

HORIZON 120

Business, Innovation & Logistics Park

WAYFINDING STRATEGY

July 2021

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INTRODUCTION

1 Introduction

This document sets out the Wayfinding Strategy for Horizon 120 - Business, Innovation & Technology Park.

The business park is set on the edge of Great Notley Village in Essex. A LDO and Design Code were developed for Horizon 120 and approved in April 2020. The Wayfinding Strategy builds on the principles established in the Design Code.

The aim of this document is to provide a strategy to support condition G10 Signage, Wayfinding and Public Art of the LDO.

The strategy will also act as a basis for briefing and commissioning of the detailed wayfinding for the site.

The strategy will set out principles and guidance as well as practical considerations for wayfinding.

1.1 What the Strategy Sets Out

The strategy covers the below sections:

- Context
- Opportunities & Approach
- Locations & Typologies
- Principles & Guidance
- Brand & Ethos
- Delivery & Implementation

Art and Wayfinding have been combined into a single strategy, which builds on a holistic vision for the site established through the Design Code and LDO.

The wayfinding must be developed in keeping with the Horizon 120 brand/ ethos. Therefore, a good understanding of the principles and current proposals for the site, as set out in the Design Code, is essential in the consideration of wayfinding.

1.2 Definition

There are three main components that form the overarching wayfinding strategy:

- Signage
- Public Art
- Furniture

Each of these elements must be included and holistically considered in the design and delivery of wayfinding on site.

1.3 Why the Strategy is Needed

This document is set out to provide a strategy to support condition G10 of the LDO as outlined below:

Condition G10 Signage, Wayfinding and Public Art:

All signage, wayfinding and public art must accord with the approved Horizon 120 Wayfinding Strategy. Details of any proposed signage, wayfinding and/or public art must be submitted and approved through the Compliance Checklist prior to implementation.

The strategy will also act as a basis for the briefing and commissioning of the detailed wayfinding for the site.

1.4 Broader Purpose of Strategy

- To ensure that signage, furniture and public art contribute to the creation of a high-quality environment through an appropriate, coherent and distinctive language.
- To provide clear and consistent wayfinding throughout the site.
- To draw people to key areas of the site, such as the Hub and Park.
- To cater for all users, such as employees, employers and visitors, as well as vehicles.
- To consider how wayfinding meets the needs of diverse user groups.

1.5 Who the Strategy is for

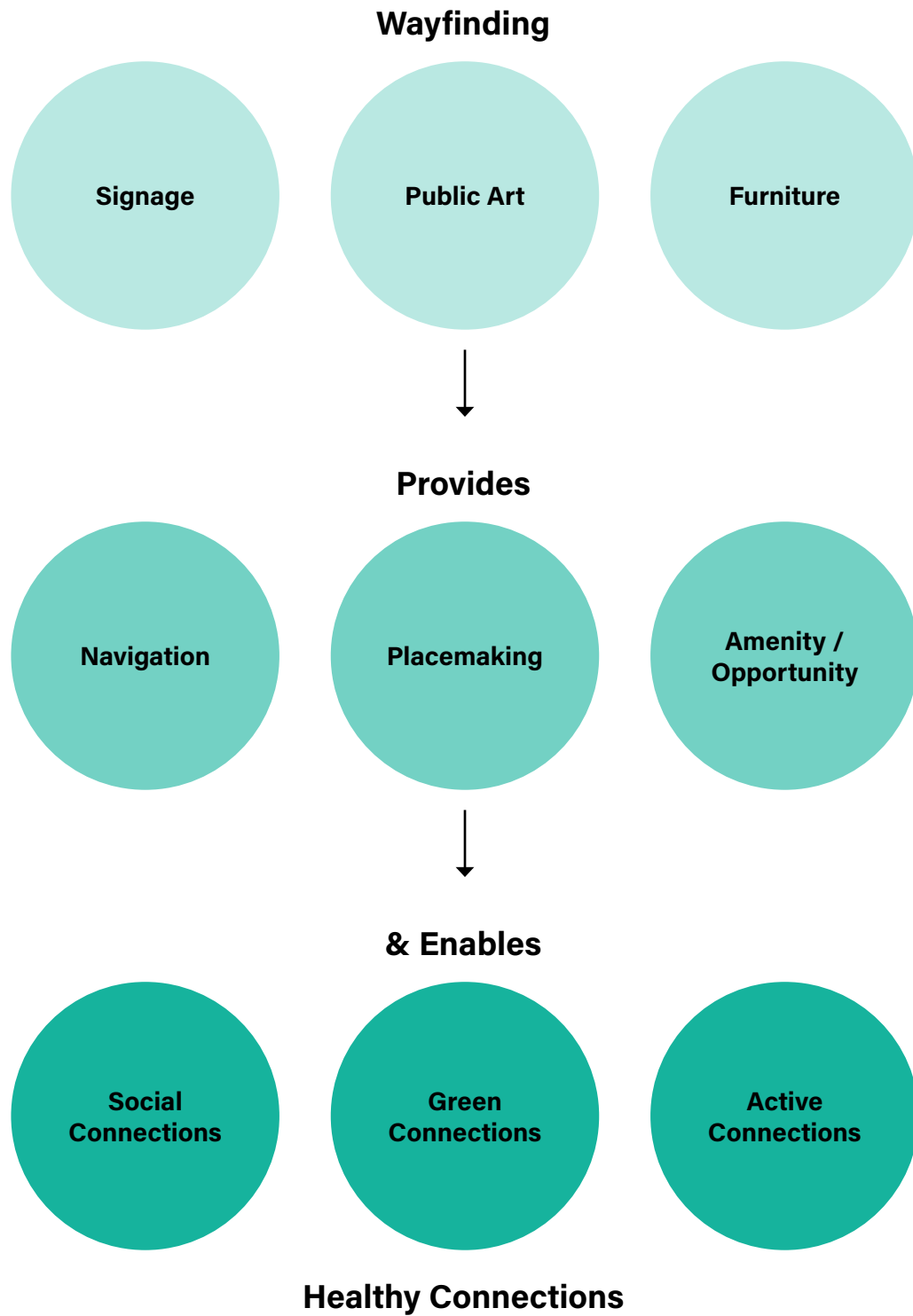
- Suppliers, designers, artists or consultants who will design/ deliver the wayfinding on site.
- To provide guidance for plot owners or lessees on their responsibilities regarding signage and art within individual plots.

1.6 Ethos

Horizon 120 is looking to set a precedent for creating a healthy 'working lifestyle'. It seeks to move away from the traditional hard, car dominated, concrete 'plots' with little atmosphere or nature, to a verdant, sustainable, welcoming environment that offers local amenities to enjoy and explore for both the employees and visitors. This will create a distinct place that supports a new model of a healthy, holistic 'working lifestyle.'

Wayfinding at Horizon 120 enables the social, green and active connections that support wellbeing, through clear navigation, placemaking and amenity.

Wayfinding Enables Wellbeing





2

CONTEXT

2 Context

Set on the edge of Great Notley Village in Essex, the site benefits from good transport connections, both by road (M11 to London and Cambridge) and rail (Braintree train station). Given the strategic location, it is an opportune location for a range of businesses, and in the last decade business parks have established in the locality.

With farmland and Great Notley Park on its borders, the setting is verdant, with walking trails and bridle paths that link to the wider countryside.

2.1 Context & Connections

The site is located to the south of Great Notley Country Park across the A131 from Great Notley Village. To the south is Slamseys Farm and Store, a working farm which grows food crops, christmas trees, makes Slamseys Gin, teaches printmaking, stores caravans and rents out barns and containers. To the west farm land extends out into the countryside. A solar farm can also be found.

Two business parks can be found within 2km of the site - Skyline Business Centre and Lynderswood Business Park. Chelmsford City Racecourse sits 2km south of the site.

The site is well connected by bus to Great Notley Village and further connection to Braintree train station along London Road.

A series of bridle paths connect the site to the surrounding countryside - including Great Notley Country Park and Flitch Way Walking Trail to the north and Chelmsford City Race Course to the south. A pedestrian crossing across the A131 links the Village to the country park and the site.

2.2 Nature & Landscape

The site benefits from a verdant, ecological setting and the popular Great Notley Country Park as a neighbour. The Park offers a range of amenities for all ages and abilities as well as a diverse range of habitats for wildlife. Nature conservation is further encouraged at nearby Cuckoo Woods.

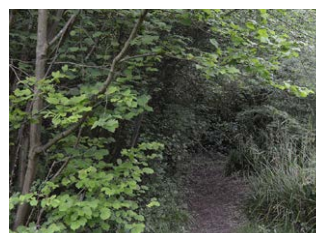
The locality also offers paths and trails including Flitch Way, which passes numerous sites and stations along the way.



Great Notley Country Park large pond/wetland areas











Flitch Way walking trail



Cuckoo Woods



Skyline Business Park

-  Site Boundary
-  Nature Reserve
-  Pedestrian pathway
-  Public bridleway
-  Flitch Way Walking Trail
-  Bus stop
-  Pedestrian road crossing to Great Notley Country Park
-  Site access to Great Notley Country Park



Plan 1: Context & Connections



2.3 Gridserve

Gridserve is an electronic forecourt which offers charging facilities and customer services. The proposals for the site have been developed in conjunction with the proposals for Horizon 120 and share an access point from the southern entrance.

The forecourt also offers amenities such as Costa coffee and WH Smith as part of their facilities.

2.4 Aims of Horizon 120 Business Park

Horizon 120 is looking to set a precedent for creating a healthy 'working lifestyle.' It seeks to move away from the traditional hard, car dominated, concrete 'plots' with little atmosphere or nature, to a verdant, sustainable, welcoming environment that offers local amenities to enjoy and explore for both the employees and visitors.

This will create a distinct place that supports a new model of a healthy, holistic 'working lifestyle.'

- To promote activity, permeability and accessibility
A network of walkable, runnable routes and cycle ways will provide green, interesting paths through the business park. These provide important internal links as well as connecting to surrounding amenities. Amenities within the business park will include a woodland park extension to Great Notley Country Park with informal exercise and seating opportunities. A local hub with formal amenities such as a café and gym will provide opportunities for outdoor eating and socialisation.
- To sensitively embed the buildings and landscape within their setting
Proposals should be considerate of and integrated into the surrounding landscape and setting. The new landscape should be inspired by the surrounding existing nature and landscape. Buildings will be set within the landscape and appearance and height should be considered in relation to the location.
- To implement an integrated and green approach to vehicular access
A good, solid infrastructure is essential to the function of a business park. A clear hierarchy of streets will be established with integrated SuDS solutions where possible. Street trees and planting will form a fundamental part of the design language.
- To encourage use by the local existing community
The addition of a woodland park extension and a pond area will invite the existing community to discover and explore the business park. The Horizon hub provides an alternative local meeting space and place to stop for a coffee.
- To integrate and enhance biodiversity and ecology through (established) sustainable methods and systems
The planting and tree strategy will be carefully considered and look to maximise biodiversity and ecology. Connections with the adjacent Country Park and farmland will provide and establish green corridors for wildlife. SuDS and swales will form an essential part of the street and path network and feel naturally part of the landscape.



