

Design & Access Statement for the development of a refurbished Land Rover Dealership
Hatfields Land Rover– Pickering (Second Application)



SDA
ARCHITECTS

SDA
ARCHITECTS

Hatfields

Contents

1| Proposal Overview

2| Introduction

3| Proposals

Context	3.1
Use	3.2
Amount	3.3
Aerial view of site	3.4
Layout	3.5
Scale	3.6
Access	3.7
Appearance	3.8
Landscaping	3.9

4| Drawings/Images

Existing Photographs	4.1
Existing Site	4.2
Existing Building	4.3
Existing Elevations	4.4
Proposed Site	4.5
Proposed Ground Floor Plan	4.6
Proposed First Floor Plan	4.7
Proposed Elevations	4.8



TYPICAL LAND ROVER DEALERSHIP



GENERIC STANDARD LAND ROVER DEALERSHIP

1.0 PROPOSAL OVERVIEW

This statement is submitted as part of the full planning application for the demolition and rebuilding of the Land Rover dealership on Thornton Road Pickering, North Yorkshire.

The application is submitted for Hatfields Land Rover and this document is to be read in conjunction with the planning application drawings listed below and application forms.

The proposed building will incorporate showroom and technical service bay facilities, offices, parts storage, vehicle valet, storage, and other ancillary support facilities.

This Design and Access Statement describes the evolution of the proposal and provides an assessment in relation to design aspects of the scheme in accordance with Good Practice Guidance produced by CABE.

A (10) 00 001 Existing Site Plan
A (10) 01 100 Existing Floor Plans
A (10) 01 200 Existing Elevations

A (PL) 00 100 Proposed Site Plan
A (PL) 01 110 Ground Floor Plan
A (PL) 01 111 First Floor Plan
A (PL) 01 210 Proposed Elevations



PROPOSED TYPICAL INTERNAL IMAGES OF 'ARCH' CONCEPT STANDARD

2.0 INTRODUCTION

JAGUAR LAND ROVER

The new Jaguar Land Rover retail corporate identity makes an undeniable impact.

- It speaks of a sense of purpose
- It embodies solidity
- It evokes feelings of permanence

We've given the concept a name to reflect these qualities "ARCH".

ARCH gives each dealership an unmistakable air of authority. Under its span, enclosed by its bold, distinctive lines, it's clear that the two brands are set apart from their competitors – an offer to the customer of confidence, aspiration and quality.

Whilst it is a design that will stand the test of time, it has clear links back to the heritage of the brands. The Jaguar and Land Rover brands are iconic within the industry, and ARCH gives them a home worthy of their ground-breaking achievements. The expectations generated by the exterior are fulfilled when customers walk through the doors into a carefully constructed showcase worthy of these luxurious brands.

ARCH is an inspired expression of the things which make the Jaguar and Land Rover brands the powerful force they are in the market for today and into the future – bold, distinctive, luxurious, powerful and built for the individual.

HATFIELDS

Ernest Hatfield began selling motor vehicles in Sheffield in the 1920s, setting up one of the very first Jaguar dealerships in the world. Today, his legacy lives on, with other famous marques and locations added to the Hatfields portfolio creating a motor trade name that customers can trust.

Hatfields is an independent, family-run business, operating dealerships across the North of England and in Shrewsbury. As a group, Hatfields has established a successful dealer network over a number of decades, developing a loyal customer following along the way.



SITE BLOCK AREA PLAN



GENERIC JLR 'ARCH' CONCEPT STANDARDS

3.0 THE PROPOSAL

3.1 CONTEXT

The site comprises 2.45 acres located adjacent to A170 road to the east of Pickering, North Yorkshire. The site currently is in use as a Land Rover Dealership. The building requires updating to meet business needs and the current standards set out by Jaguar Land Rover UK. The standards not only enhance the overall aesthetic appearance of the building, but will improve the energy efficiency and facilities for both staff and customers. The standards are set by Jaguar Land Rover as a brand, however the proposed development will be Land Rover only.

3.2 USE

The 'ARCH' concept proposal will include the entire site and building located within it. The location of the building, and site layout are of fundamental importance to how the business will operate, but are also informed by a specific design criteria.

