# Appendix 11

Design and Sustainability SPD

Industrial Development Planning and Design Guidance

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1. Introduction

“Good design ensures attractive usable, durable and adaptable places and is a key element in achieving sustainable development. Good design is indivisible from good planning….High quality and inclusive design should be the aim of all those involved in the development process.”

1.1 This document has been prepared to provide design guidance for the development, or redevelopment, of industrial sites. Its purpose is to help raise the standard of design throughout the Borough.

“Good design supports the principles of sustainable development”

1.2 The document was originally adopted as supplementary planning guidance by the Borough of Basingstoke and Deane on 18 April 2002 following consultation with businesses, public authorities, and other interested parties. The guidance has since been updated in March 2007 as part of the emerging supplementary planning document on “Design and Sustainability”.

1.3 The guidance in this document is based upon the principles of urban design. In line with Government advice it does not seek to impose a particular architectural style. However, it does suggest that industrial development could, and should, make a positive contribution to creating attractive and sustainable places.

“Let’s create workplaces where people will choose to spend their working hours rather than attending grudgingly as a matter of economic necessity”

2. Background

“The character of commercial and industrial estates is changing, not least because of new technologies being developed.”

2.1 Basingstoke has a number of industrial areas that were established during the town’s expansion in the 1960s and 1970s. The plots and buildings within some of these areas are becoming less able to satisfy modern business needs and are therefore under pressure for redevelopment.

2.2 Daneshill East Industrial Estate is a typical example of this period. It contains a range of plot and unit sizes, and a great variety of businesses, some of which are non-industrial. During 2000/01, a study into the potential for environmental improvements at Daneshill East was undertaken. This revealed many issues relating to the layout, design, and operation of the estate. Some of these issues had clear site planning and design implications for industrial areas in general.
2.3 Many factors have influenced the planning and layout of existing industrial developments. One that is likely to have a growing impact is the need for more sustainable development. This includes the need to make efficient use of urban land, and a move towards a greater mix of activities.

2.4 Government advice has stressed the role of urban design in helping to create more sustainable developments. It has also been suggested that good urban design adds economic, social and environmental value and does not necessarily cost more or take longer to deliver.

2.5 Urban design is concerned with the nature and quality of the public realm, and the way in which buildings, and the activities they accommodate, relate to the streets, squares, and public spaces we all share and use.

2.6 This document, therefore, seeks to apply appropriate urban design principles to industrial development, much of which will occur on ‘brownfield’ sites within urban areas.

2.7 However, within the Borough’s rural areas special attention must be given to the layout and detailed design of new industrial development to ensure that it is appropriate to its context and does not detract from the special character of these areas (see “Industry in the countryside” below).

2.8 In building upon the principles of urban design, this document reflects a growing awareness that, through development, we create ‘places’. Industrial development is no exception. It is about building ‘workplaces’. The campaign document “Better Places for Business”, sums this up by suggesting that:

- people have a right to decent, attractive places in which to work;
- inward investment depends upon attracting business;
- business depends on attracting people; and
- places fit for business need to be places fit for people.
3.0 Sustainability

3.1 The Borough Council supports sustainable development that fosters sustainable communities, and looks to new industrial development to contribute towards this aim, wherever possible.

3.2 Sustainability covers a wide range of issues at a wide range of levels. At the national level, it includes promoting economic vitality and employment, in which industrial development can clearly play an important part and seeking to reduce the need for travel, and particularly the dependency on cars\(^\text{12}\). This is discussed later, along with issues concerning parking.

3.3 At the level of individual sites and buildings, the environmental impact of new development can be minimised by:

- reducing energy in use;
- minimising external pollution and environmental damage;
- reducing embodied energy and resource depletion; and
- minimising internal pollution and damage to health\(^\text{13}\).

3.4 On industrial plots there are often large expanses of hard paving, and it will be expected that the detailed design and layout of such areas will increasingly embrace engineering concepts such as Sustainable Urban Drainage Systems (SUDS).

3.5 Industrial buildings also often have large expanses of roof that are ideal for rainwater capture and grey water recycling, particularly where the industrial processes involve heavy water consumption. Large roof expanses also offer opportunities for exploiting solar energy. Green roofing may also be appropriate for the flat roofs of industrial buildings.

