

# Manor Royal Design Guide

Supplementary planning document

July 2013



## Related documents

Design guide and Public Realm Strategy - February 2012  
GVA Masterplan 2010 – GVA Grimley  
Crawley Borough Council Core Strategy 2007  
Crawley Borough Council emerging Local Plan 2029  
Development Principle Statements 2011-2012  
EDAW baseline study

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## Section 1: Manor Royal Business District

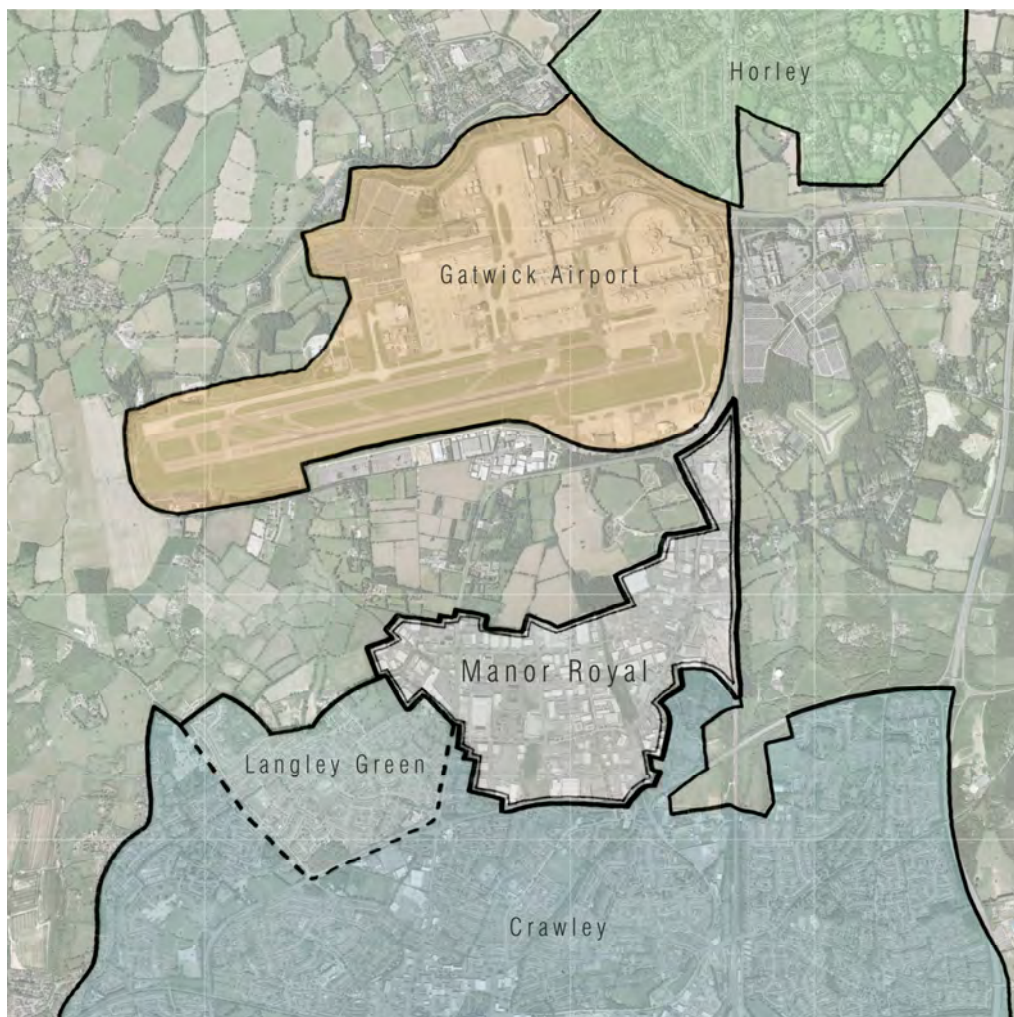


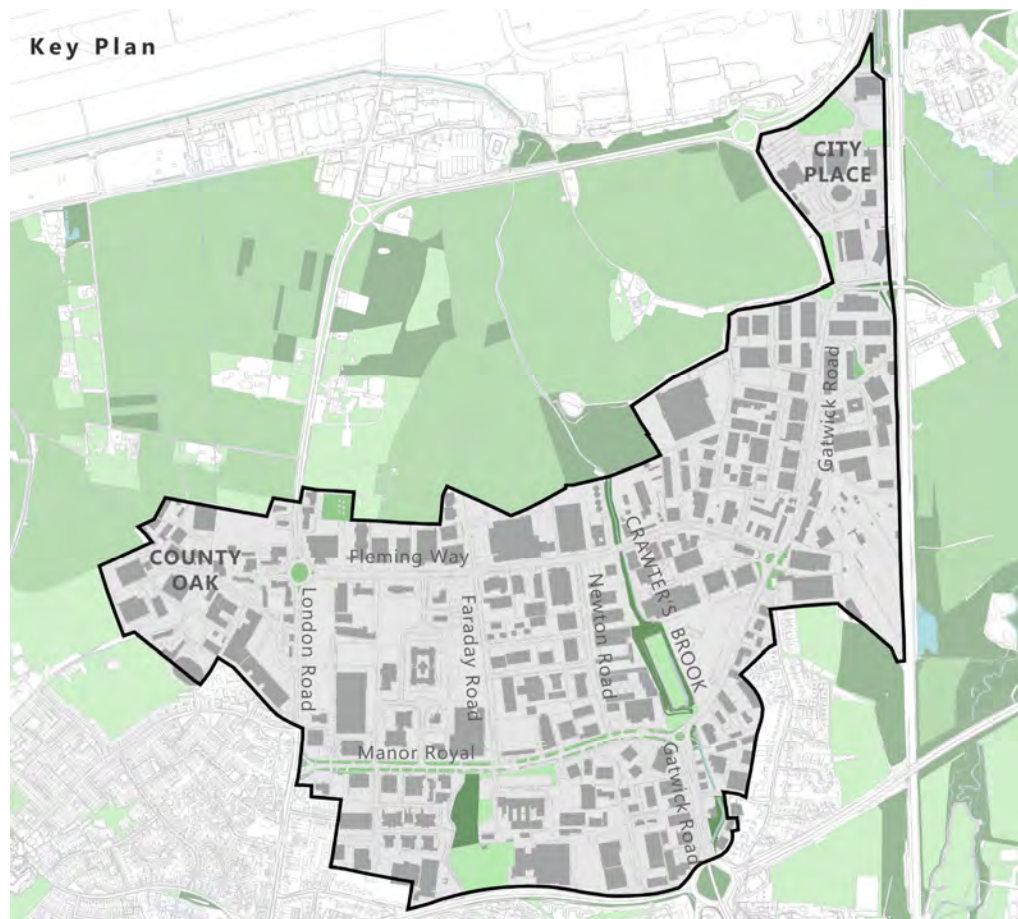
Figure 1: Manor Royal Business District and surrounding area

### 1.1. Overview

This Manor Royal Design Guide Supplementary Planning Document (SPD) covers the geographical area of Manor Royal Business District, which is located to the South of Gatwick Airport (Figure 1).

The SPD seeks to clarify the planning framework for the whole of Manor Royal Business District and follows consultation undertaken with key stakeholders, local businesses, land owners and agents throughout December 2012 to July 2013. It should be read in conjunction with the Crawley Borough Council Adopted Core Strategy 2008 and the emerging Local Plan, known as Crawley 2029. This SPD, as adopted on 10 July 2013, should be read alongside the supporting Manor Royal Public Realm Strategy (July 2013), which builds on assessments undertaken to inform this SPD and provides detail of potential improvement projects that could be delivered by a variety of landowners and agencies to enhance the wider public realm. The Public Realm Strategy is a companion document and does not form part of the formal planning framework.

## 1.2. Background and context



**Figure 2: Manor Royal Business District key plan**

Manor Royal covers an area of 240 hectares and incorporates Gatwick City Place to the north-east and County Oak to the west (Figure 2). The Business District is a key economic hub within the south-east, providing employment for both Crawley and the wider Gatwick Diamond economic sub-region. Approximately 30,000 people are currently employed within Manor Royal across a variety of business types and sizes, ranging from large 'blue chip' office occupiers to small engineering companies.

Traditionally, the focus at Manor Royal has been on 'B' class employment comprising offices, manufacturing and industrial uses. Whilst originally conceived as a spacious and well landscaped estate, over time the overall quality of the environment has deteriorated, especially at entrance and exit points to/from the estate, and within particular geographic areas.

The function of Manor Royal has also evolved over time. A smaller proportion of non-B class uses including retail, car dealerships and servicing, leisure uses and hotels has led to a change in the way the area functions. This range of uses gives Manor Royal a distinctly different character to its initial 'New Town Industrial Estate' form, and this is reflected in how the area is now perceived. Recognising the ways in which Manor Royal has changed, this SPD aims to assist in its continued evolution in order to build upon its role as a 21st Century Business District, whilst retaining its status as a focus for economic growth.

In 2010 the council began to identify, in association with local businesses and stakeholders, opportunities where the Business District could build on its successes and continue to facilitate development and investment in the area. The 2010 Manor Royal Masterplan by GVA Grimley identified several weaknesses and key issues that should be addressed, relating to the built and environmental quality of the area. These are:

- A lack of support amenities for employees including open space and leisure
- Low quality and uncoordinated public realm including pockets of much lower standard environments compared to competitor business locations
- The need for a stronger image and a sense of place

To assist in defining and identifying how these weaknesses could be practically addressed, additional public realm and road condition appraisals were undertaken by Landscape Architects (Allen Scott) and Civil Engineers (Watermans) throughout 2012.

As a result of the appraisals practical solutions and options for improvement projects to assist in uplifting the public realm and tackling the poor environment have been considered. Further details in relation to options for potential improvements are set out in the supporting Public Realm Strategy.

As these improvements would require a multi-agency approach, they do not form part of this Design Guide SPD. However, given the inter relationship between the Public Realm Strategy in underpinning the approach, and ethos of the SPD, the documents are to be adopted at the same time. The SPD itself defines planning guidance that delivers a robust yet pragmatic approach to delivering development, in order to address the identified weaknesses.

### **1.3. The SPD and relationship with the Public Realm Strategy: Opportunities for improvement**

To fully consider how uplift to poorer elements of the environment may be achieved, the SPD identifies key areas where positive planning can play a role in delivering an uplift to the environment and function of the Business District, recognising:

- That there is a lack of a sense of arrival leading into Manor Royal
- That there is a clear hierarchy of roads, comprising the primary routes of Manor Royal, Gatwick Road, Fleming Way and London Road; and the secondary routes of Faraday Road and Newton Road
- The highly variable built and landscape quality of the public realm (which comprises mainly roundabouts and roads). This varies from the relatively grand boulevard of Manor Royal, to the indistinct roads off the secondary routes.

The Design Guide SPD recognises that improvements are required to the public realm through enhancing important private frontages and gateway sites. The SPD identifies where such improvements are needed, having regard to the location of

sites, and setting out where the use of design principles, or the provision of structural landscaping, could provide improvement to both the private and public realms. The SPD also provides general design principles for the whole area.

