

Woodhall

Woodhall Employment

In Worcestershire Parkway Strategic Growth Area

MERTON COLLEGE OXFORD

Define.

Design & Access Statement

Document Issued
December 2025
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SECTION 1

Introduction

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This Design and Access Statement (DAS) has been prepared to support an Outline Planning Application by Merton College & Brighton STM Developments Limited for development of employment land at Worcestershire Parkway Strategic Growth Area (SGA)

1.1. The proposals, submitted by way of an Outline Planning Application to Wychavon District Council (WDC) for the phased delivery of employment development, form part of the proposed Woodhall Neighbourhood. Works to include site clearance / remediation works and engineering works to create new development platforms; the construction of employment floorspace (Use Class B2, B8 and ancillary E(g)(i)); the creation of an internal transport network with connections to the surrounding highway, cycle and pedestrian network (including 1no. vehicular junction onto the B4084); green infrastructure comprising formal, informal open space and amenity space; the stopping up / diversion of existing public rights of way, and the creation of new routes; supporting utilities infrastructure including a sustainable drainage system. Details of the vehicular access point is submitted for approval. All other matters are reserved for future determination.

1.2. The proposals are for a standalone industrial and logistics park located at a strategically important location adjacent to junction 7 of the M5, the need and location for which is identified and supported in the South Worcestershire Economic Development Needs Assessment (2022). Part E of the South Worcestershire Development Plan (2016) Policy SWDP 8 'Providing the Right Land and Buildings for Jobs' supports unallocated sites coming forward for employment uses, where such provision is of a scale appropriate to the location. This is the case at Woodhall.

1.3. Moreover the scheme also accords with the proposed allocation of the new settlement at Worcestershire Parkway being brought forward as part of the South Worcestershire Development Plan Review (SWDPR) (Draft Policy SWDPR 51*). Worcestershire Parkway will deliver a variety of land uses during the Plan period to 2041, including approximately 5,00 dwellings, 50 hectares of employment land, a town centre, 2-3 local centres, education facilities and green infrastructure. A further 5,000 dwellings will come forward during the next plan period post 2041.

1.4. The application is supported by Parameter Plans covering the following areas: Land use, access and movement, green infrastructure and a detailed access arrangement plan.

1.5. This document explains in detail the land use, movement framework, green infrastructure network and development character to be achieved via a set of design principles, supported by indicative illustrative material that is intended to inform the principles of the layout and design of future Reserved Matters applications.

*We understand that Draft Policy SWDPR 51 is likely to be renumbered as part of the forthcoming Main Modifications consultation. For clarity, the policy is referred to as "51" in this report as this is correct at the time of submission.

The Role of the DAS

1.6. The purpose of this document is to communicate the design process and development principles associated with this Proposed Development whilst demonstrating how the Site would be developed in accordance with the planning policy requirements and through adopting best practice urban design principles. It demonstrates how the local character has been taken into account and how a high quality development can be achieved.

1.7. The document also communicates the collaborative design process undertaken to date which includes dialogue with officers and representatives of the South Worcestershire Councils (SWC) - which comprise Wychavon District Council, Malvern Hills District Council and Worcester City Council - Worcestershire County Council (WCC) and other key stakeholders.

1.8. The illustrative material used in this document necessarily reflects the 'outline' status of the planning application. Further detail will be worked up as and when Reserved Matters are progressed. The photographs used in this document of other schemes are used as precedent images that aim to give an idea of the intended 'look and feel' of the proposed development.

1.9. The document has been prepared in accordance with The Town and Country Planning (Development Management Procedure) (England) Order 2015 no. 595 and the Planning Practice Guidance (PPG). In doing so it:

(a) explains the design principles and concepts that have been applied to the development;

(b) demonstrates the steps taken to appraise the context of the development and how the design of the development takes that context into account;

(c) explains the policy adopted as to access, and how policies relating to access in relevant local development documents have been taken into account;

(d) states what, if any, consultation has been undertaken on issues relating to access to the development and what account has been taken of the outcome of any such consultation; and

(e) explains how any specific issues which might affect access to the development have been addressed.

Structure of the DAS

1.10. The DAS is structured to reflect the design process which has followed a collaborative process of assessment, evaluation, involvement, design and review with key stakeholders over several years including working closely with SWC and WCC officers.

1.11. This process has followed a clear sequence of design stages including site investigation and analysis to establish a baseline of existing conditions to determine constraints and opportunities. Following this, through a process of iterative design testing, masterplan evolution and review an approach has been formulated that suggests a successful layout based on design principles, character elements, movement and green & blue infrastructure.

1.12. Summarising the process undertaken, this Design and Access Statement is structured as follows:

- Introduction;
- Vision;
- Site & Context;
- Design Principles;
- Design Evolution;
- Placemaking Strategy;
- Development Parameters;
- Green & Blue Strategy;
- Illustrative Framework
- Character Elements;
- Compliance with the SWDP;
- Summary & Conclusions;
- Technical Appendix.

The Applicant & The Team

1.13. The Applicant has assembled a comprehensive team of specialist consultants that have reviewed and assessed the available technical information relating to the Site and its context in order to accurately and robustly formulate a deliverable Development Proposal. The technical team is identified in the diagram to the right:

The Applicant

MERTON COLLEGE OXFORD

Brighton STM Developments Limited

Technical Team

PLANNING

savills

URBAN DESIGN & LANDSCAPE ARCHITECTURE

Define.

FLOOD RISK & DRAINAGE, ENGINEERING, UTILITIES & TRANSPORTATION

PJA

ECOLOGY, ACOUSTICS & LIGHTING

SLR

ENERGY

HOARE LEA

ARCHITECTURE

umc architects

HERITAGE & ARCHAEOLOGY

rps

ARBORICULTURE

FLAC

SECTION 2

The Vision

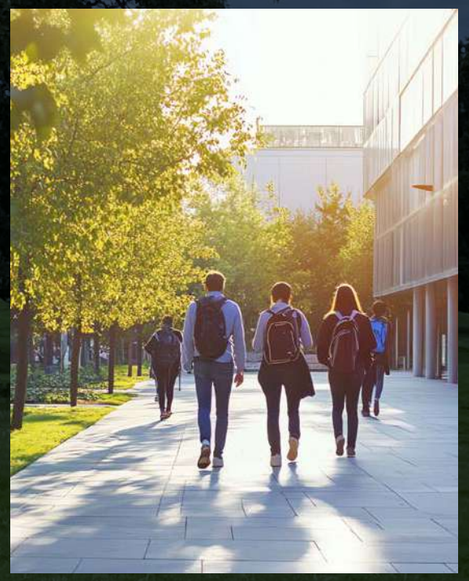
Woodhall Employment is envisaged as an industrial development within the first phase of the sustainable Woodhall neighbourhood, part of the Worcestershire Parkway Strategic Growth Area (SGA). The Site presents a valuable opportunity to create local jobs while meeting the increasing demand for industrial and logistics facilities.

Its strategic location and excellent connectivity make it a key element of the Worcestershire Parkway SGA, contributing to the area's overall development with a design approach that is informed by the surrounding landscape assets, ensuring the development integrates with its environment.









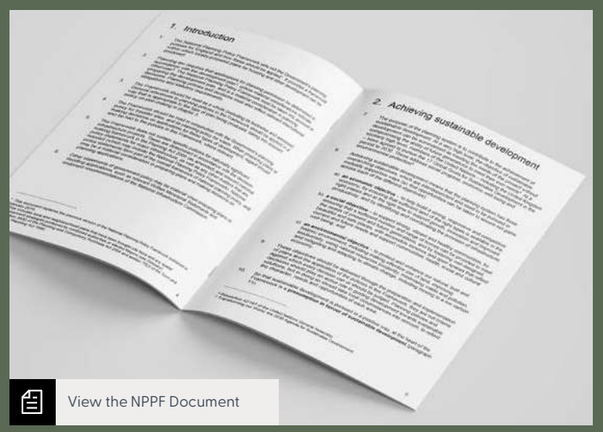
SECTION 3

Site & Context

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National Planning Policy and Guidance requires well designed places that are beautiful, healthy, greener, enduring and successful. Great importance is placed on assessing and understanding a site and its context before formulating proposals as a means to achieving a high standard of design and creating a strong sense of place.





View the NPPF Document



The National Planning Policy Framework (NPPF), December 2024

2.1. The NPPF is underpinned by the presumption in favour of sustainable development.

2.2. NPPF Paragraph 115c states that the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the national Design Guide and the National Model Design Code.

2.3. NPPF Paragraph 124 states that planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses.

2.4. NPPF Paragraph 131 states that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve, and that, good design is a key aspect of sustainable development.

2.5. NPPF Paragraph 135 states that planning policies and decisions should ensure that developments:

a).will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

b). are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

c). are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

d). establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

e). optimise the potential of the Site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

f). create places that are safe, inclusive and accessible and which promote health and wellbeing, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

2.6. The section “Design Principles and Development Parameters” in this document will reflect and explain how the principles mentioned above have been applied to the design development.

Planning Context

3.1. The Development Plan for application site is produced by the South Worcestershire Councils (SWCs) which include Wychavon District Council, Malvern Hills District Council and Worcester City Council. The following Development Plan documents are relevant:

South Worcestershire Development Plan (2016)

3.2. The South Worcestershire Development Plan (SWDP) is the local plan for the site and was adopted in February 2016. The SWDP considers the long term vision, objectives and policies for South Worcestershire up to the year 2030. The SWDP states that a range of small sites and larger 'strategic' sites have been allocated across South Worcestershire with accompanying site specific policies to ensure that any development is sustainable.

3.3. Policy SWDP 8 (Pat E) of the adopted plan states that in addition to the sites allocated specifically for employment to support economic growth across the region. The policy promotes that adequate employment land is available for developments on an appropriate scale.

South Worcestershire Development Plan Review (SWDPR) (2017)

3.4. The South Worcestershire Councils (SWCs) are progressing a review of the adopted SWDP. On 27th September 2023 the SWCs formally submitted the South Worcestershire Development Plan Review (SWDPR) and associated evidence base documents to the Secretary of State for independent examination. An Examination in Public was held between March / September 2025.

3.5. The Inspectors issued an interim response to the Examination in Public EiP on 23rd June 2025, which concluded that the Plan is likely to be capable of being found legally compliant and sound, subject to a number of main modifications which are expected to be consulted on at the end of 2025. In relation to SWDPR 51 the Inspectors were content that the selection of the site was justified in principle and raised no specific concerns about the scale and location of employment and residential development proposed.

3.6. While the SWDPR has yet to be adopted, the emerging policies set out a clear strategy for addressing the identified future needs of South Worcestershire, including the application site delivering part of the strategic employment allocation at Worcestershire Parkway.

3.7. The Site is located within a proposed allocation in the SWDPR called Worcestershire Parkway. Draft SWDPR Policy 51 (Worcestershire Parkway) will be the focus of strategic development for the plan period to 2041.

3.8. Draft Policy SWDPR 51 states that the first phase of Worcestershire Parkway is to be delivered in the Plan period 2021-2041 and will include the delivery of approximately 50 hectares of employment land for Class E(g), B2 and B8 uses. Draft Policy SWDPR 5 (Design and Sustainable Construction) states that to ensure the delivery of high quality design and minimise the impact of climate change across south Worcestershire, development proposals will maximise opportunities to improve the quality of life and health and wellbeing of current and future residents through the provision of, but not exclusively: private, communal and public amenity space; appropriate internal space standards for new dwellings; recreational space for all; and connected spaces and places that promote active travel and alternative means of travel. Objectives that have informed the design rationale and vision for the Site which are explained in the Design Principles and Placemaking Strategy sections of this document.



View the South Worcestershire Development Plan



View the South Worcestershire Development Plan Review

Planning Context

South Worcestershire Design Guide SPD (2018)

3.9. The South Worcestershire Design Guide Supplementary Planning Document (SPD) was adopted in March 2018 to provide guidance on how the SWDP design related policies should be interpreted and is consistent with adopted development plan policies in particular SWDP21 Design.

3.10. The SPD aims is to encourage a higher standard of design; it does not set prescriptive standards but identifies principles of good design that are considered to be best practice. The SPD states that it should be used alongside the appropriate national planning policies and other local plan policies in the SWDP. The South Worcestershire Design Guide SPD (2018) replaces the previous Worcester City Residential Design Guide (2002) and the Wychavon District Residential Design Guide SPD (2010).

3.11. Further to the Design Guide SPD, the supporting text to Policy SWDPR51 confirms at paragraphs 1.15 - 1.17 that a Spatial Framework document will be prepared and adopted as a Supplementary Planning Document (SPD) for the strategic allocation to provide further detailed policy and guidance to ensure the comprehensive development and delivery of Worcestershire Parkway in accordance with the policy.

3.12. The Design principles and Placemaking Strategy sections of this document explain how these principles of good design can be achieved.



View the South Worcestershire Development Plan

Emerging Worcestershire Parkway Concept Plan - SWDRP 51

3.13. It is expected that a revised version of the Concept Plan at Figure 1 will be part of the draft Policy SWDPR 51 and demonstrates how the Worcestershire Parkway allocation could be developed. It is highlighted that the Concept Plan identifies indicative locations/boundaries for proposed land uses and infrastructure, which show the Site as a strategic employment area for the SGA.

3.14. The Concept Plan is intended to set out the spatial interpretation of the vision for the SGA and how it will evolve and be implemented as well as the main design considerations/development parameters. Following the SWDPR Examination in Public, the Inspectors issues a Post Hearing Letter (23rd June 2025) which noted that 'the Concept Plan essentially shows one way in which the new settlement may be developed' (para 62).

Next Steps

3.15. Paragraph 41 of the Draft Spatial Framework (2022) (explained in the following page) emphasises that it is important to note that the Concept Plan has been refined over time to reflect ongoing evidence base submissions.

3.16. The Concept Plan has been evolved further by the SWCs during dialogue and discussion in relation to the application proposals and it is understood that the next iteration will reflect the Consensus Plan - a plan being prepared by the respective landowners and their promoters to identify likely proposals.

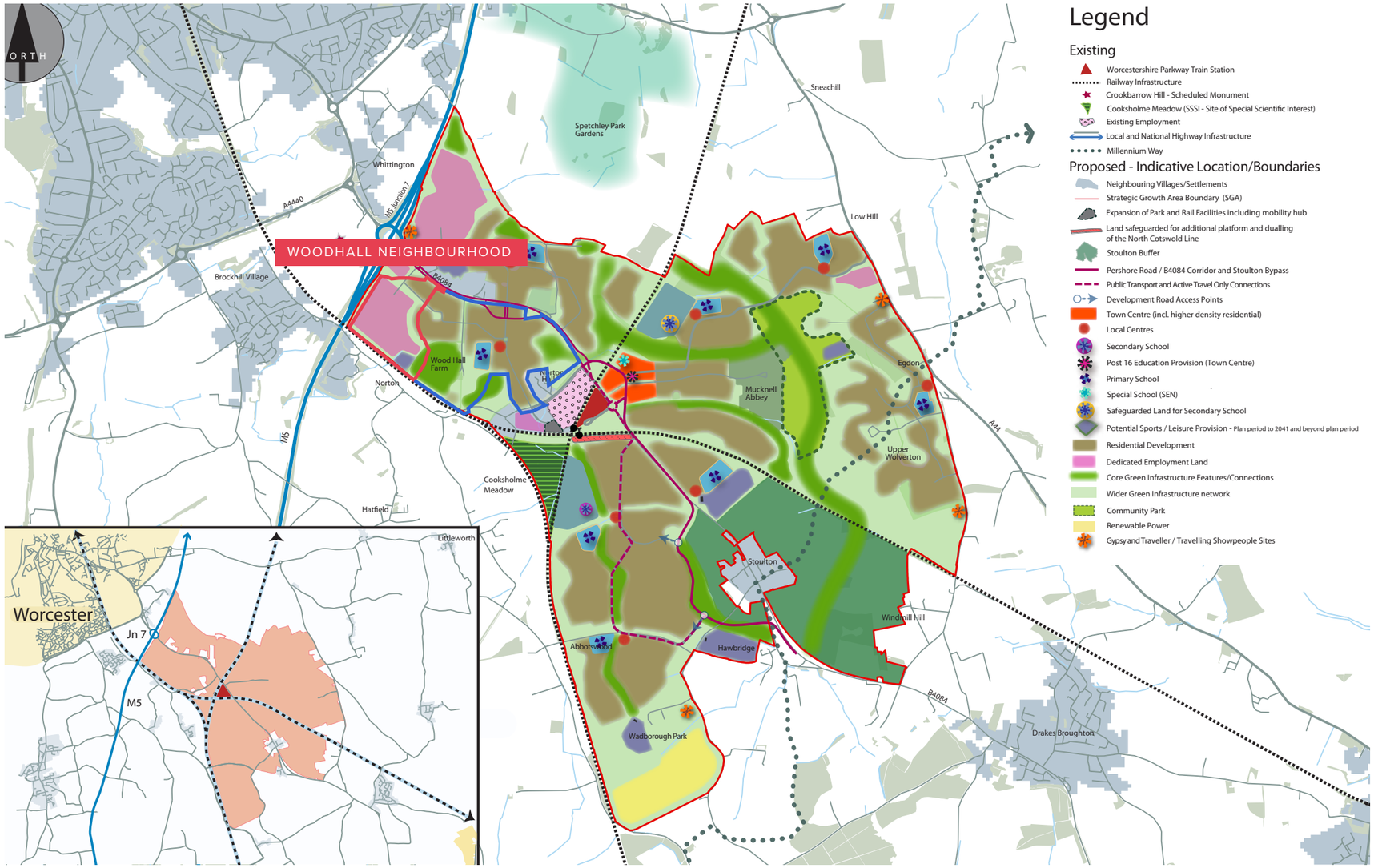


FIGURE 1 - EMERGING SWDP 51 - WORCESTERSHIRE PARKWAY CONCEPT PLAN

The Worcestershire Parkway Strategic Growth Area Vision

Worcestershire Parkway SGA Draft Spatial Framework (2022)

3.17. The Worcestershire Parkway Strategic Growth Area (SGA) Draft Spatial Framework (DSF) was produced in November 2022 by the SWCs, working in collaboration with site promoters, technical specialists and developers. The DFS was produced as part of the evidence base to support the South Worcestershire Development Plan Review (SWDPR) (see panning context section).

3.18. The DSF (2022) identifies the primary assets of the SGA and sets out the aspirational vision for Worcestershire Parkway as a new town, as below:

"Worcestershire Parkway is a new town which provides a rewarding place to live, work and play. It is developed in accordance with the garden town and villages approach, is carbon neutral and will reach an estimated population of 24,000 by 2060.

As development is landscape led, the new town and its neighbourhoods are harmonious with the natural and heritage environment through significant investment in new green infrastructure, part of which forms a new Community Park.

Comprehensively planned, the new town is underpinned by a vibrant and viable Town Centre which supports a wide range of uses. At its heart, and close to the Town Centre, is the public transport hub, including the railway station, which provides the new community with a full range of accessible local services, as well as the choice to live a sustainable car free lifestyle.

The settlement is well connected, with a strong active travel network both within the settlement and out to the surrounding areas."

3.19. The DSF identifies a series of 'primary assets' to understand the unique qualities that make area distinctive and answer the question "...what makes Worcestershire Parkway Special?". These are captured in a diagram on P31 of the DSF (2022) (as shown below).





