



Land off Welham Road, Norton

Design and Access Statement

On behalf of Southern Construction
Ltd

February 2013

TURLEYASSOCIATES

WELHAM ROAD

“The Welham Road site offers a great opportunity for a modern commercial development capable of providing jobs and wealth for the local community.”

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1. Introduction

1.1 This Design and Access Statement has been prepared by Turley Associates in support of a detailed planning application by Sothorn Construction Ltd for a mixed use development which includes three retail units (Use Class A1) and a day nursery (Use Class D1) on land east of Welham Road, Norton, Malton.

1.2 The appraisal of the site's context, identification of issues and opportunities, design evolution and the final proposals contained within this statement have been developed through consultation with the local planning authority.

1.3 The requirement for Design and Access Statements to support planning applications is set out in DCLG's Guidance on information requirements and validation (March 2010) – a response to the recognised need to deliver better quality and more sustainable development through the planning system – an objective embedded within the National Planning Policy Framework (NPPF). The guidance sets out the role of the Design and Access Statement as being to illustrate the process that has led to the development proposal, and to explain and justify the proposals in a structured way, following an assessment – involvement – evaluation – design process, informed by the site's wider context.

1.4 The purpose of this statement is to describe the site, its context, relevant design guidance and the design concepts and principles which have informed the final design of the proposed scheme. As this document supports a detailed planning application, this statement is also supported by detailed site layout plans and building elevations.

1.5 The background to this application is described in detail in the accompanying Planning and Retail Statement. This statement should also be read in conjunction with the following accompanying documents:

- Planning and Retail Statement prepared by Turley Associates
- Detailed scale drawings prepared by Projekt Architects
- Transport Assessment prepared by Mayer Brown
- Travel Plan prepared by Mayer Brown
- Ecological Desktop Report by BE Brooks Ecological Ltd
- Flood Risk Desktop Assessment prepared by 3E Consulting Ltd
- Geo-Environmental Report prepared by 3E Consulting Ltd
- Archaeological Desktop Report by On Site Archaeology.

Scope

1.6 This statement is set out as below and will discuss the following topic areas:

- Chapter 2: Design policy and guidance including reference to all national, regional and locally adopted policy which has influenced the design and physical form of this proposal
- Chapter 3: Site context which discusses the historic, spatial, urban and physical characteristics of the site which needed to be acknowledged and suitably addressed through this proposal
- Chapter 4: The opportunities offered through the redevelopment of this site taken by a step-by-step description identifying how the design of the proposed scheme has evolved through the planning process
- Chapter 5: The proposed scheme discussing in detail the uses, scale, appearance and layout of the proposed development
- Chapter 6: Final conclusion and summary.

The site

1.7 The site is situated east of Welham Road in Norton, approximately 150m to the west of the commercial centre of Norton and 400m to the south-east of Malton Town Centre.

1.8 The site is a redundant brownfield site which had previously been used as a clothing factory. Bound to the north by properties fronting St Nicholas Street, The Old Pottery to the east, properties bounding Spring Field Garth to the south and southwest, and Welham Road to the North, the site covers an area of approximately 0.73 Ha.



Above: Site location plan showing the extent of the application site in relation to adjacent properties and roads.

Left: Regional location plan showing location of site within a wider urban context.



2. Design policy and guidance

National Planning Policy Framework (2012)

2.1 On 27th of March 2012 the National Planning Policy Framework (NPPF) was published replacing all existing National Planning Policy Statements and Guidance, except for PPS10. The NPPF establishes a presumption in favour of sustainable development. Paragraph 7 confirms the three dimensions to sustainable development: economic, social and environmental. These are balanced as a whole to contribute towards achieving sustainable development. The NPPF sets out 12 core planning principles at paragraph 17 which include:

- Enhancement and improvement of places
- High quality design
- Encouraging energy efficient buildings
- Conserving and enhancing the natural environment
- Effectively reusing previously developed land.

2.2 Section 4 of the NPPF seeks to create a transport system balanced in favour of sustainable modes, giving people choice in how they travel. Development that creates significant movement should be located where the need to travel is minimised and sustainable modes can be maximised.

2.3 Priority is given to pedestrian and cycle movements and development should be located so that it has access to high quality public transport facilities (paragraph 35). Layouts should be safe and secure, minimising conflict between traffic and cyclists or pedestrians and avoid street clutter.

2.4 In terms of parking standards local planning authorities should take into account:

- The accessibility of the development
- The type, mix and use of development
- The availability of and opportunities for public transport
- Local car ownership levels
- An overall need to reduce the use of high-emission vehicles.

2.5 Good design is a key aspect of sustainable development and should contribute positively to making places better for people (paragraph 56). Paragraph 58 sets out six key aspects of design and it should:

- Function well and add to the overall quality of the area for the lifetime of the development
- Establish a strong sense of place, creating comfortable places to live
- Optimise the potential of the site to accommodate development
- Respond to local character and history
- Create safe and accessible environments where crime and the fear of crime do not undermine quality of life or community cohesion
- Be visually attractive.

2.6 Promoting and reinforcing local distinctiveness is important and focus should be placed on the overall scale, density, massing, height, landscape, layout, materials and access in relation to neighbouring buildings and the local area more generally (paragraphs 59-60). Development should take opportunities to improve the character and quality of an area and how it functions (paragraph 63).

2.7 New development should be planned to avoid increased vulnerability to the range of impacts arising from climate change (paragraph 99). Development should:

- Comply with adopted Local Plan policies on local requirements for decentralised energy supply unless it can be demonstrated that this is not feasible or viable
- Take account of landform, layout, building orientation, massing and landscaping to minimise energy consumption.

2.8 Section 10 addresses climate change and flood risk. Local planning authorities should expect development to:

- Comply with adopted Local Plan policies on local requirements for decentralised energy supply, unless it can be demonstrated that this is not feasible or viable
- Take account of the landform, layout, building orientation, massing and landscaping to minimise energy consumption.

2.9 Section 11 seeks to conserve and enhance biodiversity and the use of previously developed land (brownfield land) is encouraged (paragraph 111).

2.10 Paragraph 123 addresses noise, stating that planning decisions should:

- Avoid noise giving rise to significant adverse impacts on health and quality of life as a result of new development
 - Mitigate and reduce to a minimum other adverse impacts on health and quality of life arising from noise from new development.
- 2.11 Good design should limit the impact of light pollution from artificial light on local amenity (paragraph 126).

