

London Road Industrial Estate ~ Place-making Strategy & Delivery Plan



HemingwayDesign
NEW masterplanning

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Extracts from Council Brief for LRIE:

- **“landlord wish list of infrastructure improvements”**
- **“aspire to become a sustainable industrial estate which has thriving and innovative businesses”**
- **“aspirational ways in which the estate could be improved to ensure business sustainability and attract new businesses”**
- **“inspire not only existing estate businesses but also potential future estate businesses and investors”**

Document Structure

P4 Existing situation

P10 Short-term action plan

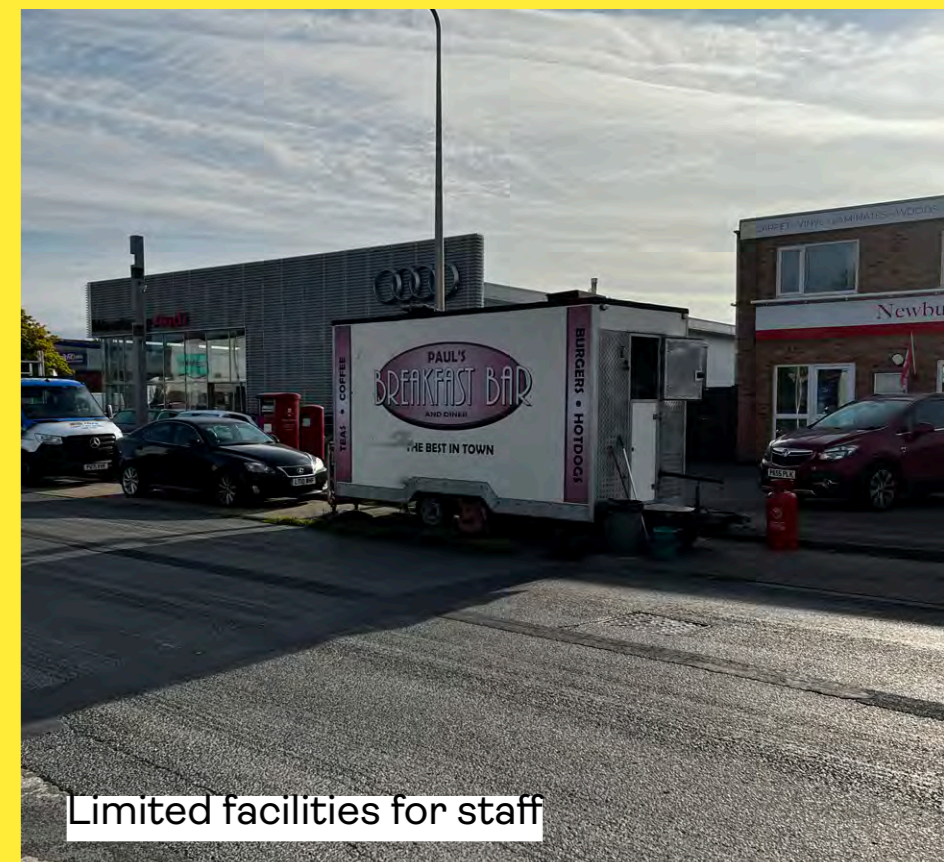
P40 Quick wins

P46 Longer term vision

Existing situation

An initial report was presented to the Council in November 2022 and circulated to officers. Key issues highlighted in the report included:

- Car dominated
- Lack of greenery
- Lack of public space
- Lack of facilities
- Quality of arrival / first impressions
- Quality of some buildings and plot edges
- Isolation and separation of uses



EXISTING SITUATION

LRIE has a number of strengths and weaknesses both as a sustainable employment location and as a location for sport and recreation facilities. These issues have been identified through our own analysis but also in discussions with businesses and employees on the site.

The area is heavily vehicle dominated, in terms of the overall land use, in terms of the visual appearance from parked vehicles on the street and from the amount of through traffic that currently uses Fleming Road and Faraday Road as a 'rat run'.

Arrival into LRIE is particularly poor, and has been identified as a constraint by local businesses. Blank elevations, fences and certain uses on prominent corners create negative first impressions. There is limited opportunity to address the sense of arrival from London Road itself, as the land is not in WBC control, but there is significantly more opportunity to improve the arrival from the A339.

There is a lack of greenery across the site which undermines visitor perceptions but also means a lack of high quality amenity space for employees. There are few areas to sit, relax, socialise or eat lunch, even alongside the river.

There are also relatively few places to eat or drink on the estate, with Mrs Bs being a notable exception.

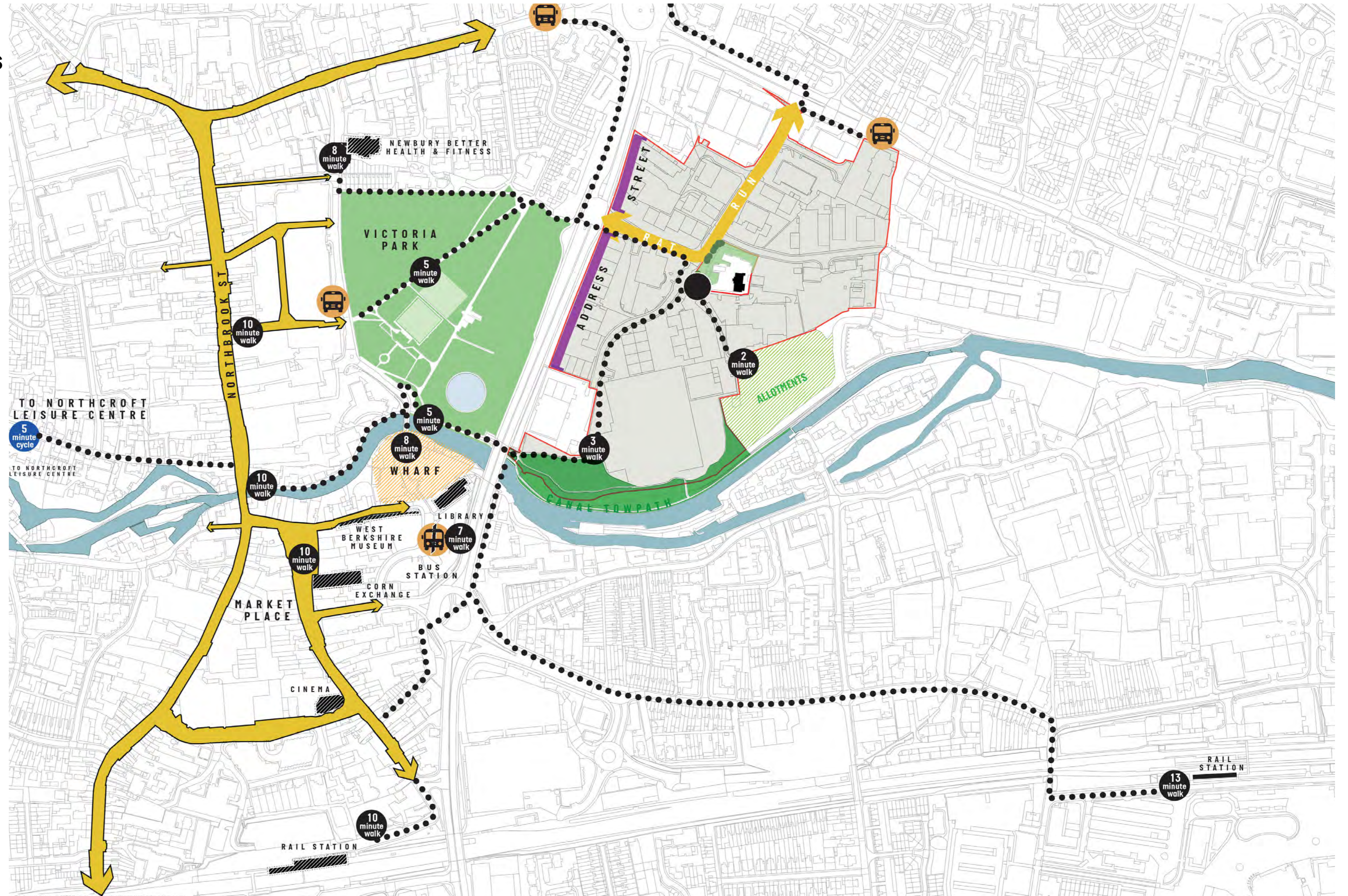
LRIE's strengths are that it is very accessible, by road, rail, bus, cycle and on foot. It has good connections to bus stops, the bus station and the rail station.

Improving walking and cycling routes to the bus and rail station would allow LRIE businesses to significantly improve access for employees and visitors, enhancing their sustainability credentials and reducing the need for parking on-site. Improving pedestrian and cycle routes through the site and along the canal would improve access for local residents and promote active travel.

The area has some potentially strong green spaces, notably along the river but also including the allotments. Improving public access to these spaces would be a valuable benefit for employees and for local residents.

Perhaps most importantly, LRIE is in very close proximity to Newbury town centre, bringing benefits to both. Research by Centre for Cities has repeatedly shown that centres with good quality jobs within walking distance perform more strongly and are more robust. Similarly, employees expect a range of places to eat, socialise and exercise close to their place of work, and some of these are already available within the town centre. The town centre also gives them access to a range of shops, financial and health services at lunchtime or after work.

Summary of strengths and weaknesses



LRIE SURVEY

Businesses

A series of 1-1 discussions were held with businesses and leaseholders via zoom. It was agreed that the notes of these discussions would not be attributed to individual businesses, but the general findings can be summarised as follows.

General Appearance

The general appearance of the estate is considered to be undermining business performance. A number of companies need to demonstrate high levels of sustainability and ESG standards to blue-chip clients, and this is not helped by the appearance of the estate. Some have taken office space elsewhere as a place to host client meetings.

The priority would be 'greening' of the streets and arrival into the estate and making more of the river environment. There was also mention of the need to improve the appearance of a number of buildings and plots, particularly at the site entrances.

Food & Drink

There were a number of complaints about the quality of the on-street food van, and the fact that it is permanently parked in the Estate. Improvements to the food offer on the Estate would be welcomed, despite proximity to the town centre.

Parking

Businesses that we spoke to do not place any significant value the on-street parking and it is not used by their employees or visitors. A number of businesses were unhappy with the overnight HGV parking, particularly those that operate night shifts and whose staff arrive and leave late at night. They would be happy to see on-street parking spaces removed and replaced with greenery.

Many businesses do however struggle to provide sufficient parking for employees within their sites, and they are often required to find parking elsewhere in the town centre. There were a number of requests for additional parking provision at LRIE for employees and clients/visitors.



LRIE SURVEY

Employees

An on-line survey was prepared asking employees what improvements they would like to see to the Estate. The survey was sent to the leaseholder and business contacts for circulation within the companies. Although only a small number of surveys were completed the results are helpful in considering the potential improvements to the Estate.

Travel

Unsurprisingly the majority of respondents drive to work (76%) however 24% walk or cycle. There were requests for improved cycle routes and better located cycle parking as well as improved pedestrian routes from bus stops to encourage more sustainable travel.

There were a number of requests to reduce the amount of through traffic using the estate as a cut-through and to improve the surface of the internal streets.

Parking

Alongside the requests for more parking there were requests for more information to be provided on the availability of parking across the town centre. There were also requests for the overnight lorry parking to be removed.

Town Centre connections

Over half the respondents considered the links to the town centre needed improving, and a quarter stated that they never visit the town centre.

Estate facilities

Nearly 70% of respondents said it was important to be able to socialise during or after work. The main request was for improved places to eat and drink on the estate but around 70% stated that cultural and sporting activities were important to them, as well as places to 'just sit and talk'.

Sustainability

Over 70% of respondents said it was important to them that the Estate minimised energy use, used renewable energy sources, reduced carbon emissions and encouraged sustainable travel.

Short-term action plan

This report focuses on short term measures which can be put in place to assist LRIE and address some of the concerns raised by businesses and leaseholders. The measures need to be implemented as a coordinated package to maximise their impact and present a clear message about the strategy for the estate. Ideally it should be coordinated with any wider branding/renaming exercise to be undertaken for LRIE.

- Reinstating Football
- Planting & Greening
- Outdoor Space & Seating
- Food & Drink
- Arrival & Wayfinding
- New business space
- Access & Parking
- Green Space & Food Production
- Walking, Running & Cycling
- Sport & Fitness
- Management & Events

REINSTATING FOOTBALL

The brief for LRIE was amended following the local elections in May to include retention/reinstatement of the football ground. Provision of a grass football pitch is therefore now identified as the first priority in the short term actions, and all other actions are designed so as not to prejudice either the short term reinstatement of the football ground or the potential for longer term growth should this be required to meet the appropriate league regulations. The wider objectives for improving the environmental sustainability of LRIE are also applied to the football club proposals.

The grass pitch is shown reinstated on its previous footprint. In the longer term it is understood that the objective is for Newbury Football Club to return to the site, and that this would involve provision of an artificial 3G pitch and facilities to meet Step 4 guidelines as a minimum. As an interim measure temporary changing facilities have been shown, and located adjacent to the self-storage boundary to reduce visual intrusion.



