

Design and Access Statement

August 2015

Land at Gateway 36, Dearne Valley Parkway, Barnsley

On behalf of Greene King Plc.



GREENE KING
BURY ST EDMUNDS

Turley
Design

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August 2015

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“Gateway 36 at Dearne Valley Parkway provides a new opportunity for a mixed use, commercial development at a key location close to J36 of the M1”





**“Greene King
have a vision to
create a high
quality leisure
experience for
all who work, live
and play in the
area to enjoy.”**

Introduction

01

1.1 This Design and Access Statement has been prepared by Turley Design on behalf of Greene King Plc. (the ‘Applicants’). It supports a reserved matters application for the development of land at Gateway 36, Dearne Valley Parkway, Barnsley for use as an amenity restaurant with associated access and landscape works.

1.2 This Design and Access Statement discusses all components of the proposed development relating to its layout, scale, form, appearance and access. These have been informed by a full contextual appraisal of the site, identification of constraints and opportunities and pre-application consultation with officers from the local planning authority.

Purpose of the document

1.3 The need to provide a Design and Access Statement to accompany planning applications is set out in the DCLG’s publication ‘Guidance on Information Requirements and Validation’ (March 2010) and its amendment published in June 2013. It is in response to the recognised need to deliver high quality, locally responsive and sustainable developments through the UK planning system. The guidance sets out the role of Design and Access Statements to illustrate the processes which have led to the proposed development, and to justify the proposals in relation to their context in a transparent, legible and structured way. This approach is embedded and endorsed by the National Planning Policy Framework (NPPF).

1.4 The purpose of this Design and Access Statement is therefore to demonstrate that the proposed development is responsive to its surrounding context and in accordance with local development plan policies. It should therefore be read in conjunction with the supporting documentation which make up this planning application.

1.5 The statement is set out as follows:

- Chapter 2 – Policy context
- Chapter 3 – Site context
- Chapter 4 – Key design principles
- Chapter 5 – The proposal
- Chapter 6 – Crime prevention
- Chapter 7 - Summary and conclusions

The site

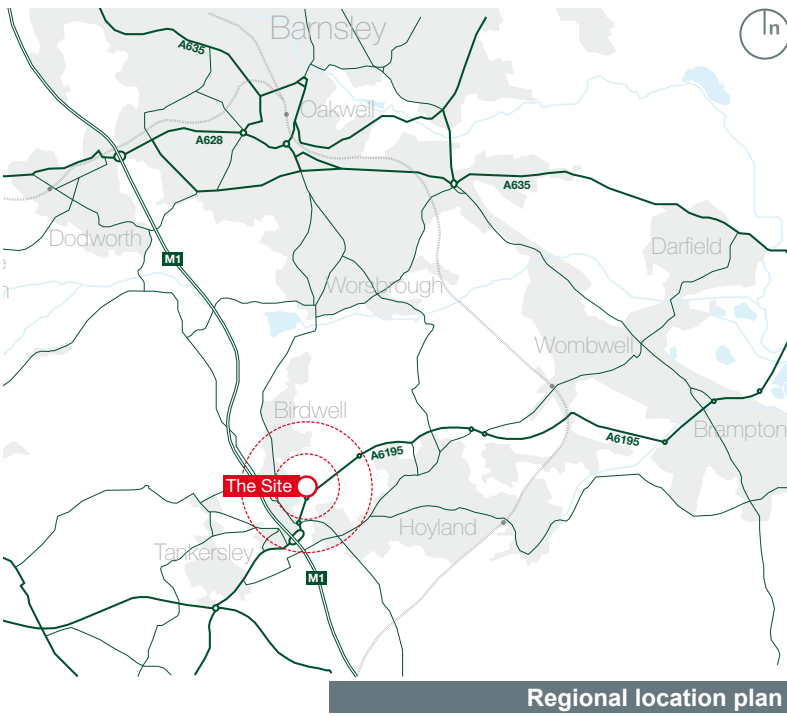
1.6 The application site extends to an approximate area of 0.49 hectares and consists of brownfield land to the north of Dearne Valley Parkway (A6195). The site previously formed part of Rockingham Colliery and is located around 700m west of junction 36 of the M1 motorway, 2.5km from the town centre of Hoyland and 1km to the northeast of Tankersley local centre.

1.7 The site is located within a wider proposed mixed use development area, known as Gateway 36. A hybrid planning application for the wider site covering a full application of the formation of access roadway and associated infrastructure, and outline application for a phased, mixed-use development comprising employment uses (use classes B1bc, B8 with ancillary office B1a, hotel (C1) and or car showroom/ garage (sui generis/ B2) and food and drink (A3, A4, A5) with associated infrastructure was submitted by Harworth Estates, and approved in January 2015 (Barnsley Council planning application reference 2014/1055).

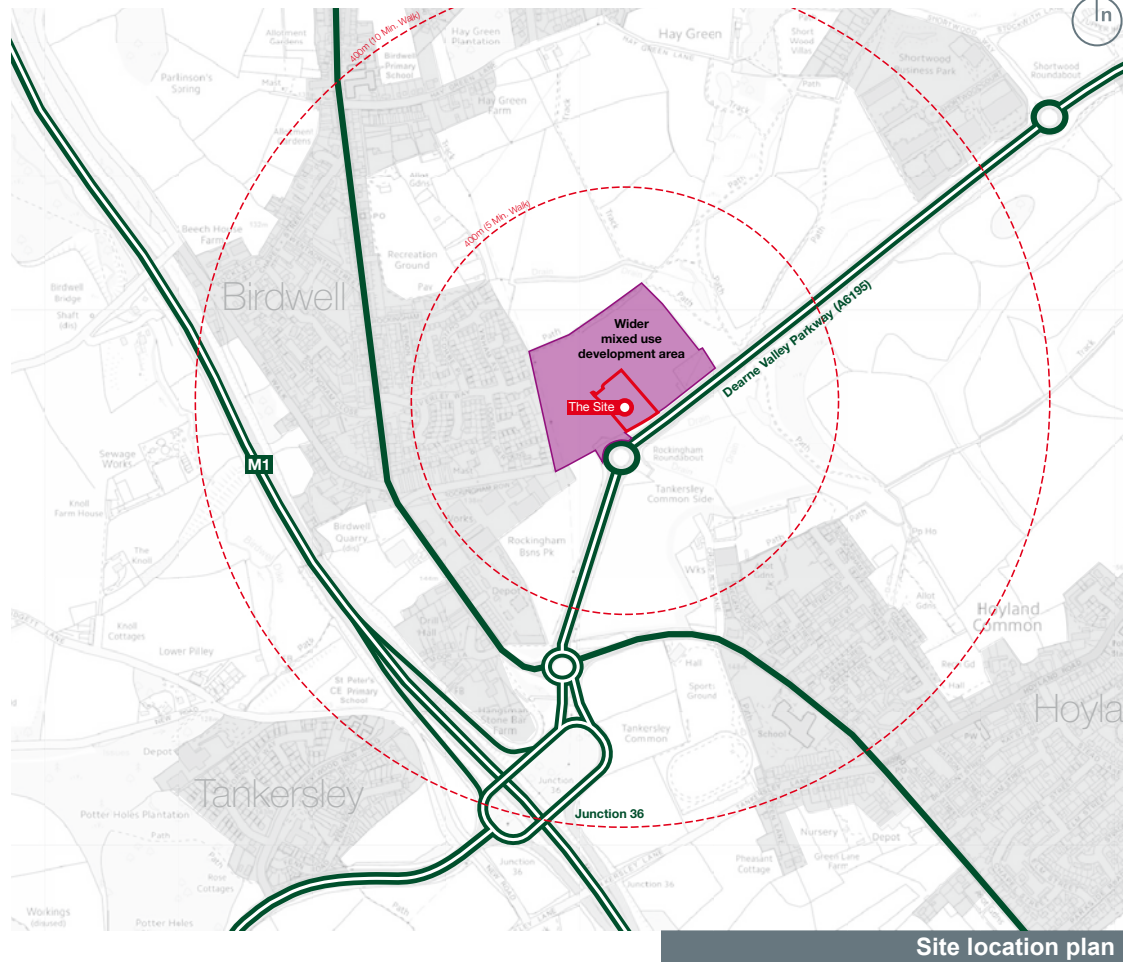
1.8 The application site is currently brownfield in nature, and sits within a wider mixed use development area of brownfield land. There are no existing physical boundaries which separate the application site from the wider development area. According to the future uses set out within the planning approval, land to the west of the application site is proposed for use as a fast food restaurant, land to the east is proposed for a hotel/ car showroom development and land to the north of the site is proposed for a mix of employment uses (B1bc/ B8). The site is defined to the south by Dearne Valley Parkway, which connects to Junction 36 of the M1 to the west, and towards Wombwell and Goldthorpe in the west.

