Wild Beer Co. Brewery - Royal Bath & West Showground

Design & Access Statement

May 2017

Connolly Wellingham Architects

1.0 Introduction

1.1 Contents

1.2 Executive Summary

This Design & Access Report has been produced in support of an application for Full Planning Permission for the construction of a new brewery premises for Wild Beer Co, allowing them to expand the craft beer business that they established in Somerset in 2012.

The proposed site is the Royal Bath and West Showground, on land that has been identified as strategically suitable for development, an exercise that concluded with the creation of a Local Development Order for industrial uses. These proposals have been designed in coordination with the Royal Bath and West Society, who consider the brand and ethos of the Wild Beer Co to be excellently suited to their site, and an exciting flagship resident who will help set the standard for the quality of future development.

The content of this application has been discussed with Mendip District Council through extensive pre-application liaison, with feedback from the planning team steering the early concept design of the building, the landscaping and its interaction with the wider context such as ecology, views and existing infrastructure. Technical reports assessing these elements can be found in the appendices of this document, including the Planning Statement which measures the proposal against relevant policies in the local and national planning framework.

Section 1 sets out the background and purpose of the DAS document. Section 2 outlines the application site and its surroundings in the local context to inform the proposed development. Section 3 sets out and explains the design principles and concepts that underpin the proposed development, set in the context of the nature of use and quantum of development proposed, layout of the development, scale of building, appearance, materials and landscaping. Section 4 overview of the access proposals in the context of the proposed development. Section 5 outlines the contribution of the proposed development in the context of a sustainability statement. Section 6 provides an overall summary conclusion of the design and access of the brewery development.

1.0 Introduction

1.3 Wild Beer Co.

1.3 Wild Beer Co

“In late 2012 we started in the kitchen of a former chutney and pickle factory, producing 2400 litres of beer a week, with 3 oak barrels and some manual bottling equipment. They were humble beginnings, but we had total belief in what we were trying to do, and a strong desire to brew boundary pushing beer; we challenged people’s perceptions of what beer is, how it can taste and how it can be enjoyed. We believe in flavour, in character, complexity and taste.

In each of our first 4 years we have come close to doubling production and are on target to do it again in our current financial year. However, we are reaching our capacity in our current site and as a result we are stretched, really stretched. Both sides of our brewery are nearing full capacity. Our core range has risen over 100% in the last year and our 427 strong barrel-ageing program is also nearing its production ceiling. We have recently moved our warehouse facilities to accommodate production and are in the enviable position where demand is literally outstripping supply.

We have crowd funded £1.8m towards financing the construction, and of all the sites we’ve been offered, this one provides an ideal location for our next brewery. Our business is ready to move to the next level and we believe the Bath and West Showground is the best place to do that.”
Andrew Cooper, Director of Wild Beer Co

“The Society is looking forward to welcoming The Wild Beer Co to the Food Enterprise Zone of the Showground. To have such an ambitious and growing food & drink business here will help us add value to the offering for our on-site visitors, as well as demonstrate the Society’s commitment to support local companies in the sector. Ambitious and dedicated entrepreneurs producing top quality beer products in the heart of Somerset - what’s not to like?”
Rupert Cox, CEO of Royal Bath and West Society

c. Nicci Peet Photography

1.0 Introduction

1.4 Project Team

1.4 The Team

Client - Wild Beer Co.
Lower Westcombe Farm, Shepton Mallet, BA4 6ER
Tel: 01749 838742

Project Manager - Saturn Projets
Hollywood Estate, Hollywood Lane, Bristol BS10 7TW
Tel: 01454 202076

Architect - Connolly Wellingham Architects
30 Victoria Buildings, Bath, BA2 3EH
Tel: 07764 794804

M&E Engineers - E3 Consulting Engineers.
2 Tollbridge Studios. Toll Bridge Road. Bath. BA1 7DE
Tel: 01225 852981

Structural & Civils Engineers - Clarkebond
The Cocoa House, 129 Cumberland Road, Bristol, BS1 6UY
Tel: 0117 929 2244

Landscape Architect - Cambium Landscape
Toll Bridge Road Studios, Bath, BA1 7DE
Tel: 01225 852545

Planning Consultant - Chilmark Consulting
10 Victoria Street, Bristol, BS1 6BN
Tel: 0330 223 1510

2.0 Site

2.1 Site Location

2.1 Site Location

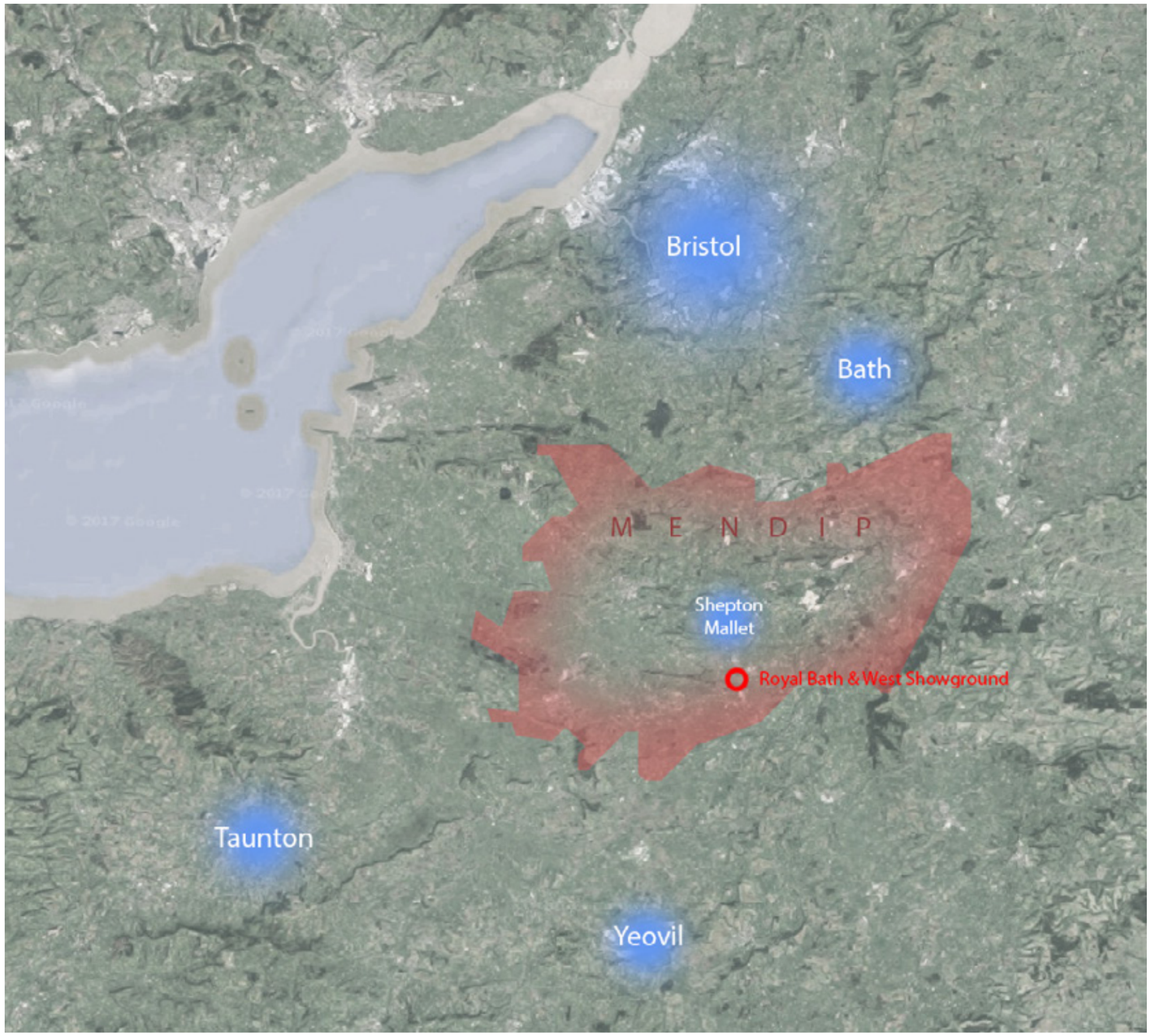
The Royal Bath and West Showground (RBWS) is located in the Mendip District of Somerset, approximately 3km south of Shepton Mallet and 10km east of Glastonbury. The site is owned and operated by the Royal Bath and West Society, a charity with the aim of encourageing agriculture and rural trades, and as a visitor destination it currently attracts over 1 million visitors every year.

Despite the popularity and the successes of the RBWS, outdated facilities and high running costs have conspired to create an urgent need to diversify the Society's activities and attract investment in order to secure long term economic sustainability. The Society has recognised this challenge, and working in close coordination with Mendip District Council has prepared a Planning Framework which was adopted in February 2012.

2.2 Royal Bath and West Society

The Royal Bath and West Society was established in 1777 to provide education in agriculture and support the rural economy. Events include country shows, markets, conferences and seminars, as well as providing education opportunities and advice and support for farmers. The Society's largest annual event is the Royal Bath and West Show, which has been held at the site since 1965, with an annual attendance of approx 160,000 people. As well as the Society's headquarters, the site also houses a number of permanent tenants including a nursery, a veterinary practice, some small scale manufacturing and various office uses.

The Society's improvement proposals have been developed in partnership with London & Wharfedale, and identify a suite of new uses that could be added to the site to compliment their primary objectives, including a rural economy business zone, a countryside leisure zone, and an investment in upgrading the existing site buildings and infrastructure. The existing RBWS site covers approx 90 hectares, of which the adopted Planning Framework identifies the potential for certain uses across a number of defined zones.



2.3 Site Context

The character of the land surrounding the RBWS is predominantly open agricultural uses. The nearest settlement is the village of Prestleigh to the north-east of the site, whilst the slightly larger village of Evercreech is approximately 1.5km to the south-east. The largest nearby settlement is Shepton Mallet to the north, with a population of 9,700. The site is primarily accessed by the A371, which connects to the A37 at its northern end giving good access from Bath and Bristol some 35km to the north. One of the most attractive features of the site for this development is its close proximity to the existing Wild Beer Co. brewery and headquarters in Westcombe, just outside of Evercreech. The Westcombe dairy has been home to the Wild Beer Co since its establishment in 2012.

Besides the buildings of the RBWS, the nearest building to the proposed plot is the Mendip School, completed and opened in 2015. The building is sited at the north end of the development area at the highest point of the sloping topography. A new highway connection to the A371 and access road were completed as a part of the school's construction, as well as the adjacent drainage swale. Access to the proposed Rural Economy Business Zone will share use of this new highway connection, in accordance with the adopted Planning Framework for the Showground. The site lies immediately to the south of this and comprises land currently used (as required) for car parking/camping on primary events associated with the use of the wider site as a showground.

2.4 Ecology

2.4 Ecology & tree survey
By Andrew McCarthy Ecology Limited

The area within which the brewery would be located is in the eastern part of the Showground, in an area of impoverished grassland. Habitats in the vicinity comprise routinely-mown and very species-poor amenity grassland, species-poor hedges to the east and south, young planted trees and buildings including a former veterinary surgery and garage, a modern office building and a stone structure which is divided into a storage area and washroom.