Following assessment of the main opportunity sites that have arisen through businesses vacating premises, there are a number of key sites that are currently available for development. These include sites at gateways or on primary road frontages, where the need for a site specific design response is considered critical to raising the quality of the environment.

The Public Realm Strategy is a companion document to the SPD, which sets out ideas and concept proposals that could help to improve the overall environment of Manor Royal. It identifies more detailed opportunities and potential projects that may be able to be delivered through a partnership approach with public sector agencies such as the Borough Council and West Sussex County Council, as well as any other stakeholders and landowners including the Manor Royal Business Group and private land owners.



#### **1.4. Policy background**

The publication of the National Planning Policy Framework (NPPF, March 2012) reiterates the need for Local Planning Authorities to assist in building a strong, competitive economy. Paragraph 21 highlights that planning should not over-burden investors and businesses with policy expectations, but should look to address potential barriers to investment, including poor environment or lack of infrastructure.

The objective of this Design Guide SPD is to support economic growth in Manor Royal. Its focus is to ensure that new development makes a significant contribution to the uplift of the area and secures the delivery of a high quality environment throughout the estate, whilst allowing for a more pragmatic approach to land use and design that enables the market to function more freely.

The NPPF cites that good design is indivisible from good planning and should contribute positively to making places better. Paragraph 57 requires high quality design, stating that achieving high quality and inclusive design, that includes individual buildings and public and private spaces, as well as and wide area development schemes, should be supported. Further, Paragraph 59 suggests that Local Authorities consider the use of design codes where they can help deliver high quality outcomes. These should concentrate on guiding landscaping and layout, and relationships between neighbouring buildings and in the local area.

The NPPF also recognises that developments should establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live work and visit, whilst ensuring that developments are visually attractive as a result of good architecture and appropriate landscaping. In doing so, the NPPF also considers the role of design guides, such as this SPD for Manor Royal, and recognises the value of reinforcing local distinctiveness.

The NPPF however, also clarifies that design codes or policies should avoid unnecessary prescription or detail. The Manor Royal SPD therefore aims to strike a balance by dealing with the area in general and concentrating on the use of good principles with regard to landscaping and layout. It does however provide more detail for those sites that have been highlighted as presenting a key opportunity to deliver economic development by virtue of their size or location, or an improvement to the overall quality of the environment.

The council's SPD on Planning Obligations and S106 Agreements states that contributions will be sought for improvements to the public realm of Manor Royal. This will apply to all developments that precede the adoption of the council's Community Infrastructure Levy (CIL).

It should be noted that this Manor Royal Design Guide SPD now supersedes all site specific guidance contained within any Development Principle Statements adopted by the council in 2011-2012.

## **1.5. Land use considerations**

This SPD aims to deliver improvements to the setting and environment of Manor Royal as a means of enhancing its position in the sub-region and as a local employment destination. It does not seek to prescribe the types of use that will be considered acceptable in Manor Royal; rather the appropriateness of any proposals will be considered on the basis of central Government guidance contained in the NPPF, the council's adopted Core Strategy (2008), and policies set out in the emerging Local Plan. However, for clarity it is necessary to explain the council's position in relation to retail and residential proposals in the business district to understand the land use considerations that underpin the council's wider planning framework.

Manor Royal has in recent years been subject to an increased number of proposals for out-of-centre retail development. Although retail is recognised within the National Planning Policy Framework as an employment generating use, Government guidance is clear that town centre uses, including retail, are required in the first instance to be directed to town centres. As required by the NPPF, where applications for town centre uses are proposed outside of existing centres and are not in accordance with an up-to-date local plan, proposals should be subject to



consideration through sequential assessment and as appropriate, impact testing. As such, any retail proposals within the Business District of Manor Royal will be required to demonstrate compliance with both the sequential assessment and impact test in line with the NPPF and emerging local plan.

Given the scarcity of employment-generating land within the Borough, and recognising its role in securing economic growth for the wider area, it is considered that any loss of employment floorspace to residential uses will be resisted. This is also important given the environmental factors and amenity considerations that may result to potential residents within the Business District. Both adopted Core Strategy and emerging local plan policies therefore resist such uses within the area, beyond any national permitted development rights.

## **1.6. Amenity and support facilities**

Previous studies have been united in identifying the lack of amenity services and support facilities provided in Manor Royal. The small pockets of independent retail and financial services have been identified as a key component on the day to day function of the estate and how employees experience the Business District.

Appropriate scale development that supports the role of Manor Royal without adversely affecting the economic function of the area is important, and this SPD aims to assist in the delivery of these facilities. Any development proposals for retail facilities within the district should consider both NPPF and local plan policies regarding out of town retail, and demonstrate how the scale of development is consistent with the function of the Business District.

Proposals that consider potential improvements to support facilities are further considered within the Public Realm Strategy.

## **1.7. Structure and content of the Design Guide SPD**

This SPD sets out considerations that will need to be taken account of by all development proposals at Manor Royal. Building on the policy context set out in **Section 1**, the document provides the following guidance:

**Section 2** identifies general design guidance for the area as a whole;

**Section 3** sets out design guidance and principles relating to the hierarchy of roads and frontages within the Business District;

**Section 4** identifies site specific guidance and development principles for those areas.

## Section 2: General design principles

As a design guide, this SPD aims to build upon the established character and resilience of Manor Royal as an area that can adapt to change and is based on a diverse mix of uses. To ensure that the character of the Business District is enhanced and developed, and does not become incrementally reduced, the following key considerations should be contained within supporting information for planning applications for all extensions, redevelopment, and alterations, ensuring that development demonstrates how it contributes to the following objectives-:

- Demonstrating how the development strengthens and relates to the identity of the whole of Manor Royal, and to the built and landscape hierarchies of the gateways and roads.
- Demonstrate how the development increases movement and permeability through the business district by improving accessibility to the sustainable transport network.
- Demonstrates how development assists in wayfaring and orientation within the Business District and contributes towards strengthening its identity.
- Ensures that at the key gateways and opportunity sites, high quality developments are proposed that reflect and signify the importance of their location and the scale of opportunity.

In developing supporting information for planning applications, applicants should have regard to these issues as well as the Borough Council's own local list requirements, particularly in relation to information required to be submitted in support of any planning application. Full details can be found at [www.crawley.gov.uk/locallist](http://www.crawley.gov.uk/locallist)

General guidance will apply across Manor Royal to all elements influencing the public realm. The guidance will seek to strengthen identity and character, providing area-wide objectives and principles that are relevant to all development, whilst improving identity across the area. Responses to these requirements should accompany planning applications and any supporting statements should show how they address the following:

- |                                 |                              |
|---------------------------------|------------------------------|
| 2.1. Buildings                  | 2.6. Site boundaries         |
| 2.2. Landscape                  | 2.7. Lighting                |
| 2.3. Amenities and Green Space  | 2.8. Sustainable transport   |
| 2.5. Advertisements and signage | 2.9. Gatwick specific issues |

## 2.1. Buildings

Within new developments, conversions or extensions to existing developments; imaginative design, improved materials and careful location of buildings within plots can unite neighbouring uses and built form, whilst retaining functional needs.



With regard to site layouts, the spacious character of Manor Royal should be maintained, and planning applications should illustrate how development considers its location and recognises the value and impact of the proposed built form on the surrounding area.

***All development proposals are required to demonstrate how they address the following:***

- The SPD does not set rigid guidelines regarding the height of new buildings but does emphasise the need for high quality design, including urban design. Building heights are generally low across the estate but higher buildings will be sought at, or adjacent to gateways, where a stronger built form is sought to provide identity and a sense of arrival. In doing so, proposals should demonstrate that due regard has been applied to the safeguarding requirements of Gatwick Airport (see Gatwick specific issues, in section 2.9). The council will also carefully consider whether schemes for low buildings would provide an adequate degree of enclosure to important frontages.
- Proposals should seek to provide active frontages to routes within or adjacent the site.
- Materials and finishes should be of evidential good quality and must support the principles of identity and sustainability. Consideration should be afforded to green roofs and green screens as far as possible (Please see the Gatwick specific issues, in section 2.9 for further detail on the relationship between development at Manor Royal and Gatwick Airport).
- Proposals should provide high levels of security in accordance with Secured by Design principles with minimal negative visual intrusion. Consideration should be given to both the safety and security of individuals within the site and those using routes and spaces adjoining the site.

- Surface water drainage from buildings should be considered in any design statements, in particular to ensure that infiltration is not permitted into land impacted by contamination.
- As Crawley is in an area of water stress, developments should consider the inclusion of water efficiency devices/schemes to help reduce the amount of water used unnecessarily.

Supporting information to planning applications should clearly evidence how they are pro-actively contributing to achieving these principles, and how they positively contribute to the landscape and identity of the whole of Manor Royal within the context of improving its look and feel through its built form.

Regard should be made to the Public Realm Strategy that accompanies this SPD, which highlights potential to improve the environment in areas that surround buildings in key locations, or face onto primary and secondary road frontages, particularly areas that are currently characterised by visually unattractive and/or dominating buildings.

## **2.2. Landscape and open space**

There is already a strong landscape structure in some areas, and this is particularly prominent in locations such as along Manor Royal. Landscape represents a key element of this guidance and will be a significant consideration in delivering the overall aims and objectives of this SPD. The approach in Manor Royal will be to move towards a more habitat rich and naturally landscaped environment with a greater emphasis on built quality and the importance of the landscape in stitching the sense of place together.



Successful landscaping can define the frontage of a site; acting as a transition from the public to private realm, whilst significantly enhancing the boundaries of a site. The use of a defined landscape boundary also enables the operational function of a site to marry with a higher aesthetic quality which can often be over-dominated where hard boundary features and bulk car parking can otherwise over dominate.

***All development proposals are required to demonstrate how they address the following:***

- Landscaping proposals should be designed to strengthen the existing landscape structure and enhance those areas that are currently under-provided.
- Proposals should ensure that robust boulevard tree planting is provided within the public realm wherever possible and within the frontage of private plots.
- Measures to increase the biodiversity of the Manor Royal area and enhance its green infrastructure will be encouraged. Tree planting, water features and landscaping schemes in general must be carefully designed so birds hazardous to aircraft are not attracted.
- Additional landscaping should be provided that increases biodiversity values.
- Development proposals should include planting and ground-modelling schemes for frontages, car parking and screening which comprise largely indigenous tree, shrub, hedge, climbing and ground cover plants as well as wildflower verges. Please also see section 2.9 regarding landscaping guidance relating to Gatwick Airport.
- Premium and architectural planting schemes should be utilised to highlight entrances to sites and buildings.
- Green roofs and green screens should be considered as part of a palette of landscape options. (See the section 2.9 relating to Gatwick specific issues).
- Landscaped swales or Sustainable Urban Drainage Systems (SuDs) corridors should be provided to accommodate surface water run-off or any other alternatives, with consideration of the weald clay soil type
- High quality and attractive street furniture should be provided that does not detract from the design of the building and landscape. Associated furniture might include height barriers, safety fencing, bollards, lighting and signage.