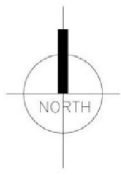
The materials have been selected by Jaguar Land Rover to represent the brand globally giving a consistent, and strong brand. Whilst creating this brand image the proposals have been developed through considering such elemental issues as orientation, solar gain, environmental impact, topography, access and boundary conditions as well as being driven by operational and business requirements.

3.3 AMOUNT

The proposal is for a new 9 car showroom with 8 bay workshop and MOT bay. The building will also provide office accommodation along with staff facilities.



AERIAL VIEW OF LOCATION OF THE SITE



SITE ACCESS

3.5 LAYOUT

As previously determined the site and building is designed to many differing elements and a specific design criteria of the 'ARCH' concept, however the main design ethos is to create a customer experience which gives the customer the best and most comfortable access to the product.

The concept is based on a 'customer first' philosophy. This is achieved through a visually explanatory environment, safe and comfortable travel distances both by vehicle and on foot, internally and externally.

The existing building which is to be demolished is currently positioned with showroom facing the A170 main road. The new building will remain in a similar position but set further back from the A170. The proposed showroom will still face the A170 with the new workshop behind.

The customer entrance to the site is accessed off the A170 from Thornton road, with customer parking located adjacent to the main building entrance. The main showroom and customer entrance will be located close to the main site entrance. The parking is well defined and signed allowing customers to locate this more comfortably and safely.

The layout has also considered vehicle movement within the site regarding customer vehicle, delivery commercial vehicle, also impact from larger vehicle such as transporter and waste management.

All vehicle maneuvering dropping and picking up should be contained/managed within the site creating a safer pedestrian environment and vehicle movements, entering, circulating, and leaving the site.



GENERIC STANDARD IMAGES OF JLR STANDARD PARKING FINISHES

3.6 SCALE

The new building will more than double the existing building footprint. However, when view from the A170 the frontage of the building will match that to what is already on site. The extent of the additional footprint will only be visible from within the site itself.

The position of the building on the site allows the entire site to be utilised in the most economical way whilst also maximising the potential for creating car parking, without creating an image of a car park as you enter.

The parking layout has been designed to work both functionally for visitors/customers, but also work well commercially for the business to run smoothly and alleviating disruption within the site parameters.

3.7 ACCESS

The vehicle and pedestrian access into the site will not change. The existing building already has level access however the proposed refurbishment will now incorporate a lift to first floor, something that was lacking previously.

Internally the access is level and the materials used will allow an easy transition, the internal floor coverings consist of tiling (showroom and customer area) and carpeting to the offices.



STANDARD FINISHES



3.8 APPEARANCE

The main building is single storey with the front elevation being approximately 6.5m high. The use of glass is restricted to the main showroom building); the main front façade (now located, facing south, away from the main road, and the side elevation facing the site egress. The glazing will be approximately 4m in height, the rest will be cladding.

The 50/50 concept is a key design element to the 'ARCH' concept. This refers to the glazed areas of the showroom to be no more than half the height of the building. This creates the 'ARCH' image and allows the building to frame the display area. This also allows the focused attention to be on the ground level vehicle display area.

The orientation of the building is such that the majority of glazing is on the south face of the building as this will be the customers main view and access into the building..