Reinstate grass football pitch in short term



Provide short term temporary changing facilities for football pitch



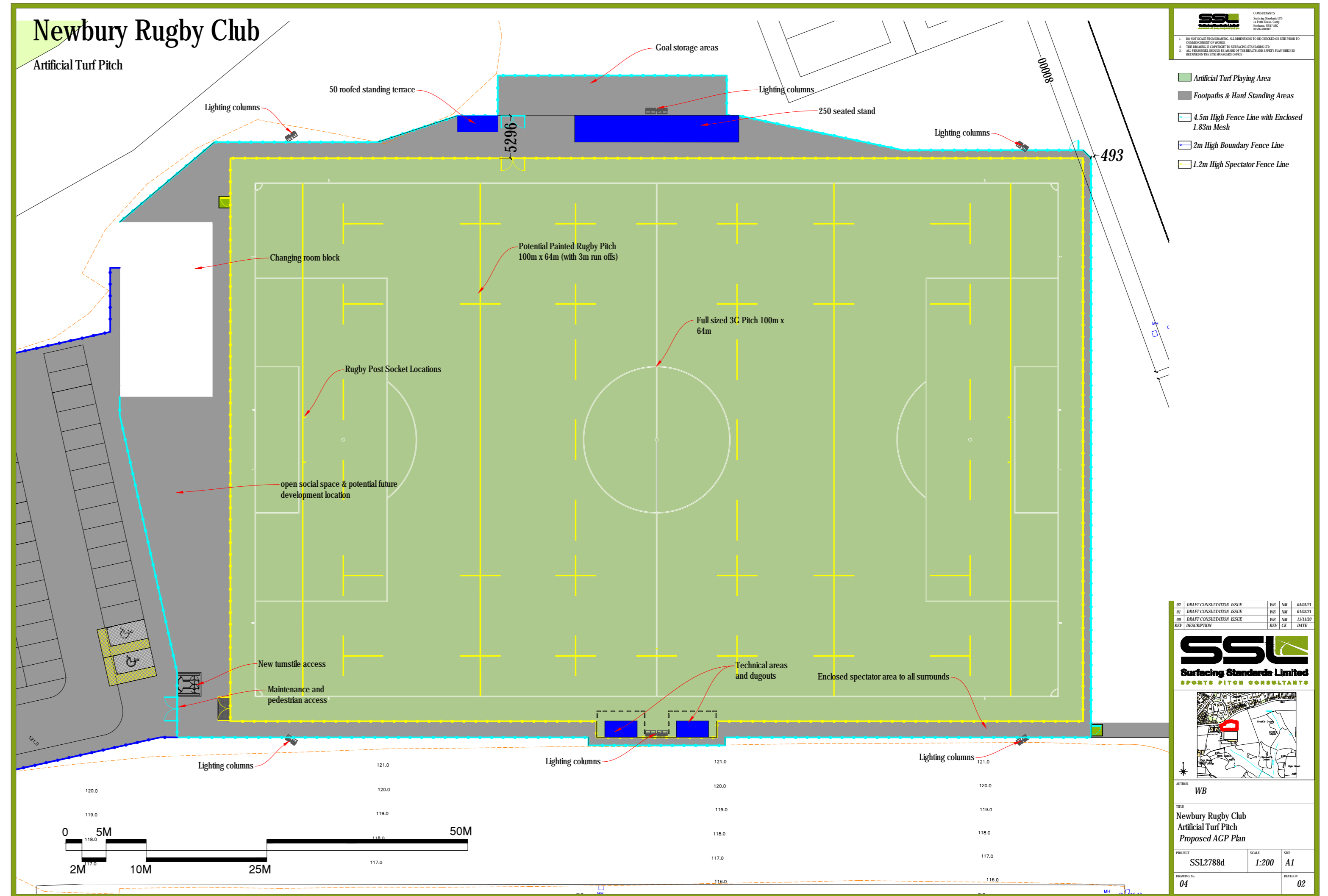
3G PITCH PROPOSALS

The Newbury Sports Hub proposals included a 3G pitch to be shared by Newbury Football Club and Rugby Club. The proposals are shown in the adjacent plan. It is presumed that the long term future of Newbury Football Club at LRIE would require, as a minimum, comparable facilities capable of meeting Step 4 guidelines.

The 'existing' car park area is relatively inaccessible and unlikely to be large enough to provide the parking, clubhouse, catering and other facilities that the club would require in the longer term. In order to meet Step 4 requirements, consideration is therefore given to a more central and easily accessible car park location, but also to improving pedestrian routes to the town centre car parks.

Access to matches by bus, rail and cycle should also be encouraged in the longer term. Pedestrian routes to the bus and rail station should therefore be enhanced, and cycle routes and cycle parking provision improved.

Providing a more welcoming arrival space close to the river could enhance the spectator experience and increase use of pre and post match catering generating income.





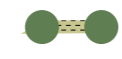
PLANTING & GREENING

All business parks now focus on the provision of outdoor space, for social purposes, relaxation, for outdoor working and for informal meetings.

LRIE currently has very little green space and addressing this is a priority for businesses on the estate. LRIE will need to provide a variety of locations across the site, with quieter areas and larger areas of communal seating, all of which should be well-lit and overlooked by the buildings that frame the spaces.

The starting point should be to green the unused areas of the site, particularly on the prominent routes and arrival points, including the possible replacement of some on-street parking spaces. This can also provide opportunities for SUDS and seating through tree pits and 'parklets'. Focusing on Faraday Road and Fleming Road improves arrival to businesses and to the football club.

As buildings are enhanced the opportunities can be taken for terraces and roof gardens. The 'greening' can also include the use of roofspace for solar panels and promoting the use of renewable energy across the estate.

-  'Greening' of underutilised spaces to improve biodiversity and quickly change perceptions of site.
-  Container planting around entrances/ doors to units to soften industrial feel of site. Opportunity to incorporate food production or planting for biodiversity
-  Remodel existing on street parking to incorporate a mix of rain gardens, permeable paving such as grass crete or to include tree planting to improve sustainability



PLANTING & GREENING

Learning from elsewhere

Short term greening has improved the visual appearance and sustainability of **Lockwood Industrial Estate** and **Frome Business Park**. More strategic approaches have been taken on larger business parks to create central areas of green space, create opportunities for sustainable drainage and reduce the visibility of parking.



Lockwood industrial park



Chineham Business Park



Lockwood industrial park



Frome Business Park

SUDS DRAINAGE PROPOSALS

The site is currently dominated by hardstanding areas within minimal green infrastructure. In terms of drainage it is understood that the site drains directly to a piped surface water sewer system with limited treatment or attenuation.

The short-term redevelopment goal is to implement SuDS into the highway realm of in order to focus on the greening of the industrial estate. This can be achieved relatively quickly, as this can done under the powers of the West Berkshire Council as the highways authority.

The short-term redevelopment of the Site is summarised below:

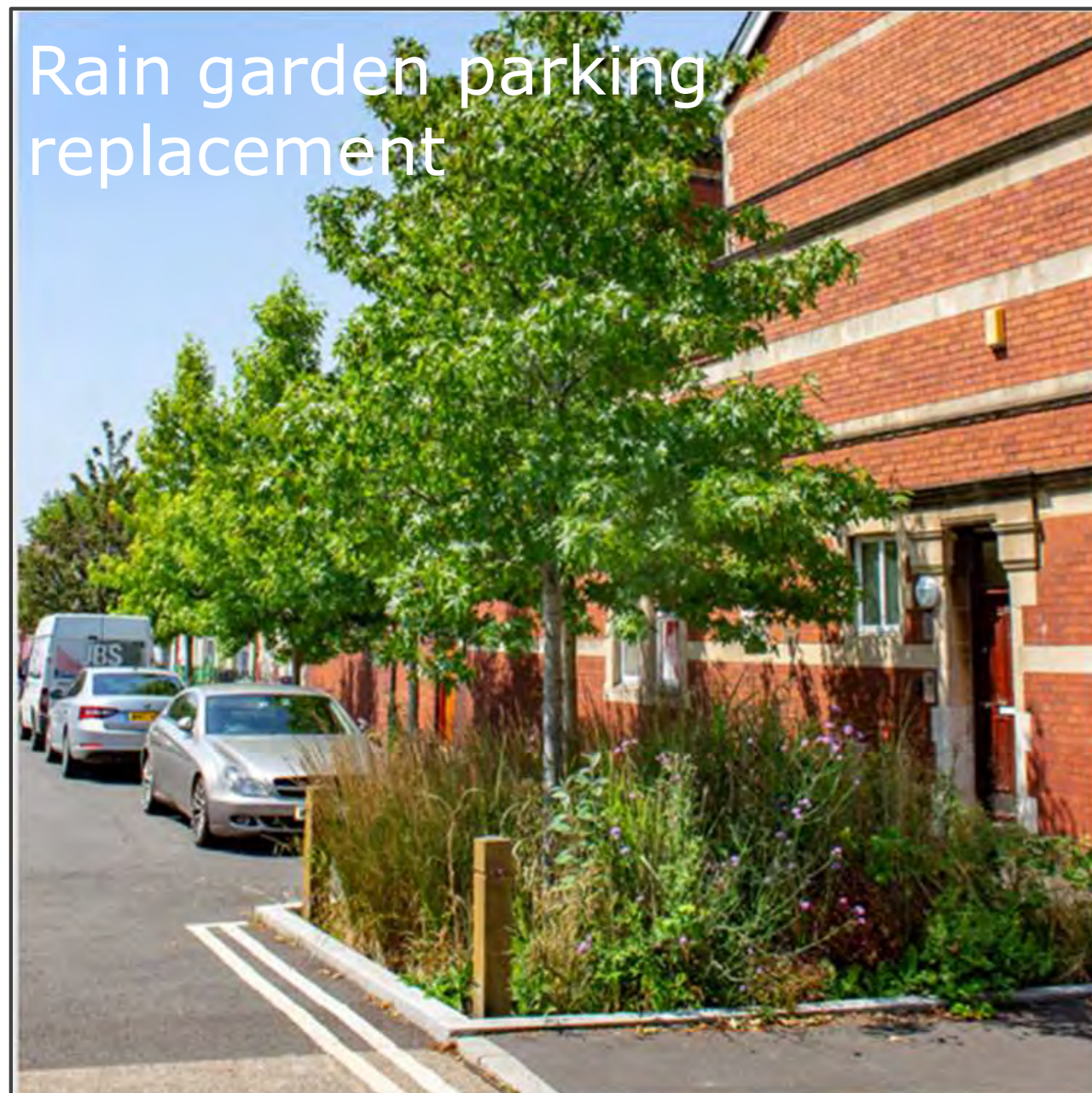
- Tree Pits and planters, as well as rain gardens, to replace parking spaces (approximately every 1 in 2 or 3 spaces);
- Opportunities to reduce HGV parking availability; and
- Potential for highway build outs for traffic calming subject to the transport design work.
- SuDS scheme to be agreed with Highways Authority (West Berkshire Council).



SUDS PROPOSALS - EXAMPLES

Both rain gardens and tree pits capture runoff from hardstanding areas and both attenuation and treat pollution prior to release back into the drainage network.

The council's highway authority have been consulted and confirmed that they would accept these SuDS features within the highway realm and recognize that they would undertake maintenance of these features.



OUTDOOR SPACE & SEATING

LRIE currently has very little outdoor seating, and no 'communal' areas. It should examine the opportunities first of all for creating more space close to the businesses and close to the existing food offer. Parklets can create seating (and greening) close to those businesses.

There is also the opportunity to create more short term seating and a more communal space close to the river and to the football club and any associated catering facilities.



Areas where outdoor temporary seating could be provided to encourage social interaction

OUTDOOR SPACE & SEATING

Learning from elsewhere

Lockwood Industrial Park has created a series of areas for outdoor seating, combined with planting and improvements to the food and drink offer. The approach reflects the industrial character of the estate and is coordinated with signage and wayfinding.

Knowle West Media Centre used local businesses to design bespoke seating and planters as part of the development of Filwood Green Business Park.

Chiswick Business Park provides 'meeting pods' and 'hang outs' in the green space and alongside the water so that employees can hold 'outdoor' meetings, or just have a quiet space to work outside of the normal office environment.

A new hub planned for **Foundation Park** in Maidenhead creates a rooftop event space on the adjacent multistorey car park whilst proposed office buildings include rooftop gardens and social spaces for employees.



Lockwood industrial park



Blackhorse Workshop



Lockwood industrial park



Winnersh Triangle Business Park



FOOD & DRINK

Provision of cafés, restaurants and street food is an essential 'ingredient' of all businesses parks, but the most successful now focus on ethical sourcing as well as the quality of their food provision. Very few employment areas are located as close to a town centre as LRIE is to Newbury, and LRIE employees will therefore visit the town centre both at lunchtime and after work. There is however still a need for 'on-site' food and drink provision for employees.

LRIE has relatively little on-site food provision. Mrs B's provides a high quality café, takeaway and delivery service on the estate, but would benefit from being part of a higher quality physical environment, including outdoor eating and drinking. Many business parks and estates bring in street traders and food trucks as a low cost, temporary way of providing a service to the tenants. There have however been some concerns expressed by LRIE businesses about the visual appearance of the food van on Faraday Road.

The hardstanding area adjacent to the football pitch and the river could also provide a pop-up events or catering location for spectators or for the industrial estate employees.

-  Opportunity locations for pop up food trucks
-  Existing food truck location
-  Green / hard spaces to host temporary or pop up events



FOOD & DRINK

Learning from elsewhere

The **Tool & Gauge Kitchen** in Frome provides a service for the businesses in the building, the businesses on the wider Marston Trading Estate and the wider community of Frome. It is open to 7pm on Fridays and Saturday evenings, and provides a drive-thru and home delivery service.

Greenham Business Park is home to The Honesty Café, a local company serving Berkshire and Hampshire, that focuses on the quality and sourcing of its food.

Chiswick Business Park facilities include 'High Street' names such as WH Smiths, Starbucks and The Union Bar & Grill, alongside independent restaurants/takeaways, health food shops and street food traders in the square, all with vegetarian and vegan options.

The Bohemia Café/Bar/Restaurant at **Alconbury Weald** serves the local business and resident communities, meaning it is open at evenings and weekends. It is open until 10pm on Fridays and Saturdays and 9-3 on Sundays. It has its own 'micro roastery' for coffee and again focuses on its healthy, vegetarian and vegan menus.

Winnersh Triangle has a variety of restaurants but also has a café as part of the gym & health facilities sourced from 'premium local producers' from local towns such as Marlow and Maidenhead – all working in partnership with Kinetica Sports Nutrition.

Chineham Business Park has a more limited offer but promotes its Gather & Gather café, which places a strong focus on 'workplace wellbeing' and providing healthy, nutritional and sustainable menu options. Farnborough operates the 'Aviator' café but also brings in local street traders such as The Pie Hole for special events.