Great Notley Country Park



Gridserve



Slamseys Farm & Store



Plan 2: Red Line Boundary Plan



Illustrative Views of Streetscape

The following pages summarise the main landscape strategies from the Design Code. These provide background to the development and layout of the Business Park and are essential to understand when developing the proposals for Wayfinding on site.

2.5 Zonal Approach

Zones are used within the LDO to identify what uses are permitted across the site.

To the north uses are more restrictive to reflect the proximity of the Country Park. The northern part of the site also allows more ancillary uses, with more traditional industrial uses allowed further south.

Zone A - Horizon Hub

- The Hub area will become the landmark feature and represent the benchmark for quality design, materials and creativity.
- The uses within the Horizon Hub Core combined with the street activities and events within the square will help to create a dynamic and sustainable environment, not only for the workers within Horizon 120, but locally.
- It will be a social destination contained within an aspirational and contemporary building setting.

Zone B - Office, R&D, Light Industrial, Storage and Distribution

- This zonal allocation will create a technologically informed business park containing offices, start-ups, high-tech light industrial and R&D.
- The setting for this zone shall be identified by the quality of the inspirational architecture, the landscape setting and visual and physical permeability around and through the site which will lead back to the hub in Zone A.
- This zone is a key marker in establishing the direction of Horizon 120 as the place for high end business.

Zone C - Office, R&D, Light Industrial, Manufacturing, Storage and Distribution

- This zone contains the larger architectural elements, which may be more functional from a design perspective, and will make important contributions to the local economy.

Zone D - Park

- This zone is allocated for the creation of a parkland landscape. Attenuation ponds and informal paths will offer recreation opportunities.

2.6 Character Areas

A gentle hierarchy of spaces is established in the Design Code and shown on the diagram overleaf. All character areas are to promote an active and healthy landscape. Character areas are related to surrounding and proposed land use and detailed to link and promote wayfinding. Names of character areas to be used to promote wayfinding across the business park.

Horizon Gateway

- Creates a distinct, welcoming and verdant entrance to Horizon 120.
- Art or sculpture within this location to strengthen the business park's identity.

Horizon Hub

- A local hub for connecting visitors, the local community and the working community of the business park.
- The external space will encourage and provide opportunities for outdoor eating and socialising.
- Playful art and sculptures will help to create a sense of place and offer incidental play opportunities.
- A flexible outdoor space for events and markets.

Horizon Parkview

- Character of this zone will have a close relationship with the country park to the north and the proposed Horizon Park.
- Pedestrian access through the space is essential to improve connection to the Park and Great Notley Country Park.
- To encourage visual and physical permeability around and through the site.

Horizon Glades 1 & 2

- Land use to include start-ups, grow-on units, hi-tech and R&D units.
- Amenity opportunities and pedestrian access through the areas is essential.

Horizon Paddocks 1 & 2

- Larger scale plots available for a variety of uses including manufacturing.
- Larger scale trees and planting to complement larger building units.

Horizon Fields 1 & 2

- Potential for larger scale plots for production and factory use.
- Larger scale planting to complement larger building units.

Horizon Park

- Woodland and wetland park to the north to form an extension to Great Notley Country Park.
- Proposed connections to both country park to the north and the rest of the business park to the south.
- Landscape to include informal rest stops.
- Creation of attenuation ponds to link to overall integrated SuDS strategy and to provide additional habitat for breeding great crested newts.
- Link to overall internal and surrounding pedestrian network.

Horizon Walk

- Perimeter walk along the north, west and south borders of the business park.
- Landscape to include informal rest stops.
- Link to overall internal and surrounding pedestrian network.

- Zone A:
Horizon Hub
- Zone B:
Office, R&D, Light
Industrial, Storage and
Distribution
- Zone C:
Office, R&D, Light
Industrial, Manufacturing,
Storage and Distribution
- Zone D:
Park with attenuation
ponds and informal paths



- Horizon Gateway
- Horizon Hub
- Horizon Parkview
- Horizon Glades
- Horizon Paddocks
- Horizon Fields
- Horizon Park
- Horizon Walk



2.7 Street Hierarchy

The entrance road leads into the site and spans the length of zone A to the north. A secondary road leads further into the south of the site. These roads together form the spine road through the site. Green links connect the entrance and secondary roads and reach out to connect the business park with the surrounding landscape.

Rest Stop/ Meeting Point

Rest stops/ meeting points with seating, informal exercise equipment and signage must be provided. These should be incorporated at regular intervals - with at least one between each main crossing as set out in Plan 5: Street Hierarchy overleaf.

Pedestrian Pavements and Paths

Continuity in material and character of the pedestrian paths (both cycle and footpaths) is important to ensure legibility and wayfinding across the site.

Pedestrian paths away from the roads are to follow the principles in Plan 7. Zone A is to provide public pedestrian access paths through development parcels/ plots to improve permeability and accessibility. Due to the larger units anticipated as part of Zones B & C, this is not a requirement here, but where possible still welcome.

Connection to Surrounding Pedestrian Network

All pedestrian paths and pavements should connect and promote connectivity to site amenities and the surrounding pedestrian network. Bridleways and rights of way must be considered, respected and retained as part of any development. These must follow guidelines for bridleways.

Roundabouts

Roundabouts must be soft landscape with meadow, hedge and tree planting to give these a natural feel in line with the overall aims and aspirations for Horizon 120.

2.8 Amenities and Health & Wellbeing

The importance of providing a landscape that facilitates and supports a healthy 'working lifestyle' is at the heart of the thinking behind Horizon 120. The landscape and connecting amenities which form part of the development offer scope for lunchtime exercise (running, jogging or formal exercise activity), socialising and quiet relaxation.

Open space within the local hub will be flexible to allow for different uses such as events and markets, which local business park users can take advantage of. Creating an innovative and green environment for people to work in and to enjoy will encourage and benefit both physical and mental wellbeing.

Horizon Hub Core

Must include the below amenities:

- Formal and informal seating opportunities.
- Spill out space for cafés.
- Flexible space for events and markets.
- Incidental art or playful sculptures.

Parks & Nature (including Green Corridors)

- Must link with internal and surrounding pedestrian paths.
- Must provide informal seating opportunities.
- Must offer informal exercise routes and opportunities.
- Must promote biodiversity and ecology.
- Could include opportunity for educational interpretation boards.

Walkable Routes and Cycle Paths

- Must link with local amenities.
- Must be safe and accessible for all.
- Must be separate or set back from the main vehicular roads.
- A hierarchy of routes are to be set out as per Plan 6: Amenities and Health & Wellbeing Plan overleaf.














Entrance Gateway

- Must present a welcoming entrance space.
- Must link with internal and surrounding pedestrian paths.
- Must promote biodiversity and ecology.
- Must include informal seating opportunities as part of the landscape.

Users




Horizon 120 must offer amenity for a range of different users, including:

- Employees of business park units.
- Business visitors to units.
- Local community utilising the local hub or walking along the green corridors and experiencing the parks and nature.
- Local schools may wish to utilise the parks and nature and could benefit from insights into the range of different vocations and careers at work within the business park.

-  Entrance road
-  Secondary road
-  Green link
-  Pedestrian pavement
-  Pedestrian paths (Zone A)
-  Bridleways and rights of way
-  Perimeter footpath
-  Informal crossing point
-  Footpaths linking to wider pedestrian network (outside of site boundary)
-  Pedestrian Crossing A131
-  Cycle paths
-  Rest Stop/ Meeting Point
-  Highways adopted land



Plan 5: Street Hierarchy Plan

-  Parks & Nature
 -  Green Corridor
 -  Horizon Hub
 -  Entrance Gateway
- Foot & Cycle Paths
-  1. Main road network pavements
 -  2. Paths through/ in between plots
 -  3. Perimeter paths
 -  Cycle paths
 -  Rest stops / meeting points
 -  Path network surroundings



Plan 6: Amenities and Health & Wellbeing Plan

2.9 Current Site Proposals

The landscape and built form in and around the Park has been actively designed to support wayfinding by helping to define character areas and encourage appropriate routing.

Landscape Proposals

The main road network and adjacent road buffer landscape is currently being constructed on site, alongside Horizon Park to the north, due to be completed in Spring 2021. The proposals include tree avenues to the streets, swales and ecologically rich bands of buffer planting to the plots. The roundabouts are planted with biodiverse meadow with rows of hedges and a mix of trees.

Horizon Park has a large attenuation basin which will have a constant water level and provide a pond area planted with marginal planting. A pedestrian path loops around the pond with seating and exercise opportunities.

At the entrance meadow, shrub planting and tree planting will create an ecologically rich landscape. A series of gabion walls will create structure and an opportunity to set signage and art in the landscape.

The proposals for the landscape also include a perimeter path linking the business park with the surrounding bridle way paths, Horizon park and the Country Park to the North.

Plots

There are currently 2 plots being designed for the business park:

- Essex X-Ray
Is a world leader in the design and manufacture of high voltage interconnects including cable assemblies and receptacles and is a globally established manufacturer of high voltage engineering solutions active in over 40 countries. The business will relocate from premises in Dunmow, Essex upon completion of the unit in Q4 2021.
- Care Co
An independent distributor of care mobility products. The business will relocate from its existing premises in Brentwood, Essex, upon completion of the unit in Q4 2021.

Enterprise Centre

Plans for a new Enterprise Centre have also been given planning through the LDO planning approval process. The centre aims to support local start-ups as well as help small businesses innovate, develop and grow.

The ambition is to create a state-of-the-art, energy efficient complex with shared meeting rooms, flexible work spaces, conference and training facilities and offices for smaller businesses to grow into.

Plans for the centre also include an event space with a roof terrace overlooking the countryside and country park. A café or restaurant, fronting onto a public square will serve employees working at the park and residents living in the local area.