1.9 Beyond these immediate boundaries, the area has a varied character, with residential land to the west forming the edge of the settlement of Birdwell, and open agricultural land to the north and to the south of Dearne Valley Parkway. Rockingham Business Park is located to the south east, around 200m from the site.

1.10 A red line plan showing the extend and location of the site can be found on the adjacent page.



Above: Regional location plan showing the location of the site within its wider urban context.



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



“Benefiting from great transport links, the site is ideally suited for a new amenity restaurant to serve major new developments in the area.”

Policy context

02

National Planning Policy Framework (NPPF) (2012)

2.1 The NPPF explains that ‘the purpose of planning is to help achieve sustainable development’. ‘Sustainable means ensuring that better lives for ourselves don’t mean worse lives for future generations’. ‘Development means growth’ including housing a rising population which is living longer.

2.2 The planning system is expected to contribute to the achievement of sustainable development and the three dimensions: economic, social, and environmental.

2.3 Paragraph 14 of the NPPF explains that at the heart of the Framework is a ‘presumption in favour of sustainable development’.

2.4 The Framework sets out 12 core planning principles. Design plays an important role in pursuing sustainable development in seeking positive improvements of the quality of the built, natural and historic environment.

2.5 As such one of the 12 core principles states:

‘always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings.’

2.6 Good design is required as a key aspect of pursuing sustainable development indivisible from good planning. Good design involves seeking positive improvements in the quality of our built, natural and historic environment, addressing the connections between people and places. This requires securing a good standard of amenity for all existing and future occupants of land and buildings, taking account of the different roles and character of different areas, giving priority to pedestrian and cycle movements and to creating safe and accessible environments.

2.7 Paragraph 64 states that permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

2.8 In general, early engagement on design produces the greatest benefits and great weight will be given to outstanding or innovative designs. This means applicants work closely with those directly affected by their proposals to generate designs that take account of the views of the local community. Importantly, proposals that demonstrate this in developing the design of the new development should be looked on more favourably.

2.9 Through Local and Neighbourhood plans, there is opportunity to develop robust and comprehensive policies that set out the quality of development that will be expected. Such policies contained within plans should be based on stated objectives for the future of the area and an understanding and evaluation of its defining characteristics.

2.10 Paragraph 58 of the NPPF sets out a number of these objectives for planning policies and decisions which aim to ensure that developments:

- will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development
- establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit
- optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks
- respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation
- create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion; and are visually attractive as a result of good architecture and appropriate landscaping.

2.11 Paragraph 59 of the Framework advises that ‘design policies should avoid unnecessary prescription or detail and should concentrate on guiding the overall scale, density, massing, height, landscape, layout, materials and access of new development in relation to neighbouring buildings and the local area more generally.’

2.12 Paragraph 61 states that ‘although visual appearance and the architecture of individual buildings are very important factors, securing high quality and inclusive design goes beyond aesthetic considerations’ reinforcing connections between people and places and the integration of development.

National Planning Practice Guidance (NPPG) (2014)

2.13 The design section of the guidance establishes the importance of high quality design as part of wider sustainable development and considerations alongside NPPF policies.

2.14 The guidance states that proposals should be responsive to the local context. It is established that highly sustainable, well-designed developments should not be refused where there are concerns about compatibility with existing townscape, unless proposals cause significant impact or material harm to heritage assets. Great weight is given to outstanding design quality which raises the local design standard. Importance is placed on liaising with local communities on matters of design, to establish their views on proposals.

2.15 The guidance establishes that good design can help schemes achieve social, environmental and economic gains and that the following issues should be considered:

- Local character (including landscape setting)
- Safe, connected and efficient streets
- A network of green spaces (including parks) and public places
- Crime prevention
- Security measures
- Access and inclusion
- Efficient use of natural resources
- Cohesive and vibrant neighbourhoods.

2.16 Acknowledgment is given to the value which is attributed to well designed places. The criteria establishing what a “well designed place” should seek to achieve are: be functional; support mixed uses and tenures; include successful public spaces; be adaptable and resilient; have a distinctive character; be attractive; and encourage ease of movement.

2.17 Guidance is given on how buildings and the spaces between buildings should be considered. In terms of layout, developments should promote connections with the existing routes and buildings, whilst providing a clear distinction of public and private space. Care should

be taken to design the right form for the right place, but the extent to which this is achieved can depend on architectural and design quality. In terms of scale of buildings, consideration should be given to size and massing and how they can impact upon surrounding spaces. Individual elements of detailing should be developed with specific consideration to how they act independently and how they come together. Materials should be practical, durable, affordable and attractive whilst having a clear function.

2.18 The guidance acknowledges that various stages of evolution within the design process can assist in achieving good design. Pre-application discussions with the local authority and Design and Access Statements can assist in promoting design quality of application proposals.

Barnsley Core Strategy (2011)

2.19 Policy CSP 29 sets out design principles where high quality development will be expected. It should respect, take advantage of and enhance the distinctive features of Barnsley, including:

- Topography,
- Natural features views,
- Townscape,
- Landscape character including the scale, layout, building styles and materials of the built form

2.20 Development should:

- Contribute to place making and be of a high quality, that contributes to a healthy, safe and sustainable environment
- Help to transform the character of physical environments that have become run down and are lacking in distinctiveness
- Enable all people to gain access safely and conveniently, providing, in particular, for the needs of families and children, and of disabled people and older people
- Contribute towards creating attractive, sustainable and successful neighbourhoods
- Achieve a Building For Life assessment rating of ‘good’ or equivalent as a minimum, in developments of 10 or more dwellings.