ARRIVAL & WAYFINDING

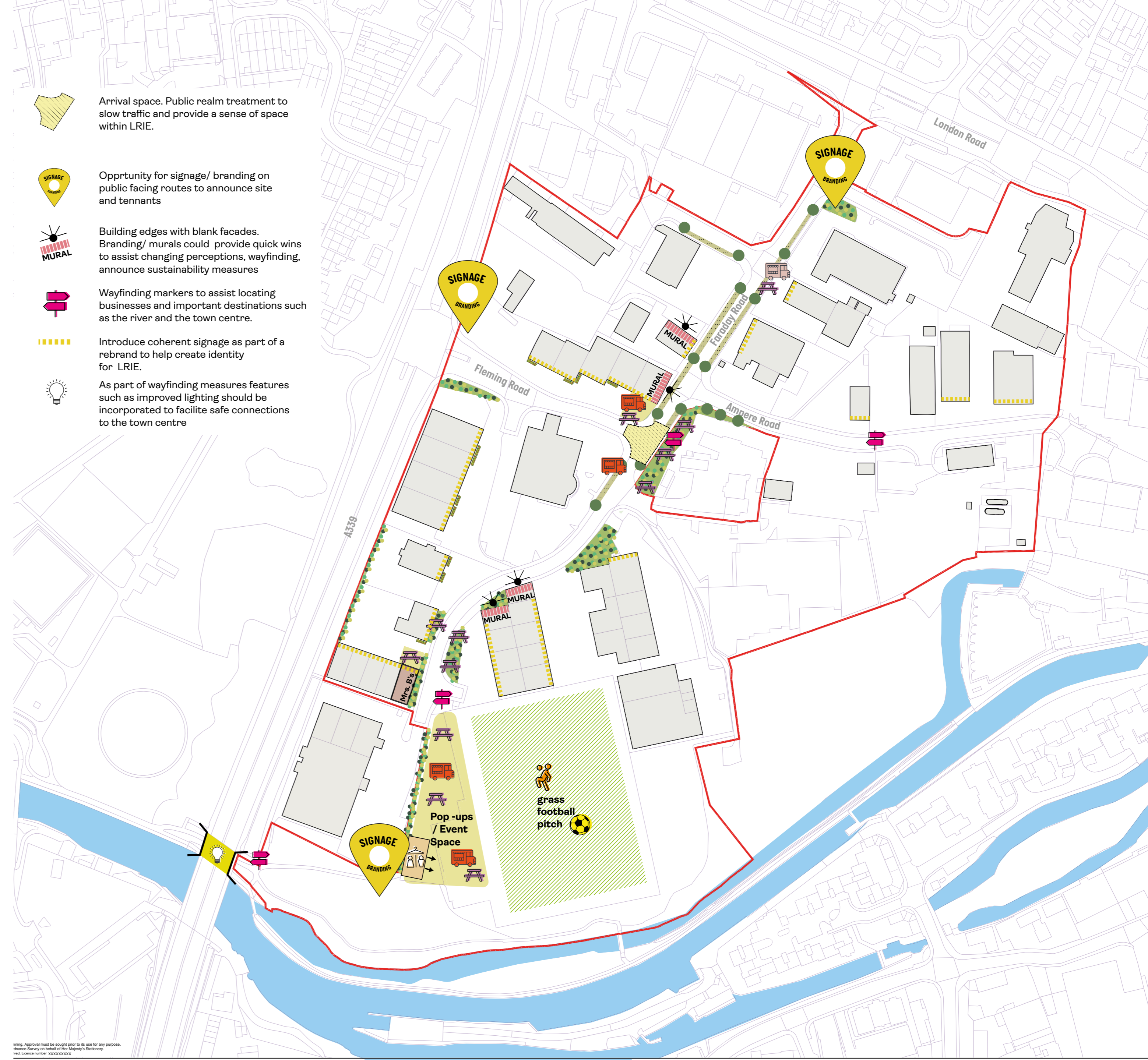
Arrival and wayfinding are key elements of place-making. It is important that employment areas, and the football facilities are easy to find, easy to move around and that they create a strong sense of arrival. Signage and wayfinding can encourage greater use of facilities (such as the food and drink offer), direct employees to the river/canal and emphasise proximity to the town centre, Victoria Park or leisure centres.

Wherever possible, business parks are promoting their sustainability credentials by emphasising proximity to public transport nodes, by prioritising cycle and pedestrian access and where necessary by running shuttle services between them and the business park.

LRIE and the football ground in particular, are within a comfortable walking distance of Newbury rail station, Newbury bus station and a variety of other bus stops. It does however need to improve some of the pedestrian routes connecting these areas to the estate. In particular it needs to consider the routes across the canal, along, across and beneath the A339, including the steps which give access to the A339.

LRIE needs to 'celebrate' its entry points for those walking or cycling from the public transport routes. In particular it needs to improve the pedestrian crossing of the A339 into Fleming Road, the route beneath the A339 along the canal arriving at the new football facilities.

LRIE also needs to consider what management tools are available to promote use of public transport. SMART technology is already available to ensure commuters and spectators are aware of train and bus times and any potential delays, and this information should be clearly displayed across the site. Cycle hire should be easy and convenient from the rail station, and during the winter months it may be appropriate to consider shuttle bus services between the rail station and LRIE/football club.



Nothing. Approval must be sought prior to its use for any purpose. Ordnance Survey on behalf of Her Majesty's Stationery. Web Licence number XXXXXXXXXX.

ARRIVAL & WAYFINDING

Learning from elsewhere

Lockwood Industrial Estate has created a bespoke signage and wayfinding strategy, coordinated with the wider improvements, to 'brand' the regenerated employment area and create a distinctive sense of place whilst retaining the existing industrial buildings.

Frome Business Park uses the side of the buildings as part of its wayfinding and branding strategy.

Chiswick Business Park has strong pedestrian and cycle routes from the rail and tube stations, taking people into the central landscaped green space and to the front doors of the office buildings. Car parking is located to the rear of the buildings, with undercroft parking also accessed from the rear and no parking is visible from the central pedestrianised area. Dedicated bus stops are provided within the site.

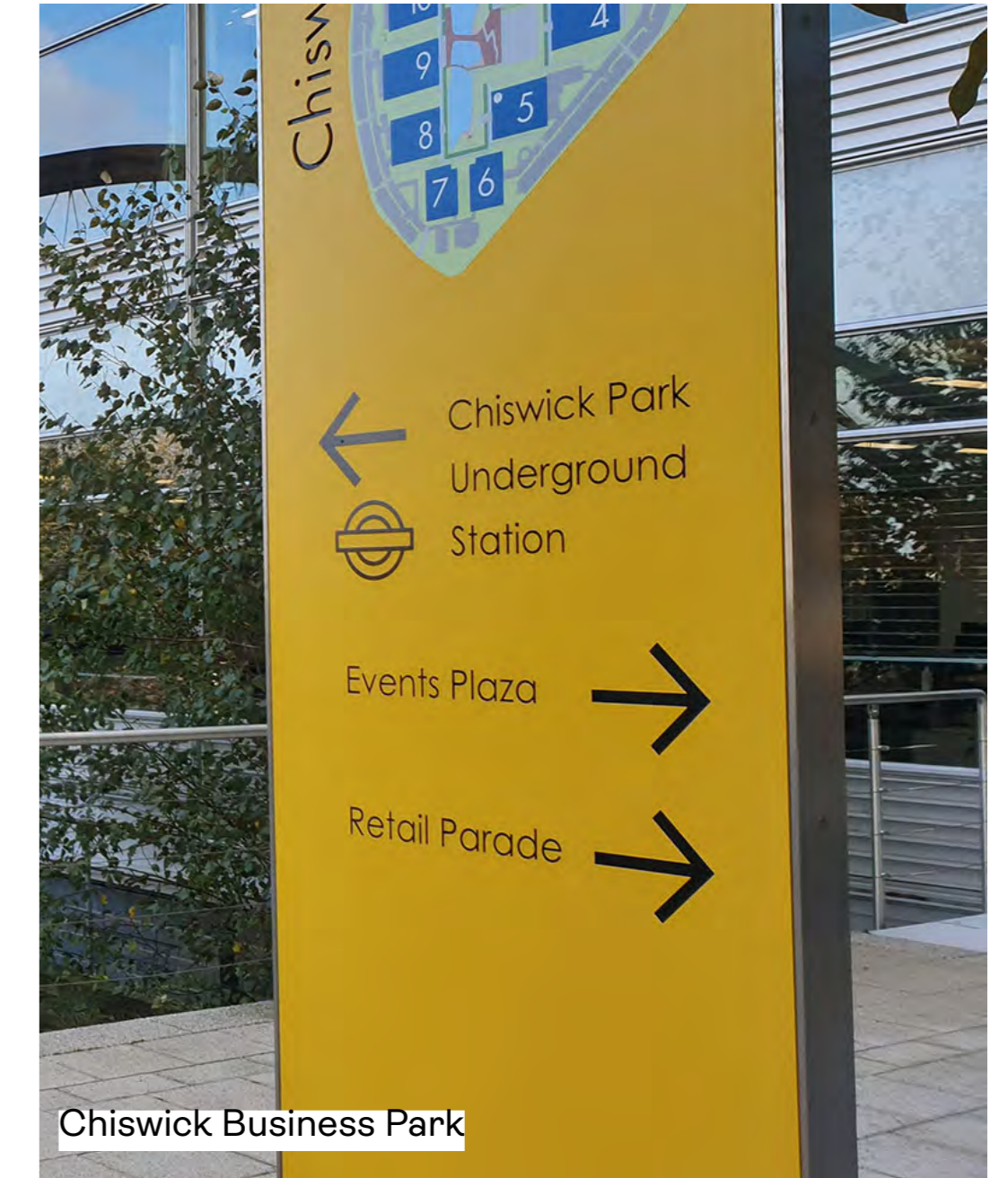
Other business parks which are not within easy walking distance of rail stations provide dedicated shuttle buses or other services to encourage employees not to arrive by car. At peak times two dedicated Shuttle buses leave Maidenhead Train Station every 15 minutes for the 10 minute journey to Foundation Park, with additional services at lunchtime. The buses run on sustainable plant oil.



Lockwood industrial park



Lockwood industrial park



Chiswick Business Park



Frome Business Park

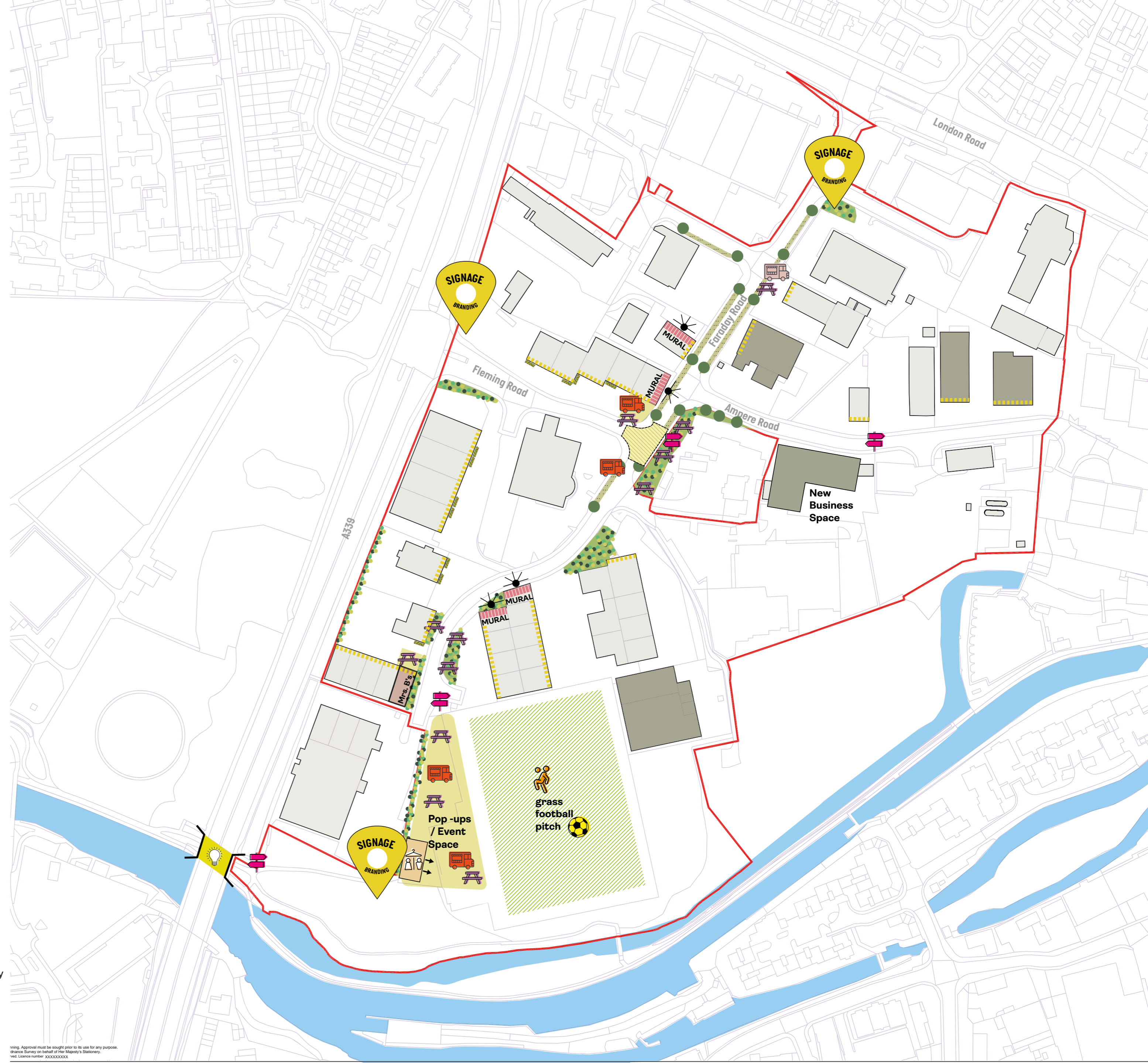
NEW BUSINESS SPACE

LRIE can provide the 'incubation' space and support facilities that Newbury needs in order to stimulate the establishment and growth of small businesses. Co-working space works well close to town centres where there are a range of support services available to small businesses, and LRIE can benefit from this.