In March 2017 a Phase 1 habitat survey was undertaken across the proposed brewery footprint and adjacent area. Habitats within the proposed brewery survey area were found to be floristically impoverished and dominated by close-mown grassland. Boundary hedges along the eastern edge were noted as flail mown and rather species-poor; there were unmanaged (taller) hedges to the south (just north of the former veterinary Surgery).

The eastern section of the showground was surveyed for bats in summer 2015 using 'transect' and bat call static logger methodology. This survey found that open (illuminated) areas of the showground supported good numbers of noctule bats (a highly mobile and relatively light tolerant species) as well as common pipistrelle (a widespread and also relatively light tolerant species). Dark zones should be maintained along the eastern hedge post-development; in part via use of 2m high close-board fencing to create a permanent dark bat corridor along the sites eastern edge.

Common species is breeding bird are likely to use peripheral habitat (hedges) and trees for breeding during spring. Small sections of (species-poor) hedge would be lost to the footprint of the scheme at its northern end; thus it is recommended that clearance is undertaken outside the breeding season, which is taken to run between March and August inclusive. Thus the optimal time for vegetation clearance would be between September and February (inclusive).

2.5 Flood Risk
By Clarke Bond

The Environment Agency Flood Map for Planning shows the entire site is in Flood Zone 1 which means there is a low risk (less than a 1 in 1000 chance) of flooding from 'Main Rivers' and the sea in present day. The map does not account for the effects of climate change, which need to be considered over the development lifetime, but the site is far enough from the floodplain to be confident that the site is also at low risk in the future. Therefore, the site is considered suitable for the proposed development and passes the Sequential Test.

The flood risk to the completed development from all other sources was considered to be low. There is a potential risk of encountering groundwater during the construction phase if the limestone aquifer is saturated and exposed during excavation. This will be mitigated by adhering to suitable construction method statements to be agreed with the Local Authority.

The proposed buildings are located away from existing drainage pipes. The development will lead to an increase in impermeable area, but the proposed drainage strategy restricts runoff to existing Greenfield rates so flood risk will not increase elsewhere. Runoff will discharge into the existing swale to the east of the site and an attenuation basin will provide storage for the restricted flows for up to the 1 in 100 year plus climate change event. The strategy adheres to the wider drainage strategy prepared for the Local Development Order.

2.6 Archaeology
By Chilmark

The application site is not subject to any national or local designations, lies outside all specified areas of High Archaeological Potential, and contains no Ancient Schedule Monuments within 1.5km of the subject site.

The site wide archaeological desktop assessment prepared by RA Broomhead to inform the preparation of the adopted Planning Framework for the overall Showground, identified no concerns from an archaeology perspective. Furthermore, a geophysical survey of the site for the proposed Local Development Order (within which the application site is entirely located), was undertaken in March 2017 to locate and characterise any anomalies of possible archaeological interest within the study area. The survey did not identify any archaeological remains.

The results of the geophysical survey have been reviewed by the County Archaeologist who has confirmed there are no significant archaeological issues associated with the site, and that no further work is required. It is concluded that the proposal does not raise any concerns in regard to adopted Local Plan Policy DP3: Heritage Conservation.

3.0 Design Statement

3.1 Brief

The brief for the brewery is lead by the technical resolution of the operational requirements. First and foremost this brewery is essential for the continued growth of this local business success story, but further to this it is also a showcase for the Wild Beer Co ethos, and a new home for the staff.

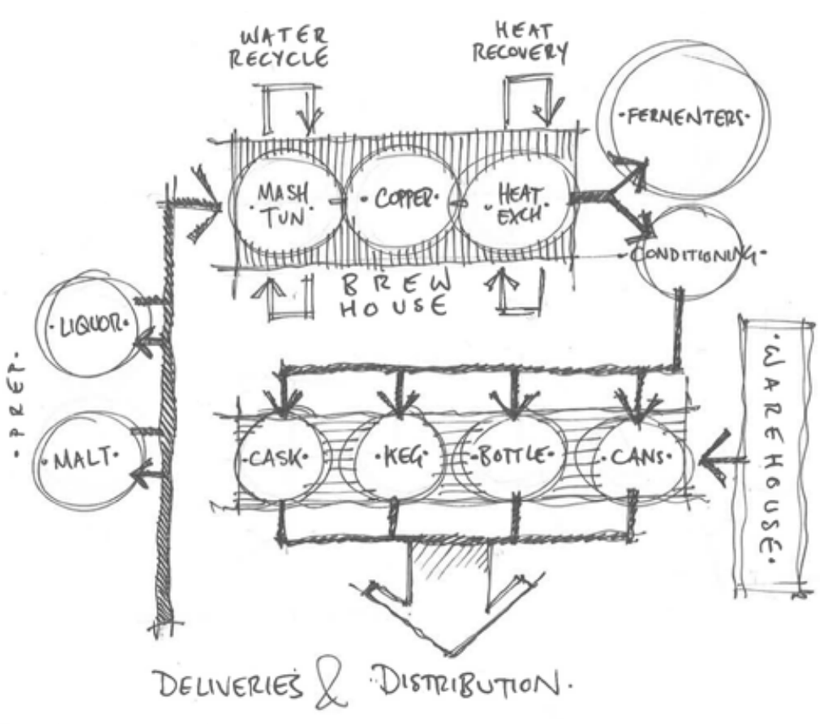
Although the existing brewery at Westcombe will be retained to develop the barrel ageing arm of the business, this new brewery is intended to be the primary production site in terms of output for many years to come. Therefore the brief requires the construction of space for the operation to 'grow into' over the next 5 to 10 years, allowing the owners to manage the phased growth of the production line and output with greater flexibility.

Brewery with capacity to produce 12,000,000 litres of beer per year (B2 use), including;
- 8,000 litre fully automatic bespoke brewhouse
- Internal and external fermentation tanks planned with ample room for production growth
- State of the art canning and bottling facilities
- Warehousing for the storage of dry and cold stock
- Secure deliveries yard for the loading and unloading of raw materials and beer dispatch

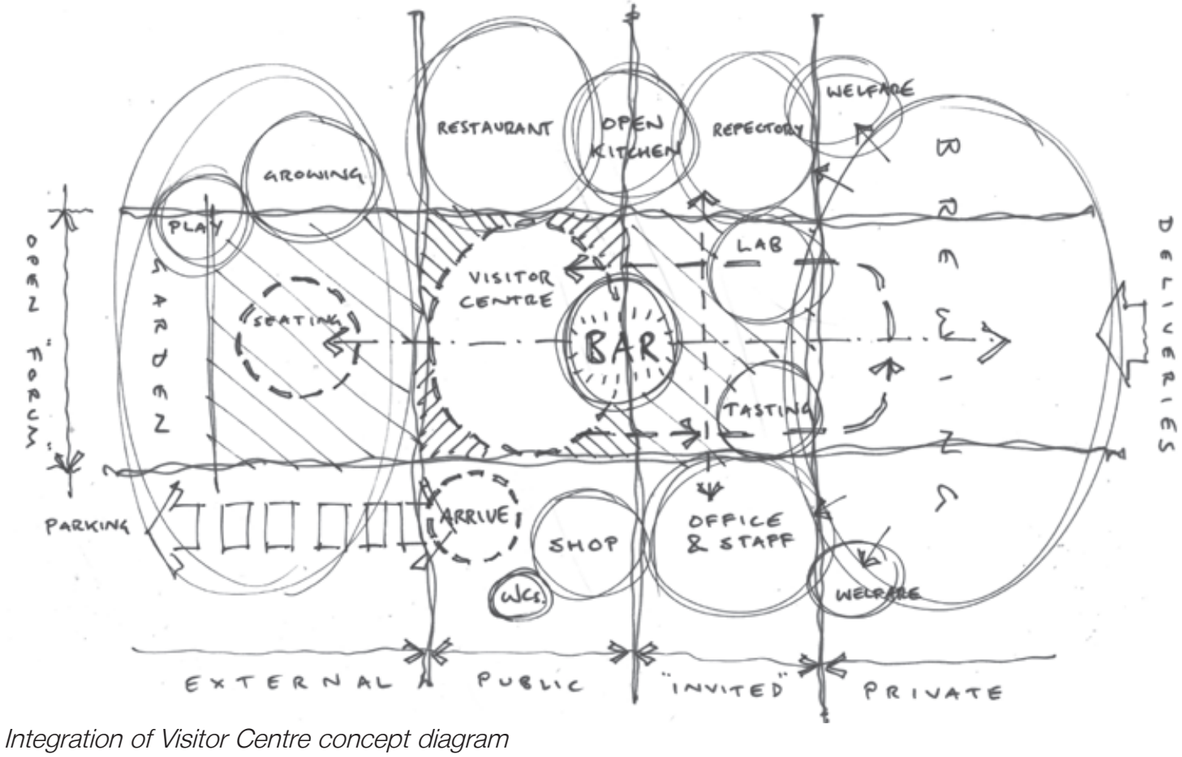
Wild Beer Co staff facilities (B2 use), including;
- Customer facing reception
- Open plan offices with meeting rooms and conference facilities
- Staff changing and welfare, including a gym and shower facilities
- Refectory and canteen spaces
- Staff car and bicycle parking

Visitor centre open to the public (A3 use), including;
- Wild Beer bar and destination restaurant creating outstanding menus with local ingredients
- Commercial kitchen and bar back
- Internal and external seating for dining and drinking
- Shop (A1 use)
- Taproom for tasting sessions and private events
- Exhibition space to illustrate the Wild Beer Co ethos, including a fermentation hall
- Visitor WCs and full facilities

External hard and soft landscaped gardens, including;
- Covered and open external dining areas
- Family friendly children's play area
- Landscape features such as fire pits
- Elements of the unique WBC production on display such as a smoke house
- Produce growing and interaction with brewery ingredients
- Visitor car and bicycle parking



Brewing process diagram



Integration of Visitor Centre concept diagram

3.0 Design Statement

3.2 Design Concept

3.2.1 Concept

The primary design driver in the creation of this brewery is that the new building itself should display the qualities of the WBC brand; pioneering in their approach to contemporary craft beer, but firmly rooted in the history and tradition of Somerset and UK brewing, and committed to excellence in design and quality of execution.

3.2.2 Agricultural Architecture

In designing a new building of this size and use, we have sought to identify buildings traditional to the Mendip area that share a similar footprint, and brief. We have concluded that the most similar building type would be that of the traditional farm complex, on the basis of their scale, and their management of agricultural goods and processes around a single site.

As a company established in Westcombe, and having made best use of agricultural sheds for as long as possible, the Wild Beer Co. has a strong sense of itself as having grown in this immediate area. The team are therefore keen that their new building captures that agricultural lineage, whilst giving them the means to nurture and grow their thriving business, in an appropriate, long term facility. To these ends, we envisage that the new piece of architecture reflects the local traditions of agricultural construction, whilst similarly speaking of its exciting future in this area.

We have studied the size, materiality, and arrangement of farm buildings on the Showground itself, as well as those in and around Prestleigh (i.e. the farm to the immediate east of the site, Waterside Farm, the two farms on Bagborough Lane, and John Thorner's Farm Shop, to the south of Street on the Fosse). We have also analysed the proposed building against the broader classification of farmsteads in the south-west, and drawn inspiration from the long history of vernacular agricultural barn building.

Historic and traditional barn architecture

3.2 Design Concept

3.2.3 ‘The barn’

A fundamental aspiration of WBC has been to integrate the visitor centre into the production brewery as far as possible, whilst maintaining the minimum necessary spatial division for public safety and acoustic and thermal comfort. The resolution of the design has been to arrange all uses of the WBC brief into a single structure under a single roof, affectionately referred to as ‘the barn’.

