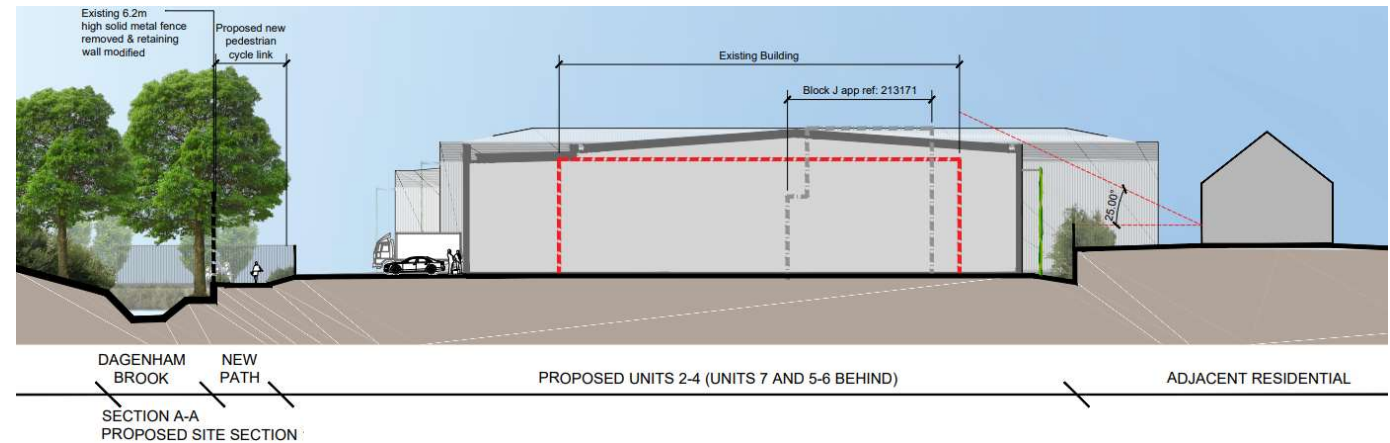
The existing buildings to the north and east of the site boundary primarily consist of residential properties in the form of terrace housing and flats ranging from two to three storeys with traditional pitched roofs. The residential properties on Marconi road are elevated approximately 2-3m above the existing site.

There are further employment buildings surrounding the site consisting of a mix of industrial, light industry and offices ranging in height from approximately 7m to circa 16m in height. The footprints of the buildings range from 10m (w) x 56m (l) to 37m (w) to 131m (l).

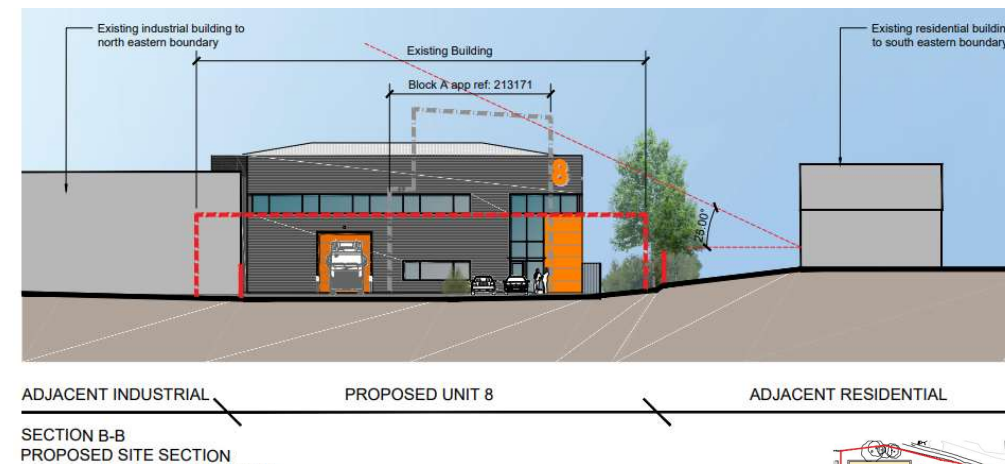
The proposed development would consist of five buildings subdivided into nine employment units, with a mix of uses falling within the E(g), B2 & B8 use classes totalling approximately 17,658m² GEA. Ranging in size from 807m² to 3005m² GEA. The proposed buildings have been reduced in height to respond to pre-application comments and would range in height from approximately 9.08m to 14.070m in height.

The proposed buildings would have low pitched metal roofs to the main part of the buildings with clear internal haunch heights of 6.5m to 10.5m, which are the optimum heights for racking efficiency for units of this size, making the functional space highly flexible and responsive to market demands.

Units 5 & 6 have been reduced by 2m in height following comments from the previous pre-application.

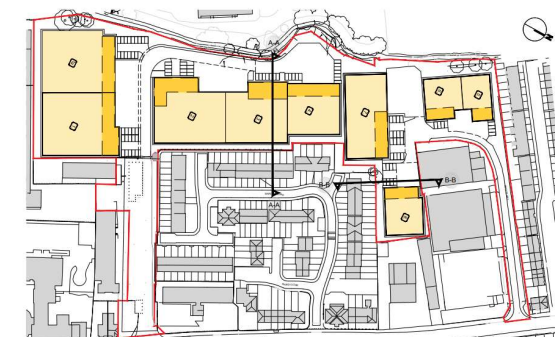


INDICATIVE SITE SECTIONS



AREA SCHEDULE GROSS INTERNAL AREA (m ² / ft ²)				GEA (ft ² / m ²)	CIH	OFFICE (%)
UNIT	GF	FF	TOTAL	TOTAL		
1	2,456	471	2,927 / 31,505	32,872 / 3,054	10.5	16
1a	2,280	371	2,651 / 28,319	29,514 / 2,742	10.5	14
2	2,153	414	2,567 / 27,630	29,019 / 2,696	8.5	16
3	1,833	337	2,170 / 23,357	24,197 / 2,248	8.5	15
4	1,401	330	1,731 / 18,632	19,044 / 1,825	8.5	19
5	471	87	558 / 6,006	6,555 / 609	8.5	15
6	750	159	909 / 9,784	10,508 / 976	6.5	17
7	1,691	514*	2,205 / 23,734	25,241 / 2,345	8.5	13
8	895	194	1,089 / 11,721	12,523 / 1,163	8.5	17
TOTAL			16,787 / 180,688	190,073 / 17,658		

*Unit 7 includes 2,346ft² GIA mezz loading deck



REFERENCE PLAN

9.0 SCALE

The scheme will incorporate low pitched metal roofs to reduce the scale and mass of the buildings.

