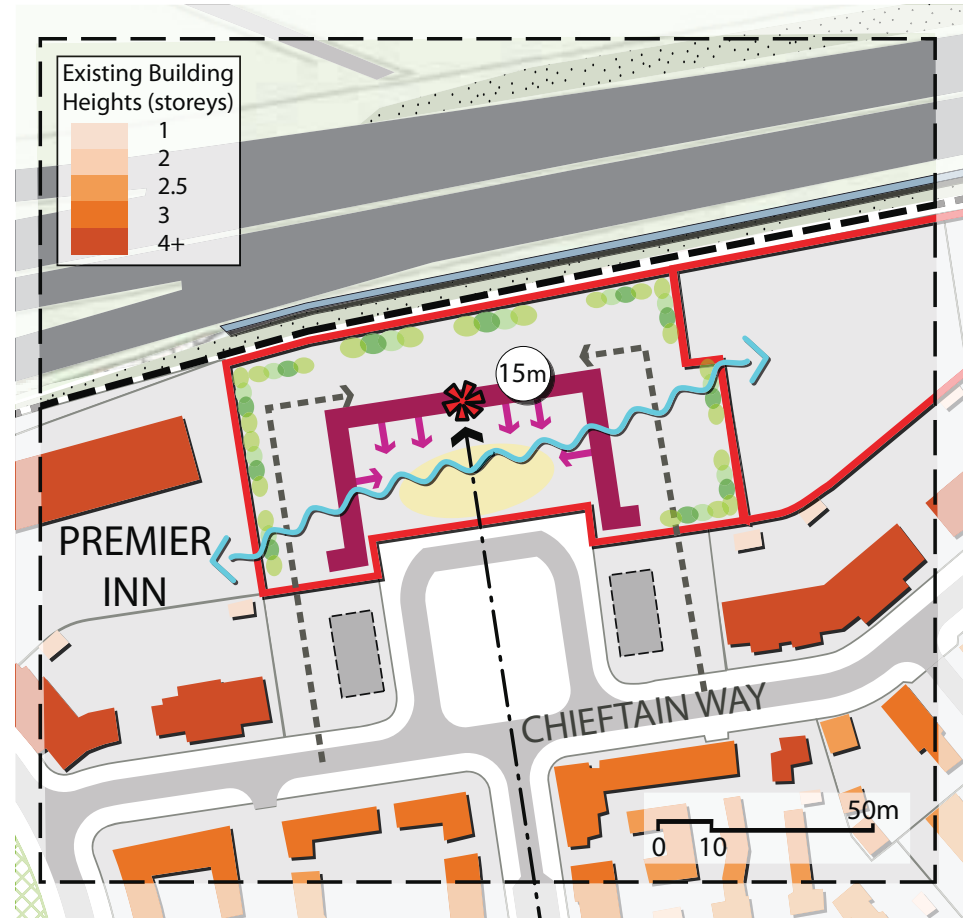
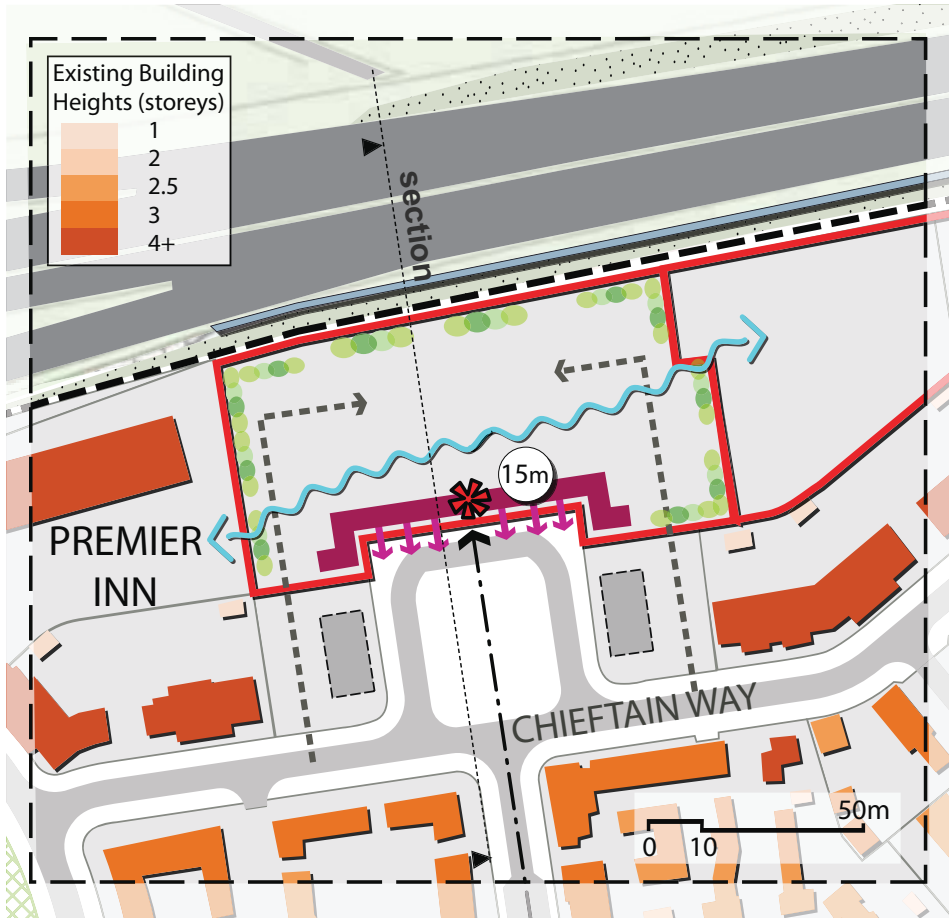
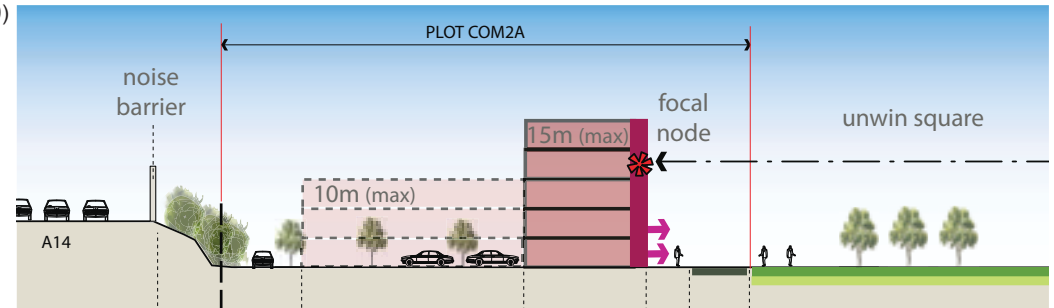
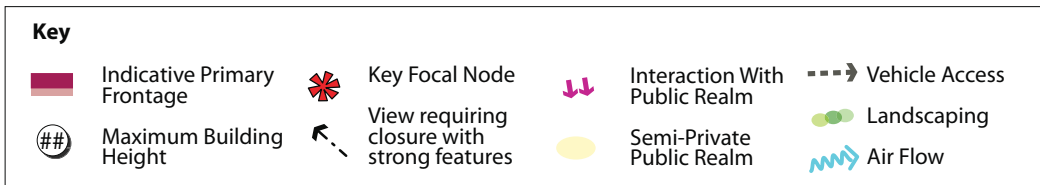