“The application site’s immediate context is undergoing significant change, and will be a new economic driver for the area.”

Site context

3.1 This chapter discusses the design analysis which has been carried out on the site and its surrounding context. This approach will then help to identify a number of site specific design principles which will help deliver a suitable, sensitive and appropriate design solution.

Overview

3.2 This chapter discusses the urban design analysis which has been carried out on the site and surrounding context. The two scales of context are:

- Town context - the wider setting of the site, the current relationship it has with surrounding built form, urban grain, and movement corridors which link the site with the surrounding urban area.
- Site context – including the physical context of the site and the more immediate site and surroundings.

3.3 This approach will demonstrate how the proposed scheme has identified, acknowledged and responded to the design considerations unique to this specific site.

Town context

3.4 The diagram opposite illustrates the setting of the site within the wider area. The wider development site (within which the application site is located) has an urban edge location and adjoins the village of Birdwell to the west. It is located around 2.5km to the west of Hoyland Town Centre, and 1km to the north east of Tankersley Local Centre. Rockingham Business Park is located around 200m to the south west of the wider development site and comprises a mix of low-level industrial and business units.

3.5 The nearby settlements are all relatively small in scale and offer a variety of services. The village of Birdwell has a population of around 4000, and is supported by a few local services including a primary school, medical centre, Co-op supermarket and a small number of other local shops and services. Tankersley is a small village of around 1400 residents and has its own primary school, but is largely serviced by the surrounding communities. Hoyland acts as the district centre, and has a population of around 15,000 residents. It offers a wider range of retail and community facilities.

3.6 The wider development site and areas of the surrounding land (land to the south of Dearne Valley Parkway and land adjacent to Rockingham Industrial Estate) have been allocated for employment uses for a number of years. The site is considered to be a sustainable location which can meet existing and future needs of industry and business up to 2026.

3.7 Developer interest in the site has recently been re-established, and outline planning consent granted in early 2015, allowing construction to commence on the wider development site, which has been branded ‘Gateway 36’. This has been enabled by a funding initiative from the Sheffield City Joint European Support for Investment in City Areas (JESSICA) Fund.

3.8 The outline consent for the site includes a range of uses including a drive-thru restaurant, hotel and car showroom, as well as industrial/business units. This activity has re-activated development on the site, transforming its character and rejuvenating the economic role of the local area.

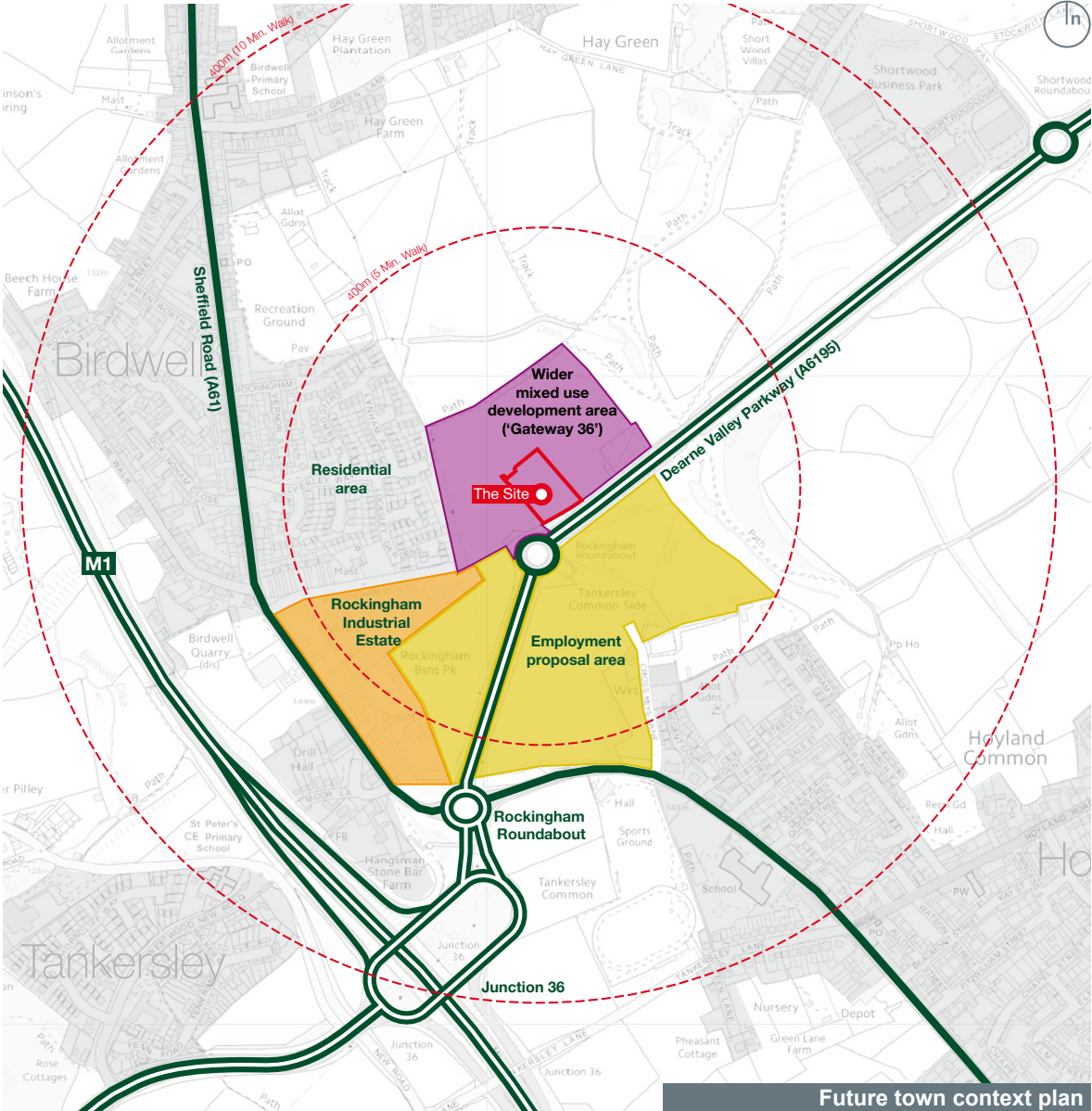
Initial design thoughts...

- Proposals should ensure development responds to the changing character and role of the wider area
- Proposals should support the needs of the local economy and emerging local workforce
- The development should have a positive relationship with the edjacent key transport routes, and should support the changing character of the local area.



Below: Marketing of wider development site at at Dearne Valley Parkway, within which the application site is located

Below: Construction underway in wider development area



Future town context plan

Built form

3.9 The application site is currently vacant brownfield land, situated on an urban/ rural edge location on the eastern edge of the village of Birdwell. Construction is currently underway within the wider Gateway 36 development area of three two-storey industrial/ distribution units and associated infrastructure on land to the immediate north of the application site.

3.10 There is an existing residential area along the western boundary of the wider development area. This comprises a mix of modern two-storey detached and semi-detached housing. Moving further west into Birdwell, the housing becomes more traditional in character, comprising a range of terraced and semi-detached brick properties, positioned along a traditional main street (Sheffield Road), with secondary roads transecting it.