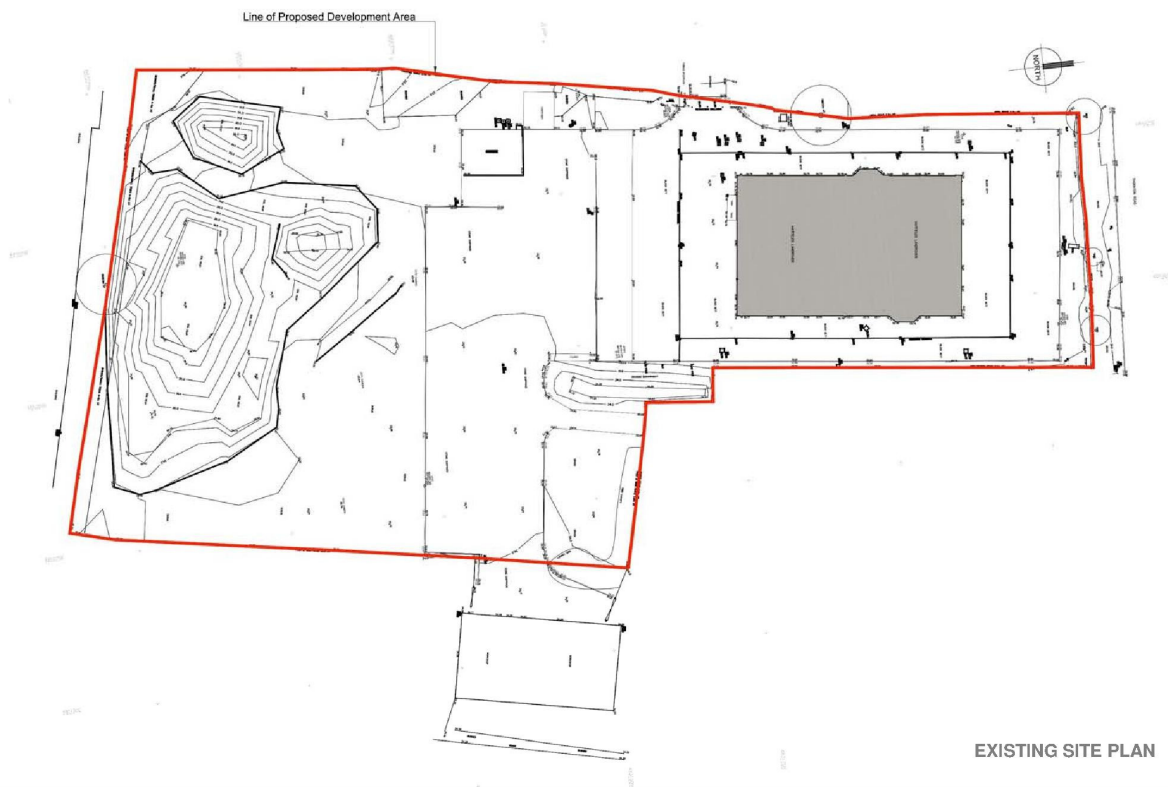
The external fabric is predominantly cladding and glass, however the materials specified have good thermal characteristics and are detailed to achieve a very high energy performance. The use of the dark grey decorative rain screen cladding sets it apart from the workshop (which is silver RAL 9006). The materials used together form a palette which is mostly silver and grey but they work together to provide a style of architecture which is unique and premium in it's aesthetic.

3.9 LANDSCAPING

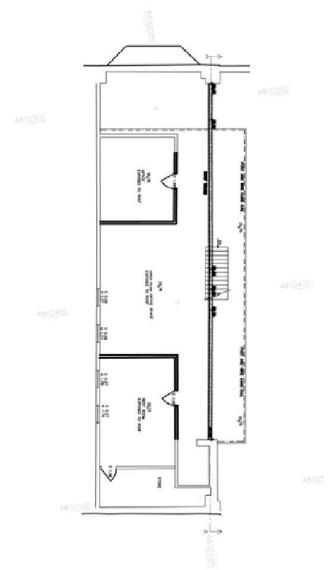
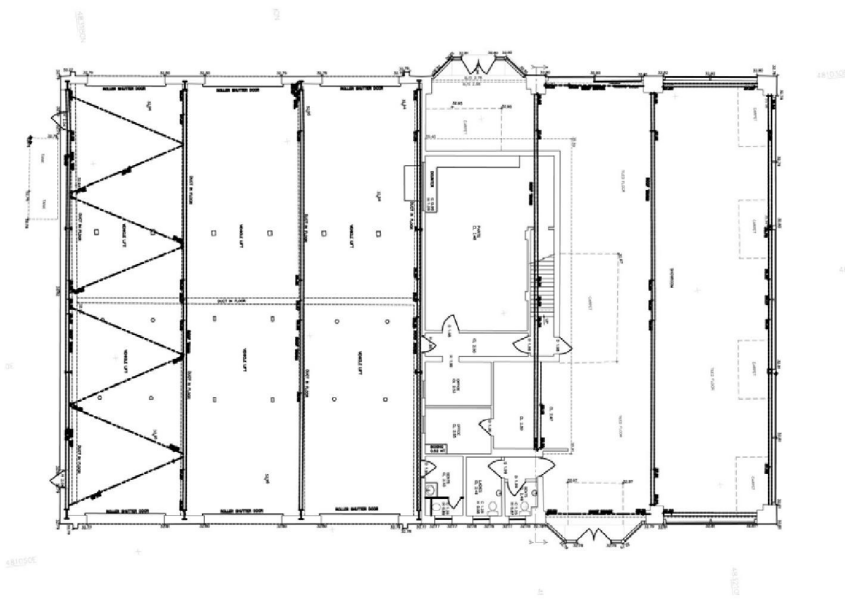
The landscaping and the hard surface treatments are important to us as designers and the Jaguar Land Rover brand. The intelligent use of planting (both low and high level) can help the project in many ways. The use of different surface treatments such as block paving, and tarmac can help highlight certain areas and assist customers unfamiliar with the site to navigate their way round, not discounting assistance in surface water removal.



