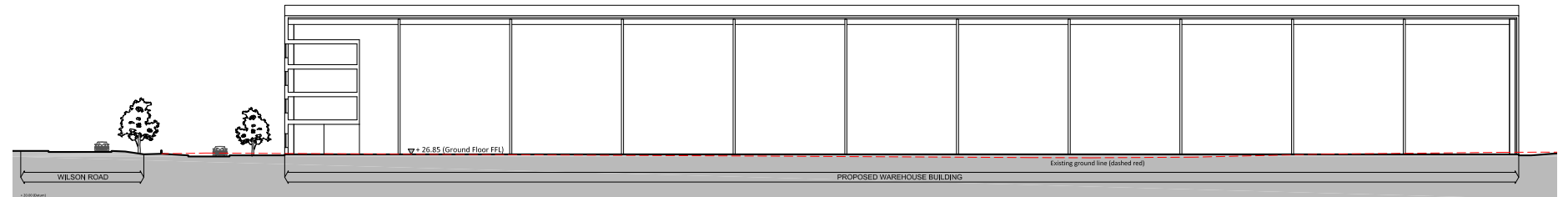


3.4 Height, Scale and Mass

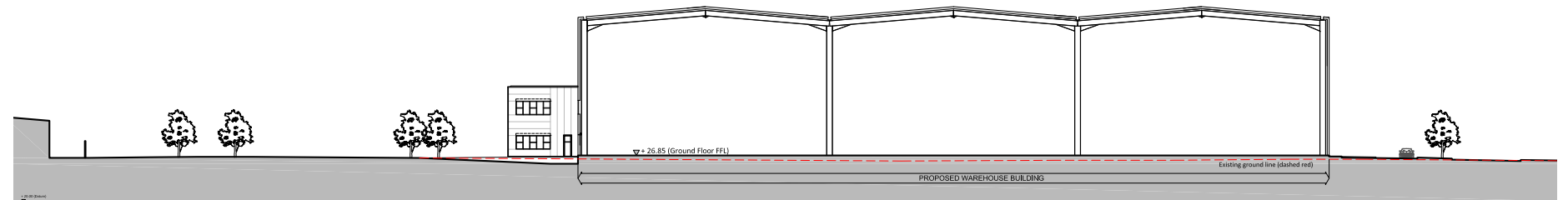
Studio KMA acknowledge that:

- > **Height** refers to the vertical measurement of the building, specifically the ridge, eaves, and overall roof profile. It determines how tall the building appears relative to its surroundings and is the most directly quantifiable dimension.
- > **Scale** refers to the building's perceived size in relation to neighbouring structures, landscape features, and human activity. A building may be tall yet still appear appropriately scaled if its design and articulation help moderate how large it feels within the street scene.
- > **Mass** describes the overall three-dimensional volume of the building, including its footprint, depth, and the solidity of its form. Massing considerations seek to ensure that large volumes are visually broken down or managed to avoid overly dominant or monolithic appearances.

Each plays a different role in shaping how the proposed development will be perceived and how it sits within Huyton Business Park.



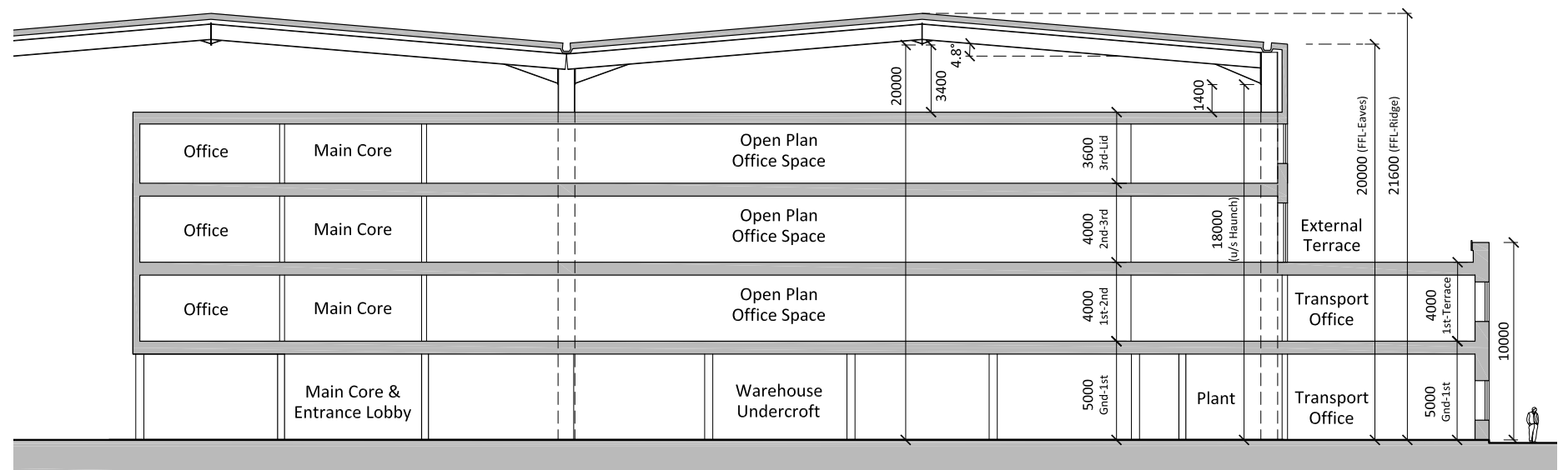
Excerpt of Proposed Site Section ref no. T1306_HWR_7005_P2



Excerpt of Proposed Site Section ref no. T1306_HWR_7005_P2

The proposed building incorporates a consistent eaves height of 20m and ridge height of 21.6m.