3.11 Rockingham Business Park is located to the southwest of the site, and covers an area of around 4ha. It comprises several industrial and business units alongside outdoor storage areas, with associated car parking and hardstanding areas. Buildings within the industrial estate between one and three storeys in height, are constructed from a range of materials including steel framed sheds and modern brick-built offices. The character of the Business Park is typical of this type of development, and provides a functional environment for business and light industrial activity.

Initial design thoughts...

- Consider the relationship between the application site and wider development area by ensuring that new development responds to and compliments the changing character of the area in terms of scale and appearance
- Provide development that is of a human scale but also capable of supporting the site's gateway location into the wider area.



Right and above: images demonstrating the varied character of the surrounding area (clockwise from above - Rockingham Business Park, housing at Alverley Road, Birdwell, housing on Sheffield Road, Birdwell)



Access and Movement

3.12 The site benefits from high quality transport links with direct access to the A6195 Dearne Valley Parkway. This in turn provides a direct connection to the M1 motorway at junction 36, to the south west of the site.

3.13 The closest bus stop is located on Sheffield Road (A61) adjacent to the turn off to Wood View, around 600m from the site. Services 66, 67 and 265 operate from this stop, and provide regular connections to Barnsley and Sheffield as well as smaller surrounding towns in the region. There are a range of other bus services accessible within a 10-15 minute walking distance of the site which provide connections to other local centres.

3.14 Strategic public transport connections to national rail and bus services are available from both Barnsley to the north and Sheffield to the south.

3.15 There are no dedicated cycle routes that run directly adjacent to the site, but the Trans Pennine route and Route 67 of the national cycle network (Long Whetton to Northallerton) run through Tankersley, around 900m south west of the site.

3.16 A public right of way runs partway along Dearne Valley Parkway, and branches north through the wider development area to connect with Hay Green Lane, in Birdwell to the north. This provides pedestrian access into the wider development area.

3.17 Access into the site is formed from a new spur from the existing roundabout located on Dearne Valley Parkway. The access route into the site is currently under construction as part of works to allow access to the ongoing development of the business and distribution units in the wider development area.

Initial design thoughts...

- Provide safe and direct pedestrian and cycle connections from the application site to surrounding sustainable transport provision, including local bus stops.



Site context

3.18 Having assessed the character of the wider area and determined its local context, a detailed assessment of the site itself is required to determine the immediate parameters in which development will need to be accommodated. This analysis will take into consideration fixed constraints within the site itself, and other constraints which are outside of the site which will need to be addressed through mitigation and design.

3.19 The 0.49 ha site is largely flat and undeveloped and is currently covered with grass. The site was previously in use as part of Rockingham Colliery, and has been cleared and prepared for development in preparation for future development. Remediation of the site has been included as part of a pre-commencement condition in the existing outline planning application for the wider Gateway 36 development area.

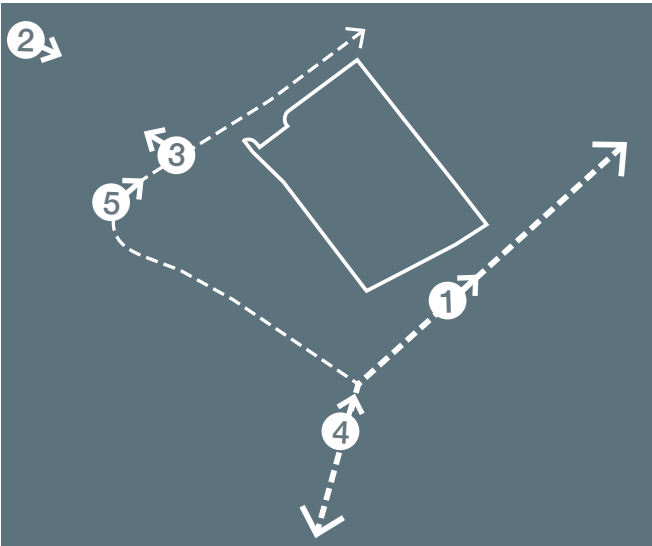
3.20 To the west, the wider development site (part of which is now under construction) is abutted by housing which forms the edge of the village of Birdwell. Rockingham Business Park is situated to the south west of the wider development area, alongside a further area of vacant brownfield land. To the south, the A6195 dual carriageway provides a key transportation linkage between junction 36 of the A1 and the wider road network to the west. The land to the south of the A6195 is currently in use as agricultural grazing land, with an existing allocation for future employment uses.

3.21 There are some small trees and shrubs in place along the built up edge of Rockingham Business Park and the residential edge of Birdwell. There are no specific landscape features present on the site.

3.22 The adjacent photographs show the extent of the site and its immediate surrounding built context from a number of locations.

Initial design thoughts...

- The site's level topography and lack of spatial technical constraints allows for a greater degree of flexibility regarding site layout
- The sites location at a key junction within the wider area provides an opportunity to create a gateway development.



Constraints and opportunities

3.23 The site has previously been developed and is considered as brownfield in nature. There is an outline planning consent in place, and the principal of development is supported by Barnsley Council.

3.24 There are therefore few constraints to overcome with regard to the future redevelopment of the sites. Notwithstanding this, it is important to consider potential constraints to ensure that they can be suitably accommodated into the design of the proposed scheme. This will ensure that development enhances its setting whilst mitigating against any detrimental impacts.

3.25 Having assessed the physical characteristics of the site and its surroundings, there are no sensitive attributes which cannot either be overcome or addressed through the design of the proposed development.

The potential for contamination of the site as a result of previous colliery activities has been considered through the outline planning application process and a pre-commencement condition is in place which will ensure that necessary works are complete prior to new development taking place.

3.26 In terms of potential constraints to development, it is recognised that Dearne Valley Parkway is a busy dual carriageway route which provides a key connection to the M1 corridor, and therefore it may have a level of traffic noise associated with it. However, it is considered that this issue can be addressed through due consideration in the design and positioning of the building.

3.27 The approved outline planning permission for the wider development area sets out a “good neighbourhood” zone in the western part of the site, which due consideration is required to be given to the residential amenity of the nearby dwelling houses on the edge of Birdwell. Whilst the application site is outwith this zone, it will be important to ensure that the proposed Greene King development does not have any detrimental impacts on existing residents, and that the siting and arrangements for service areas etc are considered accordingly as part of the design process.

