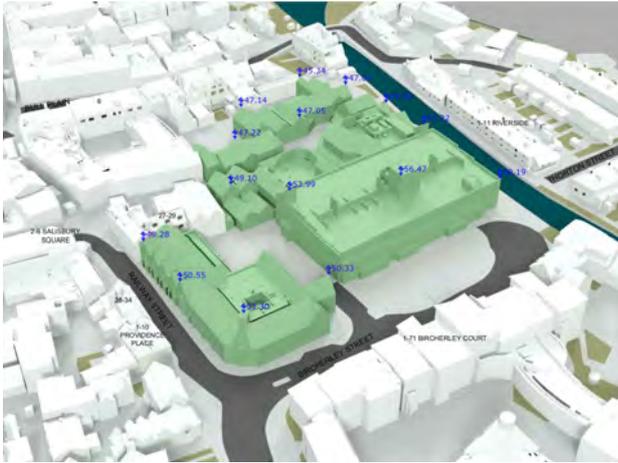


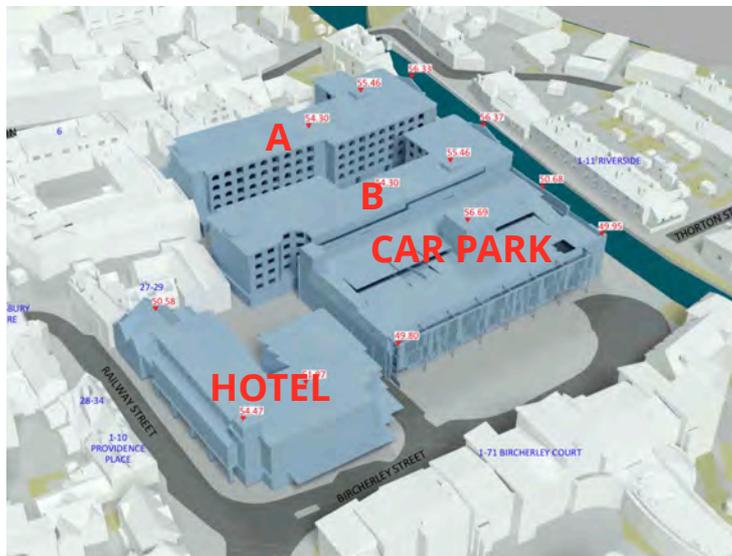
**Bircherley Green Proposal Update** Terry Betts 17th March  
 from EHC website planning reference 3/19/2614/FUL 3/17/0392/FU



1: Existing site prior to demolition



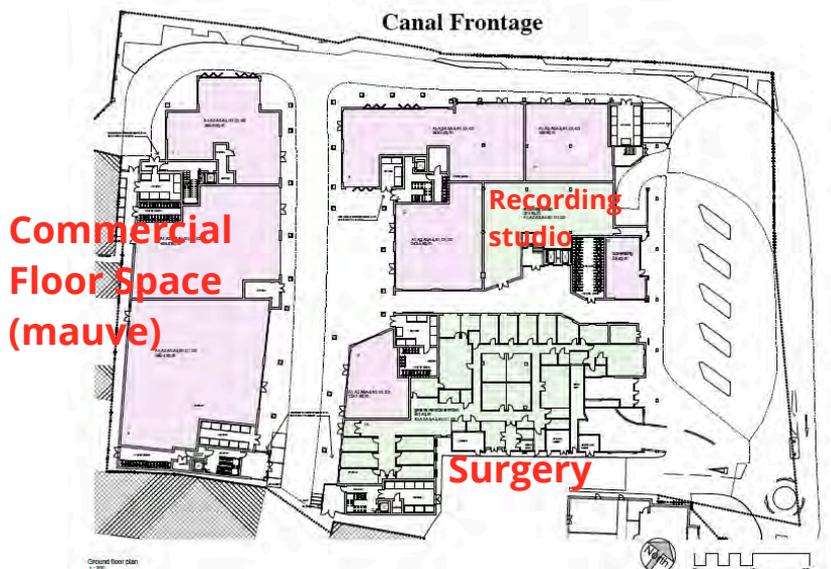
2: Wrenbridge proposal



3: Chase Homes Proposal

**Introduction**

The Chase Homes new proposal has Building A and Building B separated by a north - south “mall”, includes “up to 100 residential apartments” and incorporates a community square. The previously approved Wrenbridge scheme included 70 “residential flats”. Both proposals retain the existing multi storey car park (188 spaces) with new facades. Both the permitted scheme and the new proposal include an 86-bed hotel.