3.6 In redeveloping existing industrial sites, materials such as timber, concrete, bricks, and metal can be recycled, often on site.

3.7 There are many other ways that industry does, and can, contribute towards greater sustainability.

3.8 Industry has been instrumental in developing many sustainable innovations and processes. It is expected that sustainability will increasingly influence the way in which we plan and design for new industrial development.
4.0 Site Planning Principles

4.1 The key considerations for designing an industrial site are as follows:

- Fronts, backs and buildings
- Perimeter blocks
- Open storage
- Landscaping
- Architecture

4.2 One of the aims of urban design is to make places, streets and buildings more ‘neighbourly’, so that different uses can operate successfully in closer proximity to each another. Central to this is the notion that there should be a clear delineation between the public and private realms.

4.3 The public realm (roads, streets, and spaces) is shared by all, even in industrial estates. The way in which buildings, plots, and their activities relate to the street can impact upon all users of the public realm. In addition to this, the ‘business’ of an industrial activity should be able to occur within the private realm without it adversely affecting other people or the general environment.

4.4 In parts of many established industrial estates, ‘private’ space is routinely exposed to public view. Too often, the result is a ‘streetscape’ of yards, car parks and fences, of varying styles and condition, which can degrade the environmental quality of the public realm.

A ‘streetscape’ of fences

4.5 Buildings have traditionally provided the most effective way of screening public from private spaces.
“Buildings which follow a continuous building line around a street block and contain private space within back yards or courtyards are often more successful than individual buildings that stand in the middle of a site.”

4.6 There can be many benefits in locating new industrial and commercial buildings close to front boundaries and giving them a ‘public face’:

- Minimising the lengths of fencing along frontages will not only improve the quality of the public realm, but also improve security for the plots. Well-designed building elevations can be both more secure and more attractive than chain-link fencing (see “BOUNDARIES AND SECURITY”, below).
- General security can be further enhanced where industrial buildings provide windows (to offices, canteens, or other active rooms) that overlook the public street and provide surveillance.
- Business signage can be readily accommodated on front elevations. This advertises the ‘presence’ of the building but avoids the need for free standing signs, flags and banners, which are often required where buildings stand at the back of plots, and can result in unsightly and distracting clutter.
- Buildings can better screen noise and other disturbance than fences, and thus reduce potential conflicts between neighbouring businesses and activities.

A ‘frontage’ building, with effective signage, enclosing ‘private’ outdoor space behind it
4.7 Where several plots are being planned within an industrial development, adjacent buildings can produce a continuous street frontage broken only by the need to provide vehicular access into the backs of the plots. On corners, L-shaped buildings can provide a public frontage in two directions.

Corner buildings should be aligned to face both street frontages

4.8 Wherever possible, therefore, the layout and design of new industrial plots will be expected to front buildings onto the public realm and to enclose ‘private’ external spaces, such as yards and car parks, behind them.

4.9 In some instances, it may not be practicable, or desirable, to locate a new building close to the public street or the front boundary of its site. In such cases, justification must be provided as to why the guideline above cannot be applied.

4.10 However, the guideline above is particularly important where industrial plots are within mixed use areas, where the design principle of ‘neighbourly’ buildings and sites is critical.

Perimeter blocks

4.11 When applied consistently, frontage buildings can help to produce a layout based on ‘perimeter blocks’.

4.12 One result of perimeter blocks is that the fronts of buildings define public from private space. In this way, building fronts enclose the street, and outdoor activities, which are most often the source of disturbance in industrial areas, are accommodated behind buildings.
4.13 The sketch (below/right Image *) illustrates the perimeter block principle applied to a small industrial development with plot ratios between 35 and 40%.

The public ‘fronts’ of buildings require the most architectural attention:

- Gaps between the building fronts, and thus the need for fences to public boundaries, are minimised;
- Yards and parking spaces adjoin one another and are enclosed from public view behind building fronts.

4.14 This image is an illustration. However, the principles behind perimeter block development do not require regular shaped plots and frontages to four roads. They can equally be applied wherever a plot has at least one frontage to a public road or street, such as infill sites. Perimeter blocks can also accommodate most plots that are of irregular shape. The only exception would be plots with a frontage that is too narrow to contain both a building and site access.