Ryedale Local Plan (2002), saved policies

2.12 The Ryedale Local Plan was adopted in March 2002 and a number of policies have been saved by the Secretary of State. The following saved policies are of relevance.

2.13 Policy ENV7 relates to landscaping and requires development proposals to incorporate a suitable high quality landscaping scheme that enhances and complements the local environment.

2.14 Policy T7 provides the policy framework for parking and states that development proposals will be required to make adequate provision for off street parking on or near the site in accordance with parking standards.

2.15 Policy T9 seeks to ensure that appropriate measures are made for cyclists within new development, whilst Policy T10 encourages attractive facilities for pedestrian facilities.

Ryedale Plan Local Plan Strategy Submission (2013), Further Proposed Changes

2.16 The Council submitted The Ryedale Plan Local Plan Strategy Development Plan Document to the Secretary of State for formal examination on 21 May 2012. Following hearings in September and October 2012, further proposed changes to the Local Plan have been issued for consultation. The following draft policies are of relevance to the proposals:

2.17 Policy SP10 requires appropriate levels of car parking to be provided.

2.18 Policy SP14 states that biodiversity will be conserved, restored and enhanced. New development is required to result in a net gain in biodiversity and the use of native and local species in landscaping is encouraged.

2.19 Design is addressed within Policy SP16 requires new development to:

- Create high quality durable places that are accessible and well integrated with their surroundings
- Reinforce local distinctiveness through location, siting, form, layout, scale and detailed design

- Provide well-connected and accessible public realm, protect amenity and promote wellbeing

- Incorporate appropriate landscaping

- Facilitate access by sustainable modes of travel including public transport, cycling and walking and make efficient use of land.

2.20 Policy SP18 states that all new development should be built to as high a standard as is available nationally and deliver on-site renewable and low carbon energy. It must demonstrate that all levels of the energy hierarchy have been addressed.

2.21 Policy SP20 requires new development to:

- Respect the character and context of the immediate locality and the wider townscape character
- Not prejudice the continued operation of existing neighbouring land uses
- Not have a material adverse impact on the amenity of adjacent occupiers
- Ensure access to and movement within the site to not have a detrimental impact on road safety, traffic movement or safety of pedestrians and cyclists.

Secured by Design

2.22 Secured by Design is a police initiative, which encourages the building industry to adopt minimum standards in designing safe and secure developments.

2.23 In achieving Secured by Design, the following principles should be considered and addressed:

- Environmental quality and sense of ownership: Provision of high quality landscape settings for new development to help create a sense of place and strengthen community identity

Natural surveillance: Public and semi-private areas should be visible from nearby buildings or from well-used rights of way. Natural surveillance is to be strongly encouraged, but care is needed particularly in residential development to ensure that privacy is not infringed. Parking should be provided close to and visible from the owner's buildings

Access and footpaths: Secluded access points and routes should be avoided, roads to groups of buildings should promote a sense of identity and ownership, location of planting should avoid the creation of hiding places, good visibility should be maintained along footpaths and routes, a balance is needed between choice of routes and perceived security against providing additional means of escape or of encouraging inappropriate movement of people, property boundaries, which adjoin public land, need to be secure.





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“ Norton is a picturesque historic settlement which benefits from a host of high quality amenities and services.”

3. Context

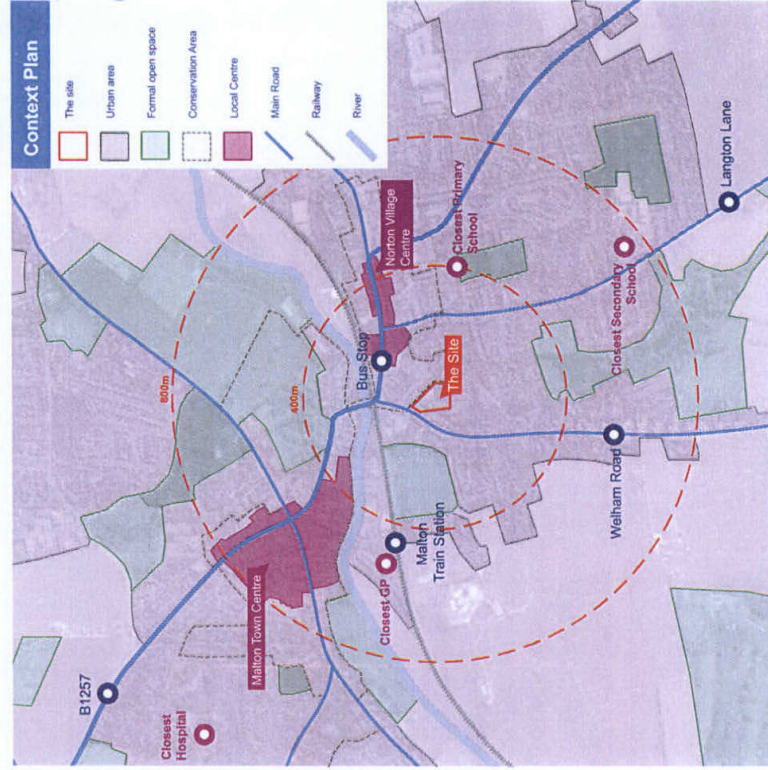
Spatial context

3.1 Located in the Derwent Valley, the village of Norton and the Town of Malton represent a key local settlements in the wider Ryedale area. Whilst both settlements only have a combined population of approximately 8,000-10,000 residents, Norton and Malton represent one of the largest urban areas within the Ryedale District which has a population of just over 50,000 people.

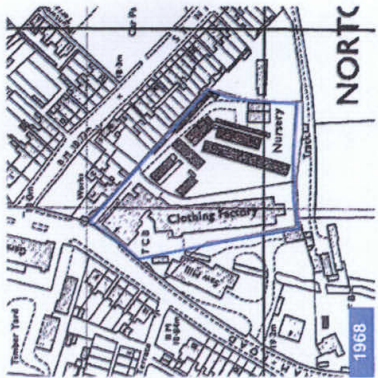
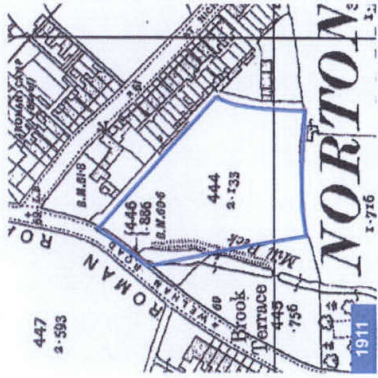
3.2 With York located some 29km to the southwest and Scarborough some 31km to the northeast, and with high quality transport links including the busy A64 and the York to Scarborough Railway, the area is ideally suited as a base for commuters. With such transport links and a range of recreational and communities facilities by virtue of the areas role as a key centre within the region, both Norton and Malton have proved popular with both residents and tourists.