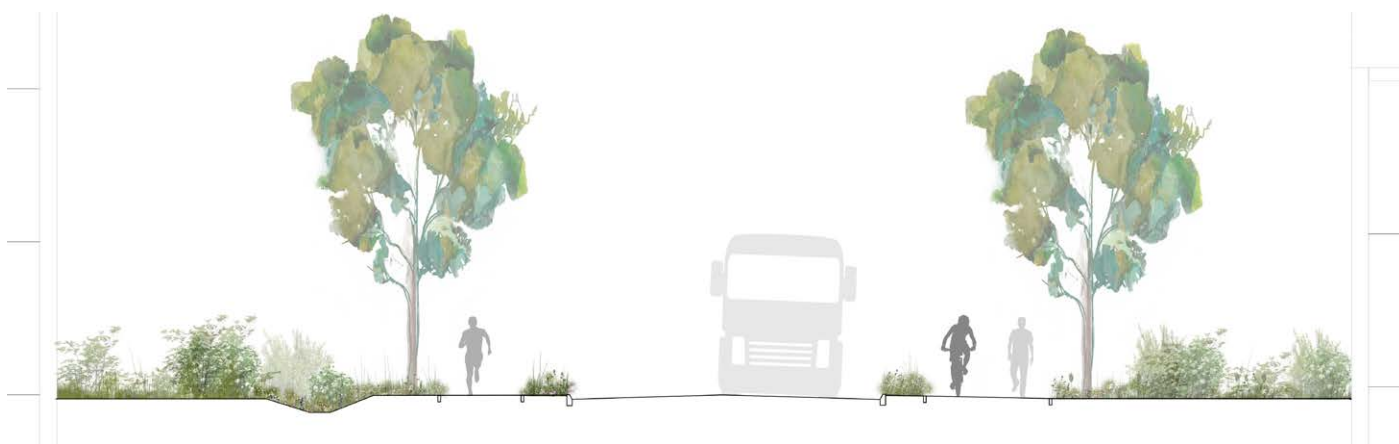
The facility will be built to high environmental standards using innovative construction techniques and modern materials. The project is being paid for in part by the South East Local Enterprise Partnership which has allocated £7 million towards the scheme from the Government's Getting Building Fund.

Building work is expected to start early spring 2021.

2.10 Wayfinding Considerations in Relation to Existing Landscape

Proposals for wayfinding must consider landscape proposals including locations for trees, lighting, rest stops, crossing points etc.

Proposals must also consider plot layouts and entrance points.

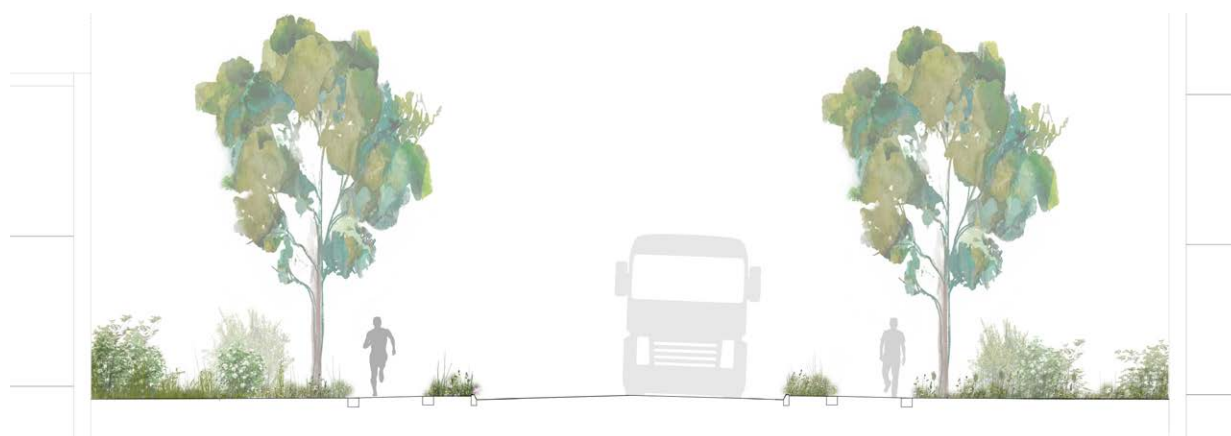


Street Section 1: Swale and Tree Avenues

- 1 Enterprise Centre
- 2 Essex X-Ray
- 3 Care Co
- Street
- Landscape Road Buffer
- Plots



Plan 7: Current Proposals Plan



Street Section 2: Meadow and Tree Avenues





OPPORTUNITIES & APPROACH

3 Opportunities & Approach

This section sets out an overall approach to the development of the Wayfinding Strategy for Horizon 120 that is based firmly in the aims and aspirations for the development.

The approach can be divided into three co-dependent components, which work together to ensure the strategy is aligned, creative and effective.

Wayfinding should enhance and reflect the ethos that underpins Horizon 120 as a natural, healthy and innovative business park. Building on this, a series of connections must be achieved and facilitated through the wayfinding strategy - active, green and social connections.

3.1 A: Enhancing the Horizon 120 Ethos

The overarching ethos of Horizon 120 captures the thinking behind the new development by celebrating key characteristics that differentiate this business park from others:

- Nature - set within green and natural landscape
- Health - promotes a healthy working lifestyle
- Innovation - forward thinking and creative

These work together to create the aspirational ethos for this new and distinct place. Wayfinding must support and reflect this ethos by drawing inspiration from one or more of the above characteristics.

Similarly, there must be a strong link between the brand and the wayfinding strategy. The brand for Horizon must be developed from the existing logo and thinking as set out in Section 6.

3.2 B: A Combined Art & Wayfinding Strategy

Design interventions which offer aesthetic, engagement and interactive value are key to the strategy for Horizon 120.

Art, signage and furniture must all form part of the combined strategy. This allows for a consistent and seamless approach to the public realm which extends beyond just signage.

3.3 C: Embedding a Healthy, Holistic Vision through Connections

Art, signage and furniture are to be used to encourage:

- Active connections
 - Encouraging walking, running, playing, pausing.
 - Routes that link places and people.
- Green connections
 - Encouraging connection with nature and country park
 - Building on the natural setting and landscape of both the business park and its surroundings.
- Social connections
 - Meeting, welcoming and engaging.
 - Encouraging people towards the Hub and the Pond Park.

Signage, furniture and art can be aimed at one of the above or provide all three. These connections are linked to the theme that has been established for the wayfinding strategy.

3.4 Users

Users are the focus of the wayfinding strategy. The design of information must be accessible, user focused, easy to follow and understand, and complement the natural wayfinding that has been established through the infrastructure and landscape design of the business park.

Wayfinding must be aimed at all identified users that might visit the business park.

Three types of visitors have been identified as below:

1. Those who are linked to the use of the business park:
Employees, employers, visitors to businesses, deliveries etc.
2. Local community:
Utilising amenity on-site.
3. Those linked to walking the surrounding area:
Using the bridle path and visiting the Country Park to the North etc.

Wayfinding must cater for all of these groups. Users must be considered as both pedestrians and vehicles, and wayfinding must be provided for both.

Key Components



Nature
Health
Innovation

+



Art
Signage
Furniture

+



Active
Green
Social



3.5 Engagement/ Social Value

The opportunity to work with local schools, designers, artists, and others (e.g. art and design competitions) to link the development with the local community should be explored through the detailed design stage of the wayfinding. Providing skills development for local people and working with local manufacturers should also form part of the process.

Early engagement with tenants or plot owners to understand their appetite for involvement is also encouraged.

3.6 Events Programme

An events programme could form part of the overall strategy and include the below categories:

a. Horizon 120 Events

- Local events linked to surroundings in the Country Park, Great Notley Village, Slamsleys Farm etc.

b. Yearly Events

- Seasonal events

c. Long Term Events

- Sports: Olympics, World Cups
- Astronomical and space events
- Climate change developments

Temporary exhibitions and events will draw people to and animate the Horizon Hub area. To be able to facilitate potential events a relationship with the Enterprise Centre should be explored.

3.7 Key Established Wayfinding Principles

Established wayfinding principles must guide all proposals. The principles outlined below are the key wayfinding principles as outlined in the Olympic Park Wayfinding Strategy - 'Queen Elizabeth Olympic Park Wayfinding Strategy', March 2013.

1. Stepping Stones

Stepping stones will assist people's memory and provide connections for the traveller.

2. System Naming

The consistent naming of places and things in the environment allows people to communicate what and where places are.

3. System Codes

Codes are used as short-cuts for memory and for simplifying complicated systems and include colours, numbers, icons and names.

4. Progressive Disclosure

All things cannot be signed from all locations. Progressive disclosure provides a rationale for what information is needed where.

5. Predictable

Information consistency, integrity and most of all availability are crucial to achieving predictability.

6. Don't Make me Think

Keep it simple. The simpler the information the easier it will be to understand.

7. Inclusive

Information should be provided so that it does not exclude any group or individual, with particular focus on those with disabilities.

8. Help Me to Learn

Information that is easy to learn is more likely to be used. Teach people how easy route choices are and modal change is more likely.

9. Tone of voice

Provide information with the right tone of voice in the right way and people are more likely to relate to and engage with it.

3.8 Planning Approval & Checklists

Design requirements and guidance for signage, furniture and art is included in the LDO, with this strategy building on the principles set out. Details of any proposals for signage, furniture and/ or art must be included in a Checklist submission prior to commencement. Such details must be in accordance with the principles in the LDO and within this strategy, and the submission must include details of compliance.

Where there might be discrepancies between this strategy and the Design Code, the wayfinding strategy and information set out within takes precedence.

The wayfinding strategy will be followed by a detailed design development of the wayfinding across the site and will be approved through the Checklist Planning approval for the strategic and site wide proposals.

3.9 Plot Guidance & Standards

The below summarises the requirements and guidance for signage, art and furniture within the plots.

▪ Signage:

Building signage is allowed through the Design Code and the LDO and does not form part of this strategy. No free standing signage is allowed within the plots or close to the boundaries of the plots. If there is a desire for this to be included this will need to follow the overall signage for the site.

▪ Art:

Art is allowed within plots and guidance for this is set out both in the Design Code and further in this strategy. Any art proposals will need to be signed off to meet the requirements of both strategies.

▪ Furniture:

Design considerations and requirements for furniture within plots are set out in the Design Code and the LDO and does not form part of the this strategy.

Wayfinding Must Be

Legible

Inclusive

Simple

Predictable

Learnable

Relatable



TYPOLOGIES & LOCATIONS

4 Typologies & Locations

The wayfinding strategy for Horizon 120 will provide legible and contemporary guidance to ensure easy navigation around the business park without creating unnecessary clutter.

This section sets out the different typologies and locations where wayfinding will be placed. Further details on locations and types of wayfinding suitable to each will be shown in section 5 Principles and Guidance.

4.1 Approach & Aims

A series of typologies have been identified from which the wayfinding will be created. These will work together to create a coherent approach across the site.

4.2 Typologies

There are 3 key components that form the wayfinding strategy. Together they create and define the strategy for the site:

1. Signage
2. Public Art
3. Furniture & Exercise Equipment

All of the above typologies will be considered and included in the overall strategy wayfinding strategy and design. There are further sub components classified for each as set out.

4.3 Locations

Location plans are included which indicate where different types of wayfinding are to be considered.

4.4 Signage

Below is a summary of the signage to be included at Horizon 120. The descriptions and categories have been developed and follow on from the principles outlined in the Design Code.