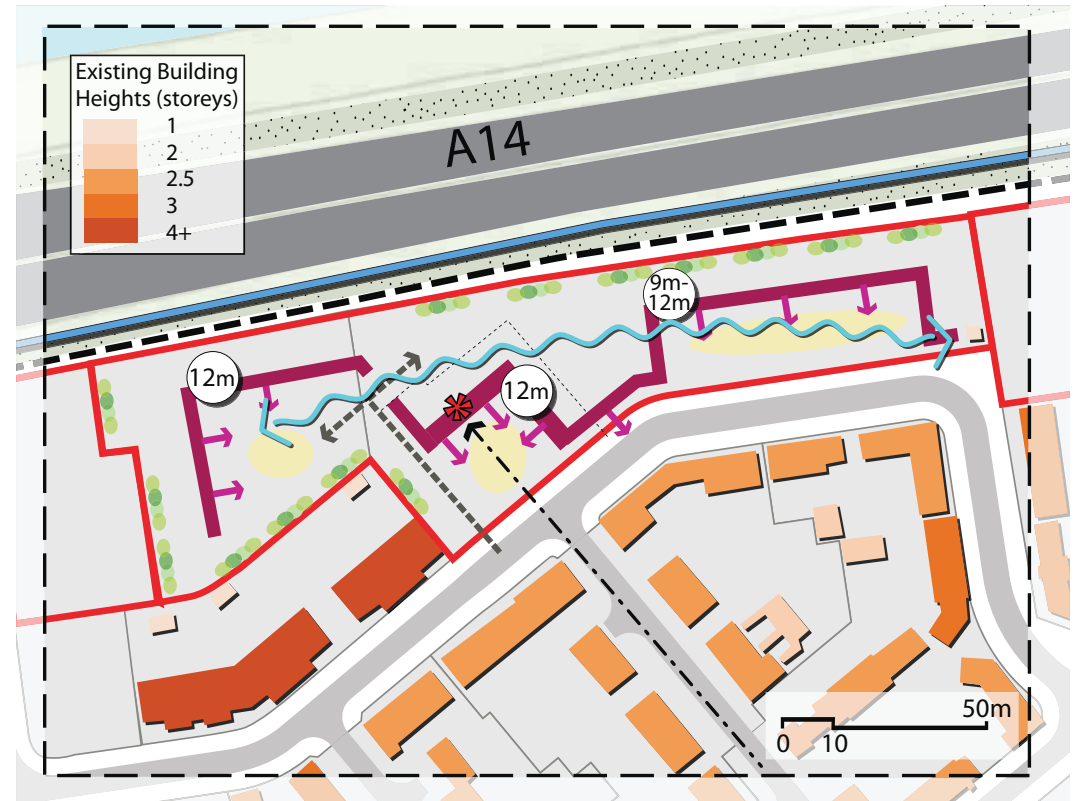
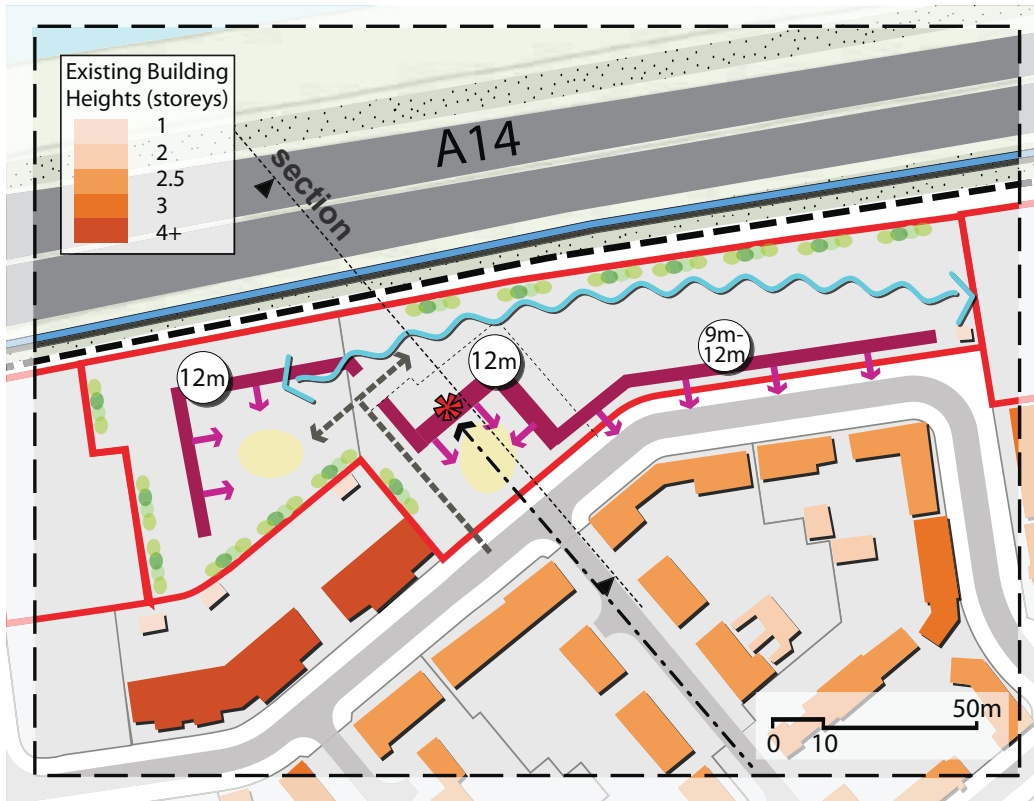
PLOT COM2a	ESSENTIAL	DESIRABLE
SCALE / MASSING	<ul style="list-style-type: none"> Building height of 15m (maximum) and 10m (minimum) fronting the public square. 	<ul style="list-style-type: none"> For other buildings recommended building heights of 12m (maximum) and 7m (minimum).
BUILT QUALITY	<ul style="list-style-type: none"> High quality development focus to reinforce termination of views towards the square, marking a key focal point. Quality landmark buildings are required in this location. 	<ul style="list-style-type: none"> There are parts of development that will form parts of streets and squares, and other parts that will be screened from frontage development by other buildings.
ACOUSTIC ATTENUATION / AIR QUALITY	<ul style="list-style-type: none"> Built development must ensure a through movement of air to prevent the creation of pockets of poor air quality, preventing pollutants from the A14 collecting in enclosed spaces. 	<ul style="list-style-type: none"> 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. Proposed development could address acoustic attenuation through building design and architectural detailing, for example sound absorption facade elements including cladding, render and faceted/ curved elevations. Residential proposals should 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. External private amenity areas will need to be carefully located and may need innovative design to limit adverse exposure to A14 traffic noise.
FRONTAGES / PUBLIC REALM	<ul style="list-style-type: none"> Key active frontage at Unwin Square will reinforce a positive streetscape and public realm enclosing Unwin Square. 	<ul style="list-style-type: none"> There is potential for a residential amenity area, a semi private public realm overlooked by development. Should be a clear delineation between public and private areas. Positive relationship between fronts and backs of development.
ACCESS / CIRCULATION / PARKING	<ul style="list-style-type: none"> The main access to the site is from Chieftain Way. 	<ul style="list-style-type: none"> On site parking to demonstrate a high level of design integration. Secure parking and a pedestrianised public realm is encouraged. Prioritise pedestrian/cycle movement, encouraging connections throughout site. All buildings should be serviced from a facade that has the least visible impact on the public realm.
LANDSCAPING	<ul style="list-style-type: none"> Appropriate landscape along boundaries increases the quality of environment and protects privacy of neighbouring development. Landscaping must also create strong features to terminate views of the embankment and noise barrier where necessary. 	<ul style="list-style-type: none"> Provide appropriate planting to provide an attractive setting to buildings. Use of trees to break up banks of cars and give proportion to the space, particularly to the northern boundary. Use of soft planting such as shrubs and hedgerows to diminish visual impact of cars. Up to 20% of each plot will be landscaped.