Freestanding living green screens will be incorporated to the rear and sides of units facing residential properties to break up elevations and reduce the visual mass of the proposed buildings.

The previous planning application for the site submitted by RVL Properties Ltd was supported by the GLA. It was a residential led scheme and included buildings ranging from 2 to 12 storeys in height. The scale of the proposals were significantly larger than the existing buildings in the surrounding area and those that form part of this proposal.

The pre-application response from the GLA for this application supports the proposed scale of the development.

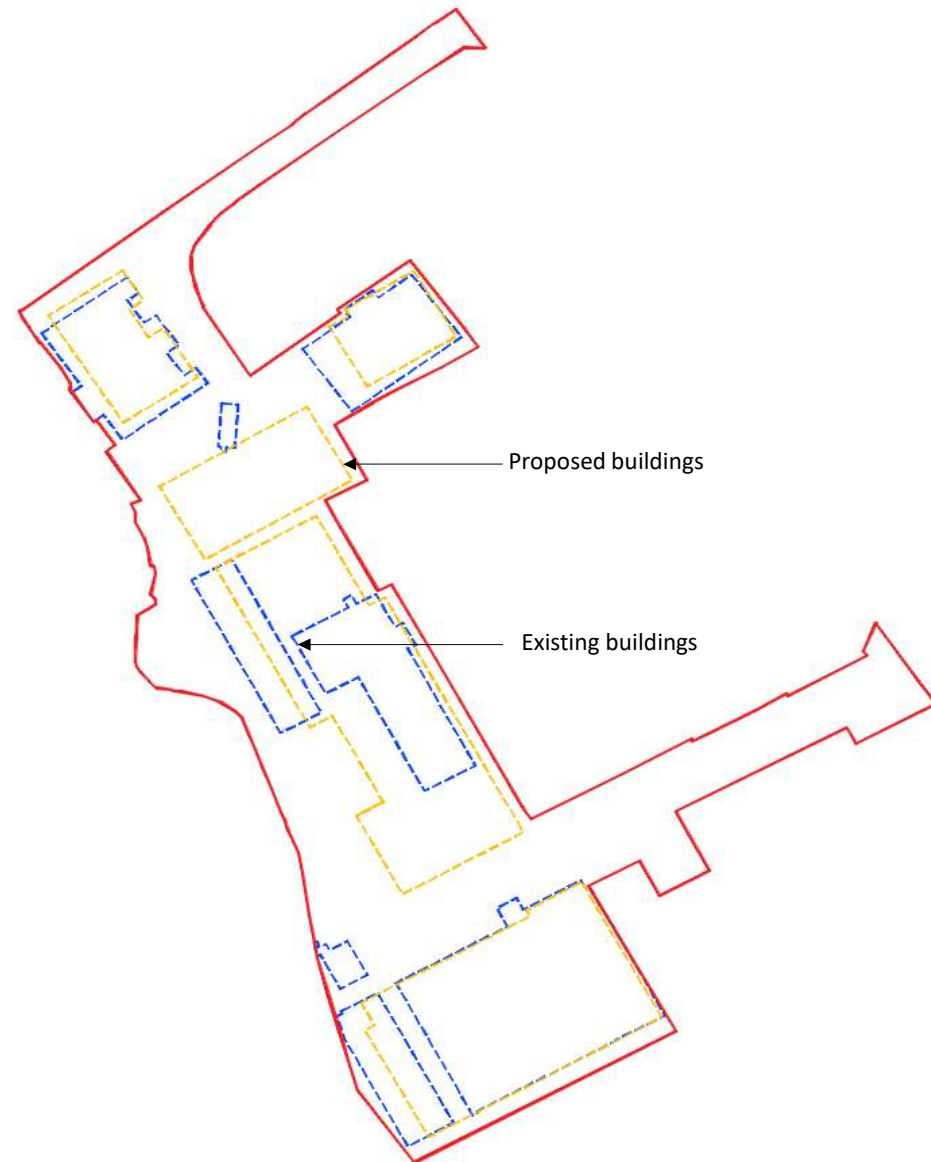
The redline on the indicative sections represents the RICS measurement standard for impacts on daylighting and over shadowing, the sections demonstrate that the proposed buildings do not cross the red line so therefore do not impact daylighting or overshadow the adjacent properties.

The scale of the proposed development is appropriate to its surrounding context and is of a size and height that falls within the range of buildings in the existing employment area.

The adjacent diagram demonstrates that the proposed building are of a similar scale and mass to the existing buildings and located in similar locations to the boundary.

The proposed buildings are generally set further back from the boundaries than the existing buildings.

The diagram demonstrates an intensification of employment floor which responds to the aspirations outlined in planning policy and the wider masterplan.



EXISTING & PROPOSED MASSING DIAGRAM

9.0 SCALE



EXISTING SCALE & MASSING



INDICATIVE PROPOSED SCALE & MASSING I

10.0 LANDSCAPE

The landscape treatment is a vital element of the new development. The existing soft landscape features on site are limited to the western boundary of the site, with the site consisting of primarily hard surfacing and building. The redevelopment of the site offers the opportunity to enhance urban greening and biodiversity along with the quality and value of the development, providing a cohesive thread that interconnects both the natural and built environment.

Dagenham Brook runs along the western boundary of the site, which is currently very overgrown and inaccessible. To make the most of this natural asset, our plans will include ecological and landscaping improvements, as well as enhancing connectivity and providing amenity opportunities.

The main aim of the project is to create a high-quality environment for future users to inhabit, enhance wider connectivity and to improve the 'landscape resource'. In developing the proposals, particular attention is given to:

Identity - Incorporating landscape elements to bring order to building layout and appearance. A key feature of the design is the creation of coherence, consistency and legibility to visually identify the site and enhance the public realm. This will be achieved through the palette of materials and street furniture.

Integration - In parallel to creating an identity, there is a need to create coherent thresholds and gateways into the site. This will contribute to and enhance the quality of the public realm. The landscape proposals are highly integrated with the future plans for the built development.