3.3 Located approximately 150m west of Norton centre, the Welham Road site can be considered as an edge of centre site, with commercial properties to the north and east, and residential properties to the south and west. Beyond this to the south and west, the residential edge of Norton opens out to countryside and the wider Derwent Valley Beyond. To the north is the River Derwent and Malton Train Station which help distinguish Norton and Malton from one another. Malton centre is located immediately north of the river – approximately 400m from the application site – with the residential areas of Malton radiating from this point.

3.4 The location of the site in close proximity to two local centres allows it to benefit from the areas great transport links as well as a wide range of local facilities and amenities.



Above: Spatial context plan demonstrating the spatial distribution of infrastructure, facilities and public amenities in relation to the application site.



Historic context

3.5 Established during Roman occupation, the villages of Malton and Norton have been recorded on maps for hundreds of years. However, whilst located only a few hundred metres from the centre of both settlements, the application site has only been developed in recent years.

3.6 The area typically grew up along Church Street and Welham Road, as plots of agricultural land were developed in the late 20th century. The field boundary lines are still evident as boundaries to existing properties. At the turn of the 21st century development framed the northeast, north and west boundaries of the site, but it was not until the 1970s that the fields beyond the east and south boundary were built out.

3.7 The adjacent historical plans show that the site remained undeveloped, with the Mill Beck running through it, from 1853 until the 1920s. From that date buildings began to be erected across the northern half of the site and the southwest of Mill Beck. By the 1970s the entire site was developed on and is shown in the 1968-1970 map to accommodate a clothing factory, plant nursery and saw mill. In the 1980s the saw mill and plant nursery were removed, leaving a sole factory building on the site, which until recently was used as a factory for Malton Clothing. This building was finally demolished in 2011 leaving the site empty of buildings.

Initial design thoughts....

- There is a degree of sensitivity with regard to the north and eastern edges of the site which is designated as a Conservation Area. The scale, form and appearance and any proposed development on the site therefore needs to respond to this setting.
- There are no important buildings or structures on the proposed site, and the historically undeveloped nature of the site suggests little archaeological interest which may influence the layout of any proposed development.

Urban context

3.8 The area's urban context and character closely relates to the area's historic growth. To the north and east of the application site are a range of historic properties, taking the form of 2 storey terraces along the sites northern edge, and a 1.5 storey former pottery building to the east. To the south and west of the site are a range of more modern buildings taking the form of modern 2 storey dwellings and bungalows to the south, and 2 storey semidetached dwellings to the west. There is a 2 storey car showroom and a small supermarket of a similar height immediately to the north of the site, and a small single storey building used as a care home immediately to the east of the site.

3.9 The uses of the area are predominantly residential, with some commercial units located both within the site and to the north of the site.

3.10 With regard to density and urban form, this too mirrors the village's urban growth. The historic terraces and buildings to the north and east represent a tighter and more dense urban form, whilst more contemporary residential developments exhibit lower densities, especially towards the urban edge of the settlement. Notwithstanding the above, such urban patterns have been eroded by more recent interventions, including the construction of a large surface car park to the north east of the site, and the construction of a supermarket and associated surface car park immediately to the north.



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Left: Examples of contemporary and historic developments to the west and south of the application site.



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Initial design thoughts....

- The area immediately surrounding the site is primarily residential in nature, therefore issues regarding residential amenity and privacy will be key considerations for any proposed development
- The presence of some commercial buildings in the immediate area has set a precedent in the area for the commercial uses, although the design of any proposal will need to be sympathetic to the area's predominant residential character.



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Access and movement

3.11 The site is well served with regard to access and movement. The site benefits from good road links to the A64 which is located to the north via the B1248 which runs north through Malton. From here, fast and convenient access is possible to both York in the West and Scarborough in the East – both of which are accessible within a 30 minute drive.

3.12 The site also benefits from great links to public transport with Malton railway and bus station being located within easy walking distance. Malton railway station is served by regular Transpennine Express services between Liverpool Lime Street via York and Leeds in one direction and Scarborough in the other. There is an hourly service in both directions. The two closest bus stops to the site are located on Church Street.

3.13 Vehicular access into the site is currently located on Welham Road, which is mainly residential in nature, although in the vicinity of the site there is some commercial activity in the form of a car showroom and a small supermarket. The western boundary of the site runs along Spring Field Garth, which is a residential cul-de-sac. To the north east of the proposed site is St Nicholas Street. This is mainly residential in character, although it does provide access to a free car park in Norton. Any new access points on to the application site will need to be sited a suitable distance away from existing junctions associated with these roads.



3.14 Based on a 1 km walking catchment for the site both Malton and Norton town centres are covered along with residential areas in all directions around the proposed store. A 5 km cycling catchment covers the majority of both settlements.

Initial design thoughts....

- The application site is highly accessible in regard to both public and private transport, and its location close to an existing local centre makes it suitable for a range of residential, retail and commercial uses
- Any new proposed access points will need to consider the traffic flow of adjacent roads and be located a suitable distance away from existing junctions.

Physical context

3.15 The site is brownfield in nature, and has recently been cleared of all buildings in preparation for the site's future redevelopment. The existing access which served the site off Welham Road has been retained and is appropriate for use to serve any future scheme on the site.