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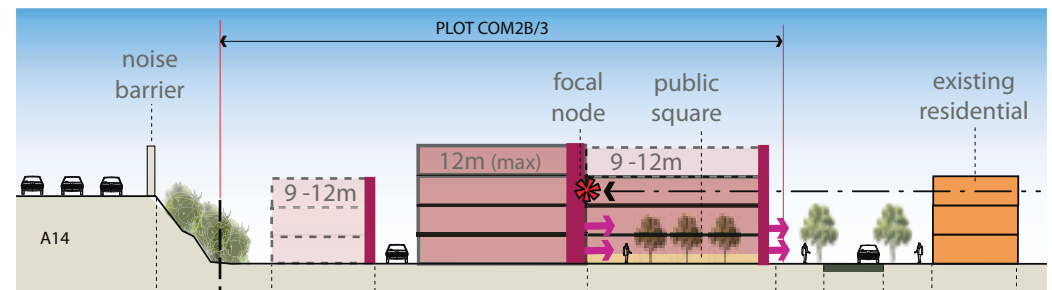


PLOT COM2b/3	ESSENTIAL	DESIRABLE
SCALE / MASSING	<ul style="list-style-type: none"> Building height of 12m (maximum) fronting the public realm/ square. 	<ul style="list-style-type: none"> For other buildings recommended building heights of 12m (maximum) and 9m (minimum).
BUILT QUALITY	<ul style="list-style-type: none"> High quality development focus to reinforce termination of views towards the square, marking a key focal point. Quality landmark buildings are required in this location. 	<ul style="list-style-type: none"> There are parts of development that will form parts of streets and squares, and other parts that will be screened from frontage development by other buildings.
ACOUSTIC ATTENUATION / AIR QUALITY	<ul style="list-style-type: none"> Built development must ensure a through movement of air to prevent the creation of pockets of poor air quality, preventing pollutants from the A14 collecting in enclosed spaces. 	<ul style="list-style-type: none"> 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. Proposed development could address acoustic attenuation through building design and architectural detailing, for example sound absorption facade elements including cladding, render and faceted/curved elevations. Residential proposals should 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. External private amenity areas will need to be carefully located and may need innovative design to limit adverse exposure to A14 traffic noise.
FRONTAGES / PUBLIC REALM	<ul style="list-style-type: none"> Key active frontage along Chieftain Way will reinforce a positive streetscape and public realm environment. A public square and key frontage terminating the long view will reinforce an active positive streetscape and public realm. 	<ul style="list-style-type: none"> There is potential for a residential amenity area, a semi private public realm overlooked by development. Encourage active frontages and usable entrances on the south side of buildings. Should be a clear delineation between public and private areas. Positive relationship between fronts and backs of development. Security should be promoted throughout the site by ensuring that all publicly accessible spaces are overlooked by active building frontages.
ACCESS / CIRCULATION / PARKING	<ul style="list-style-type: none"> The main access to the site is from Chieftain Way. 	<ul style="list-style-type: none"> On site parking to demonstrate a high level of design integration. Secure parking and a pedestrianised public realm is encouraged. Prioritise pedestrian/cycle movement, encouraging connections throughout site. Vehicle movements and servicing located on the north side of proposed buildings, ensuring discreet in most views and away from primary frontages. All buildings should be serviced from a facade that has the least visible impact on the public realm.
LANDSCAPING	<ul style="list-style-type: none"> Appropriate landscape along boundaries increases the quality of environment and protects privacy of neighbouring development. Landscaping must also create strong features to terminate views of the embankment and noise barrier where necessary. 	<ul style="list-style-type: none"> Provide appropriate planting to provide an attractive setting to buildings. Use of trees to break up banks of cars and give proportion to the space, particularly to the northern boundary. Use of soft planting such as shrubs and hedgerows to diminish visual impact of cars. Up to 20% of each plot will be landscaped.