4.15 Perimeter block development can accommodate industrial development at all but the lowest plot ratios. It is also compatible with many of the principles of ‘Secured by Design’ for commercial developments.¹⁵
4.16  This is a very different approach to the ‘pavilion’ form of layout used in many recent business developments, which have seen large buildings set in the middle of their plots and in isolation of other buildings.

“…stand-alone pavilion buildings often expose blank sides, car parking and rear servicing to the street.”

4.17  One of the features of the ‘pavilion’ form of development is that it requires substantial structural landscaping to provide an attractive setting and to break up the large expanses of asphalt needed for service areas and car parks that are exposed to public view. But for some industrial businesses, extensive landscaping within the plot can conflict with basic operational needs, and demand high maintenance costs.

4.18  Perimeter block development, therefore, allows architectural detailing and landscaping to be concentrated on building fronts, where it has most beneficial impact on the public realm.

Plot Ratios

4.19  In speculative developments, the extent to which an industrial or commercial building can adequately enclose public from private space will be determined by the ratio between the size of the plot and the footprint of its building(s).

4.20  Most modern industrial and storage uses favour a single floor level, although the building heights may well be the equivalent of three or more storeys. The relationship between the gross external area of buildings and the site area is often referred to as the plot ratio, and expressed as a percentage.

4.21  It has been estimated that most industrial activities have a plot ratio of between 30% and 50%, with a typical overall average of 35 to 40%. Figures produced in 2005 for south Hampshire suggest average plot ratios of around 32%.

4.22  The need for at least half of an industrial plot to be free of buildings reflects the demands on external space for storage, landscaping, car parking and, particularly, standing and manoeuvring for large goods vehicles.

4.23  Problems can arise when growing businesses extend buildings and reduce open yards. Activities that should be contained within the plot, usually the parking of vehicles, spill out into the street. This not only causes congestion and problems for other businesses, but also can degrade the quality of the estate by damaging verges.

4.24  For new industrial developments it will be expected that plot ratios will generally be between 35 to 40%, and no greater than 50% on any one plot. Planning applications to extend or provide new buildings within existing industrial plots will be expected to maintain plot ratios below 50%.
4.25 Where a new industrial site is planned with a plot ratio above 40%, it is recommended that structural options for extending the buildings into first floor or mezzanine levels be considered at the outset. This may allow a business to grow, without prejudicing the need to maintain an adequate plot ratio.

4.26 Exceptions to the above guidelines will only be considered where, in order to meet the operational needs of a particular occupier, it can be clearly demonstrated that all future on-site landscaping, servicing, storage, parking, etc can be adequately accommodated with a plot ratio above 50%.

Open Storage

4.27 Some industrial businesses require few or small buildings, but vast areas of open space on which to store materials. The storage of such materials can have an impact upon the quality of the public realm, particularly where they are exposed to public view or otherwise affect the wider environment.

4.28 There are no easy or standard design answers as to how areas of open storage can be enclosed from public view.

4.29 It can be difficult to use buildings to enclose large open storage areas, and this becomes increasingly difficult as the size of the plot increases.

4.30 Where larger layouts are being planned, it would be possible to locate plots for open storage inside a perimeter block, so that they are enclosed from public view by neighbouring buildings.

4.31 On one plot at Daneshill East, a ‘roofless’ shed has been created, by erecting cladding walls around the perimeter of a rear yard, to screen open storage. But this would only be feasible on smaller plots and where tall structures would otherwise be acceptable.
4.32 Where buildings cannot be used to enclose areas of open storage, the best means of achieving effective screening is probably to use landscaping techniques (see “LANDSCAPING” in following section). This is preferable to extensive lengths of blank walls or screen fences, which can ‘deaden’ the public realm.

4.33 In rural areas, the use of appropriate structural landscaping is likely to be the most suitable method of screening areas of open storage.

4.34 Whatever design approach is used to reduce the visual impact of open storage, it should not be later prejudiced by operators’ actions.

4.35 **Materials stored in the open within plots should not be stacked above boundaries or building eaves visible from the public realm.**

4.36 Where planning applications are submitted for open storage, applicants will be expected to provide adequate information to demonstrate that measures will provide effective, long-term screening from public viewpoints. Conditions to limit the height of stacked or stored material are likely to be attached to planning consents for industrial developments.
**Landscaping**

4.37 Landscaping can have a dramatic impact upon the appearance of industrial areas and can be an essential natural foil to the scale and appearance of industrial buildings.