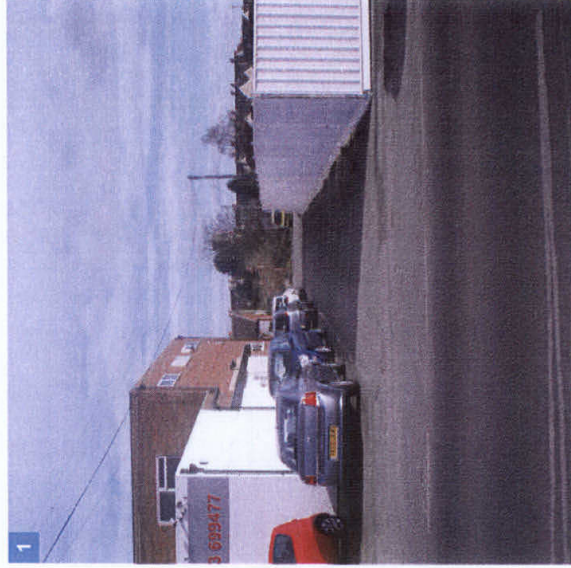
3.16 The site is largely flat in nature at approximately 18.5m AOD and contains no obvious land forms other than those which are residual to recent demolition works on site. Historically, Mill Beck – a small stream – ran through the northern section of the site, but was culverted in the mid 1940's/50's as part of construction of the factory building which occupied the site until last year. By virtue of the location of the beck and notwithstanding the culvert, the site is still allocated as Flood Zone 3 as recognised in the Flood Risk Desktop Assessment prepared by 3E Consulting Ltd. With regard to ecology, it has been determined that the site has little wildlife value as identified in the Ecological Desktop Report prepared by BE Brooks Ecological Ltd. It is concluded that sensitive re-development of the site can proceed without having a significant impact upon biodiversity and need not be contrary to local or national nature conservation policies or objectives.

3.17 In addition to the above, the only other physical considerations to note with regard to the sites redevelopment relate the boundary treatments and surrounding uses. The site is surrounded

primarily by residential uses, with the north, east and southern edges being defined by the rear boundaries of these properties. Issues of visual and residential amenity and access will therefore need to be considered when determining the layout of the proposed scheme. The final western elevation is largely defined by a mature belt of Leylandii which reach an approximate height of between 6-9m which also need to be addressed as part of any redevelopment of the site, either through total or partial removal, or being incorporated into and proposed scheme.

Initial design thoughts....

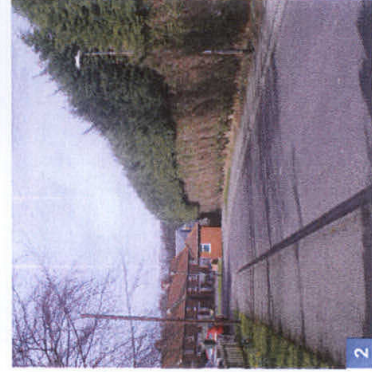
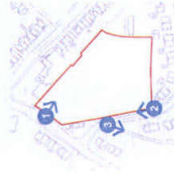
- The existing water course – Mill Beck – which runs under the northern section of the site will need to be considered in any proposed development to accommodate suitable space provision to provide access if necessary
- Properties along the north-eastern edge of the site have rear gardens which will require access rights which need to be accommodated in any proposed development for the site
- Issues with regard to the mature Leylandii hedgerow which bounds the western edge of the site need to be overcome either through partial or complete removal of the trees in line with the findings of the Ecological Desktop Report.

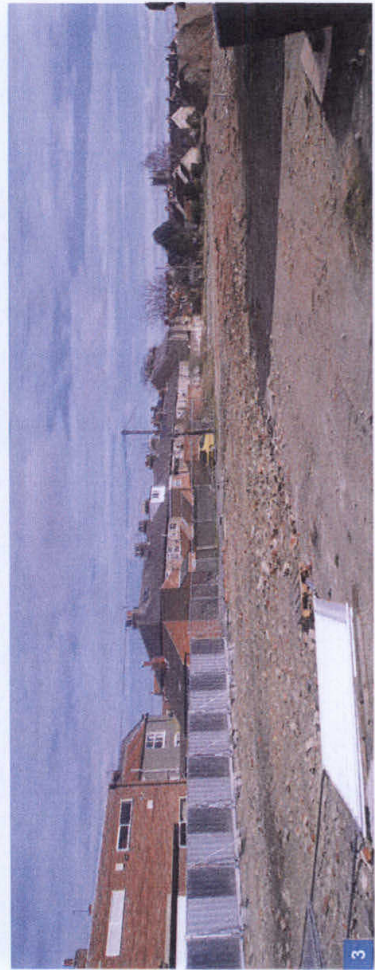


Above: Existing vehicular access point off Welham Road.

Left: Mill Beck to the west of the application site prior to it entering a tunnel running north.

Far Left: Mature Leylandii hedgerow which runs along the western edge of the site along Spring Field Garth.





Top Left: View of the site looking south along Welham Road.

Top Right: View across the site showing The Old Pottery building, with contemporary residential buildings and Norton Centre beyond.

Above: View across the application site looking south.

Left: Panoramic view across the application site looking east.



4. Constraints and opportunities

Constraints and opportunities

4.1 By virtue of being a previously developed brownfield site which until recently contained built structures, there are few constraints which cannot be overcome which may inhibit the future development of the site, yet numerous opportunities yet to be harnessed. Notwithstanding this, any constraints need to be suitably accommodated into the design of the proposed scheme to ensure development enhances wherever possible its setting whilst mitigating wherever possible against any detrimental impacts.

4.2 Having assessed the physical characteristics of the site as well as assessing the documentation which accompany this planning submission, it would appear the site contains no sensitive attributes which cant either be removed or replaced. With regard to constraints outside the control of the sites owner, it is felt that many of these can be suitably addressed as part of any scheme and should not pose an insurmountable issues which inhibit the delivery of the proposed scheme.

4.3 The spatial distributions of the constraints identified can be found on the constraints plan adjacent, and offer an indication on how they will likely influence the orientation and layout of any proposed scheme. This, combined with the initial design assumptions made in chapter 3 have then helped to influence the area spatial solutions to determine the area of developable space available on the application site as can be seen on page 17.



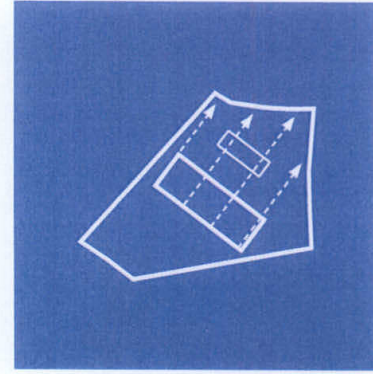
Right: Constraints plan demonstrating the spatial distribution of issues discussed in this chapter which have been acknowledged and have influenced the form and layout of the final proposal.