Small businesses and start-ups often require occasional meeting space to hire. Such space can also be beneficial to industrial companies that may not have suitable meeting space within their workplace, or simply for meetings or reviews that companies increasingly prefer to undertake away from the normal place of work.

Experience from elsewhere suggests that such meeting spaces are also valued by other businesses and community groups in the wider area. Providing such facilities within a central 'hub', together with other community facilities and small business space can therefore be a valuable asset for LRIE.

There are opportunities for new employment space to be provided on the depot site, complementing existing proposals by Newbury Electronics and possible improvements to plot 13S along Ampere Road. It is important that any new development does not prejudice any long term plans for the estate or the football club, for example by providing for a central parking area or facilitating the relocation of businesses within the estate.



■ Sites/ buildings with potential to expand early and deliver new employment.

NEW BUSINESS SPACE

Learning from elsewhere

The **Frome Business Park** stands on the former site of the Tool & Gauge building on the Marston Trading Estate. The £5m project has seen the old factory location regenerated, fully refurbished and transformed providing over 23,000 square feet of high spec offices with super-fast broadband. With space for 250 people, the 23,000 square foot site is already proving popular with businesses, with 15 local companies already moved in and enjoying an 88% occupancy rate. There are a range of offices for small and medium sized companies and a variety of meeting room sizes which are also used by companies on the wider industrial estate and other organisations and community groups from Frome.

Knowle West Media Centre has two locations, including **The Factory at Filwood Green Business Park**. In 2015 they became one of the first tenants of the Business Park, establishing KWMC: The Factory, a new digital manufacturing business enterprise and training space. The Factory supports a creative practitioners and businesses to create and test new digital products. It also supports local residents to develop new skills and to set up and grow new business ideas.

The **Exchange Hub at Chineham Business Park and Winnersh Triangle** provide flexible workspace for meetings, co-working space, sound-proof pods for 'private calls' and two bookable private meeting rooms for use throughout the day. The space is available to all businesses to encourage 'collaborative working and exchange of ideas'. Alconbury Weald has a community hub facility in its centrally located 'Club', with a library, associated community space, which is available to workers and local residents.

Other industrial estates, in London, Bristol and Cardiff, have created temporary business space through the use of shipping containers.



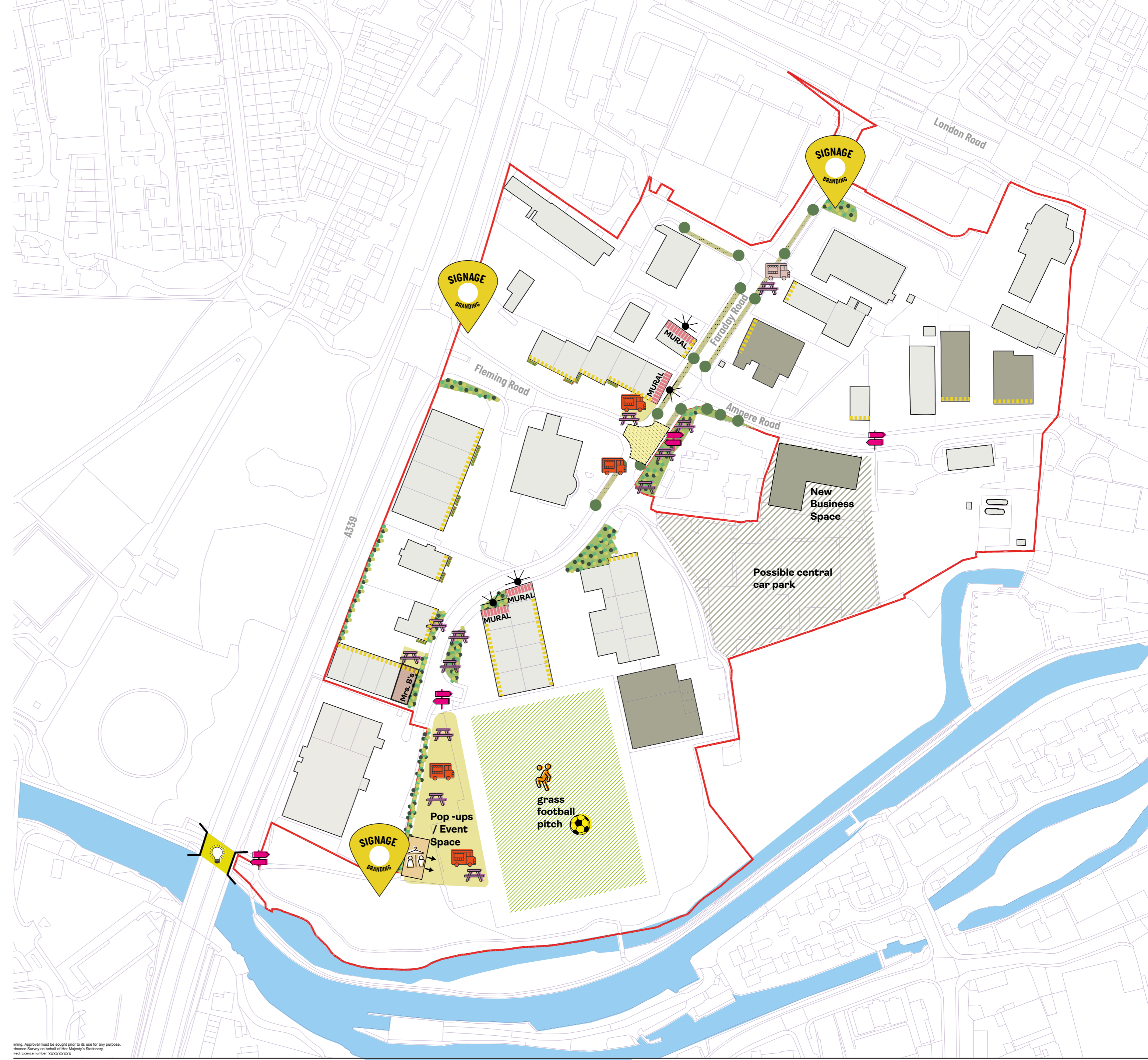
ACCESS & PARKING

The majority of business parks still provide a large element of car parking, but the parking standards are reducing. Most are now emphasising alternative ways of accessing the site (via public transport, walking and cycling) in order to reduce parking provision and increase sustainability.

LRIE is fortunate in having access to Newbury rail and bus stations which can help to support a gradual reduction in travel by car. It is also within easy walking distance of a number of town centre car parks, which can also help to reduce car parking provision on site.

As the nature of employment changes on the site over time, as opportunities for remote working continue to expand, and as SMART technology is introduced the potential for reducing total car parking provision on site should be considered. One way to manage this is to consider more 'communal' parking shared between tenants across the site, and to reduce the level of on-plot parking which is less flexible in how it can be used throughout the week. Communal parking also allows for use by players and spectators for the football facilities in evenings and at weekends. As well as helping deliver the standards needed for Step 4 football stadium requirements, the additional car parking can also serve town centre visitors, for special events or at weekends when demand is lower from those working on the site.

When car parking is provided it needs to place EV charging points in prominent locations. Many current charging points impose fines for vehicles that overstay their charging period and this can be difficult for those using the charging points whilst at work. Consideration also needs to be given as to how cars can be parked for at least half a day at charging points without being at risk of fines.



ACCESS & PARKING

Learning from elsewhere

A new hub planned for **Foundation Park** in Maidenhead will provide a central decked car park alongside café, gym, cyclists' changing rooms, co-working space and meeting rooms. The key objective is to remove cars and parking from the central landscaped area. The top floor of the Hub is designed to open out onto the top level of the multi-storey car park, allowing the latter to be used for events ranging from a pop-up cinema to a tenant party.

Modern business parks recognise the importance of providing an element of EV charging. **Frome Business Park** has introduced the first EV charging for cars as a strategy for improving the sustainability of the wider Marston Trading Estate. Chineham, Winnersh and Chiswick Business Parks all increased the number of fast charging points in the past year, although the overall percentage remains relatively low.

Lockwood Industrial Estate has incorporated cycle parking close to front doors to encourage employees and visitors to cycle to work.

However car parking is provided on LRIE, it needs to be done in a manner which is flexible enough to respond to any longer term reduction in parking requirements. This could mean using modular parking structures which can be moved and reused, or ensuring that any multi-storey car park is capable of being converted for employment or residential use in the longer term.



Chiswick Business Park



Lockwood industrial park - cycle parking




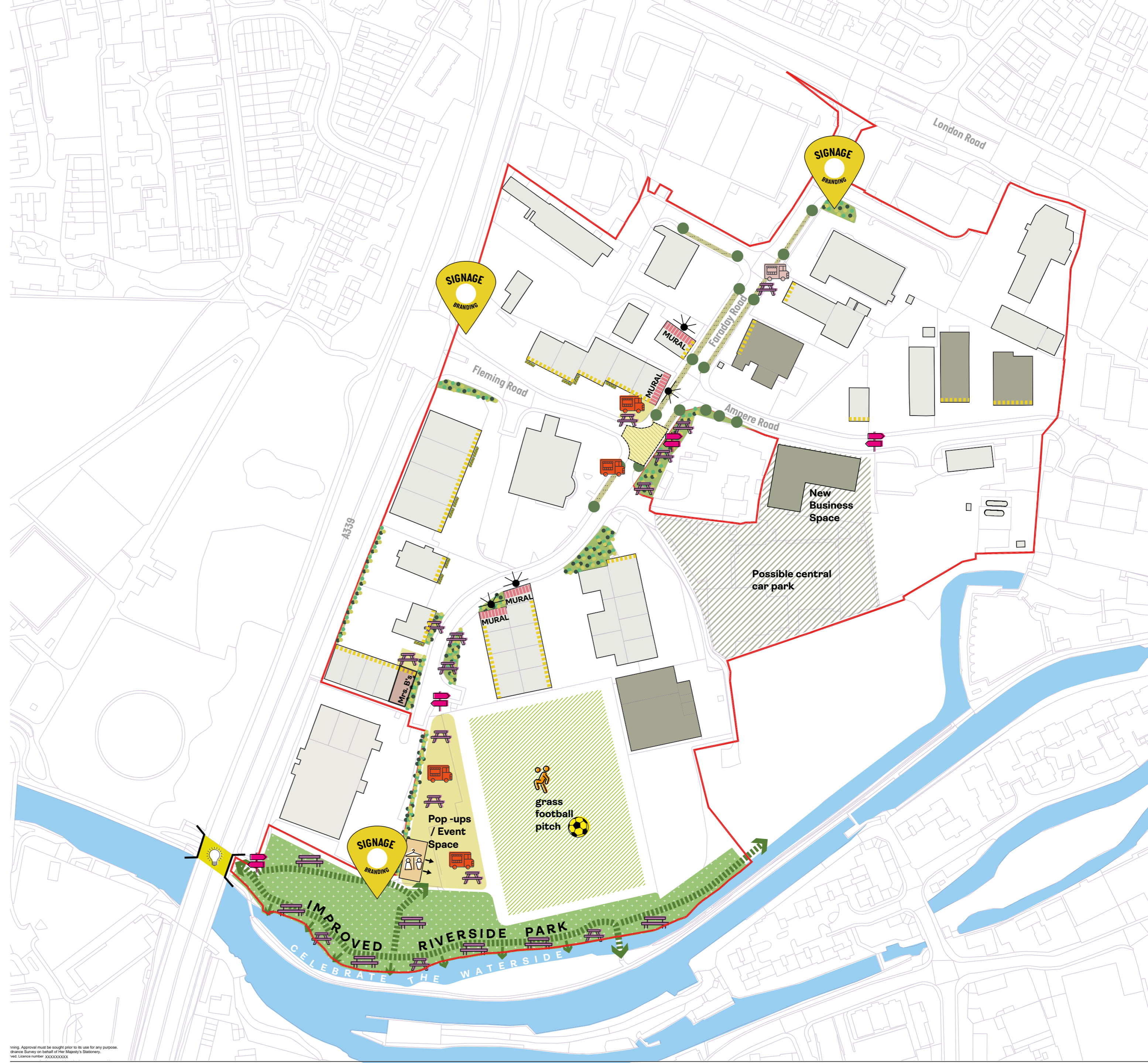
Chineham Business Park

GREEN SPACE

The benefits of green space for employment areas, in terms of business perception, employee well-being and productivity are well recognised. It is also one of the priorities identified by local businesses.

LRIE is fortunate in having large areas of green space in close proximity, including Victoria Park but it should also focus on improving access to the river. It has the opportunity to create an attractive green space close to the water which would create a green focal point for the estate and an attractive recreational area for children and families close to the football club.

 Improved park edge to benefit wider community. Improved access to water edge, additional seating areas



GREEN SPACE

Learning from elsewhere

Lockwood Industrial Park has created a series of areas for outdoor seating, combined with planting and improvements to the food and drink offer. The approach reflects the industrial character of the estate and is coordinated with signage and wayfinding.