Right and below: Images showing evidence of the key considerations which need to be addressed regarding the design of the proposed development, including issues of noise, traffic, access and the relationship of the site with existing and planned built form

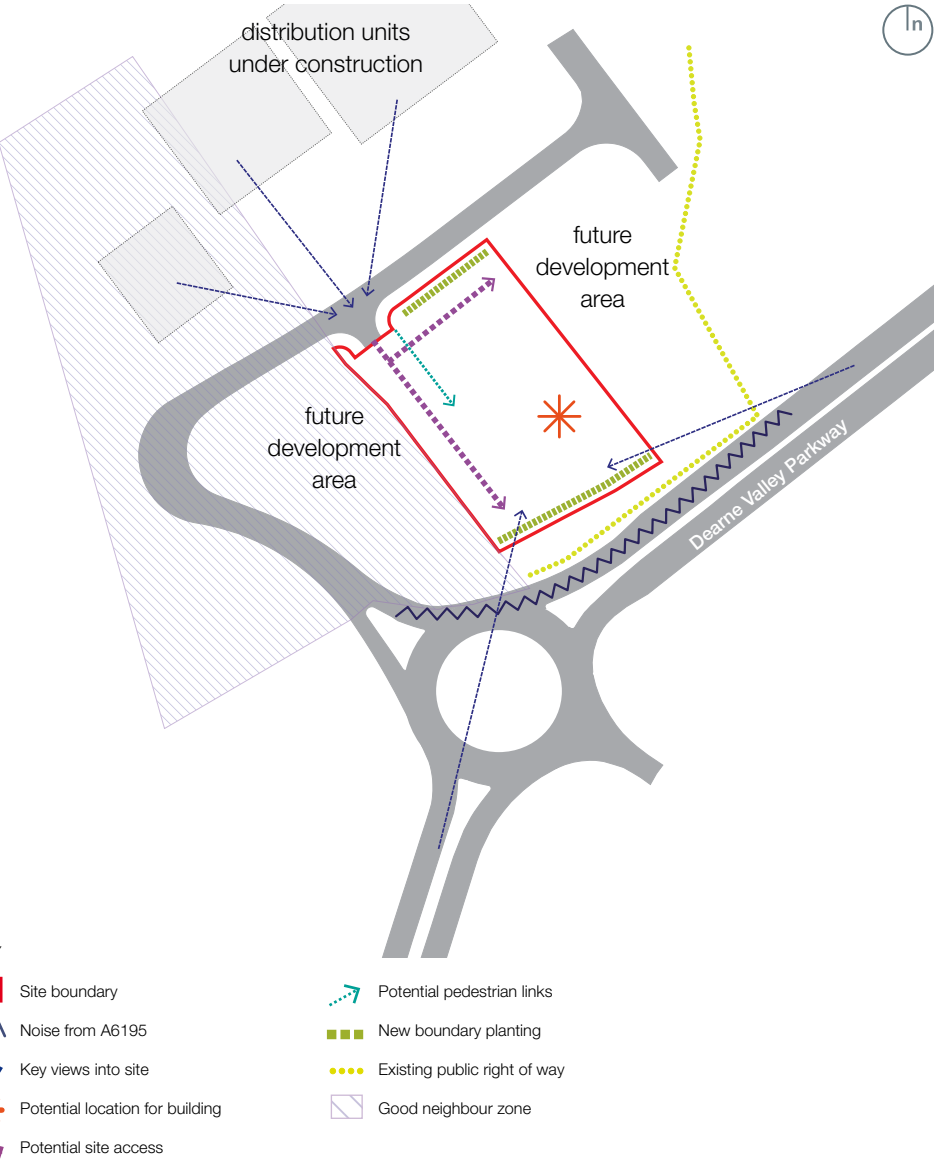


3.28 There is an existing right of way which runs in close proximity to the site along Dearne Valley Parkway, before cutting through the wider development area to the north west of the site. This provides an opportunity for future pedestrian movement within the wider development area, but does not immediately constrain the design opportunities within the application site itself. It will also be important to ensure that the proposed development provides good opportunities to connect with the existing and proposed movement network in the area.

3.29 In terms of potential opportunities, the site provides a flat, developable area which does not constrain the form of development that could take place. The site has a prominent location with a frontage onto Dearne Valley Parkway, which provides an opportunity to address the street, as well as the internal road network within the wider development area.

3.30 There is an opportunity to provide an appropriately scaled (two-storey) development on the application site which can act as an area of transition between the residential scaled development to the southwest of the site, and the larger format distribution units which are currently under construction in the wider Gateway 36 development area.

3.31 The spatial distribution of the identified constraints can be found on the adjacent plan, and provide an indication of how they may influence the layout and orientation of any proposed development on the site.





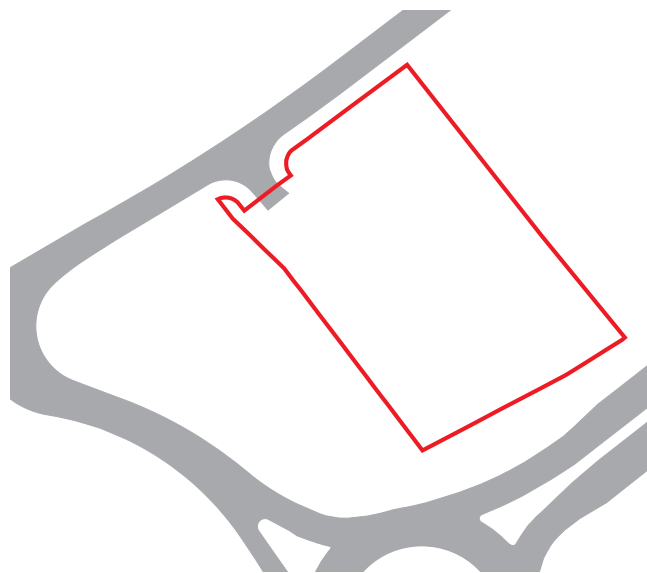
“The site’s prominent location on Dearne Valley Parkway, and in close proximity to junction 36 of the M1 makes it ideal for a gateway use within the wider area.”

Key design principles

04

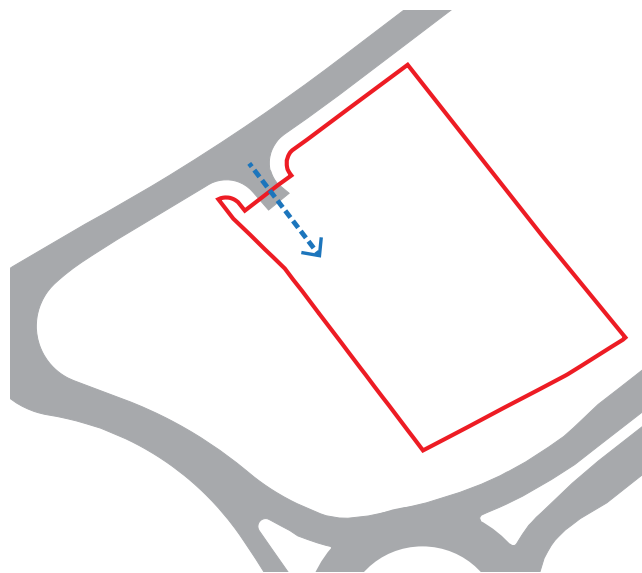
4.1 Having identified the key characteristics of the site in regard to the surrounding environment as well as the site itself, it is now possible to start to explore suitable and sustainable ways in which to deliver a suitable design solution which appropriately addresses the site and harnesses its full potential.