The barn is designed to be understood as a large single volume, within which the various operations and uses sit amongst and above one another - all contributing to the understanding of the WBC ethos. The footprint and massing of this single structure has primarily been set out to suit the operation requirements of the brewery production process, with the ancillary uses such as visitor and office spaces arranged around the edges to suit; for example the visitor centre benefits from a close adjacency to the visually interesting activities of the brewhouse, and the offices are sited on a mezzanine above the canning and bottling, the process with the lowest equipment height.

The aesthetics of the Wild Beer co barn will be a contemporary reinterpretation of the vernacular design motifs of historic barn structures and robust agricultural materials of contemporary farming. The brewery design proposals will conform to the WBC ethos in their confidence and boldness. The opportunity to create a new building that is both their future operational headquarters and a thriving visitor attraction for the RBWS requires a suitably bold response. The WBC consider to have met a likeminded partner in the RBWS; whose vision can match their own ambitions, and together create a best in class destination brewery the like of which is not currently on offer in the UK.

Contemporary interpretations of agricultural architecture

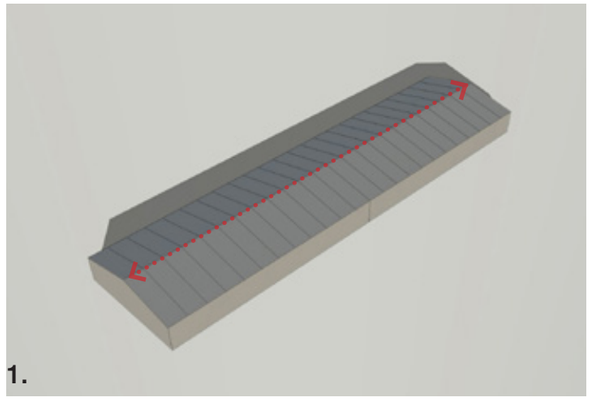
3.3 Massing

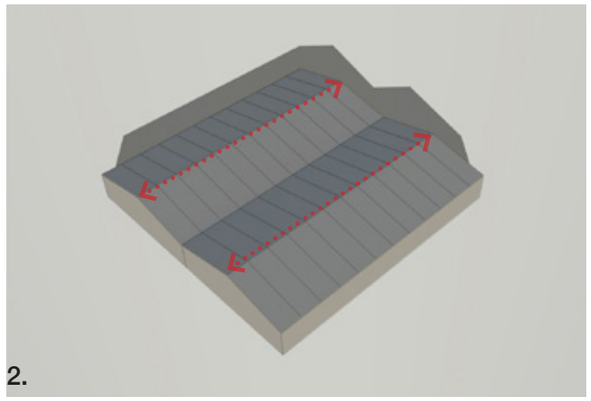
3.3.1 Massing development

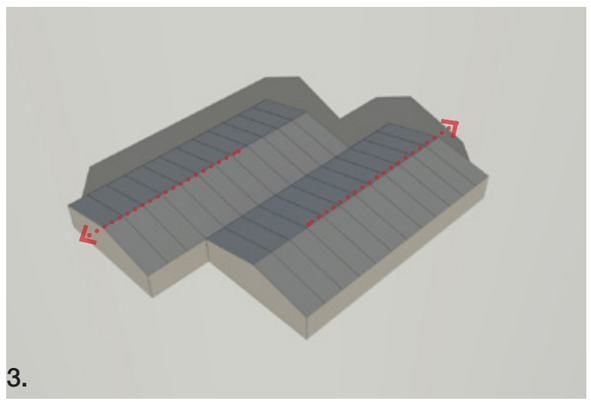
Various options for arranging the WBC's proposed programme were investigated at the initial design feasibility stages, including a series of smaller separate buildings on the site, a single structure with a stepping ridge line, and a series of perpendicular ranges meeting at right angles; but each were discounted for operational, economic or aesthetic reasons in favour of the simplicity of a single open operational space, enclosed by a traditional portal frame structure.

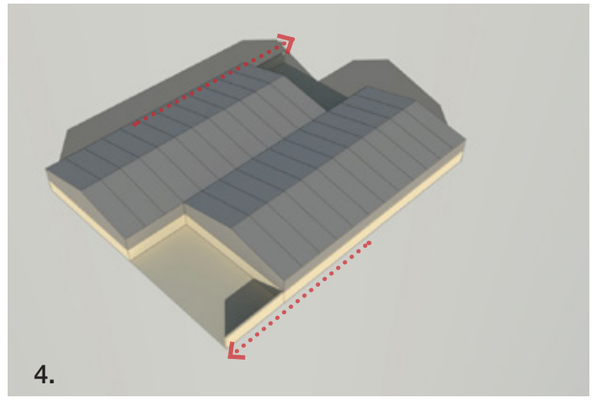
Although a single structure, the massing of the barn has been carefully considered to reduce the potential visual impact of the building on its landscape. The building is arranged to appear as two smaller barns sitting side by side, enlivening the east and west elevations with a double gable roofline. The perceived mass is reduced further by staggering the alignment of the ranges, creating a more complex form that reveals itself as viewers circulate around or past it. The result of this is that the full extent of the barn cannot be seen from any one view point. Each elevation is then carefully composed with a rhythm of horizontal and vertical cladding emphases, enlivened at key moments with a glimpse view into the brewery, or a material change to warm natural timber tones.

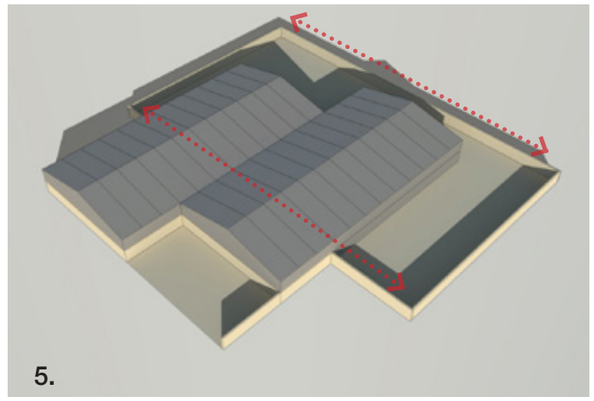
The setting of the barn will be further softened by the client's investment in landscape design. Planting will be a fundamental means for screening the barn where its visual impact needs to be lessened, and framing views where its visibility should be celebrated.











1. Creation of a single volume barn. A single 36m portal frame would require a length of 138m
2. Splitting the barn into 2 equal lengths and arranging them side by side immediately reduces the visual impact.
3. The side by side arrangement is further enlivened by utilising the site width to stagger the blocks, reducing the apparent size of the structure when viewed from the corners.
4. Introducing low level timber cladding to the elevations allows enclosure of courtyard spaces in the corners of the barn; one for staff and one for visitors,
5. The timber cladding of the facade can then peel away from the main structure and enclose the more private and industrial processes of the secure brewery yard

3.3 Massing

3.3.2 Options considered for massing

The proposed eaves and ridge heights are dictated by the tallest pieces of equipment used in the Wild Beer Co's current and future brewery operation. These are primarily the fermenting tanks, which can be up to 10m tall. The client's brief is to provide full flexibility for 8m tall fermenters, with sufficient height at the ridge to install 10m fermenters in future, thus providing the necessary room and flexibility for growth.

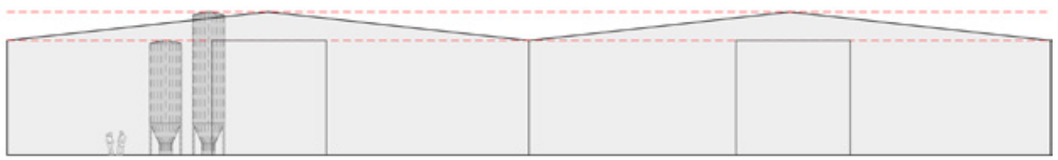
1. **6m haunch & 10m ridge**
   12 degree pitch
   Proposal does not provide sufficient internal heights at eaves to permit full flexibility of layout.

2. **8m haunch & 10m ridge**
   6 degree pitch
   Sufficient height at eaves for most fermenters but pinched height at ridge. Shallow roof pitch creates less aesthetically satisfying massing and less in keeping with agricultural/barn typology of the surrounding context.

3. **8m haunch & 12m ridge**
   12 degree pitch
   Sufficient height at eaves for most fermenters and sufficient height at ridge for larger fermenters and to manoeuvre tall equipment. Steeper roof pitch more in-keeping with agricultural context. **This is the proposed option**

4. **10. haunch & 12m ridge**
   6 degree pitch
   Sufficient height to entire interior for all sizes of fermenter. Unacceptably high eaves line and greater visual impact when viewed from close proximity. Shallow roof pitch less aesthetically satisfying.

1.



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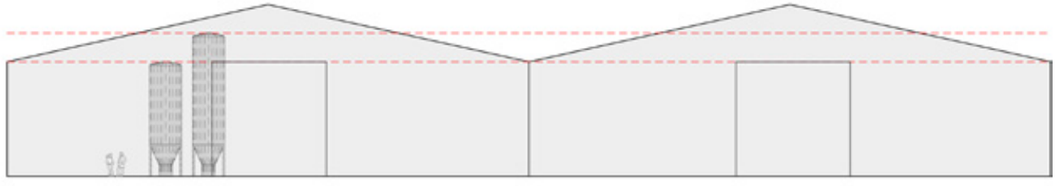
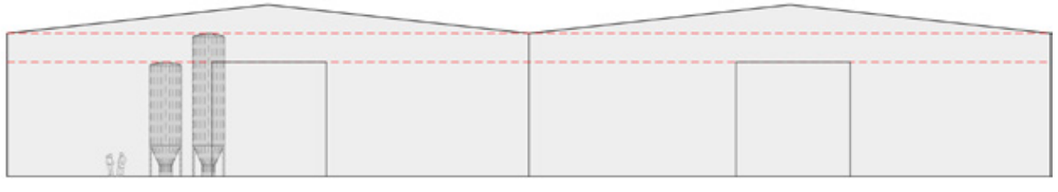


3. *Proposed option*



4.

