

Bridgeway, Wrexham

Pre-App Document

March 2021



FI REAL ESTATE
MANAGEMENT

MC
AU Modern City
Architecture & Urbanism

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1.01 Project & Brief

The scheme sits on a regeneration site within an existing industrial area. The land is deliverable and the proposals for this development sit logically within the context of the proper and comprehensive planning of the wider area. There are existing mismatched industrial buildings on the site to be demolished.

Purpose of this Document

This document has been prepared by MCAU (Modern City Architecture & Urbanism Ltd) and will present and explain how the design has developed in response to the site’s relationship with its urban, historic and wider context.

The planning statement which accompanies this pre-app document and should be read in conjunction with, concludes that the development conforms with the relevant planning policies and that there are no material considerations which indicate that planning permission should not be granted.

Document Structure

This document is structured to:

- present the design team’s understanding of the site’s context including planning and historical context (Section 2.0)
- demonstrate how a design concept and the scale of development has evolved to respond to the site location and context (Section 3.0)
- propose a design solution that is a coherent and sympathetic extension of the existing urban grain with an architectural expression that brings forward a quality development worthy of the site’s location and industrial needs of the location (Section 4.0)

Supporting Documents

This document should be read in conjunction with the submitted planning drawings and other supporting documents submitted as part of this formal application.

The Project Brief

The applicants brief is to bring forward a high quality industrial development to the site which when completed will deliver:

- 134,823 sqft industrial / commercial space

The development shall be supported with;

- landscaped external works
- Inclusive pedestrian access

The scheme shall be of a sufficient and appropriate scale and design that ensures viability and fulfils the objectives of continuing the regeneration of the area, by enhancing design aspirations whilst balancing planning policy requirements.

1.02 FI Real Estate Management

Who we are

FI Real Estate Management has been established for 37 years, providing workspace, asset and property management and creating development opportunities for its diverse investment portfolio, which includes industrial, office, retail and residential. Its single guiding principle is that every interaction and every challenge is an opportunity to create value.

FI property development was established to focus on creating places of quality and distinction, with an approach defined by a commitment to excellence.

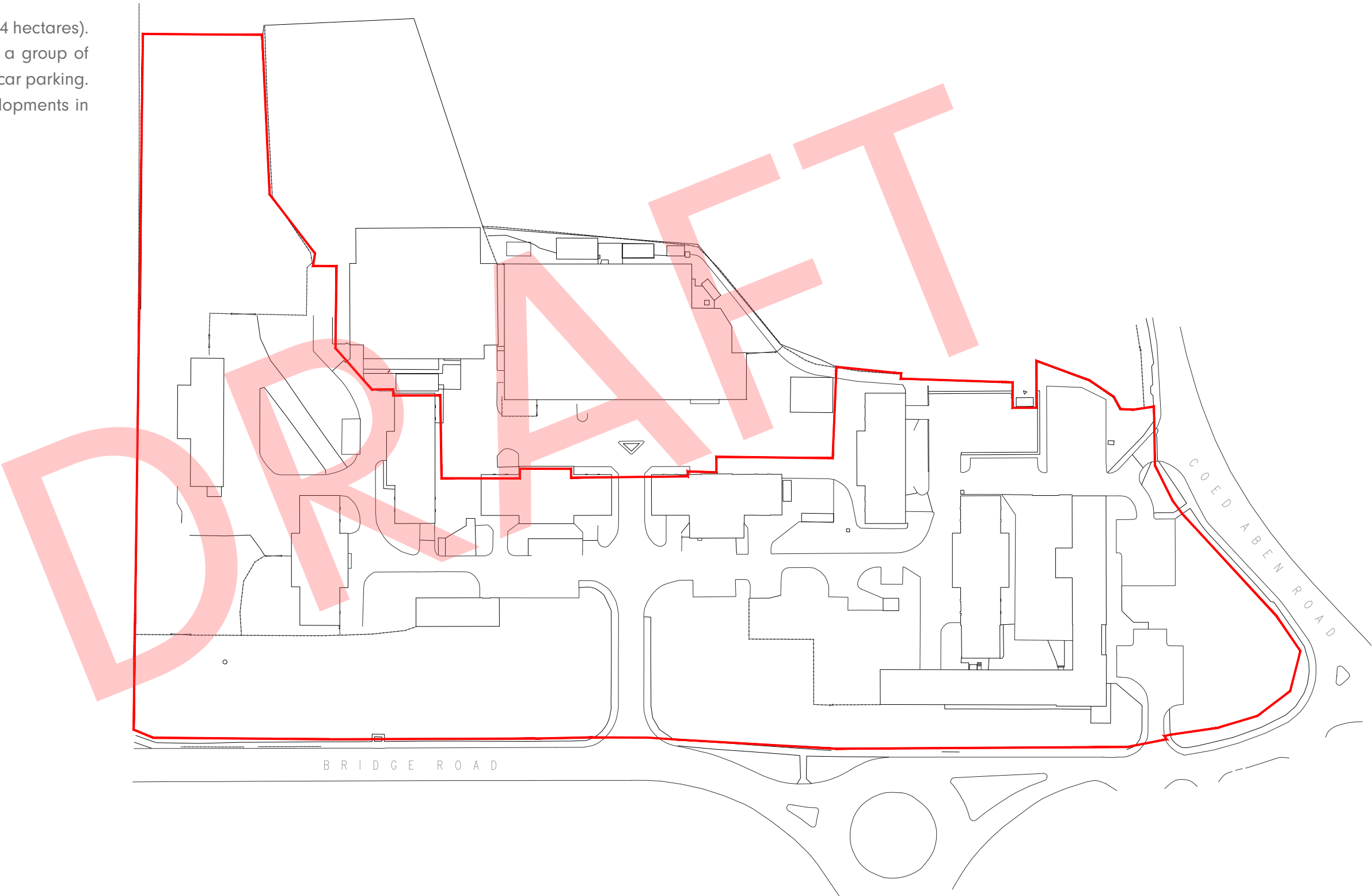
Its team specialises in large scale mixed use developments, using their planning experience to bring together a strong supply chain of consultants and contractors to deliver projects of every type and size. As a responsible developer, FI works closely with its partners, communities and authorities to ensure a cohesive approach is taken to all of its projects. FIREM currently own and asset manage 505,000 sq ft on the Wrexham Industrial Estate and have invested significantly on its existing portfolio on the Estate. They also have planning consents pending for circa 203,000 sq ft of new employment space with the aim of starting construction in January 2021. In addition to Bridgeway Centre FIREM have earmarked a further 200,000 sq ft of new buildings and extension/improvements to existing buildings. All in all FIREM are expecting to invest circa £30m in developing the new sites and improving existing stock over the next 5 years.



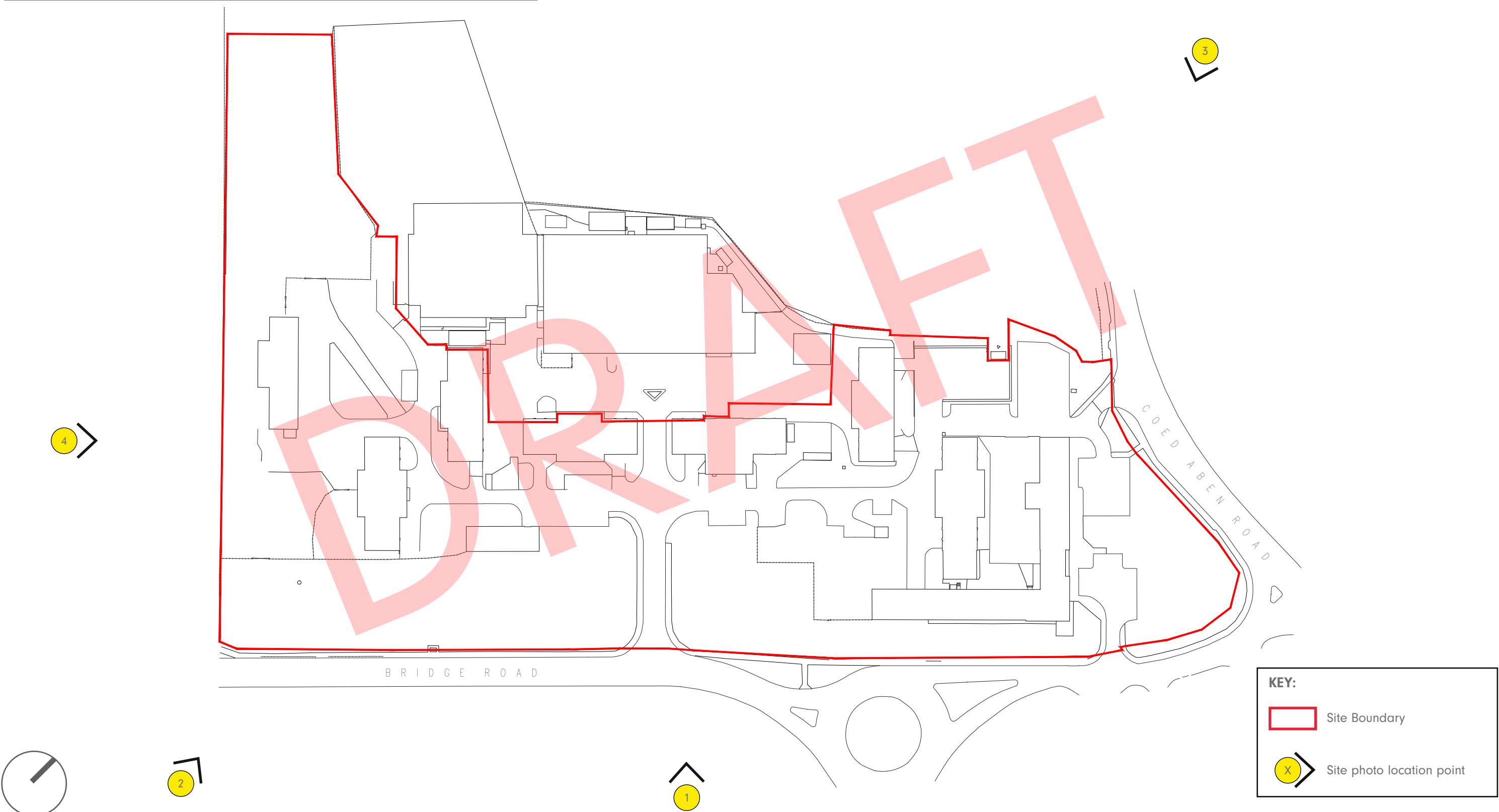
2.0 The Site

2.01 Site Location - Plan

The proposal site measures 8.3 acres (3.4 hectares). The site is currently partly occupied by a group of mismatched industrial units has surface car parking. The site is next to other industrial developments in all immediate directions.



2.02 Existing Aerial Site Views



2

1

3

4

Existing Aerial Site Views



View 01



View 03

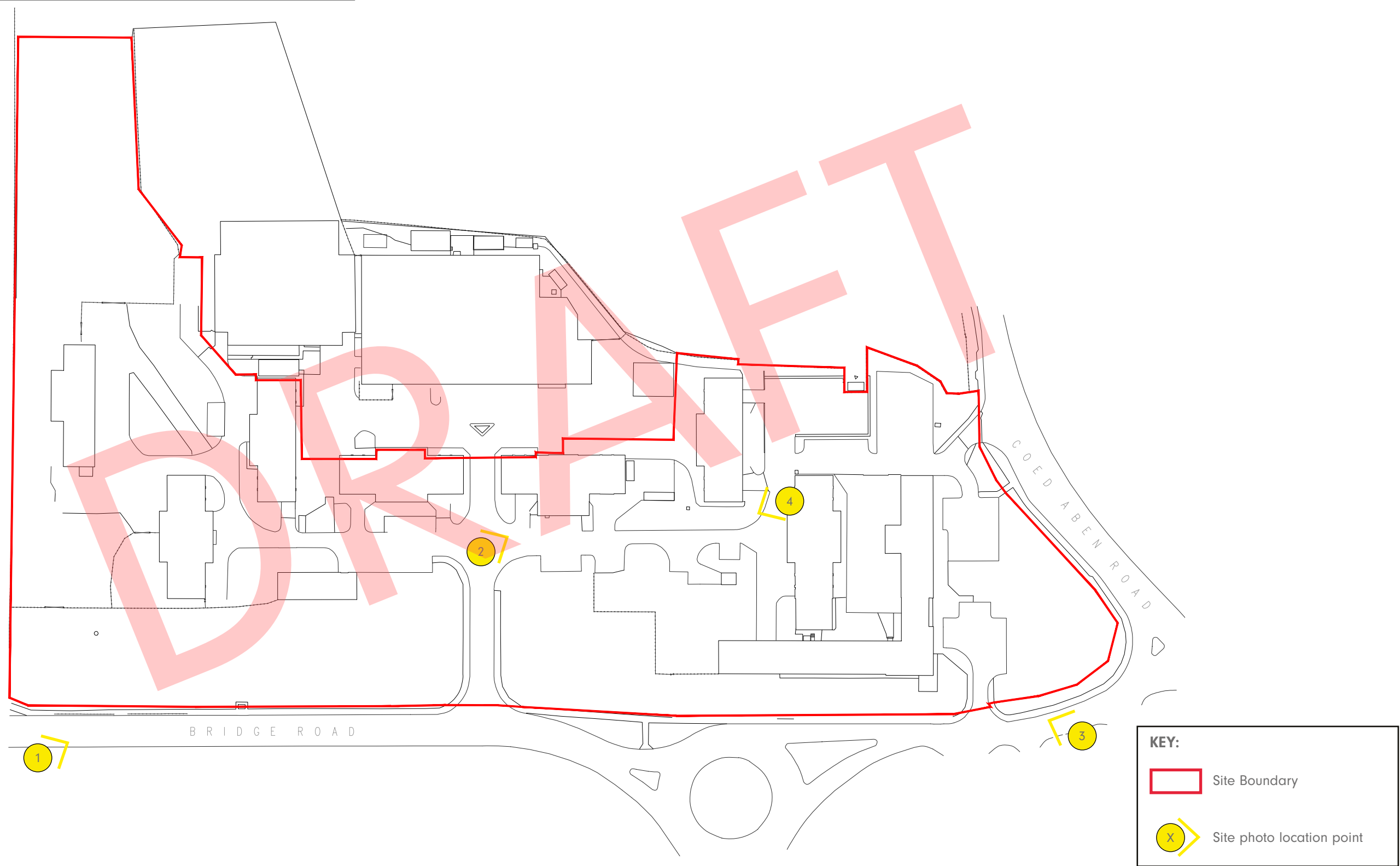


View 02



View 04

2.03 Existing Site Views





View 01



View 02



View 03



View 04

3.0 Site Context

3.01 Context






- 1 Industrial
 - 2 Farm Land
 - 3 Woodland
 - 4 Residential
- ← Wrexham Town Centre and Train Station



3.02 Vehicular Connections

The site is within the vicinity of the A525, B1530 and the A534 (Wrexham Road).