Design and Access Statements should identify detailed landscape designs, including clear evidence of how the landscape pro-actively contributes to the development, any relevant character area, and the identity of the whole of Manor Royal.

### **2.3. Amenities and Green Space**

This SPD seeks to ensure that new development provides a clear identity to distinguish Manor Royal from its competitors. There is an opportunity for Manor Royal to re-establish its pioneering New Town principles to lead the way as a planned business district which exudes confidence.

Crawters Brook, Magpie Wood and other pocket green spaces possess greater potential to provide a better experience for Manor Royal employees as well as contributing more to the quality of environment in the Business District. Any proposals should consider the environmental constraints and opportunities and have regard to the council's Strategic Flood Risk Assessment and local list of supporting information for planning applications in relation to water management. Proposals or developments should also consider emerging local plan policies in relation to wider considerations.

As public green space is very limited within Manor Royal, there is a desire to see improved amenities and access to amenities for all users through enhancements in the public realm and through appropriate development. Where appropriate, development proposals should have regard to the Ancient Woodland located to the north of Manor Royal.

The amenity value of open spaces has been identified as a weakness for the Business District for many years, and following the Masterplan in 2010 and the 2012 DPSs, a commitment has been made to assess how developers and the public sector can work together to deliver improvements that enhance the experience of employees and the way they move through the area.

***Proposals should demonstrate how development will improve the green space within the business district through:***

- Additional on-site, usable and accessible open and green space provision for employee enjoyment
- Improving and enhancing green links to the surrounding landscape by improving access and links to existing open space
- Ensuring that ecological improvements enhance the visual quality and habitat value of developments.
- Making any central green space more accessible to local users, while conserving and enhancing its ecological value
- Improving the natural landscape along roadsides to benefit wildlife while improving visual quality and identity
- Consider the inclusion of seating and recreational facilities;
- Explore connections to wider footpath and cycle networks beyond Manor
- Use green spaces within the private realm to enhance existing habitats and secure a more diverse range of new habitats
- Ensure regard to any Ancient Woodland, Protected Trees, and landscape features

## **2.4. Parking and servicing**

Large areas of on-plot parking are beginning to blight the aesthetic appearance at some areas of Manor Royal. New development must demonstrate how measures to increase the use of more sustainable transport are utilised. Where car parking is proposed, the function & visual impact of the car park layout, as well as its landscaping and relationship with on site and adjacent buildings, needs to be paramount in site layout and design.



***All development proposals are required to demonstrate how they address the following:***

- Ensure adequate on-plot parking and servicing arrangements are provided for the intended use of new development.
- Create active and high quality public realm by ensuring that the negative visual intrusion of large expanses of car parking, loading space, and monotonous surfacing is reduced through careful siting and landscape proposals and screening. Any significant on-plot provision should be sited away from public frontages and behind the building.
- Consideration may be given to communal facilities as part of master plans for larger sites.

Landscape proposals should be integral to parking schemes and should include consideration of:

- Pedestrian routes through the car park
- A robust tree planting structure
- Strong lines of hedging
- Ground-modelling of adjacent soft landscape areas

Design and Access Statements for all new developments and extensions will clearly evidence a commitment to sustainable transport and the reduction in visually intrusive or dominant areas of parking in accordance with the guidance above.

## 2.5. Advertisements and signage



The use of creative signs, advertising, and company logos and names can add interest if appropriately designed. Bland and dominant signage or adding visual clutter through a proliferation of competing signs can have the opposite effect. All development proposals should avoid visual clutter and ensure that advertisements and signage incorporated into the design of development positively contribute to the overall identity and character of Manor Royal.

***All development proposals are required to demonstrate how they address the following:***

- Incorporate signs on buildings and within landscaping as part of the design process so that a positive contribution is made.
- Functional signage, such as highway or safety related, should be kept to a minimum and combined wherever possible on single poles or lighting columns.

Design and Access Statements for all new developments and extensions should clearly evidence a considered approach to signage and make reference to neighbouring development and views from public areas.

### 2.5.1. Highways signage

Traffic signs, white lining and other highways furniture including signals and lighting, can be a considerable contributor to visual clutter and the homogenized character of every road and junction.

***Developers should meet statutory highways requirements, but should where possible consider opportunities to reduce clutter.***

Design and Access Statements for all new developments and extensions to existing buildings should where appropriate clearly evidence a considered approach which supports the public led strategy with improved wayfaring and signage within the development site and on the adjacent public highway.



## 2.6. Site boundaries

Boundary treatments are important in identifying sites, creating defensible spaces and demarcating ownerships and responsibilities. There are currently many types of hedging, fencing and walls across Manor Royal, and the aim of the design principles is to facilitate rationalising these along the primary and secondary routes.

Consideration should be given to how private fencing relates to the public realm especially where higher levels of security are required.

***All development proposals are required to demonstrate how they address the following:***

- Ensure that boundary treatments are appropriate in scale and coordinated with neighbouring plots.
- All new developments to use, where appropriate, indigenous species for frontage planting.
- Ensure that where specific security requirements exist, consideration is given to the potential for utilising a robust landscape strip to reduce visual impact. So far as possible, security style fencing should not be located immediately adjacent to public pavement.
- Ensure landscaping reduces the visual impact of any fencing or hard boundary treatment
- Ensure that consideration is given to incorporating climbers and/or space for tree and shrub planting in order to soften the visual impact of brick walls when adjacent to public pavements.

Design and Access Statements for all new developments and extensions will clearly evidence a considered approach to boundary treatments making reference to the frontage, public pavements, landscape and neighbouring development.

## 2.7. Lighting



Co-ordination should be given to the relationship between lighting, built form, landscaping, and highway considerations to ensure that effective illumination levels are achieved whilst maintaining a sense of identity and high quality appearance.

Developments should demonstrate how they can utilise creative lighting at key gateways and should review existing lighting at the appropriate stage of maintenance and replacement cycles to consider alternative and more contemporary solutions that would improve sense of identity along the key routes.

***All development proposals are required to show how the following issues will be considered:***

- Use of attractive, high quality light fittings using energy efficient and/or sustainable energy sources as necessary to ensure environmental excellence as well as complying with 'Secure by Design' requirements.
- Consider how lighting can be used sparingly and with care to avoid unnecessary 'security' lighting,
- Consider the impacts of light spillage and lighting that might disrupt species particularly adjacent to Crawters Brook and other woodland areas.

**Please note that schemes need to be designed in such a way to ensure that lighting does not replicate or distract from aeronautical lighting. (See Gatwick specific issues, section 2.9).**

Design and Access Statements for all new developments and extensions should clearly evidence a considered approach to the use of lighting in and/or on the periphery of development, with regard to the impact on the site and on neighbouring properties.

## 2.8. Sustainable transport

The existing cycle network is fragmented and is poorly linked with the surrounding area. This offers very little incentive for local employees and visitors to use the cycle network, and doesn't encourage a more sustainable use of transport. Proposals should create legible routes for pedestrians, cyclists and vehicle drivers to encourage more use of sustainable transport. All proposals should consider opportunities to improve sustainable transport, and any options to extend the existing cycle network to improve permeability.

By linking the cycle network together with the main pedestrian access points of Manor Royal, potential users will have more opportunity to cycle and walk in a safer environment (Figure 3). Development of new cycle ways can be staged and incorporated into the road proposals but should also be considered as part of each individual development.

Design and Access Statements for all new developments and extensions to existing buildings should clearly evidence a considered approach as to how new development can be linked to the existing cycle network, or can facilitate new facilities that encourage cycle access, and pedestrian access such as cycle racks and cycle parking etc.

***All development proposals will be required to demonstrate how the following will be addressed:***

- Utilise opportunities to improve access to sustainable forms of transport within all developments
- Have regard to potential linkages with existing cycle ways and opportunities for provision of new links within development sites.
- Ensure that developments incorporate and encourage cycle and pedestrian access and any on site features such as showers, cycle parking and cycle racks.



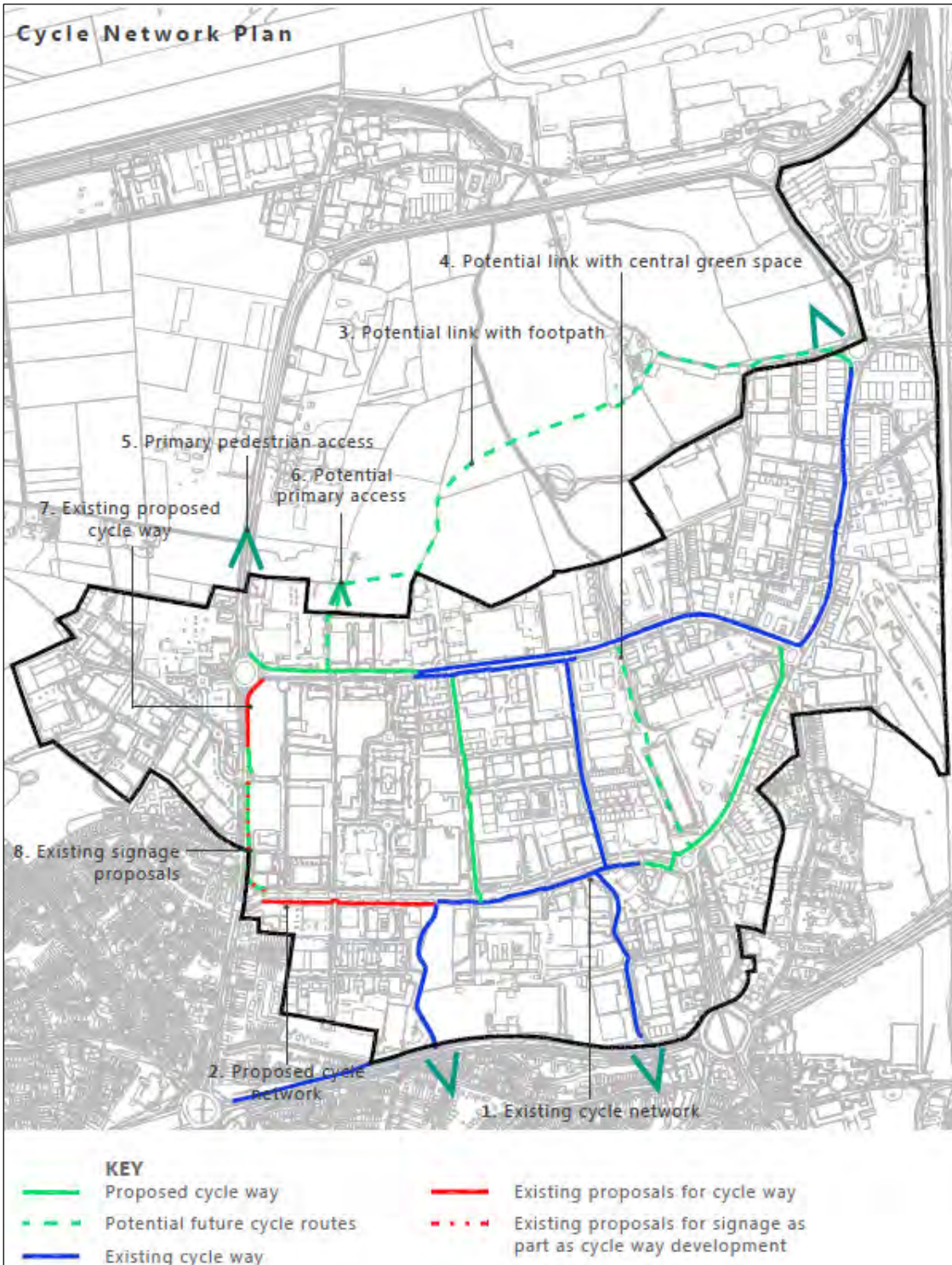


Figure 3: Cycle Network Plan

## 2.9. Gatwick specific issues

### Aerodrome safeguarding requirements

All proposals will be required to demonstrate that due regard has been applied to the safeguarding requirements of Gatwick Airport Limited (GAL).