3.4 General Arrangement

3.4.1 Setting Out

The footprint of the barn is formed of 2 gabled ranges running in an east-west orientation, connected with a valley gutter. Each range of the barn is made of 12 bays of 36m wide portal frames, with a staggered parallel arrangement creating a total footprint of 84 x 72m

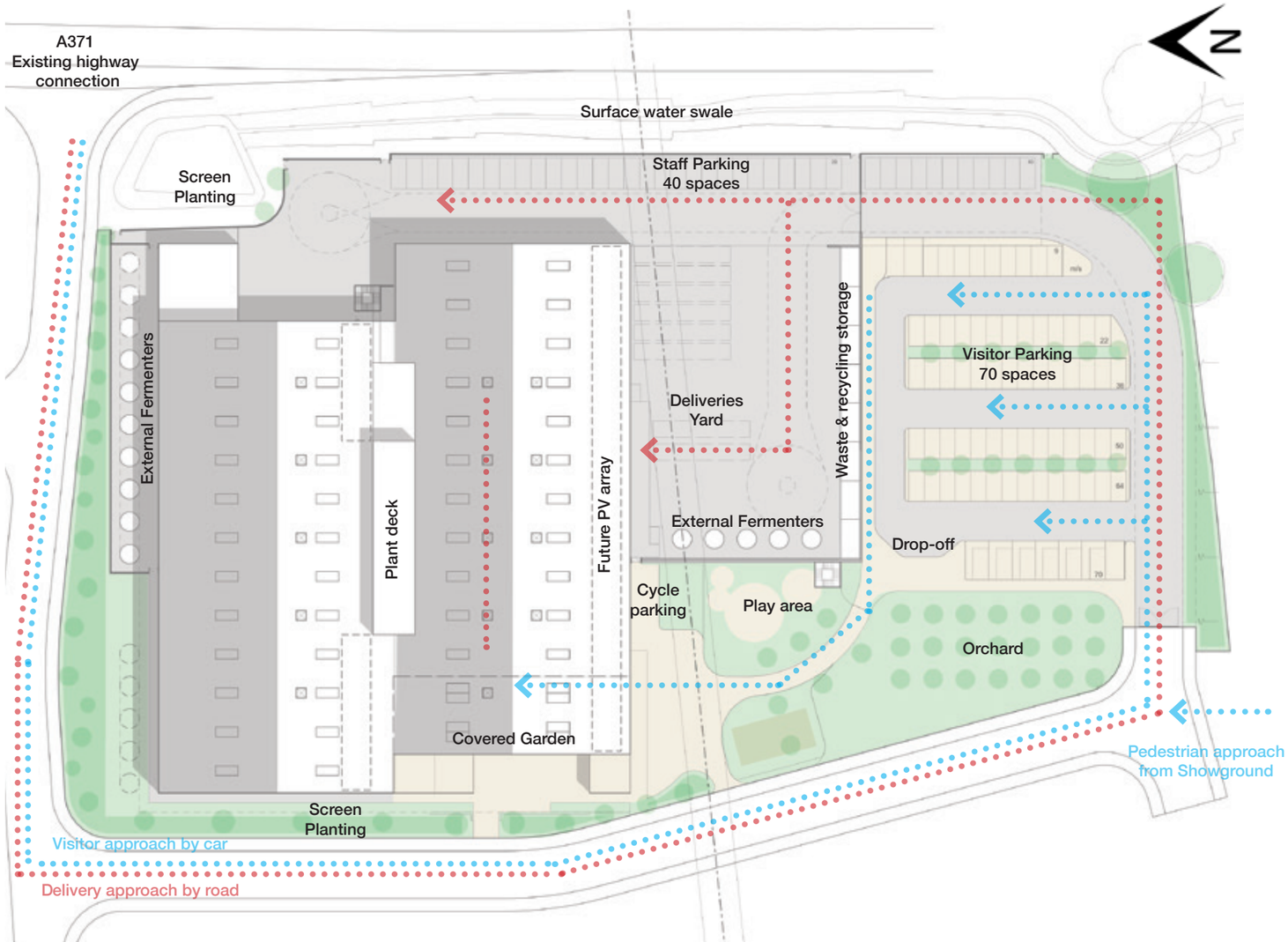
The brewery plot is on the eastern border of the wider development area, and runs alongside the adjacent A371 road. The new highway connection from the A371 is immediately to the north of the plot, with road access running along this north border and turning south to run along the west border of the plot. All visitor and operations vehicle access will be by this route. The plot benefits from good visibility to passing motorists, with scope to improve the visual setting with landscaping at the north-east corner. The brewery is separated from the road by the conveyance swale water management system running the length of the plot's eastern boundary.

The prevailing slope of the site creates an approx 1.5m fall across the footprint of the building from north to south. This recommends the southern facade as the most appropriate location for a delivery loading bay which would typically sit at 1.5m above external floor level. The production brewery is therefore arranged around this southern facade as the point of arrival for incoming raw materials, and the point of dispatch for finished produce.

The visitor centre has also been orientated around the south facade to maximise favourable daylight from the south and views across the showground to the west, as well as direct sun on the outdoor terrace and garden spaces.

As such the barn is located with its back to the main road, approximately 10m from the eastern and northern boundaries, in order to maximise useful space to the south and west of the plot.

Visitor and delivery access will both enter the site at the southernmost end, and navigate past the visitor gardens. Visitors will park in the public parking allocation at this point, whilst operational traffic will continue around the site in an anti-clockwise direction to access the brewery yard, dispatch area and plant yard to the north-east.



3.4 General Arrangement

3.4.2 Internal Arrangement

The brewery operation is split between the north and south ranges of the barn, with most of the fermenting and bottling equipment located in the north range, with the brewhouse located in the south range with good adjacency to the delivery yard, and the remainder being allocated to stock management, warehousing and dispatch.

3.4.3 Deliveries

Deliveries are expected daily as a part of the brewery production and distribution process, and they will be managed primarily in the southern brewery yard. A raised deck will allow entrance into the internal holding area via roller shutter doors. Deliveries for the visitor centre restaurant kitchen will also be managed via this yard. A smaller yard to the north-east of the plot will be separated from the daily use of the southern yard and focus on management of elements of the process with more specific needs such as malt handling and steam.

3.4.4 Fermenters

Besides the warehousing of stock, the fermenter hall is the largest allocation within the brewery, creating sufficient height as well as area for the beer fermenting vessels both internally and externally. Internally the fermenters will be housed in the north range, with ample room for expansion to see the Wild Beer Co's ambitions for growth. Externally the fermenters will be a highly visible element of the brewery's aspect, and their distinctive appearance and slender shape are considered to add visual interest to the site. They will primarily run along the northern elevation, helping to screen the visual impact of what is an otherwise featureless wall, but also along the perimeter of the southern yard, creating a buffer between the delivery yard to the east and the visitor gardens to the west.

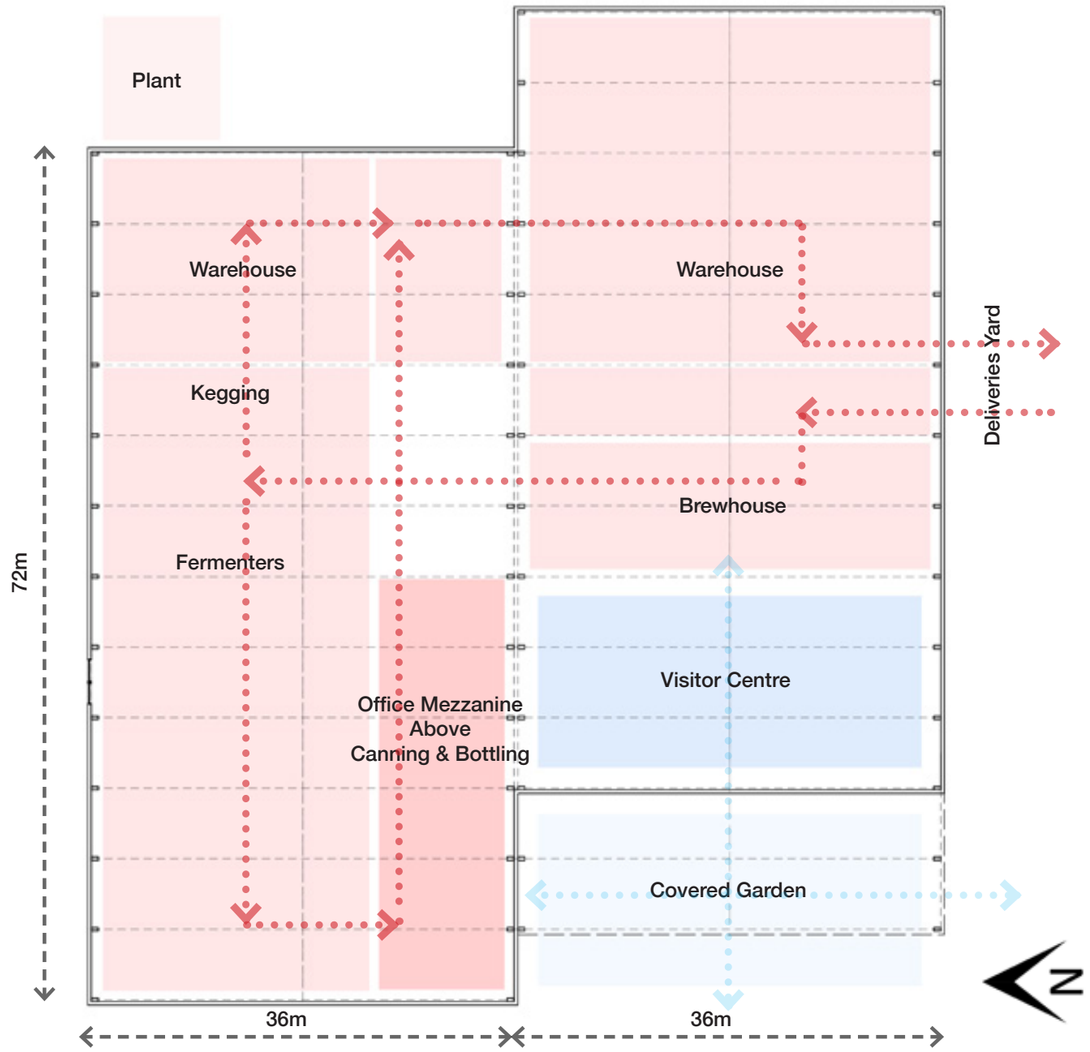
3.4.5 Mezzanine

The WBC staff office and facilities will be located on a first floor mezzanine above the canning and bottling line, benefitting from attractive views to the west, and good visibility over the activity in the covered garden to the south. It will be primarily accessed from the visitor centre area, allowing for an informal mixing of public visitors and staff in this area throughout the day.

3.4.6 Visitor Centre

The visitor centre will be located at the western end of the south range to capitalise on direct sun and views, as well as high visibility from the main showground site. The visitor centre will be physically separated from the brewery process for environmental and acoustic comfort, but will be arranged to maximise views out over the most visually interesting parts of the process, such as the brewhouse, barrel ageing area and bottling and canning lines.

Floor	B2 - Brewery	A3 - Visitor Centre	A1 - Shop	Total
Ground Floor	4540m2	532m2	58m2	5130m2
First Floor	405m2	380m2	0m2	785m2
Second Floor	121m2	0m2	0m2	121m2
Total	5066m2	912m2	58m2	**6036m2**



3.5 Elevation Design

3.5.1 Material context analysis

Having studied the context of the site, the common collage of materials found on the surrounding agricultural buildings include:

- Random and coursed rubble masonry: using locally sourced stone. Typically indicative of the earliest build phases, and sometimes seen as an earlier datum to a subsequently raised building line (as the farm has developed).
- Renders: to a rough finish, of both lime, and cement varieties, giving warmer and cooler tones respectively. Used as a weather screen to masonry beneath, or where a protective finish is required (internal or external).
- Timber: to various sizes and orientations, but typically to form a rain screen cladding, or openable member (door, window, gate). Untreated and accordingly silvered down. Timbers typically well raised and spaced to allow good drainage and ventilation around members.
- Blockwork: left exposed, revealing face, or rendered (see above). Frequently used for later phases of work, this is a very pragmatic / economic material choice for modern agricultural construction. Typically cement block, with rough textured “header” to external face. Good structural integrity and high material thickness to wall height ratio. Hardwearing, easily sourced and laid.
- Corrugated sheet cladding: Typically of two varieties: powder coated sheet metal, or cement board. Similar to blockwork, this is an economic, pragmatic, and practical material for modern agricultural construction. Covers large areas quickly, and simply. Available in a range of colours, but typically ranging from blacks to greys in this context. Similar to blockwork envelopes, this material is typically used to clad out later, steel framed, structures.
- Galvanised metalwork: Used for finer details or those that require complex forming or lighter weight- i.e. rainwater goods, gate, door, and window leaves, hinges and bracketry.