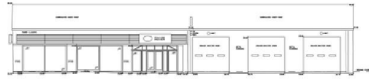
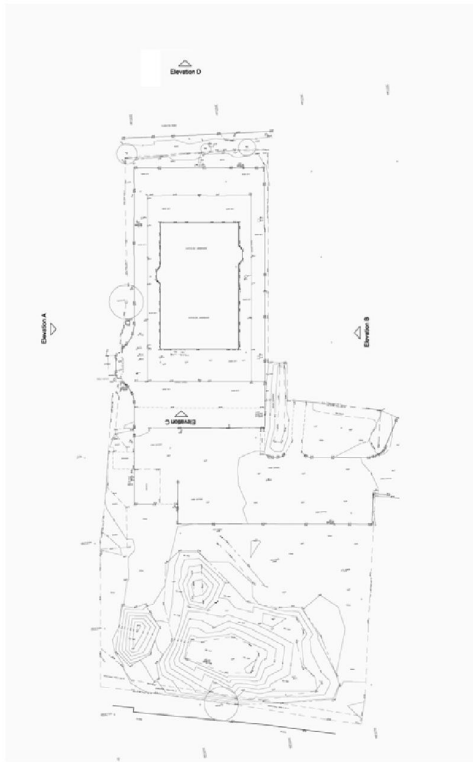
EXISTING PHOTOGRAPHS