View the WP SGA Draft Spatial Framework

Objectives

3.20. A series of strategic development objectives have been devised for Worcestershire Parkway to deliver the vision, underpinned by three principal themes. These objectives and the seven aspirations are illustrated in a diagram on P35 of the DSF (2022) (as shown below) and have informed the design principles and placemaking strategy sections of this document.

RESILIENT TO CLIMATE CHANGE - Climate resilient economy, low carbon development, beautiful homes fit for the future and expand GI/tree planting.

DIVERSE EMPLOYMENT OPPORTUNITIES - Excellent accessible job opportunities & flexible remote working environments.

IMPROVING PEOPLE'S HEALTH AND WELLBEING- Creating a community that is happy and healthy.

MODAL SHIFT SUSTAINABILITY MOBILITY (internalisation)- Prioritise the shift to walking, cycling and integrated public transport being the predominant choice of movement.

LANDSCAPE CHARACTER - Respecting the local landscape character, setting and elements of the surrounding area.

HERITAGE - Protect and enhance the surrounding local heritage, incorporating elements and features into all stages of the design.

STRONG BLUE AND GREEN INFRASTRUCTURE - Protecting & supporting biodiversity habitats/wildlife, landscape and people, integrated SuDS of the design.

Status

3.21. It is important to note that the DSF (2022) is an emerging non-statutory planning document that is evolving to react and respond to ongoing dialogue with the various landowners and their promoters, technical specialists and key stakeholders including the SWCs.

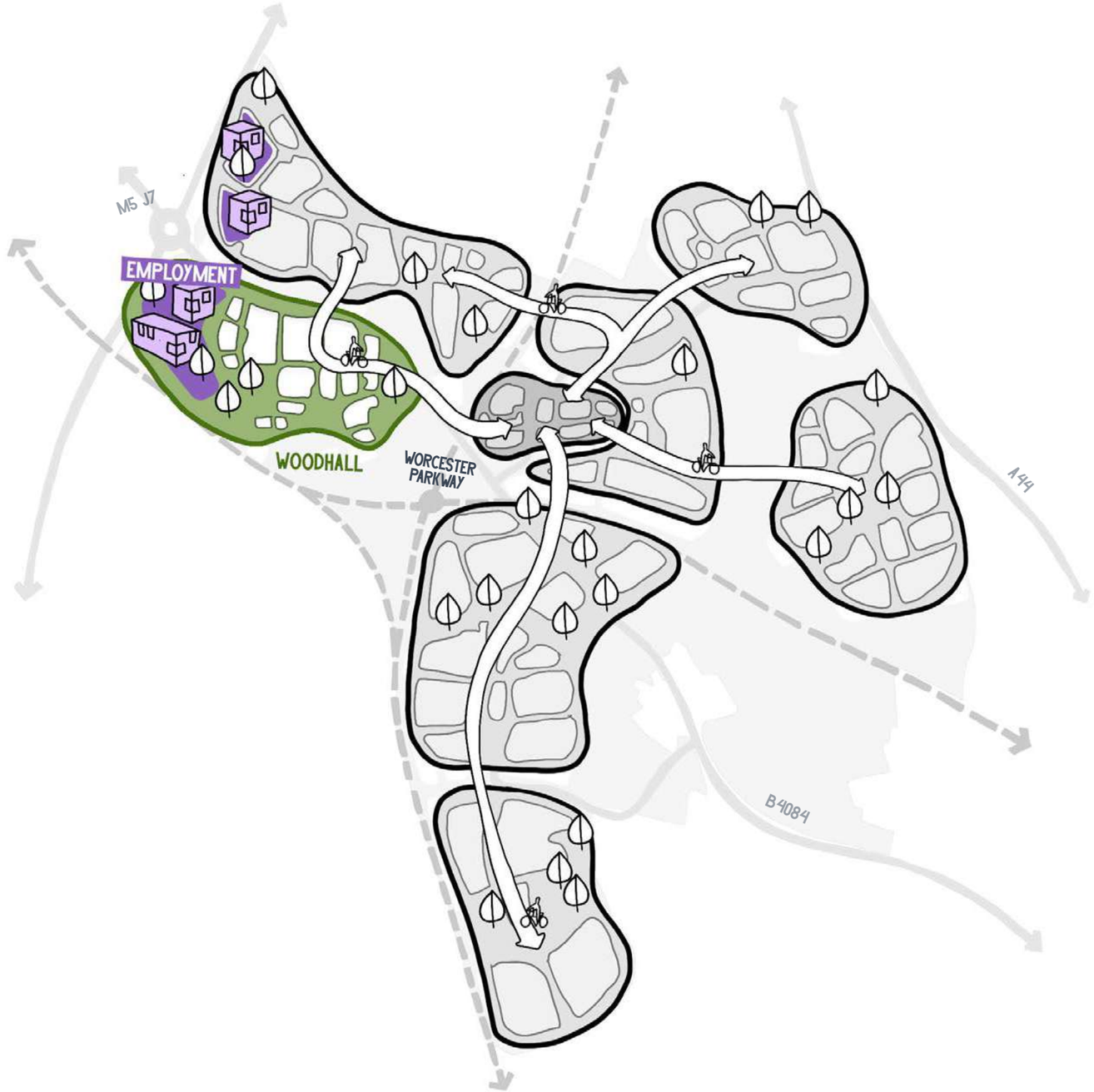
3.22. The DSF (2022)s to be replaced by the Wychavon Town SPD, and to date only an initial draft has been provided to the landowners for review. [We may see a copy of the SPD to go out for consultation by the end of December / early January).

Woodhall

3.23. As outlined in the emerging SWDPR will consist of a series of neighbourhoods centred around Worcester Parkway Rail Station and the new Town Centre. These neighbourhoods will be designed to meet residents' daily needs, offering connections for both pedestrians and cyclists. They will be supported by a comprehensive network of open spaces and a high-quality public realm.

3.24. Woodhall, as part of the broader Worcestershire Parkway development, is proposed to be a vibrant neighbourhood of up to 1,250 dwellings. It will include a primary school, community and local services, and approximately 29 hectares of employment land, all structured around active travel routes connecting to the Town Centre, Parkway Station, and neighbouring areas. Its character will be inspired by its agricultural roots, historic parkland, and a blend of ordered, geometric landscapes that preserve and frame panoramic views of Crookbarrow Hill.

3.25. The Site, which forms part of Woodhall's employment land, is strategically located on the western edge of the neighbourhood, close to Junction 7 of the M5 motorway. It benefits from excellent connectivity via existing public rights of way (PRoWs) and public transport services.



Legend

- Planning Application Boundary
- Other Land in Development Control
- Strategic Growth Area Boundary

100 500 1500
0m 300 1000

FIGURE 2 - DRAFT ALLOCATED AREA / APPLICATION PLAN

The Site

3.26. The Site (identified in Figure 2) on the previous page, is ~29ha and located on land within the western part of the Worcestershire Parkway SGA, approximately 4.5 km southeast of Worcester city centre.

3.27. The Site borders the M5 motorway to its west, the B4084 Pershore Road to its north and the mainline railway along its southern boundary. In the east, it borders a development area identified as residential in the SWDPR draft near Worcestershire Parkway Station.

3.28. The Site comprises mixed arable and pastoral farmland, which is predominantly bound by mature hedgerows, and has a medium to large field pattern.

3.29. The landform within the Site is gently undulating, sloping from ~40m Above Ordnance Datum (AOD) in its southwestern corner to ~50m AOD in its northeastern corner. The Site is contained to its west by embankments associated with the M5 motorway and to its south by embankments associated with the Cotswold Line railway.

3.30. Several small ditches run alongside hedgerows within the Site, some associated with the Norton Drain, a small stream running from the south of the underneath the railway, and one pound to the south conditioned as poor. The Site is located wholly within Flood Zone 1, which is considered as having a low probability of flooding.

3.31. It contains several hedgerow trees (mostly oaks) and a small number of field trees. There is also an area of wood pasture (priority habitat and former parkland) adjacent to the eastern boundary, which is an example of the "ancient wooded landscape" component recognised in local character guidance.

3.32. The Site is well connected to the surrounding area in terms of vehicular movement, public transport, Public Rights of Way (PRoW) and the local and national cycle network. To the north it is limited by the B4084, which forms a key arterial route providing direct access to the strategic road network (M5 Junction 7), the railway station and bus connections to Worcester, Pershore and Evesham.

3.33. PRoW (508(c)) runs through the Site, and provides connections to PRoW (585(c)) and Church Lane. National Cycle Route 45 also runs along Church Lane to the south of the Site and provides cycle connections to towns in the local area such as Worcester, Evesham, Tewkesbury and Gloucester and beyond.

3.34. Public footpath 508C crosses the Site between the northwest and southeast corners, and connects with another footpath (585C) in the triangle of land to the north of the Site.

3.35. Public bridleway 511B lies just east of the Site while 512B is partly located within the Site boundary, both connecting Pershore Road and Church Lane in Norton, via an underpass beneath the Cotswold Line railway.

3.36. There are also several other PRoW within land to the east of the Site, which provide routes to Woodbury Lane and Worcestershire Parkway station to the southeast, and Pershore Road and further PRoW connections to the northeast.

3.37. There are no listed buildings within the Site, although there are several non-designated built heritage the east of the Site clustered around Woodhall and Norton Hall identified in The LPA's Heritage Analysis Plan (2020) . Woodhall itself is likely to be a late twentieth century remodelling or replacement of any earlier house, although it has several historic features in its vicinity which would merit retaining, including: a ha-ha, Victorian farm buildings and a walled kitchen garden.









Legend

- Planning Application Boundary
- Other Land in Development Control
- Strategic Growth Area Boundary

SCALE 1:20,000

100 300
0m 200 500 1000

FIGURE 3 - SITE LOCATION PLAN

Context



3.38. The existing setting to the Site is characterised by agricultural farmland with a rolling, lowland topography, generally sloping towards the River Severn, which lies approximately 2km to the west; a small to medium scale field pattern; and a dispersed settlement pattern, comprising principally farmsteads and groups of wayside dwellings. Crookbarrow Hill (a designated Scheduled Monument) is a notable topographic feature approximately 250m to the west of the site beyond the motorway and forms a strong feature in the landscape, visual and heritage context of the Site as assessed in the Archaeological DBA and Chapter 8 of the accompanying Environmental Statement submitted with this application. Additional landform features within vicinity to the Site including: a ridge continuing southwards from the site past Hatfield towards Stonehall Common; Low Hill to the east; and some localised hilltops within the Spetchley Parkland to the north. More widely the Site also benefits from views westward toward the Malvern Hills and south toward Breton Hill and the Cotswold Escarpment.

3.39. The historic village of Norton is located close to the southern boundary of the Site, beyond the railway embankment, and includes the Grade II* Church of St James alongside a few other listed assets. There exists also a few properties aligning Pershore Road to the north of the Site and small groups of properties to the east and south of the site, around Norton Hall and adjoining Woodbury Lane. There are no ecological designations in close proximity to the Site.

Legend

- Planning Application Boundary
- Other Land in Development Control
- Scheduled Monuments (within 1.5km of Site Boundary)
- Listed Buildings: Grade II* (within 1.5km of Site Boundary)
- Listed Buildings: Grade II (within 1.5km of Site Boundary)
- Registered Park and Garden
- SSSI
- Sites of Regional or Local Wildlife Importance
- Woodpasture and Parkland Priority Habitat
- Traditional Orchard Priority Habitat
- Deciduous Woodland Priority Habitat
- 500m Radii

SCALE 1:20,000

100 300
0m 200 500 1000

FIGURE 4 - CONTEXT PLAN

Constraints & Opportunities

3.40. The findings of survey, appraisal and technical work completed to date (which are compiled in detail in the Environmental Statement submitted with the Outline Planning Application) have identified a number of key opportunities and constraints that relate to the Site and inform the design principles for the development of the Site. The following specific opportunities and constraints have been identified:

- Existing tree lines and hedgerows network and their associated protection zones.
- A network of habitat corridors, particularly along the boundaries of the Site.
- Proximity to the identified woodpasture area adjacent to the south-eastern boundary of the Site.
- Retention of key views across the Site to the scheduled monument - Crook Barrow Hill.
- Risk of flooding surface water on lower points of the Site to the south.

The following principal site opportunities have been identified:

- A network of multi-functional green and blue infrastructure that mitigates vegetation losses and stimulates ecological habitat creation, connected to the surrounding context.
- Enhancement of sensitive existing edges and creation of ecological buffers to mitigate the visual impact on existing properties and provide an appropriate interface with potential oncoming residential developments to the east.
- Successful integration of active travel connections with the expansive network of existing PRoW that connects the Site to the surrounding area.

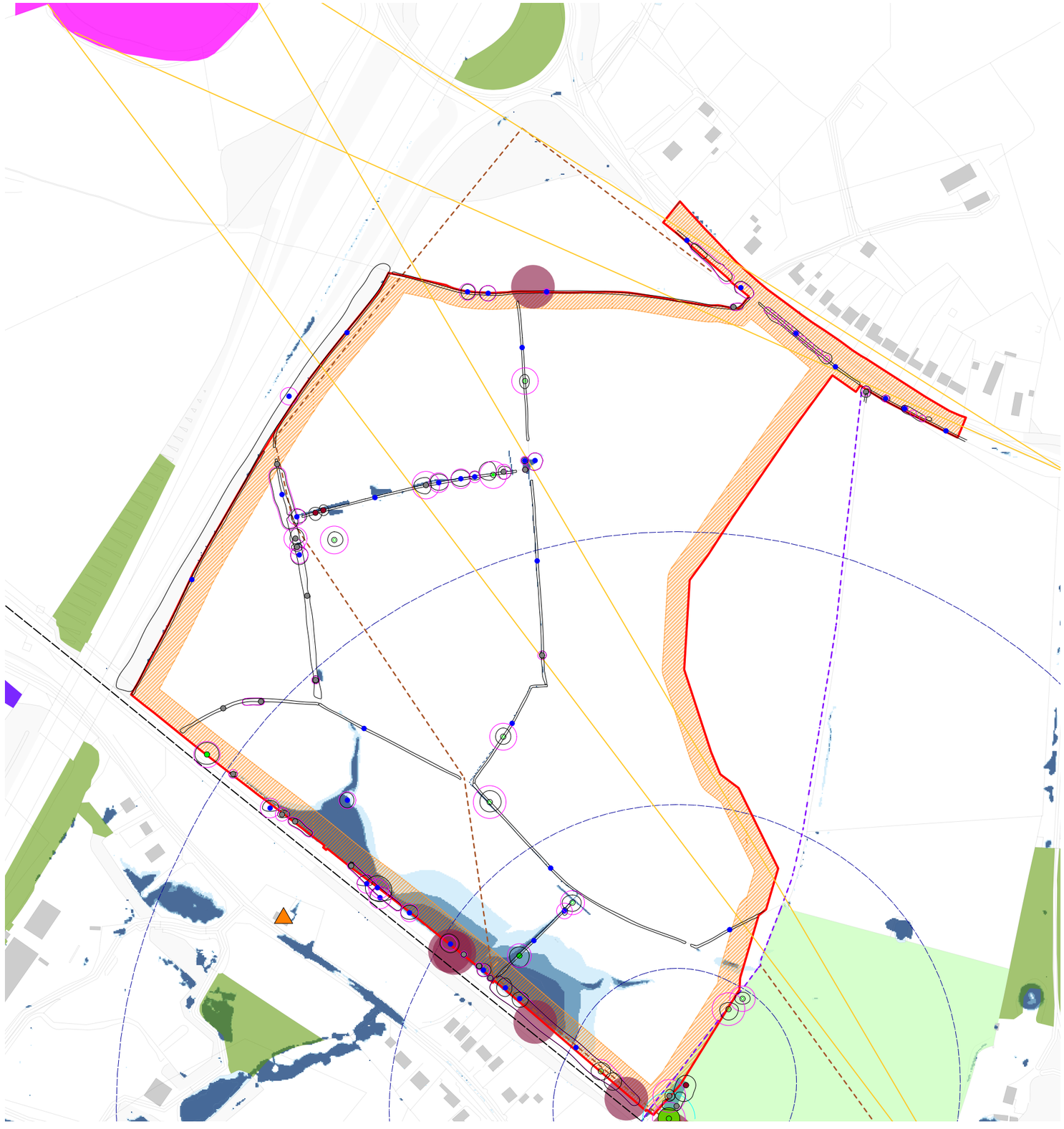


FIGURE 5 - CONSTRAINTS PLAN



SECTION 4

Design Principles

Design Principles 20

Concept Framework 22

A series of design principles have been formulated in order to evolve the most appropriate design strategy for the Site.

4.1. Having developed a vision and then undertaken technical assessments of the Site and its surrounds, a series of design principles have been formulated in order to evolve the most appropriate design strategy for the Site.

4.2. The design principles address the key matters identified in the Site analysis and allow sufficient flexibility for detailed design solutions to evolve (and be consulted on), in conjunction with future Reserved Matters applications.

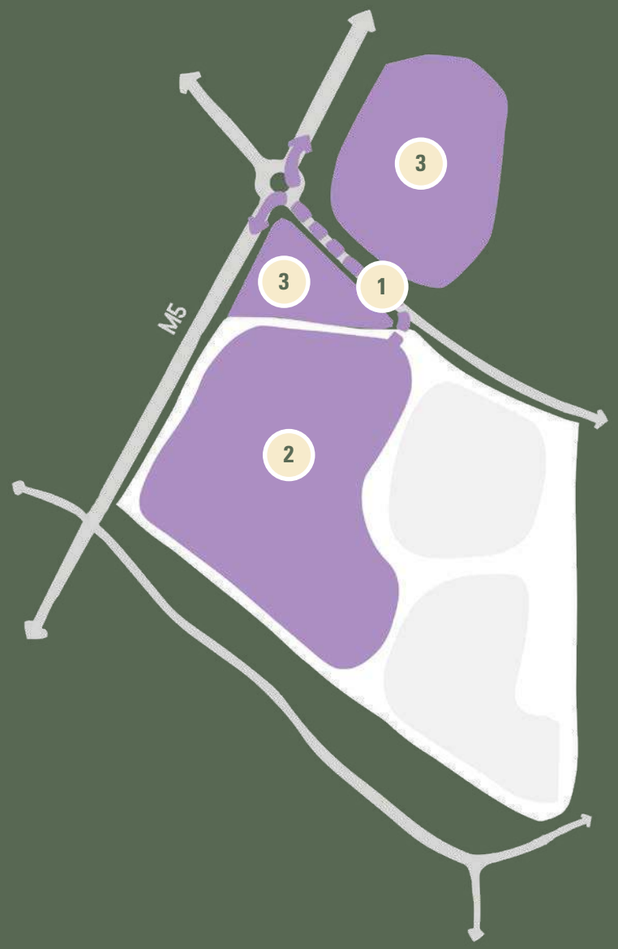
4.3. The proposals are for a standalone industrial and logistics park located at a strategically important location adjacent to junction 7 of the M5, the need and location for which is identified and supported in the South Worcestershire Economic Development Needs Assessment (2022). Part E of the South Worcestershire Development Plan (2016) Policy SWDP 8 'Providing the Right Land and Buildings for Jobs' supports unallocated sites coming forward for employment uses, where such provision is of a scale appropriate to the location, as is the case at Woodhall.