Cohesion - A consistency in the public realm and landscape character through a high-quality hard and soft landscape scheme combined with an activation of façades to ensure maximum opportunities for natural surveillance and other measures to design out crime and disorder. A set of clearly defined streets and public realm within the development, this will create a legible, high-quality landscape & enhanced connections to adjoining site.

Biodiversity and Ecology A key feature of the design is the creation of new wildlife habitats, these will be created through the provision of native plant species and the addition of bird boxes and loggery. The potential to introduce green walls to building façades and green use native species to provide edge planting and to create a network of habitats.



INDICATIVE SPATIAL ARRANGEMENT

10.0 LANDSCAPE

The planting strategy for the site will identify a logical and appropriate gradation between structure planting of native tree and shrub screens, semi-native tree and shrub planting to the internal site roads and footpath, with more ornamental planting to be used at the entrances to and within the confines of individual development plots. The Landscape Strategy will also deliver biodiversity and habitat enrichment.

The site is in a Borough Employment Area and is characterised by hard finishes and the built form. Different finishes would be used to add definition and variation between the type and use of the space which they cover. The finishes would be selected for both practical and aesthetic reasons.

The addition of street furniture to the final designs would add another layer of detail and be co-ordinated to be consistent, in both form and material, as practicalities allow, generally using tubular forms and a stainless steel finish. The stainless steel would give a modern and crisp feel to the external areas and could also co-ordinate with ironmongery on entrance doors. Due to the inherent properties of the material the street furniture has the potential to remain looking attractive throughout the life of the development.



INDICATIVE IMAGES SHOWING EXTERNAL FEATURES AND MATERIALS

10.0 LANDSCAPE

CHARACTER AREAS

To achieve the landscape strategy a series of character areas were identified around the site, both reflecting existing local features and enhancing these with proposed new environments. These areas have been identified to provide distinctiveness and legibility and are summarised by the following six different environments:

NORTHERN PARCEL

This section addresses several opportunities. It aims to integrate and tie together a few adjoining uses including the emerging proposals for the pedestrian cycle link. A landscape framework of meadow, and species-rich lawns characterise this section of the site.

These lawns and meadows offer a social landscape to be used by workers in the development as well as users of the brook path. It will offer a valuable and purposeful landscape accommodating the variety of its functions within a beautiful setting.

CENTRAL PARCEL

The soft landscape is to be enhanced with long native species meadows; providing an edge which melds the development into the wider Brook side landscape. The path dwarf wall is to be cut down and capped to provide a lower more welcoming edge to the development and a place for informal seating. This will enable users to sit and enjoy views of Brook's life and activity.

SOUTHERN PARCEL

The southern, section retains the Brook edge and enhances the priority of biodiversity by introducing a soft landscape of meadows and planting within a

landscape mosaic of ecology, informal play, leisure, and education opportunities. A 'foraging layer' formed by a mosaic of berry and fruit-producing trees, shrubs and ground flora offering 'food for free' has also been introduced.

THE ENTRANCE

The design provides clear connectivity between the development and two entrance Road and creates a sense of arrival to the development. Continuity of treatment will ensure that these connections have clear legibility and allow them to develop into a distinctive place. It will be an attractive frontage that sets the tone for the whole development.

The frontage will be set back from the road edge to create a frontage with ample space for pedestrian movement.

THE BOUNDARY TREATMENT

A landscape buffer on the Eastern boundary of the site will complement the existing boundary treatment which will be retained with an enhanced sense of enclosure provided by new native hedgerow planting and green screens.

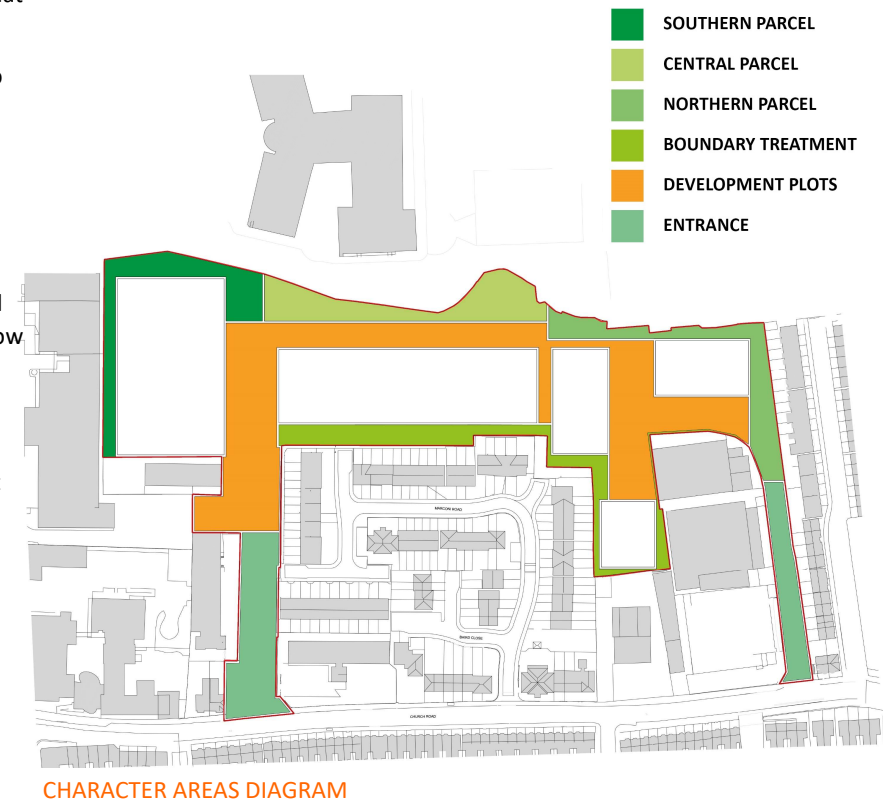
The buffer planting will help to improve the boundary edge and reinforce the landscape character and legibility of the development itself. It will also help to soften the built form, green screen planting filters views of buildings and contribute to the green infrastructure network and the overall biodiversity value of the site.

THE DEVELOPMENT PLOTS

The development plots will provide a range of building sizes and will establish a multi-functional landscape corridor through the centre of the development.

Landscape proposals will enhance the setting of the main trafficable areas and soften the frontage of the built form through the introduction of trees.