There are a number of guidance documents available from the Airports Operators' Association (AOA) at [www.aoa.org.uk/operations-safety](http://www.aoa.org.uk/operations-safety). There are also a number of Civil Aviation Authority (CAA) publications (CAP's) which are legislative and are available at [www.caa.co.uk](http://www.caa.co.uk), the most relevant being *CAP168 Licensing of Aerodromes*, chapter 4; and *CAP772 Birdstrike Risk Management*. For all proposals, early engagement with the Gatwick Safeguarding Officer is recommended.

In relation to building heights, cranes and other construction equipment heights should be carefully considered. Development will need to be assessed individually on its proposals and its proximity to the airport/radar. GAL encourages early engagement with developers with regard to aerodrome safeguarding advice in relation to any proposed developments. The Gatwick Aerodrome Safeguarding Officer can be contacted at [gal.safeguarding@gatwickairport.com](mailto:gal.safeguarding@gatwickairport.com)

With regard to landscaping, large expanses of green and/or shallow pitched roofs and green walls close to the airport will be attractive to birds. The roofs will be attractive to gulls for nesting, roosting and loafing and may increase incidents of bird strike. GAL may request that these design features be netted to ensure that birds are not attracted. It is possible to design substantial and interesting landscaping schemes in a manner which will provide biodiversity and will not increase the bird strike risk to Gatwick Airport. Early dialogue with the GAL Aerodrome Safeguarding Officer is recommended. Further general advice can be found in AOA advice note 3 *Potential Birds Hazards from Amenity Landscaping & Building Design*; AOA advice note 6 *Potential Bird Hazards*; and AOA advice note 8 *Potential Bird Hazards from Building Design*, all available at [www.aoa.org.uk/operations-safety](http://www.aoa.org.uk/operations-safety).

Please note that where areas included in this SPD are located within the future airport boundary as shown on Crawley Borough Council's 'Local Development Framework Proposals Map' as 'Gatwick Safeguarding (Core Strategy G2), GAL will object to any 'non minor' developments proposed within the 'Gatwick Safeguarding Area'.

Renewable energy and low carbon sources are encouraged, though early consultation is recommended with GAL. Further advice can be found in AOA advice note 7 'Wind Turbines & Aviation' ([www.aoa.org.uk/policysafeguarding.htm](http://www.aoa.org.uk/policysafeguarding.htm)) and Interim CAA Guidance 'Solar Photovoltaic Systems', available from [www.CAA.co.uk](http://www.CAA.co.uk) under the section 'About the CAA' and 'Renewable Energy Projects'.

Please note that any lighting schemes need to be designed in such a way so that pilots are not distracted or dazzled, whilst ensuring that any lighting does not replicate or distract from aeronautical lighting. Further advice can be found in AOA advice note 2 'Lighting Near Aerodromes' available at [www.aoa.org.uk/policy-safeguarding.htm](http://www.aoa.org.uk/policy-safeguarding.htm)

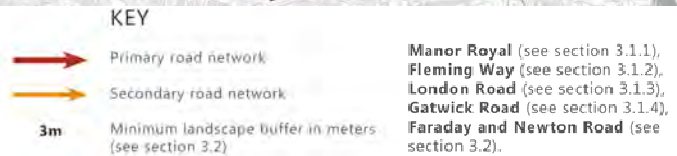
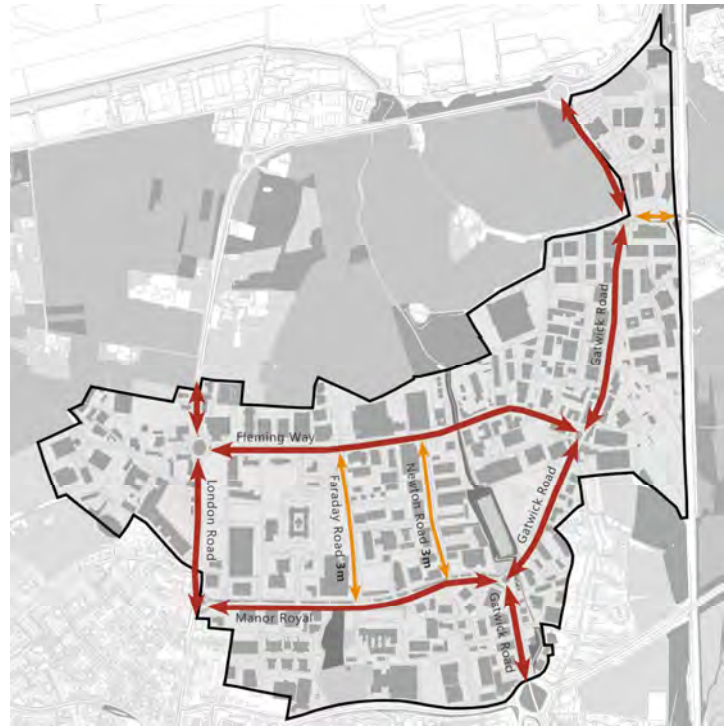
Design and Access Statements should demonstrate how proposals address the SPD objectives to improve the Manor Royal environment, whilst complying with GAL and CAA Gatwick Airport specific requirements.

### Section 3: Road frontages and their hierarchy

Manor Royal’s roads and key interchanges help define the transition between areas of differing character and form. The straight main roads form a square that creates a distinct linear form of development along many of the main frontages. These key roads allow spacious development that sets the character and hierarchy of the area.

The original wide verge (circa 1950/60s) and boulevard tree planting along Manor Royal continue to provide a strong identity and structure for this part of the Business District. However, this quality rapidly diminishes to the east of Manor Royal and the quality of the public realm in other

parts of the business estate has often been eroded by transport improvements, an increase in visually intrusive on and off-street parking and a lack of investment in hard and soft landscaping.



**Figure 4: Road hierarchy**

The quality of the public realm of the business district is variable in terms of quality. An important objective of the SPD is therefore to create a high quality identity and public realm for the business estate. Strengthening the structure and hierarchy of the existing road network and creating attractive and distinctive streets that aid wayfinding would help meet this objective. Opportunities for achieving a significant improvement will vary from street to street and in different parts of the same street, depending on the scale of the problem, the potential for improvements on highway land or verges and private sites and the character of particular areas.

Achieving this uplift will depend on the delivery of coordinated and complementary improvements of a consistently high quality on highway verges and green spaces together with those on private plots and frontages, given the limited amount of highway verges and green spaces in public ownership.

The extent of proposed shrub and boulevard tree planting on private plots, needed to deliver an important element of these improvements, is set out below. In setting different minimum soft landscaping and building set back requirements for primary routes, secondary routes and local service roads, the SPD has taken account of the existing quality of the streetscene and the contribution made by the depth and landscape value of existing highway verges, and the potential for improvements.

Potential proposals for improvement are contained within the accompanying Public Realm Strategy.

### 3.1. Primary roads

The impact and function of Primary Roads throughout the Business District is a critical component that contributes to how the area looks and is used. For planning purposes the Primary roads relate to London Road, Manor Royal, Gatwick Road and Fleming Way, as these create a framework that underpins how traffic moves through the area and is central to how a visitor experiences Manor Royal.

This SPD and its design guidance ensures that new developments along Primary Road frontages are consistent in their approach and that design elements improve the aesthetics of private land and its relationship to the wider public realm. This is important in order to build upon and complement the strong original 'New Town' tree boulevards and wide verges.

***All development proposals on a primary road should demonstrate how they:***

- Support a stronger road hierarchy to increase the legibility of the road network
- Create more visually interesting roadside frontages, increasing biodiversity and ecological values
- Encourage walking and cycling
- Reduce the impact of any boundary fencing near to footways
- Use indigenous tree and hedgerow species and other planting where appropriate. Primary roads will take on a more natural appearance through ecological improvements to public verges and green spaces and private sites.
- Use large specimen trees to match/compliment species in adjoining public realm and together consider creating a 'double boulevard'
- Ensure internal landscape appropriate to adjoining land but ecologically orientated.
- Ensure that where security fencing is required, this is unobtrusive and set within the private plot, and screened/visually softened by the landscape edge.

Use high quality hard landscaping and paving with a quality interface with public footways

Developments on primary road frontages will need to deliver a row of large-scale boulevard trees of ultimately uniform crown width, height and habit, planted at semi-mature size for instant "day one" impact.

#### 3.1.1. **Manor Royal**

In general terms, the width of the existing carriageway is 10m with 10m grassed highway verges and a number of mature hornbeam trees.

The purpose of on-site frontage planting would be to supplement the roadside verges where there may also be potential for further improvements, such as introducing additional hornbeam trees. The minimum depth of on-site planting requirement is for 4m of shrub planting across the entire primary route site frontage with fastigiate trees

at 15m spacing. Buildings should be set back from the site frontage boundary by a minimum of 10m to allow space for trees to mature and to create sufficient space between the public footway and the new buildings.

### **3.1.2. Fleming Way**

In general terms, the width of the existing carriageway is 11.5m carriageway with grassed highway verges varying in depth from 1 to 5m.

The purpose of on-site frontage planting here would be to supplement the roadside verges where there may also be potential for further improvements, such as introducing additional large-scale trees. The minimum depth of on-site planting requirement here is for 4m of shrub planting across the entire primary route site frontage with fastigate trees at 15m spacing. Buildings should be set back from the site frontage boundary by a minimum of 10m to allow space for trees to mature and to create sufficient space between the public footway and new development. The portion of the set back depth that is not required for planting could accommodate other uses, such as part of a parking area, taking account of general guidance on the location of on-plot parking in this SPD.

### **3.1.3. London Road (A23)**

In general terms, the width of the existing dual carriageway is between 15 to 20m with 1 to 2m grassed highway verges but only in some areas. The road is generally 4 lanes wide but increases to 5 and 6 lanes at junctions. The road is visually dominant and detrimental to the street scene and the quality of the public realm is poor, except in the vicinity of the recently completed Thales offices and soft landscaping improvements. As highway verges are narrow or non-existent, the potential for the necessary improvements to the public realm are restricted to the roundabout and traffic island at the junctions with Fleming Way and Manor Royal respectively.