4.4. While these employment proposals have been designed to be capable of delivery as a standalone development, the principles followed allow for the sustainable delivery of this part of the future Worcestershire Parkway New Settlement, whilst also respecting the local character, landscape assets and being focused on delivery of the appropriate infrastructure for local employment opportunities and business to grow.

4.5. For the purposes of the conceptual design principles and placemaking strategy, this application considers the wider emerging allocation with the land to the north east of the Site within the Woodhall neighbourhood (that does not form part of this planning application) as a residential led development and how it can positively relate to a future development.

Design Principles

Strategic location for industrial and large-scale uses



1. As stated in the draft spatial framework for the Worcestershire Parkway SGA, employment uses will be concentrated near the M5.
2. Expand the opportunity for logistics and industrial employment.
3. The Site will support wider employment uses located to the north.

An integrated and connected extension of Worcestershire Parkway



1. Delivery of a safe key strategic active travel route from the Site to Worcester.
2. Provision of a key central active travel connection to the Town Centre and Worcestershire Parkway.
3. The Site will improve accessibility to existing bus stops on Pershore Road.

Design Principles

Preserving historic & landscape character.



1. Retention of key views of Crookbarrow Hill.
2. Ecological mitigation at key sensitive edges to preserve the characteristics of the adjacent Woodpasture and Parkland Priority Habitat.
3. Setting appropriate principles to ensure that the massing of built form and building treatment integrates into the setting and the surrounding context.

Providing a multifunctional green infrastructure.



1. Protection of identified key ecological corridors.
2. Visual and ecological mitigation at key sensitive edges and viewpoints with enhancement and provision of ecological habitats.
3. Opportunities for water retention for reuse, to hydrate the landscape and green infrastructure features with multifunctional blue infrastructure including a mix of swales, retention ponds and basins.

Concept Framework

4.6. The Concept Framework (shown right) brings together the design principles outlined above (which are derived from the objectives set out in the Worcestershire Parkway SGA Vision) and shows how a highly connected new employment site which understand the existing landscape and heritage value, while providing large scale employment opportunities.

4.7. View corridors retained through the Site towards Crookbarrow Hill will play a key role in shaping the layout of the employment buildings, together with the level change running from the high ground in the north to the low ground in the south.

4.8. Due to the layout and earthworks requirements, existing hedgerows and trees will need to be removed. However, an ecologically sensitive approach to green infrastructure will seek to mitigate the losses by providing and enhancing ecological habitats and key sensitive edges.

4.9. The movement network will be formulated to provide direct and permeable active travel routes that provide pedestrians and cyclists with the shortest possible routes to key facilities, public transport, the new Town Centre and Worcester.

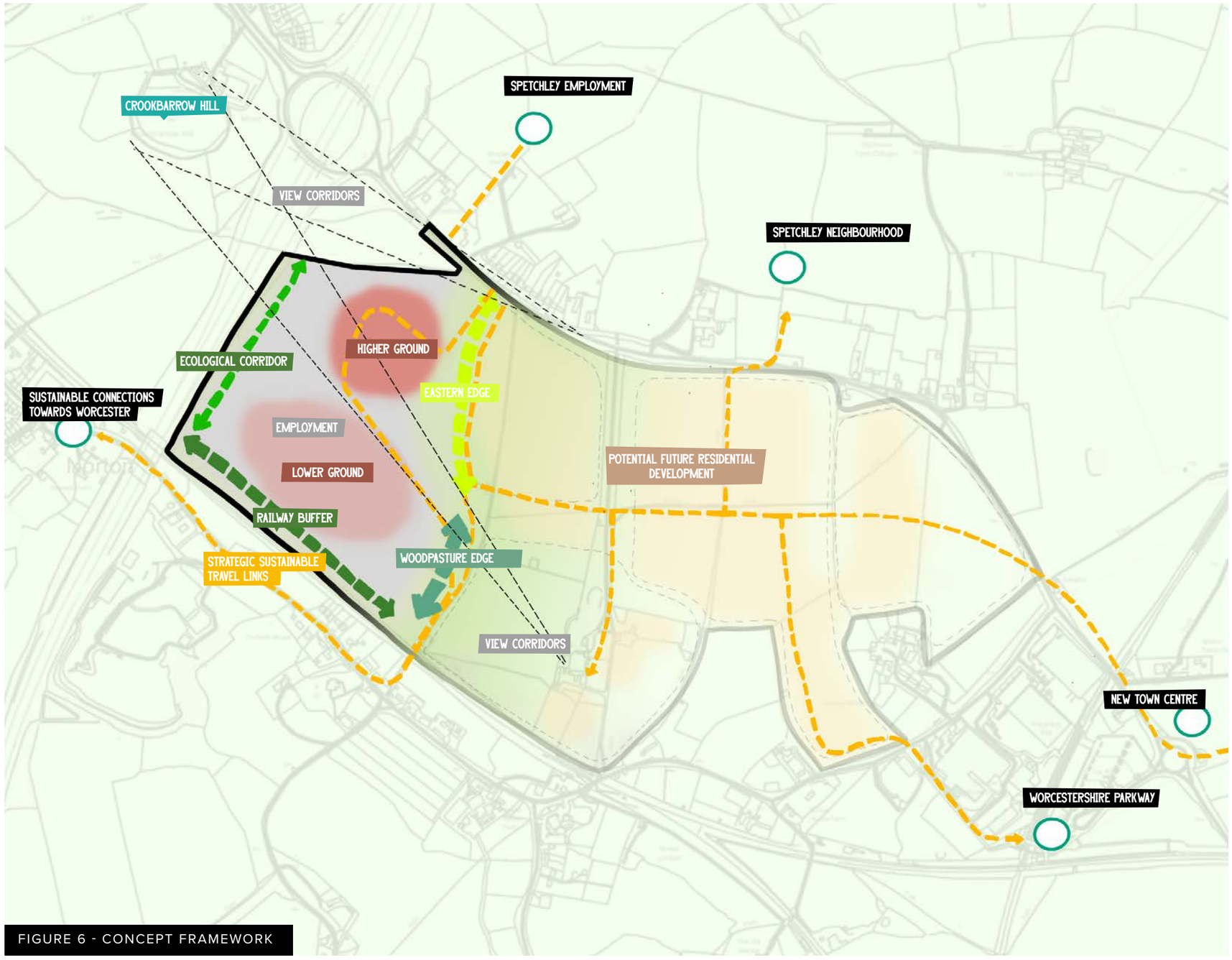


FIGURE 6 - CONCEPT FRAMEWORK

SECTION 5

Design Evolution

Engagement & Consultation 24

Design Evolution 25

Engagement & Consultation

5.1. The proposals have evolved through a collaborative approach to design that has involved the design team and key consultees working closely together to formulate an appropriate development proposal for the Site.

- In 2023, a pre-application consultation process was undertaken, which comprised a joint engagement from the Combined Landowner Group (CLG) and individual work from the Applicant which mainly included:
- Launch of the website jointly with the other landowners, on Monday 9th October 2023.
- Two in person consultation events were held on Thursday 19th October 2023 from 12-8pm at Norton Parish Hall and on Saturday 4th November 2023 from 12-5pm at Drakes Broughton Parish Hall.
- A webinar was held on Tuesday 17th October 2023 relating to the whole Worcestershire Parkway settlement
- Launch of a bespoke project website on Thursday 19th October 2023: www.woodhallworcs.co.uk.
- A joint press release was shared with local media detailing the plans and events for the Worcestershire Parkway settlement consultation on Friday 6th October 2023.

5.2. Following this, in 2024 the Woodhall Community Liaison Team was created appointing Cratus Group to carry out a door-knocking exercise and held doorstop conversations with the 120 homes directly surrounding the site on Tuesday 26th March 2024. This exercise allowed to update neighbours on the progress of the plans as well as report back questions or concerns for the Applicant to consider at the early design stages of the wider neighbourhood.

5.3. More recently in 2025, the Applicant conducted a consultation to engage with elected representatives and the local community to ensure they were properly informed and to gather feedback on the specific proposals for the employment Site. The Statement of Community Involvement submitted with the planning application provides further information about the local community engagement which is comprised of the following:

- Distribution Radius - To introduce the proposals to the local community, and to advertise the public information event which took place on Thursday 13th February 2025, the Applicant produced a consultation leaflet which was distributed to 421 addresses around the Site on Friday 31st January 2025.
- Door-knocking - The invitation leaflet was followed up by a morning door knocking session visiting the 45 homes along Pershore Road and Church Lane that are opposite the proposed employment Site as these residents will be most affected.
- Public consultation website - A dedicated project website was used to host information on the proposed Site and present information from the public information event: www.woodhallworcs.co.uk.
- Political Engagement - Relevant stakeholders were contacted from councils at all levels, informing them about both the employment Site strategy, the information event, and inviting them to discuss the plans.

5.4. Additionally, there has been a collaborative approach to scheme design with external stakeholders that has largely been conducted through several formal meetings and workshops with material issued for review and comment. Key stakeholders have been engaged with the scheme proposals on a regular basis through many meetings and workshops which have included a design review carried out in early 2022 by Design Midlands in conjunction with a review undertaken by Arcadis and Urbed.







Design Evolution

5.5. The timeline below provides a chronological representation of successive iterations of the emerging proposals with text summarising the key amendments made. Some of them relate to the wider Worcestershire Parkway, Woodhall as a neighbourhood or they are site specific.



November 2019

Initial Concept

In November 2019, the first Initial Concept plan for the Site was developed, considering it as a potential employment opportunity for the Woodhall neighbourhood and the wider Worcestershire Parkway. The Site is strategically located to the west, adjacent to the M5 motorway and the J7 junction, providing greater accessibility and deliverability.

Site Boundary
Employment area

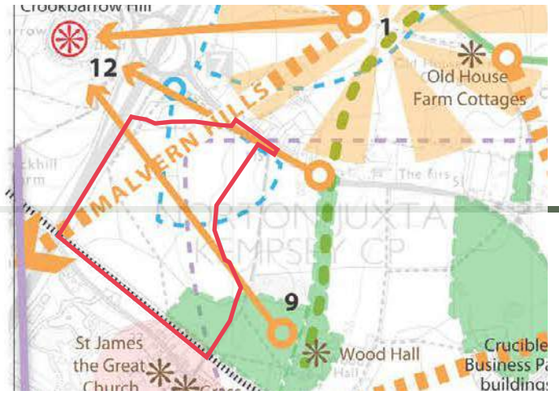


July 2020

Woodhall Conceptual Framework

Following more detailed landscape, heritage, arboricultural, and ecological inputs, the extent of the employment area was determined by retaining and enhancing the adjacent parkland. It was also necessary to address how to protect the selective views of Crookbarrow Hill in the conceptual framework plan.

Site Boundary
Employment area
Views to Crook Barrow Hill and Malverns from key locations.



August 2020

Worcestershire Parkway Strategic Growth Area: Key Views

Publication of WDC's 'Legibility Plan' and views schedule enabled the agreement of key representative viewpoints, and allowed the Strategic Landscape and Visual Appraisals to be progressed. This informed the design process of which key viewpoints needed to be protected and framed, and for the site this focused on views towards Crookbarrow Hill from Pershore Road (Viewpoint 12) and from Woodhall (Viewpoint 9). This allowed us to start modelling the proposed built form in 3 dimensions to understand how views of Crookbarrow Hill could be protected with their 'recognition and appreciation' enduring as a key feature.

Site Boundary
Employment area
Views to local landmark features
Long distance views



May 2021

Worcestershire Parkway Draft Spatial Framework V2

The production of the version 2 of WDC's Draft Spatial Framework was highly aligned with the previous conceptual framework plan in respect of the extent of development and broad disposition of land uses, including employment.

Site Boundary
Employment area

Design Evolution

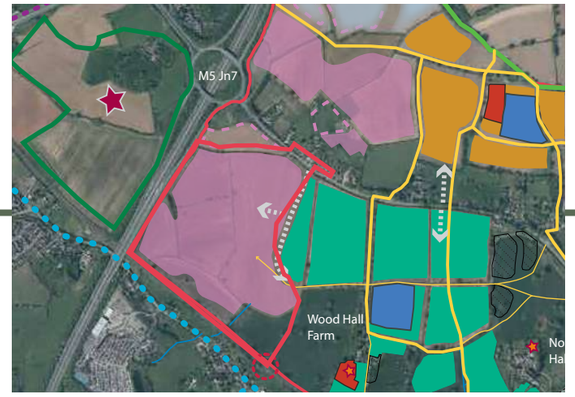


June 2021

Worcestershire Parkway Draft Spatial Framework V3

Version 3 of the Draft Concept Plan added additional infrastructure information while also adding existing hedgerows that for employment land were unlikely to be retained as a result of the requirements associated with delivering employment uses.

Site Boundary
Employment area



July 2021

Worcestershire Parkway Draft Spatial Framework V4

Version 4 of the Draft Concept Plan was consistent with previous versions, illustrating Woodhall as being within the 'Western Neighbourhood' within the first phase of the town's development and with the location of strategic employment areas in the same location.

Site Boundary
Employment area
Site access

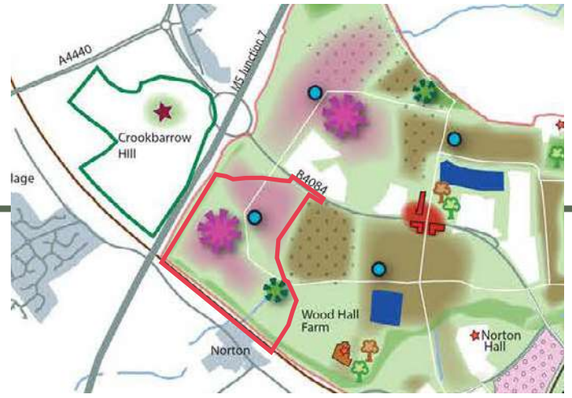


January/February 2022

Midlands Design Review Panel

A design review was carried out in early 2022 by Design Midlands, which was carried out in conjunction with a review undertaken by Arcadis and Urbed. Even though there were suggestions for the wider masterplan that were away from the ongoing conversations and agreements between landowners and the authorities, the employment area and its relationship with Pershore Road, as the main entrance to the new town were emphasized as key areas that required thoughtful spatial intervention.

Site Boundary
Employment area



July 2022

Worcestershire Parkway Draft
Spatial Framework V8.2

Version 8.2 of the Spatial Framework was published by WDC which stepped back from the Design Review / Arcadis suggestions and re-introduced many of the ideas previously discussed. The location of the employment areas and the key movement routes remained as in previous iterations.

Site Boundary
Employment area

Design Evolution



October / November 2023

Public Consultation

Town wide public consultation events took place in October and November in different locations to enable engagement with the wider community to test ideas and gain feedback. A number of very detailed points were raised at these events, which included concern around the visibility of buildings and how infrastructure changes would relate to existing residences. Much interest was also made of the proposed movement routes and how these could be delivered to enable accessibility for existing residents.



February 2025

Emerging Worcestershire Parkway Concept Plan

It is expected that the emerging Concept Plan will be part of the main modifications to the Policy SWDPR which is currently under review. While it has yet to be adopted it sets up the requirement for the application site as a strategic employment allocation for Worcestershire Parkway.

Site Boundary

Employment area

Site access



February 2025

Public Information Event

A public information event took place at Norton Parish Hall on Thursday, 13th February 2025, in order to maximise community involvement and understand the residents' main concerns and explain the mitigation measures that have been included in the outline application. These include:

- Careful consideration of the landscape and the wider views.
- The provision of a green buffer, which will include habitat planting and native species landscaping to enhance both amenity and biodiversity in the area while addressing the prominence of the site on the existing skyline.
- The incorporation of substantial landscape screening and noise mitigation between the access and nearby homes.
-The provision of walking and cycling infrastructure.
-Replacement planting and ecological enhancements where removal is necessary to enable accessibility and building performance.



November 2025

Parameters and Illustrative Framework Plan

As a result of the engagement and consultation process, and in alignment with the WDC's broader goals for the primary street network in the SGA including "Pershore Boulevard" as shown in the initial draft of the WSPD, an Illustrative Framework Plan was produced. For this the access to the Site was moved to the east to facilitate flexibility for future delivery of Pershore Road. This plan outlines proposals for a new vehicle access using the existing Pershore Road alignment, with flexibility and protecting the necessary to connect to any future Pershore Boulevard plans from WDC.

The design approach of this framework, explained later in the document, has developed through technical work in areas like arboriculture, ecology, movement, and drainage. This ensures the buildings are operationally efficient while meeting the development requirements.

SECTION 6

Placemaking Strategy

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The placemaking strategy that is detailed on the following pages describes the narrative for the Employment Site for Woodhall and how the character elements of the Site have been realised.

The Site's strategic location and distinctive landscape features influence its design and overall scope. It's accessible location allows for the creation of a sustainable employment site that not only maximizes local job opportunities but also integrates with both the existing environment and anticipated future developments. The Site's panoramic views of the broader landscape, including adjacent green woodpasture parklands and native field boundaries provide inspiration and set up principles that define its character.

Existing Features



4 Visual connections to the wider landscape

To the north west of Woodhall, prominent vistas emerge to Crookbarrow Hill as a notable landmark within the landscape. These vistas evoke a sense of the countryside and establish a poignant connection between Woodhall, the history of the area, and the broader surrounding landscape.



1 Native field boundaries

The hedgerows delineate the field boundaries in this landscape. Some of them host a diverse array of native species that are important in upholding biodiversity and ecological equilibrium. Mitigation measures for the losses will include enhancement of retained as well as additional planting.

2 Arable Land

The majority of the Site comprises of intensively managed arable fields.

3 Woodpasture Edge

The south-eastern edge of the Site is adjacent to a key historic habitat, the wood pasture parkland characterised by open grassland with scattered clusters of native trees such as Oaks.

Character Elements

The following are the key character elements proposed for the Site and are drawn from the site analysis and the proposed placemaking strategy explained in the following pages.



1 Landscape Gateway

Attractive and safe entrance to the Site,incorporating landscape features to facilitate wayfinding.

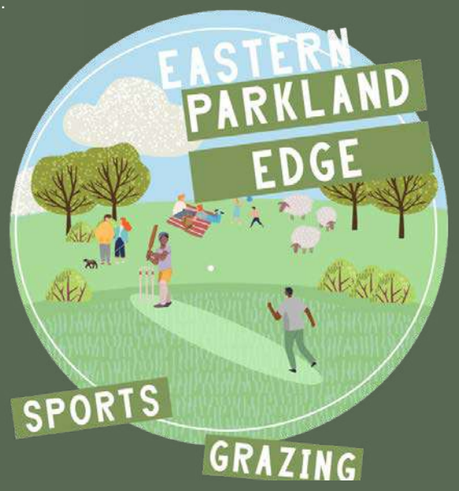


4 Railway Buffer

The railway buffer provides screening to the employment, while strengthening with structural planting the main identified ecological corridors.

2 The Eastern Edge

The eastern edge functions as an important visual barrier and ecological corridor, with the inclusion of structural planting of trees and hedgerows, which helps to delineate the edge of the Site.