Site Wide Signage

a. Arrival Points/ Entrances:

Signage, art and/ or landscape elements linked with the Horizon 120 ethos as set out in the opportunities section. Must be visible from the road and pavements to create a friendly, welcoming entrance.

b. Naming/ Place Markers:

Signage indicating a character area or piece of public realm. These could be free standing or form part of a building or piece of furniture.

c. Directional/ Route Markers:

These signs establish the user's position and connect/ link the user to other points. The types included in this section are:

- Route confirmation and navigation markers
- Route decision markers

d. Map/ Information Point:

One overall map or information point will be provided in the Horizon Hub area. The exact location must be explored and decided as the proposals for this area are developed. An opportune area could be the Enterprise Centre and public realm that forms part of these proposals. A secondary interpretative information point could also be included in Horizon Park, providing information on nature and wildlife.

All signage must be legible and coherent to provide easy routes to follow.

Landmarks

Art, signage or landscape elements acting as memorable or distinctive navigation reference points. Locations to be considered include the entrances and key areas of the public realm.


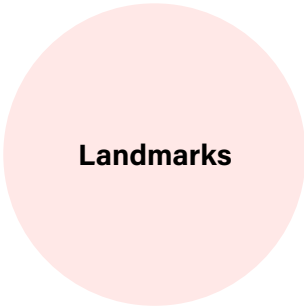
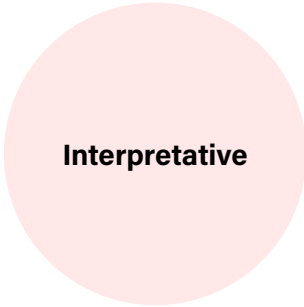
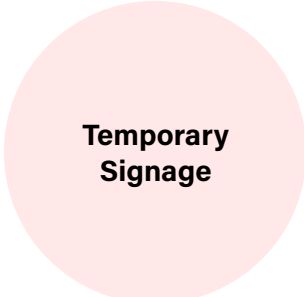
Interpretative Signage

Informative signage which highlights the particular educational quality of an area or artwork (e.g. natural elements or the narrative underpinning an artwork). These qualities should be explored through the signage and art that is provided as part of Horizon Hub, Horizon Park and Horizon Walk.

Temporary Signage

The business park will be developed in a phased manner and hoardings will therefore be present over a number of years. Hoardings that can contribute positively to the environment during building works should be explored. The developed wayfinding design should provide a template for graphics that plot owners can use and display on their hoardings. Temporary signage for events could also be considered.

Signage

 <p>Site Wide</p> <p>↓</p>	<hr/>		
	A - Arrival Points / Entrances	Horizon Gateway	Signage, art and/ or landscape elements Must set out name of business park or announce it through expression
	B - Naming / Place Markers	Horizon Hub Horizon Park Key Infrastructure Locations	Signage Indicating name of character area or piece of public realm
	C - Directional / Route Markers	Horizon Hub Horizon Park Horizon Walk Horizon Rest Stops	Signs that establish the user's position and connect/ link the user to other points
 <p>Landmarks</p>	D - Map / Information Point	Horizon Hub Horizon Park	Map and/ or information about the business park and its ethos Interpretative nature information
	Distinct Marker	Horizon Gateway Horizon Hub Horizon Park	
	Memorable		
 <p>Interpretative</p>	Art, Signage or Landscape Elements		
	Educational	Horizon Hub Horizon Park Horizon Walk	
 <p>Temporary Signage</p>	Art, Signage or Furniture		
	Hoarding	Plots Site Wide	
	Events		

4.5 Art & Sculpture

Below is a summary of the type and nature of art to be considered:

Site Inspired Art and Sculpture

- Art and sculpture that draws on the natural surroundings.

Interactive Art and Sculpture

- Art and sculpture that invites play and interaction.
- Draws inspiration from the business park as a place for innovation and technology.

Educational Art and Sculpture

- Art and sculpture that has educational value.
- Links to businesses on site to be explored.

Overlaps between the types of art above can form part of the final installations/ interventions and are to be encouraged.

4.6 Furniture

Furniture must form a key part of the wayfinding strategy. Furniture can also double up as art and signage.

The furniture that must be included is set out below:

Furniture to Encourage Rest and Relaxation

- Seating along footpaths
- Seating within public realm

Furniture to Enable Formal and Informal Meetings

- Seating and tables
- Pavilions
- Canopies

Furniture Inviting Exercise and Play

- Informal outdoor gym equipment such as monkey bars and balance beams
- Distance markers
- Water fountains
- Play - Team recreation opportunities such as table tennis tables and small outdoor games courts

Furniture to Meet Practical Requirements

- Refuse and recycle bins
- Bollards
- Cycle parking

4.7 Character Areas & Place Naming

The plan on the page 33 shows the different character areas across the site. These areas have been given place names which will be incorporated into the overall strategy and will be used as another layer of information to aid wayfinding. These form a fundamental component of the strategy. System codes linked to the character areas will be explored. Options to be developed could include colour, shape or symbols/ icons to distinguish zones.

There is currently no street naming established for the business park. This must be established and work in conjunction with the character areas.

4.8 Lighting

Some signage must be appropriately lit to facilitate navigation during hours of darkness. Lighting requirements are highlighted in relation to each signage typology under section 5. The requirement for lighting must be reviewed in relation to surrounding street lighting, if levels are sufficient, no additional signage lighting is required.

Any lighting for signage within Horizon Walk and Horizon Park shall utilise dark sky principles, reducing illumination by:

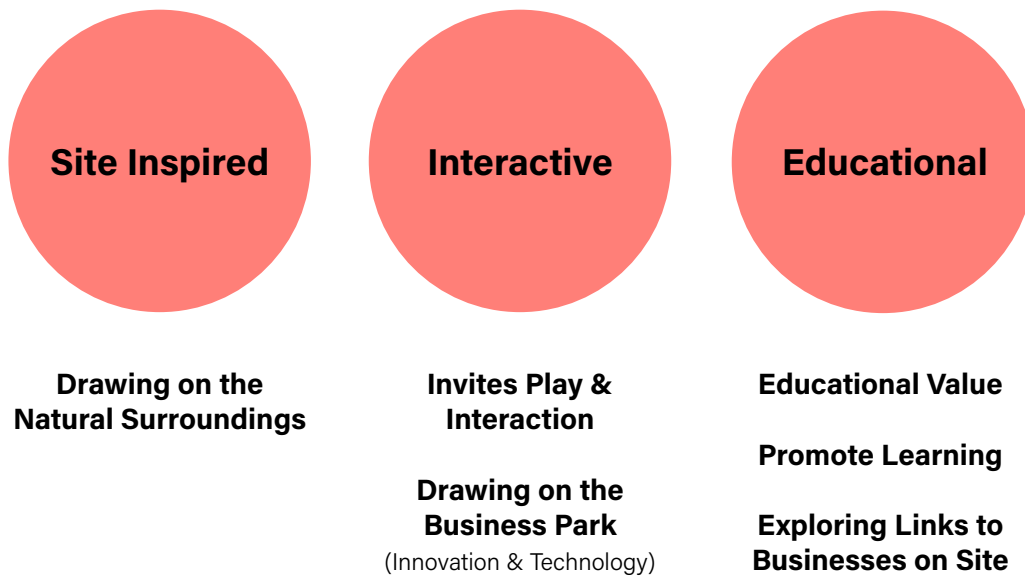
- Installing fewer light sources
- Using timers to reduce duration
- Favouring the warm end of the spectrum
- Ensuring lux levels lower than 0.5 lux
- Avoiding upward light spill

Any lighting for art and furniture within the above zones must also adhere to dark sky principles.

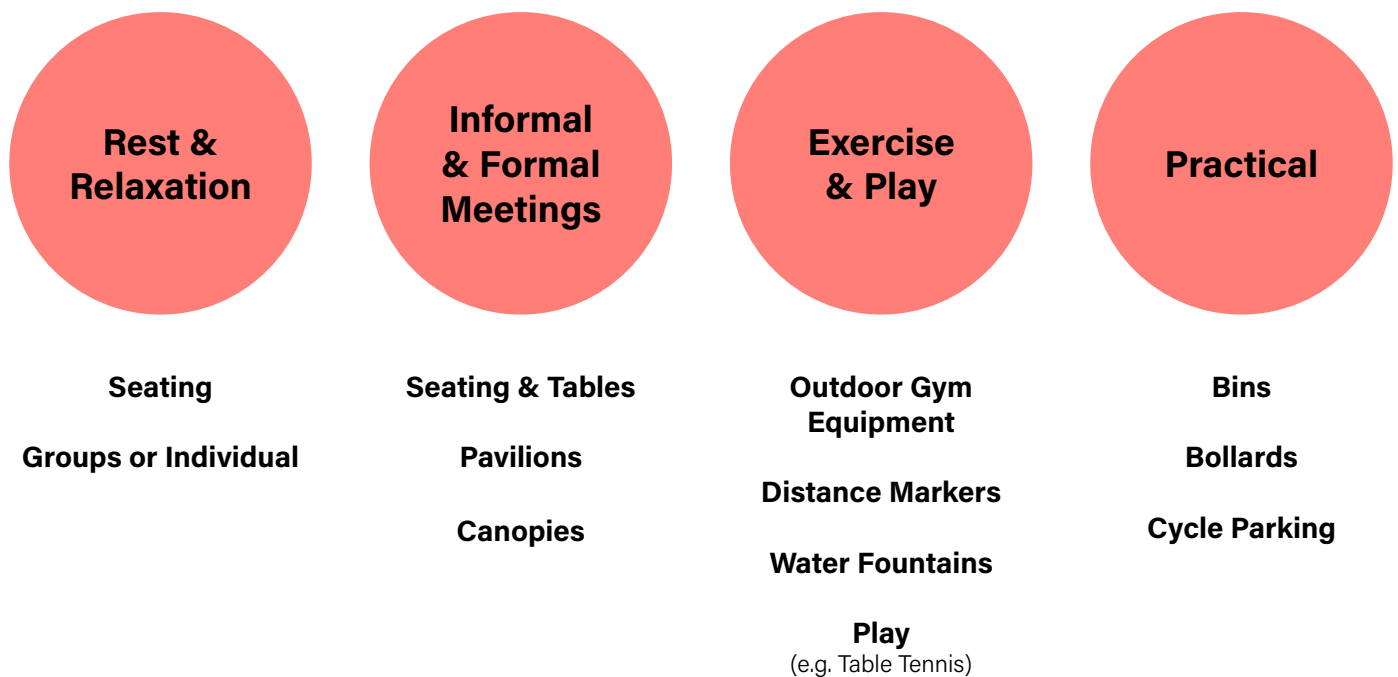
Lighting for art installations/ sculptures is essential to achieve maximum effect and impact.

Elsewhere, feature lighting (within zones such as the Hub) should be developed in consideration of the wayfinding strategy and follow any principles set for colour, materiality and design.