Access to the site is currently located to the South East via Bridge Road.

- KEY:
-  Site Boundary
 -  Primary Vehicular Route
 -  Secondary Vehicular Route



3.03 Pedestrian Connections

The site is easily accessible via numerous footpaths and is in close proximity to Wrexham town centre. There are several cut-throughs within the vicinity of the site so that surrounding areas can be reached quickly without the use of a motor vehicle. The two primary dedicated pedestrian footways leading to the site are along Bridge Road, running from the existing bus stops on either side of the site and down Coed Aben Road to the North.

KEY:

Site Boundary

Primary Pedestrian Route

Secondary Pedestrian Route



3.04 Public Transport Connections

There are two railway stations close to the site, Wrexham General and Wrexham Central. The closest of which is approximately 6.4 km (4 miles) away.

There are several bus stops bordering the site on Bridge Road and Coed Aben Road.

National Cycle Network Routes 45 (which runs from Shrewsbury up to Chester) is within 6km of the site.

KEY:

Site Boundary

Bus Stop



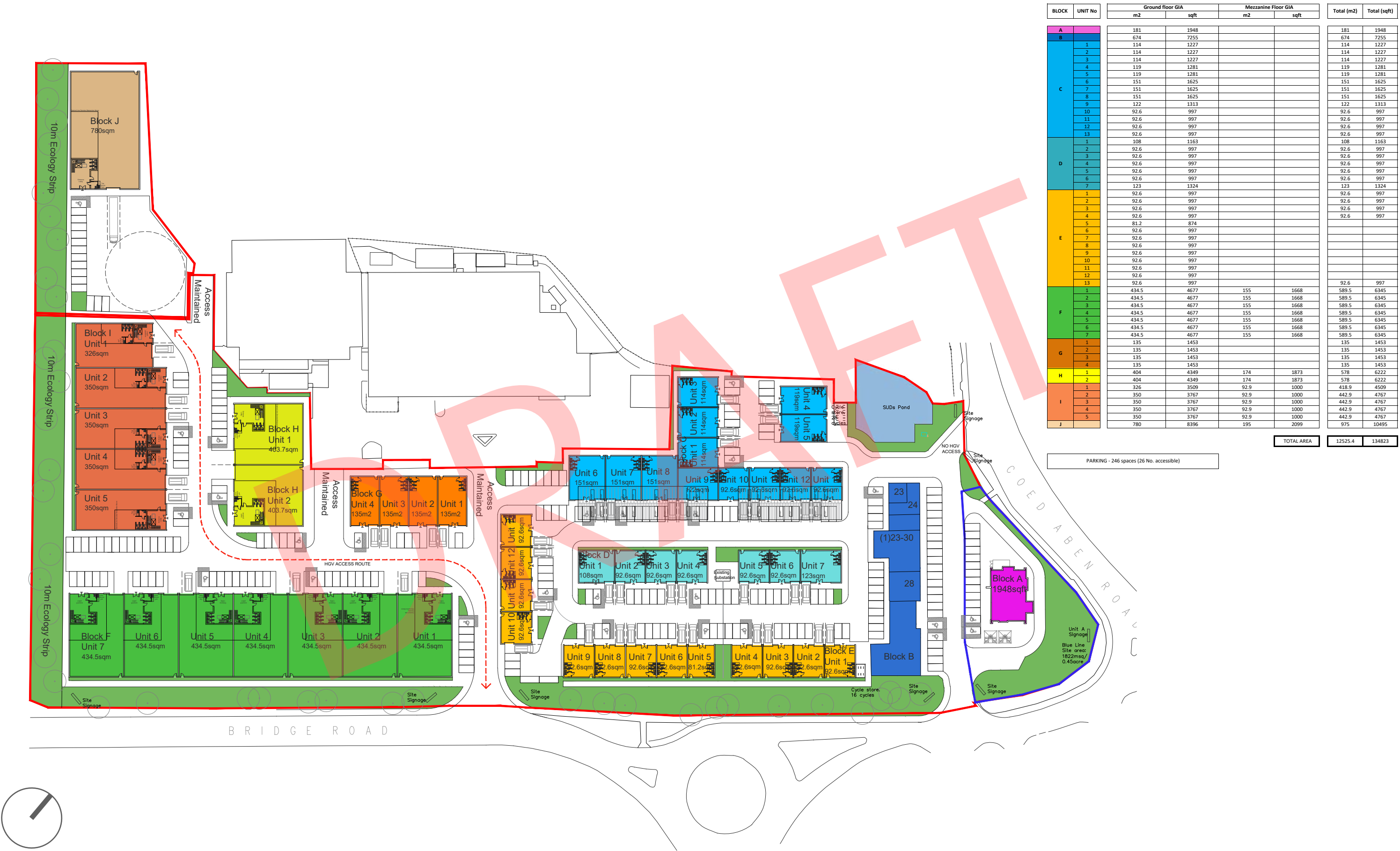
4.0 The Proposal

4.01 Precedents

To compliment the past industrial heritage of the site and local area a simple material palette is proposed. The material palette will reflect the original warehousing but with the intention of creating a series of contemporary warehouse buildings that read cohesively.

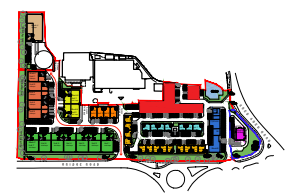
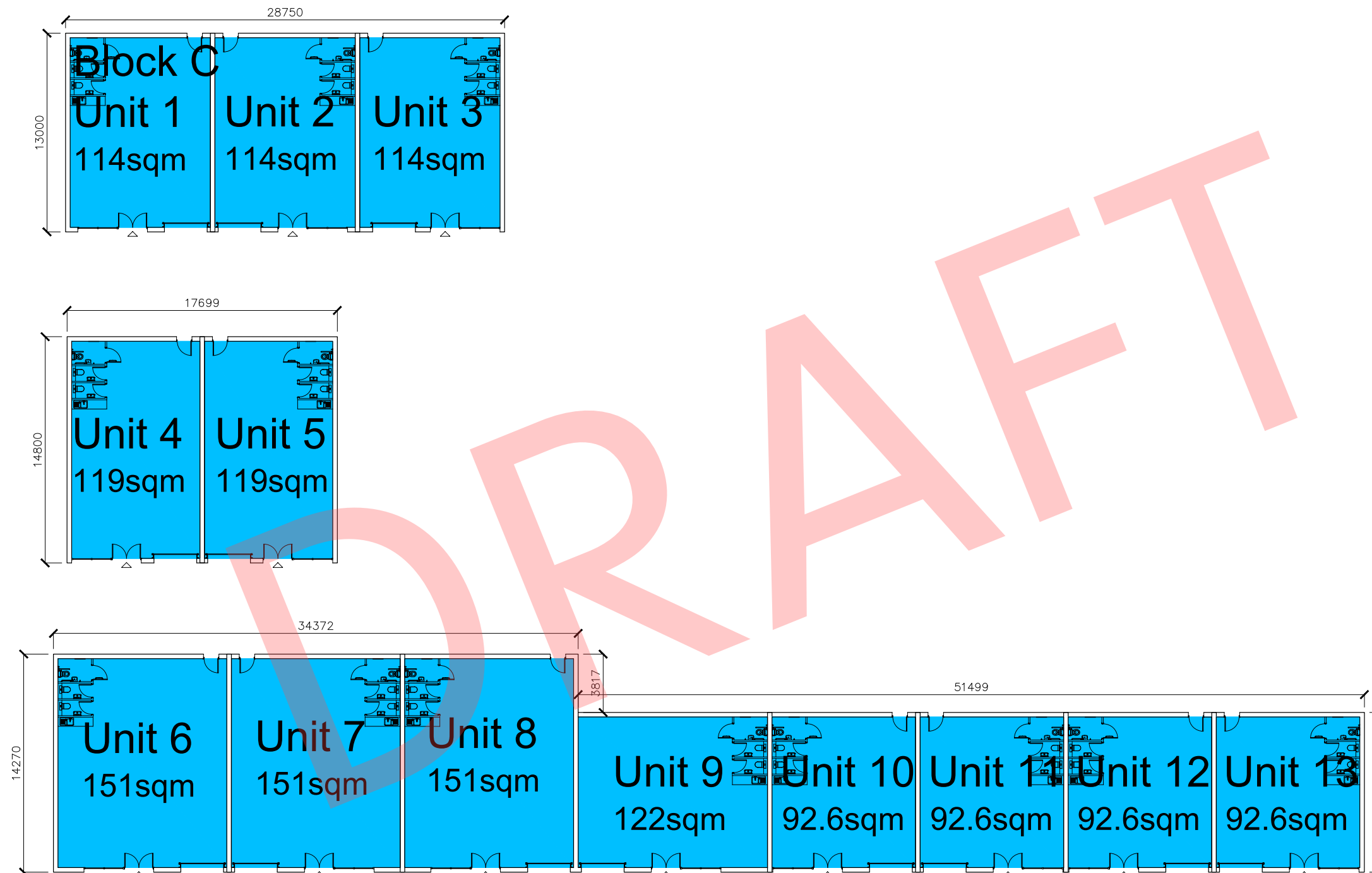