Delivering a uniform height is essential to achieving the internal clearance, high-bay storage capacity, and efficient movement systems necessary for contemporary distribution and warehousing operations.



Excerpt of Proposed Building Section ref no. T1306_HWR_7010_P2

Managing Mass Through Design and Articulation.

The massing of the proposed building has been carefully controlled in accordance with the approved Design Code, which requires large-format employment buildings to be visually moderated through clear articulation, tonal variation, and horizontal layering.

Central to this approach is the expression of a defined building base and upper volume. The office accommodation, forming the principal point of human interaction and public interface, is articulated as a grounded element through the use of darker-toned materials. This establishes a clear visual anchor at lower

level, reinforcing legibility, arrival, and activity in line with the Design Code's emphasis on active and identifiable frontages.

Above this base, the wider warehouse envelope adopts a lighter-toned cladding palette. This deliberate tonal shift reflects the Design Code requirement to reduce the perceived scale of large buildings by allowing upper elements to recede visually against the skyline, thereby minimising apparent bulk and height when viewed from surrounding vantage points.

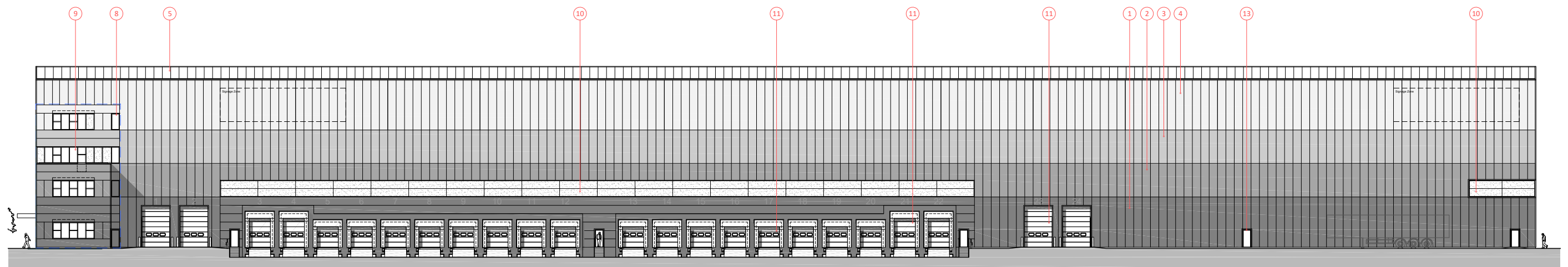
A key Design Code principle is the use of strong horizontal articulation to break down mass. This is achieved through

the introduction of continuous horizontal bands which provides a clear datum across the elevation. This element visually subdivides the building, creating a layered composition that reduces vertical emphasis and introduces a more human-scaled proportion to the façade.

The banding also serves to unify the office and warehouse components, ensuring a cohesive architectural language across the building while avoiding the monolithic appearance typically associated with large-scale logistics development. This aligns with the Design Code objective of achieving visual continuity whilst introducing variation and depth.



Excerpt of Proposed Southwest Building Elevation ref no. T1306_HWR_7009_P4



Excerpt of Proposed Southeast Building Elevation ref no. T1306_HWR_7009_P4

The overall massing strategy responds directly to functional requirements, with the building envelope expressing the internal volume necessary for modern logistics operations. However, in accordance with the Design Code, this inherent scale is mitigated through façade articulation and composition.

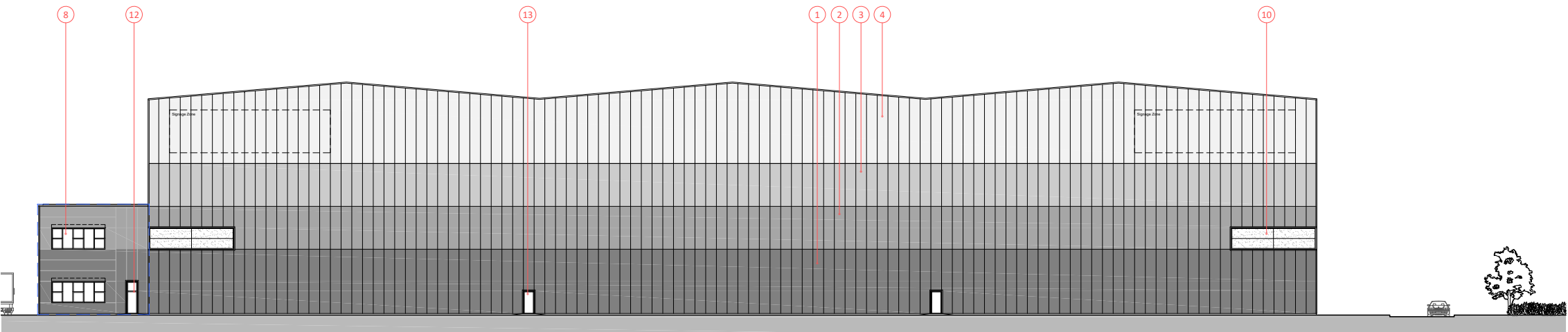
Vertical panelisation reflects the operational logic of the building, while the horizontal emphasis of the office frontage and glazing introduces balance and visual relief.