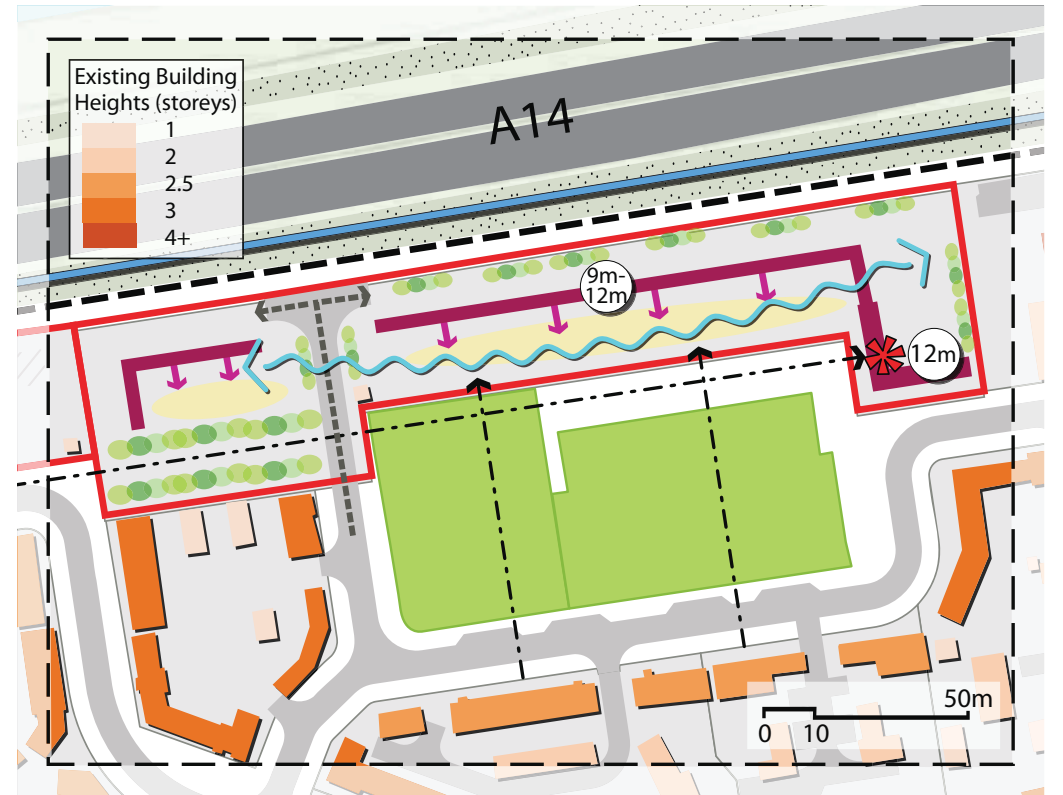
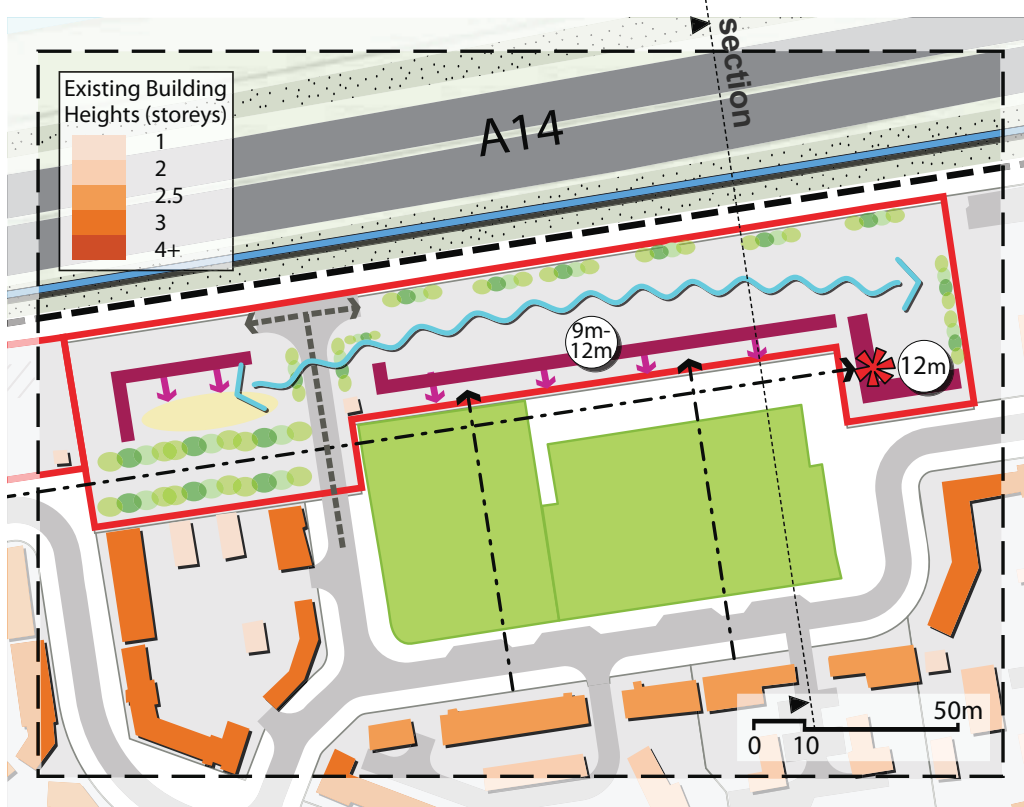


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Key			
	Indicative Primary Frontage		Key Focal Node
	Maximum Building Height		Interaction With Public Realm
			View requiring closure with strong features
			Semi-Private Public Realm
			Landscaping
			Air Flow
			Vehicle Access