3.5.2 Proposed palette

In response to this, the principal material of the elevations will be structurally insulated, corrugated panels, finished internally and externally with profiled metal surfaces. The panels achieve high standards of thermal insulation and low air leakage, and are A+ rated in the BRE Green Guide. Further to this the efficiency of their quick installation on site further reduces the potential carbon footprint of the construction stage of the project, and minimises the disturbance of construction time on site.

The vertical emphasis of the panels on the elevations will be mitigated by the introduction of horizontal flashings at significant datums to provide visual relief and provide order to the fenestration. These finer elements will pick out the lighter tones of galvanised agricultural metalwork- in pleasing contrast to the surrounding darker, more muted panelling. The dark, visually recessive colours of the profiled metal panels will be balanced by the introduction of elements of timber cladding to the south and west elevations, denoting the highly visible areas, and entrances of the visitor centre.

The timber will be clad horizontally to counter the verticality of the metal profiled panels, and whilst it will begin life with a rich colour this will slowly weather down to a silver grey. The same species of timber is proposed for dressing the surroundings of openings in the metal sheets at door and window positions. As each successive season subdues the visual warmth of the timber, the colours and tones of the elevation will grow into closer and closer harmony with their surroundings.

The elevations of the barn will be given further interest with the opportunity to add carefully crafted timber signage. This is proposed to each elevation and again specifying the same timber to allow the appearance to soften over time in unity with the elevations in their totality.

3.5 Elevation Design

3.5.3 Colour and finish

The prevalent colour for the surrounding farm outbuildings is a range of muted greys and greens- ranging from the warmer tones of renders, locally sourced stone, and stained out timber, through to cooler exposed blockwork, corrugated sheet cladding, or galvanized metalwork.

These muted tones are visually recessive and sit in the background, allowing the greenery of fields, hedgerows and trees to come forward. Seen in the abstract, this muted palette can also help accentuate the change of colour in the landscape through the seasons.

Given the necessary scale of the proposals, adopting this colour palette would lend itself well to playing down the size of the building, whilst playing up the more interesting elements of the proposals (i.e. public areas, highlighted with the restrained use of timber detailing), and its sensitively designed landscaped setting.

Contemporary industrial buildings utilising dark grey cladding to create a quiet and robust architectural aesthetic, tempered by sparing moments of natural timber tones

3.5.4 Surly Brewery, Minneapolis

- Large scale production brewery with destination visitor centre arranged around large first floor balcony overlooking landscaped public gardens.
- Dark grey cladding creates backdrop for visually interesting external brewery vessels and generously planted landscaping
- Restrained articulation of elevation and very few windows to main production spaces
- Blank facade enlivened with eye catching branding announcing the site and process
- Visitor entrance marked out with timber clad entrance way at more domestic scale
- Massing of structure orientated toward relationship between visitor centre and gardens. Visually active frontage advertises offer to passing trade

3.5 Elevation Design

3.5.4 North Elevation

72m wide. 8.0m to haunch. 12.0m to ridge.

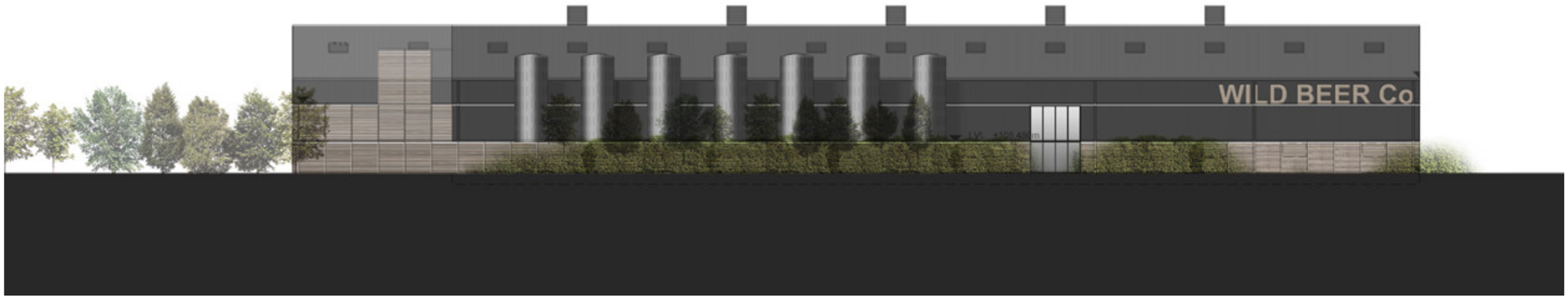
Due to the orientation of the A371 and its topography as it descends the hill from Prestleigh, the north elevation is considered to be one of the most readily visible to passing pedestrians and motorists. As well as the need to carefully manage the view of the north elevation, it is also recognised as an opportunity to present an intriguing building frontage and potentially encourage the public to investigate further.

The north elevation is passed by visitors arriving by car, although there are no public entrance points. This intrigue is heightened by the introduction of a single large glazed window, breaking the facade. The window will allow a view into the brewhouse, and will be located to allow some of the more interesting equipment to be displayed to the passing public. This will be their first glimpse of the Wild Beer Co's process.

Screen planting breaks up the visual impact of the elevation and provides a first line of security to prevent members of the public from approaching the perimeter of the building.

Timber cladding wraps around the public elements of the building generally. On the north elevation from the east, this timber cladding splits from the building to form a timber fence line, enclosing the external fermenter plant, and providing a second line of security for the most valuable equipment.

A composed row of fermenters on the north side of the building help break up its scale further- giving the elevation a richness and relief that helps communicate its use.



3.5 Elevation Design

3.5.5 West Elevation

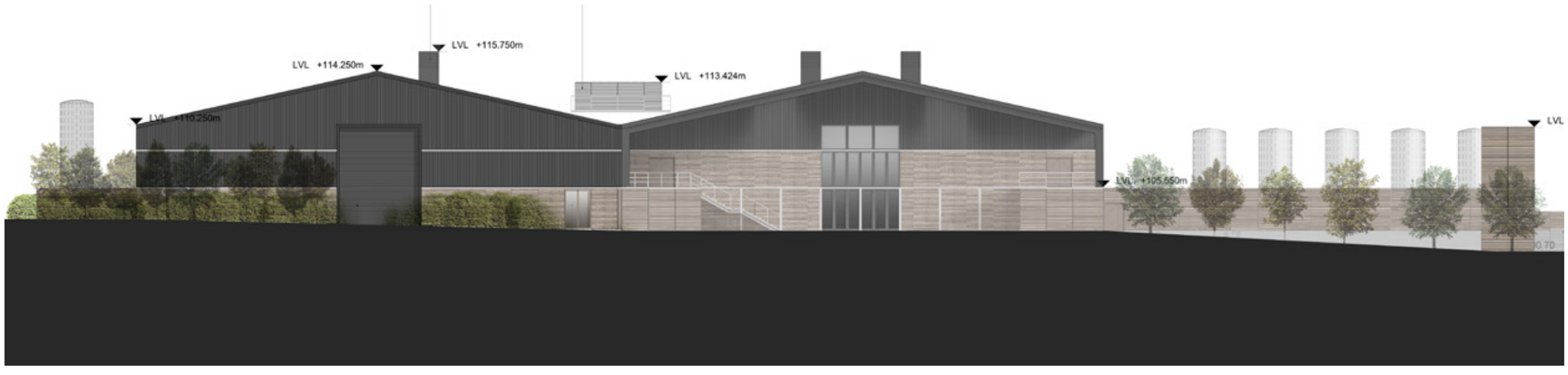
2 no. 26m wide gables. 8.0m to haunch. 12.0m to ridge.

The west elevation is the most visible facade when viewed from the main Bath & West Showgrounds site. It is not at all visible to passing motorists or surrounding settlements, and forms the main entrance to the barn for visitors. The gable of the north block is similar to the north elevation and is restrained in its articulation. A second glazed window will allow for a further glimpsed view into the visual interest of the bottling line equipment, above which the west facing windows of the mezzanine office will animate the facade with the activity of the WBC staff. The office windows will open to permit natural ventilation of the working environment, and equipped with surface mounted louvres to combat summer time solar gain.

The screen planting will thin in this area to reveal the activity of the covered garden, whilst the timber cladding wraps round from the north elevation, drawing the public around, to the building's public entrance on this elevation.

The gable roof of the south block extends outward to the west to create the covered garden that marks the entrance to the visitor centre and shelters the external visitor space, providing use throughout the year, and forming a generous landscaped area to the public realm. The main entrance from the covered garden sits on the central axis of the southern block directly beneath the ridge line of the gable, around which the layout of the visitor centre is symmetrically arranged, including a first floor balcony to both the north and south. Sliding shutters beneath these balconies allow the covered garden to be closed off at night allowing the perimeter to be fully secured.

The timber fence-line continues south from the barn, visually separating the public gardens from the operational environment of the yard. The fence-line terminates at its southern end with a tall 'tower' element within the playground, housing a slide and other children's activities. The tower is proposed to be timber clad, and will visually terminate the southward run of external fermenters in the brewery yard, whilst echoing the access tower sited on the north-west side of the barn, providing a compositional balance to the massing across the wider site. The final design of the play area and tower will be developed through the post application detailed design stages.



3.5 Elevation Design

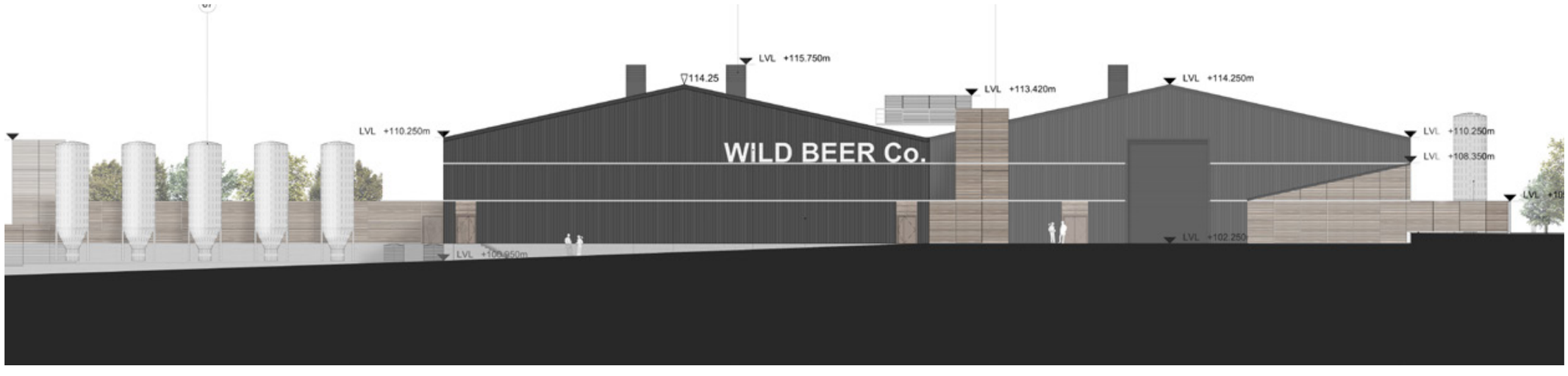
3.5.6 East Elevation

2 no. 36m wide gables. 8.0m to haunch. 12.0m to ridge.