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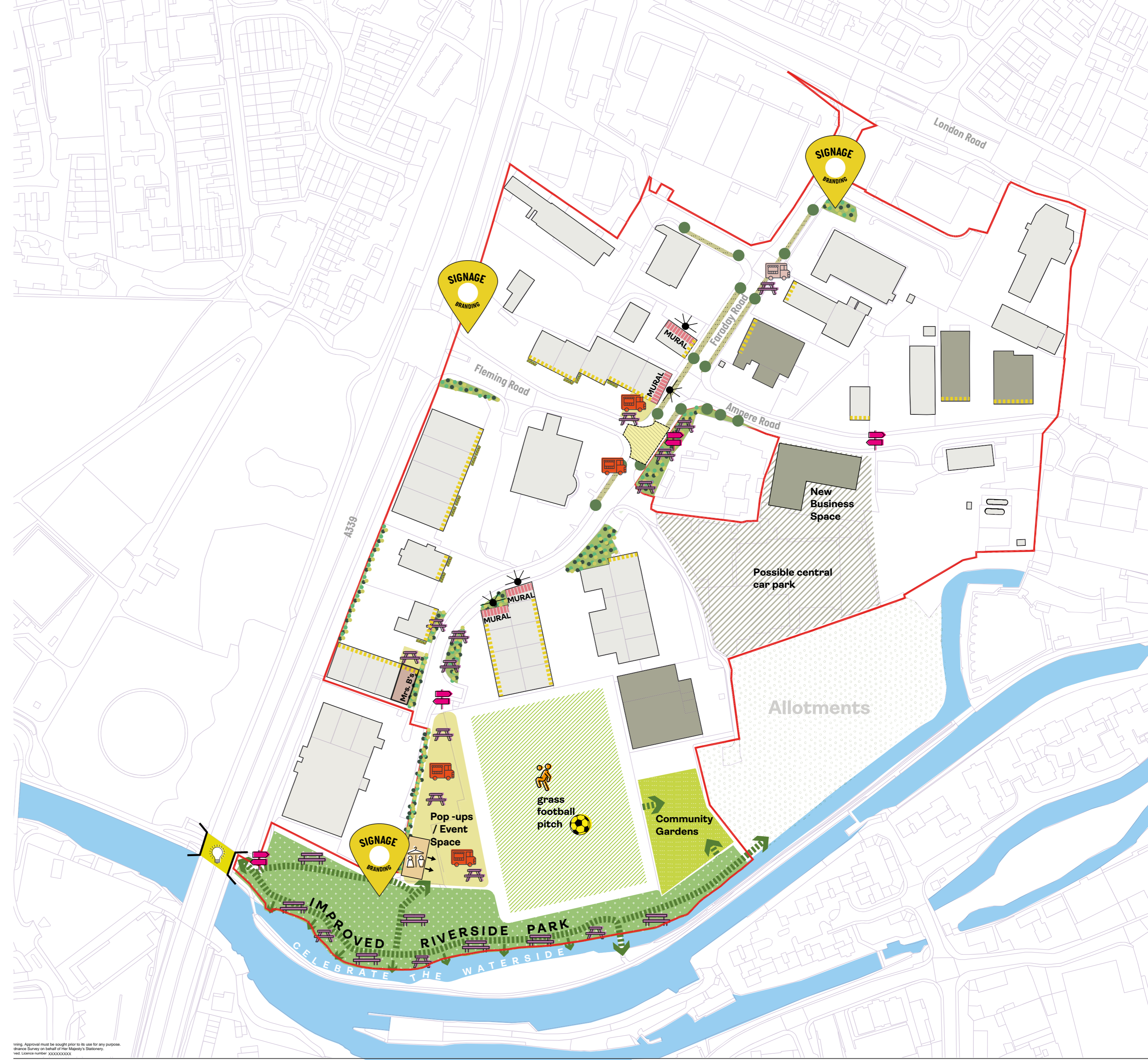
FOOD PRODUCTION

Business Parks are increasingly providing space for employees to grow their own food, or to help in doing so, both for physical and mental health reasons. Making food available to local businesses, or in the football club catering facilities, can improve their sustainability and ethical credentials, reducing food miles, supporting local businesses and creating stronger connections with the local community.

Growing local food also helps improve biodiversity and meet climate action plan targets and is often coordinated with measures to improve biodiversity (such as bug hotels and bee hives).

LRIE and the football club are located adjacent to the existing allotments but in keeping with the character of the industrial estate they are segregated by large unattractive fences and are not accessible to the public. There is the potential for LRIE to consider ways of extending the allotment area, and creating a food growing area that is accessible to employees on the estate and to the wider public. If possible, and in partnership with Newbury Town Council, a means should be found to create publicly accessible routes through the existing allotments without prejudicing the need for secure allotment areas.

 Opportunity to introduce community garden with potential links to existing allotments.



FOOD PRODUCTION

Learning from elsewhere

Winnersh Triangle is introducing allotments into the site and Chineham Business Park is introducing a fruit and vegetable garden, the produce of which will be made available free to all those working on the site. The management company also works with local schools to promote healthy eating and encourage students to learn how to grow their own food.

Chiswick Business Park has a community garden and is also the first location for Greenhaus Farms, a vertical farm within a shipping container. The shipping container is anticipated to grow over two tonnes of leafy greens in a year, producing the equivalent of a two-acre farm. It supplies produce to businesses, restaurants and food outlets at Chiswick Park, as well as local restaurants and cafés, farmers markets and selling directly via the on site monthly food markets.



Chiswick Business Park



Chineham Business Park



Chiswick Business Park



Chiswick Business Park

WALKING, RUNNING & CYCLING

Very few business parks are located in an area where they can expect large numbers of people to walk to work. They do however focus on creating strong walking routes from public transport hubs, particularly rail and (in London) tube stations (see below under Promoting Public Transport).

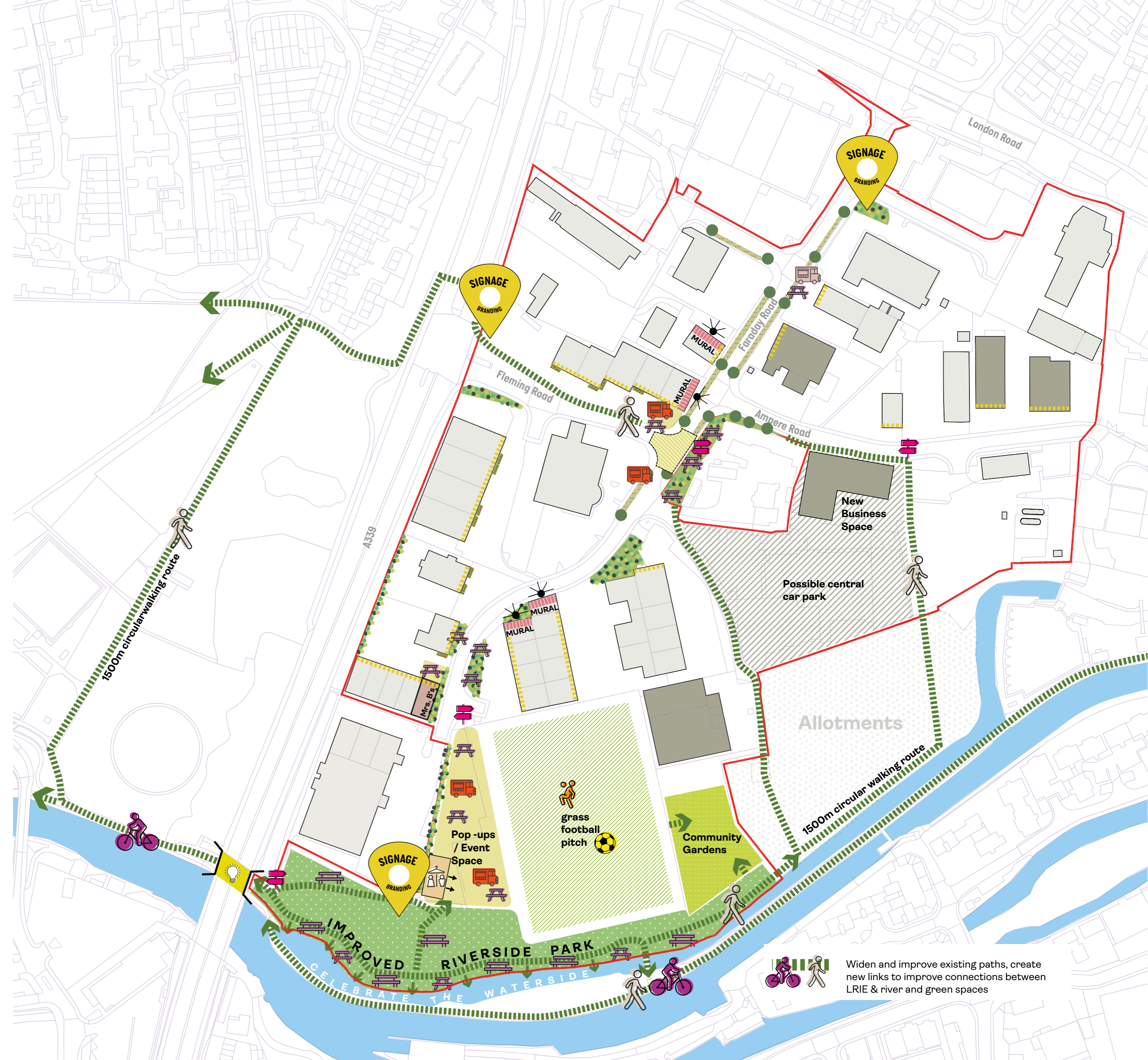
LRIE has more potential for people to walk to work, or to view and participate in football matches. It should prioritise improving routes along the canal/towpath, improving crossings of the canal and the A339, and improving routes along and across London Road in order to capitalise on the potential for walking to work.

Many business parks encourage cycle use both to commute to work and as a leisure activity during the day or after work. LRIE is fortunate in being able to connect into a number of existing cycle routes, including the Kennet & Avon national cycle route. It can use these to promote commuting by bike, to facilitate cycle journeys to and from the rail station, and to encourage leisure/recreation use at lunchtime or after work.

Creating opportunities for walking and running is also about physical and mental health for employees regardless of how they travel to work. Employment areas increasingly recognise the value of workers being able to get outside and exercise (formally and informally) before, during and after work. It also promotes healthy physical activity related to the reinstatement of the football facilities.

LRIE is fortunate to have such strong connections to walking routes along the river/canal and into Victoria Park. It needs to improve connectivity within the estate to make sure it is as easy as possible for employees to access these areas, and to create an attractive internal walking and running route within the estate itself.

P32



WALKING, RUNNING & CYCLING

Learning from elsewhere

Chineham Park creates a variety of internal and external walking and jogging routes, connecting to the Parklands which surround it. Winnersh Triangle has pedestrian connections into Winnersh Meadows with opportunities for a longer walk into the adjacent Country Park. It also provides a running route and outdoor gym trail. Chiswick Park creates internal walking routes around a landscaped lake and connections to Gunnersbury Triangle Nature Reserve.

Winnersh Triangle, Chineham and Farnborough Business Parks all use the 'Ryde' cycle hire which is free to use for all employees for up to 72 hours. Bikes can be taken home for weekends, or used to cycle into Basingstoke or Reading at lunchtimes. For those using their own bicycles to commute to work, 'Bike doctors' are provided on site to enable employees to have their bikes serviced, maintained or repaired.

Similar facilities are available at **Chiswick Business Park** through its 'concierge' service. Brompton bikes and other bikes are available to 'guests' and are free to hire for a day. There are over 800 secure cycle parking spaces and a repair hub on site. Employees are also provided with a free monthly bike service.

Wokingham Council has implemented cycle lanes along the A329 to improve cycle access to **Winnersh Triangle** which provides secure cycle storage, showers and regular cycle maintenance classes. Foundation Park in Maidenhead also provides free bike hire to businesses on the site with connections to local cycle routes.



Chineham Business Park



Winnersh Triangle Business Park - Cycle Hire

SPORT & FITNESS

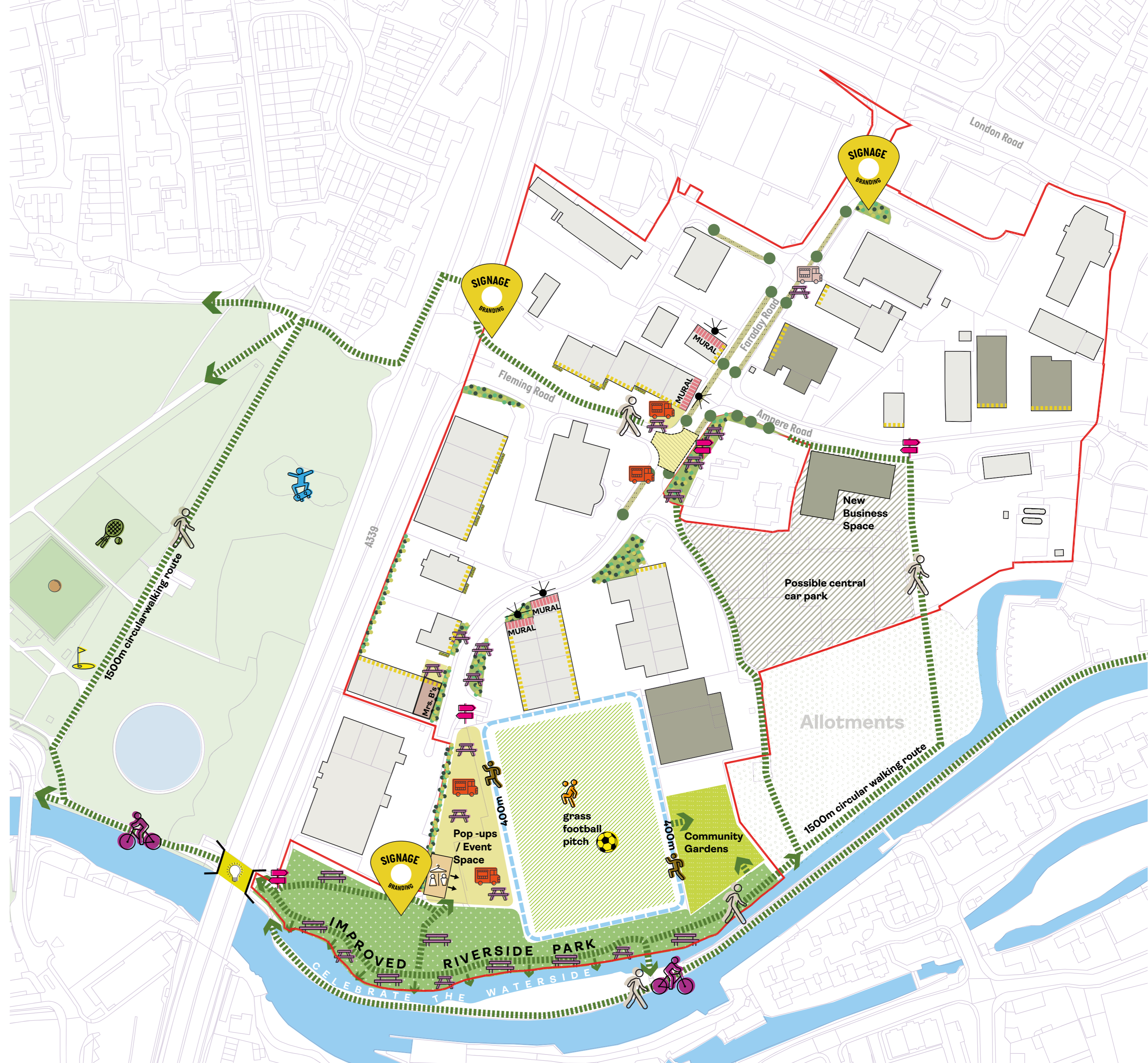
Almost all modern business parks provide the workers with access to a gym and a certain level of sport and fitness facilities. They provide a facility which employees (and the wider community) can access before, during and after work, bringing a vibrancy to the area throughout the day and evening. They are an essential ingredient of the 'health & well-being' offer that is now expected in a modern employment location. Such facilities would also complement the reinstatement of the football facilities, being available to players for training and general fitness.

