



Roofs of properties on Round Hills

Public open space

Embankment of M25 with site beyond



Representative view 1: taken from public open space south of Round Hills, looking south east

Representative view 18: taken from Honeylands looking south
Wiseman estate of Phase 1



Representative view 14: taken from junction of Round Hills and Holecroft looking south

A Chair's review comments - January 2021

1. The panel Encourages the design team to investigate complementary solutions to address the M25 façade that will be more exposed in parts of the year, when the deciduous trees are without leaves. A partial green wall could help soften this frontage and ensure an attractive year-round appearance. There is also a need for a maintenance and operation plan for the car park's green walls to ensure their long-term health and continued viability.

Addressing the Comments

The photographs to the left have been taken from the LVIA that demonstrate the views from the land North of the M25 corridor.

The views demonstrate that the building is masked in its entirety by the dense vegetation aligning the M25.

Planting aligning the M25 is dense with a mixture of deciduous trees and hedge planting. Views from passing cars towards the low portions of the building will be extremely obscured by the existing planting and even further by the native hedgerows proposed within the boundary.

The road level sits generally at the same levels of the site, which gives you an appreciation for the height and density of planting aligning the M25 West carriageway. Views from passing vehicles will be predominantly to the upper levels of the building where the perforated cladding is located. Refer to page 25 for further analysis.

The green wall to the MSCP will be maintained under a maintenance contract. The financial commitment of installing a green wall ensures that it will continue to flourish for years to come.

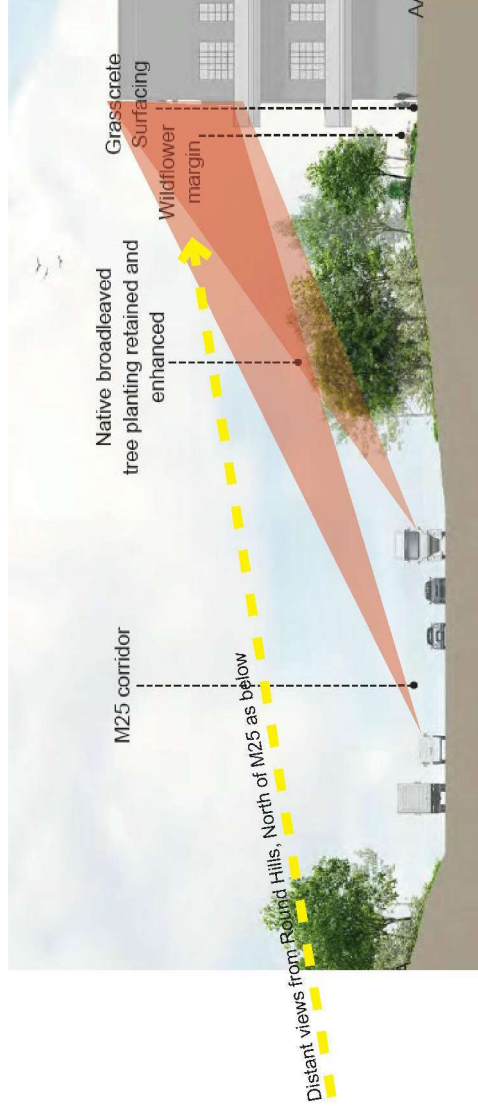


Street view from the East carriageway towards the site



Chair's review comments - January 2021

1. The panel Encourages the design team to investigate complementary solutions to address the M25 façade that will be more exposed in parts of the year, when the deciduous trees are without leaves. A partial green wall could help soften this frontage and ensure an attractive year-round appearance. There is also a need for a maintenance and operation plan for the car park's green walls to ensure their long-term health and continued viability.