Art & Sculpture



Furniture





Typology: Signage & Landmark
Sub Type: Entrance
Location: Horizon Gateway



Typology: Signage
Sub Type: Naming
Location: Horizon Hub



Typology: Signage
Sub Type: Directional
Location: Horizon Walk - Rest Stop



Typology: Landmark
Sub Type: Art
Location: Horizon Park



Typology: Signage
Sub Type: Educational
Location: Horizon Park



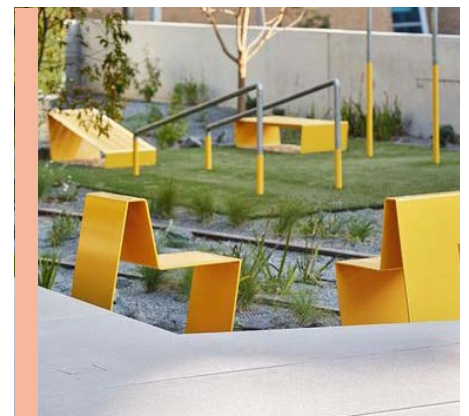
Typology: Art & Signage
Sub Type: Interpretative
Location: Horizon Hub



Typology: Furniture
Sub Type: Bench
Location: Infrastructure - Rest stop



Typology: Furniture
Sub Type: Exercise Equipment
Location: Horizon Park



Typology: Furniture & Art
Sub Type: Bench
Location: Horizon Hub

- Horizon Gateway
- Horizon Hub
- Horizon Parkview
- Horizon Glades
- Horizon Paddocks
- Horizon Fields
- Horizon Park
- Horizon Walk
- Street
- Road Buffer Landscape
- Indicative Plot Layouts



Plan 8: Character Area Plan





5

PRINCIPLES & GUIDELINES

5 Principles & Guidance - General

This section sets out the principles and guidance for the 3 main types of wayfinding: A: Signage, B: Art and C: Furniture. Each is covered in its own chapter.

The general standards outlined below apply to all wayfinding:

- Location
- Standards
- Specification, Delivery & Quality

5.1 Design Code Standards

The standards set out in the Design Code provide a starting point from which the principles for the wayfinding have been established. These have been summarised in section 4.

5.2 Location

Key locations for signage and furniture are shown in each section. The exact location for each wayfinding element must be considered in relation to the final layout of public realm and plots. The position must consider how items are facing and interact with users to ensure the best angle and view to display information for the intended purpose.

5.3 Key Standards

Key standards to be considered are outlined below:

Form

Scale	Must be considered in relation to use and location
Lighting	To be considered per wayfinding type
Attributes	Contemporary and simple/ clean

Graphics

Size	Fonts and Illustrations
Details	Must meet the ethos and brand
Font/ Text	In line with branding as set out in section 6
Message	Simple/ clean and clear

Materiality & Texture

General	Sensitive to setting
Maintenance	Robust and easily maintained
Manufacture	- Use of readily available material - Easily manufactured and replaceable

Colour & Contrast

Navigation	- Colour coding related to character areas - Colour coding related to information
Ethos	Using colours or contrast that consider nature with a sense of technology

User Experience

Attributes	- Consider a sense of place, not design - Be legible and straightforward - Evoke curiosity and discovery - Inclusive
------------	---

Where art might form part of or become the wayfinding, the overall attributes can vary as long as they meet the ethos and the brief for art.

5.4 Specification, Delivery & Quality

The wayfinding is likely to be delivered in phases as the site is developed and plots become occupied. This must be considered in the development and the implementation of the wayfinding on site. The specification of items must be set out clearly to ensure that signage, furniture and art can be manufactured to reflect a phased delivery over time.

An early relationship and discussion with manufacturers and suppliers at the design stage is encouraged to facilitate and better understand both production and cost, to ensure that proposals are viable and suitable for the site. Detailed design proposals must include suggested manufacturers and cost.

Suppliers or manufacturers that are promoting and progressively measuring carbon reduction must be used.

Key Standards and Qualities to Consider



Form & Graphics

+




Materiality & Texture

+



Colour

+



User Experience

**Scale (Considered
in relation to use/
location)**

**Attributes/ Messaging
In Line with Horizon
120 Ethos & Brand**

**Contemporary,
Simple, Clean, Clear**

Sensitive to Setting

**Robust & Easily
Maintained**

Easily Manufactured

Assists Navigation

**Builds on the Theme of
Nature & Technology**

**Consider Sense of
Place, Not Design**

**Legible &
Straightforward**

**Evoke Curiosity/
Discovery**

Inclusive

5A Principles & Guidance - Signage

The signage forms an essential part of the wayfinding together with the art and furniture.

Signage can be free-standing, be incorporated as part of furniture, or art/ landmarks can take on the role of marking out spaces. This section will establish the types of signage that will form part of the strategy.

A family of signage is proposed, along with a strategy for how this will work across the site. Different types or options will be included to ensure that the detailed design can be developed and considered holistically.

5A.1 Typologies - A Family of Signage

The family of signage will be made up from 5 categories, to ensure a clutter free, coherent and clean, but also playful approach as per the typologies outlined below. All signage must consider orientation and be attractive from all directions.

● Entrance Signs

Two main locations have been identified. These signs will include the Horizon 120 name/ logo or in other ways announce or mark the entrance. They will provide a landmark, and a sense of arrival and place. The size/ scale of the signs or landmarks will ensure that these can be seen from a distance when approaching the entrances by vehicle and or on foot. There are two main locations by the A131. Two secondary locations could also be considered by the two roundabouts. The requirement for secondary locations is to be reviewed as the design develops.

● Gateway and Navigation Points

These points will be located at the main internal junctions. The signage will be designed to provide information for both pedestrians and vehicles. It will mark out key areas of the site: Horizon Hub, Horizon Park and Horizon Walk. Signs will also help to guide both vehicles and pedestrians towards the key areas and entrances, and identify character areas across the business park.

● Route Directions

These will be located along the pedestrian network and will add both a playful layer as well as act as intermediate route markers to aid wayfinding. They will be directed at pedestrians and cyclists. They can be stand alone markers or be incorporated into furniture/ a surface treatment. Information should include educational resources and distances to key areas.

● Map/ Information Wall

Two information walls will be proposed - one in the Horizon Hub and one in the Horizon Park. The hub wall should communicate the Horizon 120 Business Park ethos and provide information on plot holders/ businesses.

Interactive displays which provide users with an opportunity for exploration/ discovery should be considered. The information wall in the park should display information about nature and sustainability.

● Plot Markers

Individual plots must not place signs in the public realm to indicate their presence. Guidance for individual building signage is set out in the Design Code and is to be approved through the LDO planning checklist process. Each plot shall include a marker which sets out: the address, the businesses which reside within that land parcel and the character area within which the plot sits. These must be placed within the plot boundary and follow a template that will be developed to form part of the signage family.

Pages 36-37 provide further information on the detailed design development of signage. A summary of its envisioned qualities also provides an indicative brief.

5A.2 Location

The areas where signage should be prioritised is shown on the plan overleaf. The final locations must be considered in relation to plot locations/ entrances and final landscape layouts. All signs (excluding the plot markers) will be placed in or form part of the public realm. The plot markers will be placed within plot boundaries, providing information about the businesses within each parcel of land. Two or more businesses might share one marker. The exact location of these markers will need to be developed in line with the overall layout of the business park as it develops.

5A.3 Specification, Delivery & Quality

As set out in section 5.4 General Principles & Guidance, the specification must be clear and details must be consistent/ easy to follow in order to establish coherent signage across the business park.

5A.4 Other Signage

Temporary signage may also be explored as required. This will include hoardings during construction. A template for graphics that plot owners can utilise on their hoardings will form part of the detailed design and will be developed in coordination with the branding.

- Entrance Signs
- Gateway & Navigation Markers
- Route Directions
- Map/ Information Point
- Plot Markers



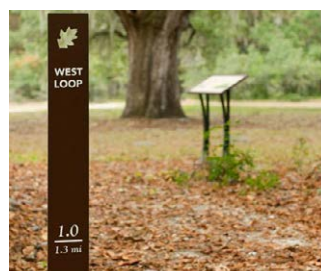
Plan 9: Signage Location Plan



Entrance sign



Gateway & navigation markers



Route directions



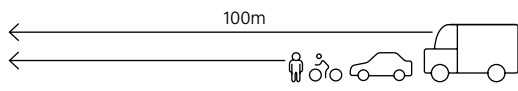


Map / Information point





5A.5 Entrance Signs

- To include the name Horizon 120, unless developed as a landmark piece of art that will announce the arrival at the business park.
- Both options could be explored as part of the detailed design.

Form

Scale	 Large
Lighting	
User & Distance	

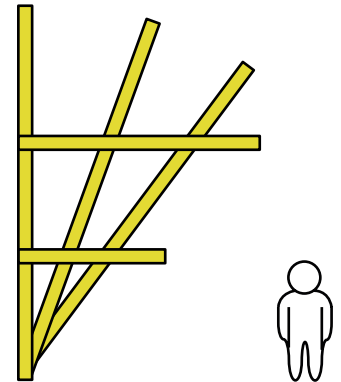
Graphics

Size	 Large
Details	 Simple & Clean  Unique or Stand Out
Message	 Announce



1.

- Entrance sign
- Entrance art



2.



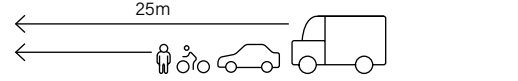
Content:

- Horizon 120 logo or name, unless art is used in which case the name may not be necessary.





5A.6 Gateway & Navigation Points

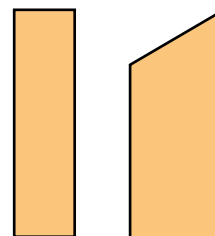
- To include information that will help users to continue their navigation from the entrance onwards within the site.
- To announce or mark out the key areas of public realm.
- To provide information on how to navigate to another part of the site.
- To provide users with a marker of their location.

Form

Scale	 Medium
Lighting	
User & Distance	

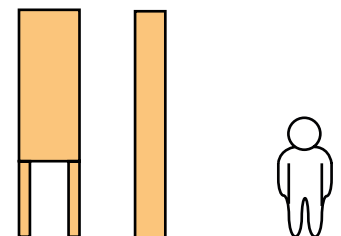
Graphics

Size	 Medium  Small
Details	 Simple & Clean
Message	 Hierarchical



1.

- Combination sign
- Key area sign



2.

Content:


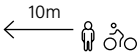

- Horizon 120 logo or name.
- Name and/ or colour/ icon of Character Area.
- Directions/ arrows to surrounding areas and paths.
- Distance or time to destinations to encourage people to walk and cycle.

5A.7 Route Directions




The route directions signage supports the journey for pedestrians and cyclists around the business park. Two different types are to be included:

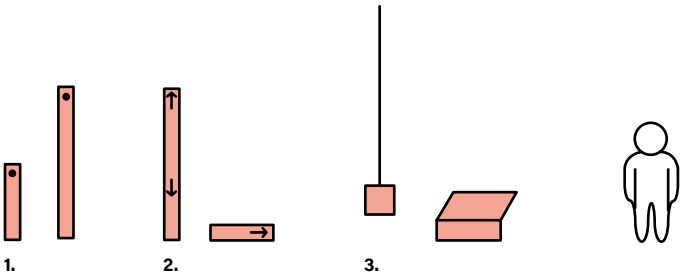
- **Route Confirmation:**
 - Clean and simple signs that direct the user along a route.
 - To include information on the distance to key destinations.
- **Route Navigation:**
 - The main purpose is to 'nudge' people in the right direction where there is a choice of routes.
 - To include information on the distance to key destinations.