4.02 Proposed Site Plan



4.03 Plans and Elevations

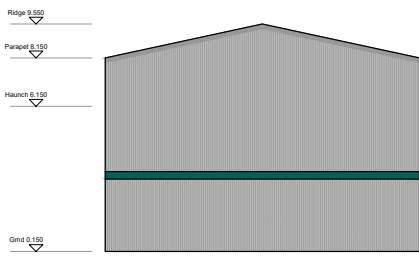
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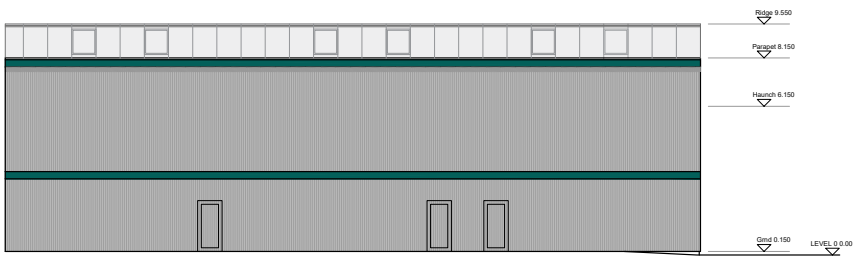
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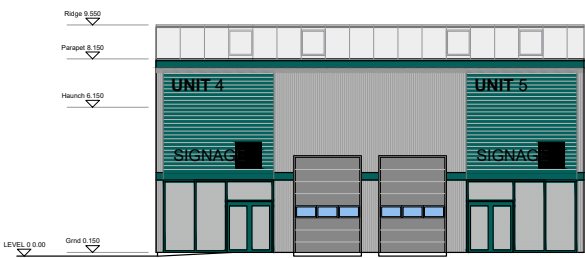
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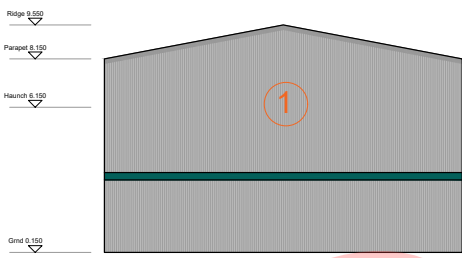
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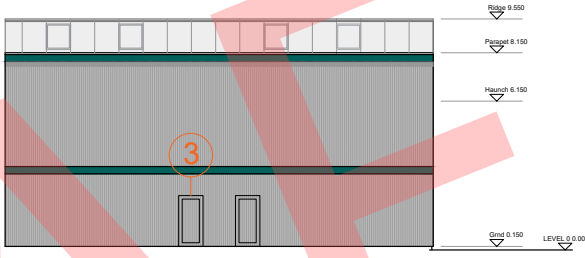
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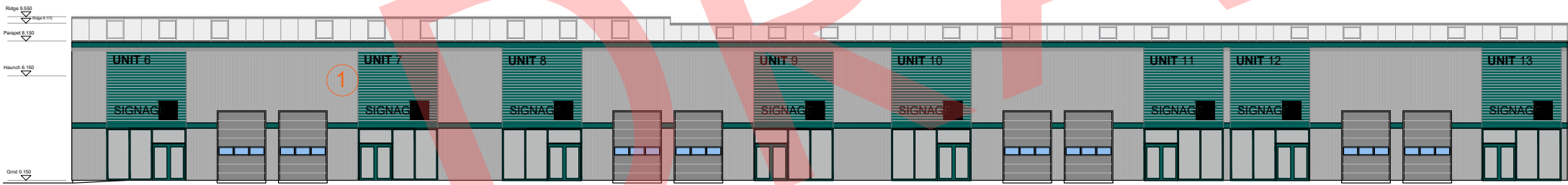
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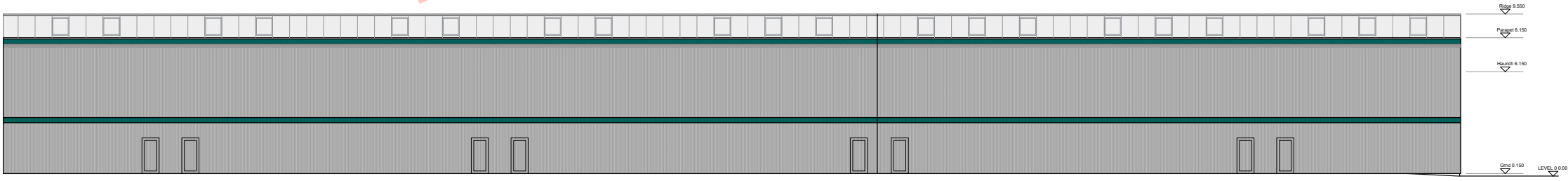
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Block C - Proposed Rear Elevation

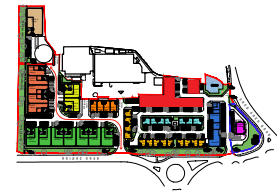


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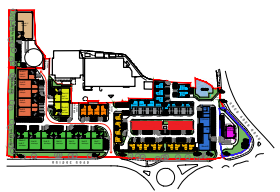
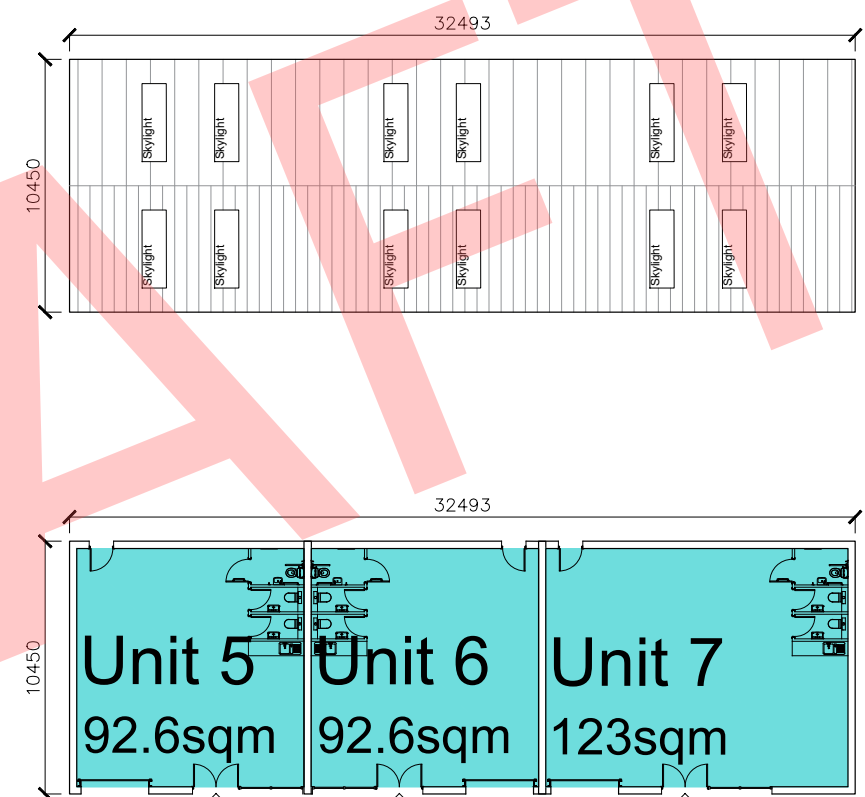
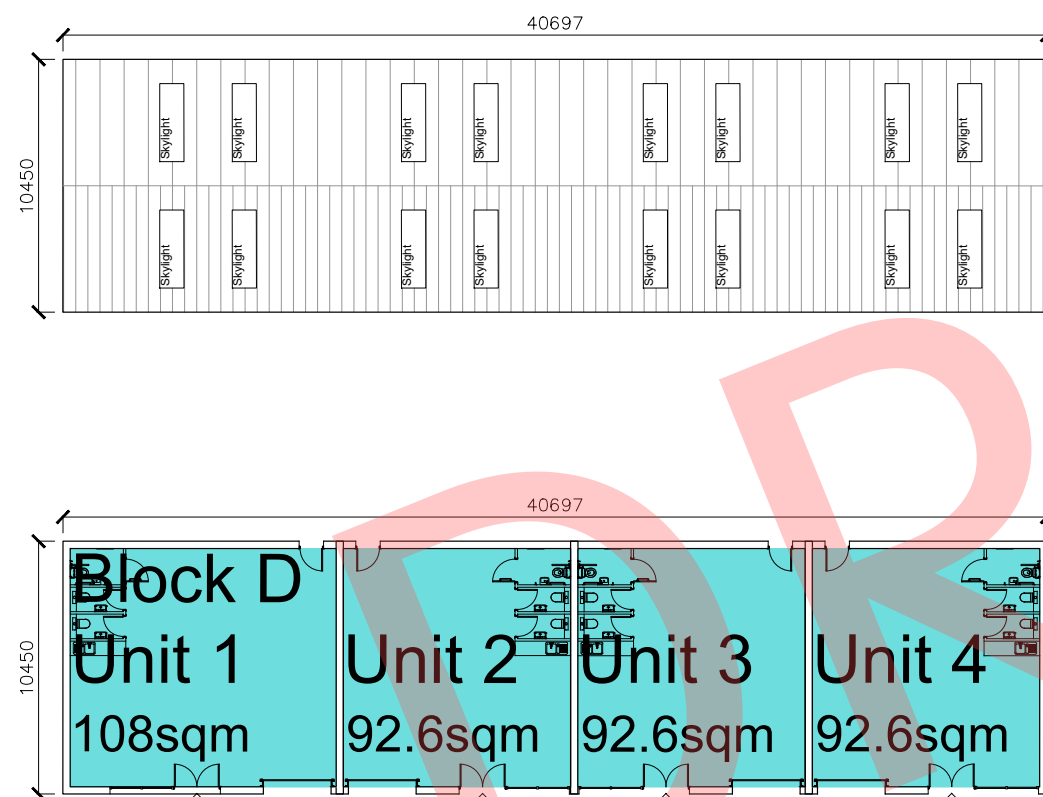


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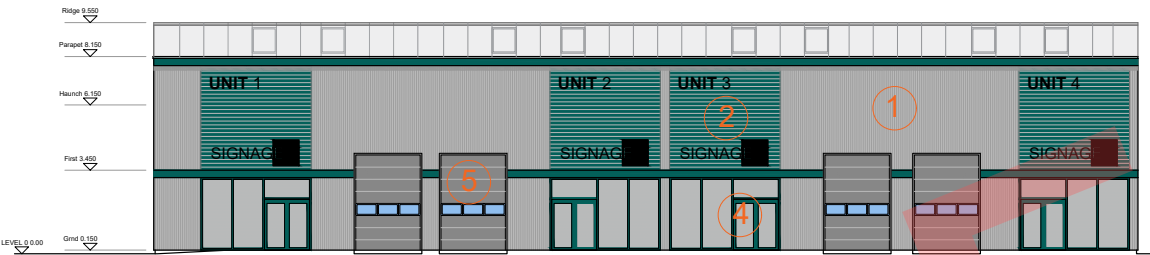
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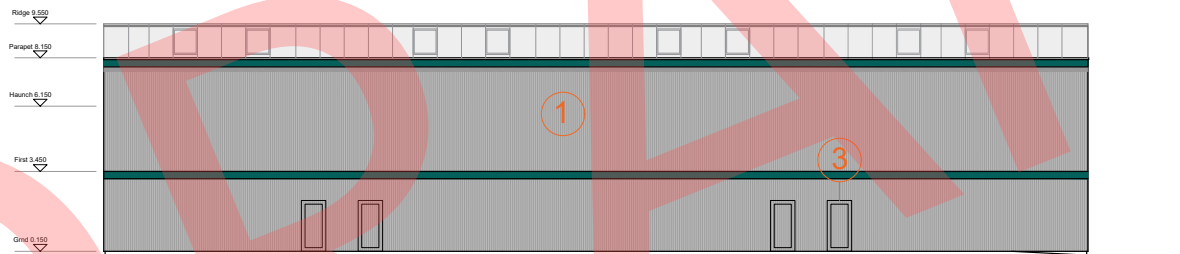
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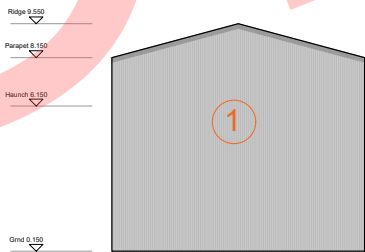
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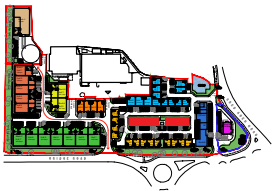


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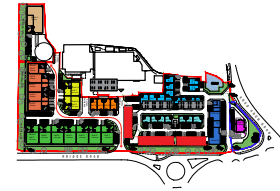
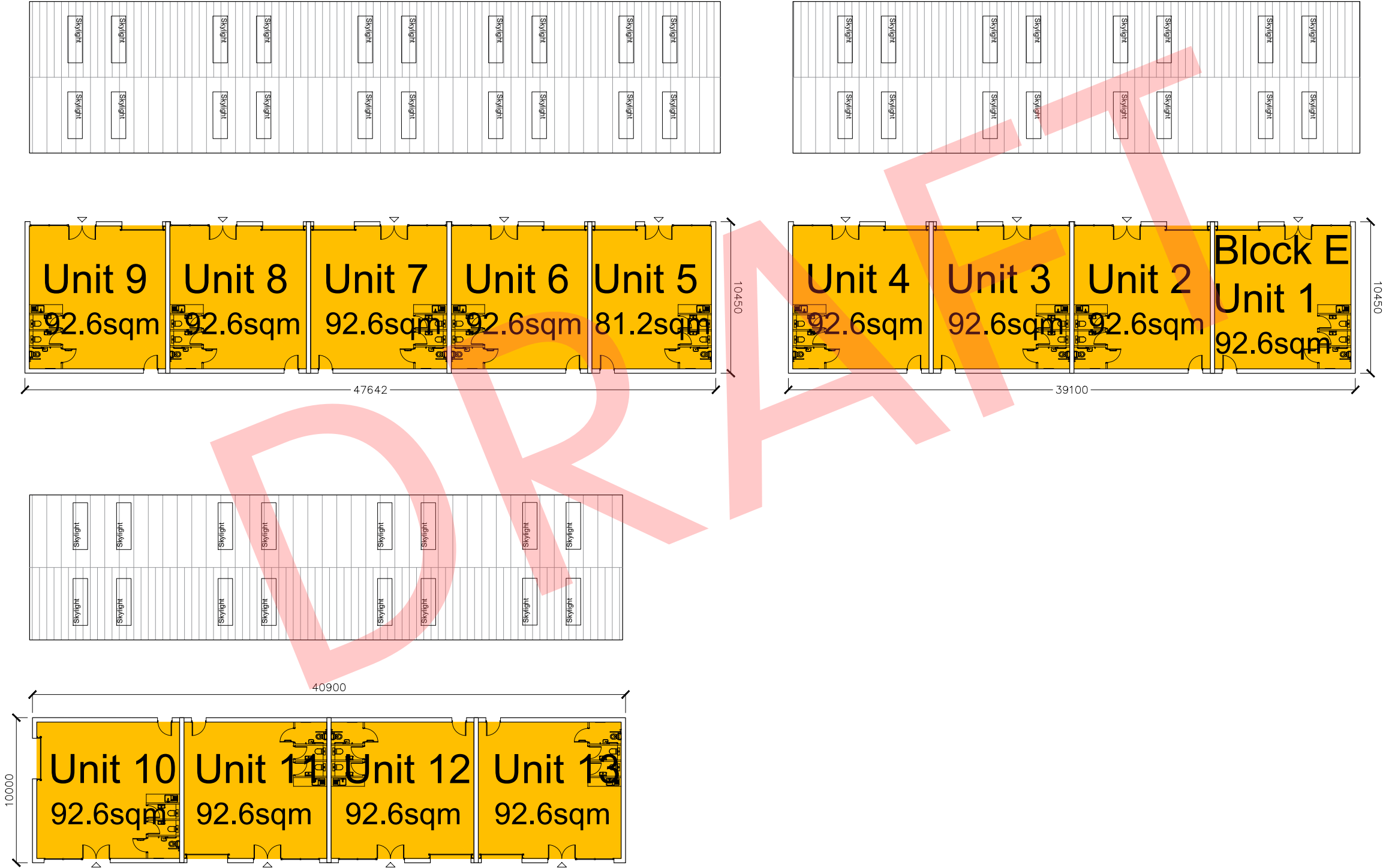