A secure, legible environment for all users will be established which clearly distinguishes between vehicular and pedestrian use



10.0 LANDSCAPE

OPEN SPACE ASSESSMENT

The total site area of the proposed development is approximately 33,531m².

The total area of ground level open space excluding building footprints is approximately 18,922m² which equates to approximately 56% of site area.

56% of the site area is open space, of this space approximately 29% is publicly accessible open space and 27% non public accessible open space.



SITE AREA



BUILDING FOOTPRINTS



PUBLICLY ACCESSIBLE OPEN SPACE



PRIVATE OPEN SPACE

10.0 LANDSCAPE

GREEN SCREEN

The proposal includes independent freestanding green screens to the sides and rears of buildings. To enhance urban greening and biodiversity and offer a natural screening to the development, which will provide seasonal interest.

The proposed screens will be constructed of a galvanised steel frame structure and a series of horizontal steel rods which are attached to vertical ropes with cross clamps, to provide a robust, rigid construction capable of withstanding high wind forces.

Examples of similar successful structures incorporating steel horizontal rods and vertical ropes or mesh are listed below:

St Dominic's College Harrow

Marks and Spenser Cheshire Oaks

Webnet Greening, Pfäffikon, Switzerland

Drapers Garden Central London

The proposed planting to the green screens will consist of *Trachelospermum Jasminoides* which is a fast growing (suitable for covering structures), hardy, evergreen climber with perfumed flowers. The plant species has a deep green foliage which turns ruby red in winter, providing visual interest and seasonal variation. The species produces white star shaped flowers with a perfumed sent, which provide sensory and visual interest.



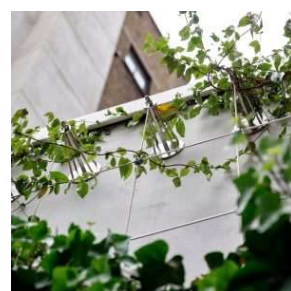
EXAMPLE OF SGALVANISED STEEL FRAME GREEN SCREEN WITH HORIZONTALV STEEL RODS & VERTICAL ROPES



M&S CHESHIRE OAKS



PFÄFFIKON, SWITZERLAND



DRAPERS GARDEN LONDON



ST DOMINICS HARROW



EXAMPLES OF TRACHELOSPERMUM JASMINOIDES



10.0 LANDSCAPE

AMENITY SPACE / PEDESTRIAN CYCLE ROUTE

The proposal incorporates a pedestrian cycle route on the south western boundary, which connects to the wider area and forms part of the wider framework masterplan for the area. The pedestrian cycle route has been developed as part of the wider framework master plan and in collaboration with the Aitch Group, it offers the potential to link with Marsh Lane via the former Percy Ingle site and Talleck Road as well as significantly enhancing the connections to Church Road and the wider area. It is proposed that the pedestrian cycle route will consist of a 3m wide tarmacadam surface with a central concrete kerb separating each lane. Thus providing a visual divide and physical divide with a change of level. White lined symbols will be provided on each lane for pedestrians and cyclists.

The cycle route will be articulated with character areas , which will provide a contrast in terms of aspect, planting types and width, providing an attractive journey for users. Foraging areas will be incorporated into the landscape scheme, providing opportunities for users of the development and the general public to pick fruits and herbs , which will enhance the amenity offering of the development.

Rest spaces/amenity areas will be provided along the south western boundary to afford the opportunity to benefit from the improved setting of the Dagenham Brook as well as rest and provide breakout space for employees. The rest spaces will be overlooked by office spaces in the employment area, providing high levels of natural surveillance crating a safe and secure environment.

It is proposed that the rest/amenity spaces situated along the pedestrian cycle route will be surfaced with resin bound gravel, providing visual contrast in surface treat, which will enhance legibility and create a high quality environment. Broxap Litchard benches with a hard wood finish will provide comfortable seating, which is both contemporary and modern in appearance. The base of the benches will be coloured Ral 1023 which is the applicants corporate colour and will reflect the colour of the accentuated building entrances. This will provide a cohesive link tying the development together and contribute to the creation of a sense of place.

Security and safety is paramount to the development in terms of providing segregation between the public and estate users. It is proposed that visually permeable boundary treatments are introduced to separate the public and private spaces in the form of 2.4m high weldmesh fencing. This will ensure that high levels of natural surveillance are provided to the pedestrian cycle route, creating a safe environment for both public users of the pedestrian cycle way and employees.

Boundary treatment to the employment development will incorporate secure pedestrian access in the form of weldmesh gates with keypad controls to offer the opportunity for estate users to have easy access and to benefit from the Dagenham Brook enhancements.

Amenity space will also be provided within the development which will incorporated the same surface finishes and street furniture in order to provide consistency to the development.



RESIN BOUND GRAVEL TO SEATING AREAS



BROXAP LITCHARD SEATING AMENITY AREAS



3M TARMACADAM PEDESTRIAN/CYCLE ROUTE

11.0 APPEARANCE

The existing buildings in and around the site vary significantly in terms of appearance and use, incorporating a range of materials including brickwork, metal cladding, render, metal roofs, tiled roofs and felt roofs. There is no specific style of vernacular architecture which adds to the character and diversity of the area. The majority of buildings on the existing site primarily consist of simple metal clad buildings with grey and brown tones.

The proposed scheme will seek to provide high quality flexible buildings of an industrial typology which are attractive to occupiers and suited to modern business needs.

The new buildings will incorporate a range of materials which will include profiled metal cladding and composite metal cladding which will create interest through contrast in colour and texture. This will accentuate the office areas and building entrances enhancing legibility and creating a defined sense of place and family of buildings.

There will be clear definition between the fronts and rears of buildings, the former will incorporate glazed elevations and the latter will offer a simple aesthetic augmented by living green screens to create layering and visual interest as well as biodiversity enhancements. The rears of buildings are generally positioned away from estate roads and pedestrian route to ensure buildings are orientated to provide active frontages.