Historic constraints

- Sensitivity with regard to the north and eastern edges of the site which are adjacent to a Conservation Area. The scale, form and appearance and any proposed development on the site therefore needs to respond to such issues.

Response

- Locate the smallest and lowest buildings in the eastern half of the site to have a more sympathetic relationship with the adjacent Conservation Area and any other heritage assets
- Locate larger format buildings within the middle of the site away from surrounding streets to reduce impact on surrounding historic streetscape

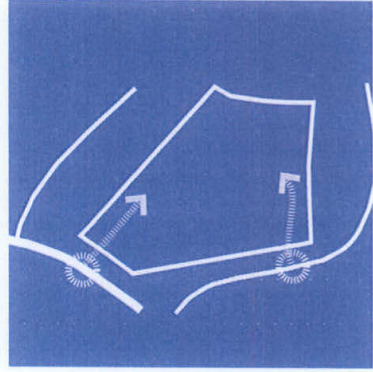


Movement and access

- Any new proposed access points will need to consider the traffic flow of adjacent roads and be located a suitable distance away from existing junctions.

Response

- Provide dedicated vehicular and pedestrian access points for each of the proposed uses at suitable locations away from junctions so to reduce pressure on any given road or access point and reduce the likelihood of conflicting movement patterns.

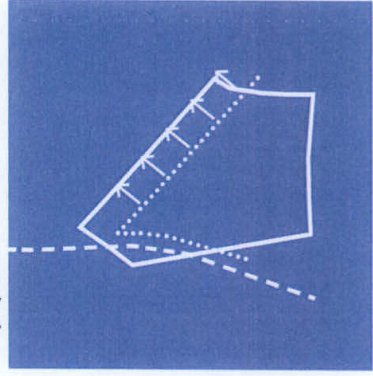


Physical Context

- Mill Beck needs to be considered in any proposed development to accommodate suitable space provision to provide access if necessary
- Properties along the north-eastern edge of the site have rear gardens which will require access rights which need to be accommodated in any proposed development for the site.

Response

- Locate structures away from the northern edge of the application site and maximise area for use as public parking area to allow for access and to support the existing tunnel structure
- Locate structures away from the north-eastern edge of the application site to allow for controlled access to adjacent properties.

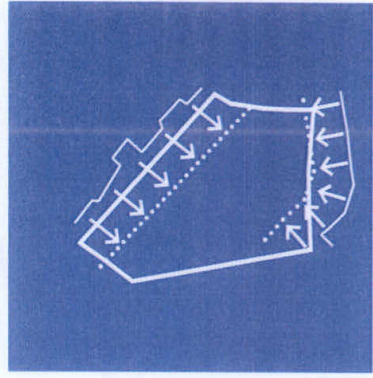


Urban Context

- The area immediately surrounding the site is primarily residential, therefore issues regarding residential amenity and privacy will be key considerations for any proposed development.

Response

- Ensure suitable spacing is accommodated between existing retail frontages and new buildings to reduce impact on residential amenity, privacy and overshadowing
- Provide ample perimeter landscaping to hide any blank or service elevations to reduce detrimental impacts on visual amenity.

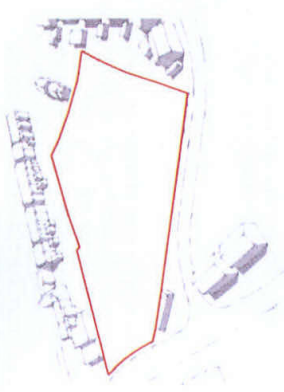


A preferred design response

4.4 Having recognised the key constraints influencing the site's redevelopment, and as a consequence having identified the developable area of land available for redevelopment, this section of the document discusses how a proposal of suitable form, massing and orientation can be accommodated on the site. This step represents one of the final stages of the design evolution process in determining a preferred design solution for the site. This is the final step prior to determining the detailed form, size, appearance and character of the scheme which will form the final detailed proposal.

4.5 The step by step approach demonstrated in this section offers a clear indication to how the proposed development has been broken up into its individual components and distributed across the site to offer the most suitable and efficient form of development possible. This process clearly demonstrates how the final design and layout of the proposed scheme has been highly influenced by the areas immediate context, surrounding constraints, and ensures that any detrimental impacts have been mitigated where ever possible to result in a proposal which offers only benefit to the sites surrounding community.

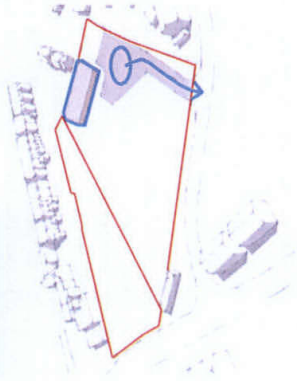
Stage 1



4.6 Remove all existing buildings on the site.

- All buildings on the site were no longer suitable for their intended use and demolished in order to clear the site for redevelopment
- Dramatically increases the developable area of the site, allowing for greater flexibility when redeveloping the site
- Allows the site to be approached as a "blank canvas" allowing greater freedom and creativity when devising a design response for the site.

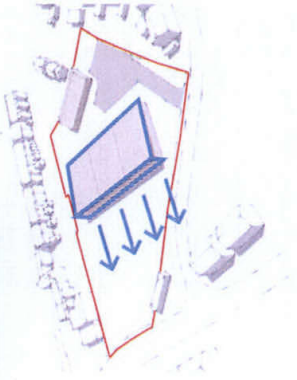
Stage 2



4.7 Locate the nursery building in the south east corner of the site with its own new dedicated access.

- This location is the furthest possible distance within the site away from adjacent roads improving safety for those using the facility
- Dedicated access provides increased safety especially for pedestrians with small children through reducing conflicts in movement between pedestrian and vehicular traffic
- Provides security for the nursery building by having a single dedicated access point
- Provides opportunity to secure the rear boundaries of properties along Spring Field Garth

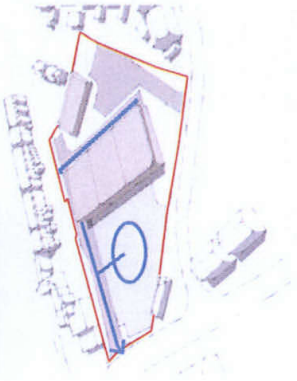
Stage 3



4.8 Locate linear retail building along the widest part of the site.

- Provides opportunity to deliver activity along the north western part of the site
- Legibly separates the site in two, clearly distinguishing between public space in the north and west, and private space in the south and east
- Most efficient use of the site in accommodating appropriate sized units
- Reduces the dominance and impact of the proposed building along Welham Road by setting the building back
- Reduces the level of service and blank gable elevations fronting directly onto adjacent residential properties.