4.38 Given the scale of many modern industrial buildings, it is essential to consider at the outset how landscaping can be used positively, to integrate the building within its surroundings.

4.39 A guiding principle should be that the type, size and location of planting should be appropriate to the scale and layout of the plot and buildings. Small, narrow and isolated planting areas are of limited value, and will be ineffective in creating a landscape framework.

4.40 Existing tree belts and hedgerows can be important features around which to structure the layout of new development. Their retention can be essential in locations where industrial development can be seen from distant public viewpoints and the existing landscape setting needs to be protected or enhanced.

4.41 However, a realistic assessment must be made of the spatial needs of mature trees and their impact upon the industrial activities.

4.42 Where new industrial development is proposed on, or adjacent to, land that contains mature trees, the advice contained within the Borough Council’s guidance on “Landscape and Biodiversity” will be used to assess proposals.

4.43 In rural areas it is vital that new industrial development is integrated within the local topography by setting buildings, yards and car parks within a clearly defined landscape framework. Other than in the centres of some of the larger villages, the characteristic pattern of development in the Borough’s rural areas is one where the buildings are set within the landscape; where the landscape is dominant (see also “INDUSTRY IN THE COUNTRYSIDE” below).

4.44 In urban areas, where land is at a premium, it is essential that new landscaping is used where it will have the most positive effect.

“This is not a numbers game involving the developer providing a certain percentage of open space…it is the quality, rather than the quantity. Landscape is not just vandal-proof planting, unmown grass, and a maintenance headache. It is a route to civic pride”

4.45 Within industrial estates, landscaping is most often used to screen industrial activity from general view and/or to provide a structure to the public realm and enhance its appearance.
4.46 In larger industrial developments where ‘avenue’ tree planting is proposed as a landscape structure for roads, the future demands for underground services, cabling and sightlines must be taken into account so as not to prejudice the long term survival of such trees.

4.47 But landscape screening can be a land hungry concept within urban areas. It requires substantial planting belts to ensure effective screening and the long-term viability of mature trees, although the use of levels and mounding can add to their effectiveness.

4.48 The use of the perimeter block form of development should reduce the need for landscape screening. In these instances, concentrating appropriate planting along the frontage of industrial plots (see sketch under “PERIMETER BLOCKS” above) can improve the appearance of the public street, screen gaps between buildings, and enhance the setting of the buildings. A common landscape theme to such frontage planting, using a limited palette of materials and species, can help to create a distinct identity to the street.

4.49 Landscape belts will continue to be essential where

- the local topography and/or the scale of the industrial plot or buildings mean that the development would otherwise appear visually intrusive without landscape screening;
- ‘pavilion’ type development is proposed, or where building fronts do not effectively screen service yards, storage areas, car parks, etc, from public view;
- the sides or backs of industrial buildings are exposed to the public realm (streets, open spaces, etc);
- industrial development directly adjoins other uses, especially residential properties;
- large areas of open storage are proposed that cannot be enclosed from public view by buildings or perimeter block development (see “perimeter blocks” and “open storage” in section 4).
4.50 In such instances, landscaping belts will need to be of sufficient width to allow the establishment and growth of structural planting and to create effective screening. It is unlikely that this can be achieved within a width of less than 10 to 15 metres.

4.51 **Boundary landscaping should use native species appropriate to the location and should generally avoid unmanaged conifer hedging, particularly in rural areas.**

4.52 Large areas of car parking must be subdivided with tree and shrub planting. This applies particularly where car parks are visible from the public realm on ‘pavilion’ type development, but also to large car parks provided within perimeter blocks.

**Architecture**

4.53 Industrial buildings must respond to modern day requirements and can produce attractive, contemporary architecture. However, too many industrial buildings appear to have little architectural input and are rather the result of standardised construction\(^{20}\). Good design is often erroneously seen as adding merely costs, rather than value\(^{21}\).

4.54 However, it is not the use of modern cladding materials that is the cause of mundane industrial buildings and poor design. The scale of industrial buildings, and the nature of their activities, means that attention is too often focussed on meeting basic requirements through utility and economy. And the rigid segregation of industrial uses sustains a common misconception that industrial areas can, and should, be ‘design-free’ zones. However, the low quality of some industrial environments should not be used as an excuse for perpetuating this unsatisfactory situation.