To mitigate the detrimental impact of the road and contribute to the creation of a higher quality streetscene, the minimum depth of on-site frontage planting requirement on the eastern side of London Road is for 10m of planting along the entire primary route frontage. The planting scheme should include a double row of fastigate hornbeam trees, continuing the improvement created on the Thales site. On the western side of London Road the minimum depth of on-site frontage planting requirement is 10m. The exceptions to this requirement are where there are soft landscaping schemes approved as part of current redevelopment proposals, agreed prior to the adoption of the SPD, and land between London Road and County Oak Way which is limited in depth. The planting in these latter situations should comprise a minimum depth of on-site frontage planting requirement of 6m and include a single row of fastigate hornbeam trees at 15m spacing.

### **3.1.4. Gatwick Road**

The introductions of the Hazelwick Flyover and the Fastway guided bus route have sought to improve accessibility partly utilising highway land and verges. The carriageway is now wider as a result and the contribution made by highway verges to the quality of the streetscene has been significantly reduced. The purpose of on-site frontage planting is to soften the visual impact of the widened roads and contribute to the creation of a high quality streetscene. There are 3 distinct parts to Gatwick Road within Manor Royal which are addressed in turn:



- **North of the Fleming Way junction**

In general terms the existing 3 lane carriageway is 9 to 17m wide with 2m highway verges only outside nos. 41-71 (odd numbers). There are more generous verges, some of which include tree planting, although these are private soft landscaping areas. The minimum depth of frontage planting requirement is for 10m of shrub planting across the entire primary route site frontage with large-scale trees planted to reflect the more informal soft landscaping approach in the vicinity. The exception is the frontage to nos. 41-71 (odd numbers) where the requirement is for a minimum of 6m, reflecting the contribution made by public highway verges and trees.

- **Central Section (Fleming Way to Manor Royal)**

In general terms the width of the existing 4 lane carriageway is 12 to 15m, with no highway verges except in the vicinity of the roundabouts at the Fleming Way and Manor Royal junctions at either end of this section of the road. The road is visually dominant and detrimental to the street scene and the quality of the public realm is generally poor.

To mitigate the detrimental impact of the road and contribute to the creation of a higher quality streetscene, the minimum depth of on-site frontage planting requirement on the western side of Gatwick Road is for 10m of planting along the entire primary route. The planting scheme should include a row of large-scale trees at 15m spacing. On the eastern side of this section of Gatwick Road the more limited depth of plots and in some instances the proximity of dwellings on Tinsley Lane and Royston Close restricts the potential for frontage planting. The general approach on the eastern side should be that development proposals must enhance the streetscene.

- **South of the Manor Royal junction**

In general terms the width of the existing 5 to 7 lane series of roads is 30-33m carriageway, with no highway verges except in the vicinity of the roundabouts and adjacent part of the service station site. The road is visually dominant and detrimental to the street scene and the quality of the public realm is generally poor, except in the vicinity of the 2 roundabouts and the Mercedes Benz showroom currently under construction and its associated tree and shrub planting proposals, particularly for the main frontage which should enhance the streetscene.

To mitigate the detrimental impact of the road and contribute to the creation of a higher quality streetscene, the minimum depth of on-site frontage planting requirement on the western side is for 10m of planting along the entire primary route. The planting scheme should include a double row of large-scale trees at 15m spacing, building on the improvement underway on the Mercedes Benz site and reinforcing soft landscaping at Victory House. On the eastern side of this section of Gatwick Road the limited depth of plots between the road and Gatwick Stream restricts the potential for frontage planting, although the trees along the stream banks, and within the verge where the streets the road, create some softening and greening. The general approach on the eastern side should be that development proposals must enhance the streetscene.

**Please refer to the associated Public Realm Strategy for details of proposals for further improvements within the public realm including planting, and landscaping improvements to be delivered on a partnership basis.**

### 3.2. Secondary roads

Faraday Road and Newton Road are classed as secondary roads which perform a vital function with regard to how users navigate the area and employees travel to work and provide intermediate links between the primary roads and public realm of Manor Royal and Fleming Way. The secondary roads are smaller in scale to primary roads and although sections already benefit from some soft landscaping, in many cases there is a need for improvement through the introduction of tree and shrub planting.

#### ***Soft landscaping minimum requirements:***

In general terms, the existing width of the single carriageway roads is 7.5m with 1 to 2m highway verges. The purpose of additional on-site planting would be to supplement the relatively narrow grassed highway verges and areas of less robust planting, particularly in respect of additional trees. The minimum depth of frontage planting requirement would be 3m of planting across the entire frontage with trees at 15m spacing.

#### ***Development proposals within a Secondary frontage should demonstrate how they:***

- Within highway land, use individual and groups of trees including multi-stemmed trees, within hard landscaping build-outs, to reduce the visual dominance of on-street car parking.
- Use indigenous hedgerows
- Use large specimen trees to match species in the adjoining public realm
- Ensure internal landscape is appropriate and improves the ecology of the site.
- Ensure that security fencing, if required, is unobtrusive and set within the private plot, and screened or visually softened by the landscape edge.
- Use high quality hard landscaping and paving to deliver a high-quality interface with the public pavement and public realm.

#### ***Building set back minimum requirements:***

Proposals will be required to demonstrate how they allow sufficient space for retained and proposed soft landscaping and tree planting and to prevent buildings close to the back edge of footways.

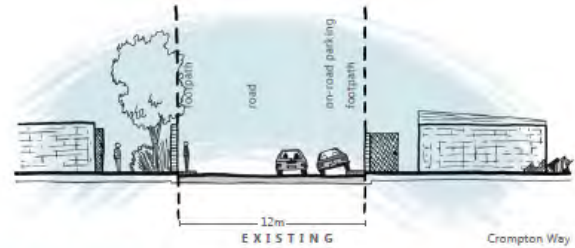
### 3.3. Other minor roads

Areas beyond the Secondary and Primary roads are less prominent but are also important in defining the look, feel and experience of the Business District. Consistent general design guidance and provision of a landscaping buffer can improve public areas across the highway network and ensure there is quality interaction between private plots and the public realm (Fig. 5).

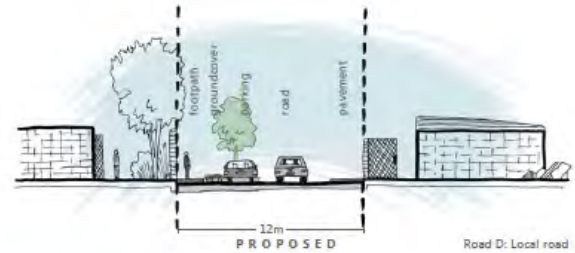
**All developments on minor roads should demonstrate how they address the following:**

- Enhance the visual experience of the local road network.
- Create a more legible relationship between roads and pavements, benefiting vehicle users and pedestrians
- Create seasonal interest through landscaping that also improves the clarity in the hierarchy of the road network.

Whilst most of the existing soft landscaped areas are within private ownership, by considering the use of verges and making better use of space within the private realm, there is scope for areas of wildflower, groundcover and tree planting.



**Crompton Way - Existing**  
 Featureless back-roads often with blank walls to back of pavement edges, on-street parking issues and a lack of any active frontages.



**Crompton Way - Proposed**  
 Widening the pavement on one side to reduce road width and providing build-outs with tree planting to demarcate and formalise parking spaces.

**Figure 5: Sample Minor Road Opportunities (Crompton Way)**










## Section 4: Site specific guidance

This section identifies site specific guidance that is dependent on a sites location or the opportunity to deliver a wider scale improvement.

It should be noted that this area of design guidance should be applied to these identified sites and builds on the wider design guidance, as set out in Section 2: General design principles, that relates to any development regardless of its location.

## KEY

**Please note**, all development should refer to section "2.0 General Design Principles", as well as any other, if any, applicable sections.

-  Manor Royal boundary
- 4**  Primary gateways (numbered), refer to section 4.2 Gateways
  - 1** Gateway 1
  - 2** Gateway 2
  - 3** Gateway 3
  - 4** Gateway 4
-  Secondary gateway, refer to section 4.2 Gateways
-  Primary road, refer to section 3.1 Primary Roads
-  Secondary road, refer to section 3.2 Secondary Roads
-  Development sites, refer to section 4.3 for Key Development Sites
  - D1** GSK, section 4.3.1
  - D2** Thales, section 4.3.2
  - D3** BOC Edwards, section 4.3.1
  - D4** Segro West, section 4.3.3
  - D5** Betts Way, section 4.3.3
-  Parade Improvements, refer to the Public Realm Strategy
-  Crawters Brook, refer to the Public Realm Strategy
-  General Guidance, refer to section 2.0 General Design Principles