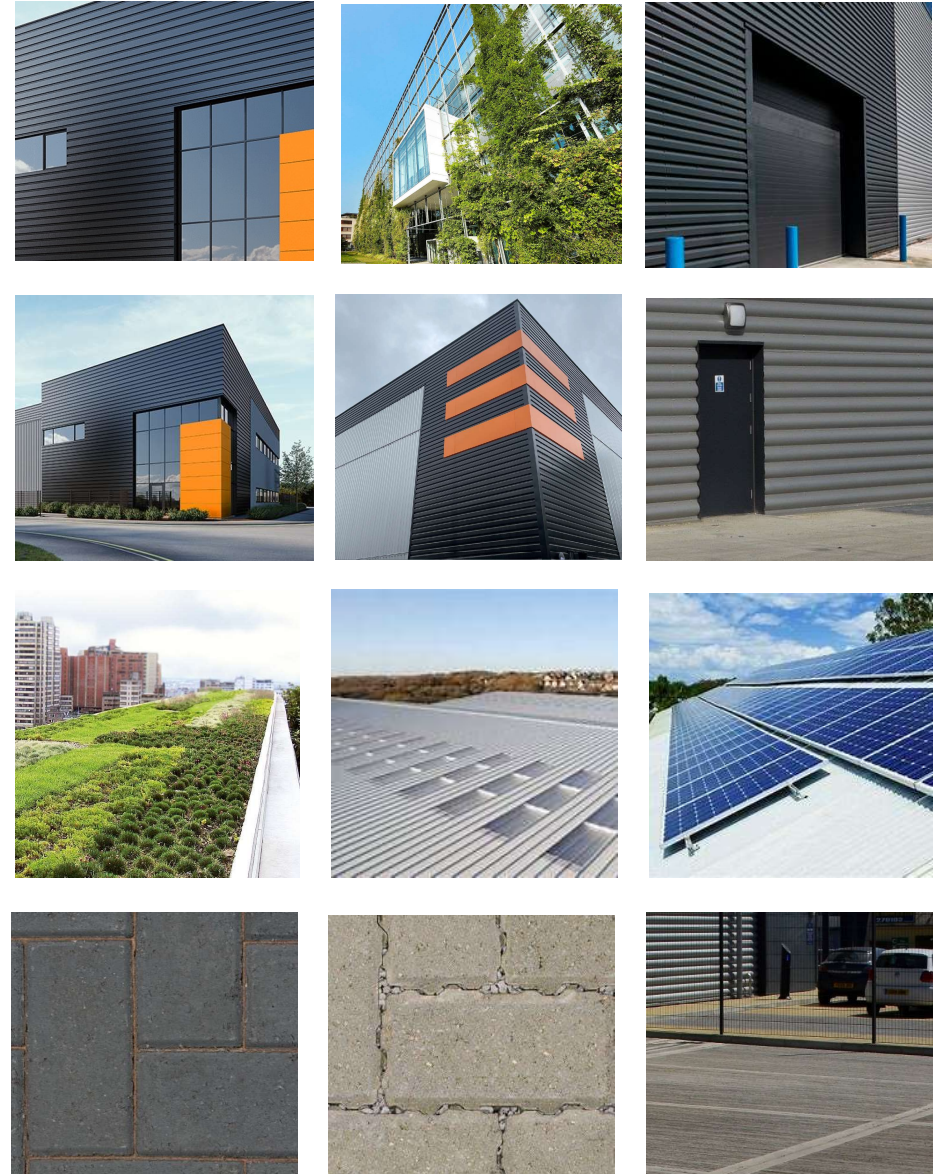
Large expanses of glazing and curtain walling features will be incorporated into office areas and building entrances to provide interest and high levels of natural surveillance. Canopies will be added to building entrances to provide further interest and legibility..

The materials range proposed will contrast in terms of colour and texture and create visual interest, enhancing the legibility of the buildings and creating a high quality visually interesting development.

A neutral colour palette is proposed consisting of silvers and greys with feature orange panels which will provide visual interest through strong contrasts in colour. The proposed colours will avoid fashion and will not prematurely date.

The proposed material selection and colour palette will seamlessly fit in to the surrounding areas and provide cohesion and attractive backdrop to the existing and proposed landscaping.

The proposed scheme will offer a contemporary, modern appearance that is attractive and of a high quality which will seamlessly fit into the surrounding areas. Whilst creating a sense of place and family of buildings.



PRECEDENT IMAGES

11.0 APPEARANCE

The position of fire exit doors facing the boundaries of adjacent residential properties is limited to the eastern boundary which backs on to the Marconi Road boundary and will be provided in accordance with the minimum requirements of Part B2 of Building Regulations (5no. Doors).

The properties on Marconi Road are raised above the proposed development by circa 2-3m in height and the boundary consists of a 2-3m high retaining wall with 1.8-2m high timber fencing on top of it. The proposed lighting on this boundary is downward facing, cowled, wall mounted LED lighting with proximity sensors, positioned 3m above ground level (which is significantly below the top of existing timber fencing on the residential boundary). It is therefore considered that the proposed external lighting will have no impact on the adjacent residential properties.

All fire exit doors will be provided with self closers to ensure that doors close automatically to provide noise and disruption to the neighbouring properties.

Restrictions will also be applied to end users to prevent the propping open of fire exit doors by occupiers and disruption to adjacent users.

An external lighting report has been submitted with the application which outlines the lighting proposals in detail, which conform with BREEAM requirements.

The proposed materials for the development are as follows:

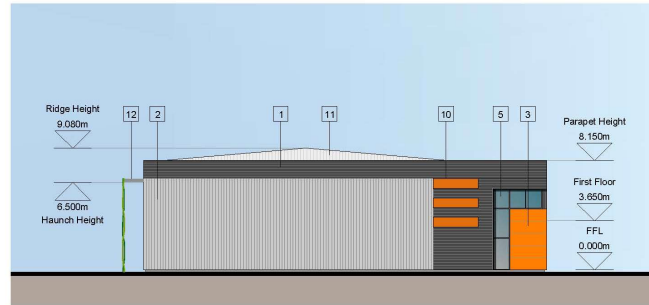
- Horizontal Profile Cladding (Gloss Black)
- Vertical Profile Cladding (Silver)
- Microrib Composite Cladding (Orange)
- Feature Panels (Orange)
- Profiled Roof Cladding (Goosewing Grey)
- Aluminium Framed Doors and Windows (Black)
- Loading Bay Doors (Orange)
- Steel Personnel Doors (Black)
- Steel Bollards
- Glazed Canopy
- Green Walls