4.55 The type of urban design principles discussed earlier in this document, and in other publications\(^ {22}\) referred to, do not necessarily involve greater costs. Through the perimeter block form of development, architectural attention can be concentrated on building fronts, where it has most impact upon the public realm. In addition, perimeter blocks provide a development structure within which a wide range of architectural styles can be accommodated.

4.56 The underlying objective for the architectural design of industrial buildings should be the same as for all new development, which is to make the public places in which they stand as attractive and welcoming as possible. The architectural treatment of industrial buildings should play its part in improving the image of new development in the Borough.
5.0 Access, Servicing and Parking

Highway Layout

5.1 Detailed guidance on the design and specification for adoptable roads to serve industrial developments can be obtained from the Highway Authority.

5.2 However, as a general principle, road layouts for industrial estates should avoid the use of culs-de-sac, wherever possible.

5.3 A turning head for heavy goods vehicles requires a large area of land; between 800 and 1,200 square metres (0.2 to 0.3 acre). Other than for the smallest industrial units, vehicle turning facilities will be required within individual plots. In many industrial estates, therefore, culs-de-sac can duplicate turning facilities.

5.4 Cul-de-sac within industrial areas can also cause serious problems if they become congested or blocked. A network of connected loop roads avoids this problem.

5.5 Perimeter blocks and frontage buildings, as discussed earlier, can be accommodated successfully in a highway layout based on a network of connected roads and streets.

Servicing and Deliveries

5.6 Detailed guidance on servicing and manoeuvring space for different vehicles is available from the Highway Authority, or the Freight Transport Association23.

5.7 The scale, nature, and frequency of vehicles that service industrial businesses can be a major source of conflict with neighbouring activities, including other industrial uses.

5.8 The design objective is to manage noise, disturbance and potential danger from deliveries, servicing and storage in order to reduce its impact on neighbours and the general appearance of the area. The best place for this to occur is within plots, behind frontage buildings.

5.9 The plot ratios recommended in this document will allow space for manoeuvring large goods vehicles within typical new industrial plots.

5.10 However, the shape of industrial plots can impact upon the ability to accommodate large goods vehicles. Deep and narrow plots will be more likely to cause problems for on-site servicing than those that are roughly square. It is difficult to provide on-site turning space for articulated vehicles where the narrowest plot dimension is below 20 metres24.

5.11 ‘In/out’ arrangements can be used to reduce the need for on-site turning space, but this could double the number of openings for each plot, thus exposing more of the rear service yard to public view. However, it may be an appropriate servicing arrangement in circumstances where this disadvantage can be overcome, such as where an ‘in / out’ access is shared between more than one plot.
5.12 On-site servicing will be less easily accommodated on smaller individual plots, with site areas of below about 2,000 square metres.

5.13 Developments of small ‘starter’ units often use forecourts for servicing, deliveries, parking, and external storage. However, this arrangement can be untidy in practice and result in environmental problems where a forecourt directly abuts the public street.

5.14 At Daneshill East Industrial Estate, it was noted that small units with forecourts open to the street were often more tidy than those that were fenced. The only exception to this general rule was the storage of waste, often in skips. That the lack of a ‘secured’ forecourt can result in a more attractive place reinforces the need to avoid fencing that allows views into service yards from the public realm.

5.15 Where frontage service yards to small industrial plots must directly abut the public realm, they should be enclosed either by low boundary walls, but otherwise open, or enclosed from public view by high walls.
5.16 Where the former option is employed, skips, bins and other waste storage facilities should be designed for at the outset in such a way that such features do not cause amenity problems for neighbours and the wider environment.

5.17 Facilities for the storage of waste, including skips, should not be visible from the public realm.

5.18 Front servicing for groups of small industrial units is often more successfully provided from a shared private courtyard, which can be enclosed from public view by appropriate boundary and entrance treatment.
5.19 A realistic approach will be taken when assessing the needs of small industrial concerns. However, servicing and delivery on open frontages will only be considered in exceptional circumstances, where potential highway safety and environmental problems can be ‘designed out’ from the outset.