**Key Reference Plan for following Design Guidance**

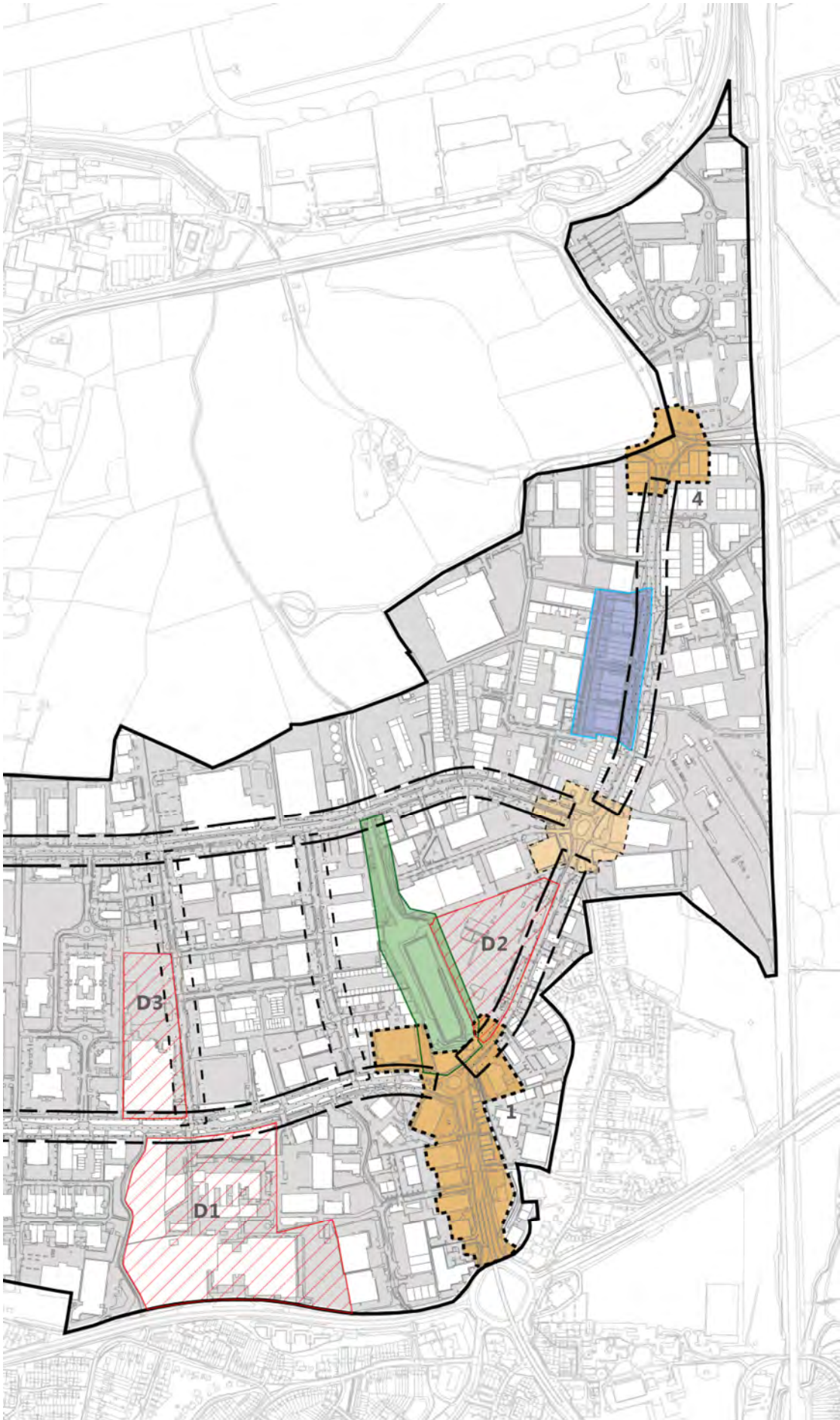


Figure 6:  
Key  
Reference  
Plan for  
Design  
Guidance

#### 4.1. Section Manor Royal character areas

There are two character areas that have been identified within Manor Royal. The Core Business District is situated mainly to the south of Fleming Way; and the Northern Industrial Zone, that is mainly to the North and North East along Gatwick Road. As with any new development elsewhere in the Business District, the layout, built form and relationship with public realm should be informed by the development site's proximity to, and the design considerations associated with, gateways and primary, secondary and local roads.

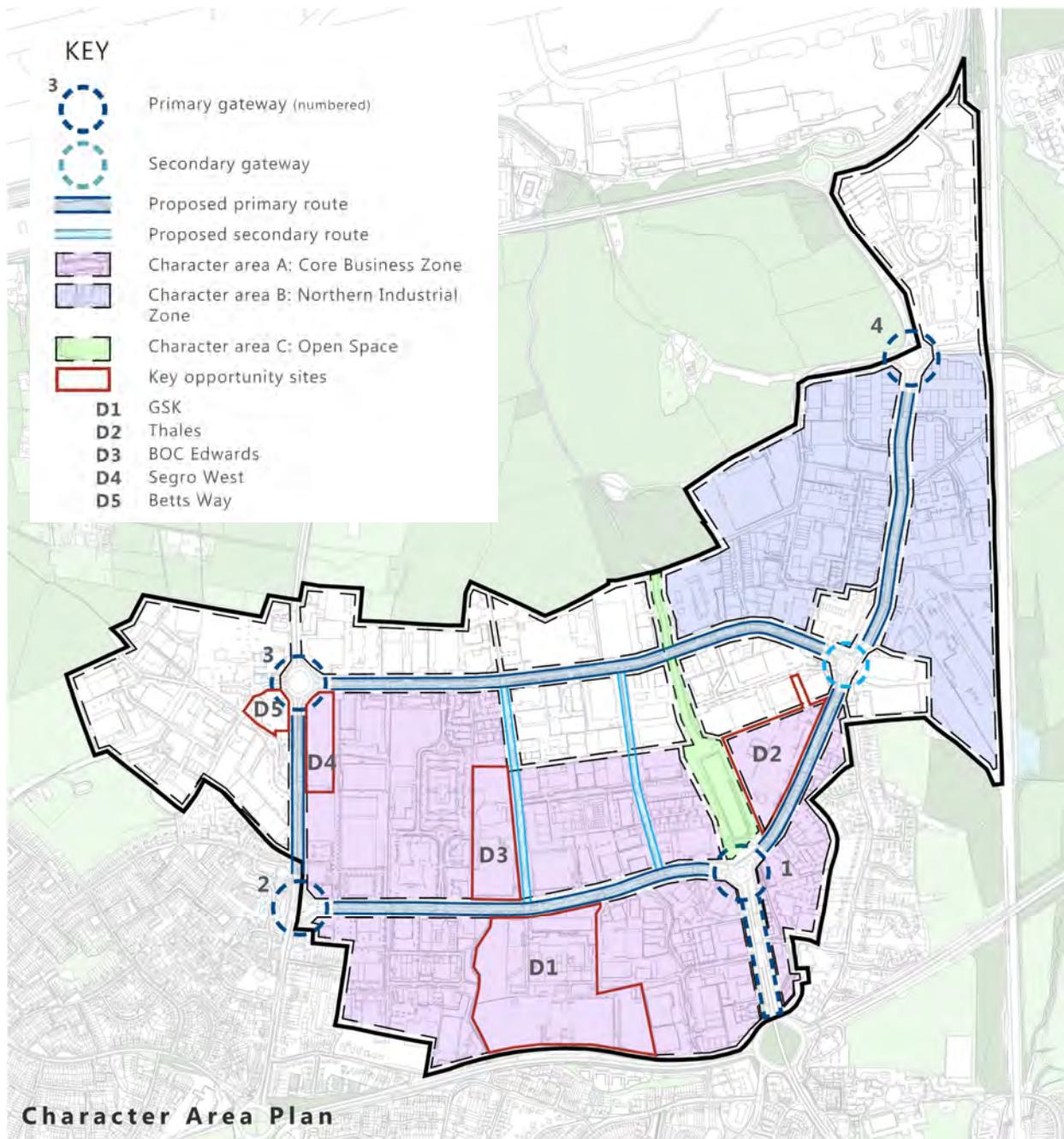


Figure 7: Manor Royal character areas and opportunity sites

#### 4.1.1. **Character Area A: Core Business Zone**

The Core Business Zone character area (as seen on

Figure 7: Manor Royal character areas and opportunity sites) forms the heart of the Manor Royal Business District and covers a significant portion of its total area. The area includes some high quality buildings and public realm, for example along the Manor Royal Boulevard, but there are also a number of poorer quality areas and cleared sites that detract from the quality, appearance and legibility of the area. The zone is bounded by and includes some of the District's busiest roads, and consequently the area has a number of highly prominent frontages.

The delivery of positive change to the quality of the built environment within this zone will clearly have a significant impact on the appearance of the Business District as a whole and how it functions. The area is defined by its function, and the following design considerations relate to all development within the Core Business Zone, regardless of land use.

##### Design and layout considerations

***The following are key considerations for proposed development within the Core Business Zone, and development proposals should demonstrate how they:***

- Maintain the spacious setting of buildings;
- Build on the positive impact of high quality public realm and development through promoting high quality buildings that also improve the private realm,
- Provide active frontages, high quality materials, and planting of high aesthetic quality and durability; and
- Given the spacious and prominent nature of the area, explore the potential for taller buildings with due regard to the safeguarding requirements of Gatwick Airport.

#### 4.1.2. **Character Area B: Northern Industrial Zone**

The Northern Industrial Character Zone (as seen on

Figure 7: Manor Royal character areas and opportunity sites) generally comprises two and three storey development, and features a prominence of B2 and B8 logistics companies with trade outlets and car showrooms. Development typically comprises fewer active frontages, more prominent servicing areas, and a less spacious public realm with lower quality hard landscaping and less space retained for planting. The aesthetic quality of building is generally lower within this zone.

##### Design and layout considerations

***The following are key considerations for development in the Northern Industrial Character Zone, and proposals should demonstrate that they:***

- Make best use of active frontages
- Create elevations with higher quality architecture where these address main routes, ensuring that blank elevations are avoided in these positions

- Further improve the setting of the private and public realm with higher quality materials and space for planting, particularly to soften the visual impact of more industrial types of building.

## 4.2. Gateways

A general lack of impact at key gateway sites, arising from an often weak built form and basic public realm, is a primary reason for the current underwhelming sense of arrival and identity at Manor Royal. The recent Thales development represents a good example of improvement in the height, scale, massing and quality of architecture, urban design and landscape design in a key location. In some areas this has also been achieved through the height and massing of buildings to create presence, but there are areas where buildings do not engage with their surroundings or appear unwelcoming due to their poor built form or unsympathetic positioning within their site.

**The 2010 Manor Royal Masterplan identified several prominent sites, some of which are vacant, where potential exists for development capable of helping Manor Royal evolve into a more modern and resilient Business District (as seen on**

Figure 7: Manor Royal character areas and opportunity sites). This SPD provides developers and investors with guidance as to the design expectations for these sites.

Due to the fact that these are major sites in key locations, there is an intentional overlap between the sites identified in this section and complementary guidance found in the road frontages and green space sections. Interested parties will therefore need to be aware of the range of design guidance applicable to particular sites. The following section establishes the key considerations for each site.