EXISTING SITE PLAN



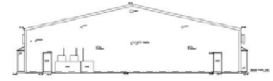
EXISTING PLAN



Elevation A - Scale 1-200@A1



Elevation B - Scale 1-200@A1

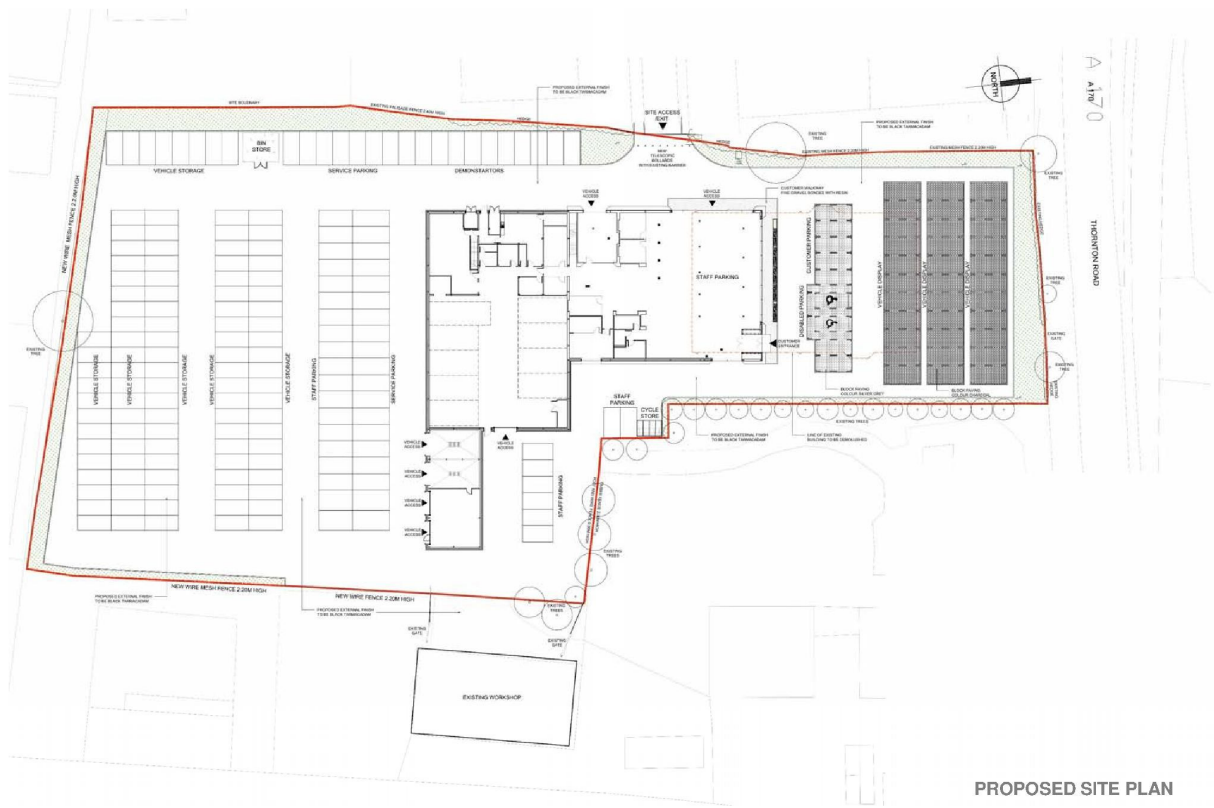


Elevation C - Scale 1-200@A1

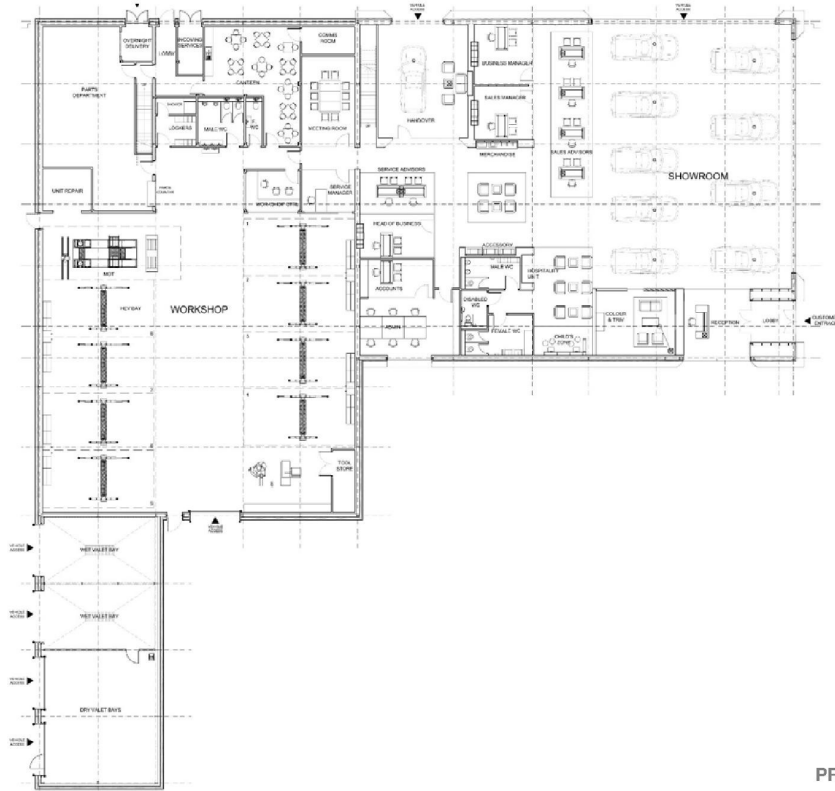