‘Best’ and Parking

5.20 New industrial development will need to accord with the aims of the Basingstoke Environmental Strategy for Transport (BEST). This seeks to promote the town as an attractive location for business, and:
- improve transport choice, safety and security for all; and
- reduce the need for travel, and the harmful environmental side-effects of transport.

5.21 In planning for all new development, it is important that all forms of transport to and from sites are taken into consideration from the outset. Not all workers have access to private cars, and small concessions to those who travel to work by public transport, cycle, or foot can have significant benefits.

5.22 All new commercial developments will be required to produce a Green Travel Plan to promote more sustainable transport patterns.

5.23 Many established businesses have joined with the Borough Council in establishing the Business Travel Forum as a means of addressing these issues.

5.24 At an early stage in the design process it is essential to identify the location and route of public footpaths, cycle-ways and bus routes in the wider neighbourhood. It is important to see how new development can add to the use of these.

5.25 Perimeter blocks encourage developments to present a more attractive public face to streets and the footpaths that line them. Where there is a separate public footpath that is not part of the general street pattern, adjacent industrial development should not reduce the attractiveness or safety of such pedestrian links.

5.26 Locating pedestrian entrances to industrial areas or individual buildings close to bus stops can help to make bus travel easier. Providing secure bike stands closer to building entrances than staff car parking, and changing rooms, can encourage cyclists.

5.27 Providing alternative forms of transport can reduce the need for large areas of surface car parking. Government guidance has reversed past trends by establishing maximum, rather than minimum, parking standards for new development. In the light of this, Hampshire County Council has revised its ‘Parking Strategy and Standards’. This aims to modify national standards in those locations which are considered accessible and where alternatives to car travel are available.
5.28 Visitor and/or staff parking is sometimes provided in front of industrial buildings, to separate it from service yards. However, this pushes buildings further back into their plots to accommodate parking and can undermine the benefits of frontage buildings (see "FRONTS, BACKS AND BUILDINGS" above).

5.29 The impact of frontage parking depends upon the relative scales of the car park, the building, and the street. Limited visitor parking may be appropriate along the frontage, without this undermining the relationship between the building and the street, where an industrial building:

- is of sufficient height to provide adequate enclosure to the street\(^{28}\);
- has a public front entrance that is visibly and accessible from the street; and
- provides natural surveillance from windows

5.30 However, there are many instances where parking within industrial plots has been provided behind, or to the side of, a frontage building.

5.31 ‘Secured by Design’ principles for commercial developments promote parking that is inaccessible to intruders, subject to surveillance from buildings, and is access controlled. All these principles can be accommodated in perimeter block developments.

5.32 Indiscriminate, off-site parking can become a source of conflict between neighbouring businesses, can damage landscaped areas, and can create traffic hazards. Where parking spaces are allocated within plots, their use should be maximised and businesses are encouraged to dissuade staff and visitors from parking in locations where this causes inconvenience and potential danger to others.

5.33 It is recommended that early contact be made with the Borough Council to discuss transport and parking issues when planning for new industrial development.

6.0 Boundaries and Security

6.1 Security is an important consideration and the Borough Council has a duty\(^{29}\) to ensure that the design and layout of new development minimises the opportunities for crime.

6.2 But security is more than a matter of barbed wire and steel fences. In a study\(^{30}\) commissioned by the Home Office, it was concluded that, whilst the conventional crime prevention approach has been to encourage individual units to take “target-hardening” measures, a more effective approach would be to focus on the estate as a whole, including its design and layout.

6.3 The need for estate and plot security measures must, therefore, be balanced with the amenities and quality of the wider environment.
6.4 In designing for new industrial development, early consultation should take place with Hampshire Constabulary’s Crime Reduction and Architectural Liaison Officer regarding the need for site and building security.

6.5 Many of the layout and design principles outlined in this document reinforce those of “Secured by Design: Commercial Development”31.

6.6 The quality of the public realm is significantly affected by the form of boundary treatments that separate it from private spaces.

6.7 **Walls are likely to be the most satisfactory means of achieving effective boundary treatments for industrial sites adjacent to the public realm.**

6.8 Perimeter block development will reduce the need for fences and walls to frontages. But there will continue to be boundaries to industrial sites abutting public areas that cannot be enclosed by buildings.

