<table>
<thead>
<tr>
<th>LAND PARCEL COM4</th>
<th>ESSENTIAL DESIGN CRITERIA</th>
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</table>
| **SCALE / MASSING** | • 15m building height for primary block.  
• 12m for other buildings overlooking the open space.  
• 9m for other buildings. |
| **BUILT QUALITY** | • High quality landmark buildings are required to terminate views.  
• Strong frontages to define and contain the open space and street.  
• Quality landmark buildings are required in this location. |
| **ACOUSTIC ATTENUATION / AIR QUALITY** | • Built development must ensure a through flow of air to prevent pockets of pollutants from the A14 collecting in enclosed spaces.  
• Buildings should be orientated in such a way so that they act as a noise barrier reducing the noise of the A14 on the rest of the site.  
• Development could address acoustic attenuation through building design and architectural detailing, for example sound absorption facade elements including cladding, render and facetted/curved elevations.  
• Consider single aspect and south facing development as part of an overall noise mitigation/insulation scheme to protect residential amenity, health and wellbeing and to address any adverse acoustic conditions.  
• Carefully locate external private amenity areas and use innovative design approaches to minimise exposure to A14 traffic noise. |
| **FRONTAGES / PUBLIC REALM** | • Key active frontages are required to POS5 and Topper Street to create a strong positive streetscape and containment of the public realm.  
• Provide a clear delineation between public and private areas.  
• Create a positive relationship between fronts and backs of buildings.  
• Active frontages and usable entrances should be provided from the adjacent public realm areas.  
• Ensure all publicly accessible spaces are overlooked by active building frontages or active rooms.  
• There is potential for a semi private amenity area for residential premises as a visual extension of POS5. |
| **ACCESS / CIRCULATION / PARKING** | • The vehicular access is from Topper Street via Neal Drive.  
• Integrate parking appropriately into the design for development.  
• Ensure all parking areas are secure.  
• Prioritise pedestrian/cycle movement, encouraging connections throughout site.  
• Create safe and convenient pedestrian crossing points.  
• All pedestrian access should be direct from the street.  
• Servicing of buildings should be from the facade that has the least visible impact on the public realm.  
• Traffic calming and management should be integrated into the scheme design. |
| **LANDSCAPING** | • Provide appropriate landscaping along boundaries to create a quality environment and protect privacy.  
• Provide landscaping to create strong features that terminate or screen views of the embankment and noise barrier.  
• Provide appropriate planting to provide an attractive setting to buildings.  
• Use trees and shrubs to break up car parking areas and provide proportion to the space, particularly to the northern boundary.  
• Use planting to minimise the visual impact of cars and service areas. |
FIG 22a & b - KEY DESIGN PRINCIPLES LAND PARCEL COM4

Key
- Indicative Primary Frontage
- Maximum Building Height
- Key Focal Node
- View requiring closure with strong features
- Interaction With Public Realm
- Vehicle Access
- Landscaping
- Air Flow
- Semi-Private Public Realm

noise barrier

PLOT COM4

public open space

focal node

existing residential