PRECEDENT IMAGES



TYPICAL FRONT ELEVATION (UNIT 1 – 1A NORTHWEST ELEVATION)



TYPICAL SIDE ELEVATIONS, FACING RESIDENTIAL AREAS (UNIT 5 – 6 NORTHWESTERN AND SOUTH EASTERN ELEVATIONS)

- MATERIALS KEY**
- 1 HORIZONTAL PROFILE CLADDING, GLOSS BLACK
 - 2 VERTICAL PROFILE CLADDING, SILVER
 - 3 FEATURE MICRORIB COMPOSITE CLADDING TO ENTRANCE, ORANGE
 - 4 ALUMINIUM FRAMED WINDOWS, BLACK
 - 6 ALUMINIUM FRAMED ENTRANCE DOORS AND WINDOWS, BLACK
 - 6 LOADING BAY DOORS ORANGE
 - 7 STEEL PERSONNEL DOORS BLACK
 - 8 STEEL BOLLARD
 - 9 MAIN ENTRANCE GLAZED CANOPY
 - 10 FEATURE PANELS, ORANGE
 - 11 PROFILED ROOF CLADDING (GOOSEWING GREY)
 - 12 GREEN WALL
 - 13 ALUMINIUM FRAMED GLAZED PERSONNEL DOOR, BLACK
 - 14 UNIT NUMERALS



TYPICAL REAR ELEVATION FACING RESIDENTIAL AREAS (UNIT 2 – 4 NORTHEASTERN ELEVATION)

12.0 ACCESS

The proposed scheme is intended to provide a fully inclusive environment which will be designed in compliance with current British Standards and Part M of the Building Regulations.

The new development will provide car parking in compliance with local authority standards and include accessible parking in compliance with current British Standards provided at 5%.

Car and cycle parking for the proposal will meet local authority parking standards as a minimum. Cycle storage will be provided through the use of secure covered Sheffield style stands at key legible locations which are overlooked to the front of buildings throughout the development.

Electric car charging points will be provided across the site in accordance with BREEAM requirements and the London Plan.

Car sharing spaces will be provided at 5% of the total car parking provision to promote green travel and a reduction in car use.

PARKING PROVISION:

UNIT	CYCLE	CAR	ACCESSIBLE
1	6	13	1
1A	6	13	1
2	6	9	1
3	6	8	1
4	4	8	1
5	2	3	1
6	2	4	1
7	6	10	1
8	4	5	1
TOTAL	42	73	9 (included in total)

Each unit will be provided with accessible WC's and showers suitable for wheelchair users and provision will be made for either lifts or future lifts subject to building regulation requirements.

All accommodation stairs will be designed to cater for ambulant disabled persons.

Estate signage will be controlled so that the way finding through the estate is clear and legible.

The proposal includes access from the existing access roads, which will incorporate new pedestrian footpaths with dropped kerbs and tactile paving at crossing points. The proposed pedestrian / cycle links will enhance permeability and significantly increase connectivity to the wider area, meeting the aspirations of the local authority and the wider masterplan.



PRECEDENT IMAGES

12.0 ACCESS

FOOTPATH AND CYCLE PATH ANALYSIS



Key:

- Dagenham Brook
- Marsh Lane
- 1.8-2m Footpaths
Gravel and tarmac
- 2.5m Footpath
Tarmacadam
- 3m Footpath
Gravel, tarmac, tarmac with gravel topping
- 4m Segregated pedestrian footpath with concrete pin kerb
separation and demarcation of surface in red with white line
characters
- Cycle lane on road
White lining
- Proposed pedestrian & cycle links as part of application
- Proposed pedestrian links as part of separate landowner
application / wider masterplan



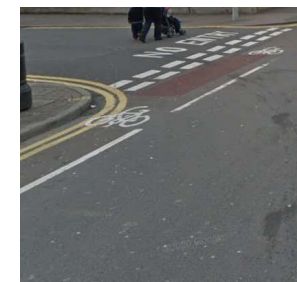
4 M SEGREGATED PEDESTRIAN CYCLE LINK



2.5M TARMAC FOOTPATH



1.8-2M WIDE PEDESTRIAN LINKS



PEDESTRIAN LANE IN ROAD

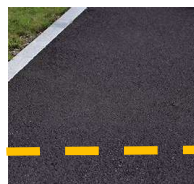
12.0 ACCESS

PEDESTRIAN PRIORITY ROUTES TO BUILDINGS

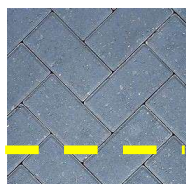


12.0 ACCESS

PEDESTRIAN / CYCLE ROUTE FINISHES



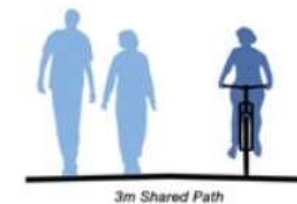
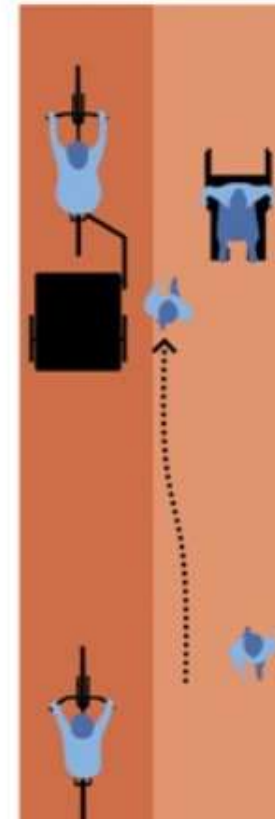
Low maintenance
long lasting
durable
tarmacadam
finish



Charcoal block
paving

EXTRACTS FROM SUSTRANS GEOMETRIC DESIGN GUIDE

3m wide separated path



12.0 ACCESS

FOOTPATH & CYCLE PATH ANALYSIS

The Footpath & Cycle analysis diagram identifies the key pedestrian and cycle path routes adjacent to the Dagenham Brook & Surrounding area and the proposed key pedestrian and cycle route proposed as part of this application and the wider masterplan.

The key pedestrian routes in close proximity to the Brook primarily consists of tarmac surfacing with surfacing in the wider area consisting of gravel topped tarmac surfacing. There are no segregated pedestrian cycle routes in the immediate vicinity of the Brook, adjacent routes consist of footpaths between approximately 1.8m and 2.5m in width.