3 The Eastern Woodpasture Edge

The south-eastern edge of the Site is limited to an area of parkland and woodpasture This area has the capacity to accommodate sustainable drainage solutions and opportunities for ecological enhancement.

Placemaking Diagram

The placemaking strategy is shaped by the conservation of historic and landscape character, preserving important views while balancing the need to deliver large-scale employment opportunities. The Employment Site is structured around several active travel routes connecting to the Town Centre, Parkway Station, and nearby neighbourhoods. Appropriate visual and ecological mitigation measures will be proposed to support this balance.



SECTION 7

Development Parameters

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Scope

7.1. This section of the DAS describes the development proposal and explains the design approach and concepts that have been applied to the proposal in respect of employment use and amount, access, landscaping, layout and appearance.

7.2. The proposals shown do not preclude alternative layouts as part of a subsequent Reserved Matters application providing that the underlying principles established in this document are satisfied and that delivery of high quality development can be achieved.

7.3. The application parameters have been reached following the evolution of the proposals as documented above; they are underpinned by extensive consultation, design, environmental and technical work to ensure that the Proposal creates the best possible outcome for the benefit of new and existing residents with 'contextually design appropriate solution'.

7.4. The images shown in the DAS are used to convey the design approach and are not intended to be wholly representative of the final architecture of built form on the Site.

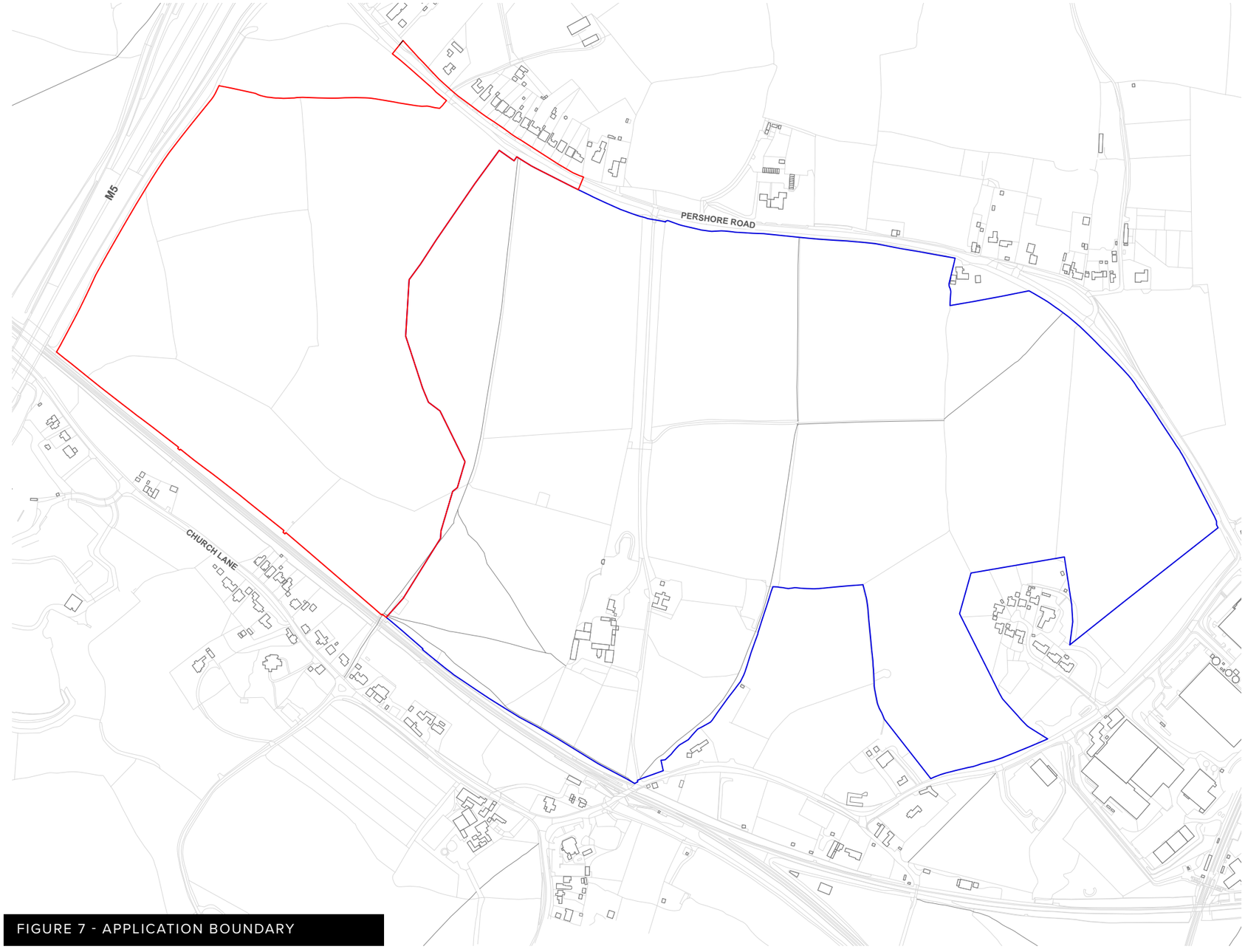
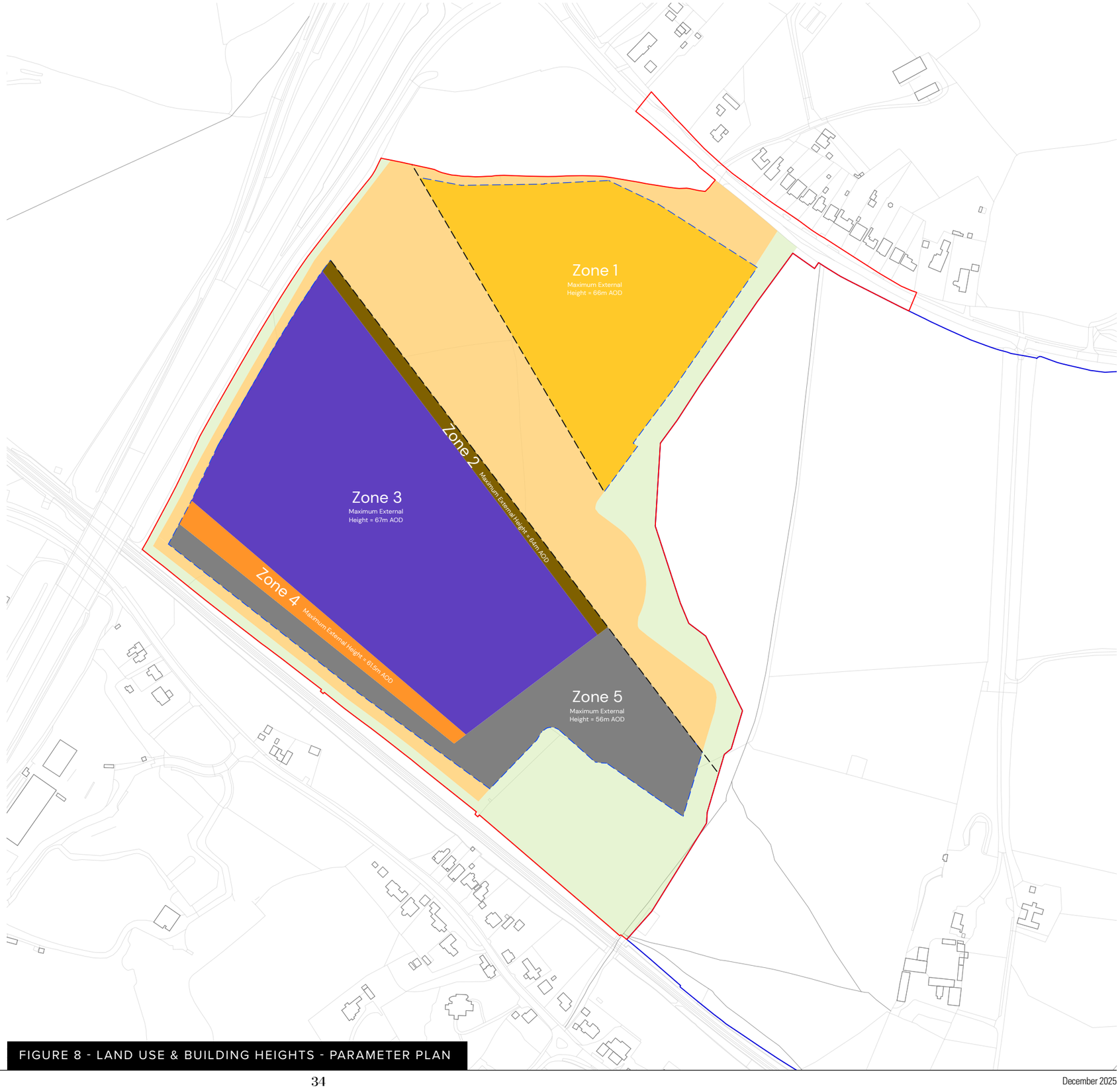


FIGURE 7 - APPLICATION BOUNDARY

Land Use & Building Heights

7.5. The predominant land use of the Site is employment (Use Class B2, B8 and ancillary E(g)(i)), with the proposed range of land uses for the Site, their general arrangement and the amount of development is in general conformity with the SWDP WPCP.



LEGEND

- Planning Application Site Boundary
- Other Land Owned by Applicant
- Zone available for access, servicing, car parking, green infrastructure and drainage
- Zone available for location of buildings (including, as required: access, parking, servicing, drainage, green infrastructure, pedestrian/cycle links, and all necessary infrastructure)
- Area where no lateral tolerance applies.
- Green Infrastructure (including, as required: access, drainage, amenity and semi-natural greenspace, landscaping,pedestrian/cycle links, and all necessary infrastructure)

Employment Building Height Zones
(Use Classes B2, B8, E(g)(i)

- Zone 1 Maximum Exterior Height: 66m AOD
- Zone 2 Maximum Exterior Height: 64m AOD
- Zone 3 Maximum Exterior Height: 67m AOD
- Zone 4 Maximum Exterior Height: 61.5m AOD
- Zone 5 Maximum Exterior Height: 56m AOD

Notes:

1. All features and areas are subject to a lateral tolerance of +/- 10m unless stated otherwise.

2. Maximum external heights include any changes to landform

FIGURE 8 - LAND USE & BUILDING HEIGHTS - PARAMETER PLAN

View Corridors and Building Heights

View Corridors

7.6. Recognising the importance of visual connections between the Site and the wider landscape (in particular to Crookbarrow Hill), the proposed development has defined 'view corridors' from locations on the PRoW network (in the area of wood pasture adjacent to Wood Hall Farm) and from Pershore Road. These view corridors are shown on the adjacent plan.

7.7. These corridors have then been tested through detailed visual analysis of visualisations prepared using 3D modelling, to inform the height and location of proposed built form, ensuring development protects these valued views. Figure 9, adjacent, shows how development could be realised whilst retaining these view corridors.

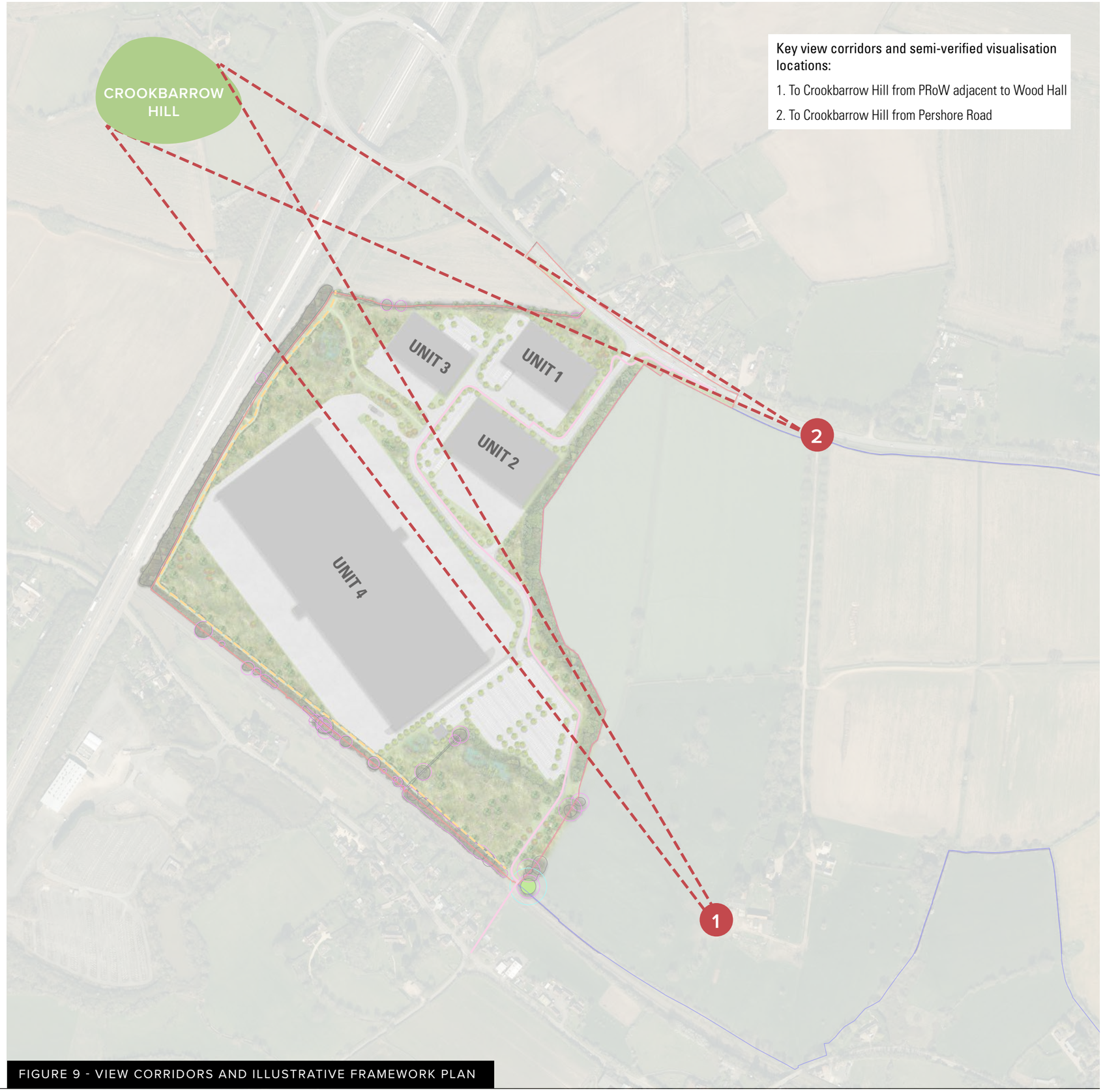


FIGURE 9 - VIEW CORRIDORS AND ILLUSTRATIVE FRAMEWORK PLAN

7.8. Building Heights

7.9. The land use and building heights parameter plan dictates the maximum scale for proposed built form to be authorised at the Site. Height parameter zones were developed iteratively through technical modelling and the consideration of built form layouts and mitigation planting in semi-verified visualisation as part of the design development process. The height parameter zones are specifically configured to allow flexibility as to the siting of proposed built form whilst minimising visual impact and maintaining views to Crookbarrow Hill through the view corridors.

7.10. The height parameters establish maximum heights in metres AOD (Above Ordnance Datum), which all aspects of built form must be located below (as tested through the EIA process). Due to layout and scale being a reserved matter, the precise arrangement of buildings and their finished floor levels are not fixed at this stage. Therefore, the only height restrictions apply to the maximum building envelope, allowing later detailed design stages to identify building layout and finished floor heights, taking into account access requirements and cut and fill requirements. Notwithstanding this position, the Illustrative Framework Plan shown at Figure 9 is based on detailed technical testing, and the table set out below identifies how this layout would translate into a finished floor level, building height and overall maximum building envelope (in metres AOD) to assist with understand how buildings could be arranged within the employment land, and what their overall height could be.

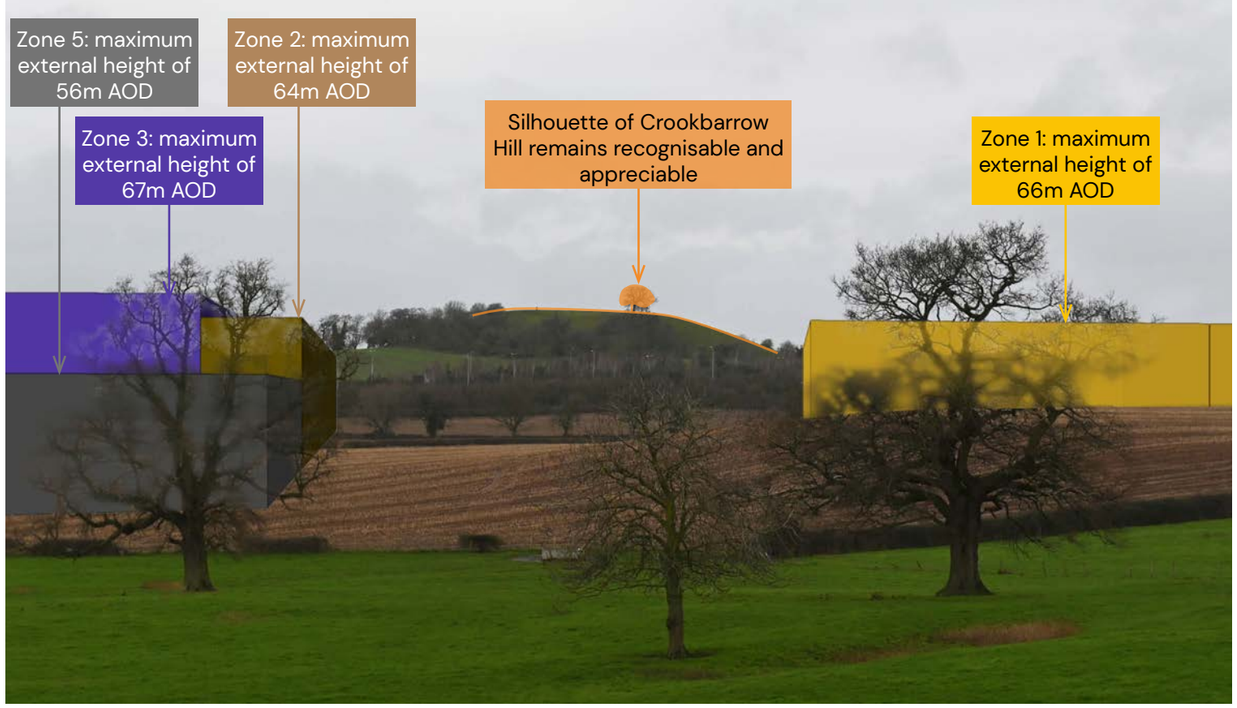
7.11. For further information, please refer to the View Corridors Technical Appendix to this document.