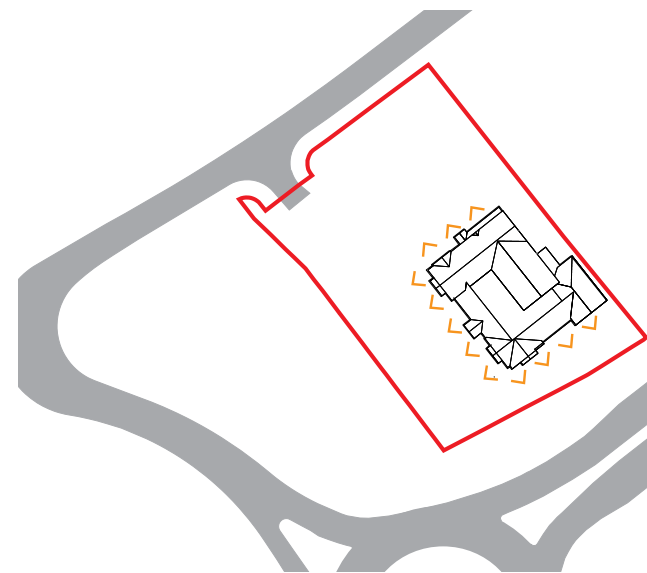
Step 1 – The site

- The site is defined by Dearne Valley Parkway to the south east, the new internal access road to the north west, and by open land proposed for future developments to the south west and north east
- Brownfield site that has been cleared and prepared for future development.
- Current site conditions and features used to shape the development ‘footprint’ making efficient use of the entire site.



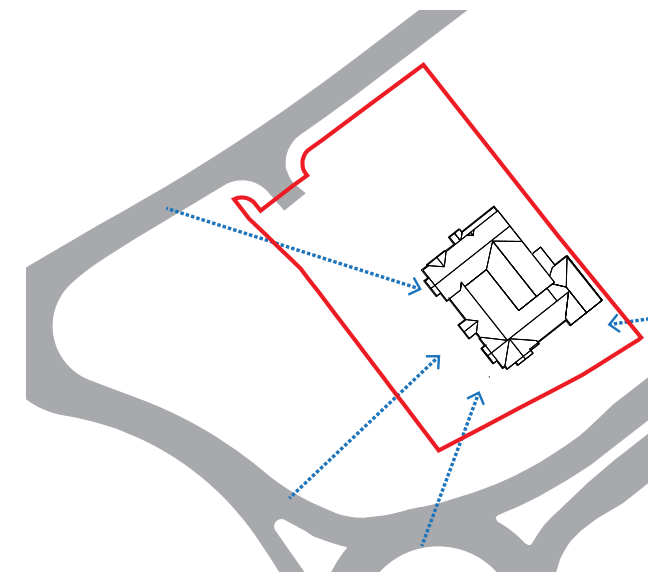
Step 2 – Site access

- Vehicular access to be taken from the new internal access road which joins onto the existing roundabout junction on Dearne Valley Parkway to the south of the site.
- Entrance points need to be designed to accommodate access to adjacent development plots
- Pedestrian access will be provided between the site and the new internal access road.



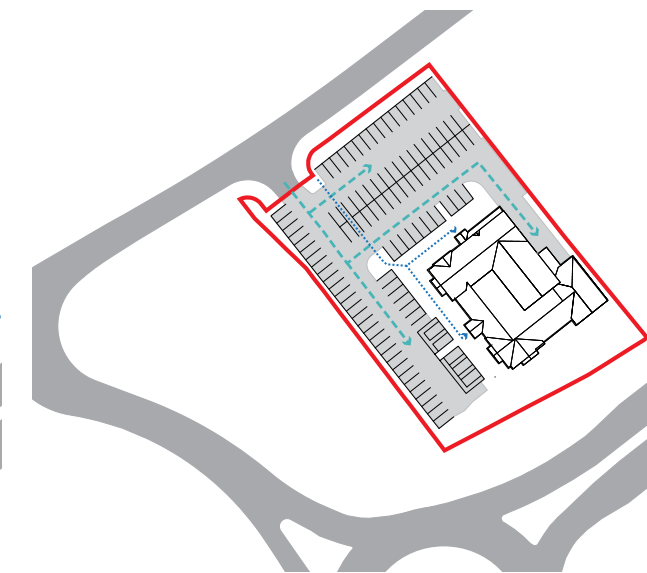
Step 3 – Siting of building

- Siting the amenity restaurant in the south east part of the site maximises both visibility and definition of this node, and creates a focal point along the Dearne Valley Parkway frontage for the new development area
- Allows the opportunity to provide frontage along Dearne Valley Parkway as well as addressing the neighbouring developments within the wider development area.



Step 4 – Articulation of building

- Articulate buildings to celebrate building corners, entrances and rooflines through building form, shape, materials and glazing
- Improves legibility of the building by making entrances clear to customers
- Gives the development a human, familiar scale, whilst providing natural surveillance across the site.



Step 5 – Servicing and parking

- Service area located to the north east of the amenity restaurant, screened from views from the main junction to the south
- Internal circulation and routes allow for swept paths for servicing, minimising the risk of accidents and reducing vehicular rotations within the site
- Accessible / wide parking bays are located close to the building and customer entrances to reduce walking distances for the less physically able
- The provision of cycle stands and staff cycle storage encourages cycling for both staff and customers.



Step 6 – Landscaping and visual amenity

- Make the most efficient use of surplus land within the site for use as high quality landscaped areas
- Helps soften the otherwise urban appearance of the site by breaking up areas of hard standing and screening private service areas to fit the urban/ rural edge context of the site
- Improves the visual amenity of surrounding footpaths and streets by providing planting around the edges of the site.

Stakeholder engagement

4.2 Pre-application consultation has been undertaken by Turley and the design team. A pre-app meeting was held with Barnsley Council in June 2015 to agree the scope of the project. Key aspects of the project were discussed at the meeting, and following urban design comments regarding the need for a prominent appearance within the location, the elevations and landscaping of the scheme were amended.





“This high quality proposal is locally responsive and maximises the site’s strategic location close at Junction 36 of the M1.

The proposal

05

5.1 This application seeks permission for reserved matters for the development of land at Gateway 36, Dearne Valley Parkway, Barnsley for use as an amenity restaurant with associated access and landscape works. The proposed layout, scale, form and appearance of works have been informed by relevant planning policy, detailed analysis of the site and context and stakeholder consultation as set out earlier in this statement.

5.2 In accordance with DCLG’s publication ‘Guidance on Information Requirements and Validation’ (March 2010) and its amendment published in June 2013, This chapter will discuss in detail all elements of the proposed works, including:

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

5.3 This chapter should however be read in conjunction with drawings and reports submitted as part of this planning application package.

Use and amount

5.4 This proposal involves the construction of a new amenity restaurant (Use Class A3/A4) with associated access and landscape works on the 0.49 ha site.

5.5 A breakdown of the varying components of the proposed development including maximum floor areas is:

Building / structures

- Restaurant Building = 1,157 sqm
- Ground floor restaurant = 824 sqm
- Upper floor uses = 333 sqm

Parking

- Parking bays = 102 bays
- Standard parking bays = 97 bays
- Accessible parking bays = 5 bays
- Bicycle parking = 4 no hoop cycle stands (8 customer cycle spaces)

5.6 The quantum of development proposed is thought to be acceptable on a site of this size and does not represent an over intensive form of development. The proposed uses are compliant with both the local area and the adopted and emerging local plans. All uses proposed will be accessible for use by the local community.