The east elevation runs parallel with the A371, and will only be viewed obliquely when passing by. The building is separated from the road by a conveyance swale and areas of existing hedge line which will be supplemented with additional screen planting. Due to the building's orientation toward the more active west, the east elevation has very less activity and no public entrance points. With that said, its presence on the main road has been understood as an important aspect, and has been composed accordingly.

The timber fence line wraps around from the north and encloses a single storey plant room, before continuing along the length of the north barn towards the maintenance access stair, to the valley gutter and plant deck. Visual relief will be given to this corner as the timber cladding wraps the full height of the maintenance access stair- providing a pleasing timber element sited between the subdued cladding of the two production barns. This vertical element will thus provide an opportunity to display the Wild Beer Co's distinctive logo and announce the site to passing public.

Approximately 100m of the eastern site boundary will be allocated to 40 staff car parking spaces. This will be screened from the road by the planting and timber fencing. As well as providing visual separation, the timber fence will restrict light overspill into the area of the conveyance swale, protecting the 'dark corridor' for bat movements in accordance with recommendations of the ecology survey.



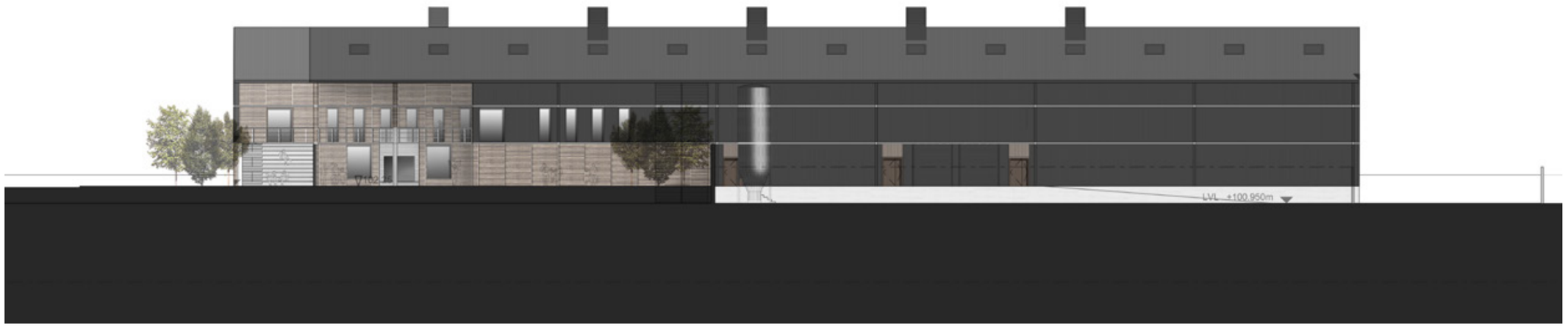
3.5 Elevation Design

3.5.7 South Elevation

66m wide. 9.5m to haunch. 13.5m to ridge.

Due to the natural topographical fall across the site and the desire to exploit the fall with a raised deck delivery bay on level with the internal finished floor, the south elevation is 1.5m taller than the other elevations. The south elevation is very much the working face of the brewery and includes 2 no. roller shutter doors for deliveries and dispatch, opening out onto the yard. The yard is sized to accommodate a turning circle for large delivery vehicles, and also houses several of the brewery processes' external elements, as well as manageing its secure bin storage, recycling storage and chemical storage. This working area is further screened from public views by existing and retained tree and hedge lines to the south and east.

The first floor dining area will benefit from south facing windows overlooking the visitor gardens. All fenestration will be protected from solar gains by externally mounted louvre shading. The dining area extends out across the covered garden to form a raised balcony, further improving the enjoyment of the most attractive parts of the site, and creating a threshold to pass beneath for visitors approaching the entrance from the parking to the south.



3.5 Elevation Design

View of site from Prestleigh to the north-east

View of site from showground to the north-west

3.6 Visitor Centre

The visitor centre is located at the west end of the south block to capitalise on daylight to the external gardens and evening views across the landscape as the sun sets. The centre is mainly located over 2 floors, and is symmetrically arranged across the ridge line of the south block, with a large central door allowing the interior to spill out to the covered garden. Whilst the visitor centre is physically separated from the production areas to maintain safety and thermal and acoustic comfort, it's layout has been arranged to maximise visual immersion in the surrounding process; a fundamental aspiration of the client's brief for the visitor experience.

The ground floor central forum is an open seating area that houses the main bar, shop and WCs. Separated from this are the back of house activities of the kitchen, storage and bar cellar. Additional bar seating has been arranged outside the glazed wall to give further intimacy to the operations of the brewery beyond, allowing visitors to sit and enjoy drinks in and amongst the equipment.

From the central forum stairs and a lift give access to the raised dining area and balcony to the south, which enjoy views to the south, and the private tap room and 'fermentation school' exhibition areas to the north, which enjoy views across the wider brewery interior.

The design of the fit out will be true to the Wild Beer Co ethos; a creative and considered contemporary use of rustic and traditional materials to create an exceptional visitor centre, the setting for a dining, drinking and leisure experience that is wildly different.

3.7 Staff Offices

The new Wild Beer Co brewery will be the organisational headquarters of this growing business and house the majority of the company's existing and future staff in a new purpose built office environment. It is the client's ambition to create a friendly, healthy and inspiring work environment that their staff can be proud of.

Welfare facilities will include a staff refectory, WCs, changing rooms, showers, lockers, and an on site gym. The offices will benefit from natural ventilation and daylighting, with protection from solar gains and glare, and enjoy views to the south and west overlooking the surrounding landscape. Business visitors will approach the offices through the visitor centre and will be greeted by a receptionist. Staff will enter the offices from a staff entrance in the brewery yard.

Concept images for internal fit out

3.8 Landscape

By Cambium Landscape Architecture

3.8.1 The Site

Located within the future Rural Economy Business Zone, the Wild Beer Company site occupies the central eastern area, adjacent to the A371 and to the south side of the business zone access road. The site is set back from the A371 by around 10-12m, with the recently constructed swale and pond forming a landscape and ecological buffer to the site along with the existing mature roadside hedgerow by the southern half of the site.

3.8.2 Access

The access route is through the existing northern entrance to the Bath and West Showground from the A371. From this, a road through the business zone is proposed. This leads onto a central spine road running along the western edge of the site, with the site entrance at the south west corner. The car parking area is located directly behind the entrance gates, with service yard and deliveries beyond this. The pedestrian entrances to the site are separate from the vehicle access, being located midway along the spine road, and leading into an entrance yard with cycle storage, play area and space for an events marquee. A second pedestrian entrance for events leads directly onto the building terrace around the covered garden.

3.8.3 Boundaries

The eastern boundary runs alongside the swale and pond. A timber close boarded fenceline is proposed, with gates for maintenance access to the swale. The mature roadside hedgerow has been retained up to where the visibility splay and swale/pond construction has necessitated its removal towards the north of the site, and where the pond and swale habitat are a visible landscape feature from the A371. The proposals allow for the opportunity for offsite planting by The Society to reinstate this hedgerow behind the visibility splay and post and rail fencing, and for native hedgerow / shrub mix planting and native trees around the pond by the road entrance off the A371. This would aid screening of the site and create a continuous green frontage to the development zone.

The southern boundary is defined by an offsite existing old field boundary hedgerow. A new native mix hedgerow with hedgerow trees is proposed for the site side of this boundary which would supplement the existing hedge and continue across the gap in its centre for screening benefit, and as part of the network of hedgerows throughout the Business Zone for ecological connectivity.

The western boundary runs alongside the proposed central spine road. Native single species hedging (carpinus / hornbeam) is proposed with evenly spaced narrow form native trees to give this road a more formal character, with good screening of the proposed buildings and intermittent views onto the site. At the south of the western boundary is the entrance to the site.

The northern boundary is defined by the new access road from the A371 and is lined with native mix planting with large and medium native trees. This will create a strong green tree lined character in keeping with local rural roads. It will also form a dense screen to the proposed site building.

3.8.4 Internal Areas

TThe Wild Beer Company operational buildings are sited within the northern half of the site, set back from all boundaries. There is a minimum 24m between the buildings and A371 kerbside, with a row of car parking and access track between the buildings and the eastern boundary. There is native hedgerow or native shrub mix and native tree planting proposed between the buildings and all boundaries, except the eastern boundary where offsite planting is proposed. The entrance to the site is at the south end of the western boundary from the central spine road, with the entrance route leading directly into the car parking area. The service yard separates the car parking area from the buildings. Between the spine road and the car parking area, an orchard area is proposed, which will have great visual and ecological amenity benefit, and aid screening of the car parking. A 2.4m wide footpath with avenue trees leads from the car parking area towards the visitor centre through an open plaza / arrival space, where there is space for temporary events marquees, a play area and considerable cycle storage. Adjacent to the visitor centre is a covered garden with a terrace which has a direct pedestrian access route from the spine road for events.

3.8.6 Planting Strategy / Design / Character

The planting is to be in keeping with local rural character and is to be predominantly native species which occur within the surrounding landscape. The boundary hedgerows are to be of a native mix consistent with existing adjacent hedgerows to help extend and create a framework of ecological and screening benefit across the business zone. Medium and large native hedgerow and field trees are proposed along the hedgelines which will provide green screening to the proposed buildings. The hedgerow along the central business spine road is proposed as single species native beech or hornbeam, with regularly spaced native trees of narrow form which will create a more formal but still native rural character to the roadway. Within the internal areas trees and groundcover shrub planting will be more ornamental in character, for year-round visual amenity and pollinator benefit. The proposed traditional orchard will have great benefit both in terms of visual character and environmental/ pollinator benefit. The car parking is arranged around central rows of narrow form trees, visually breaking up the hard paved area. A row of avenue/street trees helps to visually define the pedestrian route from the car park towards the building visitor centre. A conservation seed mix is proposed for visual interest and environmental/pollinator benefit.