BUILDING HEIGHTS: ILLUSTRATIVE FRAMEWORK PLAN (SEE FIGURES 8 AND 9)

Unit Number (see Figure 9 page 35)	Assumed Finished Floor Level (m AOD)	Building Height (m)	Building Height (m AOD)	Height Parameter Zone/s (see Figure 8, page 34)
1	49.6	13	62.6	1
2	49.1	15.5	64.6	1
3	47.75	15.5	63.25	1
4	44.9	21	65.9	2 and 3

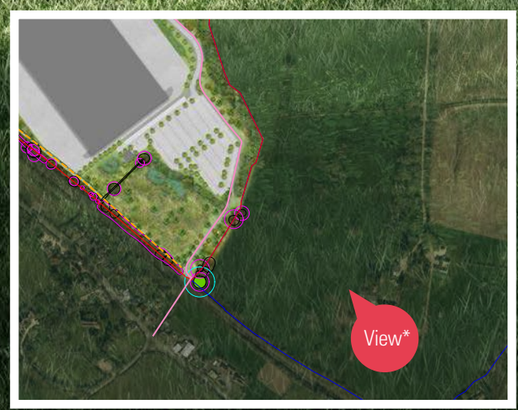


View westwards from Pershore Road, showing the silhouette of Crookbarrow Hill protected in views from Pershore Road and some of the employment height zones identified on the Land Use Parameter Plan evident beyond foreground vegetation within the left part of the view.



View westwards from the footpath adjacent to Wood Hall Barns, showing the silhouette of Crookbarrow Hill protected in views from Wood Hall Barns and employment height zones identified on the Land Use Parameter Plan evident beyond foreground vegetation within the left and right parts of the view.

CROOKBARROW HILL



VIEW FROM EXISTING FOOTPATH TOWARDS CROOKBARROW HILL

Access & Movement

Mobility Strategy

7.12. A well connected movement network, accessible by all users, is proposed to ensure that all areas of the proposed development are easy to navigate, safe and secure. The sustainable active travel network has been designed to link directly with existing Public Rights of Way that connect the Site to adjoining neighbourhoods and rural areas.

7.13. Provision of a pedestrian and cycle route within the employment site is integral to the mobility strategy, allowing users of all ages and abilities to move safely, and to the services and facilities of nearby neighbourhoods and the wider Worcestershire Parkway.

7.14. In accordance with the NPPF and the SWDP WPCP, the streets will consider opportunities for tree planting and drainage features within the street corridor.

7.15. The proposed mobility strategy is focussed on providing access to existing bus routes via Pershore Road to the north of the Site and access to existing walking and cycling routes to Norton and Worcester via Church Lane to the south of the Site.

Active Travel

7.16. The submitted Movement Parameter Plan identifies an active travel movement route proposed through the site with a series of connections ensuring sustainable integration throughout the wider allocation in accordance with the SWDP WPCP.

7.17. The proposed active travel improvements include a new crossing over Pershore Road to access existing bus stops, and improvements to Church Lane to enhance the existing walking and cycling route towards Worcester.

7.18. All active travel routes proposed conform to LTN1/20 'Cycle Infrastructure Design' which sets out guidance on the provision of cycling facilities in new developments.

Public Transport

7.19. The proposals allow for access to existing bus services between Worcester, Pershore and Evesham via the stops on Pershore Road.

Worcestershire Parkway Strategic Growth Area (SGA).

7.20. The Applicant is aware of WDC's wider aspirations for the primary street network within the SGA, including Pershore Road. As illustrated in the initial draft of the Wychavon Supplementary Planning Document (WSPD), one way in which the SGA could come forward includes the widening of Pershore Road and the creation of "Pershore Boulevard". The boulevard could include the creation of new bus lanes, cycleways, footpaths and a landscaped central reservation. This would increase the width of Pershore Road and would involve land within the outline planning application boundary and the ownership of Merton College.

7.21. It is further understood that WDC's aspiration is to secure detailed planning permission for the Pershore Boulevard, as part of a wider strategic infrastructure planning application (SIPA). The preparation of the SIPA is at a very early stage and timescales for its submission and determination are not yet known.

7.22. The Application as submitted includes detailed proposals for a new vehicular access (see figure 11) using the existing alignment of Pershore Road. This represents a scheme that is capable of being delivered in the short term, without the need for the extensive infrastructure proposals which may be proposed in a future SIPA.

7.23. To ensure the Woodhall Employment Scheme retains flexibility to accommodate and connect with any future Pershore Road Boulevard proposals brought forward by WDC, the scheme has been designed to safeguard land adjacent to Pershore Road. This safeguarded area could facilitate future widening of Pershore Road should the Council's proposal progress and be confirmed as necessary to support the wider Strategic Growth Area.

7.24. An Illustrative Safeguarded Land Plan has been prepared to show the land that could be used to deliver such improvements. Figure 19 demonstrates how the proposed scheme could be adapted to enable the future delivery of the Pershore Road Boulevard and illustrates how the development would function with this in place.







LEGEND

- Planning Application Site Boundary
- Other Land Owned by Applicant
- Zone available for location of buildings (including, as required: access, parking, servicing, drainage, green infrastructure, pedestrian/cycle links, and all necessary infrastructure)
- Zone available for access, servicing, car parking, green infrastructure and drainage
- Existing PRoW
- Existing PRoW within Site Boundary (subject to change)
- Illustrative Route of Diverted PRoW*
- Indicative ActiveTravel Corridor
- Area within with a potential, alternative, vehicular access into the site could be provided – subject to the delivery of a direct access to the site boundary from Pershore Road via third party land.
- Indicative Off-site Active Travel Movement Routes **
- A Ped/ Cycle Route + Underpass Improvement Linking to Worcester
- Vehicular / Cycle / Pedestrian Access Point**
- Cycle / Pedestrian Access Point
- Cycle / Pedestrian Crossing Point*

** Route to be agreed at Reserved Matters stage.*

*** See separate acess detailed aceess transport and for off-site enhancement drawings.*

Note:
Location of vehicular, pedestrian, cycle access and pedestrian crossing are subject to a lateral tolerance of +/- 10m unless stated otherwise.

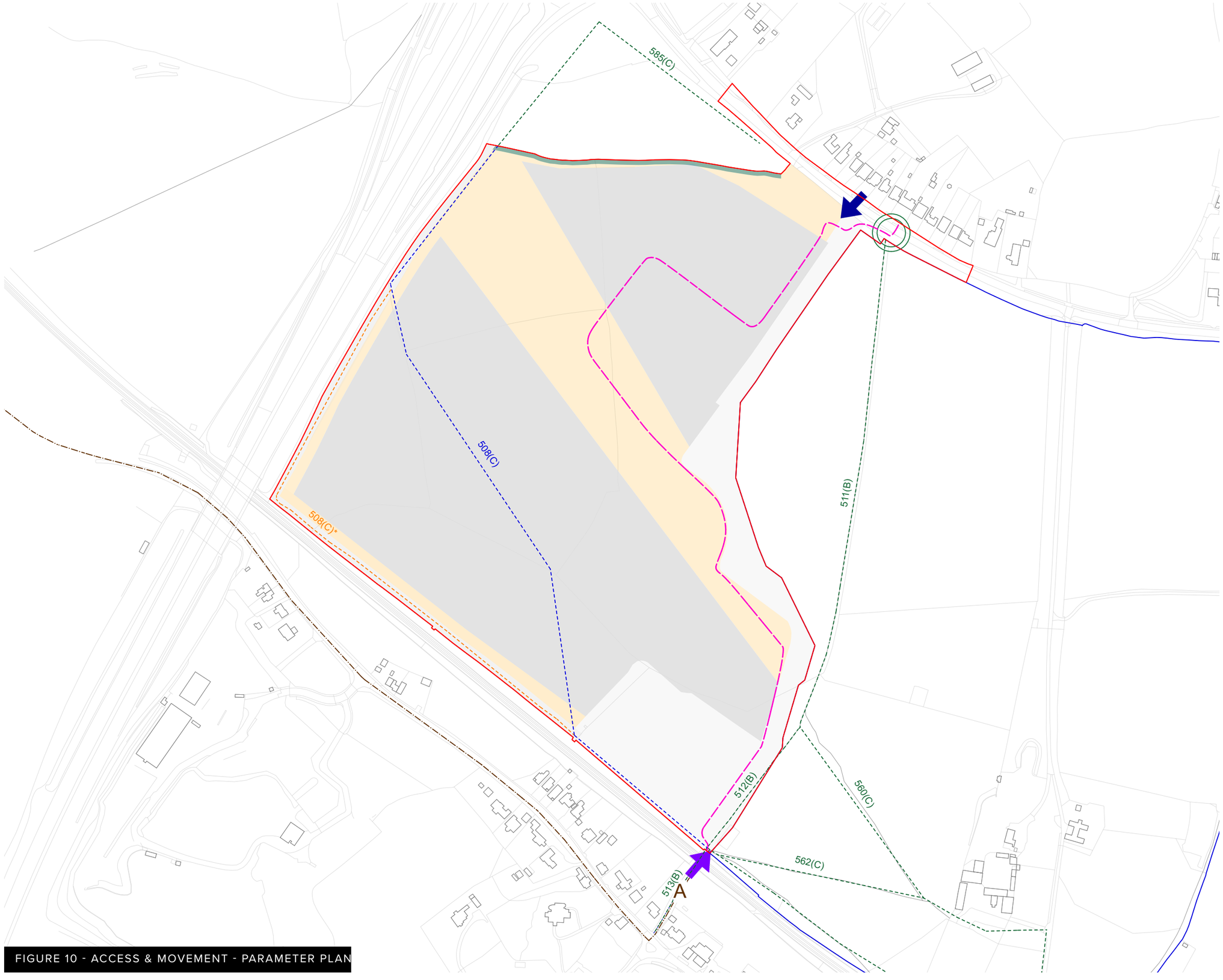


FIGURE 10 - ACCESS & MOVEMENT - PARAMETER PLAN

Access Point

7.25. Primary vehicular access will be provided from the Pershore Road via a new primary access as shown in figure 11 opposite, including the following design parameters (see separate access drawing 04492-CI-P-0100 for detailed information).

7.26. Major Road (pershore Road):

- Design speed - 60B kph, providing a circa 7.3m carriageway.
- Proposed shared footway/cycleway in vicinity of crossing to provide connectivity (LTN 1:20 standards).
- Signal-controlled 'Toucan' pedestrian/cycle crossing at carriageway level, additional secondary signals for exiting private drives
- Existing bus stop layby to be removed and replaced with on-street bus stop.

7.27. Minor Road (access):

- Design speed - 60B kph, providing a 7.3m carriageway.
- Proposed shared 3m footway/cycleway (LTN 1:20 standards)
- Proposed uncontrolled crossing with central traffic island

7.28. The Access and Movement Parameter Plan (Figure 10) includes an area with the potential for providing an alternative vehicular access into the Site. This is subject to the delivery of a direct access to the Site boundary from Pershore Road via third party land.

7.29. This access is not essential for delivering the scheme. However, the Parameter Plan includes this option to provide flexibility should the alternative access become available before the proposed scheme is implemented.

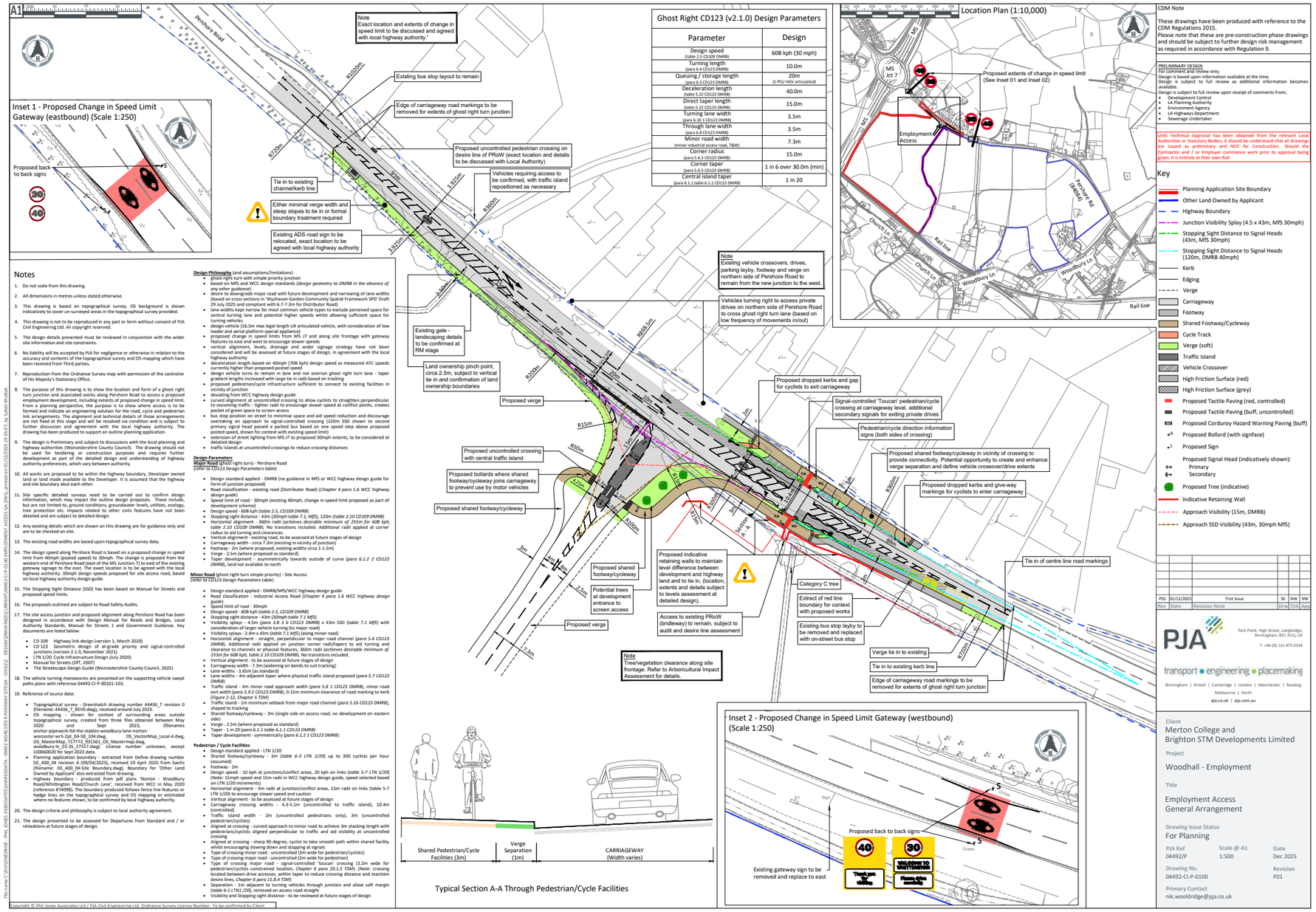


FIGURE 11 - ACCESS POINT

SECTION 8

Green & Blue Infrastructure

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	Trees & Hedgerows	47
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Introduction

8.1. Good quality green infrastructure (including blue infrastructure) is a vital placemaking component of new environments. Well designed and managed green infrastructure generates multiple benefits for people and nature, creating greener, healthier, more climate resilient equitable places to live that in turn support a more productive and sustainable economy.

8.2. Green infrastructure is defined within the NPPF as 'a network of multifunctional green and blue spaces and other natural features, urban and rural, which is capable of delivering a wide range of environmental, economic, health and wellbeing benefits for nature, climate, local and wider communities and prosperity.'

8.3. This section of the statement details the various green infrastructure elements of the proposed development that underpin the application parameters, how these elements have shaped the masterplanning of the site to date and how they would continue to shape the design proposals through the Reserved Matters stage.

8.4. The masterplan of both the wider Woodhall neighbourhood and this application has been strongly influenced by both the Landscape and Visual Impact Assessment (see Chapter 14 of the accompanying Environmental Statement) and a series of 3D visualisations which took place alongside the development of the height and land use parameters (see Technical Appendix) and led to the definition of view corridors towards Crookbarrow Hill. These view corridors are important in both retaining visual connection to Crookbarrow Hill, and also in forming green spaces within the employment area. The LVIA and visualisations also informed areas in the masterplan where building height has been limited and structural mitigation planting proposed in order to minimise visual impact.

8.5. To ensure the economic viability and long-term sustainability of the proposed development, strategic adjustments to green infrastructure elements have been made in shaping the master plan (e.g. losses to existing trees and hedgerows, and/or requirements for some proposed attenuation features to be steeply sloped) in order to minimise their land take and optimise the use of land for development.



THE 15 GREEN INFRASTRUCTURE PRINCIPALS
('Green Infrastructure Standards for England - Summary' Natural England, January 2023)

LEGEND

- Planning Application Site Boundary
- Other Land Owned by Applicant
- Green Infrastructure (including, as required: amenity / semi-natural greenspace and other uses described in the land use parameter plan, including access and all necessary movement infrastructure).
- Zone available for location of buildings (including, as required: access, parking, servicing, drainage, green infrastructure, pedestrian/cycle links, and all necessary infrastructure)
- Zone available for access, servicing, car parking, green infrastructure and drainage

Lighting Zones –

- Key Bat Habitat (Dark Zone): Min width 15m, 0.4 lux vertical* / 0.2 lux horizontal** peak
- Lighting Buffer Zone: Min width 5m, 3 lux vertical* / 3 lux horizontal** peak
- Bat Friendly Lighting Zone: Subject to Sensitive Lighting Strategy

Existing Trees (to be retained) –

- Existing tree and associated Root Protection Area (RPA)
- Veteran tree buffer (Natural England Standing Advice 15x stem diameter)
- Veteran tree crown hatch (Framework Veterans)

Vegetation Loss –

- Existing Hedgerow Loss
- Existing Tree Loss

Mitigation Planting –

- Structural planting: mixed scrub and tree planting (to be arranged around access points)
- Strengthened existing vegetation: scrub, tree and/or hedgerow planting (to be arranged around access points)

** Measured on the horizontal plane at ground level.*

**Measured on the vertical plane 0.5m-8m in height above ground level.

Notes:
1. All features and areas are subject to a lateral tolerance of +/- 10m unless stated otherwise.

FIGURE 12 - GREEN INFRASTRUCTURE PARAMETER PLAN

Green Infrastructure Proposals

8.6. The scheme's green infrastructure seeks to mitigate for some of the loss of existing hedgerow and trees (see Figure 14) through the provision of new and strengthened habitats to be delivered in open spaces.

8.7. Areas of structural planting will mitigate for losses to existing vegetation and reduce the effects of introduced development on sensitive visual receptors. These locations are informed by the accompanying Landscape and Visual Impact Assessment (Chapter 14 of the Environmental Statement).

8.8. Reserved matters applications for the employment land will, however, also include measures to mitigate these impacts; creation of habitats, reducing the appearance of proposed built form and earthworks in views from the surrounding area, framing views from the development to valued features within the surrounding landscape, offsetting harm to landscape features resulting from the proposed development, and connecting up the landscape to improve its functionality for public access and biodiversity.

8.9. Proposals will also necessitate diverting the existing PRoW (Footpath 508[c]) to integrate and enhance its functionality to encourage health and wellbeing, and will introduce swales, rain gardens and ponds to form a multi-functional network of blue infrastructure that benefits the environment, biodiversity and people.

8.10. Key GI proposals are as follows, and are set out in more detail in section 7 of this DAS:

- SuDS integrated within green corridors with a variety of rain gardens, swales and basins in response to the varied catchments across the site.
- Internal green spaces to facilitate social interaction, wellbeing benefits and placemaking.
- Street trees incorporated appropriately to reinforce the character and hierarchy of streets.
- A green entrance to the town to welcome visitors and emphasise its green infrastructure emphasis (as part of a wider public art / entrance strategy).
- Structural woodland and scrub planting for visual mitigation purposes.
- Mixed grassland habitat, part of the BNG provision.