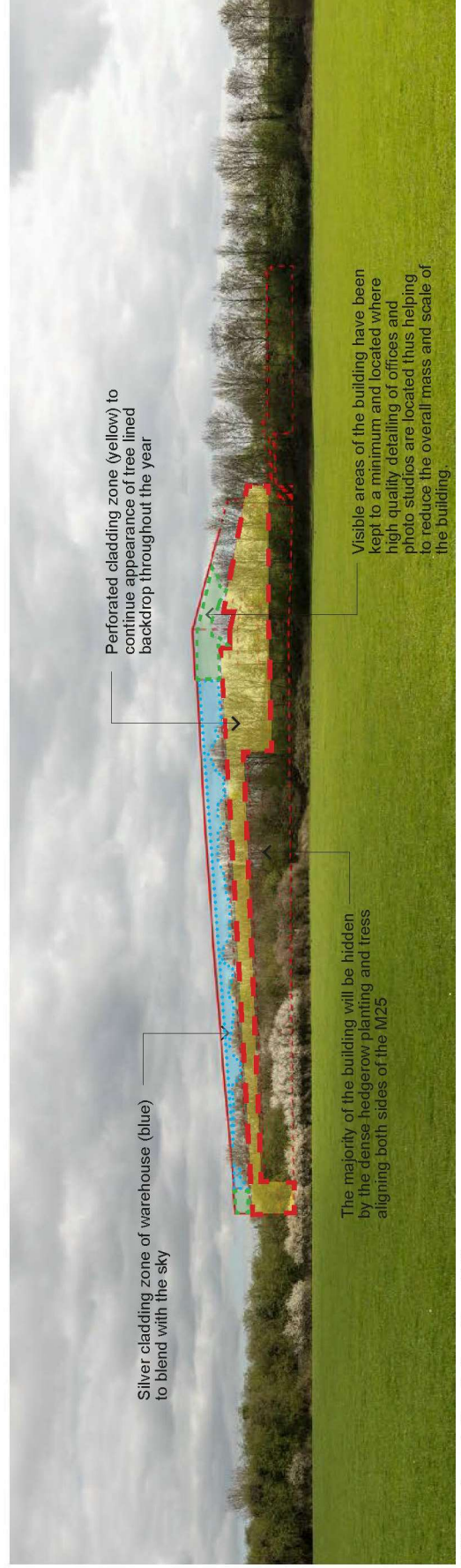
Section through the M25, planted verge and proposed building

Addressing the Comments continued...

The perforated band of rainscreen cladding has been designed to maintain the appearance of the tree canopies at high level throughout all seasons. It has been carefully positioned with the assistance of the LVIA studies to continue the colour and appearance of the deciduous tree lined band visible from the land North of the M25.

The autumnal colour of the cladding provides a similar colour range to the tree lined back drop during the fallen leaf months while being completely obscured when the trees are full.

Visible elements of the warehouse portion of the building above the tree canopies merge into sky under cloud cover due to its light silver colour.



Silver cladding zone of warehouse (blue) to blend with the sky

Perforated cladding zone (yellow) to continue appearance of tree lined backdrop throughout the year

The majority of the building will be hidden by the dense hedgerow planting and trees aligning both sides of the M25

Visible areas of the building have been kept to a minimum and located where high quality detailing of offices and photo studios are located thus helping to reduce the overall mass and scale of the building.

LVIA View towards the site from Round Hills

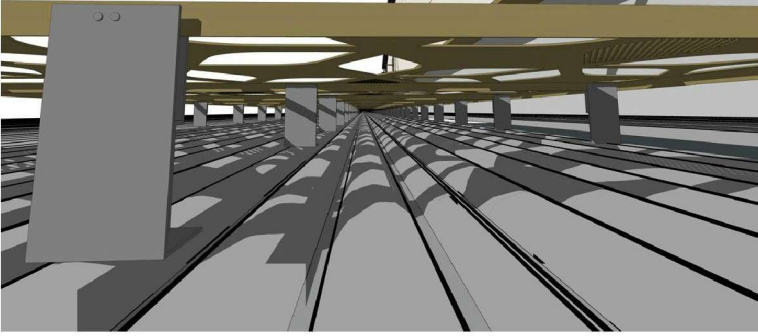
QRP Comments continued...

2. The panel reiterates the need for a western cycle and pedestrian connection to the existing and proposed active travel network. It recommends that the applicant and the local authority have further discussions to define the new route's best location and how it will be delivered, so that it is safe and secure, with proper lighting and signage.