Many of these facilities are open and available to residents and businesses in the wider area. It means they are more likely to be used in the evenings and weekends, increasing revenue and bringing more life to the area outside 'traditional' working hours. It also means that they serve a community function as well as a business function.

LRIE is fortunate in that it already benefits from access to existing facilities in Newbury town centre. This includes gyms, swimming pools and leisure centres at Better Health & Fitness and Anytime Fitness (5 minute walk), PureGym and Northcroft Leisure Centre (a 5-minute cycle from Faraday Road). Given the growth in population, and the increased demand for such facilities, there could however be the potential for new health & fitness provision, particularly if integrated with longer term improvements to the football club.



Utilise additional open space to encourage employees to partake in outdoor activities and sports, improved connections to park will also encourage better use of existing facilities



SPORT & FITNESS

Learning from elsewhere

Chiswick and Chineham Business Parks include a Virgin Active health centre. At a smaller scale Frome Business Park provides a small on-site gym with shower facilities which are free to use for any businesses taking space in the main building.

Winnersh Triangle has a particularly strong sports and fitness offer, with a large gym/elite performance centre with individual strength and conditioning coaches, a 'wellness' centre and a floodlit astroturf pitch for hockey, football and netball. It also runs competitive leagues for 5-a-side football and netball. All facilities are available to businesses and local residents. Employees on the business park are however entitled to reduced rates and 2 hours free before 5pm on weekdays. Informally it also has tennis tables around the site and a petanque court in its central area.

Howbery Park in Wallingford operates a Sports and Social Club. Alongside the standard gym provision it has a MUGA, tennis courts and space for other outdoor sports, and offers organised clubs for football, basketball, tennis, swimming, running and volleyball, open to employees and others in the area.



Chiswick Business Park



Howbery Business Park



Winnersh Triangle Business Park - Fitness Classes

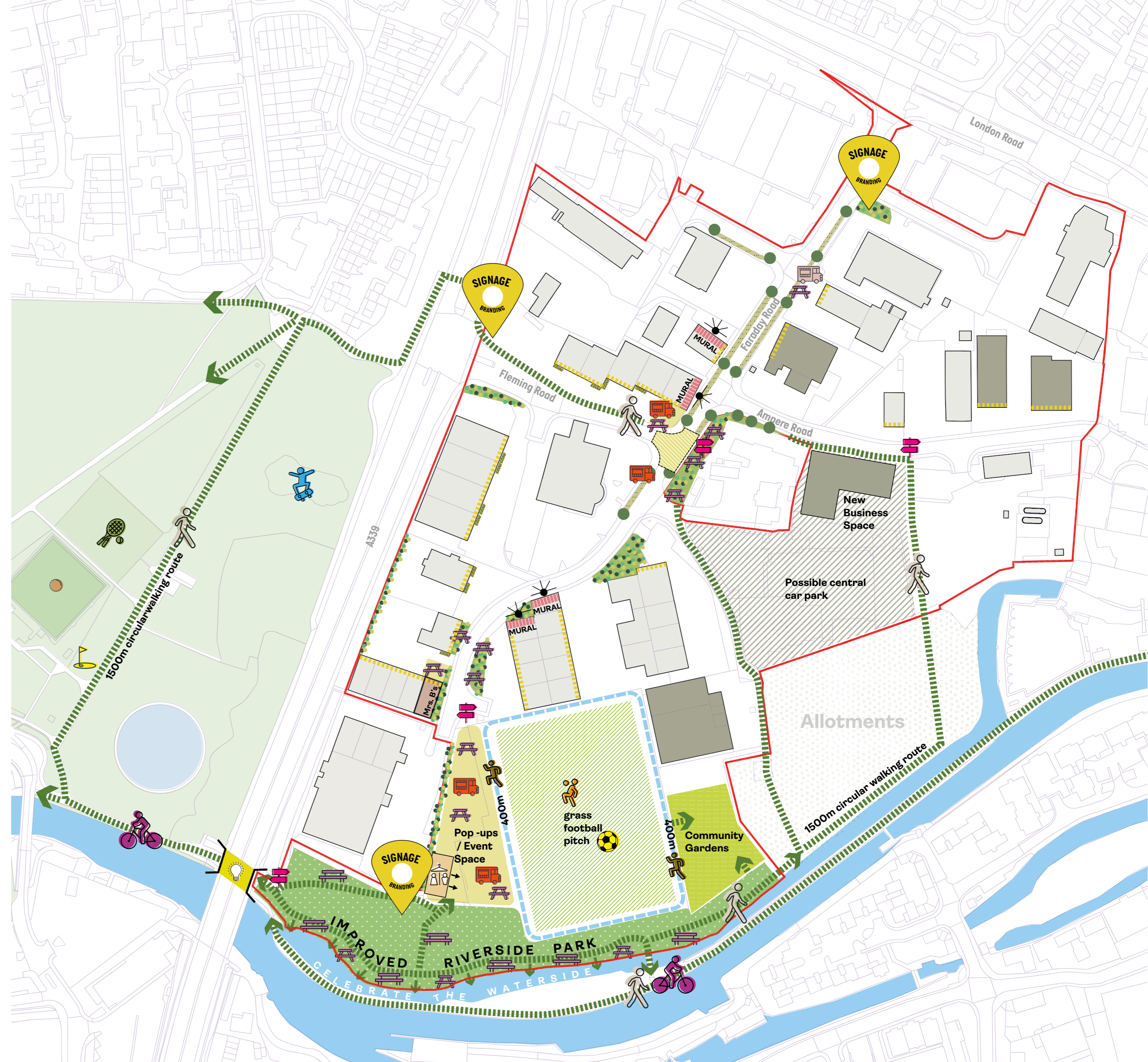


Frome Business Park - On-site Gym

MANAGEMENT & EVENTS

As part of the services they provide, many business parks create large communal spaces and organise events that bring the individual businesses together, through events, markets and the food offer. These can range from major fireworks displays, to Christmas markets to team sports competitions to pop-up traders and busking.

LRIE is fortunate in being close to Newbury town centre and Victoria Park. Employees will therefore have access to a range of events and activities within easy walking distance. In order to create a sense of identity and community within the estate however it is important that some activities are able to be held within the site. As well as creating a suitable space for this (see earlier) there needs to be coordination across the town centre on what events could be held within the estate, and where appropriate how these can also be made available to the wider community, particularly if coordinated with the football club and its events.



MANAGEMENT & EVENTS

Learning from elsewhere

Farnborough Business Park uses a reconstructed hangar to create a sense of place and will be running a Christmas market. Foundation Park provides space for food trucks and ice cream trucks in the summer.

Chiswick Business Park (Enjoy Work) creates a large event space and holds an extensive range of events, from fireworks to beach volleyball to farmers markets. Chiswick, Chineham and Winnersh all use their central green spaces for activities such as boot camps or free yoga classes.

A new hub planned for **Foundation Park** in Maidenhead is designed to open out onto the top level of the multi-storey car park creating a rooftop event space. The design proposals suggest events ranging from a pop-up cinema to a tenant party. The proposals remove parking from the central area to create space for suggested activities such as summer film screenings or street food.



Winnersh Triangle Business



Arlington Business Park



Chineham Business Park



Winnersh Triangle Business Park



Chiswick Business Park

PHASING

Phase 1: Deliverable by WBC by May 2024

It is important that short term improvements make as large an impact as possible. To achieve this it has been recommended that they should be delivered in one 'hit' and not as a series of separate measures.

The following elements are within the direct control of West Berkshire Council and should be deliverable without the involvement of leaseholders or businesses:

- Improved signage at entrance points from London Road and the A339,
- Improvements to the carriageway to slow traffic and promote cycling,
- Tree pits and SUDS measures within the space created by reducing the amount of on-street parking,
- Seating and parklets alongside the SUDS measures, and
- Improved 'food trucks'.

Working with leaseholders and businesses

Ideally these measures should be coordinated with planting within business plots, notably land controlled by Thames Water but also other businesses. It can also be supplemented with additional signage on the sides of certain industrial buildings, particularly those under the control of Lord Iliffe and Duncan Crook but also Eden Vauxhall. Discussions should therefore be held with these leaseholders with a view to agreeing whether temporary signage can be installed on certain prominent buildings.

Phase 2: Deliverable by May 2025

The second priority should be to enhance the river frontage, particularly if the proposed branding for the estate is to proceed as 'Bond Riverside', but also to create a more attractive, recreational environment around the football club.

The opportunity exists to create an attractive riverside park, which will benefit businesses and employees but also local residents and visitors. The design of the park should complement Victoria Park and enhance the sustainability credentials of the Estate through its choice of planting and materials.

The designs for the park should be prepared and agreed by May 2024, in time for the launch of the Phase 1 branding.

Working with Newbury Town Council

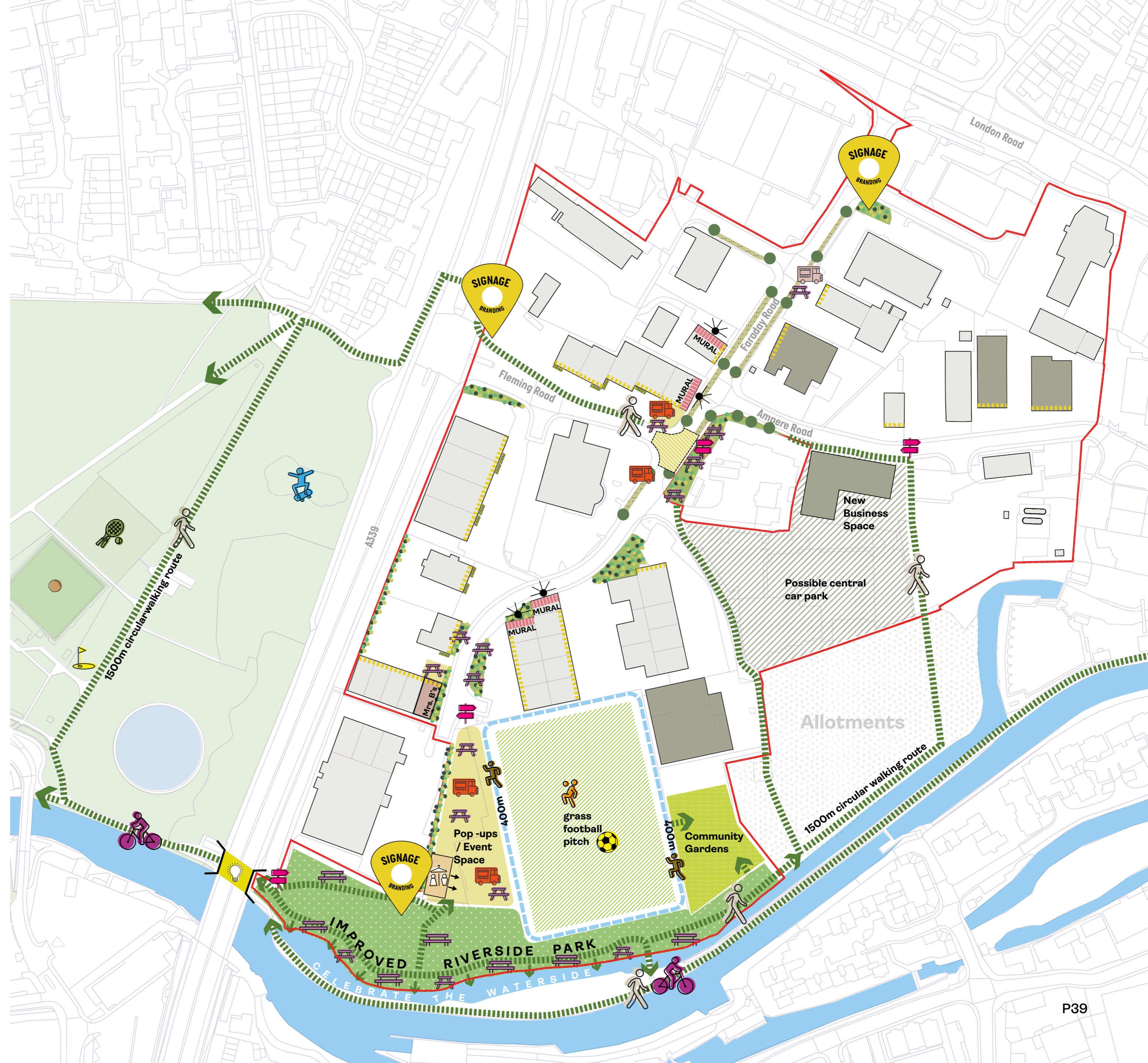
Ideally the delivery of the park would be complemented by new public routes through the allotments, connecting workers and residents to the new space and the riverfront. This would of course require sensitive discussions and negotiations with Newbury Town Council and with allotment holders to maintain the security of individual plots.