Layout

5.7 The proposed layout for the site is shown opposite. The amenity restaurant building is located in the south east portion of the site, taking the form of a largely rectangular footprint allowing for views across the site towards the surrounding landscape areas, and future surrounding uses in the wider development area. This arrangement allows for natural surveillance across the proposed customer car park and adjacent pedestrian footways. This will allow people to move safely, conveniently and efficiently within and around the site to access surrounding facilities such as the employment units, local bus stops and nearby housing, via the adjacent pavements.

5.8 The customer entrance to the restaurant is on the prominent southwest and northwest elevations of the proposed building, being clearly visible from Rockingham Roundabout to the south of the site, and the new access road within the wider Gateway 36 development area.

5.9 Customer and staff vehicle access to the site will be served via a new entrance off the new internal access road, which will connect with Rockingham Roundabout to the south. A new junction access will be provided into the restaurant car park from the internal access road.

5.10 Customer car parking will be sited to the south west and north west of the proposed restaurant. This represents the most efficient use of the site ensuring the site is used as efficiently as possible. The proposal provides a suitable amount of parking spaces for a facility of this size and use, with disabled parking positioned adjacent to the entrance. A service area is proposed at the rear of the site. Access to this private area will be through the proposed customer car park.

5.7 The proposed layout for the site is shown opposite. The amenity restaurant building is located in the south east portion of the site, taking the form of a largely rectangular footprint allowing for views across the site towards the surrounding landscape areas, and future surrounding uses in the wider development area. This arrangement allows for natural surveillance across the proposed customer car park and adjacent pedestrian footways. This will allow people to move safely, conveniently and efficiently within and around the site to access surrounding facilities such as the employment units, local bus stops and nearby housing, via the adjacent pavements.



Right: Proposed site layout

1. Primary vehicle access point
2. Pedestrian access point
3. Customer car parking (102 bays)
4. Accessible parking bays (5 bays)
5. Service area
6. Proposed amenity restaurant building
7. Customer entrance into restaurant
8. Customer patio area
9. Perimeter landscaping

5.11 Planting is proposed around the perimeters of the site to help screen the proposed car park and service area from those passing the site. It will also soften the visual appearance of areas of hard standing and ensure that the siting of the building, within the context of its external perimeter compliments the surrounding suburban residential, rural and industrial uses.

5.12 The landscape proposals shown on the proposed site layout plan included within this Design and Access Statement is indicative. Landscape proposals have been submitted as part of this application, which include planting throughout the site which offers the opportunity to enhance the wider Gateway 36 site.

5.13 For further detailed information with regard to the proposed site layout, please refer to the application drawings which accompany this planning submission.

Scale and Massing

5.14 The scale and massing of the proposed development has been influenced by its location on an urban/ rural edge, and proximity to the domestic scale of properties which lie to the west of the application site. It works positively with the site's prominent location at a key junction whilst acting as a transitional development between small scale residential uses to the west and large format commercial developments proposed in the wider development area, and already in place at Rockingham Industrial Estate.

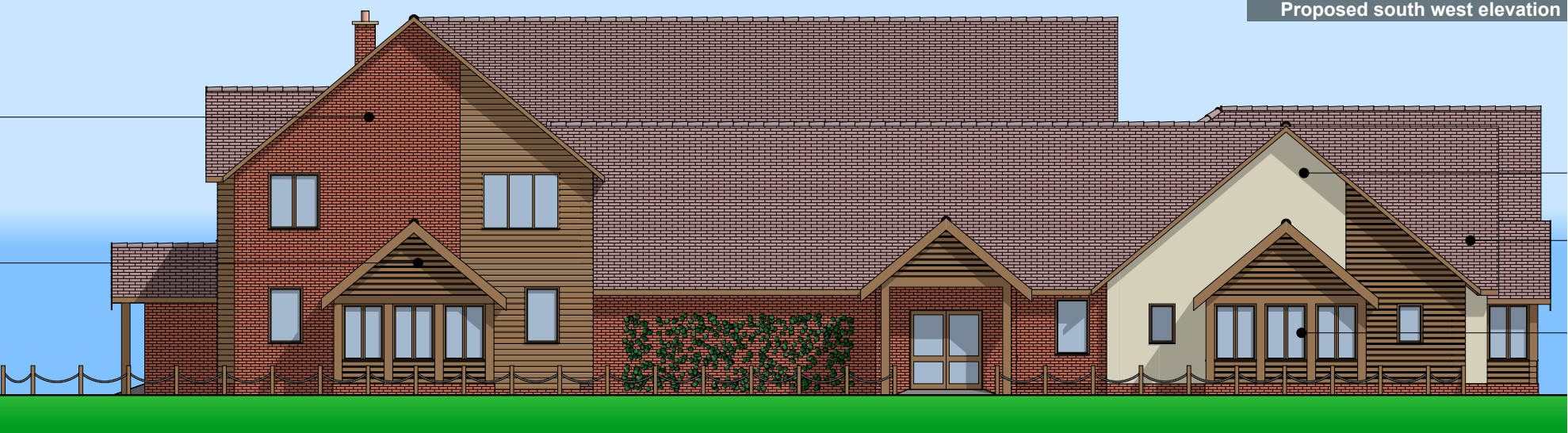
5.15 The amenity restaurant building represents the only building on the site. In terms of scale, the building footprint measures approximately 33m x 23m. This does not include the extruded features such as:

- building entrances and feature bay windows along the south and western facades which measures approximately 1.5m from the facade
- the extruded section along the north facade which measures approximately 6.7m for the main floor plate.

5.16 The building ranges in height from single storey along its south east elevation stepping up in increments to 2 storeys along its prominent south west/ north west elevations. This represents a change in ridge height from 7.5m (AGL) up to 10.3m (AGL). The massing of the building is further enhanced by the use of pitched roofs along all elevations and 1 and 2 storey high gable elevations. These features are used to mark prominent elevations and entrance points. The varied storey heights and roof forms break up the massing of the building and its roof line to give the building a more residential and domestic scale.

5.17 For further details regarding the proposed elevations, please refer to the application drawings which accompany this planning submission.

Right: Proposed building elevations showing how varying materials and fenestration will be used to articulate the facades of proposed restaurant.



Appearance and Landscape

5.18 The proposed building has been designed to reflect its use as an amenity restaurant, and its role within the wider regeneration area. The design of the building distinguishes itself from the mix of business and employment uses proposed on adjacent development sites. The chosen style consists of a simple but high quality and durable palette of materials used within more traditional building forms and proportions, such as those within adjacent residential areas. The building includes built elements which are described as a ‘farmhouse style’ through features such as chimneys, traditional door and window detailing and bay windows.

5.19 The materials palette comprises:

Walls

- Hampton Rural Blend facing brickwork
- Coloured spray render (‘Buttermilk’)
- Reconstituted stone cills and coping (‘Bath’)

Roof

- Forticrete Gemini roof tiles (‘Mixed Russet’)
- Matching ridges and hips

Windows

- uPVC windows (Golden Oak)

5.20 There is a focus on decorative building features on the south west (front) and north west elevations of the restaurant - the public faces of the building and the most prominent when viewed from adjacent roads.