Addressing the Comments Continued...

1. A S106 contribution shall be made by the applicant to EFDC to contribute towards improvements to an on-road cycleway linking Sewardstone Road along Beechfield Road to the upgraded PRoW. Contributions will also be used to improve the access for pedestrians and cyclists using the bridge crossing the M25 thus improving connections between the residential area off Round hills and routes to the application site. The drawing below will be issued to EFDC to demonstrate the applicants commitment to supporting the proposals set out in the cycle action plan.



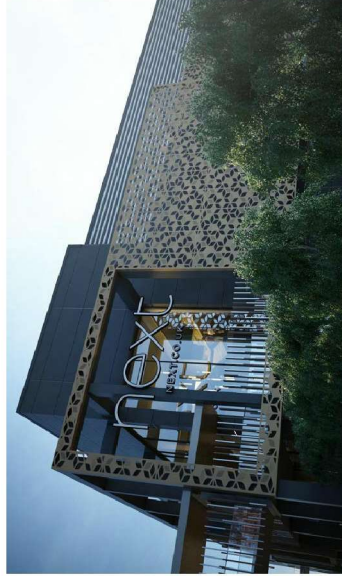


Digital concept models have been produced to review how the cladding will be stepped away from the main facade



Chair's review comments continued...

3. The panel would also support the use of planning conditions, to secure high quality construction materials and detailing. This could give confidence that the design quality presented is maintained throughout the procurement, tender and construction phases.



Artist impression showing how the perforated cladding used around the arrival area

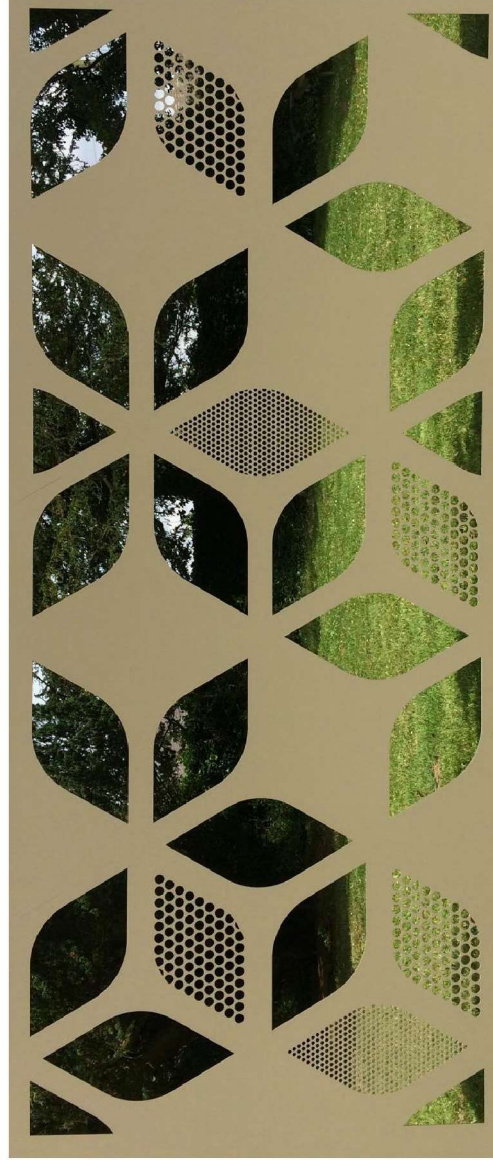
Addressing the Comments Continued...

The submitted application documents confirm the facade treatment and appearance of the development To comply with the approval notice the building shall be constructed in accordance with the submitted plans unless approved otherwise.

A large amount of work has already been carried out to ensure that the high quality finishes and detailing can be delivered.

Full scale sample perforated panels have already been produced and documented in the design and access statement to demonstrate that the concept design is able to be delivered.

As stated in the presentation, the applicant is committed to delivering a high quality finish to this building and will put in place measures in the building contract to ensure that proposals at the planning stage are followed through on site.



Full scale sample perforated panels have been produced