It is considered possible that the area of 'scrubland' immediately west of the allotments could be designed as an extension to the allotments, with an area of 'community garden' accessible to employees on the Estate. Again this would significantly enhance the sustainability credentials of the Estate.

SUMMARY

Key

-  'Greening' of underutilised spaces to improve biodiversity and quickly change perceptions of site.
-  Container planting around entrances/ doors to units to soften industrial feel of site. Opportunity to incorporate food production or planting for biodiversity
-  Remodel existing on street parking to incorporate a mix of rain gardens, permeable paving such as grass crete or to include tree planting to improve sustainability
-  Areas where outdoor temporary seating could be provided to encourage social interaction
-  Opportunity locations for pop up food trucks
-  Existing food truck location
-  Green / hard spaces to host temporary or pop up events
-  Arrival space. Public realm treatment to slow traffic and provide a sense of space within LRIE.
-  Opportunity for signage/ branding on public facing routes to announce site and tenants
-  Building edges with blank facades. Branding/ murals could provide quick wins to assist changing perceptions, wayfinding, announce sustainability measures
-  Wayfinding markers to assist locating businesses and important destinations such as the river and the town centre.
-  Introduce coherent signage as part of a rebrand to help create identity for LRIE.
-  As part of wayfinding measures features such as improved lighting should be incorporated to facilitate safe connections to the town centre
-  Sites/ buildings with potential to expand early and deliver new employment.
-  Improved park edge to benefit wider community. Improved access to water edge, additional seating areas
-  Opportunity to introduce community garden with potential links to existing allotments.
-  Widen and improve existing paths, create new links to improve connections between LRIE & river and green spaces
-  Reinstate grass football pitch in short term
-  Provide short term temporary changing facilities for football pitch
-  Utilise additional open space to encourage employees to partake in outdoor activities and sports, improved connections to park will also encourage better use of existing facilities



Quick Wins

The study brief requested that measures be identified that could be implemented relatively quickly. As the study progressed LEP funding was also obtained to support short term physical improvements to LRIE. These improvements, and potential 'quick wins' are therefore identified in this section and technical investigations are currently on-going to allow more detailed designs to be finalised.

QUICK WINS

Core Area

The core place-making feature of the public realm improvements is the delivery of a first 'pocket park' for Bond Riverside. The park would be delivered at the most prominent, central location of the estate, at the junctions of Fleming Road, Faraday Road and Ampere Road. It also makes the most of the existing planting and green space in front of the Thames Water building which is outside the Bond Riverside red line but managed as part of the public realm.

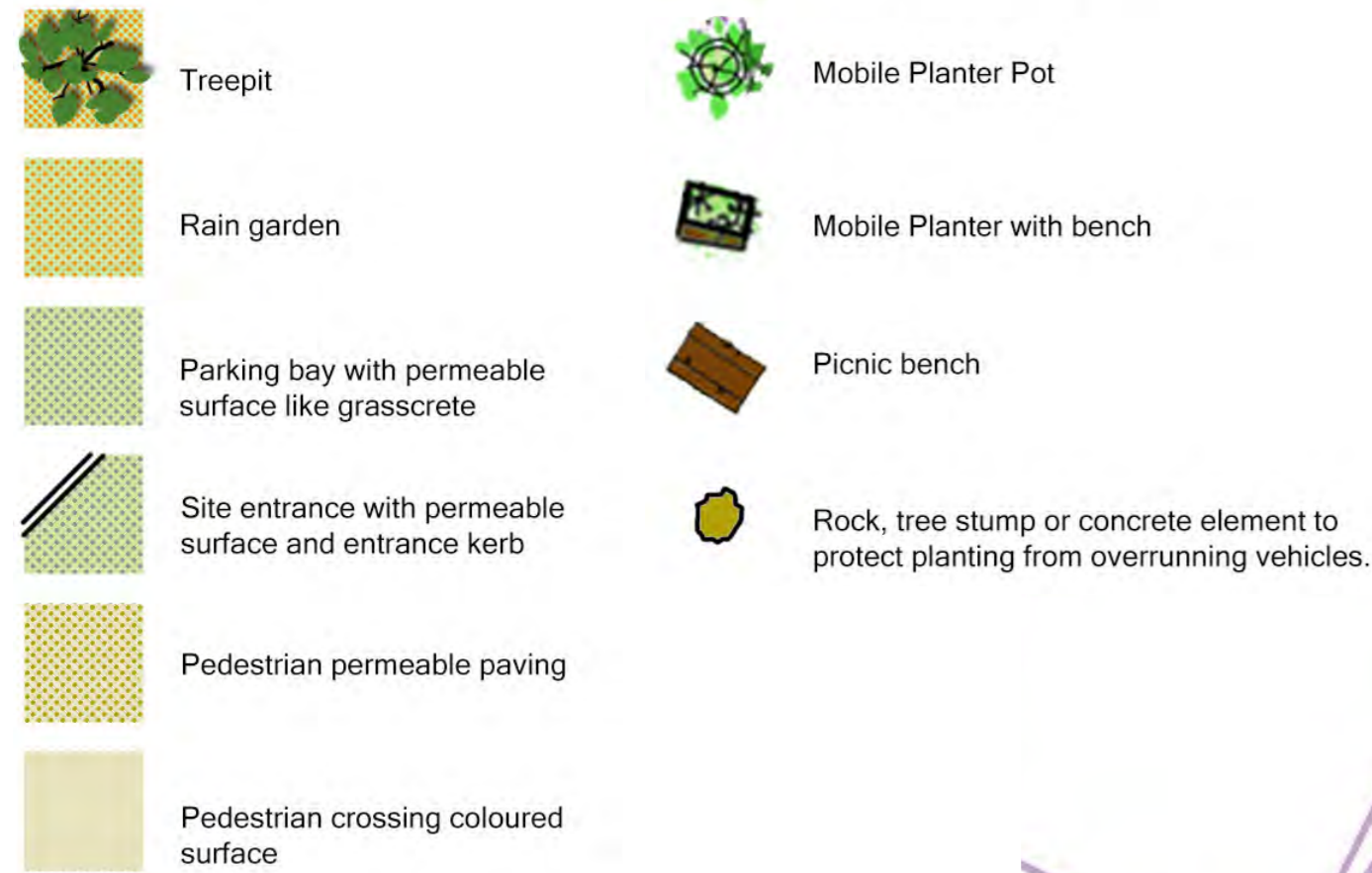
The proposals replace approximately 10 parking spaces in this area with a mix of rain gardens and tree pits with the following objectives:

- to improve the overall green appearance of Bond Riverside,
- to improve Bond Riverside's environmental sustainability and biodiversity,
- to create an attractive social space for employees with seating,
- to improve safety and the physical environment for pedestrians and cyclists, and
- to improve the visual arrival into Bond Riverside.

The precise location of tree pits can only be determined once the position of services has been determined.

The greening is complemented by treatment of Fleming Road and Faraday Road to slow traffic and improve facilities for pedestrians and cyclists. This includes:

- the provision of mini-roundabouts at the two junctions which changes vehicle priorities and encourages reduced speeds through this area,
- Introduction of painted 'courtesy crossings' for pedestrians to create safer routes across Bond Riverside,
- Resurfacing of Fleming Road (to match the A339 arrival) and create better surfaces for cyclists.



Core Area

- 1 6 parking bays could be replaced with rain gardens to improve visual appearance and sustainability of Bond Riverside, and arrival into the estate. Planting will separate pedestrians from the traffic, and together with the existing planting and greenery can create a small 'pocket park'. The potential has been shown to retain one parking space, giving the opportunity for a food truck, but this may be difficult to achieve close to the min-roundabout.
- 2 Two mini-roundabouts are proposed. Their purpose is to slow traffic by introducing a change in priorities at these junctions. There is no change to levels and it is anticipated that the roundabouts will comprise a different colour surface which can be driven over.
- 3 A series of 'courtesy crossings' are proposed to improve pedestrian safety and slow traffic. There is no change in levels proposed given the need to continue to cater for HGV traffic on the estate.
- 4 4-6 parking bays could be replaced with rain gardens. If services allow for tree pits to be provided these would improve the visual appearance of the blank elevation. A new courtesy crossing would also improve connections between Fleming Road and Ampere Road.
- 5 If supported by Thames Water seating and new planting could be introduced on the green area outside their fence and adjacent to the footway. This would create a more sociable area for employees away from the traffic.
- 6 As part of the rebranding of Bond Riverside, coordinated signage could be introduced at the junction of Ampere Road and Faraday Road.
- 7 Temporary planters and parklets could be introduced in front of Eden Vauxhall and Newbury Electronicto give more prominence to the pedestrian crossing point.
- 8 Existing entrance to businesses on Faraday Road is maintained but ideally the carriageway in this area would be replaced with permeable paving. This may be dependent on the nature of the vehicles accessing the site and need the agreement of leaseholders.

QUICK WINS

Extended Area

If the budget allows, then the short-term place-making could be extended along the eastern edge of Faraday Road as far as Marconi Road, with greenery, seating and SUDS treatment in the form of rain gardens, tree pits and porous surfaces for retained parking bays. This would significantly improve arrival into Bond Riverside from London Road. It is anticipated that around half the existing parking bays would be retained for short-term parking and loading for businesses.

Ideally these measures would be complemented by improved surfacing of Faraday Road for cyclists, the introduction of courtesy crossings for pedestrians and possibly other measures which would help to reduce through traffic and improve conditions for pedestrians and cyclists, but this may not be possible within the anticipated budget.

Implementation of both public realm schemes would also result in the loss of approximately 20 on-street parking bays and the wider strategy therefore proposes a larger central public car park which could serve Bond Riverside and Newbury town centre.

- 1 Opportunity for new signage and planting to announce arrival from London Road
- 2 Space retained for improved food truck
- 3 Opportunity for pedestrian crossings to slow traffic
- 4 Existing entrances to businesses on Faraday Road are maintained but ideally the carriageway in this area would be replaced with permeable paving. This may be dependent on the nature of the vehicles accessing the site and need the agreement of leaseholders.
- 5 Short stay parking and loading bays retained in key locations for businesses, but with permeable paving.



Branding & Signage

As part of the rebranding of 'Bond Riverside' new signage will be required. In order to maximise the impact of the rebranding, it is important that the new signage is in place at the same time that the environmental improvements are completed.

Priority areas for new signage have been identified in this report. Consideration should be given to the use of local companies and artists for the rebranding exercise and the design of signage and street furniture. It has been assumed that the cost of the rebranding exercise, including new signage, will not need to be met from the LEP funding.

Funding

Through the separate drainage study, an indicative budget of £15,000 for constructing individual rain gardens with tree pits, the size of a current parking bay. Costs will be lower for rain gardens with no trees and for parking bays retained with permeable paving. The final cost will depend on the number of tree pits used and be determined following the more detailed on-site investigations by Ardent.

Whether the funding provided by the LEP can deliver the core and extended areas of public realm will depend on these investigations but also on the cost of any associated carriageway surfacing works and whether these can be funded from additional sources. Opportunities should also be taken to seek contributions from existing businesses, either from the improvements being delivered in terms of drainage, or to support landscaping improvements in front of their premises.

Longer- term Vision

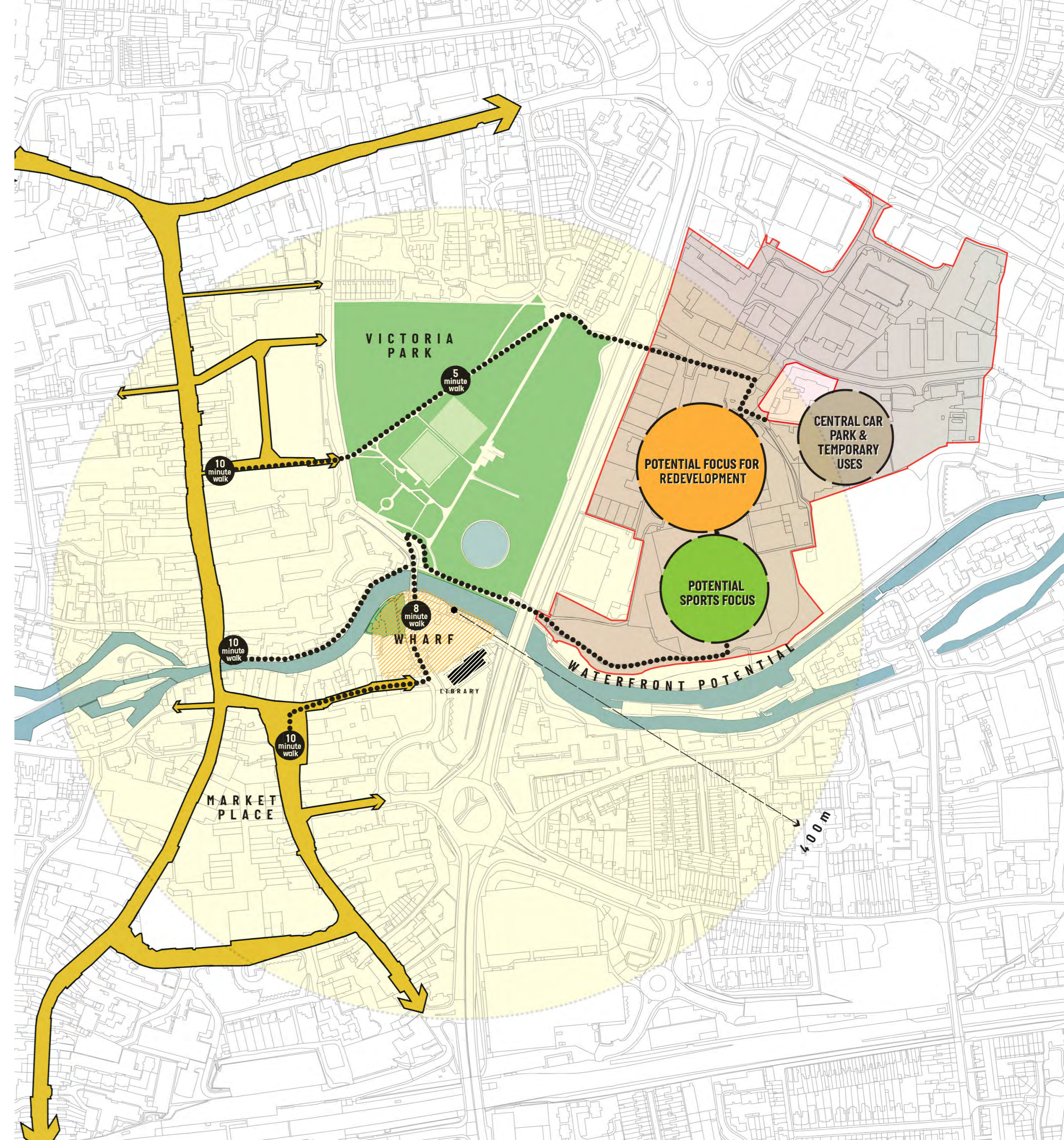
The short- term public realm improvements are consistent with a more ambitious, longer term place-making Vision for LRIE, as requested by the study brief. The wider potential, and longer term Vision, is outlined in this final section of the report along with a suggested set of design principles to help guide delivery of that Vision.