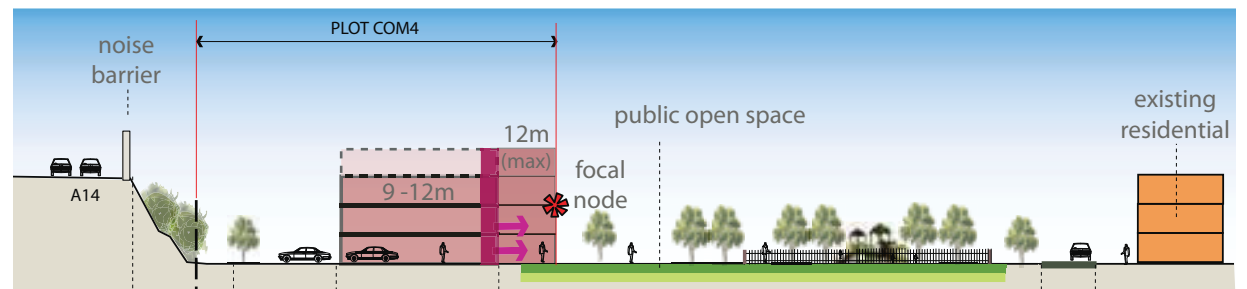


PLOT COM4	ESSENTIAL	DESIRABLE
SCALE / MASSING	<ul style="list-style-type: none"> Building height of 12m (maximum) at the termination of the key view from the west. 	<ul style="list-style-type: none"> For other buildings overlooking the open space recommended building heights of 12m (maximum) and 9m (minimum).
BUILT QUALITY	<ul style="list-style-type: none"> High quality development overlooking a key open space. Quality landmark buildings are required in this location. 	<ul style="list-style-type: none"> There are parts of development that will form parts of streets and squares, and other parts that will be screened from frontage development by other buildings.
ACOUSTIC ATTENUATION / AIR QUALITY	<ul style="list-style-type: none"> Built development must ensure a through movement of air to prevent the creation of pockets of poor air quality, preventing pollutants from the A14 collecting in enclosed spaces. 	<ul style="list-style-type: none"> 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. Proposed development could address acoustic attenuation through building design and architectural detailing, for example sound absorption facade elements including cladding, render and faceted/curved elevations. Residential proposals should 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. External private amenity areas will need to be carefully located and may need innovative design to limit adverse exposure to A14 traffic noise.
FRONTAGES / PUBLIC REALM	<ul style="list-style-type: none"> Key active frontage along Chieftain Way will reinforce a positive streetscape and public realm environment. A public square and key frontage terminating the long view will reinforce an active positive streetscape and public realm. Strong key frontage will define the northern edge of the public open space, creating overlooking and terminate the views of the embankment from existing residential development to the south. 	<ul style="list-style-type: none"> There is potential for a residential amenity area, a semi private public realm overlooked by development. Encourage active frontages and usable entrances on the south side of buildings. Should be a clear delineation between public and private areas. Positive relationship between fronts and backs of development. Security should be promoted throughout the site by ensuring that all publicly accessible spaces are overlooked by active building frontages.
ACCESS / CIRCULATION / PARKING	<ul style="list-style-type: none"> The main access to the site is from Neal Drive, infrastructure already existing. 	<ul style="list-style-type: none"> On site parking to demonstrate a high level of design integration. Secure parking and a pedestrianised public realm is encouraged. Prioritise pedestrian/cycle movement, encouraging connections throughout site. Vehicle movements and servicing located on the north side of proposed buildings, ensuring discreet in most views and away from primary frontages. All buildings should be serviced from a facade that has the least visible impact on the public realm.
LANDSCAPING	<ul style="list-style-type: none"> Appropriate landscape along boundaries increases the quality of environment and protects privacy of neighbouring development. Landscaping must also create strong features to terminate views of the embankment and noise barrier where necessary. 	<ul style="list-style-type: none"> Provide appropriate planting to provide an attractive setting to buildings. Use of trees to break up banks of cars and give proportion to the space, particularly to the northern boundary. Use of soft planting such as shrubs and hedgerows to diminish visual impact of cars. Up to 20% of each plot will be landscaped.

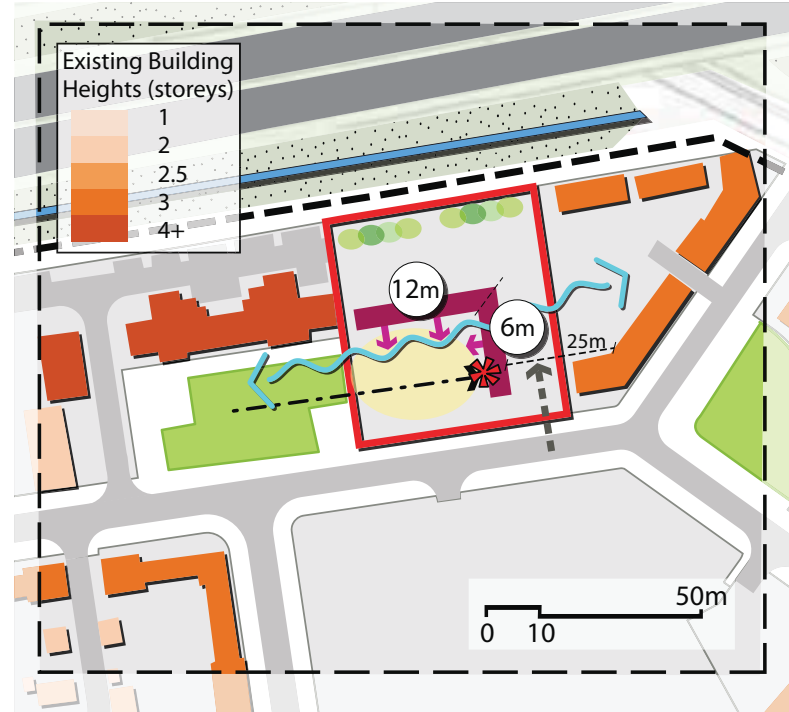
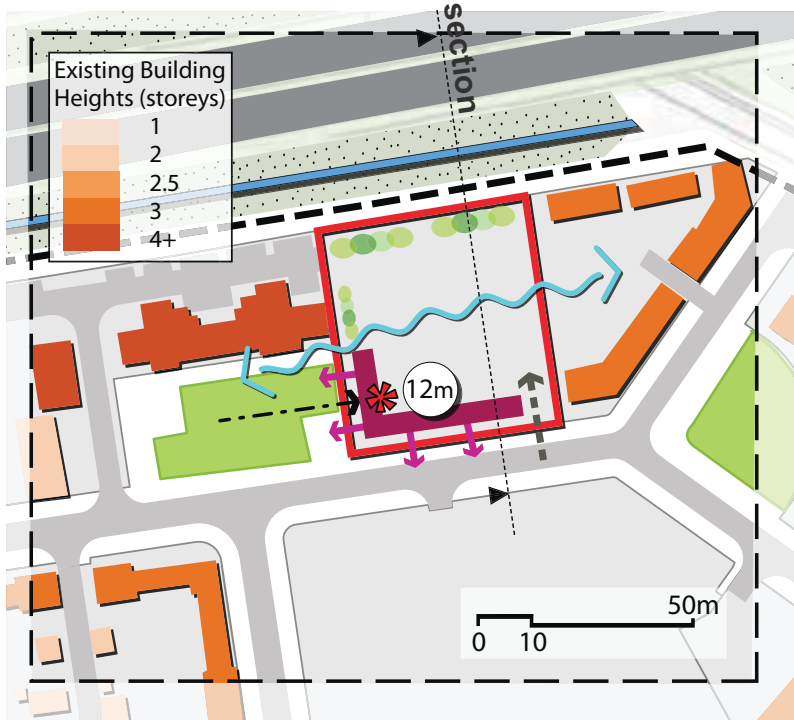