6.9 **Boundary treatments alongside streets, roads, footpaths or other public areas should seek to provide permanent, effective screening to industrial service yards, storage areas, and car parks, etc.**

6.10 Chain link fencing quickly deteriorates. If directly alongside streets and footpaths, it can trap litter and degrade the image and appearance of the wider environment, particularly for pedestrians.

6.11 Even within industrial estates, steel palisade fencing can detract from the general appearance of the area, often to the detriment of those businesses for which image is an important issue. It has been suggested32 that ‘military style’ fencing can create the impression that an entire area is crime-ridden.
6.12 Where the character of the immediate area is mixed use and not solely industrial, chain link or steel palisade fences will not be an appropriate boundary treatment to the public realm.

Steel fencing can degrade the public realm

6.13 Boundary enclosures should be sufficiently high to avoid the need for barbed wire ‘toppings’ that are visible from the public realm.

6.14 It should also be recognised that buildings themselves may not always form safe boundary treatments. Single-storey buildings with flat roofs can be easily climbed to give access to secure yards and buildings themselves.

6.15 In order to minimise security risks, single-storey, flat roof buildings should not be located on frontages, or where easily accessible to the public.

6.16 The need for security lighting should be balanced with the need to reduce both light pollution, and the nuisance caused to others by easily triggered PIR systems. This is especially important where industrial sites adjoin residential uses.

6.17 In part, the need for security lighting can be a response to the ‘pavilion’ form of development, where buildings are set back from the public street beyond the illumination provided by highway lighting and the immediate scrutiny of passers-by.
6.18 Perimeter block development and ‘Secure by Design’ architecture should reduce the need for security features that can adversely affect the public realm. However, there will continue to be a need for building and plot security, including lighting and strong boundaries, in rear service yards and car parks where there is less public surveillance.

7.0 Signage

7.1 For most industrial activities, signage is only required to identify the presence of the business. But it can be an important public signature for the business.

7.2 Signage on some industrial premises appears to have been given little consideration. Poor quality, badly sited, or excessive signage can have an adverse impact upon the image of both the wider area and the individual business. Vinyl banner signs tied to hedges or trees can cause permanent damage to landscape features. Temporary signs can clutter the environment well beyond their lifespan.

7.3 As suggested earlier, ‘pavilion’ style development (where buildings are set in the middle of their plots and do not ‘address’ the street) increases the need for free-standing signs, flags and banners. Where industrial activities have a trade or retail function, such signs can proliferate to the extent that they not only disfigure the public realm, but also cancel out one another.

7.4 In new buildings, a location for signage should be identified and ‘designed in’ from the outset. Signage can be designed as part of front elevations where buildings face, and are close to, the street.

Cluttered signage can give the wrong message
7.5 A consistent signage policy should be applied throughout the design of individual premises and industrial estates to help establish a distinct identity both for each business and for the wider area.

7.6 As a general guide, one sign per plot, if sited carefully, should be sufficient to identify an industrial business.

7.7 When a building is being constructed with the flexibility for future subdivision, consideration should be given to the design of the ‘front’ elevation to allow for additional signage resulting from multiple occupation.

7.8 Where mounted on buildings, signs should be framed within the elevation and should not protrude beyond walls, eaves, roof verges, and other structural elements.

8.0 Industry in the countryside

8.1 Changes in the rural economy and the need for local employment are likely to see continued demand for small-scale industrial development in the countryside. If it is to be acceptable to local communities, such development must make a positive contribution, not only to the economy, but also to the character and appearance of rural areas.

8.2 As suggested earlier in this document (see “BACKGROUND” above), the layout and detailed design of new industrial development must ensure that it is appropriate to its context and does not detract from the special character of the Borough’s rural areas.

8.3 A number of documents produced by the Borough Council identify distinctive landscape character areas across the Borough, and design principles to be adopted in each. It is essential that these documents are referred to before industrial development is proposed within the rural areas.

8.4 In addition, adopted or emerging Village Design Statements and/or Conservation Area Character Appraisals can help to identify those characteristics that make particular rural settlements distinctive places.

8.5 Where applicable, the siting, layout, and design of new industrial development in the countryside will be expected to take into account local guidance on character and context set out in such adopted documents.