8.11. Over the next few pages, the green infrastructure elements of the Proposed Development are described under the following themes:

- Heritage, Views and Building Appearance
- Trees, Hedgerows and Biodiversity Conservation
- Active Travel and Access
- Water and Drainage
- Safety, Security and Lighting









Heritage, Views and Building Appearance

8.12. The site's surroundings, in particular Crookbarrow Hill and its distinctive form, has been a key consideration throughout the design process and when analysing the historic and visual context to the site.

8.13. The proposed layout takes account of key views from within and towards the site identified in the Council's Legibility Analysis Plan (see the View Corridors Technical Appendix), considering particularly the views towards Crookbarrow Hill by users of PRoWs in the vicinity of Woodhall and looking westwards from Pershore Road (recognising that the M5 motorway is located between the site and Crookbarrow Hill).

8.14. The proposed layout is also sensitive to views from nearby residential areas, incorporating structural landscape at the edges of the site to help break up introduced built form and reduce the massing of development in longer distance views.

8.15. The silhouette of Crookbarrow Hill is a valued local feature; the proposed development aims to ensures it remains recognisable and appreciable, particular from the specific locations shown on WDC's Legibility Plan). Crookbarrow Hill makes a strong contribution to place and landscape character, and the view corridors offer opportunities for creating multifunctional corridors through the development area as well as preserving views between Crookbarrow Hill and its setting. The View Corridors Technical Appendix sets out the story of how views have shaped the masterplan and informed the evolution of the view corridors and height parameters which ensure that important views are not only retained, but are celebrated and form a key placemaking component.

8.16. To aid in assimilating the development into views, principles relating to the treatment of rooflines and cladding and the use of colour will be of paramount importance together with the careful design of ancillary office elements. The elevational treatment will be designed to minimise the visual impact of the buildings, whilst providing a strong form with architectural interest. Cladding panels, informed through Environmental Colour Assessment, would also be used to emphasise elements of the structure and with lighter colours to higher elements of the building to assist in reducing the perceived height, by fading the building into the skyline thus reducing the apparent height through graduating the building to its parapet. Similarly, ancillary structures will be designed and selected to remain in keeping with the development material and colour palette.

8.17. The underlying principle of the proposed design will be to provide buildings which offer architectural character, while adding quality and aesthetic enhancement to the immediate vicinity. The proposed units will represent a high quality industrial commercial setting that integrates well with its surrounding context.





FIGURE 13 - GI PROPOSALS (ILLUSTRATIVE): HERITAGE, VIEWS AND BUILDING APPEARANCE

Trees, Hedgerows and Biodiversity

8.18. Proposed earthworks, construction activities and/or highway infrastructure would necessitate the clearance of most existing landscape features within the employment site (including approx. 58 trees and approx. 2,000m of existing hedgerow).

8.19. All trees and hedgerows to be retained as part of the development would be protected in accordance with best practice set out in BS5837:2012 'Trees in relation to design, demolition and construction.'

8.20. New tree and hedgerow planting will be introduced around the edges of the Site, along access roads, within car parking areas and areas of open space within the development.

8.21. Proposed planting treatments will seek to optimise the enjoyment of users, encompassing species that emphasise seasonal change and local character, whilst taking account of locally defined conservation priorities and targets, such as the Worcestershire Biodiversity Action Plan.

8.22. Vegetation will also be used for boundary demarcation and alongside active travel routes, to optimise connectivity within the development for the benefit of wildlife and people.

8.23. The proposed development will promote the use of surface level SuDS where possible to provide habitat benefits as well as drainage.

8.24. The design proposals will also introduce landscape treatments (including drainage ponds and areas of modified grassland, meadow grassland, mixed scrub and woodland) that help to support the functionality of wildlife corridors and contribute to wider ecological networks and nature recovery goals. The management of habitats within the Site would consider biodiversity, maximise the quality of these habitats and, where appropriate, support recovery and restoration.

8.25. To increase community awareness of biodiversity within the site it is envisaged that Reserved Matters applications would include interpretation features (e.g. signage and/or public artwork) that recognises the habitats supported within the site; and would be designed to include built in features (e.g. insect boxes, bat roosts and swift bricks) and landscape features (e.g. drystone or gabion walls) that are beneficial to wildlife.

8.26. The lighting strategy has been developed in order to minimise impacts on bats and other fauna (whilst ensuring good practise in road and pedestrian safety). As set out in the Green Infrastructure Parameter Plan, bat habitat corridors, lighting buffer zones and zones containing bat friendly lighting are proposed in locations informed by the project ecologists and lighting consultants; more information is set out in the Lighting and Security section on page 60 of this Design and Access Statement.

8.27. The proposals also include commitments to ongoing monitoring of retained and proposed habitats throughout the construction and operational phases.















FIGURE 14 - GI PROPOSALS (ILLUSTRATIVE): TREES, HEDGEROWS AND BIODIVERSITY

Active Travel and Access

8.28. Active travel routes are proposed in the strategic infrastructure of the wider Woodhall neighbourhood. These routes provide connections to the surrounding movement network, public transport nodes and to the adjacent neighbourhoods.

8.29. Connections to the existing Public Rights of Way and Sustrans National Cycle Network (NCN) will create a strong active travel network and walking infrastructure with wider strategic connection to Worcester and Pershore.

8.30. Active travel routes will be designed to reflect LTN 1/20 guidelines, will be fit for purpose and attractive for people to use, taking into consideration user safety and future maintenance requirements. Active travel measures will also be prioritised within the phasing for the development, recognising its importance to enhancing the health and wellbeing of users.

8.31. Employment plots will also include covered and secure cycle parking, changing rooms, showers and lockers, to encourage active travel.

8.32. The development proposal aims to deliver an accessible and functional network of PRoWs. To accommodate the development, Public Footpath 508C is expected to be permanently diverted. While the specifics will be addressed at Reserved Matters, the diversion is shown along the edge, with connections to open space and pedestrian routes. The north-south active travel route within the site (between Pershore Road and the railway underpass towards Church Lane in Norton), will strengthen connectivity between Worcester, Worcestershire Parkway, the proposed town centre, and the train station.







FIGURE 15 - GI PROPOSALS (ILLUSTRATIVE): ACTIVE TRAVEL AND ACCESS

Water & Drainage

8.33. The proposed development reflects best practice in climate resilient water management, using Sustainable Drainage Systems (SuDS) components where possible to manage, treat, convey and attenuate surface water runoff and identifying opportunities for water retention for reuse, to hydrate the landscape and green infrastructure features.

8.34. Reflecting requirements set out in local and national policy, surface water drainage is designed to be resilient to the effects of flooding, accommodating 1 in 100-year flood events plus a 40% climate change allowance and enabling exceedance beyond this away from vulnerable development areas.

8.35. Water storage comprises both above ground open storage and below ground tanked storage. Above ground drainage components have been designed to include a range of SuDS components (including rain gardens, swales and detention basins) and to mimic the hydrological regime of the existing site, discharging run-off to existing ditch courses within the site and wider catchment. These are located primarily in the eastern part of the site and within the view corridor between Wood Hall barns and Crookbarrow Hill, and are coordinated with the drainage strategy in the adjacent residential application in order to maximise both efficiency and GI benefits.

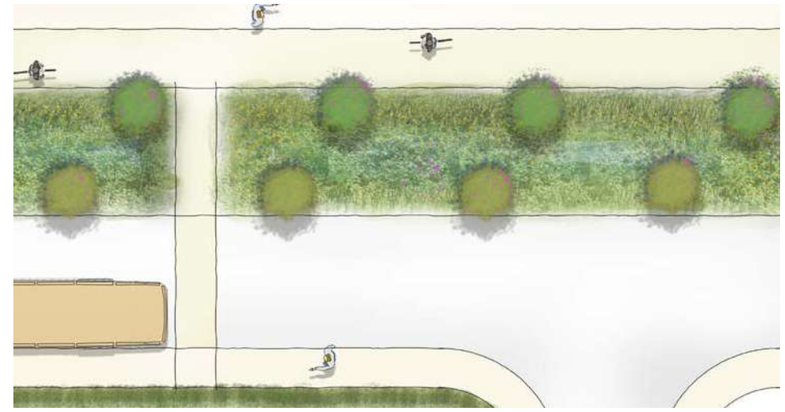










FIGURE 16 - GI PROPOSALS (ILLUSTRATIVE): WATER & DRAINAGE

Safety, Security and Lighting

Safety and Security

8.36. Consideration will be given to the layout of the development to ensure personal safety, ensuring the layout of the development does not create an environment conducive to crime, and ensuring occupiers and visitors to the site can move freely without risk of injury.

8.37. Natural surveillance will also be a key factor in the overall design of the site, with the positioning of offices overlooking proposed car parking and measures developed to eliminate places of concealment.

8.38. The lighting design will ensure that shadows are avoided in areas where pedestrians may be vulnerable, to help reduce fear of crime and encourage increased pedestrian activity.

Lighting

8.39. The scheme's lighting strategy has been prepared in conjunction with other disciplines such as ecology and transport.

8.40. The proposed development has defined ecological 'Dark Zones' and 'Lighting Buffer Zones' (refer to the Green and Blue Infrastructure parameter plan) to protect areas with existing bat activity and avoid impacting these more sensitive areas where possible.

8.41. Where appropriate, the proposed development will implement other mitigation measures designed to avoid light pollution, discomfort or adverse lighting for ecology; will consider light source positions, wherever possible concealing light sources from normal viewing angles for humans and wildlife; and will use lighting equipment with optical controls suitable for directing light to the area intended for illumination only, and which have colour temperatures that are appropriate to protect ecology and make the development more attractive as part of place making.

8.42. Lighting proposals will comply with appropriate standards and guidance, to ensure the development attains relevant illumination and uniformity levels. A hierarchy of lighting treatments will be applied, to avoid unnecessary over lighting or energy consumption.

8.43. Spaces and pedestrian routes will be well defined and appropriately lit, with easy to recognise entrances that support convenient movement without compromising security and ensure the safety and amenity of the users of the site.

8.44. Service yard and storage areas will also be appropriately lit to ensure the functionality of these operational areas and typically be enclosed by a 2.4m high fencing, considered in its placement to maximise natural surveillance.

8.45. Active, smart lighting controls will also be implemented, where possible, to reduce energy consumption and light pollution, and red/orange lighting considered in light sensitive habitats where lighting necessary for safety, security or amenity cannot be avoided.

8.46. Further detail is provided within the Illustrative External Lighting Strategy Report.









FIGURE 17 - GI PROPOSALS (ILLUSTRATIVE): LIGHTING

SECTION 9

Illustrative Framework

Illustrative Framework Plan 56

Illustrative Design Principles 57

Illustrative Framework Plan - Alternative Access Point 58

Illustrative Framework Plan

9.1. Shaped through the iterative process described above, the Illustrative Framework Plan (which is enlarged on the following pages) identifies how development could be realised at the Site and is helpful to communicate to stakeholders, authorities and the public the applicants' intentions for areas where full detail is not known at this stage and flexibility is sought through the parameter plans.

9.2. The illustrative layout demonstrates how operational areas can be designed to maximise functionality; how built form will be orientated to ensure effective noise abatement; how rights of way will be accommodated to minimise harm to public access; how public frontages will be designed to consider and contribute positively to the public realm; and how proposals will integrate the design of parking, landscaping and signage to create a cohesive design.

9.3. View corridors and the consequent built form arrangement have been informed by 3D modelling and semi-verified visualisations (see View Corridors Technical Appendix at the end of this DAS) and the recommendations of a Landscape and Visual Impact Assessment (Chapter 14 of the accompanying Environmental Statement), as have the inclusion of strategic planting areas to minimise visual impact where appropriate.



FIGURE 18 - ILLUSTRATIVE FRAMEWORK PLAN

Illustrative Framework Plan: Design Principles

Land Use

1. Layout illustrates a high-quality industrial / commercial setting that integrates well with its surrounding context.
2. The positioning and height of built form frames and Massing, orientation and scale of buildings responds to topography and view corridors, celebrating views to Crookbarrow Hill from key viewing locations (see the Technical Appendix at the end of this DAS for further information).
3. Site servicing yards are predominantly inward facing, limiting the noise and light projected into the surrounding area.

Green Infrastructure

1. SuDS integrated within green corridors with a variety of rain gardens, swales and basins in response to the varied catchments across the site.
2. Internal green spaces to facilitate social interaction, wellbeing benefits and placemaking.
3. Street trees incorporated appropriately to reinforce the character and hierarchy of the streets.
4. Landscape gateway, forming a positive entrance experience into the development.
5. Structural woodland and scrub planting for visual mitigation purposes.
6. Mixed grassland habitat, part of the BNG provision.

Movement

1. Access position to allow more sensitive placement of employment plots relative to site levels.
2. New pedestrian/cycle crossing over Pershore Road.
3. Access to existing walking and cycling routes to Norton and Worcester via Church Lane to the south of the site via underpass.
4. Off-site enhancements to the walk/cycle route on Church Lane.
5. Active travel movement route proposed ensuring sustainable integration throughout the site.
6. Providing access to existing bus routes via Pershore Road to the north of the site.

Legend

- Application Site Boundary
- Other Land owned by Applicant
- Proposed Built Form
- Active Travel Movement Corridor
- Vehicular and Pedestrian Access
- Pedestrian Access
- Illustrative Route of Diverted PRoW

Existing Green Infrastructure

- Trees and hedgerows to be retained
- Root Protection Areas
- Veteran Tree and Buffer

For simplicity, all trees and hedgerows not shown on the drawing are to be retained.

	Area
Site Boundary	29.396 Ha
Gross Internal Area (GIA)	up to 102,192 m^2 / 1.1 million sq ft (including mezzanines)
Total Green Infrastructure (including active travel and drainage and excluding highways land)	10.7 Ha (36.4% of total application site area)

This table is based on the Illustrative Framework Plan and therefore represents one way in which the proposed development could be realised within the approved parameters through reserved matters applications.

Illustrative Alternative Access Point

9.4. To ensure the Woodhall Employment Scheme retains flexibility to accommodate and connect with any future Pershore Road Boulevard proposals brought forward by WDC, the scheme has been designed to safeguard land adjacent to Pershore Road. This safeguarded area could facilitate future widening of Pershore Road should the Council's proposal progress and be confirmed as necessary to support the wider Strategic Growth Area.

9.5. The image right demonstrates, indicatively and for illustrative purposes only, how the illustrative scheme could be adapted, in accordance with the Parameter Plans, to enable the future delivery of the Pershore Road Boulevard and illustrates how the development would function with this in place.



FIGURE 19 - ILLUSTRATIVE ALTERNATIVE ACCESS POINT

SECTION 10

Character Elements

Green Gateway	61
Central Open Space	63
Eastern Edge	65
Railway Buffer	67

The site has been divided into four distinct Character Elements, each defined by its landscape features, topography, location, accessibility, and its relationship with the surrounding heritage features. The following section outlines how each Character Element is shaped by a distinctive set of descriptive principles.



FIGURE 20 - ILLUSTRATIVE SECTION LOCATIONS

Green Gateway

10.1. The main site access will be designed to provide a safe and attractive entrance into the proposed development for both vehicular and non-vehicular users. The entrance of the employment site will be marked with ornamental planting and designed wayfinding. Serving as a gateway, it will transition into the employment area, providing a distinct sense of arrival.

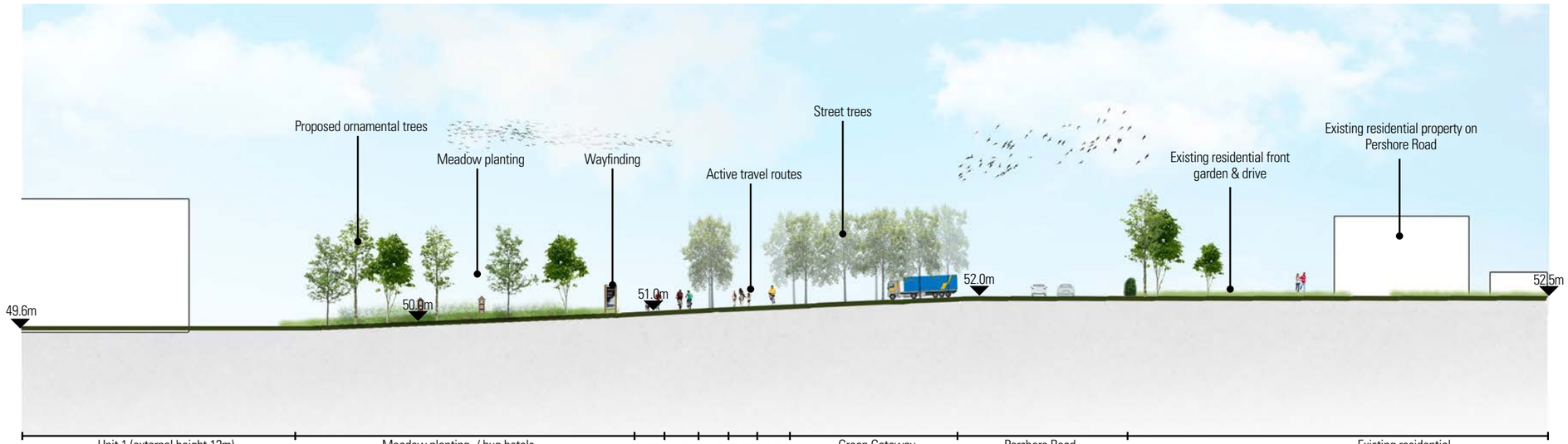
Design Principles

1. A tree lined entrance establishes a sense of arrival, additionally providing a visual buffer that will partially screen the employment units in the vicinity and introduces visual and seasonal interest.
2. Potential public art strategy in conjunction with the wider Worcestershire Parkway SGA, acknowledging and aligning with the landscape-led approach proposed by the Worcestershire local authority.
3. Directional signage will be located at the entrance to ensure clear wayfinding. Wayfinding is to be incorporated within the public art strategy to ensure a high level of finish and quality.
4. The current vegetation along Pershore Road will be improved by reintroducing native trees and hedgerows, aiming to establish a defined boundary and contribute to the creation of habitats.
5. The primary entrance connecting to Pershore Road will include key active travel route creating a safe pedestrian and cycle link to encourage active travel into the Site.
6. Employee wellbeing and access to green space will be a fundamental principle. Incidental mown grass areas will serve as seating areas for boosting employee morale, facilitating lunch breaks, or hosting outdoor seminars.
7. Car parking areas will be softened with hedgerows and areas of ornamental and native shrub planting.
8. Entrances into car parks and service yards framed with tree and shrub planting.



Illustrative Landscape Vignette: Green Gateway

SECTION A



SCALE 1:500

0m 5 10 25







Central Open Spaces

10.2. The Central Open Spaces stand as a series of green and hardstanding areas which facilitate social interaction and encourage wellness and spending time outside. Trees, scrub, grassland and formal planting supplemented with seating and surfaced social spaces will create a vibrant retreat for employees during lunchtime, and provide spaces for meetings to be held outside.