Horizontal glazing to the office elevation further reinforces this layered approach, elongating the façade and reducing the perception of height when viewed obliquely.

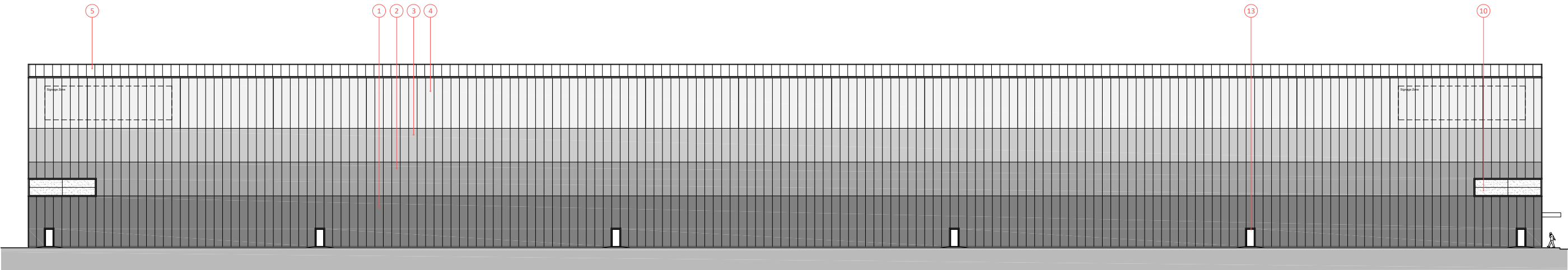
This treatment supports the Design Code requirement to prioritise horizontal expression as a means of moderating large building forms.

Collectively, these measures – tonal hierarchy, horizontal banding, articulated base, and balanced vertical and horizontal expression – ensure that the building responds positively to the Design Code.

The result is a form that maintains operational efficiency while achieving a coherent, legible, and visually moderated architectural response appropriate to its scale and context.



Excerpt of Proposed Northeast Building Elevation ref no. T1306_HWR_7009_P4



Excerpt of Proposed Northwest Building Elevation ref no. T1306_HWR_7009_P4

| 3.5 External Appearance and Materials

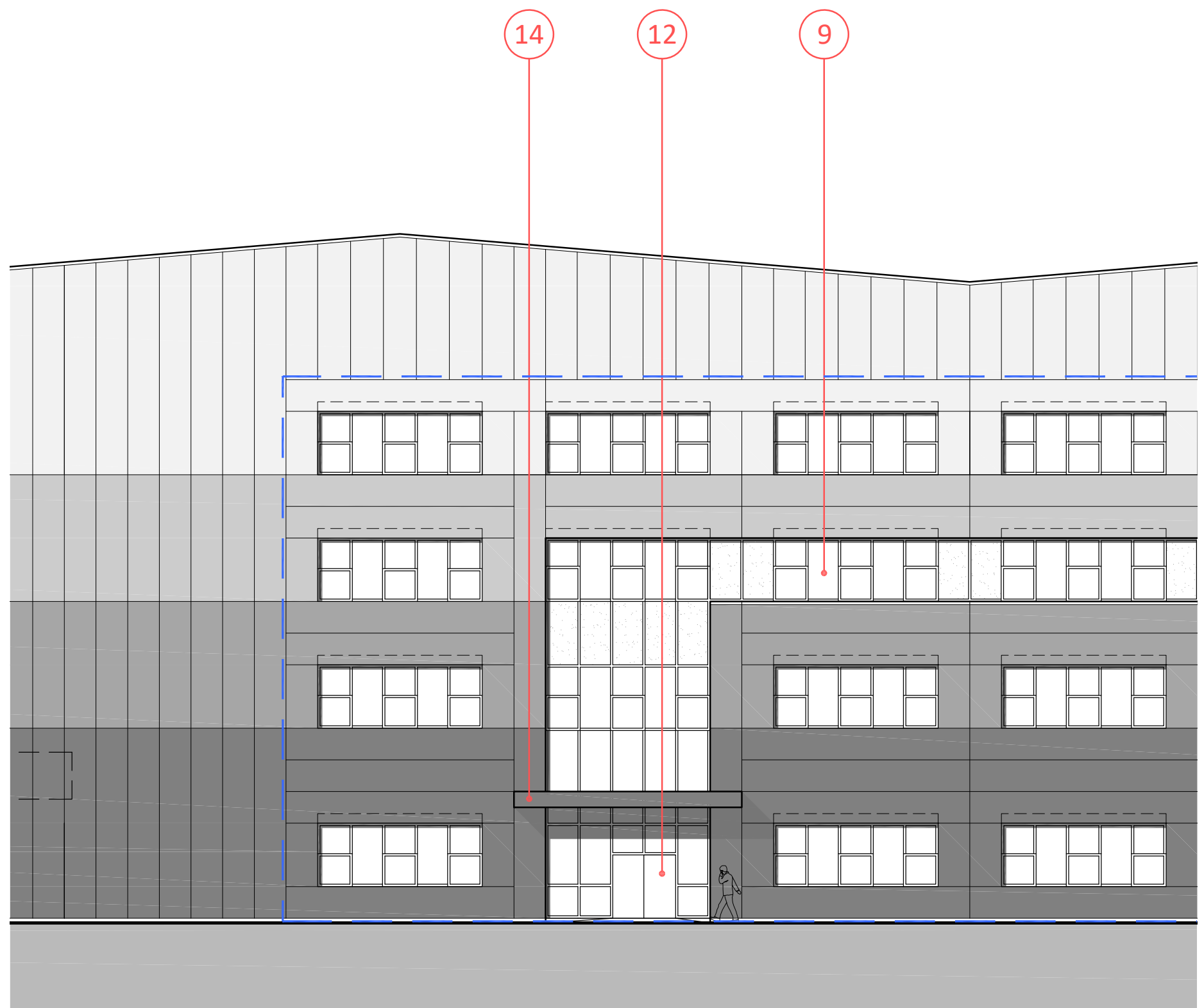
The external appearance of the proposed industrial building has been developed to deliver a coherent, high-quality architectural response that aligns with both the operational requirements of a modern logistics facility and the principles established within the approved Design Code. The design adopts a restrained and contemporary approach, ensuring the building reads as calm, well-proportioned, and appropriate for its scale within Huyton Business Park.