8.6 In addition, The Countryside Agency has produced useful advice on workplace buildings that sets out the importance within the design process of sustainability, local distinctiveness, innovation, and local involvement.
8.7 The success of this approach is exemplified by the building pictured right, a former steel portal frame farm building converted for use as a clothing workshop (at less cost than an ‘off the shelf’ alternative). The building was the 1999 Winner of the Civic Trust Rural Design Award.

8.8 Some small-scale industrial uses might be satisfactorily accommodated within the built fabric of village centres. In such cases, many of the site planning principles, outlined earlier, could be appropriate.

8.9 However, the characteristic pattern of development in the Borough’s rural areas is one where the buildings are set within the landscape; where the landscape is dominant.

8.10 It is expected that the design approach for the majority of industrial development in the rural areas will be one that seeks to contain buildings and sites within the existing topography and landscape, appropriately enhanced where necessary.

8.11 In seeking to reduce the visual impact of new industrial development in the countryside, breaking the skyline with buildings, and excessive cut and fill of the natural ground, should be avoided.

8.12 Extensive building floorplates are better let into, or broken into smaller sections and stepped down, a slope. This avoids construction on fill and unnatural ground levels.

8.13 The architecture of traditional farm buildings can offer a useful blueprint for new industrial buildings in rural areas. Many redundant farm buildings have been successfully adapted for business and industrial uses.
8.14 However, given the size and bulk of many industrial buildings, the essential design components of vernacular farm architecture must be understood and respected, if they are to be used as a guide. For instance, one of the most dominant external features of a traditional farm building is the roof. Unbroken roofs and ridges are characteristic, and modern interpretations need to be handled sensitively. Roof pitches below 10° and curved cladding over eaves should generally be avoided. Projecting eaves and verges can provide a distinctive shadow line to, and protect, elevations.

8.15 The use of colour can have a significant impact upon the way in buildings are seen within the rural context. In locations where a new industrial building is exposed to wider views, and uses cladding materials, dark and non-reflective finishes will generally be more appropriate than light colours. Light colours are more prominent over longer distances and are less likely to be characteristic in the landscape setting of the rural areas. Light colours can also make a building appear larger than if darker, more recessive colours are used.

8.16 The colour and reflectivity of industrial buildings is a particular consideration in the Borough’s rural areas. But it can also be an important issue within Basingstoke where the underlying topography can provide long distance views across the town.
9.0 References


3 PPS1, ibid, para 38

4 “Better Places for Business”, The Institution of Civil Engineers, 2001, p.3


6 PPS1, ibid, para 3

7 “By Design: urban design in the planning system”, DETR/CABE, May 2000, p.8


9 PPS1, ibid, para 1


11 “Better Places for Business”, ibid, p.3.

12 Planning Policy Guidance 13: Transport (PPG13), March 2001, para 4


14 “By Design, etc" ibid, p.21

15 see www.securedbydesign.com

16 “Urban Design Compendium”, English Partnerships + The Housing Corporation, August 2000, p.64

17 “Industrial and Commercial Estates”, ibid, p.48

18 “South Hampshire Sub-Regional Strategy: background document 1 – employment”, Partnership for South Hampshire, December 2005

19 “Urban Design Compendium”, ibid, p.54

20 “Design of rural workplace buildings”, ibid, p5

21 see “The Value of Urban Design”, ibid

22 see also “The Urban Design Compendium”, English Partnerships & The Housing Corporation, August 2000

23 “Designing for deliveries; an FTA guide for planners", Freight Transport Association, 1983,


25 Industrial and Commercial Estates”, ibid, p.50

26 PPG13, ibid, paras 52-56

27 “Parking Strategy & Standards: revised final draft”, Hampshire County Council, Southampton City Council + Portsmouth City Council, 2001
28  see “By Design, etc”, ibid, p. 21
29  Section 17, Crime and Disorder Act 1998
31  see www.securedbydesign.com
32  “Better Places for Business”, ibid, p.6
33  see PPS1, ibid, paras 36 – 38
34  “Basingstoke & Deane Landscape Assessment”, Borough of Basingstoke & Deane, 2001 (to be superseded by the emerging “Landscape and Biodiversity” SPD)
35  “Countryside Design Summary”, Borough of Basingstoke & Deane, April 2002 (to be superseded by the emerging “Design & Sustainability” SPD)
36  “Design of rural workplace buildings”, ibid