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Key			
	Indicative Primary Frontage		Vehicle Access
	Maximum Building Height		Landscaping
	Key Focal Node		Air Flow
			Interaction With Public Realm
			Semi-Private Public Realm
			View requiring closure with strong features

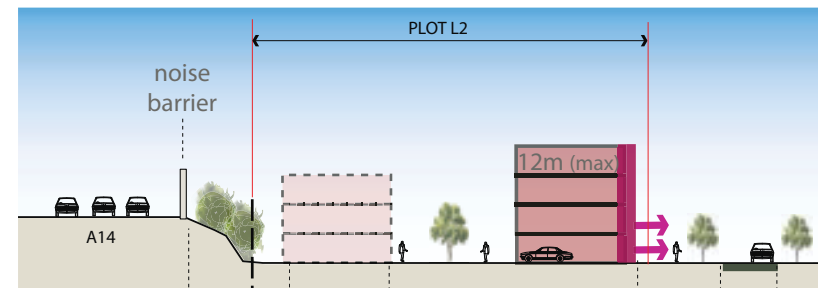


PLOT COM4	ESSENTIAL	DESIRABLE
SCALE / MASSING	<ul style="list-style-type: none"> • Building height of 12m (maximum) at the termination of the key view from the west. 	<ul style="list-style-type: none"> • For other buildings overlooking the open space recommended building heights of 12m (maximum) and 9m (minimum).
BUILT QUALITY	<ul style="list-style-type: none"> • High quality development focus to reinforce termination of views towards the square, marking a key focal point and defines the corner edge addressing Topper Street. 	<ul style="list-style-type: none"> • There are parts of development that will form parts of streets and squares, and other parts that will be screened from frontage development by other buildings.
ACOUSTIC ATTENUATION / AIR QUALITY	<ul style="list-style-type: none"> • Built development must ensure a through movement of air to prevent the creation of pockets of poor air quality, preventing pollutants from the A14 collecting in enclosed spaces. 	<ul style="list-style-type: none"> • 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. • Proposed development could address acoustic attenuation through building design and architectural detailing, for example sound absorption facade elements including cladding, render and faceted/curved elevations. • Residential proposals should 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. • External private amenity areas will need to be carefully located and may need innovative design to limit adverse exposure to A14 traffic noise.
FRONTAGES / PUBLIC REALM	<ul style="list-style-type: none"> • Strong frontage along Topper Street should define the streetscape edge and key development at the corner should define the open space to the west. 	<ul style="list-style-type: none"> • There is potential for a residential amenity area, a semi private public realm overlooked by development. • Encourage active frontages and usable entrances on the south side of buildings. • Should be a clear delineation between public and private areas. • Positive relationship between fronts and backs of development. • Security should be promoted throughout the site by ensuring that all publicly accessible spaces are overlooked by active building frontages.
ACCESS / CIRCULATION / PARKING	<ul style="list-style-type: none"> • The main access to the site is from Topper Street.. 	<ul style="list-style-type: none"> • On site parking to demonstrate a high level of design integration. • Secure parking and a pedestrianised public realm is encouraged. • Prioritise pedestrian/cycle movement, encouraging connections throughout site. • Vehicle movements and servicing located on the north side of proposed buildings, ensuring discreet in most views and away from primary frontages. • All buildings should be serviced from a facade that has the least visible impact on the public realm.
LANDSCAPING	<ul style="list-style-type: none"> • Appropriate landscape along boundaries increases the quality of environment and protects privacy of neighbouring development. • Landscaping must also create strong features to terminate views of the embankment and noise barrier where necessary. 	<ul style="list-style-type: none"> • Provide appropriate planting to provide an attractive setting to buildings and protect sensitive boundaries.

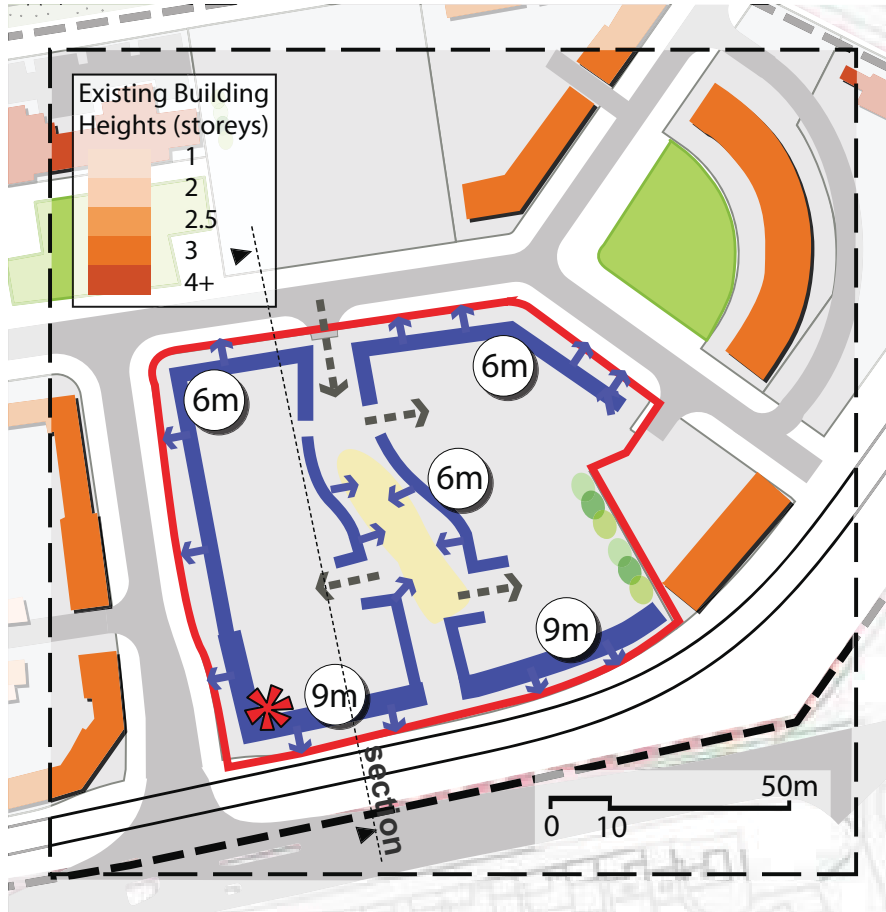


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Key			
	Indicative Primary Frontage		Key Focal Node
	Maximum Building Height		Interaction With Public Realm
	View requiring closure with strong features		Semi-Private Public Realm
	Vehicle Access		Landscaping
	Air Flow		