A key aspect of the façade strategy is the use of a consistent light grey tone across the primary warehouse envelope. This reflects the Design Code emphasis on simplicity and visual cohesion, allowing the upper mass to recede and reducing the perceived scale of the building. The restrained palette avoids unnecessary visual complexity, creating a clean and unified appearance that responds subtly to changing light conditions while reinforcing the functional clarity of the structure.

The office accommodation is further articulated through continuous horizontal, punched opening windows. This approach creates a defined base to the building. The primary entrance is communicated through three floors of vertical glazing and the introduction of a canopy and signage to help improve legibility and wayfinding, while the horizontal emphasis surrounding the main entrance reduces the perceived height of the elevation, particularly in oblique views.

Material selection has been carefully considered to ensure durability, consistency, and long-term visual quality. The proposed palette reflects a contemporary industrial character while aligning with the Design Code objective of delivering robust, well-composed employment buildings.

Collectively, the use of tonal hierarchy, horizontal banding, and clear façade articulation ensures the development achieves a balanced and visually moderated form. The result is a functional yet refined building that integrates appropriately within its context and responds positively to the overarching design framework for the site.



Excerpt of Proposed Southwest Building Elevation ref no. T1306_HWR_7009_P4

The proposed palette of materials include:

> **Walls**

PPC Profiled metal cladding panels
(colour: Grey White, RAL 9002)

PPC Flat metal cladding panels
(colour: Goosewing Grey, RAL 7038)

PPC Profiled metal cladding panels
(colour: Merlin Grey, RAL 180 40 05)

PPC Flat metal cladding panels
(colour: Anthracite, RAL 7016)

> **Windows**

Aluminium p/c double glazed windows
(frame colour: Anthracite, RAL 7016)

Aluminium p/c double glazed curtain walling system
(frame colour: Anthracite, RAL 7016)

Translucent wall panel system

> **Doors**

Steel roller shutter doors
(colour: Anthracite, RAL 7016)

Aluminium powder coated double glazed doors
(colour: Anthracite, RAL 7016; with toughened glass)

Galvanised steel escape/access doors
(colour: Anthracite, RAL 7016)

> **Roof**

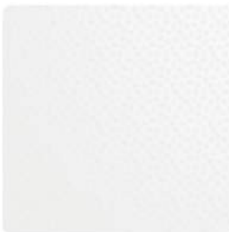
PPC Profiled metal roof cladding System
(colour: Grey White, RAL 9002)

Trapezoidal Rooflight System and Photovoltaic Panels
(location, layout and amount TBC).

> **Canopy**

Metal box section canopy over main entrance
(colour: Anthracite, RAL 7016)

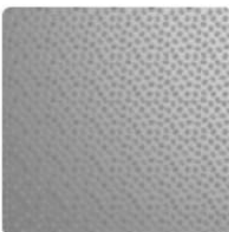
Colour Palette 1



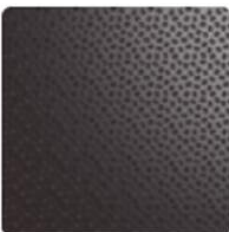
White
RAL 9003



Gull Grey / Albatross
RAL 240 80 05



Pure Grey
RAL 00 55 00



Anthracite
RAL 7016

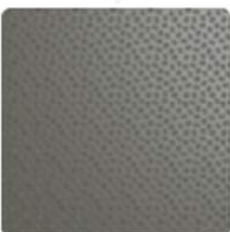
Colour Palette 2



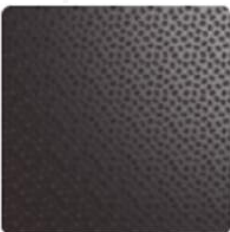
Grey White / Hamlet
RAL 9002



Goosewing Grey
RAL 7038



Merlin Grey
RAL 180 40 05



Anthracite
RAL 7016

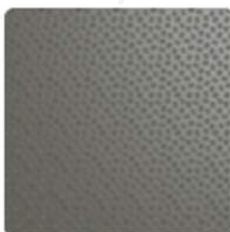
Example colour palettes (Design Code excerpt)



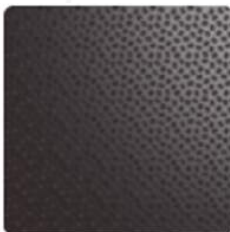
Grey White / Hamlet
RAL 9002



Goosewing Grey
RAL 7038



Merlin Grey
RAL 180 40 05



Anthracite
RAL 7016

Proposed colour palette

3.6 Amenity

The proposed site plan identifies the creation of new external staff amenity space considered essential for modern warehouse and industrial developments.