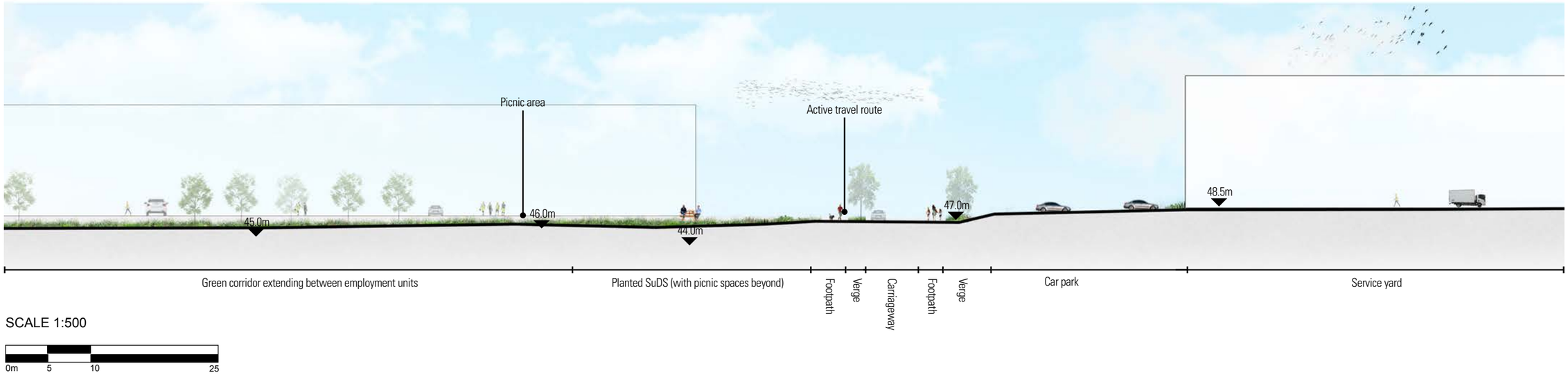
Design Principles

1. Seating opportunities provided near to the building entrance to encourage social interaction.
2. Drainage basins accommodated to capture surface water run off and to provide ecological diversity.
3. Informal paths created around drainage basins to encourage exercise and connections to nature.
4. Informal seating areas created away from building units with features to encourage biodiversity (e.g. bug hotels).
5. Car parking areas broken up with hedgerows, trees and areas of ornamental shrub planting.
6. Car parking areas will include pedestrian friendly pathways, with safety lighting and visible signage.
7. Primary access routes will be tree lined with hedgerows used to enclose car parks and screen service areas. The vegetation placed within the view corridor will consist of lower level planting, strategically chosen to support the preservation of views towards Crookbarrow from the PRoWs near Wood Hall barns to the east.



Illustrative Landscape Vignette: Central open spaces

SECTION B



SCALE 1:500

0m 5 10 25







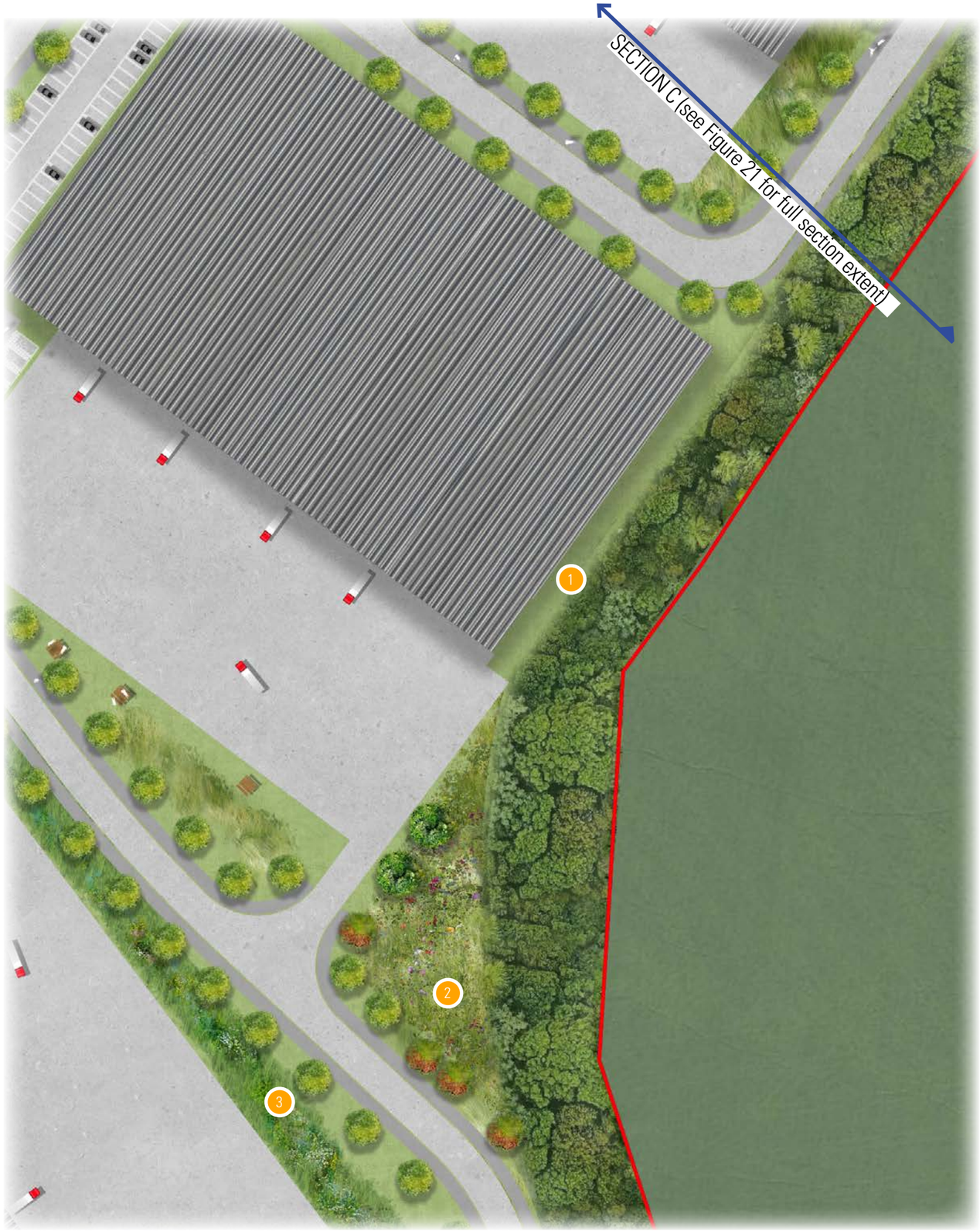


Eastern Edge

10.3. The eastern edge serves as an important visual barrier and ecological corridor. A thick band of native vegetation, including trees and hedgerow, will delineate the eastern boundary of the site.

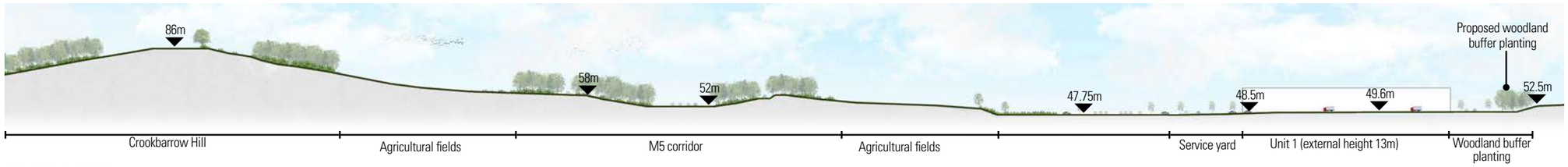
Design Principles

1. A thick vegetative buffer, consisting of tall native trees and hedgerows, will establish a boundary to the site. The strategically planted vegetation will mitigate views of the development from PRoWs to the east of the Site.
2. The species planted within the boundary will comprise native trees and shrubs, fostering habitat development. Additional measures to support local fauna will include the installation of bird and bat boxes.
3. Vegetated swales will convey water within the site to the attenuation basins. SuDS features will be planted with water tolerant species that benefit local ecology.



Illustrative Landscape Vignette: Eastern Edge

SECTION C (see Figure 21 for section location)



SCALE 1:2,500









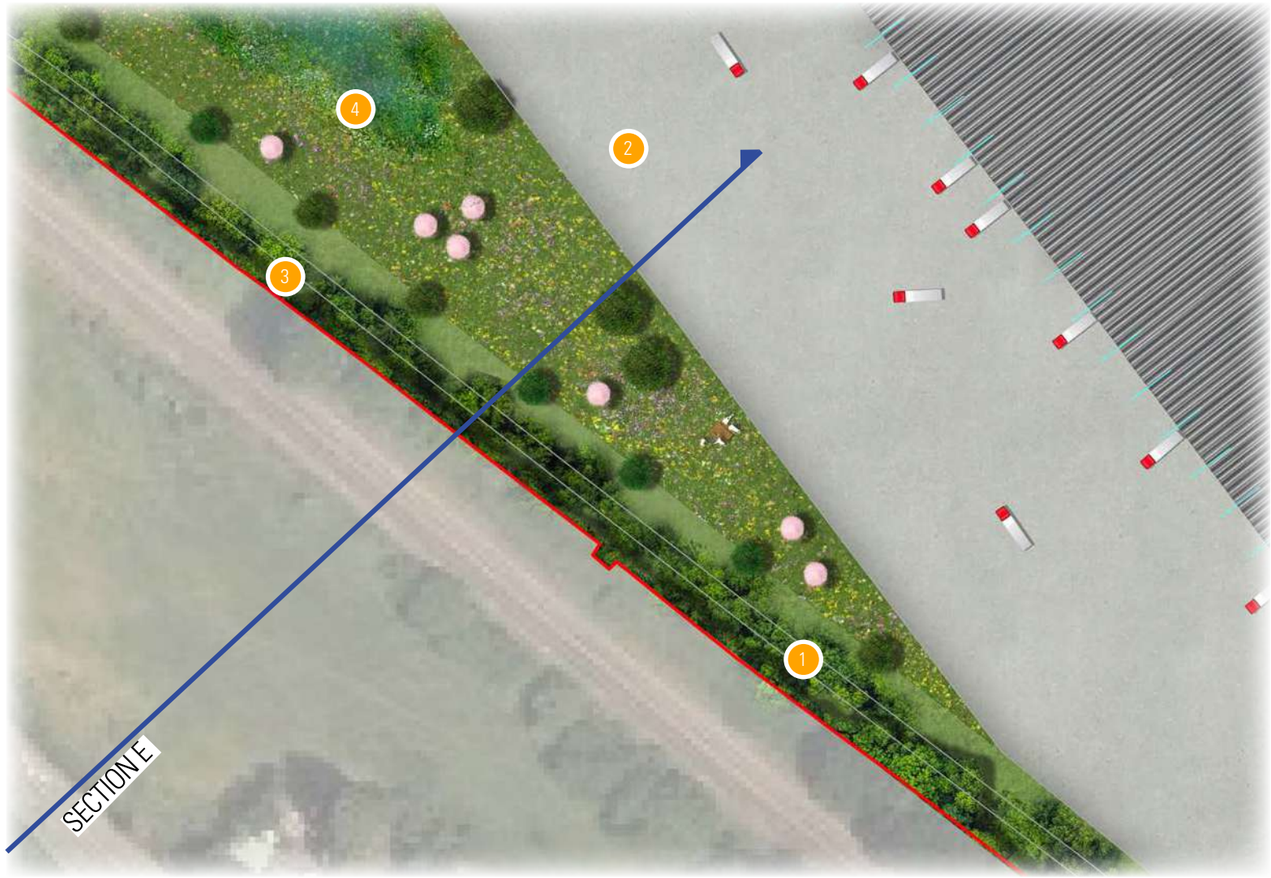


Railway Buffer

10.4. Proposed built form on the southernmost development edge is positioned in a way which minimises visibility from people south of the railway corridor. The railway embankment itself provides slight screening, and will be further strengthened by a multifunctional belt of structural planting which will screen views of the proposed built form from the south, provide a habitat corridor and lighting buffer for bats and accommodate the diverted PRoW.

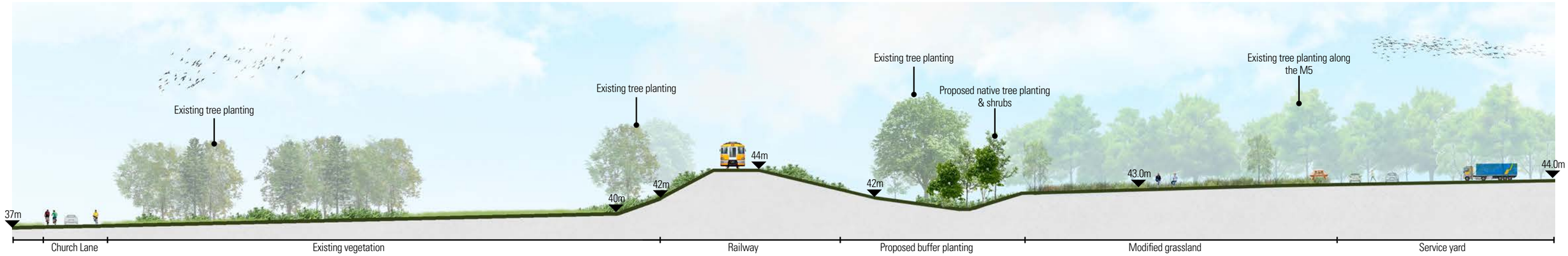
Design Principles

1. Additional native trees and shrubs will be planted along the southern boundary of the development to provide essential support for the local wildlife. Refer to Figure 14 Green Infrastructure Parameter Plan for location of "key bat habitat" and dimensions of corridors.
2. Lighting on the southern perimeter will be thoughtfully planned to safeguard nocturnal wildlife. In the working zone, lighting options may include red lights, down light illumination, and timed lighting configurations, all aimed at mitigating the adverse effects of light pollution on both wildlife and neighbouring communities. Refer to Figure 14 Green Infrastructure Parameter Plan for location and dimensions of "lighting buffer zones".
3. The existing trees and shrubs along the embankment will be preserved to uphold existing habitats and serve as a natural screen for the employment units.
4. Large areas of modified grassland support habitat creation.

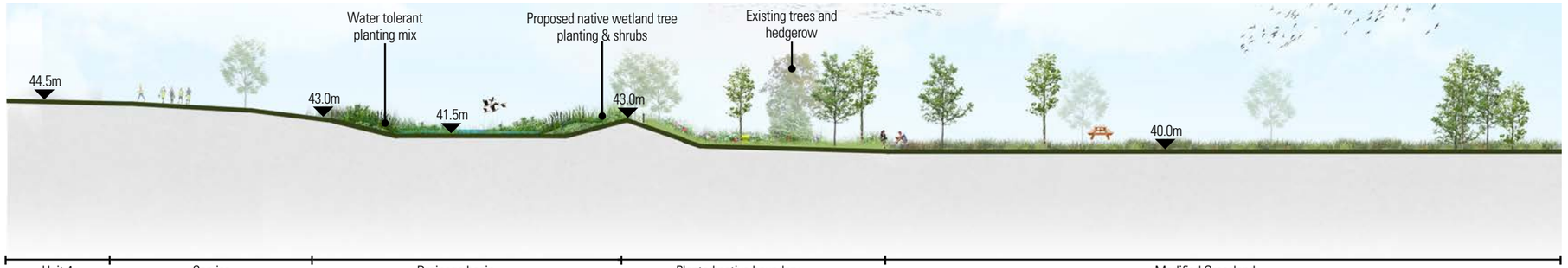


Illustrative Landscape Vignette: Railway Buffer

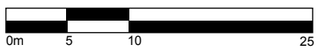
SECTION D (see Figure 21 for section location)



SECTION E



SCALE 1:500











SECTION 11

Sustainability

Sustainable Development Objectives 70

Energy Strategy 70

Sustainable Development Objectives

11.1. As explained in this document, the employment Site will be part of the wider Woodhall sustainable neighbourhood and therefore will contribute positively with the following objectives to the economical, social and environmental aspects of a new community.

11.2. Economically, it will generate jobs and investment for local people while attracting new employees. Additionally, it will offer opportunities for education, training, and the development of local skills.

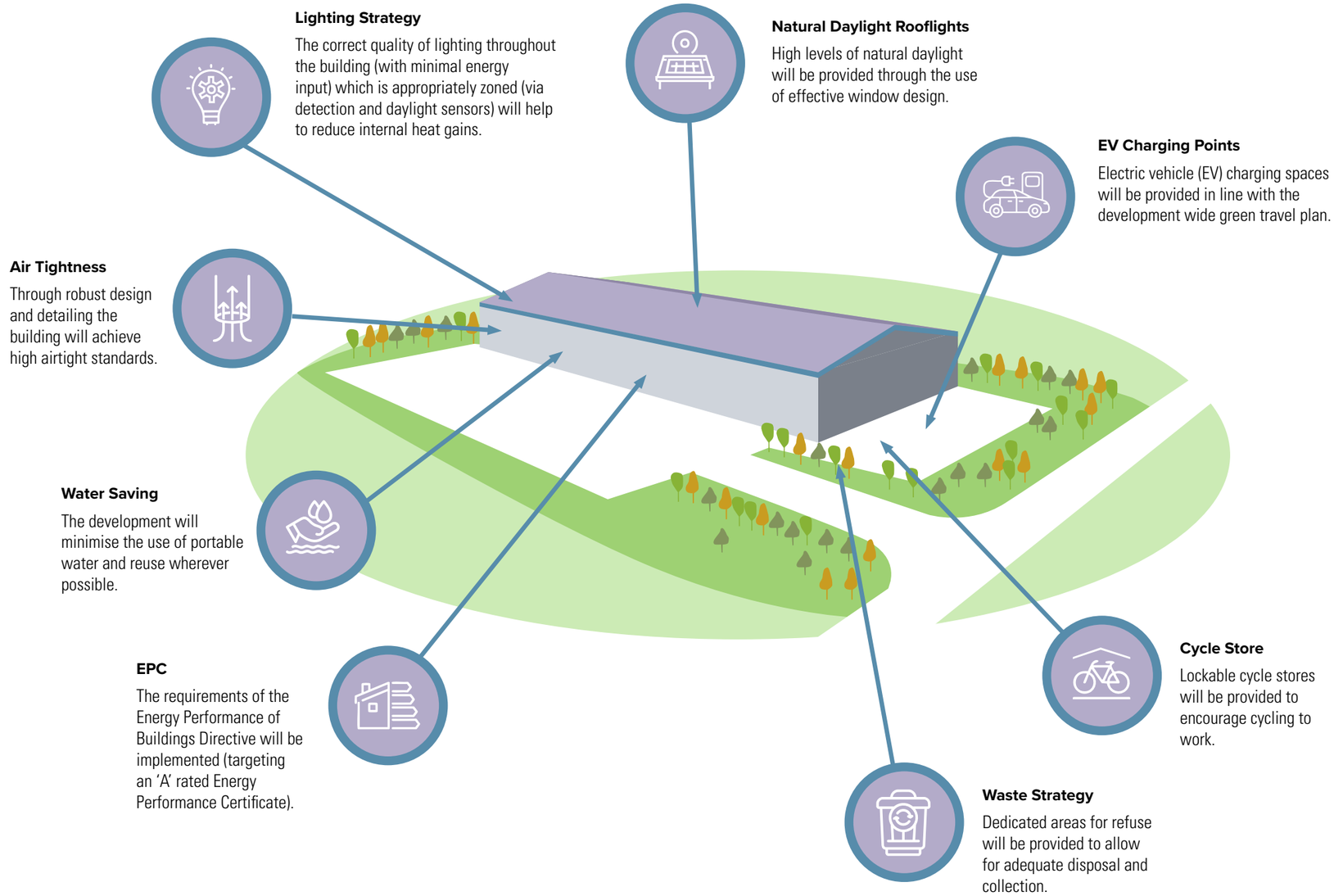
11.3. In social terms it will include the provision and access to enhanced open space while promoting sustainable travel alternatives, facilitating improved pedestrian/ cycle routes to key community facilities, bus stops and the train station.