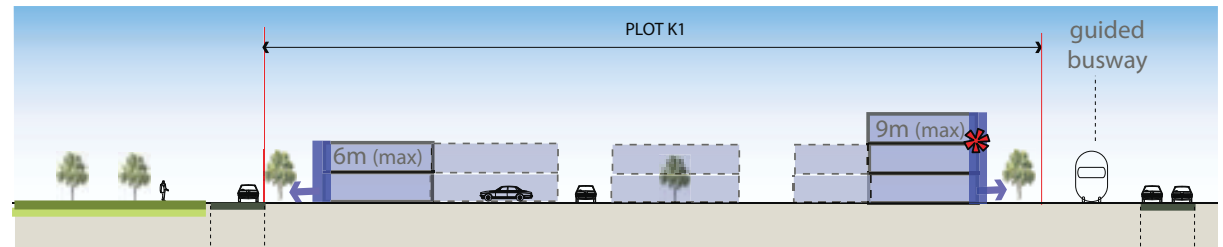
PLOT K1	ESSENTIAL	DESIRABLE
SCALE / MASSING	<ul style="list-style-type: none"> • Building height of 9m (maximum) at the termination of the key view from the west. 	<ul style="list-style-type: none"> • For other buildings recommended building heights of 6m.
BUILT QUALITY	<ul style="list-style-type: none"> • Key landmark building to signify entrance to Orchard Park at the junction with King's Hedges Road. 	<ul style="list-style-type: none"> • Consistent building line creating a perimeter blocks with internal mews streets configuration.
ACOUSTIC ATTENUATION / AIR QUALITY	<ul style="list-style-type: none"> • Built development must ensure a through movement of air to prevent the creation of pockets of poor air quality, preventing pollutants from the A14 collecting in enclosed spaces. 	<ul style="list-style-type: none"> • Proposed development could address acoustic attenuation through building design and architectural detailing, for example sound absorption facade elements including cladding, render and faceted/curved elevations.
FRONTAGES / PUBLIC REALM	<ul style="list-style-type: none"> • Strong frontage along Topper Street and Graham Road should define the streetscape edge. 	<ul style="list-style-type: none"> • There is potential for a residential amenity area, a semi private public realm within the development. • Perimeter block design encloses the public realm and enhances the streetscene. • Encourage active frontages along the perimeter of the site. • Should be a clear delineation between public and private areas. • Positive relationship between fronts and backs of development. • Security should be promoted throughout the site by ensuring that all publicly accessible spaces are overlooked by active building frontages. • Important building fronts and boundaries within indicative mews streets. • Overlooking of publicly accessible internal space. • Maximise overlooking opportunities and surveillance of pedestrian thoroughfare.
ACCESS / CIRCULATION / PARKING	<ul style="list-style-type: none"> • The main access to the site is at the north edge of the plot from Topper Street. 	<ul style="list-style-type: none"> • On site parking to demonstrate a high level of design integration. • Private parking courts of limited spaces. • Access points to the plot accentuated. • Parking access off main internal route, parking areas dispersed. • Secure parking and a pedestrianised public realm is encouraged. • All buildings should be serviced from a facade that has the least visible impact on the public realm. • Pedestrian links through the parcel.
LANDSCAPING	<ul style="list-style-type: none"> • Appropriate landscape along the boundary adjacent to K2 increases the quality of environment and protects privacy of neighbouring development. 	<ul style="list-style-type: none"> • Provide appropriate planting to provide an attractive setting to buildings and protect sensitive boundary with plot K2. • Use of soft planting such as shrubs and hedgerows to diminish visual impact of cars.



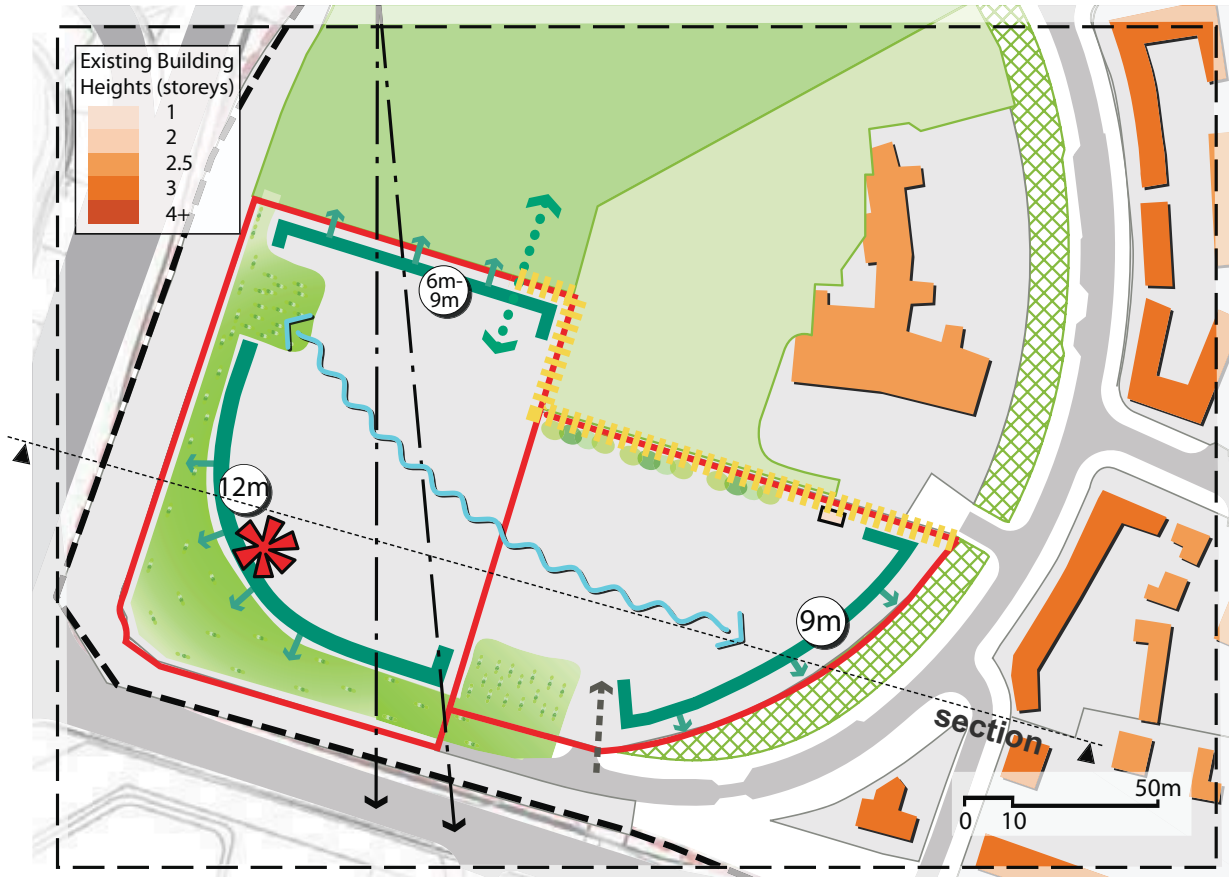
Orchard Park: Persimmon Homes Parcel A2 (Source: Gallaghers)