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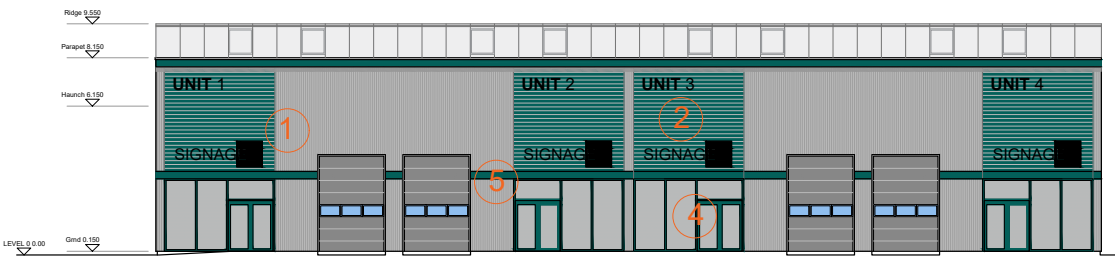


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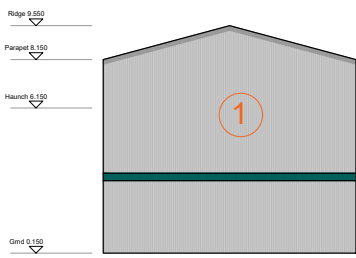


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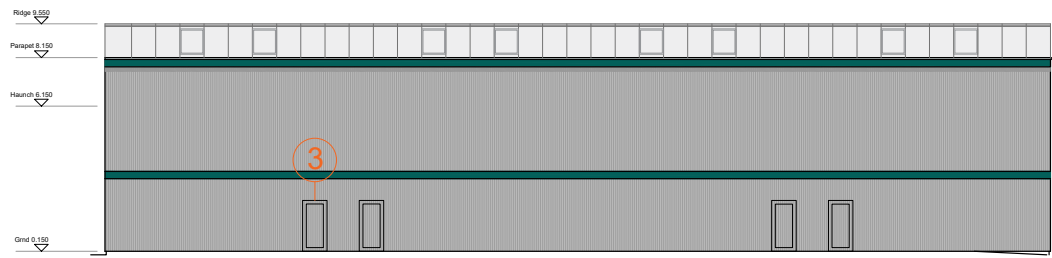
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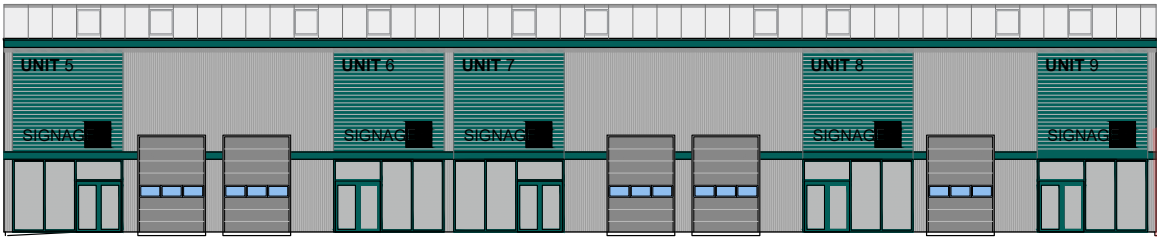
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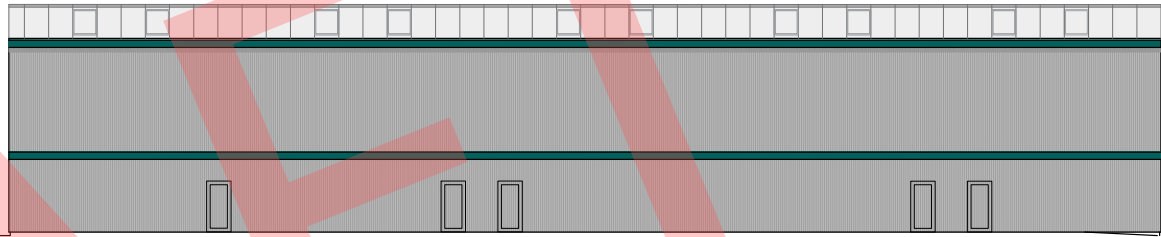
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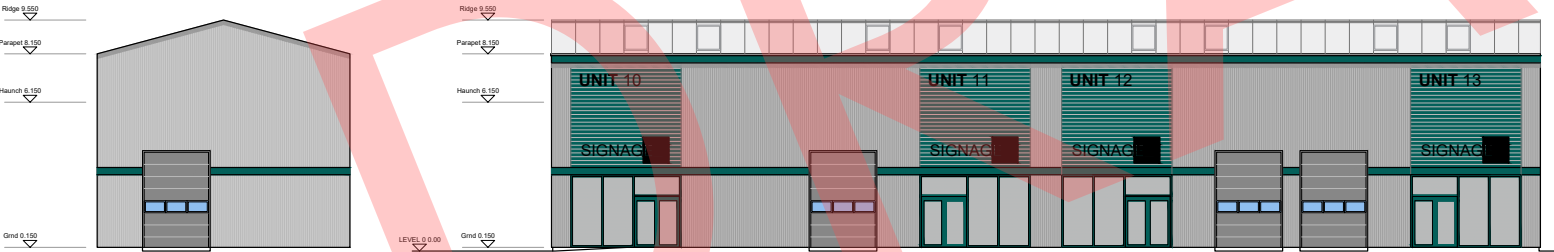
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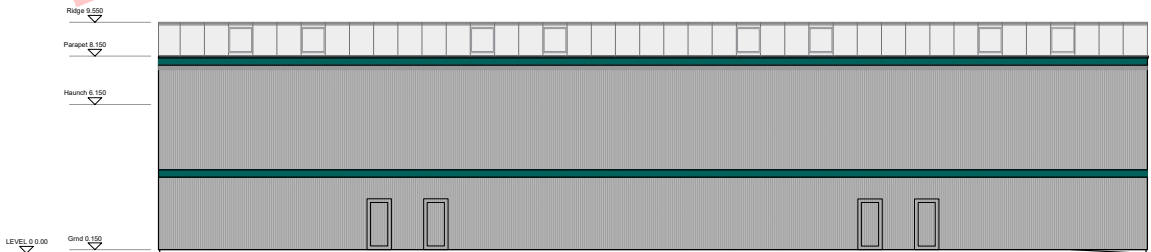
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Block E - Proposed Rear Elevation

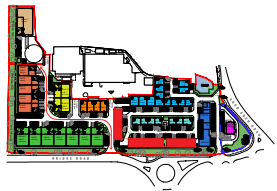


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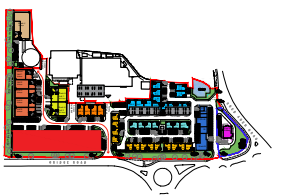
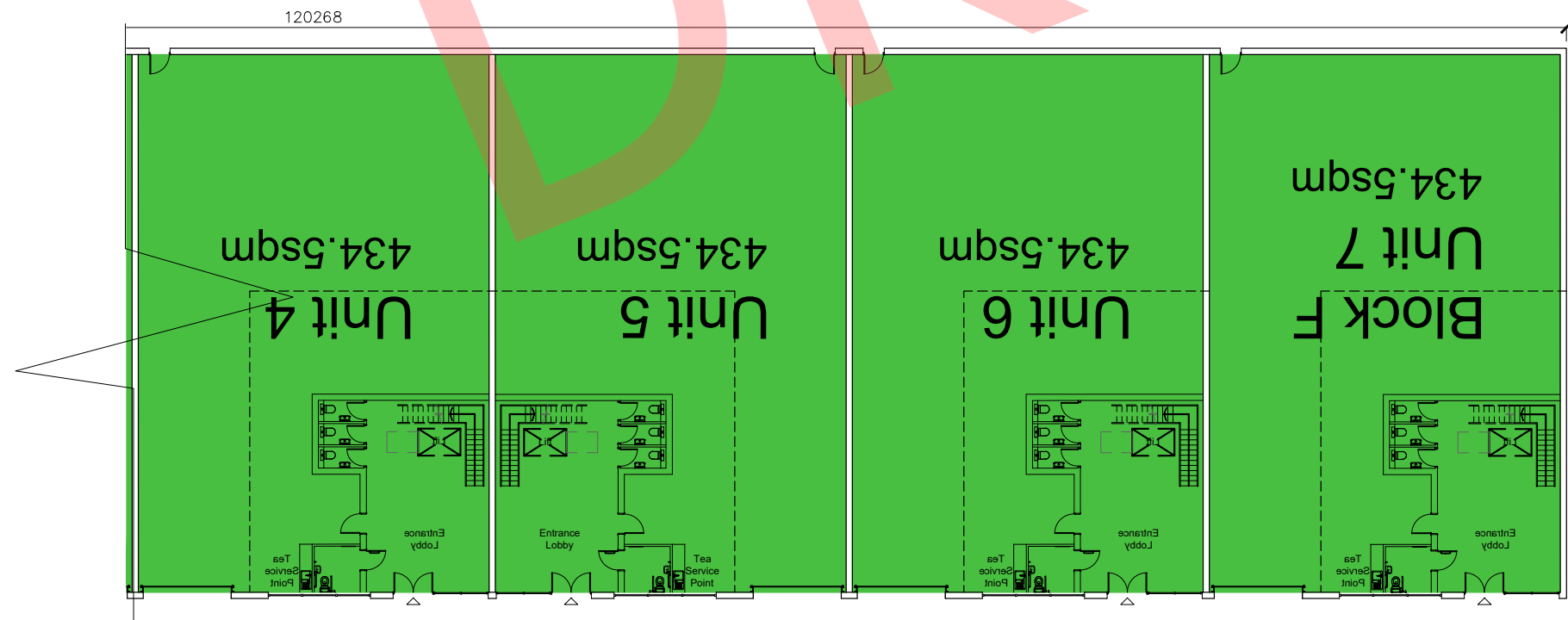
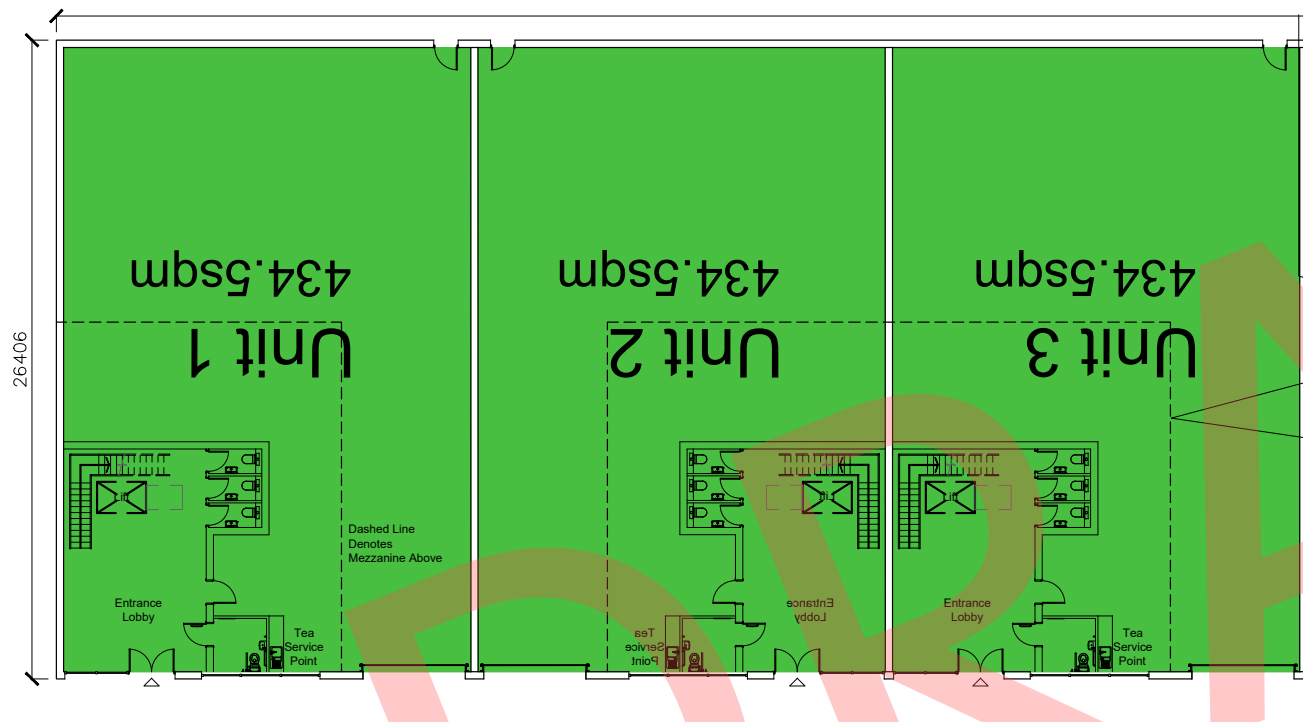
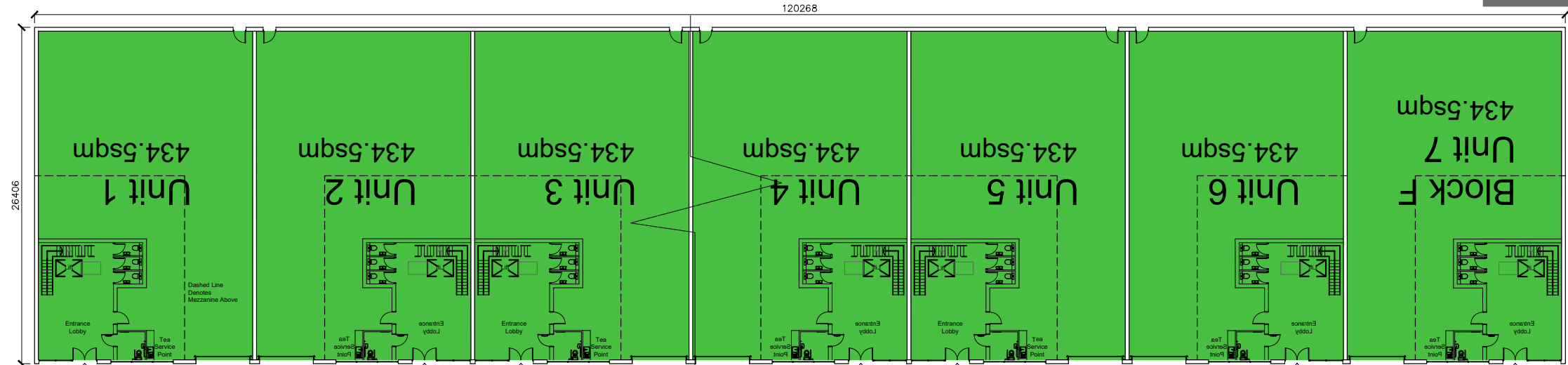
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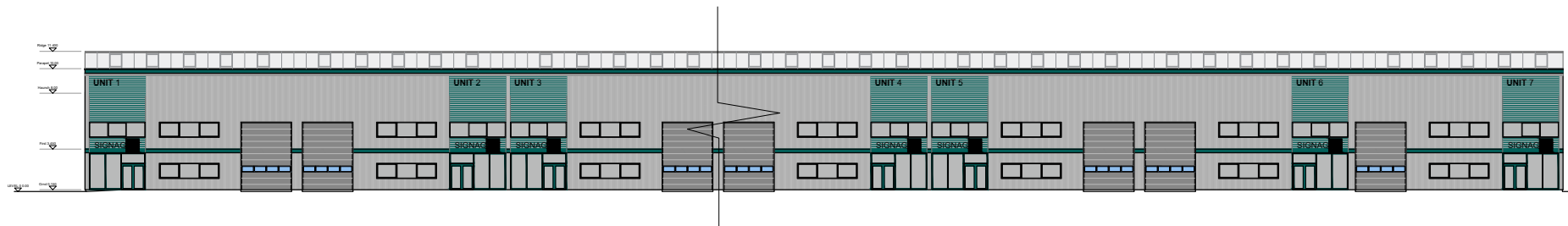