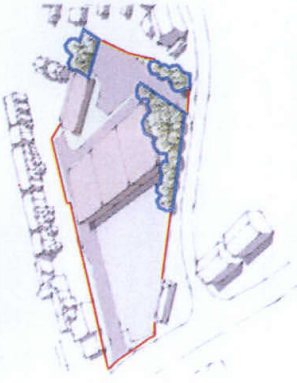
Stage 4



4.9 Locate parking, service and access areas around footprint of proposed retail building.

- Exploits existing vehicular access off Welham Road taking advantage of the precedent set by previous uses on the site
- Allows suitable space to provide an ample provision of car parking capable of servicing the needs of the proposed retail uses and wider community
- Allows suitable space capable of reinforcing public fronts and private rears through accommodating public parking in front of the proposed building and all service requirements to the rear thus protecting the visual amenity of those around the site
- Accommodates the right of access to the rear of properties fronting onto St Nicholas Street.

Stage 5



4.10 Incorporate a suitable provision of landscaping along the perimeters of the site.

- Offers the opportunity to help mitigate against the effects of daytime noise on properties along Spring Field Garth through planting of trees around the edge of the proposed nursery buildings
- Conceals blank gable elevation of proposed retail building along Spring Field Garth thus protecting the residential and visual amenity of surrounding residents
- Provides the opportunity to introduce trees, shrubs and other greenery to help soften what otherwise may be a sterile urban environment thus improving the visual impact the proposals have on the surrounding area.

5. The proposal

Overview

5.1 This application seeks full planning approval for the development of land to the east of Welham Road in Norton for the purposes of a mixed use retail led development. The proposed layout plans, elevations of other supporting illustrations have developed as a consequence for the detailed analysis of the site demonstrated in this document and exploration of options which have been discussed to this point.

5.2 In accordance with the requirements for Design and Access Statements as determined through CABE's 'Design and Access Statements: how to read, write and use them' and local validation criteria, the statement will now discuss in detail the following components of the final scheme proposed for the site:

- Use and amount
- Layout
- Scale and massing
- Landscape
- Appearance
- Access

Use and amount

5.3 The proposal envisages the construction of a mixed use retail led development consisting of three retail units (Use Class A1), a day nursery (Use Class D1) and associated parking, landscape and access.

5.4 A breakdown of the quantum of development proposed is as follows:

Structures

Retail building = 1213 sqm (GIA)
Nursery building = 278 sqm (GIA)

Total building footprint = 1558 sqm

Parking

Retail parking
Standard bays = 47
Accessible bays = 4
Parent and Child bays = 4
Other parking bays to service existing garage = 5
Total = 62

Nursery parking
Standard bays = 11
Accessible bays = 2
Total = 75

Total parking bays = 75

5.5 The quantum of development proposed is thought to be acceptable on a site of this size and should not represent an over-intensive form of development. All uses proposed will be accessible to the surrounding community.

Layout

5.6 As identified in chapter 4 of this statement, the layout of the proposed development has been highly influenced by the site's immediate context and has taken into consideration the interests of surrounding residents.

5.7 The general layout of the site can be categorised into two broad areas; the larger retail component of the scheme which occupies the north and west portion of the site, and the smaller nursery which occupies the smaller southeast section of the site.

5.8 The retail component of the site has been highly influenced by providing an open frontage and secure rear to the building whilst limiting any visual impact on the surrounding area. Public parking will therefore be located towards Welham Road adjacent to where both pedestrian and vehicular access to the site will be gained. Beyond the parking area will be the linear retail building which will be aligned largely parallel to Welham Road to maximise the potential for an active front, maximise retail space, and limit the impact gable and blank/service elevations will have on adjacent properties. Service access is located to the rear of the building out of sight from the surroundings in order to protect visual amenity.

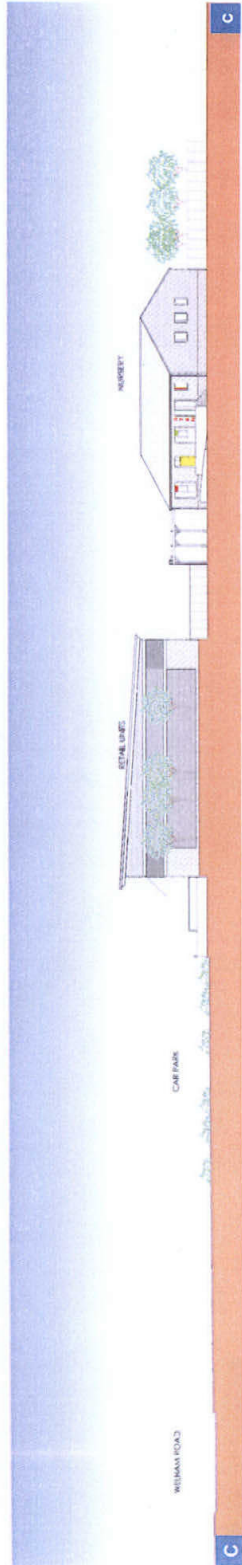
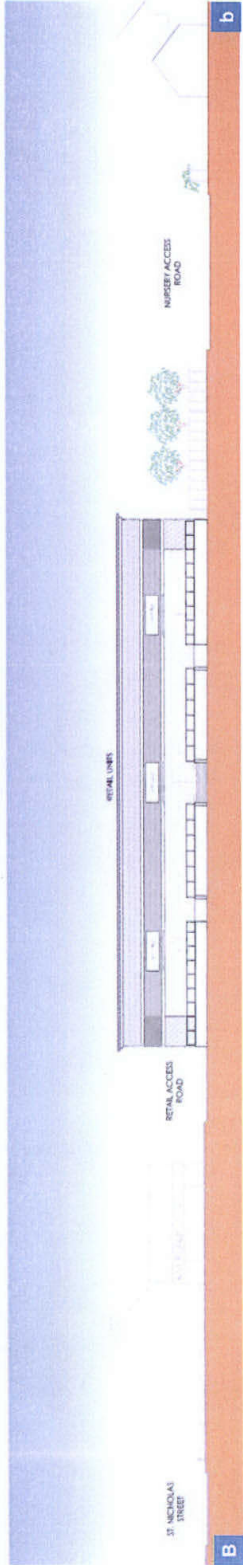
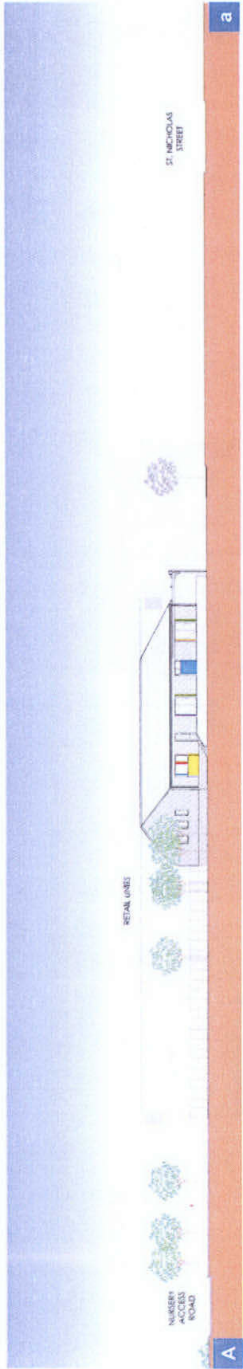
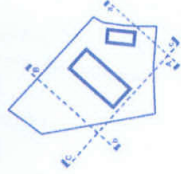
5.9 The smaller nursery component of the site has been heavily influenced by safety and security. This will be located to the southeast corner of the site and also benefit from its own dedicated access off the quieter Spring Field Garth. Its location here behind the proposed retail building and to the rear of adjacent residential properties allows for a secure single access site perfect for the uses proposed. This also allows for the rear boundaries of the adjacent properties to be secured and thus benefitting adjacent properties.