We believe the opportunity presents itself for a more aspirational regeneration strategy because of the need for wider change to support the long term ambitions of the football club and the fact that much of the land in this area is expected to be in the control of the Council and one other leaseholder.

LONGER TERM VISION

The main element of this report has set out short and medium term place-making measures that can help change the image, perception and sustainability of LRIE. Our initial reporting did however always highlight that we believe LRIE has the potential to create an even more exciting form of employment development, with a wider mix of uses that can act as a new 'quarter' of Newbury town centre.

We believe this is possible due to the combination of natural features, proximity to public transport and proximity to the town centre. The reinstatement of the football ground, and its associated community benefits, can also serve to reinforce this potential. The potential for a walkable neighbourhood is illustrated by the facilities, destinations and range of uses that lie within a 400m radius of the Wharf.



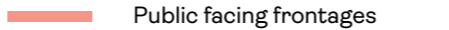

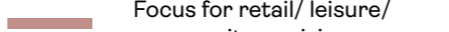

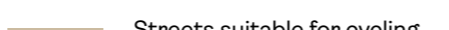

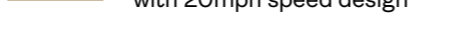



LONGER TERM VISION CONCEPT

The Bond Riverside Vision Concept sets out a flexible framework to guide the future of LRIE. Its aims are to help meet the long term future needs of Newbury Football Club whilst also creating a physical environment and mix of uses which will support the growth of LRIE businesses. Such a Vision would also bring significant long term benefits to Newbury town centre businesses, and to local residents.

The Vision Concept is supported by the following place-making principles:

- Football Facilities
- Employment Uses
- Active building frontages
- Arrival
- Vehicle speeds
- Reducing demand for parking
- Active Travel / Walking & Cycling
- Open space
- Social, Recreation & Leisure Spaces
- Sustainable Drainage
- Planting & Greening
- Circular Economy

KEY			
	Important corners & frontages		Pocket Park
	Public facing frontages		Social & Event Space
	Focus for retail/ leisure/ community or civic uses		Gateway branding
	Streets suitable for cycling with 20mph speed design		SUDS / planting features
	Limited vehicular access		Riverside Walk



PLACE-MAKING PRINCIPLES

Football Facilities

Reinstating football facilities at LRIE is a priority. Any facilities should as a minimum meet Step 4 guidelines.

Any football facilities should maximise their availability for wider community use. Provision of a 3G pitch significantly increases the extent to which the facilities can be used, bringing wider community benefits for the town, but also for the employees and businesses at LRIE.

To meet Step 4 requirements, access for spectators and users will need to be improved via all modes of transport. Cycle and pedestrian connections to the bus and rail station and to town centre car parks should be enhanced.

Consideration should also be given to a larger central car park. Such a car park should be easily accessible from London Road and the A339. It should have good pedestrian connections to the football pitch spectator entrances. Any central car park must also serve businesses on LRIE and their customers and could also serve town centre visitors.

Clubhouse and changing facilities should be combined with wider community, business or leisure facilities which enhance the attractiveness of LRIE to businesses. This could include a gym, health facilities, small business space, meeting rooms and cafe/catering facilities available to the public. All these elements could bring wider income generating opportunities to support the football facilities.

Step 4 guidelines require viewing for spectators along at least 3 sides of the pitch. It is anticipated that priority should be given to viewing areas and stands on the north, east and west sides of the pitch, maximising accessibility to a potential central parking area and to the town centre. Ideally any facilities on the southern edge should not prejudice the potential for future public connections along the waterfront and creation of a riverside park.

Careful consideration needs to be given to the treatment of the boundaries, particularly on the western and southern sides which will be particularly prominent from any future riverside park. Fences or walls may be needed to meet Step 4 guidelines, but where possible consideration should be given to planting to screen the external views. Alternatively the boundary walls could be designed to facilitate their use for community sport use within the park.

Employment Uses

Bond Riverside will continue to be promoted as an important employment area for Newbury with a mix of industrial, office and complementary uses. Complementary uses include small scale retail, food and drink, leisure, community, education and health uses. Wherever possible the building frontages to London Road, Faraday Road, Fleming Road, Ampere Road and the A339, and the ground floor uses along these streets, should reflect this role.

Improved outdoor spaces, seating and signage can help promote those existing businesses, such as Mrs B's, which provide a high-quality food and drink offer. Street traders should only be supported where they operate from high quality vehicles. New spaces could be created for such traders and encourage opportunities for them to open occasionally in the evening.

Active building frontages

Key routes, particularly Faraday Road, Fleming Road and Ampere Road, and any new social spaces, should ideally be overlooked by active frontages with doors and windows. This helps create safe routes for people but also promotes the business activity at the Estate. Where blank elevations in prominent locations cannot be avoided they should ideally be used productively for planting, signage, advertising or sport and recreation purposes.

Arrival

The entrances to Bond Riverside should promote its role and identity, with a particular focus on the three key 'gateways'. Fleming Road should be an 'address street' for Bond Riverside announcing the entrance from the A339. It should create a strong sense of arrival into the estate and demonstrate the core principles of high quality employment and sustainability. It should be designed to reduce unnecessary traffic through the estate and discourage the idea that Bond Riverside functions as a 'rat-run' between the A339 and London Road.

A stronger sense of arrival should also be created from London Road, at the junction of Faraday Road and Marconi Road. Using the space from some of the on-street parking bays can allow for improved signage and planting to announce the entrance into Bond Riverside.

Bond Riverside should also promote its connectivity by bus and rail. In particular it should announce the pedestrian and cycle route from the bus and rail stations via Victoria Park and beneath the A339. Other pedestrian/cycle entrances along the river, from the A339 or London Road should also be announced.

PLACE-MAKING PRINCIPLES

Vehicle speeds

Fleming Road, Faraday Road and Ampere Road should be designed to reduce traffic speeds, promote walking and cycling and reduce through traffic. Resurfacing of the main carriageway can support this by encouraging cycling, particularly from London Road into Faraday Road and towards the town centre.

Treatment of the junctions of Fleming Road, Faraday Road and Ampere Road can improve facilities for pedestrians at the heart of the Estate. Replacing on-street parking bays in this area with planting and wider pavements can improve crossings for pedestrians by slowing vehicle speeds, reducing crossing distances and improving inter-visibility. Introducing mini-roundabouts and treatment of the road surface can also reduce traffic speeds by encouraging drivers to be more engaged with their surroundings and more frequently giving way to other road users.

Replacing some of the on-street parking bays with planting and seating can improve conditions for pedestrians by providing greater separation from the traffic. It will also reduce the perceived width of the carriageway and help reduce traffic speeds. Consideration could also be given to further narrowing of the carriageway in strategic locations to give more priority to pedestrians and reduce the attractiveness of Bond Riverside as a 'rat run' between the A339 and London Road.

Reducing demand for parking

On-street parking should be reduced along Faraday Road and Ampere Road to allow for the introduction of sustainable drainage with tree pits and rain gardens. Where parking bays are retained they should ideally have permeable paving surfaces. On-street parking bays should be designed and positioned to deter overnight lorry parking which should be catered for elsewhere.

Public car parking should be centrally located to serve all the businesses and their visitors. Parking should be 'dual-use' to serve the town centre at evenings and weekends, and any community, leisure or other public uses provided on the estate. SMART technology should provide information on the availability of spaces to businesses and visitors.

Provision of centralised car parking should hopefully encourage on-plot parking for businesses to gradually be reduced and the density of employment increased. Where on-plot parking is retained it should ideally be to the rear of buildings to reduce visibility from the main streets and spaces. As connections to the bus and rail station are improved it is anticipated that the demand for parking will reduce and opportunities could be taken to reduce overall parking provision in those areas and businesses well served by public transport.

Active Travel / Walking & Cycling

Walking and cycling to and across the site should be encouraged. Faraday Road should promote on-street cycling, connecting London Road to the river and to the town centre. Resurfacing should make cycling easier and measures to slow traffic and reduce through-traffic should be implemented. The aim is to create 'cycle street' conditions, with traffic speeds of no more than 20mph.

A network of walking, running and cycling routes around the estate should be encourage, particularly connecting to the riverfront and the new Riverside Park. These new routes should connect into Victoria Park and along the towpath allowing a variety of 'circuits' to be created.

Measures should be introduced to make it easier and safer to walk and cycle between the town centre and Bond Riverside. In particular the connections across and beneath the A339 should be improved.

In-line with the Healthy Streets approach, places to rest and points of shelter from both the sun and the rain. The ambition should be for a maximum spacing between trees of 14m centres, allowing for provision of some on-street parking bays.

As plots are redeveloped they should be encouraged to improve permeability for pedestrians and cyclists across the site. Creating more routes for walking and cycling will encourage active travel to work but also support leisure routes for employees during the day. Routes should be focused on creating better connections to key destinations such as the town centre, the riverside and any community and social facilities provided on the site as well as to bus stops, the bus station and rail station.

Low energy lighting should also be considered to make these routes feel safe and welcoming in the evenings and at night for those businesses operating 24 hour shifts.

Secure cycle parking should be provided in visible and overlooked locations, close to building entrances. Cycle parking should exceed predicted demand and should be accessible by all, including for those who use non-standard models of cycles and those who use cycles as mobility aids. Consideration should be given to provision of a central cycling hub, with facilities for cycle hire and maintenance, coordinated with cycle hire facilities at the rail station.

PLACE-MAKING PRINCIPLES

Open space

A variety of open space will be provided across Bond Riverside, providing social and recreational opportunities for employees, visitors and the wider community. A particular focus must be the river frontage along the southern boundary of the site, with the opportunity to deliver a new Bond Riverside Park for Newbury.

As part of the new park consideration should be given to expanding the areas for allotments and 'community gardens' along the riverside, potentially using the existing area of 'scrub land' between the estate and the allotments. This should create new opportunities for businesses and employees as well as for local residents. Ideally this should be combined with improving permeability for pedestrians and cyclists through the existing allotments (whilst preserving the security of allotment holders) and improving access to the river.

Social, Recreation & Leisure Spaces

A variety of spaces with seating should be created within Bond Riverside where employees can relax, meet and socialise outdoors. In addition to a new Riverside Park, there should be smaller 'pocket parks' across the site where seating and planting is provided.

Consideration should also be given to a larger area where social events for the estate could be held, or where informal exercise and recreation could take place. This could be combined with provision of areas for street traders, spill out space for cafés and bars or areas for occasional markets or pop-up events.

Indoor community, cultural and leisure facilities within the site would also be supported. The facilities should complement the facilities in Victoria Park and be well connected to them.

Sustainable Drainage

Opportunities should be taken to maximise the multifunctionality of any new green spaces by introducing SuDS (sustainable drainage systems) across Bond Riverside. This will help to reduce the run-off rate of surface water from the estate, reduce the risk of downstream flooding and improve the quality of water entering the rivers and streams.

Sustainable drainage systems in the form of tree pits, rain gardens and permeable paving should be introduced wherever possible along the main streets of Fleming Road, Faraday Road and Ampere Road, signalling the sustainability credentials of the Estate. As individual plots are redeveloped, businesses will be encouraged to introduce sustainable drainage measured within their boundaries.

Planting & Greening

Planting should be provided along the edges of the main streets, including measures for sustainable urban drainage. Businesses should also be encouraged to provide planting in underutilised spaces along the streets and on blank building elevations.

Businesses should be encouraged to remove the large metal fences around their plots, particularly where these front public routes and spaces. Where secure boundaries are essential businesses should be encouraged to use hedges and planting to achieve this.

Energy

Businesses should be encouraged to improve energy efficiency and take opportunities to produce and use renewable energy. The energy study advises that consideration could be given to retrofitting solar panels on existing roofs but is perhaps more suitable when poorer quality buildings are redeveloped. The nature of the buildings and lack of overshadowing makes solar panels a realistic option when new buildings are proposed.

Circular Economy

Wherever possible, opportunities should be taken to source products locally and to use local businesses and resources. The Council can support this by considering using local artists and creative businesses for design of planters, seating and signage as part of the rebranding of 'Bond Riverside'.

Thank you

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NEW masterplanning

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