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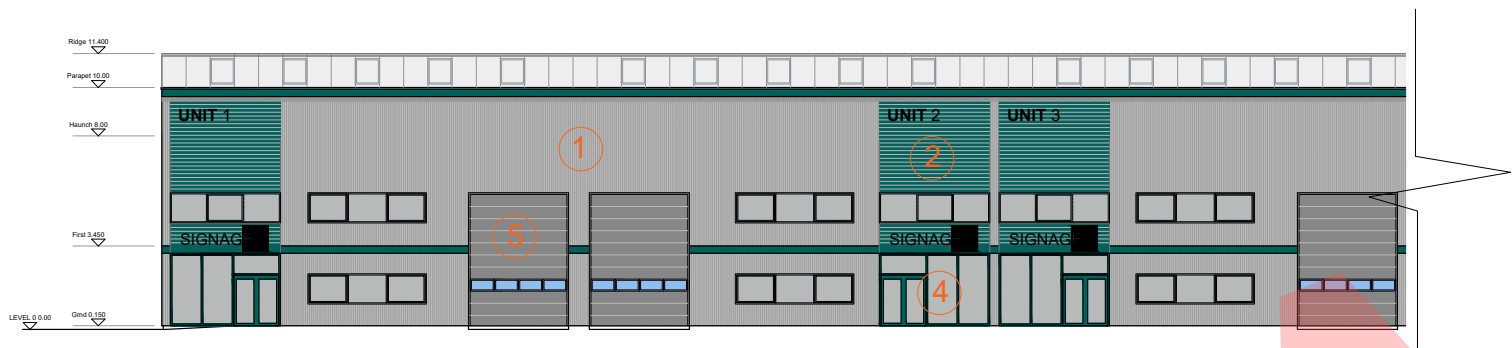
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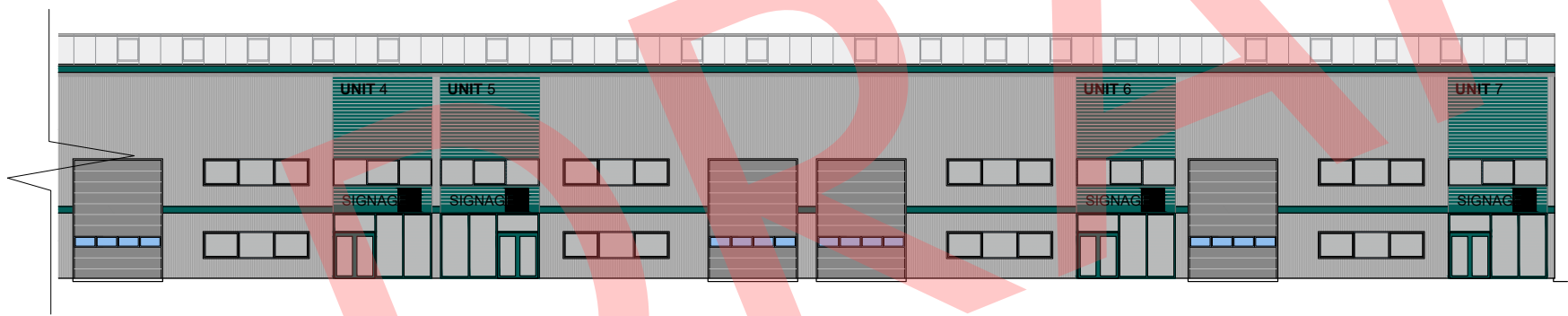
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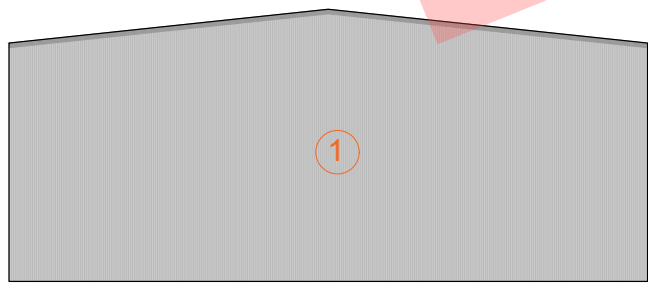
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Block F - Proposed Front Elevation

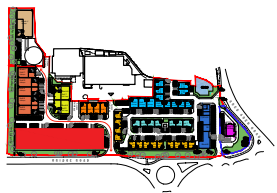


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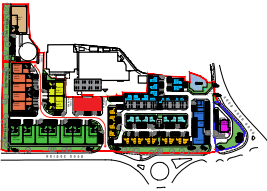
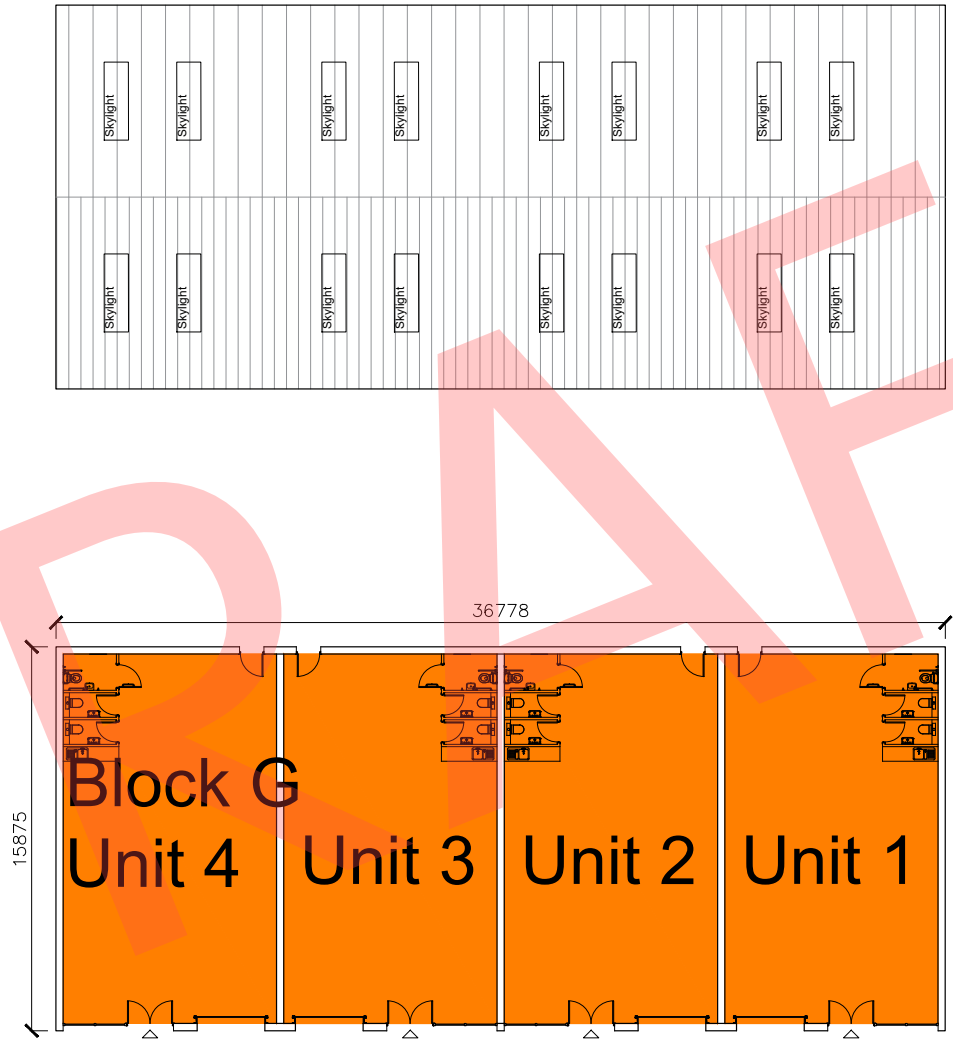


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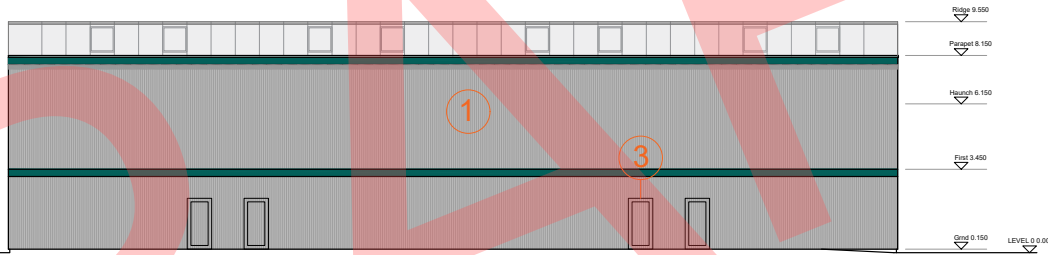
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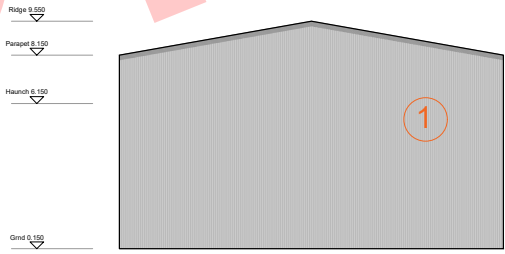
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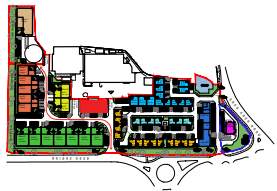