11.4. Environmentally, public open space, tree planting, and a structure landscaping design will be developed to retain as many ecological features as practical whilst seeking to maximise the biodiversity value of the Site.

Energy Strategy

11.5. In addition to the objectives explained previously, additional measures will lead to high energy-efficient buildings and reduced carbon footprints while meeting the needs of the occupants. The energy strategy will include:

- Optimising the availability of natural daylight.
- Building envelope thermal performance by a "fabric first" approach; reducing energy demand through passive measures including a well-insulated, airtight building envelope to reduce winter heat loss and minimise unwanted heat gain.
- Heat recovery from mechanical ventilation systems as a means of utilising waste heat from the building.
- Heating and cooling the offices areas with a hybrid variable refrigerant flow system (VRF) heat recovery air source heat pump systems.
- Electric vehicle charging points in all the buildings on the site.



Energy Strategy - Illustrative Diagram

SECTION 12

Compliance with SWDP



Compliance with SWDP (2016), Policy SWDPR51, Concept Plan and Emerging Spatial Framework

12.1. The proposals outlined in this DAS have been formulated to align with the objectives, principles and approach as set out in the South Worcestershire Development Plan (2016), submitted Policy SWPDR51 and the Worcestershire Parkway SGA Draft Spatial Framework (2022).

12.2. The proposals will contribute to the overall land use requirements envisaged for the development of Worcestershire Parkway as required by South Worcestershire Development Plan (2016) and emerging Policy SWPDR51 and shown in further detail in the Draft Spatial Framework (2022). It is recognised that the proposals shown in this DAS represent a proportion of the wider development and it is expected that further Planning Applications will be submitted for other parts of the development area by others in due course. Emerging policy SWDPR51 requires that all proposals are to be integrated and coordinated to achieve comprehensive development for the whole Worcestershire Parkway area. Effort has been taken to ensure that all proposals are brought forward in the spirit of partnership and in this sense, the Applicant has through the design process, collaborated with Wychavon District Council and adjacent landowners to ensure proposals can be delivered in a coordinated manner.

12.3. The Draft Spatial Framework (2022) sets an important agenda for the vision, design objectives and key design principles that guide development of the site. Within the Draft Spatial Framework (2022) are a series of key plans and diagrams (including the Concept Plan) showing illustratively how the site could be arranged if the vision, objectives and key design principles are followed. In formulating the proposals set out in this DAS, the technical team have robustly assessed and tested key concept plans contained in the Draft Spatial Framework (2022) against technical site constraints information (much of which has come to light since the Draft Spatial Framework (2022) was prepared.

12.4. The application proposals have been robustly tested with key stakeholders throughout their evolution and formulated in accordance with best practice approaches to the development of new communities and in this sense align with the vision, objectives and principles identified in the emerging Policy SWPDR51 and the Worcestershire Parkway SGA Draft Spatial Framework (2022).

SECTION 13

Summary & Conclusions

Summary and Conclusions

13.1. The Proposed Development has been underpinned by extensive consultation, design, environmental and technical work, ensuring it is practical and deliverable. The vision for the Employment Site is considered to be consistent with the requirements as set out in the emerging Policy SWPDR51 that, whilst it has yet to be adopted,provides a strategy for addressing the identified future needs of South Worcestershire, including the application site delivering part of the strategic employment allocation at Worcestershire Parkway.

13.2. Specific placemaking, character and landscape details of the proposed development will be subject to further in-depth dialogue with key stakeholders with the broad design principles set out in this document providing a framework for future discussions and a Reserved Matters Application. The approach does not seek to fix the exact location or configuration of all spatial elements, however, detailed access plans, alongside a series of Parameter Plans are included as part of this application. This information has been shaped through iterative modelling and testing of building layouts, adjustment of earthworks solutions and through the review of mitigation measures to ensure proposals are acceptable in relation to the Site and wider landscape setting. The location and general configuration of a number of fixed elements, such as:

- celebrate landscape features such as Crookbarrow Hill by demonstrating how built form can be used to maximize functionality and retain strategic views.
- protection of the historic parkland to the eastern edge;
- maximise new opportunities for habitat enhancement and mitigation by delivering a green and blue infrastructure network which provides important functions such as biodiversity habitats, structural planting and community open space;
- an integrated employment site, connected to the Site's existing surroundings, as well as the wider extent of the Worcestershire Parkway community, particularly regarding the Town Centre, Worcestershire Parkway Station and Worcester through active travel routes and access to public transport that will encourage sustainable modes of travel.

SECTION 11

Technical Appendix

View Corridors

14.1. This technical appendix to the Design and Access Statement has been produced by chartered landscape architects at Define, and illustrates the process and outcomes of the analysis of the visual relationship between the Site and its context, in particular Crookbarrow Hill, which has taken place over the last four years.

14.2. As a result of various site visits and desktop studies, discussions with officers at Wychavon District Council (WDC) and analysis of WDC's evidence base, it was clear from the outset that Crookbarrow Hill is an important local landmark affecting both the Woodhall site and the wider Worcestershire Parkway Strategic Growth Area (SGA). As well as being a designated heritage asset (scheduled monument), Crookbarrow Hill also has landscape and cultural value due to its position as a distinctive local landmark due to its role as a local landmark.

14.3. Consequently, throughout the design process, the development parameters evolved to enable Crookbarrow Hill to be recognised and appreciated in views through and above built form within the allocation. This approach is consistent with current best practise in regard to managing development in the context of landmarks, such as in the London View Management Framework (LVMF), and has been possible due to testing development in a series of semi-verified visualisations.

14.4. This document sets out the story of how views have shaped the masterplan and placemaking strategy, leading to the evolution of Woodhall's view corridors and height parameters which ensure that important views are not only retained, but are celebrated and form a key placemaking component of the new neighbourhood (with expanded public accessibility). Semi-verified Type 3 visualisations (see methodology at the end of the Appendix) demonstrating the final building height parameters are shown within this appendix.



Key Views

14.5. Several key locations where people will be most able to recognise and appreciate Crookbarrow Hill were identified, such as from the parkland west of Wood Hall Barns (including the public rights of way in this area) and Pershore Road adjacent to the northern boundary of the site.

14.6. The viewpoints from Pershore Road and the parkland adjacent to Wood Hall Barns were informed partially by the Worcestershire Parkway Legibility Analysis Plan produced by WDC in August 2020 (see plan adjacent), which identifies a number of key views within the SGA.

14.7. Views towards Crookbarrow Hill from Pershore Road and from the parkland west of Wood Hall Barns were identified on the Legibility Plan as "Views to Local Landmark Features" and therefore directly influence our choice of viewpoints. The viewpoint from Wood Hall Barns represents views experienced by people using a public right of way, in accordance with the methodology used for the Strategic Landscape and Visual Appraisal [1] and Landscape and Visual Impact Assessment included in the Environmental Statement accompanying this application (ES Chapter 14).

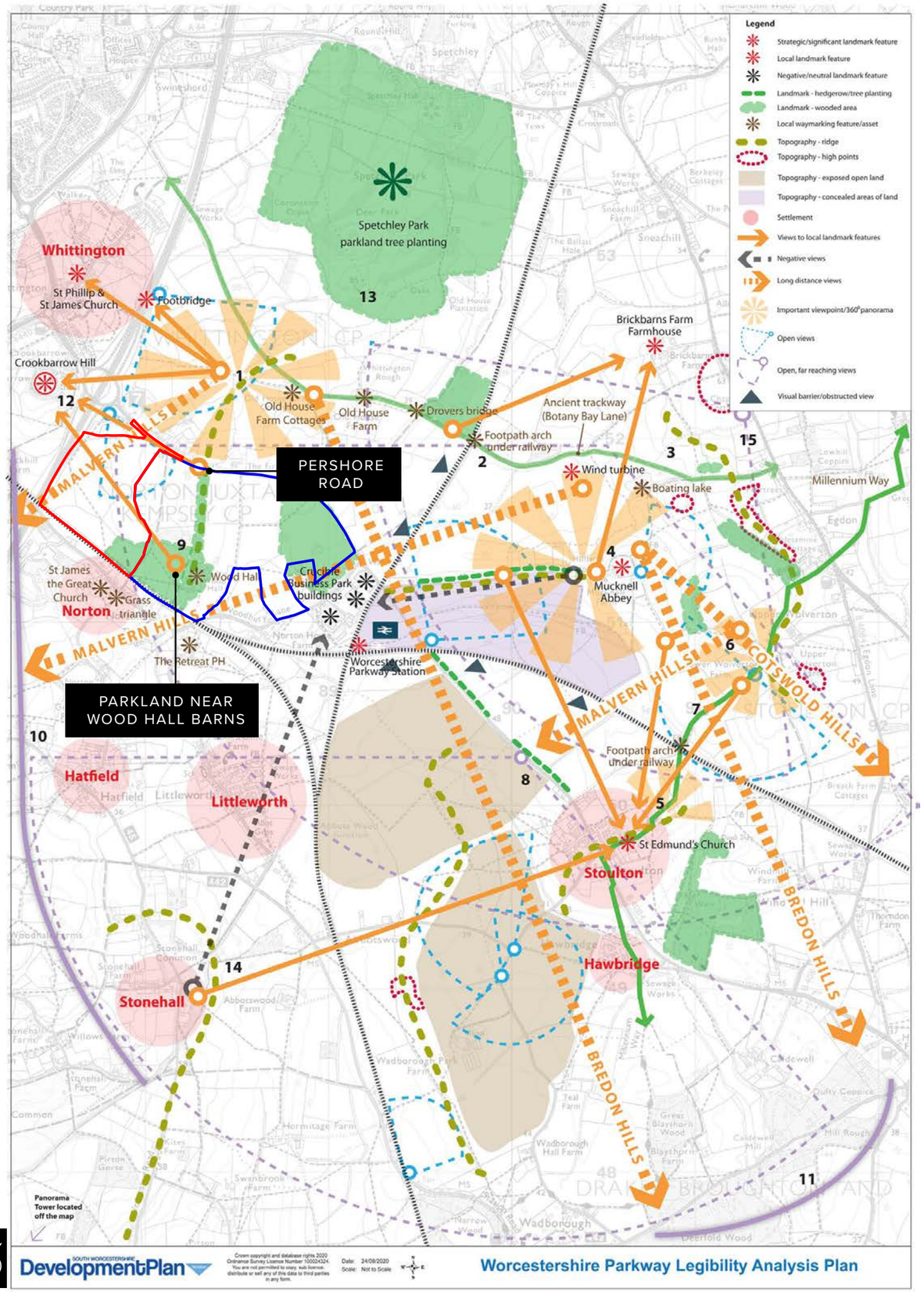
14.8. Additional viewpoints were identified in the western parkland and the northernmost part of bridleway 511B (see plan overleaf). These aided in understanding the 3D envelope of the height parameters, but did not have a direct influence on development.

14.9. In views to Crookbarrow Hill, its distinctive silhouette was identified (see below in orange) in order to ensure visibility to it could be retained in the view corridors.

[1] As part of the evidence base for the proposed Worcestershire Parkway SGA, a Strategic Landscape and Visual Appraisal (SLVA) was produced for the Woodhall neighbourhood. This can be found on the South Worcestershire Development Plan website as part of the Worcestershire Parkway evidence base: https://www.swdevelopmentplan.org/swdp-review/swdpr-regulation-19-publication-consultation/swdp-publication-regulation-19-evidence-reports



THE DISTINCTIVE SILHOUETTE OF CROOKBARROW HILL



WORCESTERSHIRE PARKWAY LEGIBILITY ANALYSIS PLAN (WDC, AUGUST 2020)

View Corridors and Masterplan Development

14.10. To guide the definition of the view corridors, a series of visualisations were created of the key views. A 3D model of the proposed built form and/or building height parameters was created and aligned with geo-referenced FFS 50mm photography to generate semi-verified 'Type 3' visualisations (Landscape Institute Technical Guidance Note 06/19: Visual Representation of Development Proposals) which can be used to inform how the proposed building massing would be perceived in the existing view.

14.11. A thorough process of refining and updating the built form / height zones to explore how built form could be configured in order to meet the requirements of the employment allocation whilst still maintaining the key views. The land use and building heights parameter plan dictates the maximum scale for proposed built form to be authorised at the site, whilst enabling flexibility as to the siting of proposed built form whilst minimising visual impact and maintaining views to Crookbarrow Hill and its distinctive silhouette through the view corridors. The extent of this silhouette is marked in orange on the adjacent plan.

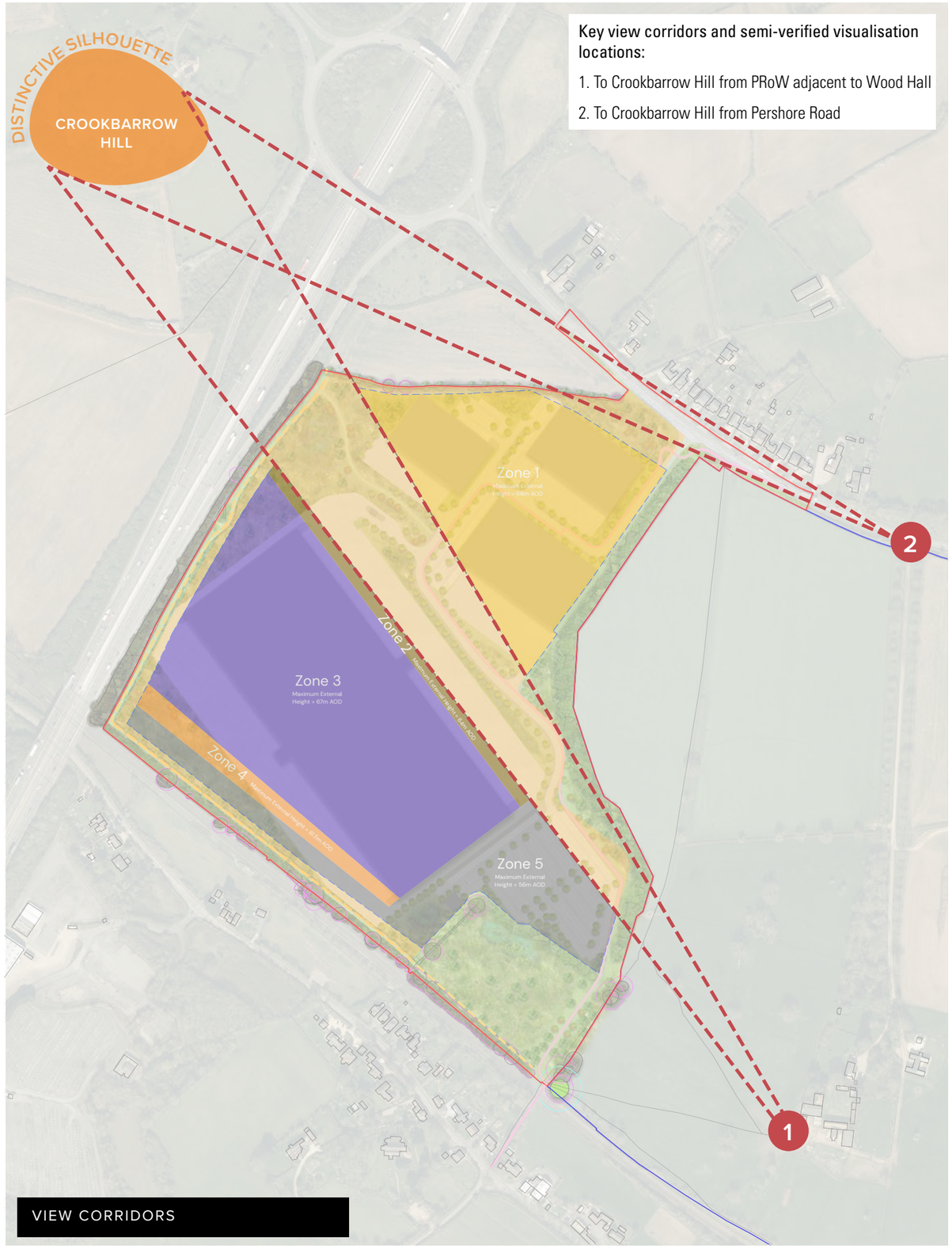
14.12. Through a number of 3D model iterations and several consultations with WDC since 2020, (including those set out in the August 2021 Vision Document) the final height parameters were set in December 2024.

14.13. All views to Crookbarrow Hill from the identified viewpoints are retained and the ability for people to be able to recognise and appreciate Crookbarrow Hill also retained.

14.14. From Wood Hall Barns, there will be views across the restored parkland through the employment buildings to Crookbarrow Hill; it is envisaged that the open space within the view corridor in the employment area will comprise SuDS, car parking, landscaping and access roads.

14.15. Views are also retained from Pershore Road on the approach to Junction 7, with primarily Zone 1 visible in the left of these views.

14.16. The following pages show these key views and how the view corridors have guided development and enabled Crookbarrow Hill to remain recognisable and appreciable.



Viewpoint 1: From PRoW at Wood Hall to Crookbarrow Hill, existing view



Viewpoint 1: From PRoW at Wood Hall to Crookbarrow Hill, with building height parameter zones



Semi-verified visualisations include parameter height zones only; landscaping and earthworks are not modelled. For further information please see the methodology at the end of this technical appendix.

Viewpoint 2: From Pershore Road to Crookbarrow Hill, existing view



Viewpoint 2: From Pershore Road to Crookbarrow Hill, with building height parameter zones



Methodology

14.17. This methodology sets out the process and guidelines associated with creating the semi-verified visualisation in this report.

SEMI-VERIFICATION PROCESS

14.18. Semi-verified visualisations (Type 3 under Landscape Institute Technical Guidance Note 06/19) have been produced by creating a 3D model of the proposed building height parameters into CAD software (Vectorworks).

14.19. The Vectorworks Renderworks Camera tool is then used to set up views within this 3D model, with settings of these views' "cameras" (such as grid reference, camera height and focal length) set up to match the setting of photographs taken on site with a DSLR and tripod. 3D references within this 3D model, such as the existing buildings, enable the model to be aligned and overlaid with the photographs, producing accurate, semi-verified visualisations. Foreground vegetation is added following this to provide the reader with a more accurate understanding of how much development is likely to be seen, considering foreground vegetation and landform.

PROPOSED 3D MODEL

14.20. The building height parameters modelled match those set out on the Land Use Parameter Plan, and use a maximum height AOD rather than using finished floor levels and building heights. The various zones and heights AOD are marked on each visualisation.

PHOTOGRAPHY

14.21. Photography was carried out in line with current Landscape Institute guidance. Photographs were taken with a fixed 50mm focal length lens attached to a DSLR camera, on a tripod set to a height of 1.6m above ground level.

Woodhall

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