Form

Scale		Small
User & Distance		 Inclusive

Graphics

Size		Small
Details & Message		Simple & Clean  Interpretative



1. Route confirmation
2. Route navigation
3. Interpretative features

Content:






- Name and/ or colour/ icon of Character Area.
- Directions/ arrows to surrounding areas and paths.
- Distance or time to destinations to encourage people to walk and cycle.
- Interpretative or interactive features to be developed and included where suitable at key points.
- Must include signage to surrounding bridle ways and Country Park.

**All illustrations are indicative only to give a sense of scale.
Final design will be developed as part of the detailed design stage.
Lighting requirements must be reviewed in relation to principles set out in section 4.8.*







5A.8 Map/ Information Wall

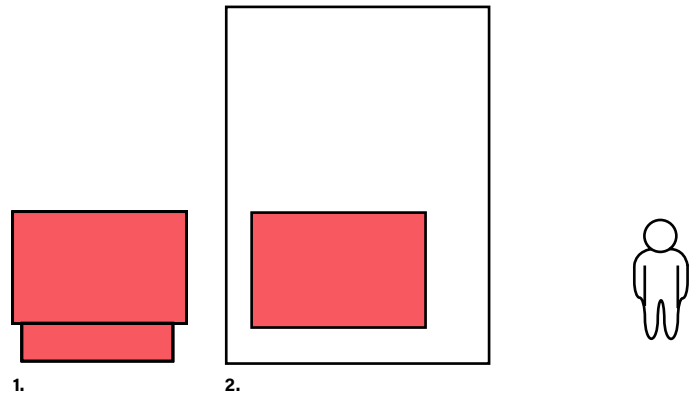
- The information walls provide an overview of the business park and its ethos.
- These will include features that allow users to find out more.
- Interactive features could be explored to showcase Horizon 120 as an Innovation Park.
- Interpretative features could be included in Horizon Park.
- A map showing the layout of the business park, extending to the nearby surroundings and including its plots, will also form part of the information point in Horizon Hub.
- A section for news, events and evolving information could also be included.

Form

Scale	 Medium
Lighting	
User & Distance	   Inclusive

Graphics

Size	 Medium  Small
Details	 Simple & Clean  Interactive  Interpretative
Message	 Hierarchical



1. Information wall - Free standing
2. Information wall - Part of building or art





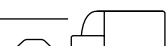
Content:

- Horizon 120 logo or name.
- Map of Business Park and surroundings.
- News or events section.
- Interactive features.



5A.9 Plot Markers

- Naming signage to identify plots.
- To complement both overall site signage and individual business signage.
- Allows for businesses to indicate their location on markers that are closer to roads and pavements.

Form

Scale	 Medium
Lighting	
User & Distance	  

Graphics

Size	 Medium
Details & Message	 Simple & Clean



1. Plot marker - Single
2. Plot marker - Multi
3. Plot marker - Location (name or number)

Content:

- Name of Character Area.
- Name or logos of plot occupiers.
- Horizon 120 logo or name.

**All illustrations are indicative only to give a sense of scale. Final design will be developed as part of the detailed design stage. Lighting requirements must be reviewed in relation to principles set out in section 4.8.*



Entrance art and sign: combining the two elements



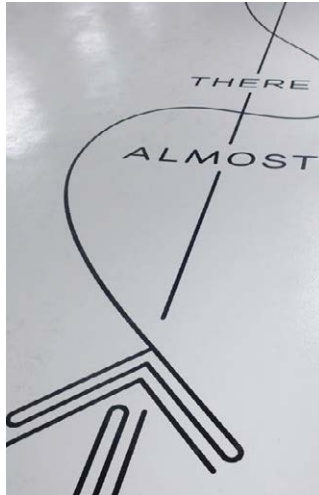
Route confirmation with a relationship and permeability to its surroundings



Colourful route navigation



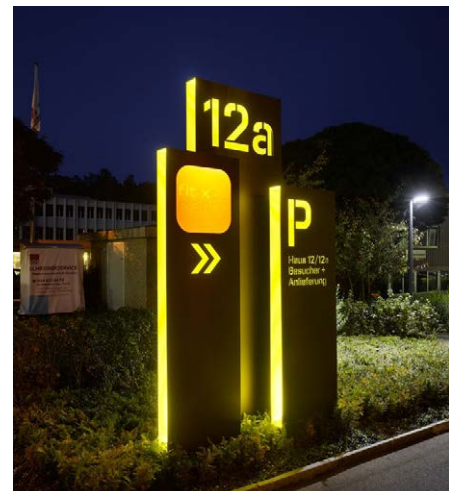
Distance marker on the ground: drawing the user to key areas of the site



Interpretative signage to discover: encouraging the user to explore the surroundings



Interactive features: encouraging the user to find out more



Key signage lighting with a link to character areas through colour

5B Principles & Guidance - Art

Art makes an important contribution to Horizon 120 as a healthy and desirable place to work. Its role in both navigation and placemaking shall enable social, green and active connections, essential to people's wellbeing.

5B.1 Aims

Navigation

At Horizon 120 artworks aid wayfinding, acting as landmarks and common reference points. They create destinations and provide a sense of arrival.

Placemaking/ Enabling Wellbeing

Art must support the Horizon 120 ethos and brand, promoting healthy connections and making an uplifting contribution to the environment. It shall contribute to the creation of a quality and distinctive place where people feel proud to work.

Art visible from the surroundings must make a positive addition to the local area. Art at Horizon 120 also presents an opportunity to engage local artists, designers, community groups, schools and colleges in the development of art projects on site.

5B.2 Locations

Art in the Public Realm

Art within the public realm must include feature interventions at Horizon Park and Horizon Hub. Sculpture or pavilions shall create focal points, drawing people to these areas and encouraging social, green and active connections.

Feature artworks at the two entrances and potentially the north roundabout must act as signposts for visitors and provide a sense of arrival. They must communicate the Horizon 120 ethos as a healthy, holistic working environment.

Art on Individual Plots

Freeholders/ Leaseholders should explore to commission artworks for individual plots. These should be in keeping with the Horizon 120 ethos, making a positive contribution to the landscape.

Art on individual plots should be developed in line with one or more of the following typologies:

- Site Inspired Public Art and Sculpture:
 - Art and sculpture that draws on the natural surroundings.
 - Plot Developers are encouraged to commission public art and sculpture which responds to the natural environment.

Art within the public realm and individual plots shall broadly encompass sculpture, pavilions, surface treatments and furniture. It must contribute to a cohesive visual identity for Horizon 120.

- Interactive Public Art and Sculpture:

- Sculptural seating, bespoke and unique play equipment, and large-scale art pieces that can be enjoyed up close by users.

- Educational Art and Sculpture:

- Art and sculpture that promotes learning.

5B.3 Ethos/ Qualities

Art in the public realm must contribute to a coherent identity within the site. Any interventions must be linked by a commonality, which may include concept, materiality or signage.

Art on site should link to the ethos underpinning the wayfinding strategy:

- Nature and Technology
- Horizon 120 as a new innovation park

5B.4 Principles

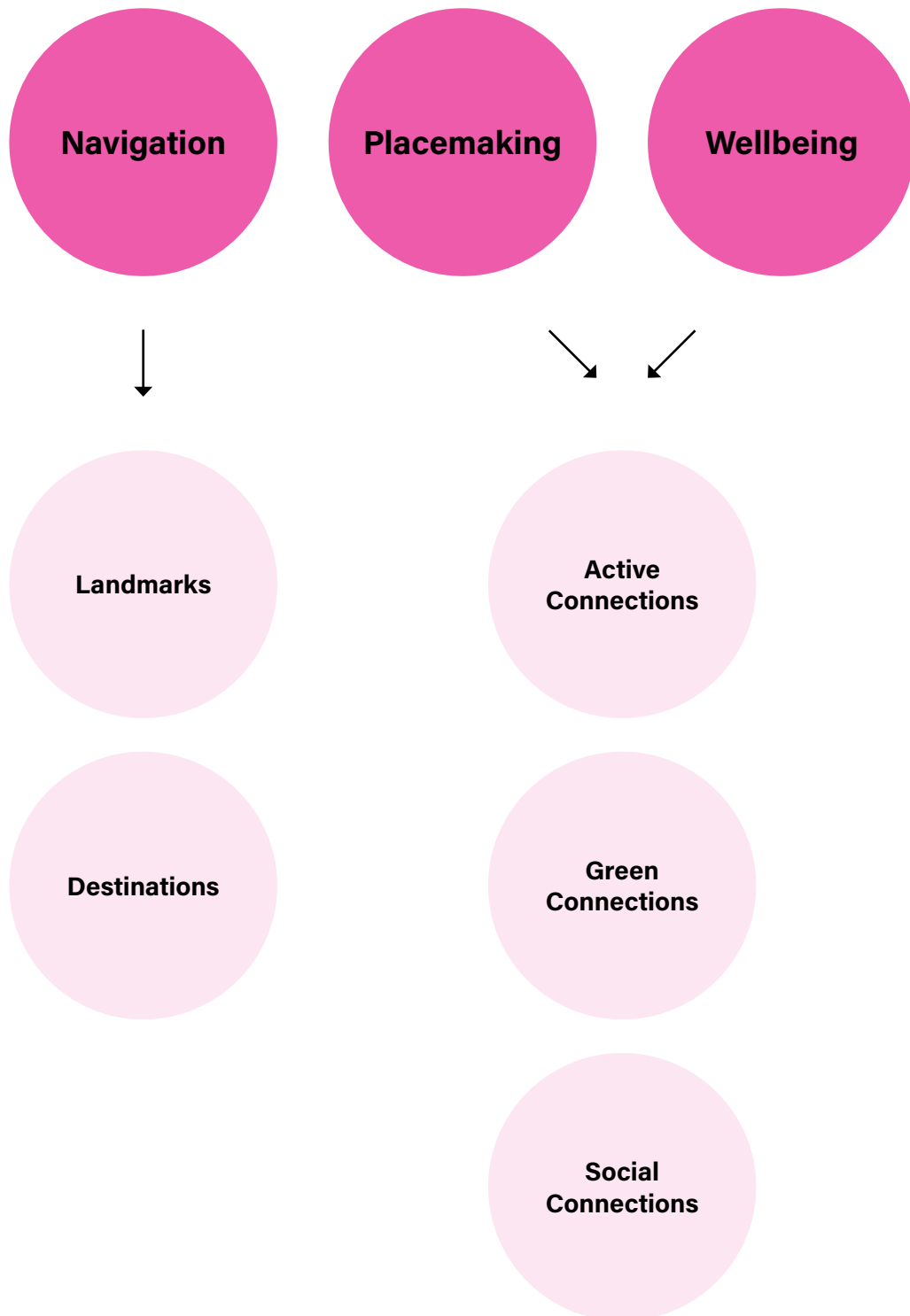
- Artworks and materials must be robust, long-lasting and easily maintained (consultation with the maintenance team is encouraged.)
- Public art must support natural wayfinding by preserving sight lines and visibility splays within the public realm.
- Artworks shall be developed with the involvement of the local community.
- Consultation with the local community and stakeholders must be carried out in the development of feature artworks, visible from the surroundings.
- Temporary artworks or installations may be considered in line with a broader events programme.
- In order to ensure a pleasant environment throughout all phases of construction, developers must select hoarding boards that provide an attractive backdrop.