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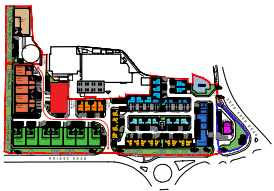
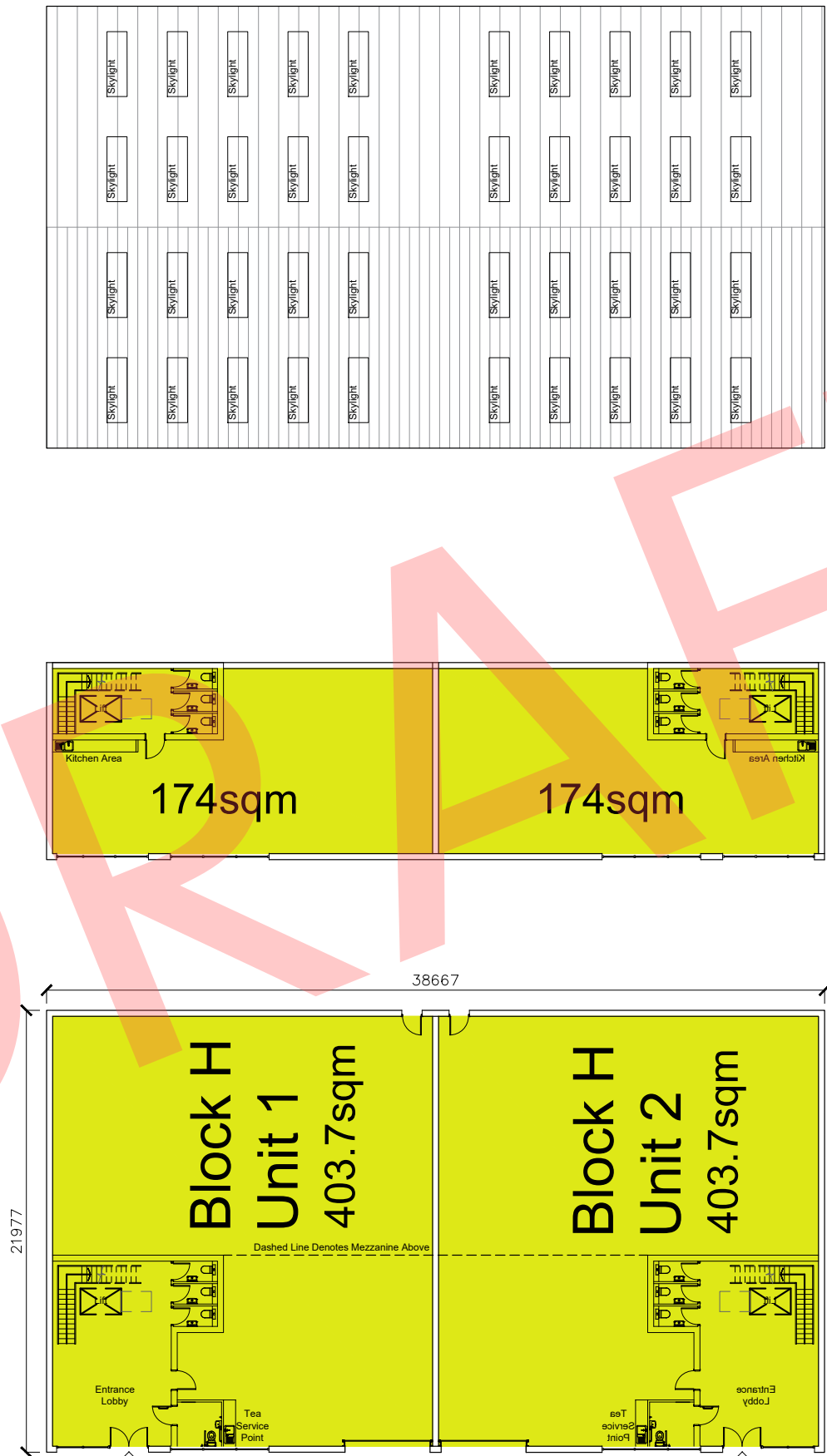


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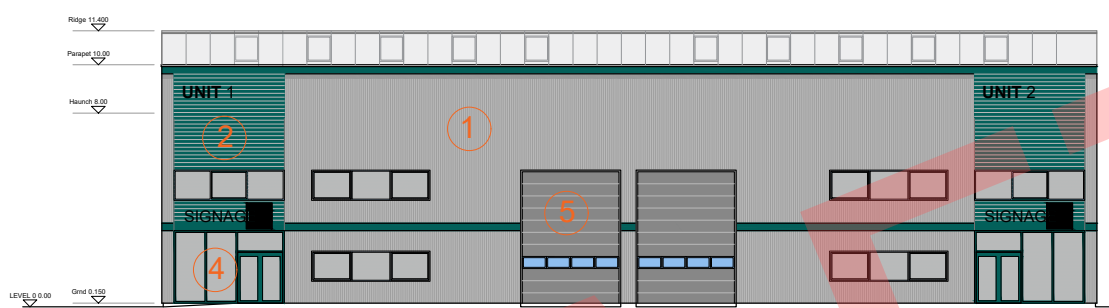
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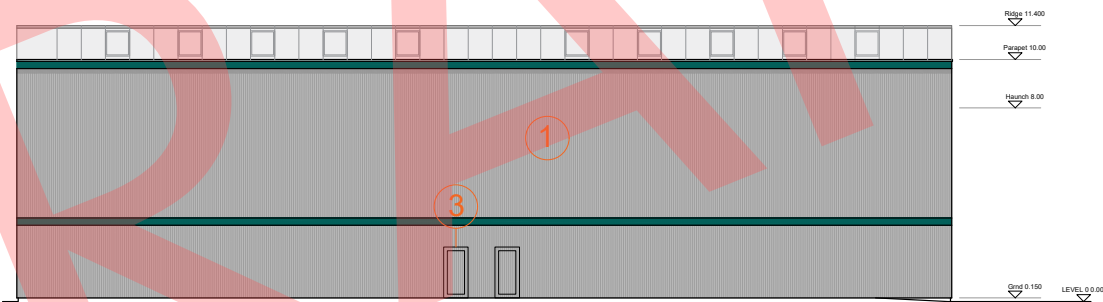
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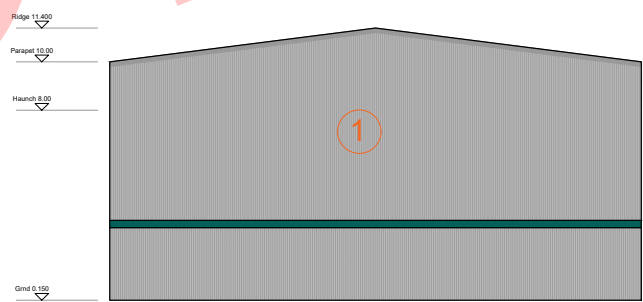
Key Plan



Block H - Proposed Front Elevation

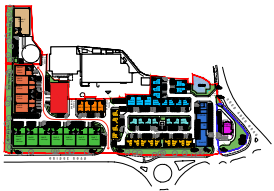


Block H - Proposed Rear Elevation



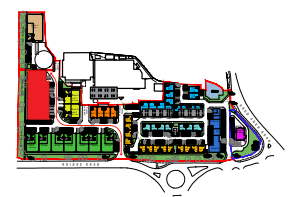
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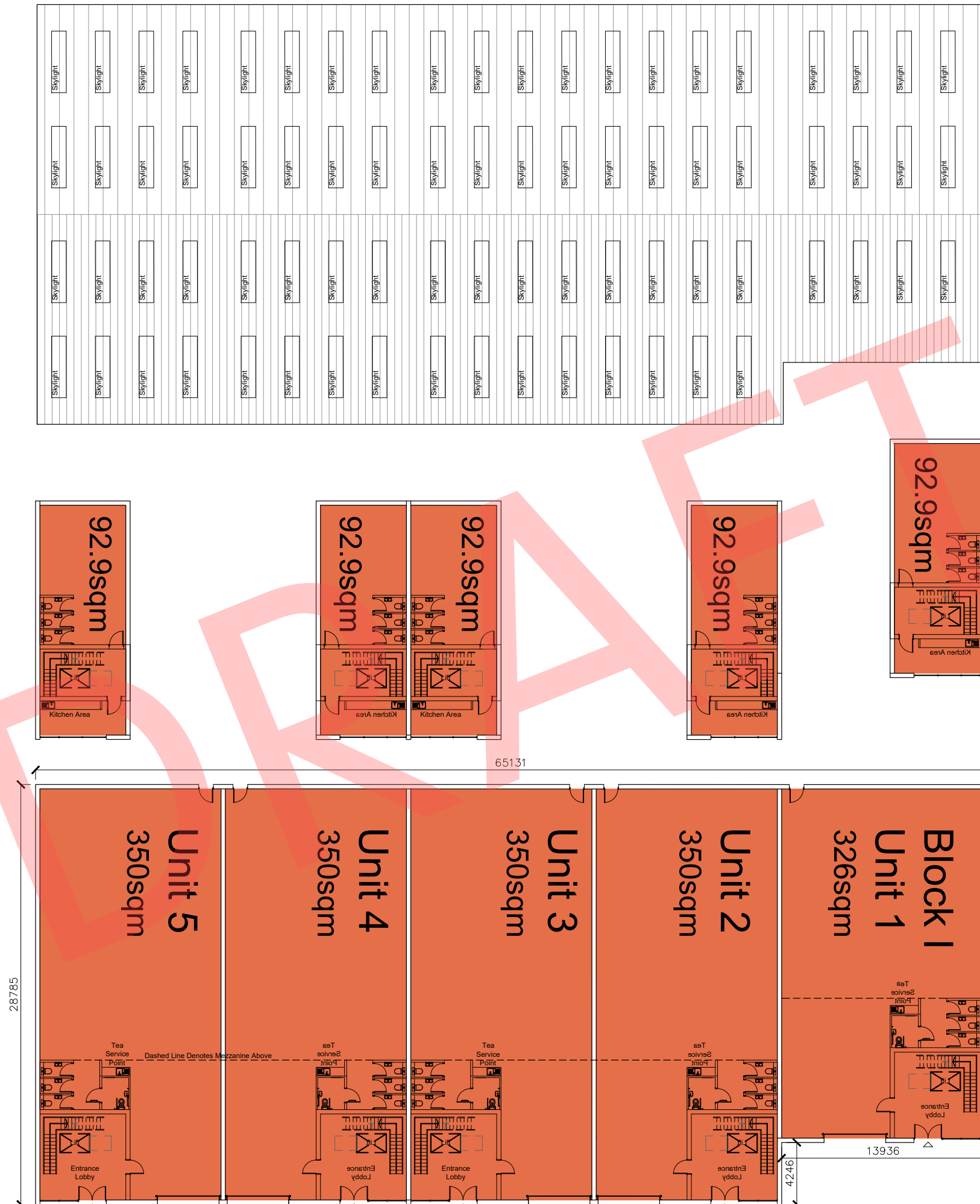