This landscaped, dedicated space will provide a safe, attractive outdoor area for breaks, social interaction and respite from the working environment to help reduce fatigue, improve morale and enhance productivity - especially in physically demanding or shift-based roles.

3.7 Landscape

Site planning has been carefully considered and developed with the landscape architect to ensure that the landscape design has been an integral part of the design process.

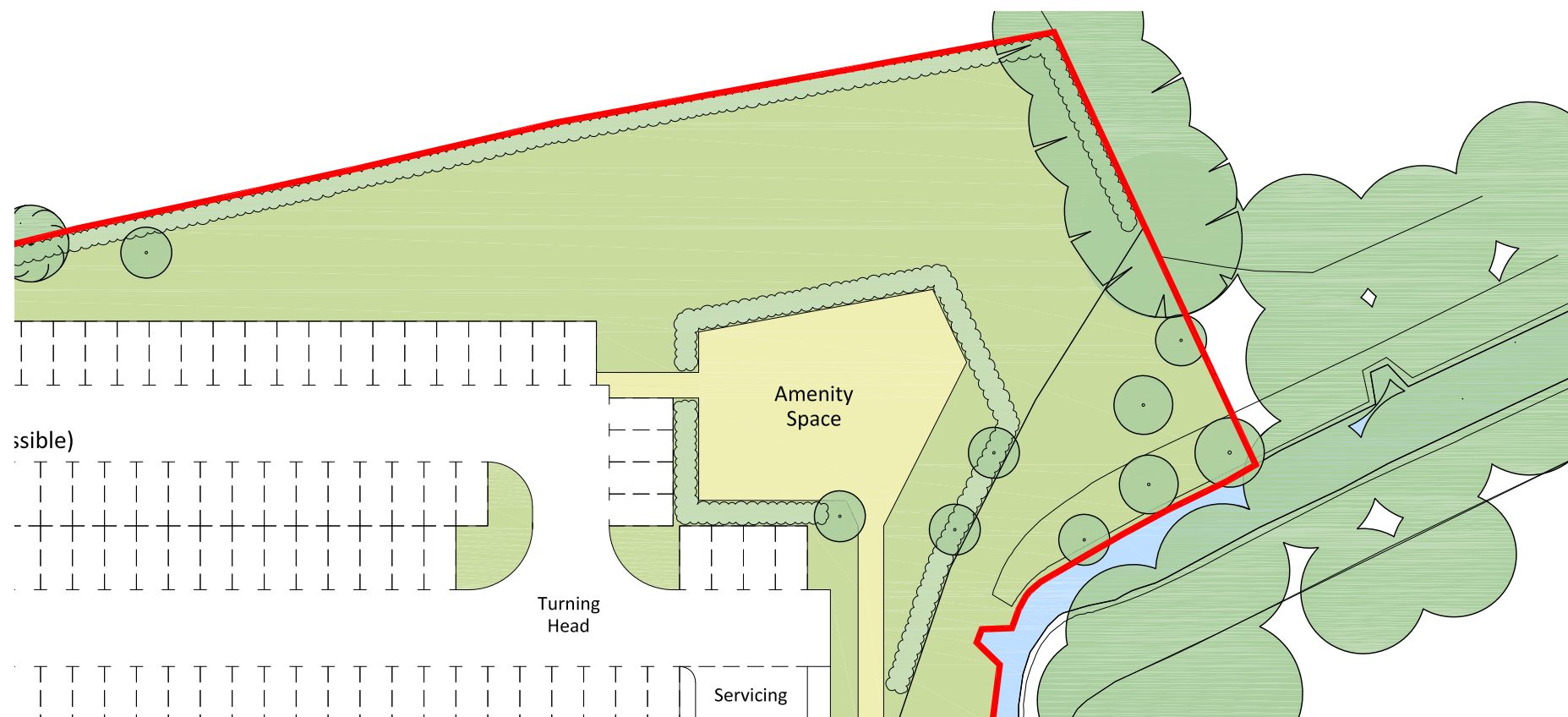
The planning of the building, the arrangement of internal roads, pedestrian and vehicle movements and car parking arrangement including for elements of hard and soft landscaping has been developed as part of a coherent strategy for the site.

A detailed landscape proposal is submitted with this Reserved Matters submission demonstrating an enhancement of the existing landscape character of the development site.