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



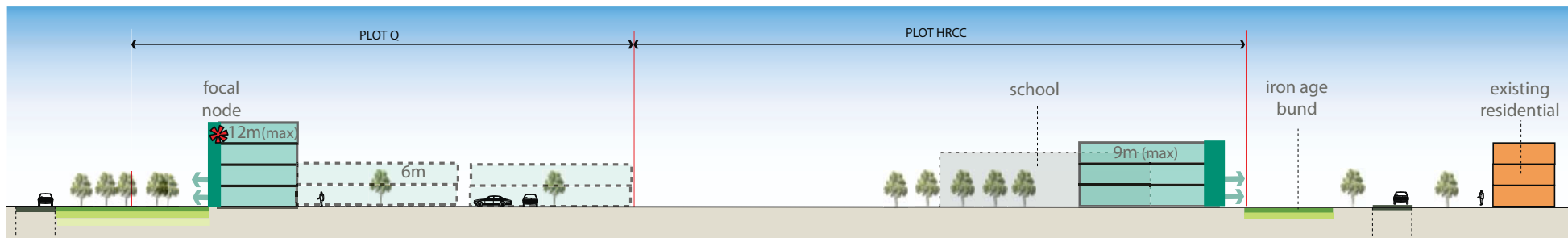
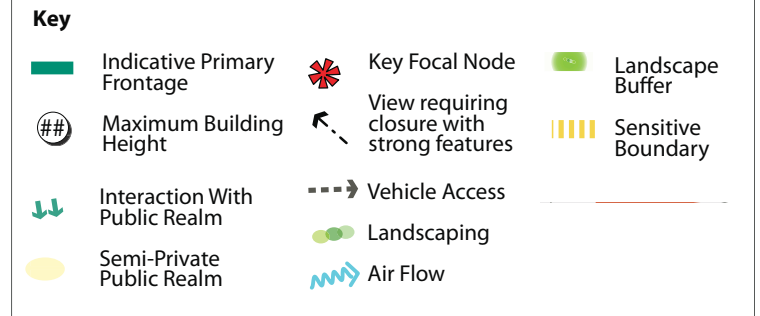
PLOT Q & HRCC	ESSENTIAL	DESIRABLE
SCALE / MASSING	<ul style="list-style-type: none"> Building height of 12m (maximum) for gateway buildings, 9m otherwise. 	<ul style="list-style-type: none"> For other buildings overlooking the open space recommended building heights of 9m (maximum) and 6m (minimum).
BUILT QUALITY	<ul style="list-style-type: none"> High quality architectural landmarks to accentuate a 'gateway' feature when approaching Orchard Park from the west. 	<ul style="list-style-type: none"> Layout should reflect the curved perimeter of the Iron Age bund. Organic in expression and form to relate to the open space, other buildings and earthworks. Buildings to be located on the perimeter of the site and built to respond to the park setting. Buildings to have a richness of building treatment. narrow frontage, deep in plan.
ACOUSTIC ATTENUATION / AIR QUALITY	<ul style="list-style-type: none"> Built development must ensure a through movement of air to prevent the creation of pockets of poor air quality, preventing pollutants from the A14 collecting in enclosed spaces. 	<ul style="list-style-type: none"> Proposed development could address acoustic attenuation through building design and architectural detailing, for example sound absorption facade elements including cladding, render and faceted/curved elevations.
FRONTAGES / PUBLIC REALM	<ul style="list-style-type: none"> Proposed development should be located along the periphery of the main roads/highways edges, wrapping the frontage to form a key facade along Ring Fort Road, Kings Hedges Road and Cambridge Road junctions. 	<ul style="list-style-type: none"> Encourage active frontages and usable entrances on the south side of buildings. Should be a clear delineation between public and private areas. Positive relationship between fronts and backs of development. Security should be promoted throughout the site by ensuring that all publicly accessible spaces are overlooked by active building frontages. Sensitive treatment to the boundary edge adjacent to the primary school. Set back areas defined by change in materials. Maximise overlooking opportunities and surveillance of pedestrian thoroughfare. Orientate windows to the boulevard and circus.
ACCESS / CIRCULATION / PARKING	<ul style="list-style-type: none"> The main access to the site is from Ring Fort Road. 	<ul style="list-style-type: none"> Gateway parking other than short stay to rear from parking courts. Integrate parking bays as part of frontage composition. Integrated traffic calming and management scheme. On site parking to demonstrate a high level of design integration. Access points at regular intervals, express entry points as gateways. Create safe and convenient pedestrian crossing points. All pedestrian access direct from boulevard or street. All buildings should be serviced from a facade that has the least visible impact on the public realm.
LANDSCAPING	<ul style="list-style-type: none"> Appropriate landscape along the school boundary edge to the north increases the quality of environment and protects privacy. Incorporate landscape buffer along the edge of the embankment. 	<ul style="list-style-type: none"> Provide appropriate planting to provide an attractive setting to buildings. Use of trees to break up banks of cars and give proportion to the space, particularly to the northern boundary. Use of soft planting such as shrubs and hedgerows to diminish visual impact of cars. Optimise views over the open space.



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Orchard Park Primary School (Source: Gallaghers)



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The OS web site can be found at www.ordsvy.gov.uk

Joint Urban Design Team

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