5.10 In addition to the above, a suitable level of landscaping will be located as key points around the perimeter to help soften the development and conceal and potential views of service areas and any blank building elevations.



Site layout plan (NTS)

Building elevations



Scale and massing

- 5.11** The proposed retail building is the largest building on the site and measures approximately 52m in length by 24m in depth. The buildings' massing has been designed to reduce its height towards adjacent properties along the southern edge of the site by slopes down from a maximum height of 8.06m along the northwest elevation down to 6.45m along the southeast elevation. This allows suitable headroom to accommodate a mezzanine floor along the northwestern elevation of the building and thus maximise floorplate potential whilst ensuring building heights are kept to an absolute minimum.
- 5.12** The smaller nursery building is single storey in nature and will reach a maximum height of 6.65m. It measures approximately 23m in length and 13m in width.
- 5.13** It should be noted that none of the proposed buildings will exceed the maximum height set by the numerous two storey dwellings which currently sit immediately adjacent to the site. We are therefore confident that the scale and massing of the proposed build should demonstrate no negative impact on the adjacent conservation area.

Landscape

- 5.14** The proposed layout envisages varying degrees of tree and shrub planting at numerous locations along the perimeter of the application site to help address any concerns with regard to noise mitigation and issues regarding both visual and residential amenity. Most notable locations where this approach will be appropriate are likely to be along the south and western boundaries as well as some locations along the northeast elevation.
- 5.15** Notwithstanding the above, detailed landscape proposals for the site have yet to be commissioned. It is therefore the preference of the client that this component of the schemes design be addressed in the form of a planning condition attached to subsequent planning consent and dealt with at a later stage of the planning process.

Appearance

- 5.16** The varying uses proposed for the two separate buildings are mirrored through their physical appearance and design.
- 5.17** The proposed retail build has been designed to include a simple but high quality and durable palette of materials. Consisting of a mix of cladding of varying colours/tones, and shop front glazing broken up by brick plinths, the building has been designed to be recognisable as a commercial building with neutral colours so not to discourage any specific brands as potential tenants. The simple design will also ensure the buildings' design is robust and will not age with time enabling the building to be attractive to potential tenants in the future. Small canopies will also be placed above the entrance to each retail unit to provide depth to the facade and to improve the pedestrian experience to customers using the development.
- 5.18** The smaller nursery building will have a totally different character. The smaller domestic scale of the building and use of bricks is envisaged to give a more homely appearance to its users. Notwithstanding this, coloured rendered panels have also been incorporated into the facade which is hope to reflect the nature and use of the building.
- 5.19** The nursery building will also have a large timber framed pergola extending from the northern elevation of the building. This will accommodate the children's play area and has been designed as a mitigation measure to reduce the impact of daytime noise on adjacent residential properties.
- 5.20** It is trusted that whilst contemporary in design, the visual appearance of the proposed building should represent no demonstrable negative impact on the adjacent conservation area.

Access

5.21 The proposals are easily accessible from the local transport network providing access from both private vehicles and public transport. The site is also readily accessible on foot and by cycle. The Transport Assessment and Travel Plan, submitted as part of this application provides further information on this matter.

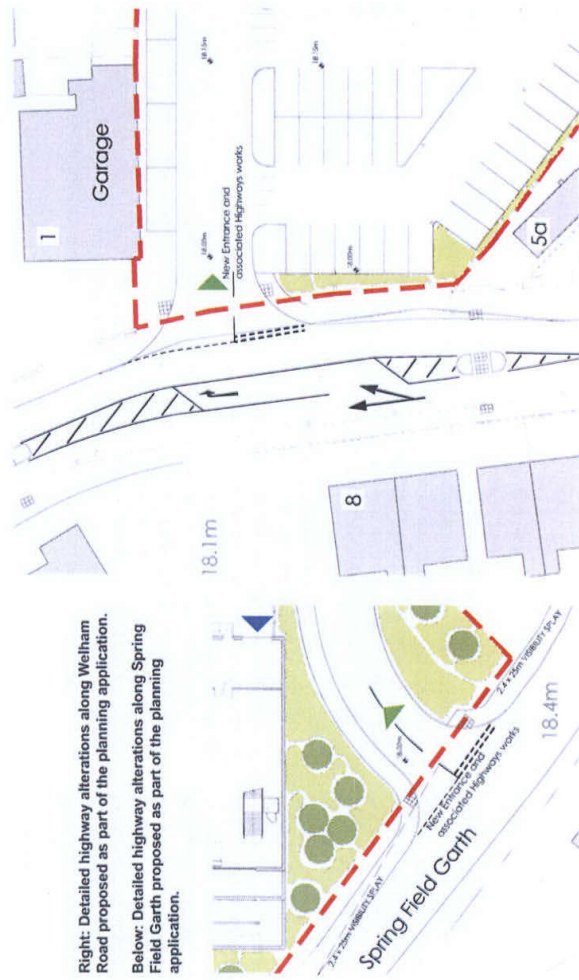
5.22 Vehicular and pedestrian accesses to the proposals are provided from both Welham Road and Spring Field Garth serving the retail building and nursery building respectively. It is proposed that a right turn lane will be provided at the site access off Welham Road to allow for the anticipated increase on vehicular traffic movement on an already popular road. Both entrances are designed to accommodate access for servicing and emergency vehicles. Pedestrian access to the site will be located immediately adjacent to the proposed vehicular access points to help aid pedestrian legibility. A suitable level of pedestrian routes through the car park are provided to ensure good access throughout the development site.