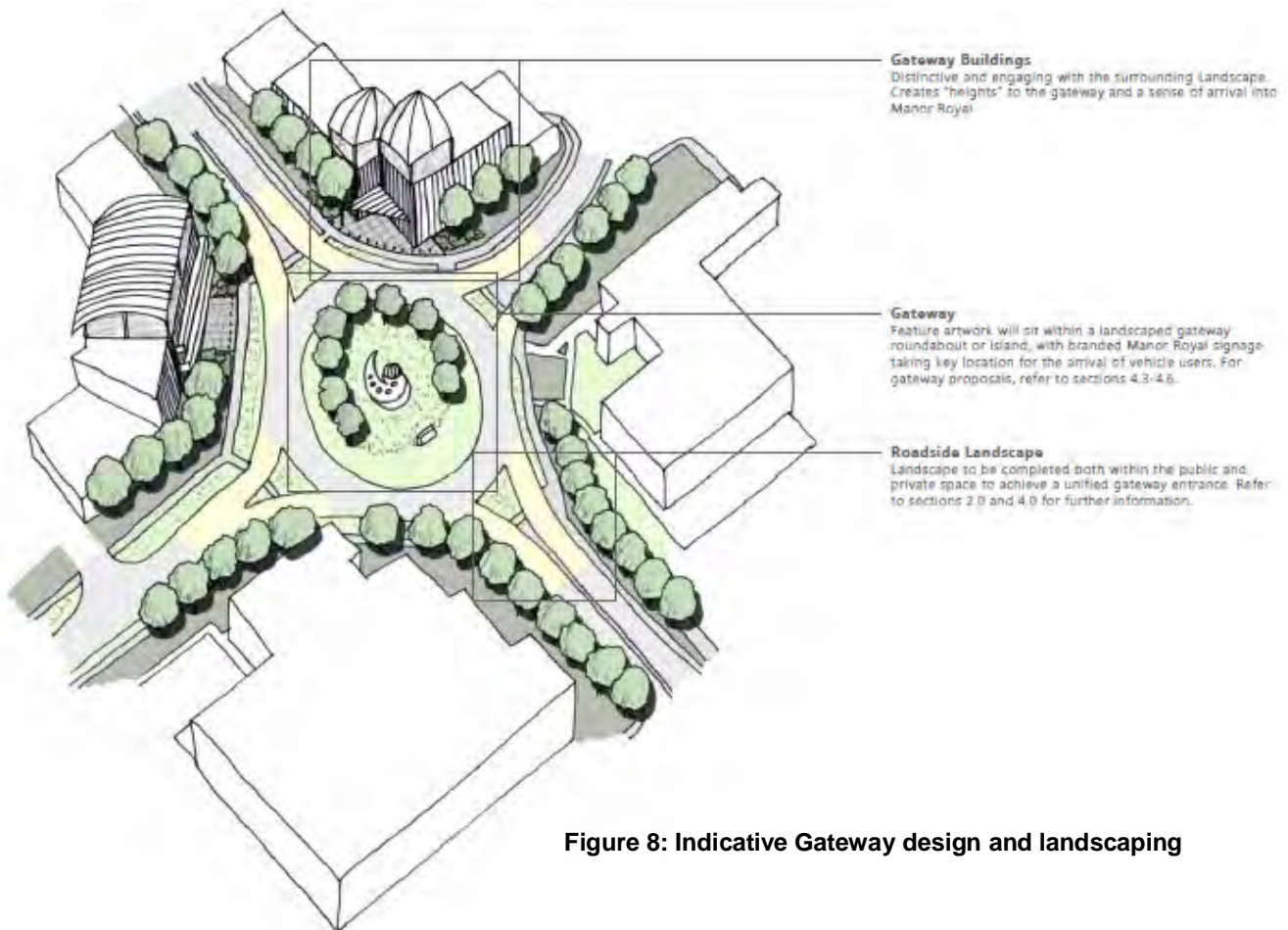


Figure 8: Indicative Gateway design and landscaping



A sense of arrival can be significantly improved at the 'gateways' through consistent application of public realm and built principles (Fig. 10). The peripheral roundabouts and the developments that surround them represent key entrances to Manor Royal. The aim is to create a strong sense of arrival at entry points using built form of an appropriate scale, height and massing, complemented by high quality soft landscaping, art and signage interventions.

The objectives and principles around each of the gateway sites are summarised and expanded upon with illustrative material within this SPD. Where relevant these diagrams also show the relationship to the other key sites and the road hierarchy.

The business district has four main primary gateways. The road layout of the business estate means that the vast majority of people visiting or driving through Manor Royal will pass through at least one gateway. All gateways have some mature trees and three include roundabouts that comprise greenspace with potential for enhancement. Two of these gateways have a branded Manor Royal signage feature and all are of sufficient size to accommodate gateway or public art features.

***All developments at gateway sites will be required to show how they have considered the following:***

To greatly improve the brand value of each gateway and the business district as a whole

- To make the entrances to Manor Royal memorable and to improve wayfinding
- To create a positive 'first impression' to the visitors and users
- To rectify the visual weaknesses of the gateways taking into account the unique opportunities and distinctiveness on each gateway and the potential for improving the sense of identity and arrival
- To retain any existing trees where possible
- To create a strong spatial experience at points of arrival and departure using built form of appropriate scale, height and massing,
- To use high quality soft landscaping, art and signage interventions to define the process of passing into and out of Manor Royal.

Design principles

For all Gateway sites, development should ensure that these important interchanges reflect the Design and public realm aspirations and set the tone for the rest of Manor Royal. Development should show how they achieve this through:

- Strong high quality landmark buildings whose scale, height and massing defines and holds the edges of the gateway space
- Active frontages and architecturally appropriate facades
- The main areas of car parking to be located behind the landmark building, and other frontage car parking softened in line with minimum depth of landscaping and tree planting requirements for primary and secondary roads

- Individual feature and boulevard trees of specimen quality, supplied at semi-mature size, to soften and fragment perimeter built form and to define internal spaces.
- Bold and distinctive instant mature hedging, shrub and groundcover planting with instant impact at “day one”
- Art and signage interventions that enforce gateway identity
- Potential inclusion of feature lighting
- General desire to reduce highway clutter, including barriers and signage, and to upgrade the remaining furniture.

Projects proposed within the Public Realm Strategy document aim to further enhance and promote the Gateway sites and suggest improvements that may build on the key opportunity sites to uplift the area through building developments.



### 4.3. Key development sites

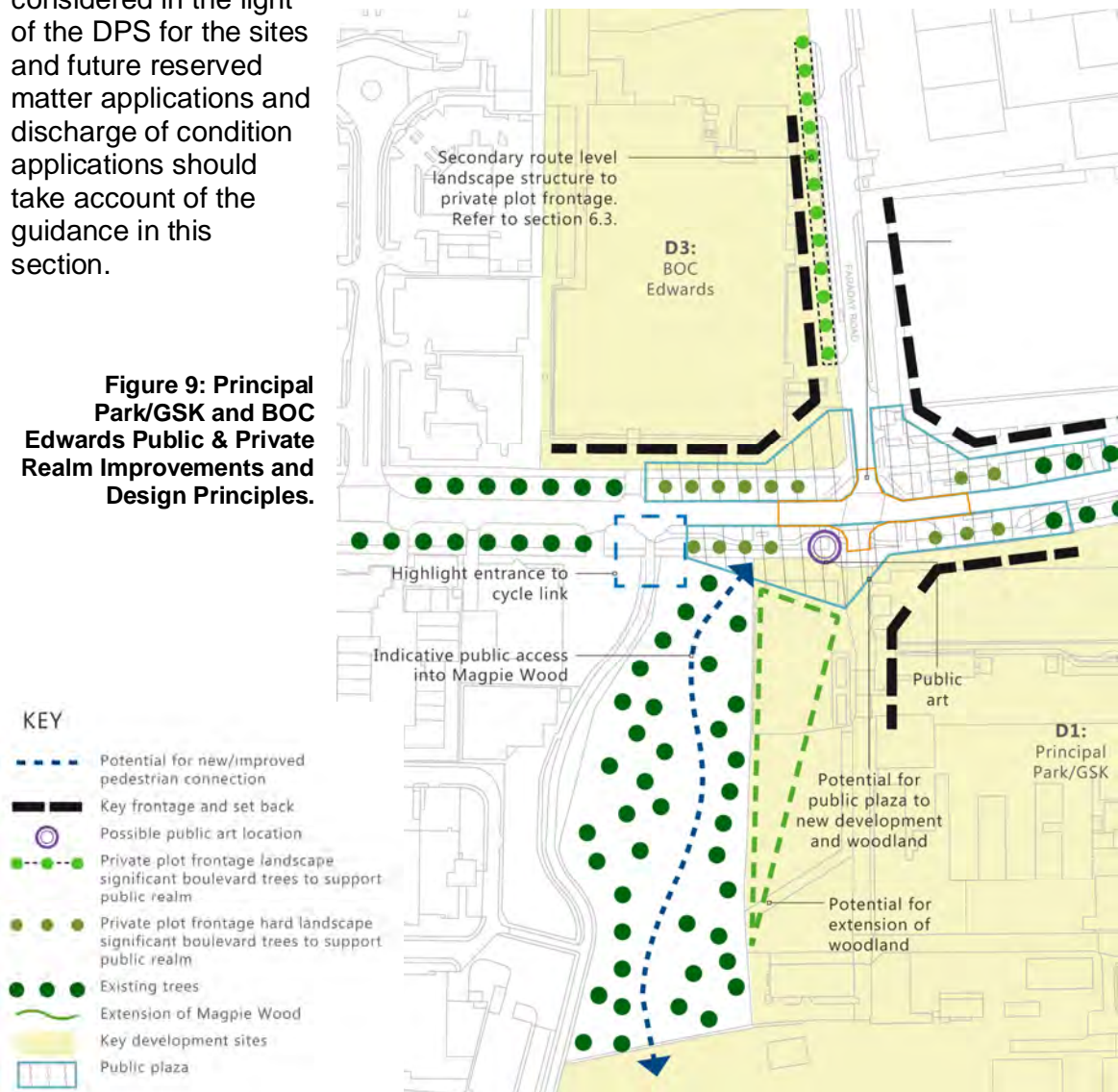
As a result of the identification of key opportunity sites in the 2010 Masterplan, the council adopted Development Principles Statements to encourage and guide the development of sites at Principal Park/GSK and BOC Edwards, Thales Gatwick Road, Betts Way, and Segro West. Following changes to national planning policy, and to reflect policies of the emerging local plan, this SPD brings together and replaces the Development Principles Statements, updating the key elements of guidance for each site in line with the NPPF and emerging local plan.

#### 4.3.1. Principal Park/GSK (D1) and BOC Edwards (D3)

##### Background

Both the BOC Edwards and GlaxoSmithKline (GSK) sites were cleared in 2010. Each site has common considerations with regard to the opportunity of uplifting the central core of the Business District and the area around the protected Magpie Wood. In 2011, Outline consent was granted for the former GSK site, now known as Principal Park, for a mix of B1, B2, B8 and Sui Generis uses supplemented by complementary facilities to enable a social and economic hub to be delivered. This application was considered in the light of the DPS for the sites and future reserved matter applications and discharge of condition applications should take account of the guidance in this section.

**Figure 9: Principal Park/GSK and BOC Edwards Public & Private Realm Improvements and Design Principles.**



### Site frontages

Manor Royal, Faraday Road and Crawley Avenue represent important routes around the Business District, and there is a need to provide high quality developments on these prominent frontages.

The strength of the public and private realms should be reinforced and improved through high quality new development, landscaping and highways improvements. Therefore, for both sites at D1 and D3, a robust and consistent frontage is sought along Manor Royal to improve the quality of the environment. Improvements to the level of natural surveillance, activity and enclosure will also be important. For both sites, development should demonstrate high quality in terms of its architecture, urban design and landscape design, including active frontages.

The sites also represent an opportunity to deliver benefit to the Manor Royal area as a whole, such as a mixed-use Hun and/or associated open space. This is reflected in the current outline planning consent. There is also potential to incorporate a distinctive landmark building to act as a signpost to a destination of wider interest.

### Landscape, open space and art

The design of any proposals towards the eastern boundary of site D3 should allow for structural landscaping to enable Faraday Road to become an attractive green link between the Fleming Way area, hub facilities and Manor Royal.

Development should enhance the appearance of the wider area through a robust soft landscape response to key frontages (please refer to section 3.1: Primary ).

New key routes within the site should also be softened by a robust hard and soft landscape scheme. Boundary treatments should be consistent between different plots/phases, whilst meeting the needs of commercial operators for security and contributing towards the objective for a quality public realm.

Public art should be provided as a key feature or landmark within the public realm.