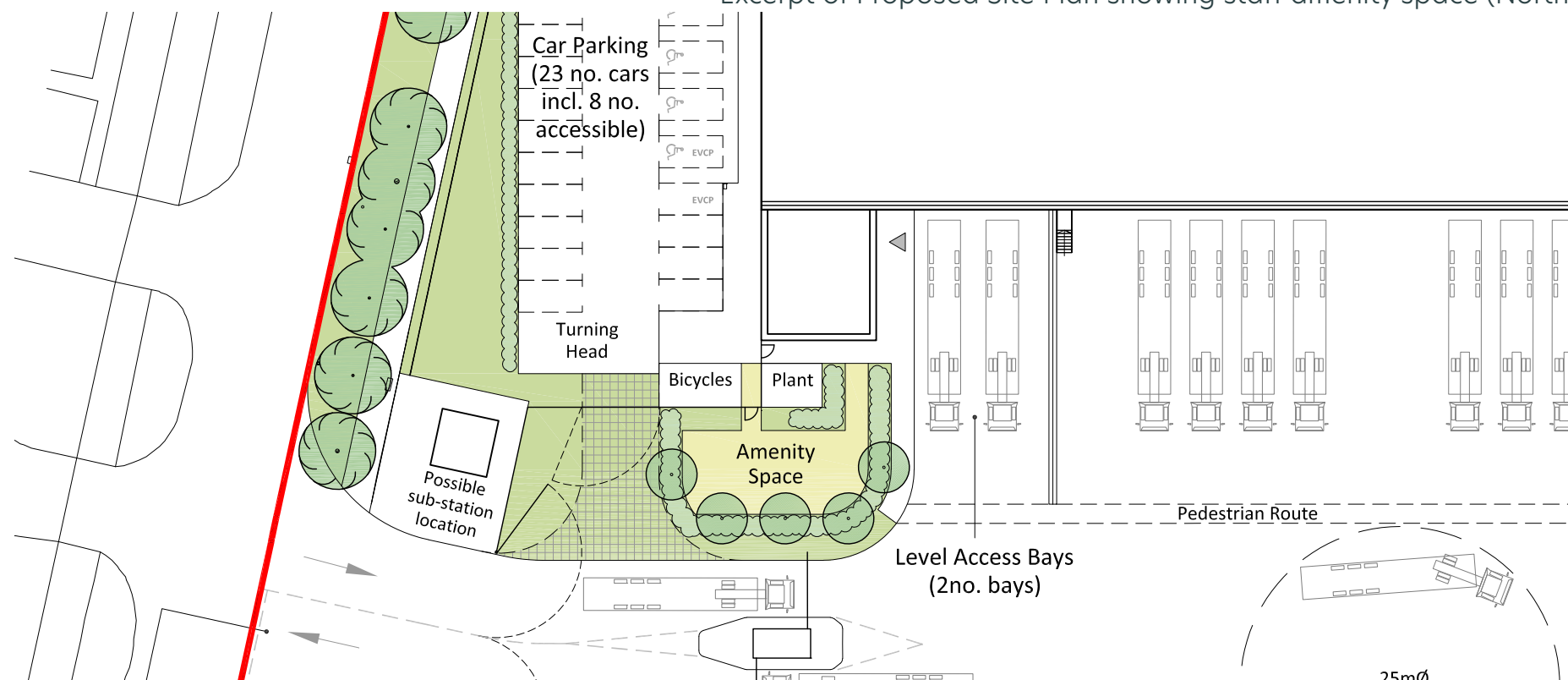
3.8 BREEAM

A BREEAM pre-assessment accompanies this Reserved Matters submission.

The findings of the BREEAM pre-assessment conclude that the development achieves BREEAM excellent.



Excerpt of Proposed Site Plan showing staff amenity space (North)



