

Key Design Principles

KDP1: Creating a sense of place and identity for Land South of M62 through developing a common architectural language and orientating buildings to provide legible wayfinding around the site

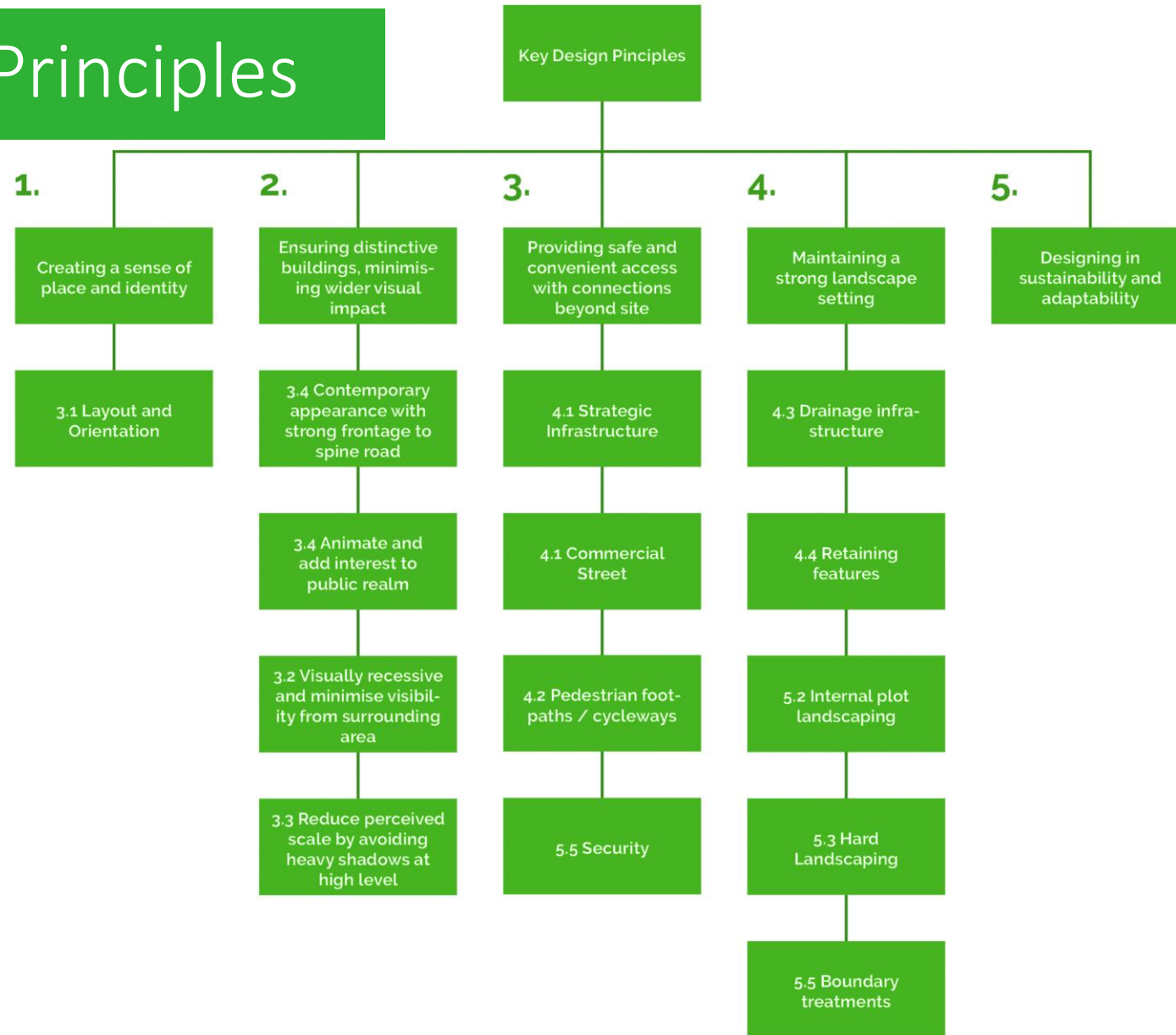
KDP2: Ensuring that prominent buildings are distinctive, including offices which relate to human scale and operational requirements, whilst minimising the wider visual impact of large warehouse elements through use of ground levels, breaking up facades and screening service yards

KDP3: Providing safe and convenient access for all users of the site including employees, suppliers or distributors, visitors and the local community, ensuring good connections beyond the site

KDP4: Maintaining a strong landscape setting which creates views and legible routes to and from buildings, connects with the surrounding landscape, and further enhances biodiversity

KDP5: Designing in sustainability from the start across all aspects from building, infrastructure and landscape design, whilst allowing for adaptation and later enhancement to meet occupier requirements

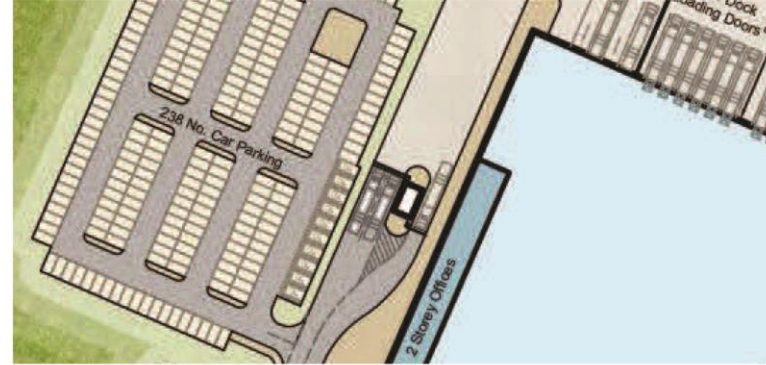
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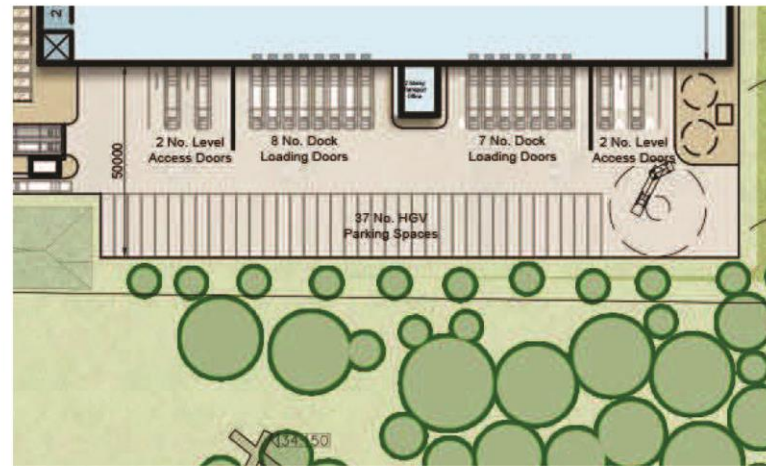
Offices fronting the spine road



Segregated movement strategy



Main arrival place



Segregated Service yards