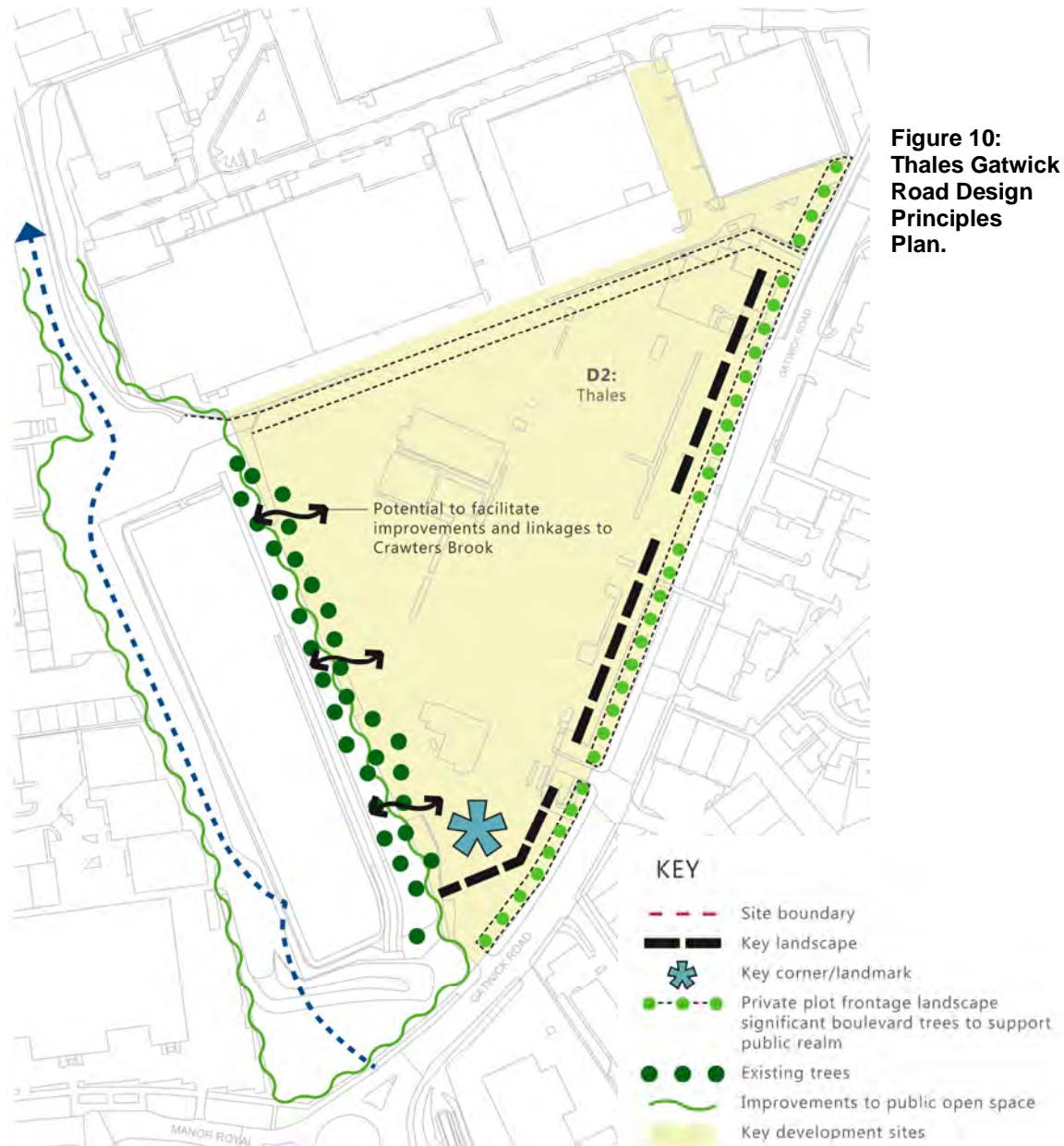
### Public transport, pedestrian and cycle routes

The legibility of public transport, cycling and pedestrian routes should encourage greater use of sustainable transport. This approach is championed by the Manor Royal Masterplan as a key consideration for the site given its location and potential for delivering the hub. Connection and integration with the existing network of pedestrian and cycle routes should also be achieved, including highlighting the entrance to the cycle link with improved sight lines, paving and signage.

### Advertising, signage, lighting and other street furniture

Advertisements and signage can provide identity and direction, but proposals should support the ambition for a high quality public realm. Proposals should demonstrate how street furniture and lighting will contribute to high quality public realm and encourage employees within the wider Manor Royal community to use the site.

### 4.3.2. Thales Gatwick Road (D2)



#### Background

Development proposals for the cleared Thales sites on Gatwick Road should through high quality design, contribute towards creating a step change in the appearance of the area, and a positive sense of place. The site on the primary road has a highway dominated frontage and the street is generally tightly enclosed by buildings of lesser architectural merit. The road slopes upwards from the Crawters Brook roundabout heading north-east, adding to the sense of enclosure.

## Landscape and identity

The council is looking to achieve a prominent development on this primary road frontage that would make a significant contribution to the enhancement of the public realm through high quality architecture, urban design and landscape design. Development should provide active frontages to routes within or adjacent to the site and a robust soft landscape response to Gatwick Road, in accordance with guidance related to primary roads, to improve the appearance of the wider area.

High quality open spaces should be provided to act as focal points within a robust landscape strategy for the site. These spaces should meet the needs of employees within the site and the wider needs of Manor Royal, and should be fit for purpose in terms of their design, aspect and exposure to noise.

The site is visible from the roundabout to the southwest and is located at the entrance to a large section of the business district. Development proposals should form a gateway towards the southern corner of the site. As the site includes land at a higher level than that to the south-west, new buildings may be visible from a distance and the potential sphere of visual influence should be carefully considered and demonstrated.

## Public Realm Proposals adjacent to Site D2.

Crawters Brook is a critical feature in the landscape of the Business District and represents a significant opportunity to enhance the open space and amenity value of the area. This existing area of green space has potential to provide local users with a place to break out and enjoy in their time before, during and after work. It has a degree of existing ecological and habitat value that can be enhanced. With a river brook running through the centre of Manor Royal surrounded by established woodland, there is potential for a multi-use space to be provided, and potential options have been considered in the Design Guide and Public Realm Strategy document.

Redevelopment proposals on the former Thales site should enhance the area by increasing natural surveillance over the Crawters Brook green space through active frontages. Schemes are expected to have regard to the existing ecology of the watercourse and any surrounding habitat and ensure they do not have a negative impact on it. Redevelopment proposals must demonstrate how they will deliver a significant net gain with regards to biodiversity within the site D2.

The condition of Crawler's Brook is currently designated by the Environment Agency as 'Bad' in Water Framework Directive terms. The Agency therefore requires that any proposals on, adjacent to or which would indirectly impact on the watercourse must work towards improving the ecology and water quality of the brook; and not prevent any future measures that are required as mitigation measures. The Strategic Flood Risk Assessment should be taken into account.

### 4.3.3. Segro West London Road (D4) and Betts Way (D5)

This gateway includes two key opportunity sites, and sits at a major entrance/exit point for Manor Royal. Given the scale and opportunity on both sides of London Road, these sites offer a significant opportunity to create a high quality public realm.



**Figure 11: Segro West and Betts Way Design Principles Plan**

#### Background

Expanding on the findings of the Manor Royal Masterplan work, the Segro West site offers an important opportunity to create a gateway development of quality design on the western edge of the Manor Royal Business District. This development could help reinforce the standard set by the new Thales development to the south, potentially creating a catalyst of change for neighbouring sites. A master-planned approach is sought to ensure that the site can be developed efficiently, comprehensively and to a high standard of design.

The Betts Way site has an important setting with prominence on three road frontages to the North, East and South-West and at a busy and prominent interchange. The cleared site is in multiple ownerships, with part of the site including land covered by planning permission (CR/2010/0033/FUL), granted in April 2010 for a 3,997 sq.m food store. The freeholder has discharged all the pre-commencement conditions, and undertaken the associated demolition works, thereby implementing the consent. Further, part of the site is covered by planning permission CR/2011/0335/FUL for a new office development (relating to previous permission CR/2008/0022/FUL).

The council is seeking to achieve development that is of high quality in terms of its architecture, urban design and landscape design on this prominent, gateway sites. Development proposals should play their part in creating a step change in the appearance of the area and a positive sense of place through the following principles:

### Gateway

Proposals towards the north-western part of the Segro West site and the north-eastern part of the Betts Way site should complete and reinforce the sense of arrival at the north-western entrance to the business district and to the town. The gateway is currently partly formed by the roundabout and the Astral Towers building. To contribute to the creation of a high quality gateway, schemes should deliver high quality landmark buildings at these corners that would also respond to views from along Fleming Way. The roundabout provides a good opportunity for public art, high quality landscape and signage to aid way-finding and a sense of arrival.

### Site frontages

A robust approach to site frontages is sought to improve the visual quality of the environment of the A23 dual carriageway and also that of Betts Way. Development should address adjoining streets and spaces and provide enclosure in combination with a robust soft landscape scheme, in accordance with the guidance on primary road soft landscape proposals (see section 3.1. Primary ). Hedges and trees along the south-western site boundary provide enclosure and an attractive green edge along County Oak Way. Proposals should seek to provide active frontages to routes within or adjacent the site.

The SPD does not set rigid guidelines regarding the height of new buildings but does emphasise the need for high quality design, including urban design. The SPD highlights the importance of appropriate scale responses to the identified gateways. The council will also carefully consider whether schemes for low buildings would provide an adequate degree of enclosure to important frontages, such as London Road.

### Open space and sustainable transport

High quality spaces should meet the needs of employees within the site and the wider needs of Manor Royal. Proposals should create legible routes for pedestrians, cyclists and vehicle drivers to encourage more use of sustainable transport. Particular regard should be given to how proposed cycling and pedestrian routes will relate to existing routes, including bus routes, and how they permeate through the site. A pedestrian/cycle route through the Betts Way site, linking the Langley Green residential neighbourhood to Manor Royal and Fleming Way via County Oak Way and Betts Way, could be provided.



### Advertisements, signage, lighting and other street furniture

Advertisements and signage are required to provide identity and direction, but proposals should support the ambition for a high quality public realm. A consistent and integrated design approach should be developed to ensure that any subdivision does not result in competing signage or clutter. Proposals should demonstrate how street furniture and lighting will contribute to high quality public realm.

## **Section 5: Conclusions**

This Supplementary Planning Document establishes a vision to improve the environment at Manor Royal in order to help shape its continued evolution as a 21<sup>st</sup> century business destination. It is vital that the business district is able to adapt to changing market conditions over time, whilst ensuring that both private and public sector development positively contributes to the overall character, identity, and appearance of the Manor Royal Business District.

Delivering the vision for Manor Royal will require the combined commitment of both the public and private sector. Through establishing a framework of design principles and setting out clear guidance to help shape development, the adoption of this Design Guide SPD and its accompanying Public Realm Strategy will provide the mechanisms to improve certainty and delivery within the Manor Royal Business District.

By ensuring that all key partners work closely alongside businesses, investors, and developers, both documents can be utilised to ensure that all development within the Manor Royal Business District contributes to the overall uplift of the area, taking it forward to ensure that it retains its position as the key regional economic hub within the Gatwick Diamond.