

OUR DESIGN CODE

Numbers indicating the colour palette for bottom, middle and top of the buildings.



These CGIs show the entrance to the site from the new roundabout along the A5. The buildings have been carefully designed to mitigate visual impact, including a sensitive colour palette that merges the lower levels into the landscaping and the higher levels into the skyline.



The façade design has been carefully considered both in terms of colour choice and colour graduation from the base of the building to the top. The design followed a process of testing different colours and sizes on key views, including from Caldecote, in order to reach a colour option that is sensitive to its landscape context and views. The approach has been agreed with officers at the Council.

We understand the community is keen to see a scheme that is sensitive to the existing surroundings, notably the rural and countryside aesthetic. When bringing forward major employment schemes within this setting we know that design is crucial, which is why we are committing to a **Design Code** to set out an agreed strategy for the design of the buildings.

The Design Code will include:

- A **colour palette** that divides the buildings, into a clearly defined bottom, middle and top sections
- Defined **heights for banding colours** depending on the immediate context of each building
- A set of **principles for the hard and soft landscaping** around the buildings
- **Wider landscape strategy** for the interface between the plots and the wider landscape incorporating naturalistic habitats, including woodland, grassland, scrub and low key paths

The Design Code would likely be secured via a planning condition to ensure the “outline” elements of the scheme accord with the Code.

The **building façade treatments have been reviewed in detail**, with an innovative approach of height related colour banding proposed across the façade, i.e. at low heights the colours will be green to reflect the vegetation and at taller heights the colour will reflect the sky tones. In addition, the bandings will be referenced against fixed datum points to ensure that colour bandings across different buildings remain at consistent levels across the site.

- **Benefit:** Ensuring high-quality design through the project and improving views of the development by reducing the perceived mass of the buildings.

This image shows the different colour palettes used at different sections of the building depending on their height.