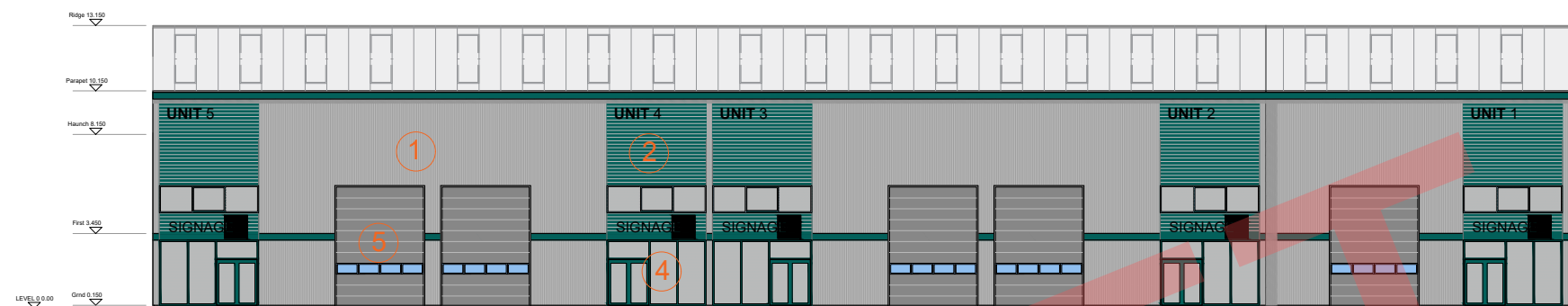
Key Plan

Block I

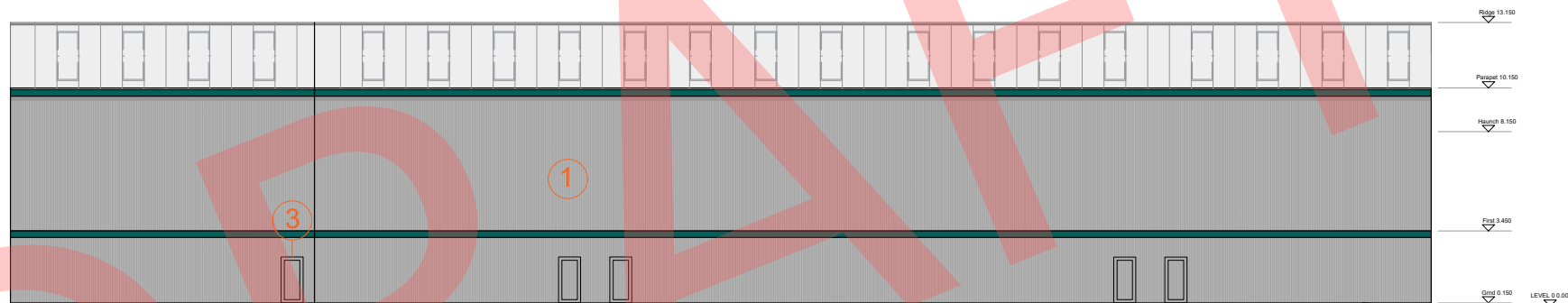


Key Plan

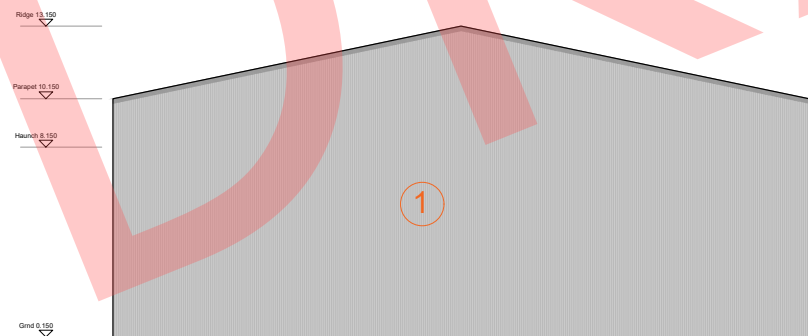




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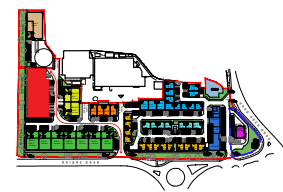


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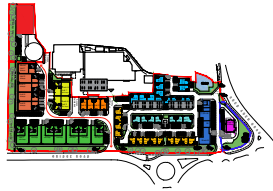
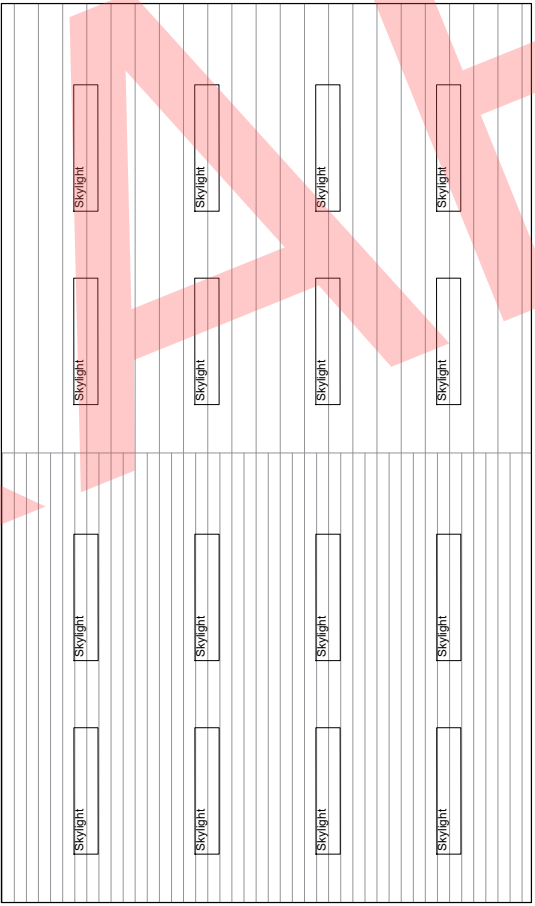
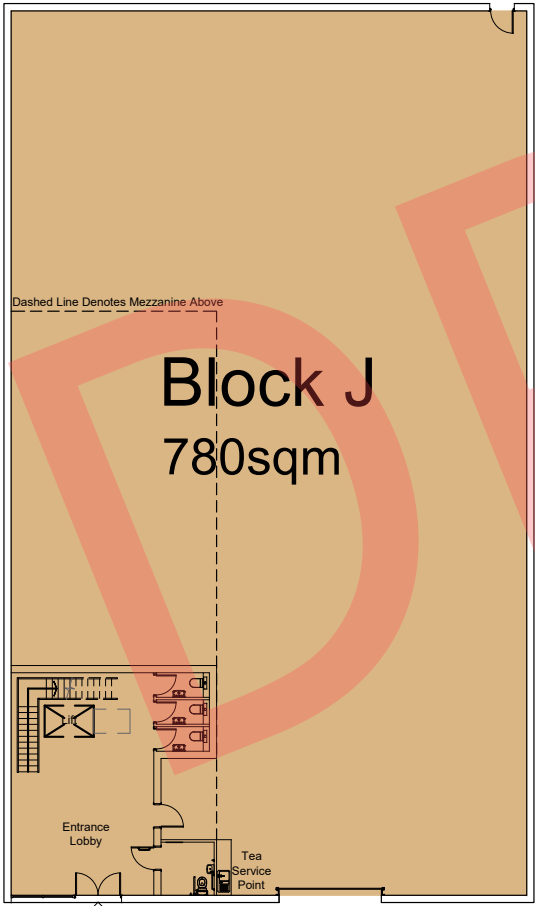
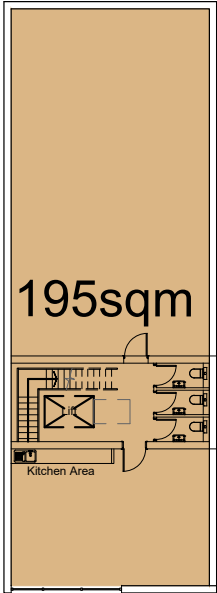


Block I - Proposed Side Elevation

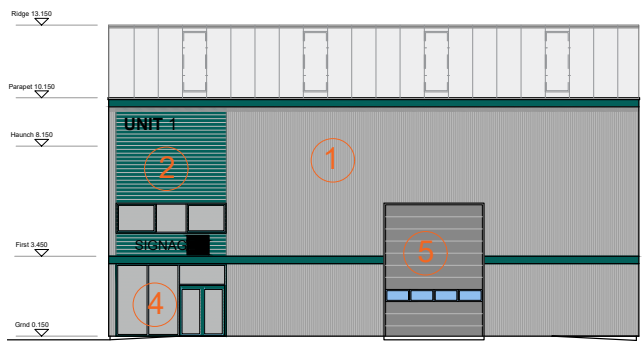
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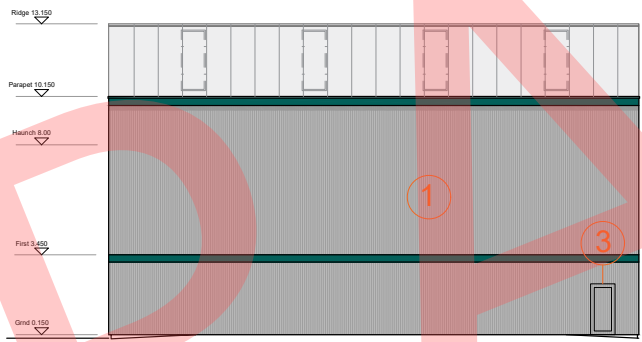
Key Plan



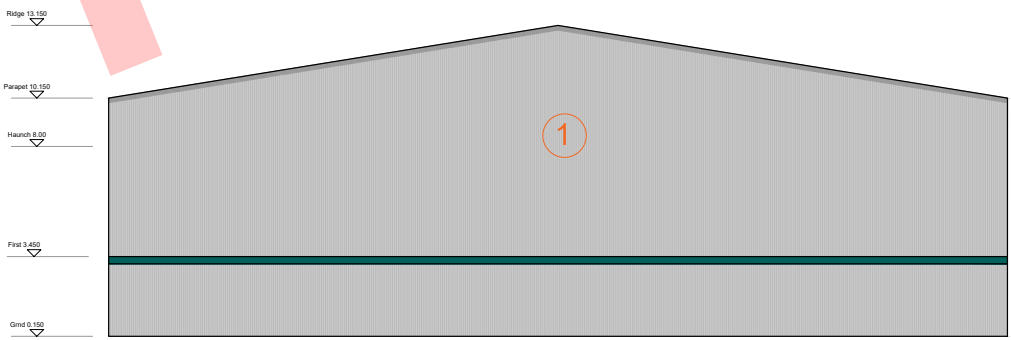
Key Plan



Block J - Proposed Front Elevation

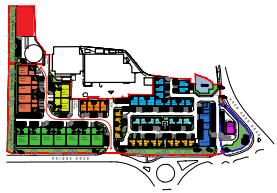


Block J - Proposed Rear Elevation



Block J - Proposed Side Elevation

- Key
- ① Main Cladding Panel: Vertical Composite Cladding Panel. Colour: Light grey tbc
 - ② Feature Cladding Panel: Small Ribbed Horizontal Cladding Panel. Colour: Feature colour tbc
 - ③ Windows and Doors within Main Cladding Panels: Powder Coated Aluminium. Colour: To match main cladding panel.
 - ④ Windows and Doors within Feature Panels: Powder Coated Aluminium. Colour: To match feature cladding panel.
 - ⑤ Steel Roller Shutter Doors. Colour: Contrasting grey colour tbc.



Key Plan

4.04 Landscaping

In principle, areas of landscaped open space as well as smaller pockets of landscaping will be incorporated at regular intervals throughout the site.

The landscaping will be designed to enhance the setting of the development and species used will be selected in accordance with their suitability for the buildings that they will be sited adjacent to.

Around the periphery of the site there are grass and shrubbery areas, which will be retained as much as possible part of this application. Within the site there are proposed a small number of less developed trees on grassed areas.



Betula pendula
Silver birch

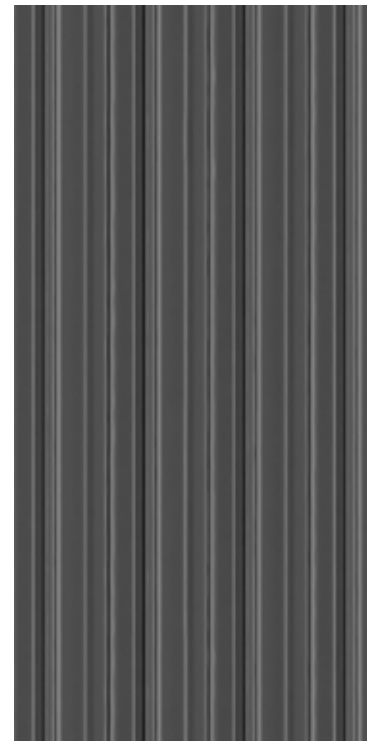
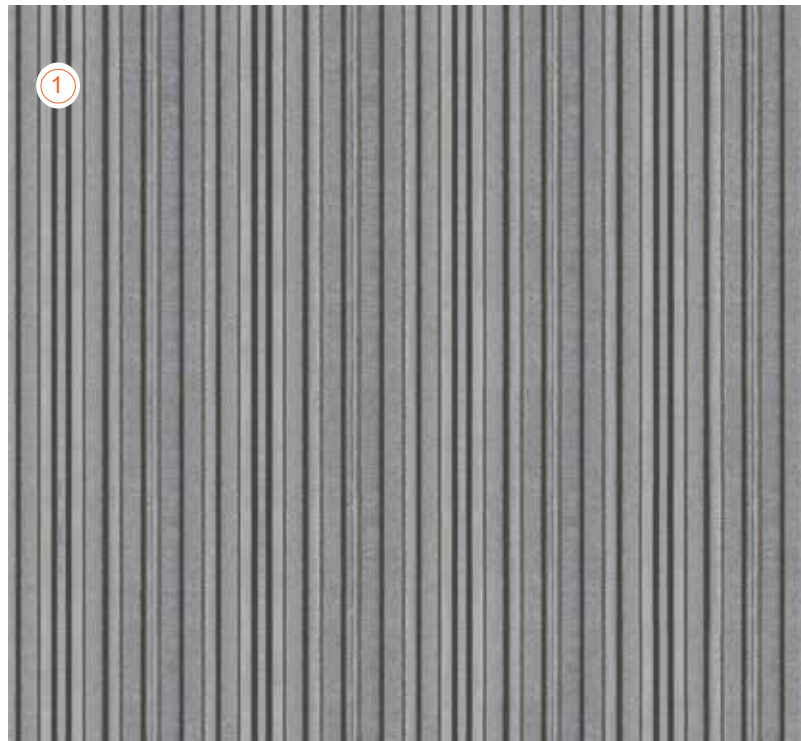