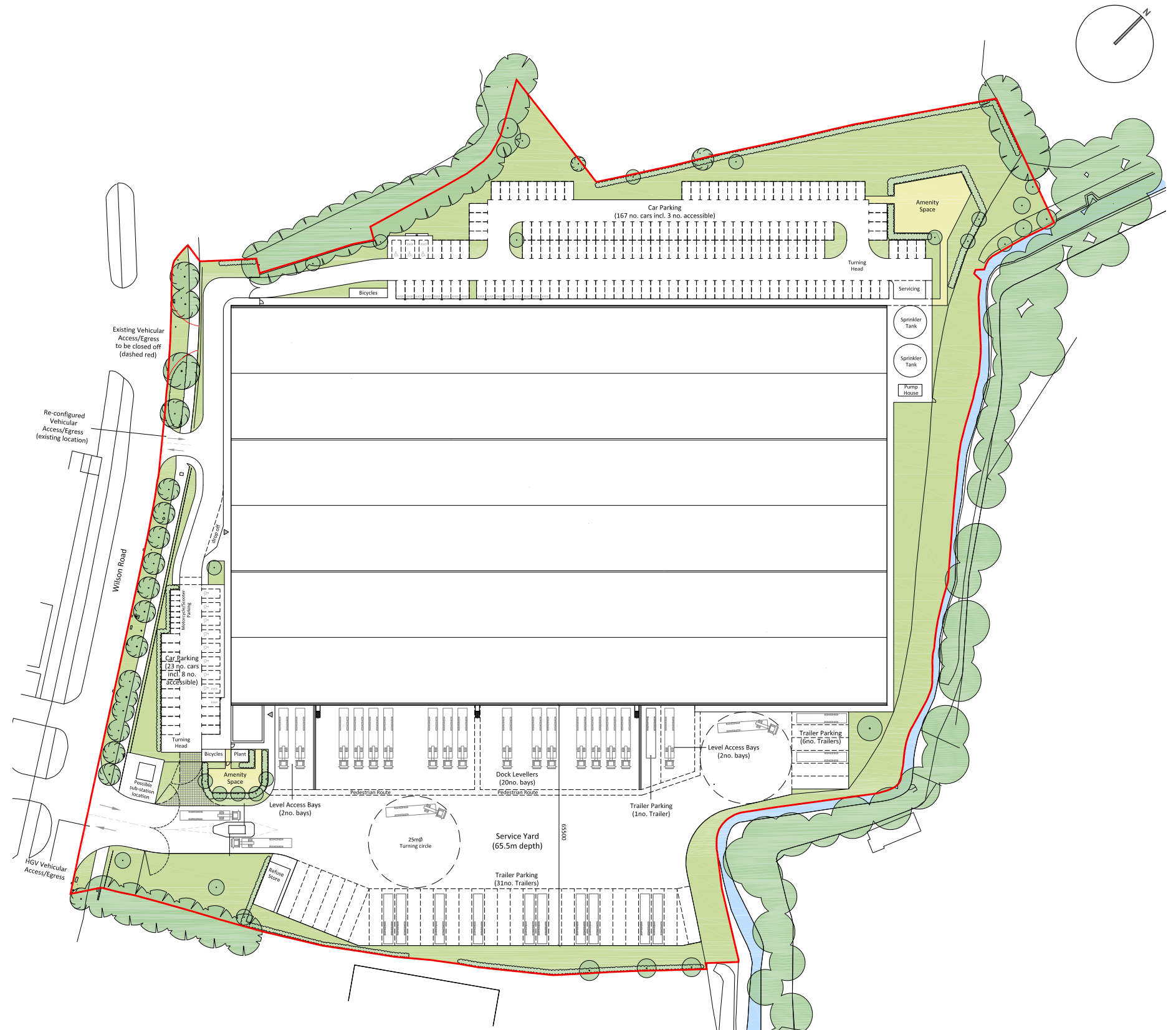
Excerpt of Proposed Site Plan showing staff amenity space (South)

3.9 Vehicle Parking

The proposal is supported by:

- > 190no. car parking spaces (inc. 20no. electric vehicle charging points).
- > 11no. accessible car parking spaces.
- > 8no. motorcycle/scooter parking spaces
- > 32no. bicycle spaces - outlined blue opposite.
- > Up to 38no. HGV parking bays.

A Transport Technical Note accompanies this Reserved Matters submission.

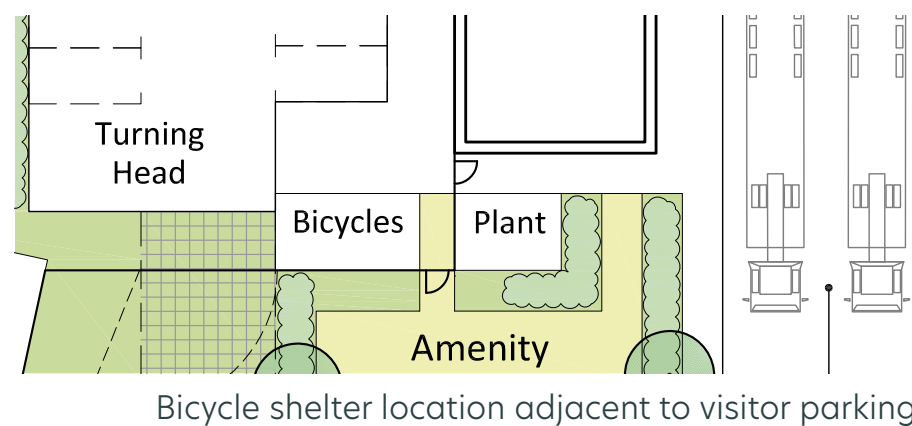
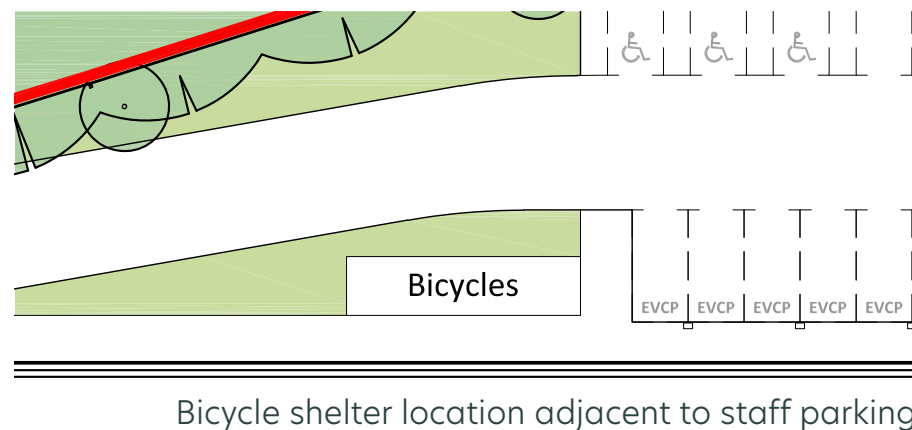


Excerpt of Proposed Site Plan ref no. T1306_HWR_7004_P6

3.10 Cycle Parking

The proposal includes for 32 secure bicycle parking spaces.