Elevation D - Scale 1-200@A1

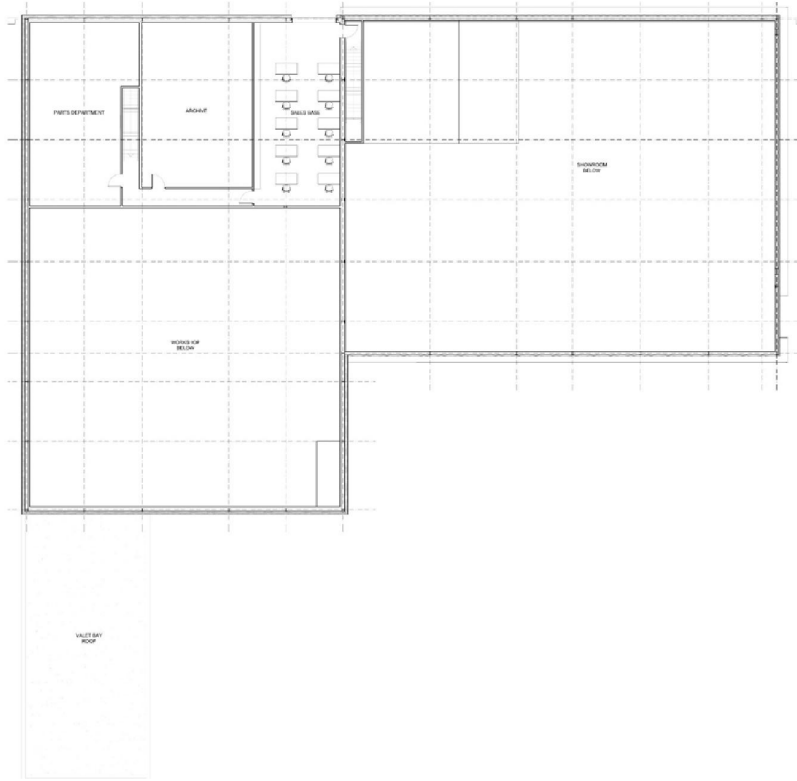
EXISTING ELEVATIONS



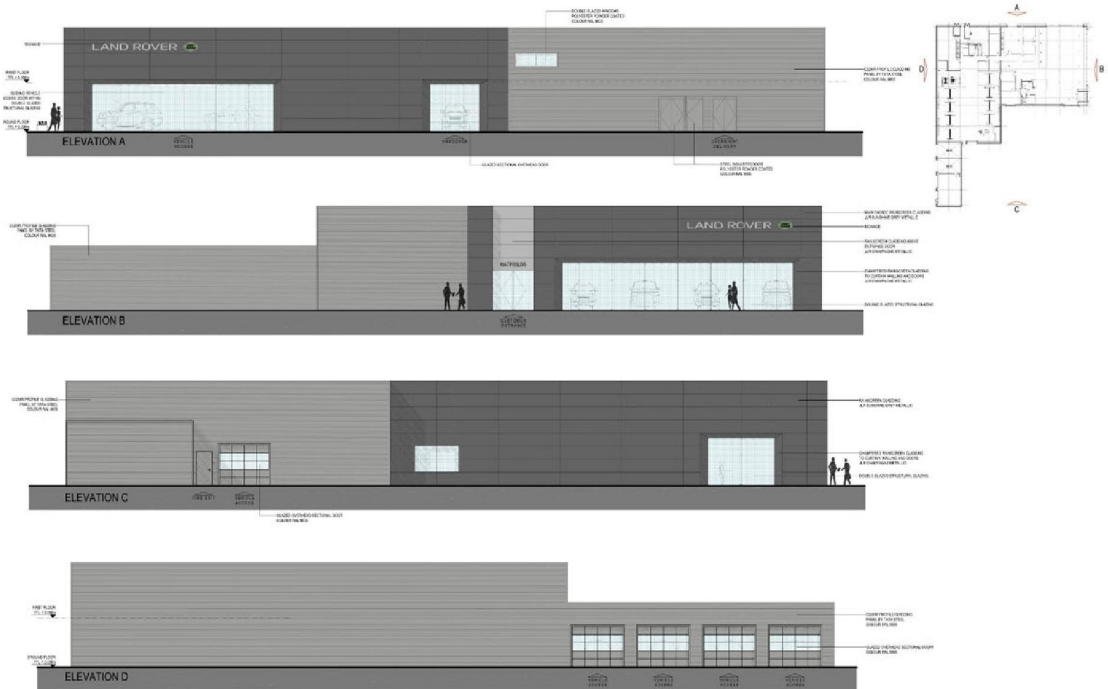
PROPOSED SITE PLAN



PROPOSED GROUND FLOOR PLAN



PROPOSED FIRST FLOOR PLAN



PROPOSED ELEVATIONS