Carpinus betulus 'Fastigiata'
Fastigate hornbeam

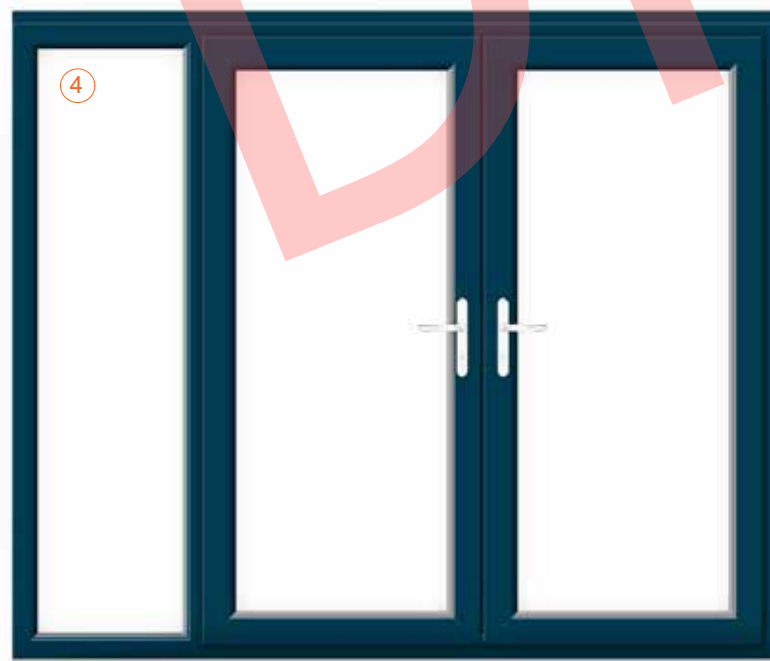


Amelanchier lamarckii
Service Berry/June Berry





- Key
- ① Main Cladding Panel: Vertical Composite Cladding Panel. Colour: Light grey tbc
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4.05 Materials

The materials chosen are designed to create a uniform but unique aesthetic across the site with contrasting cladding colours to distinguish unit entrances and differentiate between the main body of the buildings and the service delivery points.

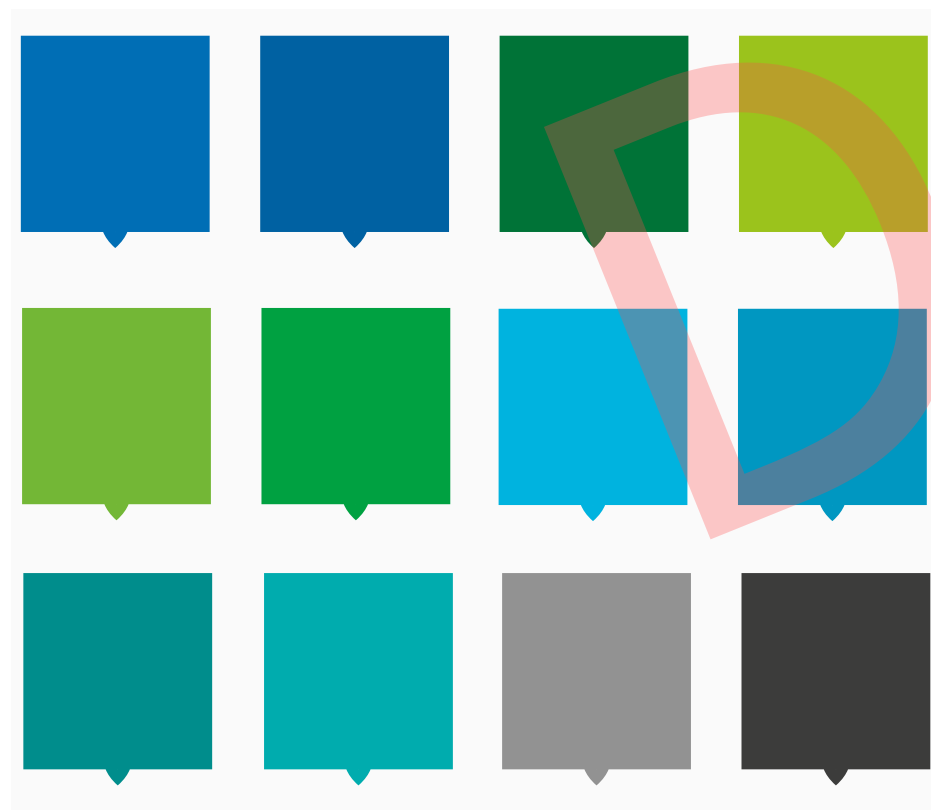
Accent colours will be chosen to match the site branding strategy.



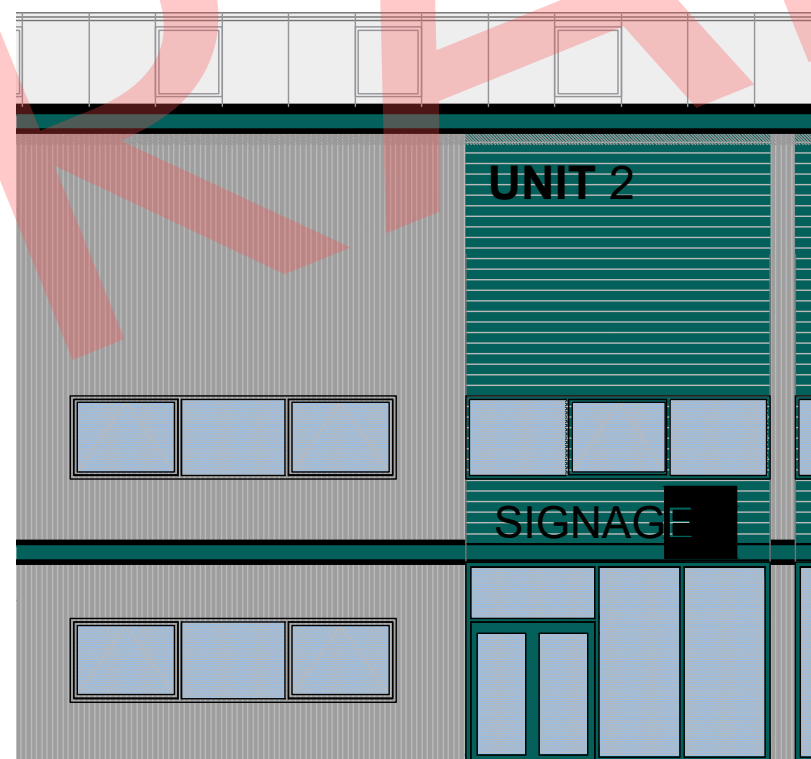
Site Logo



Site Plan Denoting Location of Site Signage



Site Branding



Proposed Unit Signage

4.06 Signage and Branding

Signage at the entrance to the site is a totem with the colours matching those found on the building cladding. These will be visible at each of the site access points.

The signage to each unit is contained within a band of contrasting cladding and ensures that all units maintain a sense of cohesiveness as the size and placement of signage is pre-determined.

The Wrexham Industrial Estate logo is a modern abstract mark. The elongated oblong shapes are used in conjunction with the surrounding negative space to create the letter W, the initial for Wrexham.

The shapes used to form the logo are also carried through all the aesthetics to establish a strong, contrasting and easily recognisable brand.

The colours of the logo and subsequent branding have been chosen to be reminiscent of the surrounding area of Wrexham town and countryside. Sympathetic to the industrial history of the town and local farmland whilst also striving to be modern and contemporary.



5.0 Access

5.01 Vehicular Access

There are several main arterial routes through the site, all with entrance access to the surrounding roads (Bridge Road and Coed Aben Road). Access to the proposed industrial units off the central and secondary routes which all interconnect.

Car and cycle parking for the development is to be in accordance with local standards as identified by Wrexham County Borough Council.

The scheme will provide 212 parking spaces and individual loading bays for each unit.



KEY:

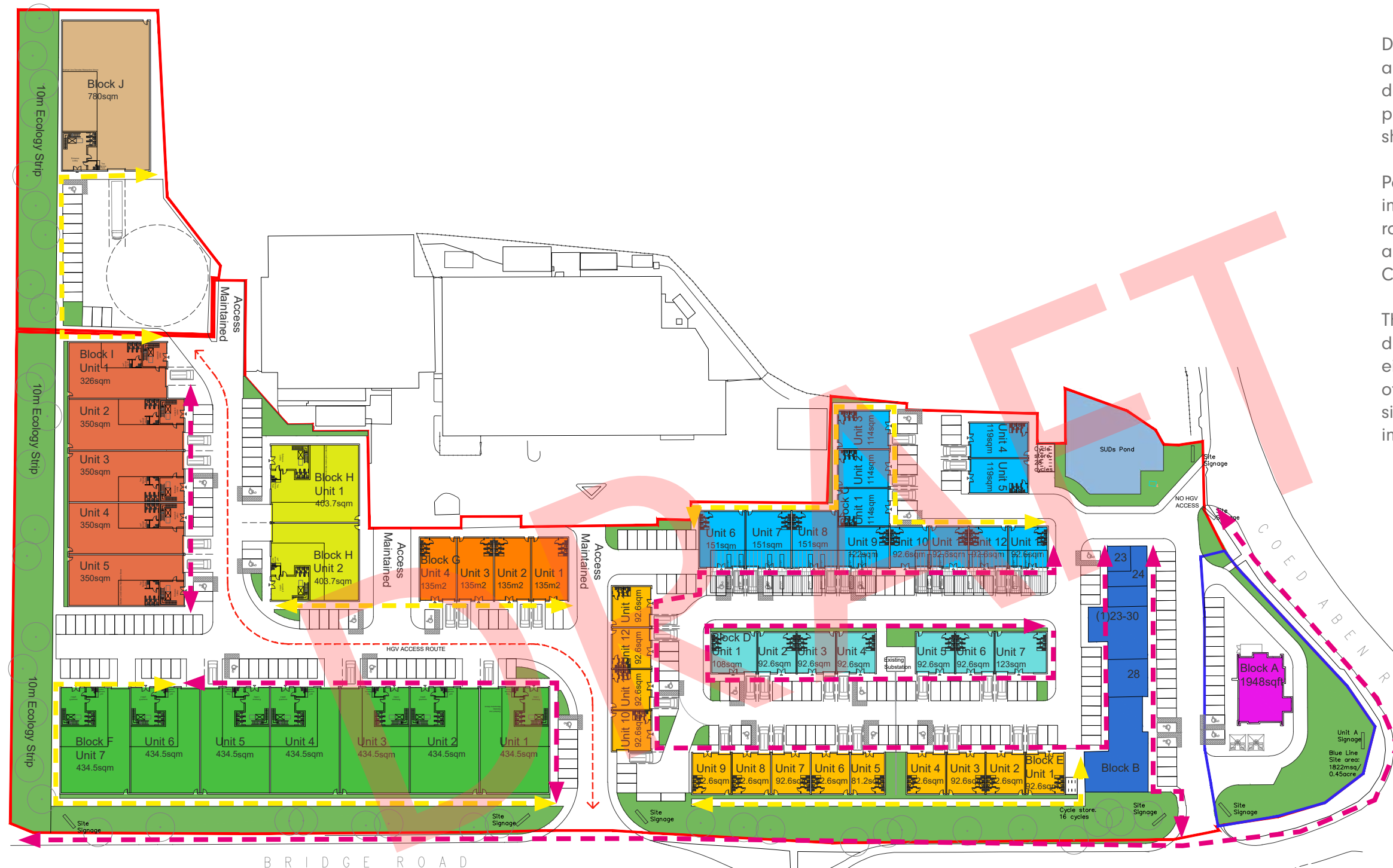
- Site Boundary
- Car park
- Main Vehicular Routes onto the Site
- Secondary Vehicular Routes within the Site
- Site Access Point

5.02 Pedestrian/ Inclusive Access

Due to even local terrain, the site and surrounding area is approximately level and the proposed development will ensure that level access is provided across all pedestrian footpaths and shared spaces.

Pedestrians will be encouraged by the incorporation of footpaths to the main arterial routes within the development. All site entrances are within a close proximity to the bus stops on Coed Aben Road and Bridge Road.

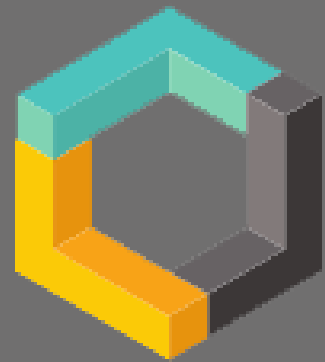
The town centre of Wrexham is within easy cycling distance from the site, and can be accessed either out of the main site entrance, or via one of the various footpath access points along the site boundary leading into the neighbouring industrial developments to the West.



KEY:

- Site Boundary
- Primary Pedestrian Route
- Secondary Pedestrian Route





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