A Transport Technical Note accompanies this Reserved Matters submission.



Example of bicycle shelter (for illustrative purposes only)

3.11 Lighting

Studio KMA are aware that lighting can be used to enhance and bring to life buildings at night-time with either a striking or more subtle external lighting design.

Whilst we would expect the detail of lighting design to be conditioned as part of a future planning approval, at this stage consideration to the appropriate choice of external lighting will include:

- > The colour and reflectivity of the building surface (and adjoining surfaces).
- > The desired colour rendering and their effects (operating temperature) on the building materials.
- > Security.
- > Light pollution of the adjoining landscape boundary and ecological enhancement features.
- > Maintenance.

3.12 Crime and Security

Our approach as architects and designers has been to design a layout which is safe and takes account of public health, crime prevention and community safety.

We demonstrate within this Reserved Matters submission how the proposed site and building is accessed.

High standard, physical security measures are to be incorporated at Technical Design stage. At this Spatial Coordination stage, Studio KMA have approached the detail of the site and building to include:

- > Secure staff and visitor parking.
- > Secure service areas.
- > Low level landscaping.
- > To ensure that the building is well-lit.
- > Strict security standards for all windows and doors.
- > Well-lit staircases and lift lobby.
- > Good signage to deter unauthorised access.

In addition to these principles, the building will incorporate CCTV to provide a safe, secure environment.

3.13 Waste Management and Service Strategy

The proposed site plan and ground floor plan identifies areas for the storage of refuse and recycling material for the proposed building.

By incorporating the refuse and recycling areas away from the site entrances and building approach, this ensures that waste storage does not detract from the character of the development and the area in general.



Excerpt of Proposed Site Plan showing location of refuse and recycling storage area

| 3.14 Window Cleaning Strategy

The window cleaning strategy envisaged for the new building will be one or a combination of two different methods:

- Cherry pickers.
- Reach and Wash system.

The building manager/operator will select the most appropriate approach to maintaining the cleaning of glass and façade allowing them to decide the most cost-effective solution to cleaning the building.

| 3.15 Signage

The end-user brand standards should provide general criteria for the selection, sizing and placement of exterior signs.

Within this Reserved Matters submission, we have identified 'potential signage zones' on each proposed elevation.

A separate Advertisement Consent application will be made to the local planning authority to consider location, size, colour, material and format at the right time.

4.0 The National Design Guide

4.0 The National Design Guide

4.1 The Ten Characteristics

On 1st October 2019, the Secretary of State for Housing, Communities and Local Government, launched a new National Design Guide (the Guide) and revised the National Planning Practice Guidance (NPPG).

The Guide has influenced our approach to the proposed development and this section of the document aims to set out how Studio KMA have approached the ten characteristics necessary for creating a well-designed place.

1. Context. Enhancing the surroundings.

The proposed development responds to its context by respecting the industrial character of Huyton Business Park using appropriate scale, massing, and materials that integrate with the established employment setting.

2. Identity. Making places distinctive.

The proposal provides a clear identity through high-quality, contemporary industrial architecture with the office frontage expressed differently, and strong landscape design to the back of pavement.

3. Built Form. A coherent pattern of development.

It meets this characteristic by organising buildings, yards, and offices into a legible and efficient layout with well-defined frontages, clear entrances, and logical circulation patterns.

4. Movement. Accessible and easy to move around.

The proposed development ensures a coherent movement pattern to provide safe, separated routes for HGVs, cars, cyclists, and pedestrians, reducing conflict and ensuring smooth operational flow.

5. Nature. Enhanced natural environment.

The proposal delivers biodiversity enhancement through native planting, habitat areas, green buffers, and SuDS features, all contributing to ecological value and environmental resilience.

6. Public Spaces. Introduction of open green areas.

The development delivers staff amenity space by creating a high-quality external landscaped environment.

7. Uses. A use that is supported by local activity.

The proposed industrial use integrates with the existing Huyton Business Park environment.

8. Homes & Buildings. Functional, healthy and sustainable places. The proposed industrial building meets this requirement by being well ventilated, energy efficient, safe, and compliant with modern standards, supporting the health and comfort of building users.

9. Resources. Efficient and resilient resource use.

The proposed development supports resource efficiency through modern construction methods, energy-efficient systems, solar panels, EV charging, and sustainably sourced materials, lowering environmental operational impact.

10. Lifespan. Well-managed and adaptable places.

The design of the proposed industrial unit is inherently flexible, providing adaptable internal layouts via a standardised structural grid that can accommodate evolving tenant needs over time, supporting long-term viability.

4.2 Wellbeing

The proposal identifies the importance we have placed upon the development to deliver thoughtful and inclusive wellbeing principles that meet the needs of a diverse range of future occupiers.

Each of the ten characteristics identified demonstrate our approach which has included:

- The creation of a positive sense of place that people can identify.
- The promotion of activity and social interaction.
- The provision of attractive external space.
- The provision of a high quality internal and external environment.

4.3 Environmental Focus

As we move towards the Government's strategy of Net Zero Carbon by 2050, there has been a significant focus on how we can deliver a reduction of energy usage and the carbon footprint of the proposed building.