5B.5 Brief

A clear brief must be set to select the right artist or artists and shall consider the below:

- Sustainability and climate change.
- Budget.
- Artist to be at the centre of the process, but must work with the community through engagement and workshops.
- Local artists would be preferred.
- Coordination and development alongside the wider wayfinding strategy.

Public Art Aims



Art in the Public Realm



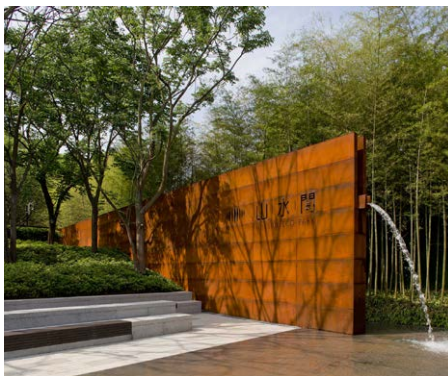
Large scale interventions at entrances provide landmarks and common reference points for navigation



Interventions within the public realm communicate the ethos of Horizon 120 as a place that supports a healthy, holistic working lifestyle



A pavilion within Horizon Hub or Horizon Park creates distinctiveness, provides a destination to meet, work and enjoy the outdoor setting, and offers an alternative to an office space



Art on Individual Plots



Site Inspired: Plot Developers are encouraged to commission public art and sculpture which responds to the natural environment



Interactive: Sculptural seating, bespoke and unique play equipment and large-scale art pieces, which can be enjoyed up close by users.



Educational: Art and sculpture that promotes learning

- Horizon Hub
- Horizon Park
- Northern Roundabout
- Entrance



Plan 10: Art Location Plan

5B Principles & Guidance - Furniture

Furniture and exercise equipment form key parts of the wayfinding strategy, providing distinctive focal points whilst activating the public realm. By including furniture in the overall wayfinding strategy a coherent and simple design language can be established.

This section outlines the types of furniture required and its proposed locations across the business park.

5C.1 Background

Detailed proposals and locations for furniture are established for rest stops along key routes and in Horizon Park.

Elsewhere, in Horizon Hub and along Horizon Walk, proposals for furniture and amenity have not yet been detailed, and will develop as the design progresses.

This section outlines the strategy for furniture within the public realm, including the park, hub and main footpath network. Furniture proposals within individual plots are the responsibility of owners and will be approved through the LDO and Design Code Checklist Planning approval.

5C.2 Locations

Key locations for furniture within the public realm are outlined below and on the diagram opposite:

- Horizon Hub
- Infrastructure - Footpaths
- Horizon Park
- Horizon Walk

Furniture within the Hub area shall provide amenity within a larger communal setting/ informal square, and therefore must be aimed at socialising and interaction. The remaining locations shall provide opportunity and amenity to pause and either rest or exercise.

Practical elements such as refuse and recycling bins will be required across all locations, whilst cycle stands are necessary only in the Hub area.

Lighting is outside the scope of this strategy. Feature lighting may be considered in the Hub area, but this should have a relationship with the overarching intent of the wayfinding strategy.

5C.3 Typologies

The key furniture typologies are summarised below:

Rest and Relaxation

Seating

- Benches
- Seats

Group and individual seating will be considered.

Informal and Formal Meetings

Meeting and Eating

- Tables and seating for socialising

Coming Together

- Pavilions
- Canopies

Exercise and Play

Exercise

- Outdoor gym equipment
- Distance markers

Play

- Table tennis tables
- Games areas such as boules

Practical

- Drinking water fountains
- Refuse and recycling bins
- Cycle parking

5C.4 Key Standards

Key standards have been developed from the Design Code. In addition to the general principles in section 5.3, further design considerations outlined below apply to the development of furniture on site.

Design Considerations:

- A family or range of furniture will be specified across the public realm to ensure coherence.
- Seating must be comfortable and warm.
- A variety of seating with and without back and arm rests must be included to cater for users of all abilities.
- All furniture must be robust and low maintenance.
- Bright and colourful furniture with interactive/ technology features are to be considered in the Hub area.
- Furniture within the park area should be visually in keeping with the natural setting. Colour and materiality should be considered with sensitivity.

Materiality and Texture:

- Furniture must be made from materials that support sustainability and have low climate change impact.
- All wood must be north European or UK sourced.
- Stone seating may be used in Horizon Park.
- Stone must be quarried in the UK.

5C.5 Specification, Delivery & Quality

As set out in section 5.4 Specification, Delivery & Quality, furniture specification must be clear and easy to follow. Details must be consistent to establish coherence across the business park.

- **Horizon Hub**
- **Infrastructure - Footpaths**
Rest Stops
5no
- **Horizon Park**
Rest Stops
6no
Entrances
2no (a)
- **Horizon Walk**
Rest stops
5no



Plan 11: Furniture Location Plan



Bright furniture with interactive features such as charging points in the Hub area



Comfortable, warm timber seating with a colour highlight linked to character area



Exercise equipment along rest stops



Refuse & recycling bins

5C.6 Furniture Requirements per Area

Furniture is proposed within 4 key areas of the public realm (as shown opposite):

Horizon Hub:

Most of the hub area is yet to be developed. Proposals for the public realm in this area must consider and include furniture as set out in this section.

The Enterprise Centre recently received planning permission under the LDO. Here, furniture for the public realm must be coordinated and follow the principles set out in the this document.

Infrastructure:

Set within the landscape buffer along the footpaths are 5 rest stops. These provide an opportunity to pause at a bench or utilise outdoor gym equipment. Each will also have a refuse and recycling bin.

Horizon Park:

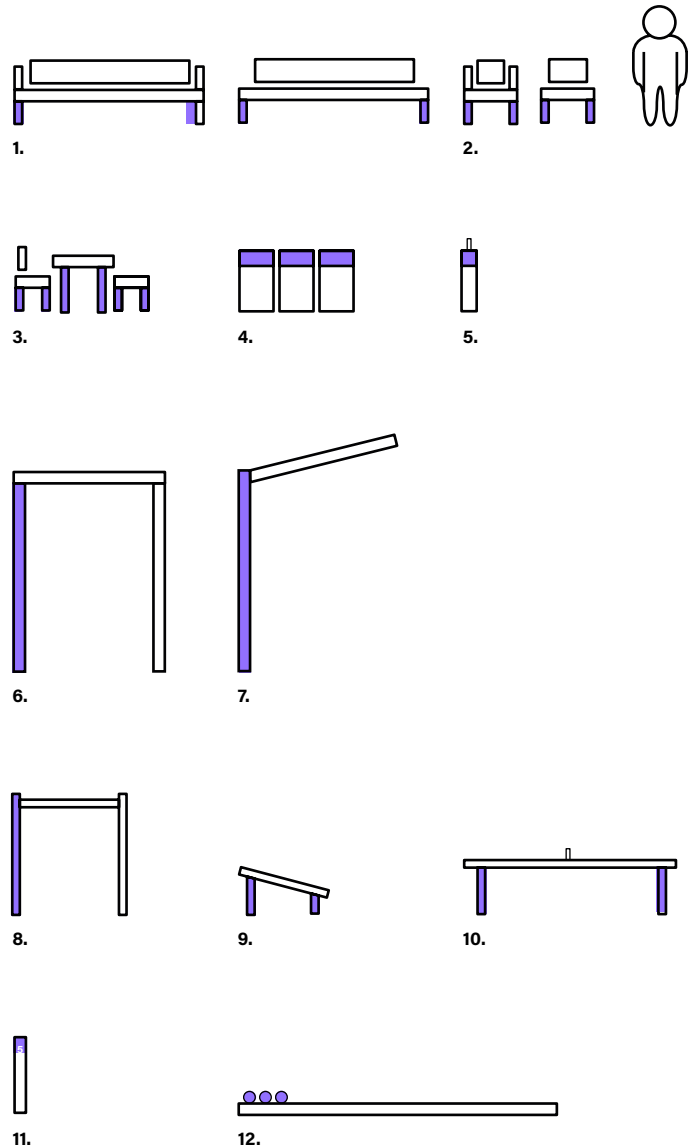
6 rest stops are placed along the main circulation loop around the attenuation basin in Horizon Park. Each rest stop shall have a bench, and at least 4 of them are to provide exercise opportunities with trim trail equipment.

Refuse and recycling bins are proposed by each entrance to the park (as shown in the diagram on page 49).

Horizon Walk:

Along the western perimeter an informal path follows the hedgerow boundary of the business park. 5 informal rest stops are to be provided along this stretch. Benches and trim trail equipment are to be considered here.

There are opportunities to include interpretative signage within furniture placed at Horizon Park or Horizon Walk. Distance markers should also be included to encourage and aid exercise and walking.



- | | |
|----------------------------|--------------------------|
| 1. Benches | 7. Canopy |
| 2. Seats | 8. Trim trail equipment |
| 3. Table and seating | 9. Outdoor gym equipment |
| 4. Refuse and recycle bins | 10. Table tennis table |
| 5. Water drinking fountain | 11. Distance marker |
| 6. Pavilion | 12. Outdoor games court |

Qualities

Horizon Hub



Bright & Colourful



Unique or Stand Out



Lighting



Interactive



Announce

Infrastructure



Colour Highlight/Detail

Horizon Walk & Park

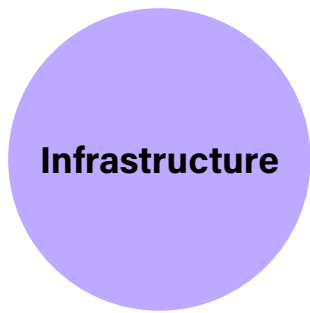


Colour Highlight/Detail



Interpretative

Furniture Requirements per Area



Seating	Benches	Seats
Meeting & Eating	Tables & Seating	Pavilions & Canopies
Play	Table Tennis	Games Areas/ Courts
Practical	Drinking Water Fountains	Cycle Parking
	Refuse & Recycling Bins	

Seating	Benches	
Play	Outdoor Gym Equipment	Distance Markers
Practical	Refuse & Recycling Bins	

Seating	Benches	
Meeting	Tables & Seating	Canopies
Play	Trim Trail Equipment	Distance Markers
Practical	Refuse & Recycling Bins	

Seating	Benches	
Play	Trim Trail Equipment	Distance Markers



BRAND CONSIDERATIONS

6 Brand Considerations

This section introduces the thinking and background behind the naming of the Business Park and its current logo. Background and explanation on how the brand and the logo is currently used is also set out.