3.8.7 Visitor Garden

The creation of an attractive and comfortable external environment for visitors is of equal importance to that of the interiors, due to the current seasonal peaks in visitor numbers to the Bath & West Showground. The landscape design will create a series of distinctive spaces to enjoy in fine and inclement weather;

- Covered garden with flexible external furniture and storage space, allowing the space to be cleared into an open plaza
- Sheltered undercroft seating arranged around a feature wood burning stove
- Wide staircase with informal south facing seating
- First floor balcony dining area with shutters to improve use throughout seasons
- Children's play area away from main roads and vehicle routes and well overlooked by visitor centre
- Create highly visible and interactive external brewery processes, such as on site ingredient growing beds, orchard planting and smoke house

External seating and play area - mood board

View of south-west facing covered garden

3.9 Security

3.9 Security

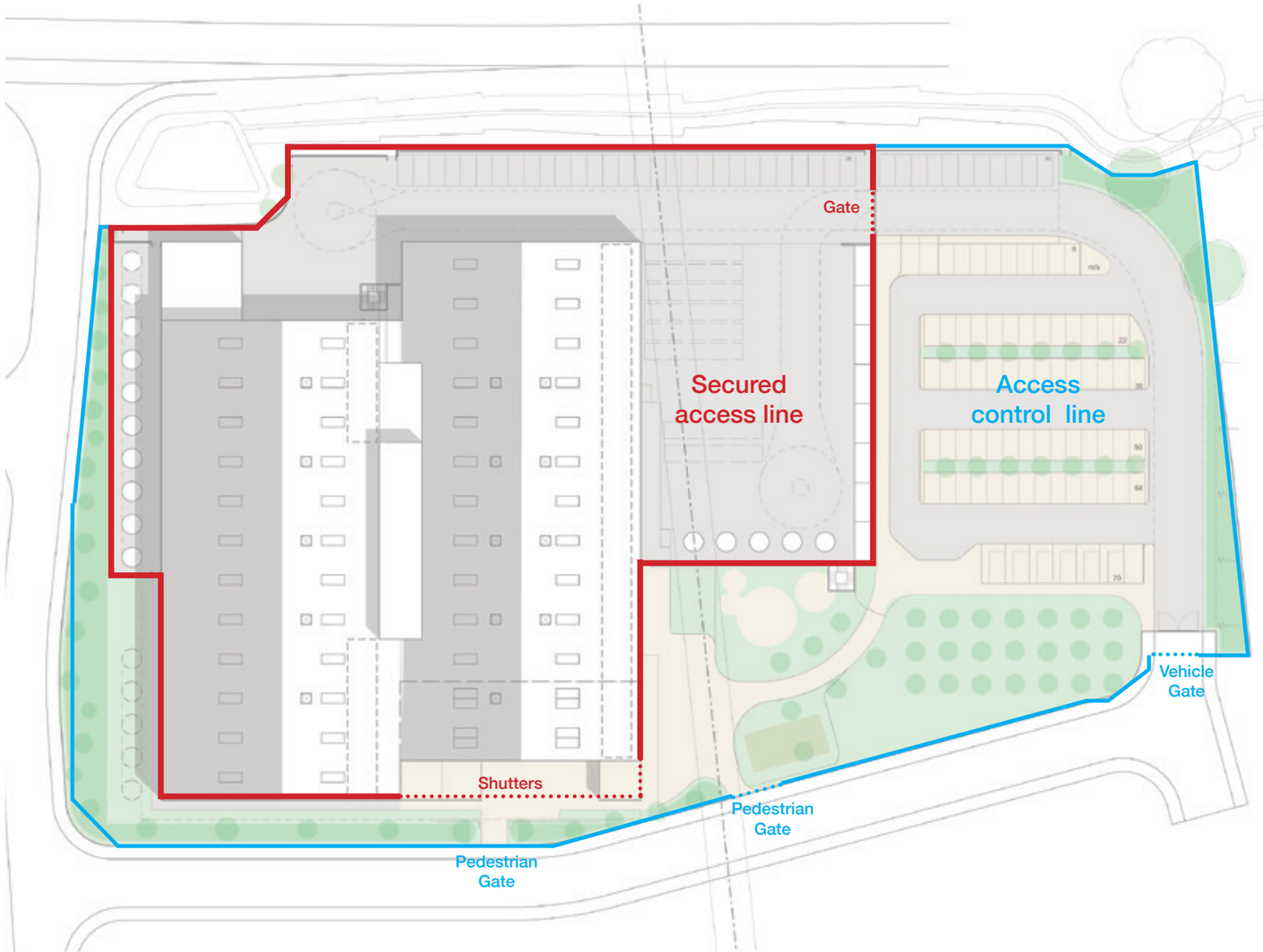
The external planning of the site has been undertaken in coordination with Secure by Design principles to ensure the safety and security of the structure and its equipment. 2 levels of boundary treatment are proposed on the site; a secured access fence line enclosing the brewery yards (and the covered garden out of hours) and an access control line around the remainder of the site boundary primarily achieved with planting and low walls to discourage public from lingering near the perimeter of the building.

Activity in the brewery yard within the secure line will be overlooked by brewery staff, whilst activity in the garden areas outside this secure line will be overlooked by users and staff within the visitor centre and offices.

The areas of the building fabric most susceptible to vandalism are proposed for lining in simple timber cladding, which can be readily sanded down or replaced in the event of criminal damage. This timber lining will also form shutters to allow areas of low level glazing to be locked off outside of hours if required by the client.

The adjacent school and Showground uses ensure there is a high level of daytime activity, and both sites are quiet and secured at night. There is no overnight parking envisaged in the visitor car parking. Where necessary for staff use it can be achieved inside the secure fence line.

Further protection will be provided by CCTV surveylance and motion sensitive lighting inside the secured access line, both of which will be visual deterrents as well as facilitating the identification of perpetrators.



4.0 Access Statement

4.1 Accessibility

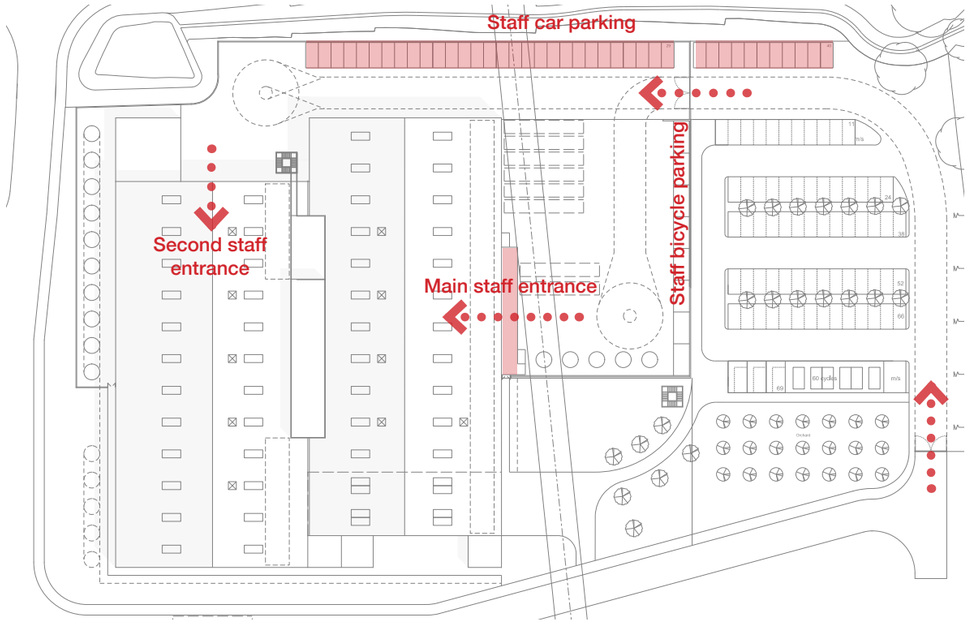
4.1 Brewery Access

Vehicle traffic associated with the brewery process will approach the site via the A371, and navigate around the north and west boundaries of the plot to the shared vehicle entrance at the south-west corner of the site. Brewery deliveries and staff will continue along the internal access road along the south boundary and enter the yard at a secure gate line beyond the visitor parking. Upon entry through the gate delivery and collection vehicles will either turn left to enter the brewery yard (including waste and recycling collection) or continue north along the east boundary and access the plant yard.

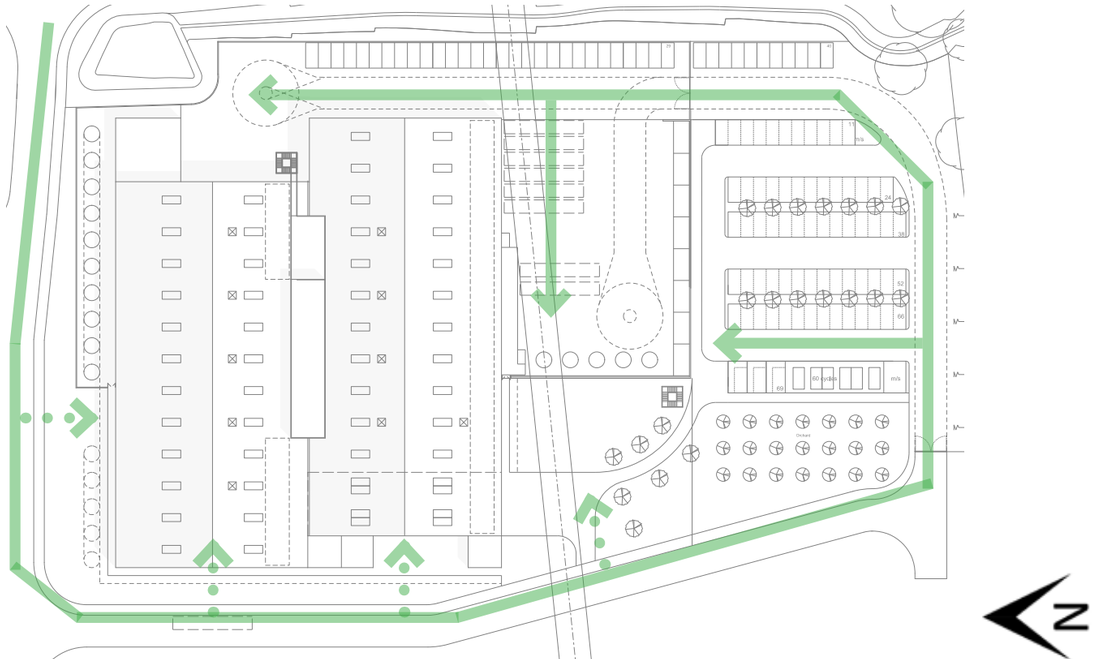
The majority of the staff car parking spaces are inside the yard fence line along this eastern boundary, with the reminder to the south. There are 40 spaces in total. The staff bicycle store is in the single storey storage structure that runs along the full length of the south side of of the yard. The surface treatment will delineate safe pedestrian access routes for staff to cross the yard and approach the staff entrance into the brewery in the vicinity of the dispatch deck. Disabled staff will be able to enter the brewery via level threshold entry either through the plant yard to the north or via the visitor centre to the east.

4.2 Emergency Egress

All operational and visitor areas will be laid out to allow safe and legible escape in the event of an emergency, with all uses on upper floors terminated by escape stairs at their extremes. Muster points in the public gardens and staff yards will be well sign posted and safely located away from the building and the access routes of emergency vehicles. Emergency vehicles will enter the site via the south entry gate, and are able to fully access the south and east facades from within the site. Access to the north and west facades can be achieved from the access road and pavement.