5.23 In total 87 car parking spaces including 6 accessible parking bays and 4 parent and child bays are provided across 2 car parks. These are to be located close to building entrances in line with DDA guidance.

5.24 Both building will include the suitable number of emergency exits required allowing for evacuations into either car parks or service areas.

Right: Detailed highway alterations along Welham Road proposed as part of the planning application.

Below: Detailed highway alterations along Spring Field Garth proposed as part of the planning application.



“

This currently vacant site has the **potential** to create a **key mixed use development** which adds to the **wealth of facilities and amenities** already on offer in **Norton.**”

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6. Summary and conclusions

6.1 This application seeks detailed planning consent for a mixed use development comprising of both retail uses (use class A1) and a nursery (use class D1) on land to the east of Welham Road, Norton.

6.2 A detailed appraisal of the site and wider surroundings has been undertaken in order to identify the key opportunities and constraints for development, which in turn have led to a series of structuring principles which set the context for the proposed development.

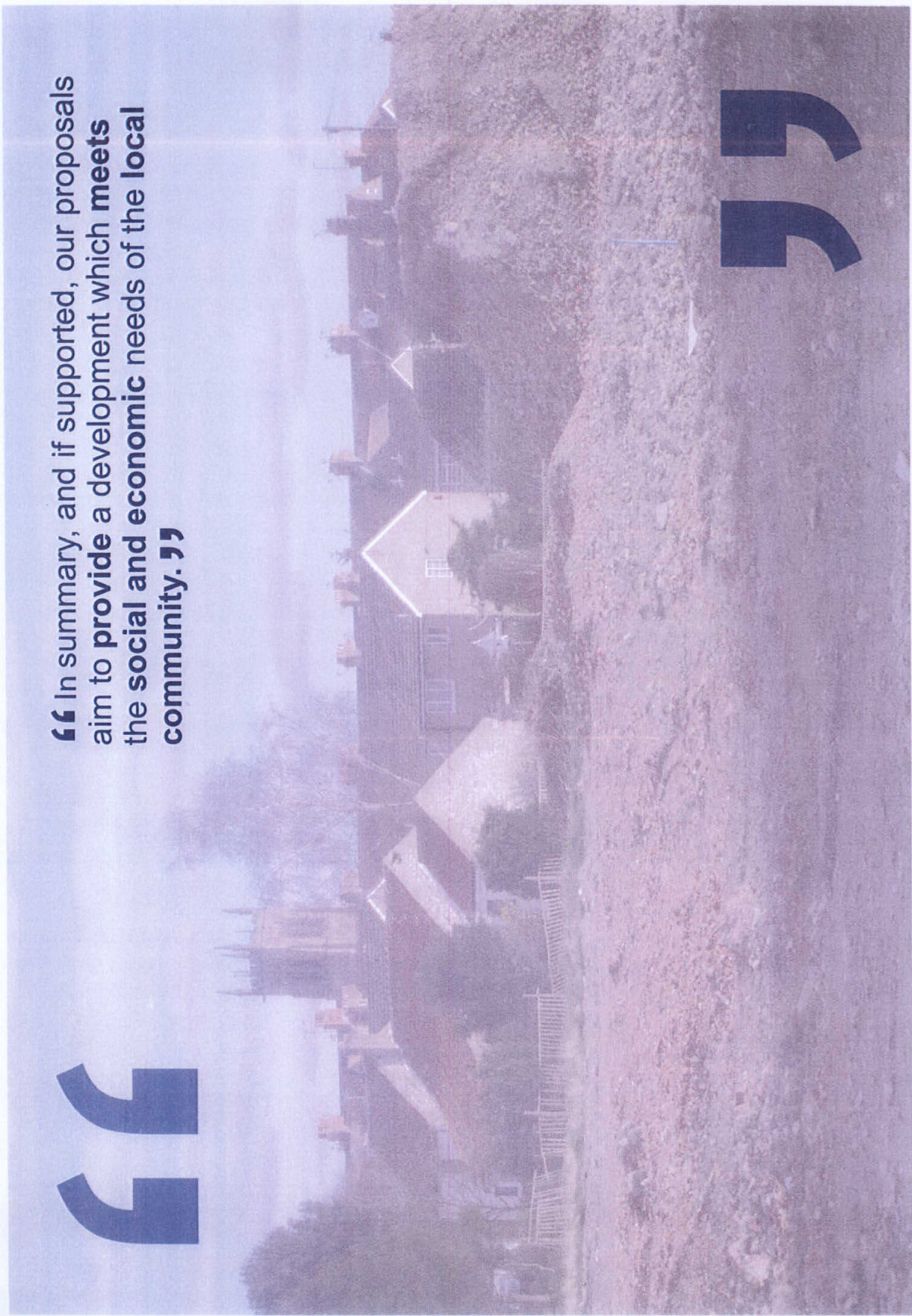
6.3 The plans and supporting illustrative information demonstrate how the design principles have been applied to the site, responding to the various opportunities and constraints outlined in Chapter 3 of this statement. The principles and parameters set a framework for a high quality, legible and pedestrian friendly development.

6.4 Based on the information provided within this Design and Access Statement and the advice offered by the local planning authority, we conclude that the proposed scheme is locally responsive to its setting and the local policy framework, complements the surrounding proposed development and provides for the needs of the wider community and therefore should be granted outline planning consent.

“ In summary, and if supported, our proposals aim to **provide** a development which **meets** the **social and economic** needs of the **local community**. ”

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