Designated cycle routes in the wider area consist of cycle lanes on roadways, and Orient Way and the A104 which are primary routes consisting of 4m wide pedestrian / cycle paths. These routes consist of approximately 2m wide tarmac footpaths and 2m wide tarmac cycle lanes. Segregation between the two is provide through the use of white lined pedestrian and cycle symbols, concrete kerbs (raised and flush) and red paint.

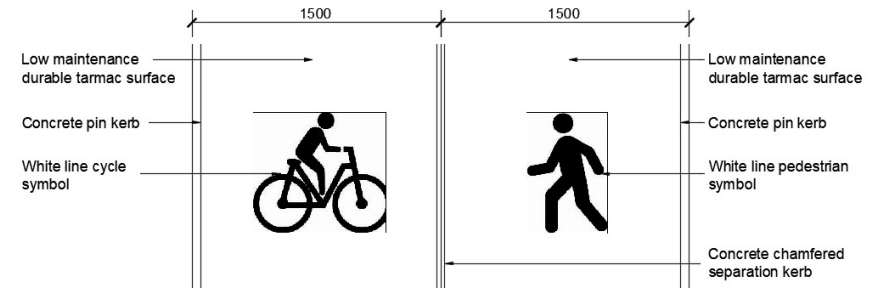
The proposed pedestrian cycle path along the Dagenham Brook boundary is 3m in width which meets requirements discussed at pre-application stage and is of a width in excess of footpath connections in the immediate vicinity of the Brook. A 3m segregated cycle path is in compliance with Sustrans geometric design.

A tarmac finish is proposed to the pedestrian / cycle link which is low maintenance, durable and reflective of the existing surface finishes of pedestrian / cycle routes in the wider area.

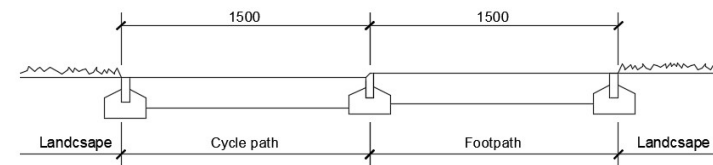
The proposed pedestrian / cycle route provides separation through the incorporation of a central concrete kerb, which provides separation visually and through a subtle change in levels which will separate the use of the shared route. Further legibility will be added through the addition of white lined pedestrian and cycle symbols at regular intervals along the route.

The proposed pedestrian cycle route offers a significant enhancement to the existing movement network, the width of the link is suitable for the location and the proposed finish and methods of separation are in keeping with those of existing links in the wider area.

Access to the new pedestrian cycle link on the southern boundary will be temporarily fenced with secure gates until the pedestrian cycle link on the Percy Ingle site is implemented.



PEDESTRIAN/CYCLE ROUTE PLAN



PEDESTRIAN/CYCLE ROUTE SECTION

INDICATIVE PEDESTRIAN / CYCLE ROUTE PLAN & SECTION



PRECEDENT IMAGE SHOWING TARMAC SURFACE WITH CENTRAL SEPARATION KERB

12.0 ACCESS

PEDESTRIAN ACCESS

Priority pedestrian links are provided to the entrance of each building in the proposed development.

Pedestrian links connecting to Estate Way North and South are proposed to have a tarmac finish to match the existing footpaths on Church Road. Both links will incorporate raised kerbs and dropped kerbs with tactile paving where required.

The proposed new footpath to Estate Way North has been increased to a minimum width of 1.8m which is in compliance with DDA guidance and in response to consultee comments. This allows for a landscape strip to be introduced to the rear of the residential properties on Tallack Road to provide enhanced screening to the gardens from the existing employment uses. The introduction of the footpath reduces the width of the existing estate road to 6.5m which is the minimum practical requirement for goods vehicles to pass in two directions. Any further reduction in the road width would compromise the use of the strategic employment site.

A new pedestrian link is proposed to the north side of Estate Way South, the width of the footpath is a minimum of 1.8m. The introduction of the footpath will formalise pedestrian access in an area that consists of hardstanding and with white lined footpath links. It is proposed that the south side of the road is delineated with white lining to separate yard areas from the access road. The proposed footpath also incorporates a landscape zone to the rear of the residential properties on Marconi Road to offer screening and softening the approach to the new development creating a high quality backcloth and significantly enhancing an area characterised by hard standing.

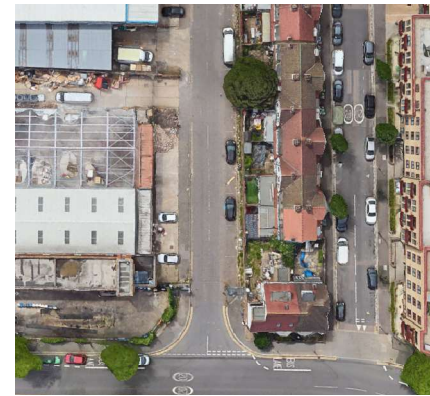
Footpaths within the new development consists of contrasting block paving with raised kerbs to provide clear legible routes incorporating dropped kerbs, tactile paving and clearly marked pedestrian crossings across roadways. This will create a safe legible environment for footway users with direct links to building entrances.

Footpaths within the development will be a minimum of 1.5m wide, in compliance with DDA requirements.

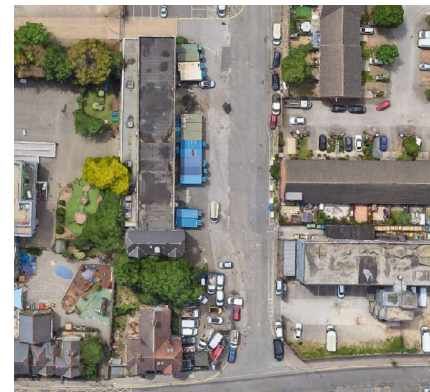
The proposed footpaths on Estate Way South will provide safe links to the entrance of the Percy Ingle site, offering the opportunity for future connections as part of the wider masterplan.

A Vision Zero approach is adopted to the proposed employment development, in order to provide a safe environment. Pedestrian links are provided for employees and visitors to access the site only. Deterring unnecessary public access which would result in safety health and safety issues.