Staff access

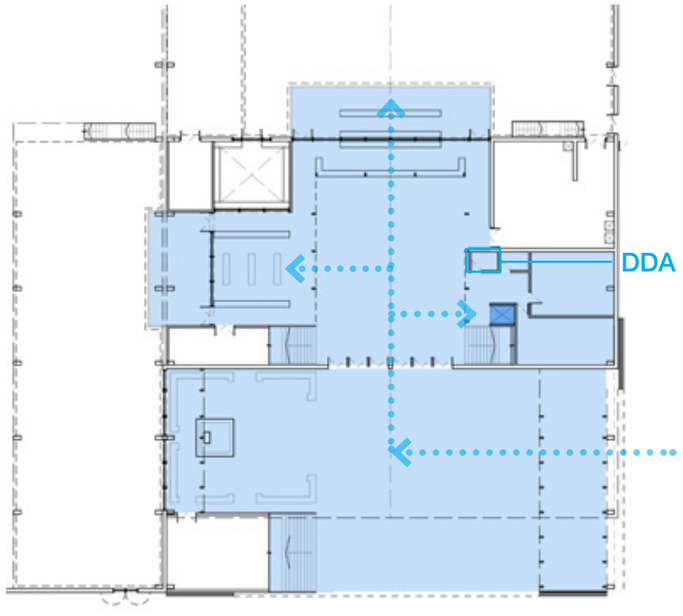


Emergency vehicle access

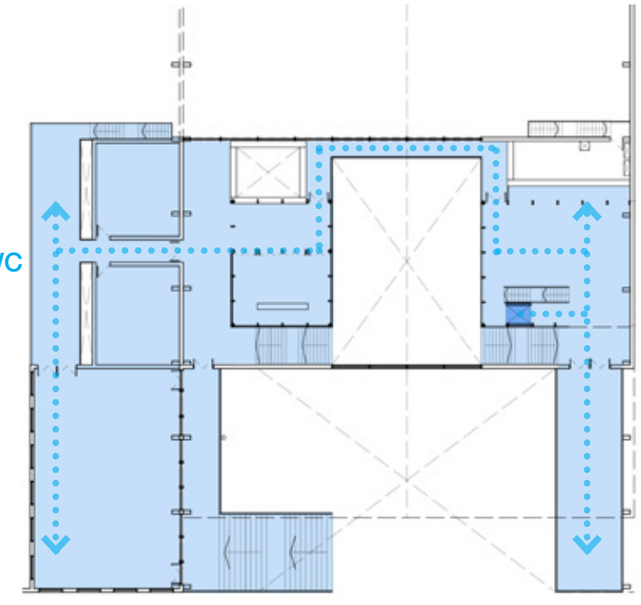
4.3 Visitor Access

Vehicle traffic associated with the visitor centre will follow the same site approach as the brewery traffic, navigating past the north and west elevations before entering the site at the south. 69 visitor parking spaces (including 3 disabled spaces) are accessed from the southern internal road and are divided from the yard by the secure gate and fence line. Visitors approaching the site by foot will most likely do so from the main showground to the south, and walk toward the site along the new access road, past the orchard planting and entering the site via a new pedestrian gate nearer to the barn and play area. The sloping upward gradient of the site will be laid to create a fully complaint approach to the visitor centre for wheelchairs and pushchairs, including consideration of surfaces and lighting levels.

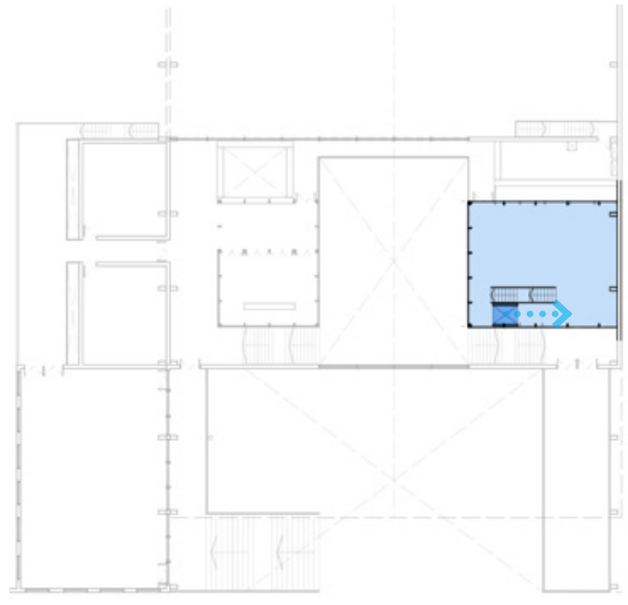
Full level access into the ground floor of the visitor centre will be achieved from the covered garden external seating area, with the lift and disabled toilets easily visible in the south-west corner of the barn. The visitor functions of the first and second floor (including access to the staff offices) will be achieved by this lift, with a first floor walkway connecting the south and north mezzanine decks.



Ground Floor level access



First Floor level access



Second Floor level access

5.0 Sustainability Statement

5.1 Orientation

5.1 Orientation

- The site is well suited to passive solar design due to its gentle slope toward the south with very few high level trees shading the ground plane.
- Aligning the twin ridge-line on an east-west axis allows 2 generous south facing pitches for potential PV arrays, and presents a lower facade to the direct sunlight.
- The proposed massing has been designed to benefit from a low surface area to volume ratio, minimising potential heat loss and improving resilience to future climate change.

5.2 Materials and fabric

- The primary material will be structurally insulated metal panels, benefiting from high standards of thermal insulation and low air leakage, and are A+ rated in the BRE Green Guide.
- The efficiency of the quick panelised installation on site further reduces the potential carbon footprint of the construction stage of the project.
- Below these panels the production area will be protected by thermally massive pre-cast concrete panels, which will mitigate against the temperature fluctuations of a daily cycle.

5.3 Passive lighting and ventilation

- The operations spaces of the brewery will be naturally lit by roof lights, evenly distributed across the entire floor plate and reducing the requirement for artificial lighting.
- Glazing to the visitor centre and offices will harness solar gain to heat the interiors during winter, and utilise solar shading to prevent excess gain during summer.
- The larger areas of glazing between the visitor centre and the gardens will benefit from the shading and protection of the covered garden, creating a buffer space between the internal and exposed external environments.
- Both the visitor centre and the brewery operation areas will be naturally ventilated by low level secured openings in the facade, and controllable roof cowls along the ridge lines of the north and south block, reducing the requirement for mechanical ventilation.

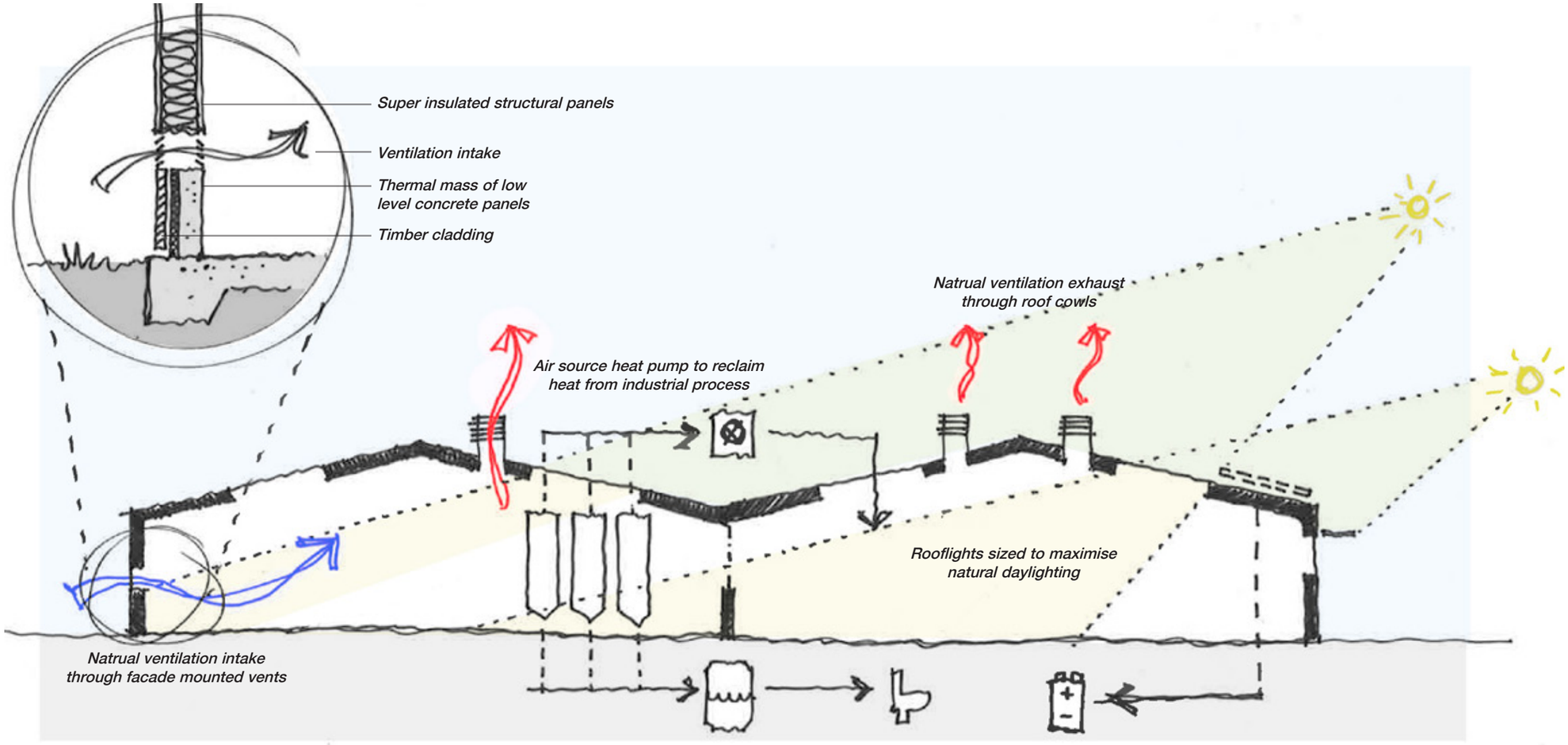
5.4 Energy use

- The operational energy use of the brewery is intended to be as low as possible, to align with the Wild Beer Co's environmental objectives and to improve the economical efficiency of the brewery process.
- Heating, lighting and ventilation systems required by the brewing operation and visitor centre will be as energy efficient as possible, with opportunities for harvest and reuse of excess energy designed into the system from the beginning (for example waste grey water from the production will be retained on site for use in flushing toilers in the visitor centre).
- The project brief requires the installation of infrastructure to enable future renewable technologies such as solar photovoltaic arrays to be installed as the production grows and the investment becomes more economically viable.

Please refer to the Resource Efficiency Statement for more detail on the sustainability strategy.

5.0 Sustainability Statement

5.1 Orientation



Sustainability strategy diagram

6.0 Conclusion

This application covers the construction of new brewing facilities for Wild Beer Co, sufficient to allow them to continue operating in the heart of Somerset, the county they chose for their home when they founded the firm in 2012. Since then their combination of product quality and entrepreneurial vision have allowed them to expand into a major contributor to the local economy. This new brewery will allow this trajectory to continue, creating new jobs and kickstarting the rural regeneration of the Royal Bath & West Showground site in accordance with long held ambitions of the Society and Mendip Council.

The design for the new brewery sits in the tradition of agricultural and rural industrial architecture typical to the site's context in Somerset, but with a recognisably contemporary aesthetic, and particular consideration given to the mitigating the potential visual impact of a large structure. The structural massing of the building has been carefully composed to ensure key sight-lines are respected, and also importantly that the environmental potential of the site is maximised in relation to solar orientation.

The outcome is a design for an industrial unit that is by necessity large enough to meet the commercial ambitions of this expanding local business, but refined in its volume, elevation and roofline, and softened in its relationship to the site through an investment in tactile materials, screen planting, and attractive soft and hard landscaped gardens for staff and showground visitors alike. The arrangement of the design has been optimised to ensure safe and inclusive use for all demographics; a relaxed and inviting environment for visitors, and an inspirational workplace for the Wild Beer Co's expanding staff.

THE WILD BEER CO