## Proposed uses

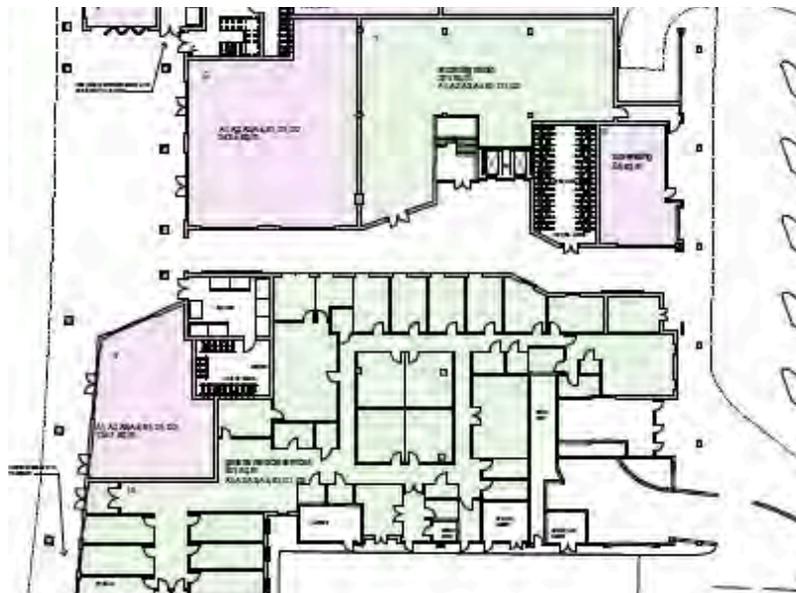
Chase New Homes emphasise that “planning permission needs to be in place to give surety that flexible uses can be provided on the site”. Their proposals include 3479.4 square metres of “commercial floorspace” (Permission is sought to use the new buildings (other than the hotel) for any use within Classes A1 - A4, (various categories of retail use), B1(business use), D1 (public services) and D2 (use of premises for entertainment and leisure purposes). (Class A5 approved as part of the previous permission, but not sought by Chase, covers “sale of hot food for consumption off the premises”).



*Building B looking East*

**Flexibility** is key to the Chase New Homes proposal which state that “The commercial floorspace at ground floor is currently indicative; it is the intention that to afford full flexibility the individual units may be whatever size end-users wish them to be with a variety of uses from A1 to A4, B1 and D1 to D2.”

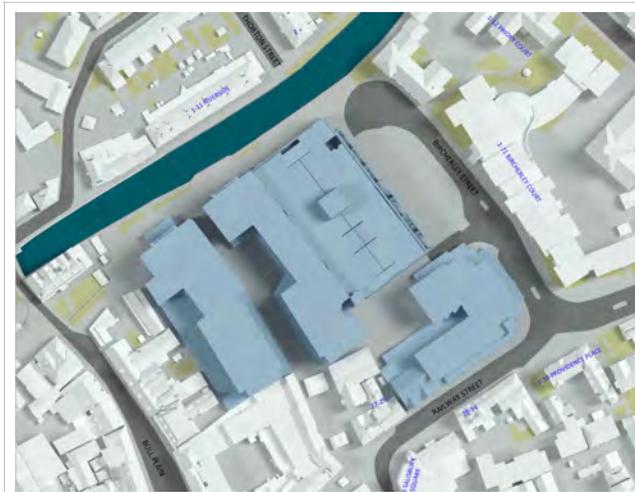
**The Surgery** The applicants are currently in active discussions with Clinical Commissioning Group (NHS) to provide a ground floor “super surgery” of about 800 square metres occupying most of the area coloured pale green on the “ground floor plan”. A draft internal layout is shown on the plan for an area of “general medical



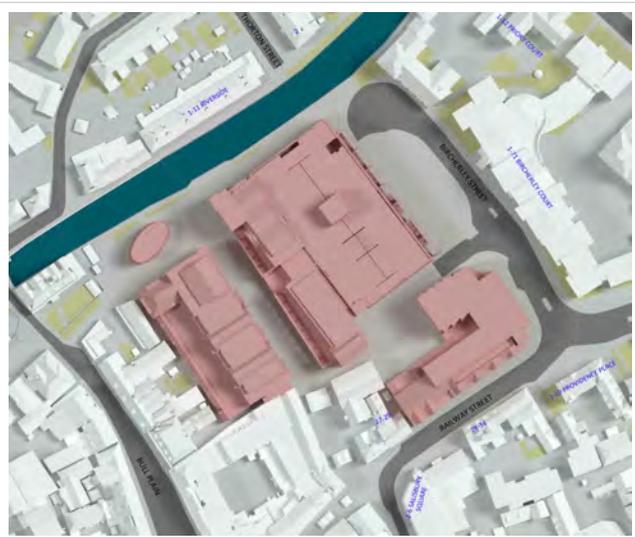
services” (Class D1) use. The proposed elevation of Building B is signed at the south eastern end as the surgery entrance.

Chase New Homes have stated that the proposals include the potential for recording / rehearsal studios. The ground floor plans identify a 270 square metre unit annotated “Recording studio”.

## Visual impact



Chase Homes Proposal



Wrenbridge Proposal

Chase comment that the “Wrenbridge scheme” adopted a “clearly modern (architectural) design, in common with many shopping centres, utilising a variety of materials and building heights. The materials to be used in that approved proposal included hand-made facing bricks, stone, render, aluminium facing panels and terracotta louvres. There would have been no canopy for shoppers to shelter under in inclement weather.

The new proposal is intended to create “a warehouse, wharf or brewery style building”. Canopies are proposed in front of the units along each side of the “mall”. Chase suggest that “The two main blocks will clearly appear as wharf style buildings that relate to the riverside with recessed balconies and stone detailing.” There would be increased separation between blocks A and B compared to the existing scheme.



Hotel Bus Station and Car Park

Chase state that “The materials palette is purposely simple but with projecting brick header detailing to break up the facades which in combination with traditional arched headers, regular rhythm and recessed windows will create convincing and attractive buildings overall.” Chase suggest that “With the right design approach there is no need for significant variation on materials which can overly complicate a scheme and fail to provide a cohesive appearance.”



South elevation  
1:100



Chase state that the hotel design “differs from the wharf style as the bulk and massing needs to be less on this prominent corner and the location lends itself to a different design solution.”

“In this instance an art deco inspired theme has been utilised with a central tower element to punctuate this corner location creating a landmark building with strong, angular lines and a horizontal emphasise that in turn reduces the perception of its height. It is however, no larger than the approved hotel and continues to provide for a restaurant use at ground level.”