Public footpaths are routed around the site linking to the Dagenham Brook and Percy Ingle site to enhance the wider movement network.



ESTATE WAY NORTH EXISTING



ESTATE WAY SOUTH EXISTING



ESTATE WAY NORTH PROPOSED



ESTATE WAY SOUTH PROPOSED

13.0 SUSTAINABILITY

The proposed development will take a holistic approach to the integration of sustainable design from inception and will be designed to achieve a reduction in carbon emissions and a minimum BREEAM 'Excellent' rating. A minimum of an EPC A rating with pathway to A+ will be targeted. The improved site density will ensure the development can make a positive contribution to sustainable living and improvements made to ecology, biodiversity, flood risk and energy use.

The following design principles will be considered in the development of the scheme:

- Minimising carbon dioxide emissions across the site, including the building and services (such as heating and cooling systems).
- Avoiding the internal overheating that contributes to the urban heat island effect.
- Targeted U'values in accordance with Part L2 (2021), going beyond minimum requirements.
- Efficient use of natural resources (including water), making the most of natural systems both within and around buildings.
- Minimising pollution (including noise, air and urban run-off).
- Minimising the generation of waste and maximising reuse or recycling.
- Avoiding impacts from natural hazards (including flooding).
- Ensuring the development is comfortable and secure for users, including avoiding the creation of adverse local climatic conditions.
- Sustainable procurement of materials, using local suppliers where feasible.
- Promoting and protecting biodiversity and green infrastructure

The design will also incorporate the following sustainable features:

- Finely tuned building fabric to reduce energy loss, high efficiency fittings to reduce energy demand and the inclusion of renewable energy technologies to achieve a reduction in carbon dioxide emissions, such as air source heat pumps and photovoltaics.
- Following the Energy Hierarchy in the London Plan and 102% estimated regulated CO2 saving on site, against a Part L 2013 compliant scheme with SAP10 carbon factors.
- On site communal high efficiency ASHP system at a centralised energy centre, future-proofed in accordance with the London Plan Policy, to enable a future connection to a DHN network.
- All site uses will be connected to the energy centre, with capped services provided should future tenants wish to connect to the network as part of their fit-out.
- Incorporation of Green Guide to Specification A rated materials
- Use of materials with high recycled content and sustainable certification such as FSC.
- Where possible, materials will be specified in line with the building LCA benchmarks to conform with BREEAM 2018.
- Water conservation achieved through low use fittings and sanitary ware.
- Surface water drainage achieved using SUDs techniques.

- Minimal environmental impact including noise and air quality through design of layout and building fabric.
- Measures to minimize the generation of waste through construction and maximise reuse or recycling by providing adequate room for waste treatment.
- Inclusion of a Travel Plan, cycle parking and shower facilities as well as connectivity to the footway network to encourage the use of alternative modes of transport.
- Enhanced biodiversity value through increased areas of tree planting and areas of soft landscape.
- Air quality improvements through extensive tree planting, electric car charging, car share, improvement to public transport & pedestrian points and on site renewable energy generation.

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BREEAM 2018



OPTIMISED ROOF LIGHT AREA



ENHANCED BIODIVERSITY



MODULAR / PREFABRICATED MATERIALS

14.0 SUMMARY

This document has demonstrated that the proposed scheme has been well considered and takes into account the varied requirements from both a design and planning policy perspective. The resulting scheme has been thoroughly assessed against the following criteria:

USE

The proposed development is located within an existing Borough Employment Area and the proposed employment uses are entirely compatible with local planning policy.

The existing construction waste and paper recycling use would be removed from the site which is a positive enhancement.

The proposed development would provide flexible, high-quality workspace in a range of sizes to meet current market demands.

The development of the site for Class E(g), B2 & B8 use classes would invigorate a failing business park creating a more diverse range of employment opportunities.

AMOUNT

The scheme delivers a realistic quantum of employment space that is sensitive to the location, without compromising operational practicalities, with employment uses retained and intensified in a Borough Employment Area.

LAYOUT

The layout is clear and legible, creating a safe and secure working environment whilst responding to the surrounding uses and significantly enhancing the wider movement network in a sympathetic manner providing a coordinated layout with active frontages easy to navigate.

The proposed layout responds sensitively to the residential properties to the east of the site. Using changes in level and living green screen enhancements and the built form to provide screening to mitigate potential visual and acoustic issues.

The proposed buildings are generally set back further from boundaries than the existing buildings in order to provide a sensitive response to neighbouring uses.

SCALE

The proposed development in terms of scale and mass would be commensurate with the existing buildings in the area and would meet current market demands. The scale and mass of the proposed development is considered appropriate for the site context and is supported by the GLA.

The density of development is a realistic quantum of employment space that does not compromise planning policy or operational practicalities and be attractive to potential occupiers, whilst intensifying the existing employment uses.

LANDSCAPE

Soft landscape enhancements will be made to the Dagenham Brook and rear of residential properties which will provide a cohesive thread throughout the development. To enhance legibility and provide an attractive backcloth to the scheme.

Ecological enhancements will also be included to provide habitat through the planting of native species and the provision of nesting boxes.

APPEARANCE

The proposal is for the demolition of the existing building stock, which is not suited to modern business needs and is poor quality in terms of appearance and condition. The development will create a family of buildings, that are suited to modern business needs and would enhance the sense of place.

The design of the scheme is sympathetic to the industrial building typology and creates a modern high quality scheme which will be both aesthetically pleasing and distinctive, offering a significant enhancement to the existing situation.

Office areas with high quality glazed features will be located at key points to provide visual interest and a high quality appearance providing legibility and natural surveillance.

ACCESS

The scheme has been designed to be fully inclusive for all and gives occupiers the flexibility to adapt to future requirements. The proposed scheme will offer significant enhancements to the connectivity of the site with the existing movement network and wider area.

SUSTAINABILITY

The scheme will be designed from the outset to deliver a highly sustainable development, incorporating renewable technologies such as air source heat pumps and photovoltaic panels as well as meeting the stringent requirements of BREEAM to achieve a minimum of an 'Excellent' rating.

As a result of a thorough process of evaluation and design, the scheme has developed to become a high-quality project, which will be both practical for its intended industrial use as well as being memorable and distinctive. The proposal will positively contribute to the economy of the local area, using high quality architecture and urban design that responds directly to the site context.