



### Legend

Application Site Boundary

Other Land in Development Control

Proposed Built Form

Active Travel Route

Vehicular and Pedestrian Access

Pedestrian Access

Existing Green Infrastructure  
Trees and hedgerows to be Removed

Trees and hedgerows to be Retained

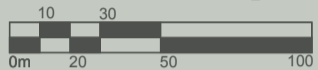

Root Protection Areas (of trees to be retained)

Veteran Tree and Buffer

*For simplicity, all trees and hedgerows not shown on the drawing are to be retained.*

	Area
Site Boundary	28.97 Ha
Gross Internal Area (GIA)	~900,000 sq ft
Total Green Infrastructure (including active travel and drainage and excluding highways land)	11.25 Ha (38.83% of total site area)

This table is based on the Illustrative Framework Plan and therefore represents one way in which the proposed development could be realised within the approved parameters through reserved matters applications.



## Illustrative Design Principles

- ### Land Use

  - Layout illustrates a high-quality industrial / commercial setting that integrates well with its surrounding context.
  - The positioning of built form and its height, frames and celebrates views to Crookbarrow and the Malvern Hills. See DAS for further information on view corridors.
  - Massing, orientation and scale of buildings responds to topography and view corridors.
  - Site servicing yards are predominantly inward facing, limiting noise and light projected into the surrounding area.
- ### Green Infrastructure

  - Connection to the 'Parkland Link': the multi-functional active travel and green infrastructure corridor linking the employment site in the west to the eastern parkland and beyond to the Town Centre, via the adjacent residential application.
  - SuDS integrated within green corridors with a variety of rain gardens, swales and basins in response to the varied catchments across the site.
  - Internal green spaces to facilitate social interaction, wellbeing benefits and placemaking.
  - Street trees incorporated appropriately to reinforce the character and hierarchy of streets.
  - Bespoke public land art at the entrance to the town to welcome visitors and emphasise its green infrastructure emphasis (as part of a wider public art / entrance strategy).
  - Structural woodland and scrub planting for visual mitigation purposes.
  - Mixed grassland habitat, part of the BNG provision.

- ### Movement

  - Employment access position to allow more sensitive placement of employment plots relative to site levels.
  - New pedestrian/cycle crossing over Pershore Road
  - Access to existing walking and cycling routes to Norton and Worcester via Church Lane to the south of the site via underpass.
  - Enhancements to the walk/cycle route on Church Lane
  - Active travel movement route proposed ensuring sustainable integration throughout the wider allocation
  - Providing access to existing bus routes via Pershore Road to the north of the site
  - Future proofing access to the adjacent future residential development to the east.

The precise location of development blocks /individual buildings and drainage strategy illustrated in this drawing are indicative and not fixed. Instead they illustrate one way in which the proposed development could be realised within the approved parameters through reserved matters applications.

Merton College & St. Modwen Homes	CLIENT
Woodhall – Employment	PROJECT
Illustrative Framework Plan	TITLE
DE400_20A	REF.
1:2,500 @A1	SCALE
13.01.2025	DATE