This will enable a series considerations to be established for how to develop the Horizon 120 logo to ensure it meets the aims and purpose of the wayfinding strategy.

This section introduces the rationale for the naming of the Business Park and its current logo. Background and explanation on how the brand and the logo is currently used is also set out.

This will enable a series considerations to be established for how to develop the Horizon 120 logo to ensure it meets the aims and purpose of the wayfinding strategy.

6.1 Background & Existing Brand/ Logo

The name Horizon 120 emerged as a response to “Skyline” – the name of another established/ recognised business park located slightly further up the A131 on the other side of Great Notley Country Park. The name evokes a sense of optimism and connotes a forward looking place. The “120” relates to its well-connected position close to the A120.

The park represents an opportunity for businesses to secure well-connected, state-of-the-art new premises within a high quality, green environment. The park will offer bespoke buildings suitable for hi-tech, industrial, warehouse and office uses to a wide range of sectors. The branding sets out to reflect the innovative, modern nature of the park; its green setting; and the name Horizon 120.

To date the branding has been used to create a marketing and information website. The branding was also used for the public consultation during the Design Code and LDO design process.

Currently, the main use of the branding is the logo. This is displayed on temporary park entrance signage and on the marketing website for Horizon 120, which has been developed by the Marshgate Group.

6.2 Design Development

The existing narrative for the Horizon 120 branding shall be retained. However, this shall be developed to offer greater flexibility in placement, materiality and fabrication in relation to wayfinding. Further design development would also seek to strengthen the communication of Horizon 120's ‘healthy, holistic’ ethos.

6.3 Brand Considerations in Relation to Wayfinding

- A simplified version of the logo should be developed to provide greater flexibility in its use with wayfinding elements.
- The logo shall be available in a block colour, offering greater flexibility in fabrication methods e.g cut out with back lighting.
- The logo shall be available in monochrome, allowing this to be laid over a range of colours/ backgrounds or work in combination with a broader range of materials.
- A move away from the darker palette would not only afford greater flexibility in the choice of background materials and colours, but a quality of lightness and clarity would more clearly communicate the ethos of the business park as a place that supports wellbeing.
- An update or change in font might also help to make the logo more distinctive and balanced.
- Colours and icons/ symbols for character areas should be considered and developed in conjunction with the logo.

6.4 Conclusion

- The existing brand and associated logo have been designed to describe an optimistic and forward-thinking business park.
- The existing narrative for the Horizon 120 branding will be retained but developed to afford greater flexibility and use in relation to wayfinding.

Current Horizon 120 Logo



Example Monochrome Treatment of Logo



Qualities





DELIVERY & IMPLEMENTATION

7 Delivery & Implementation

On completion and agreement of this strategy the detailed design of the wayfinding will be progressed. Whilst the strategy is to be considered as a whole, it will be delivered on site in a phased manner.

This section also addresses how a Steering Group may be used in the implementation and commissioning of the wayfinding on site. Selection criteria and key considerations are also established.

7.1 Commissioning

There are different ways of commissioning the wayfinding design and delivery, including the art component. Options range from open competition through to limited competition and direct invites. The procurement route is likely to be through direct invites or small open competitions.

The wayfinding strategy will be commissioned in two parts:

1. Signage and furniture
2. Art

Each part must be developed in conjunction with and in consideration of the other. The briefing note for each must reflect this requirement.

Below is a summary of the selection criteria for design consultants:

- Any design practice (such as wayfinding consultancies, architects and landscape architects) can be considered to develop the design of the wayfinding at Horizon 120.
- They must be able to show previous relevant experience, including signage, furniture specification and graphic design.
- They must show experience of working within set budgets.
- They must be available to work within the time frames set out.

7.2 Quality Standards/ Guidelines

- Any proposals must demonstrate a clear understanding of the Horizon 120 ethos.
- Consideration of sustainability and climate change must be demonstrated in design/ fabrication proposals.
- Community involvement/ workshops must be considered in the design of the wayfinding. This applies mainly to the development of art on site.

7.3 Steering Group

A Wayfinding Steering Group could be brought together to oversee the commissioning and delivery of signage, art and furniture on site. The group may include the following stakeholders:

- Braintree District Council
- Local Parish Council
- The Marshgate Group
- Project Manager
- Horizon 120 Curator/ Art Advisor
- Local arts organisations, community groups and/ or colleges/ schools.

The purpose of the Steering Group would be to:

- Manage budgets associated with the commissioning.
- Establish exact locations for wayfinding elements within the public realm.
- Facilitate the procurement/ contractual process for wayfinding design/ delivery.
- Act as a selection panel to appoint artists/ designers and appraise individual proposals.
- Encourage the appointment of local artists/ designers where appropriate.
- Encourage local partnerships and community participation in the development of art on site.
- Ensure art interventions (both in the public realm and on individual plots) meet the aspirations of Horizon 120 and the principles of the wayfinding strategy.
- Ensure the continuation of the wayfinding strategy into any future development.

7.4 Curator/ Art Advisor Role

A Horizon 120 Curator/ Art Advisor shall be appointed to oversee the commissioning of art on site. Their remit would be to:

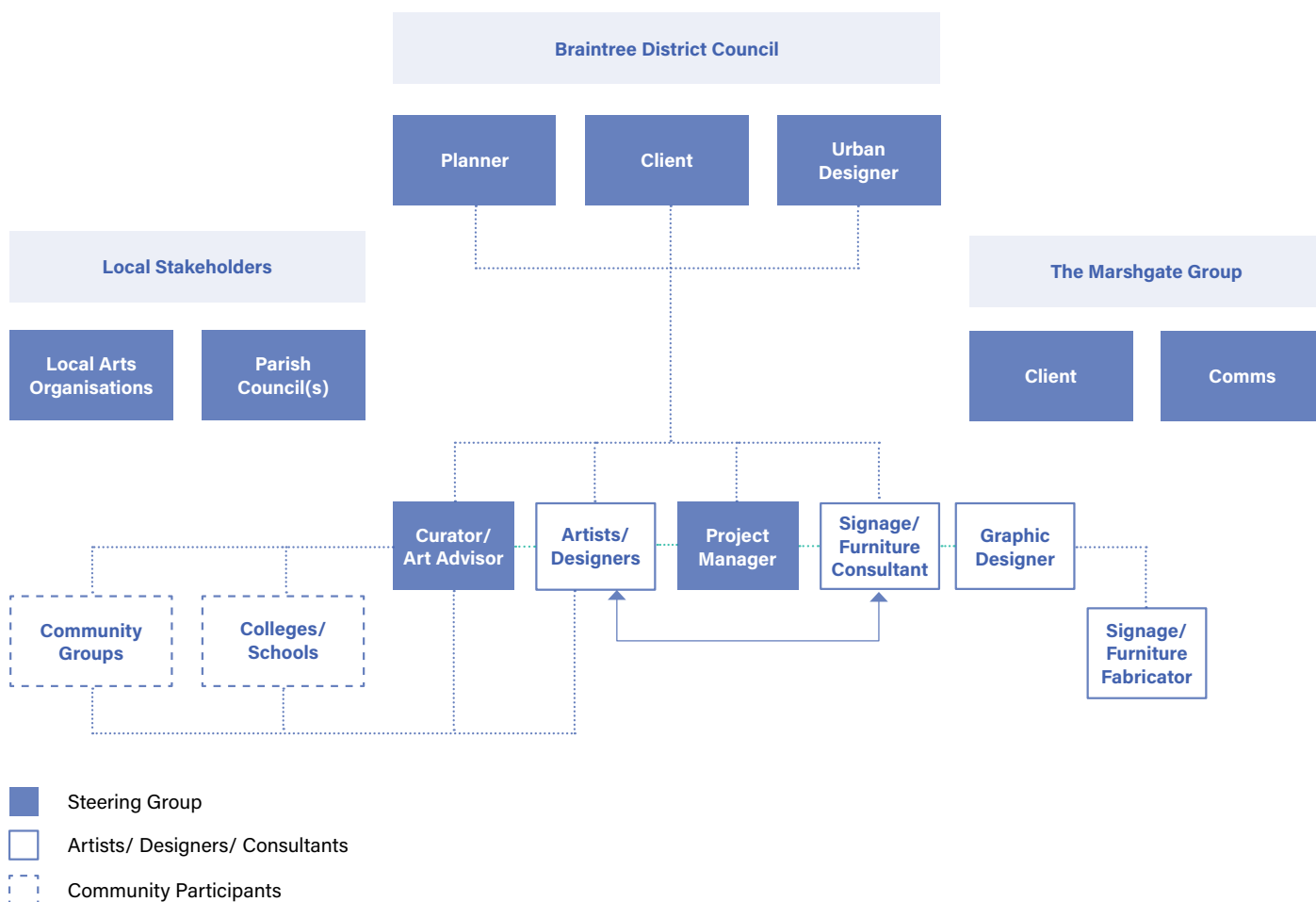
- Ensure quality.
- Ensure that art on site meets the principles of the wayfinding strategy.
- Propose strategy and write creative briefs for art commissioning.
- Sit on the Steering Group/ Selection Panel for art on site.
- Facilitate and coordinate the engagement of local community groups in the selection and development of artworks.
- Build relationships with Freeholders/ Leaseholders, encouraging commissioning and sponsorship of art projects on site.
- If appropriate, develop a seasonal events programme linked with temporary artworks/ exhibitions.

7.5 Timescales for Delivery on Site

The first phase of development is currently underway on site, including the main infrastructure works, associated road buffer landscape and Horizon Park. Works are due to be finalised in July 2021. These works will be followed by development of the Enterprise Centre, due to be complete in Spring 2022. Following this, two further plots are due to be finalised in Winter and Spring 2022.

Wayfinding for the public realm within the areas indicated above will be commissioned during summer/autumn 2021, with the aim of phased completion on site by autumn/winter 2021/2022.

Example Steering Group Structure



Completion Dates / per Area & Type

Type	Area	Completion Date
Art	Horizon Park	Autumn/Winter 2021
	Entrance	Autumn/Winter 2021
	Horizon Hub	2022
Signage	Entrance	Autumn 2021
	Road Buffer Landscape	Autumn 2021
	Horizon Park	Autumn 2021
	Horizon Hub	Autumn 2021*
	Horizon Walk	Autumn 2021

Type	Area	Completion Date
Furniture	Road Buffer Landscape	Autumn 2021
	Horizon Park	Autum 2021
	Horizon Walk	Autumn/Winter 2021
	Horizon Hub	2022