5.21 These include increased fenestration through larger window sizes and the use of bay windows, timber built entrance ways, and a greater mix of brick and render. On the less prominent, private north east elevation, which will be used as a service area, building features will be limited and the use of render reduced.

5.22 For further details regarding the proposed elevation materials, please refer to the application drawings which accompany this planning submission.

5.23 The site will be framed by a range of boundary treatments. A 2.5m high decorative timber fence will conceal views of the service area at the rear of the site. Along other boundaries where the site fronts on to publicly accessible areas, such as at the adjoining roundabout, shrub and tree planting will be used to define the edges of the site. A range of shrubs, specimen plants, trees and hedges are proposed.

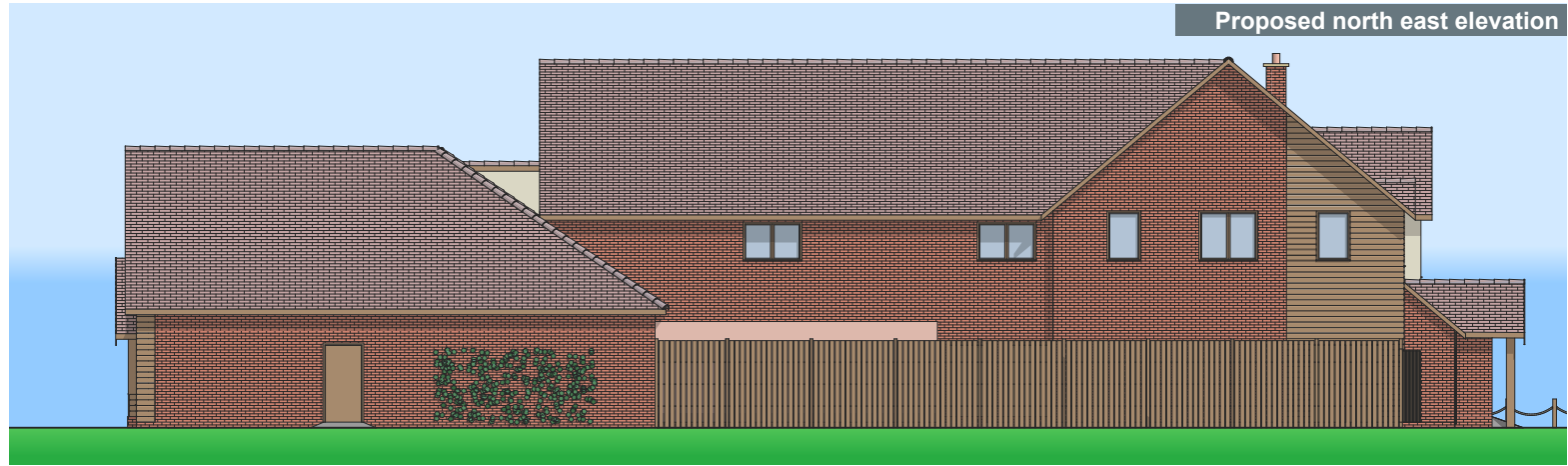
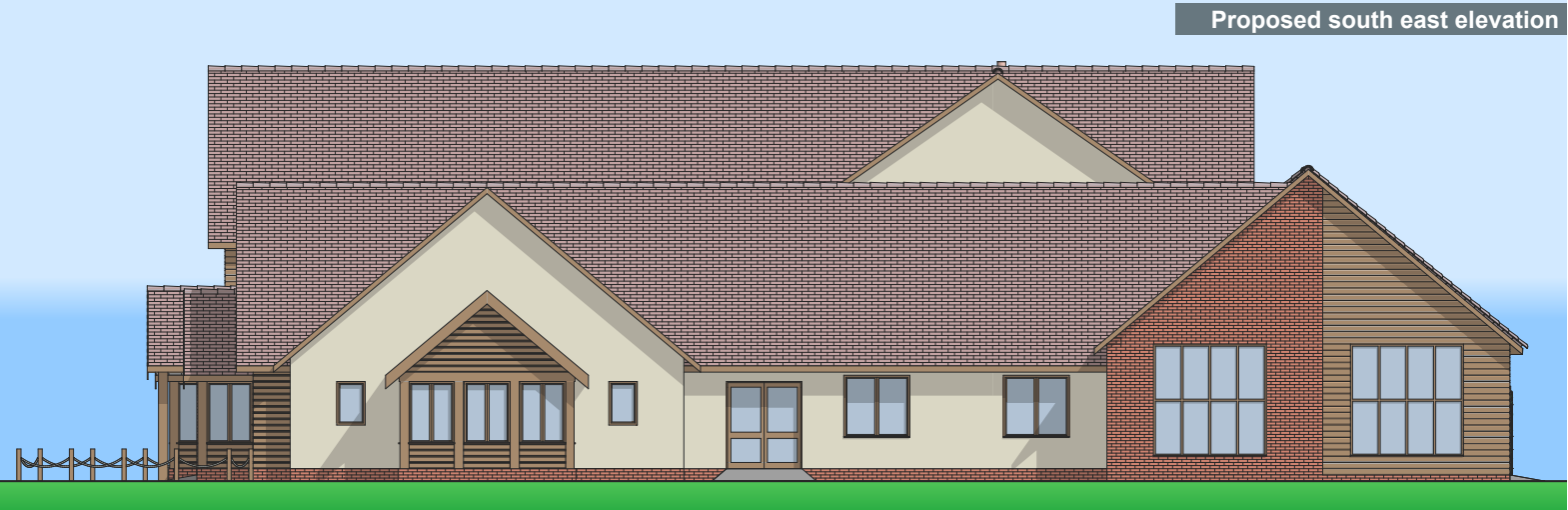
5.24 The proposed development uses a range of both hard and soft landscaping features to activate the site, making the site layout and form of the building easy to understand and support local habitats and biodiversity. These include:

- The use of formal ornamental tree and shrub planting around the site to frame formal hard landscaped areas and to help give the site a more ‘green’ appearance.
- The inclusion of formal outdoor patios and seating areas adjacent to the proposed restaurant to promote the use of outdoor areas and encourage activity.

5.25 For further details regarding the proposed landscaping, please refer to the application drawings which accompany this planning submission.



Right: Proposed palette of materials to be used within the facades of the restaurant building.



Access

5.28 The nature of the proposed use means that having appropriate and convenient access links to surrounding routes and networks is crucial to ensure that the development is to promote ease of movement.

5.29 Customer and staff vehicle access to the site will be served via a new entrance to the north west of the site off the new internal access road. This will be accommodated through the construction of a new junction which will be sited to ensure that access can also be gained to adjacent development sites, as well as the proposed amenity restaurant.

5.30 This arrangement provides a direct route into the site designed to minimise the risk of accidents and reduce vehicular rotations. This will allow traffic movements to be spread across 2 separate points of access and therefore minimising any impact on surrounding traffic movements on existing routes.

5.31 A total of 102 car parking spaces will be provided. These are broken down into 97 standard parking bays and 5 accessible / wide bays located close to the main building entrance.

5.32 A total of 4 hoop cycle stands (confirm) will be provided. An additional area for staff bicycles is also included within the proposed service area to the rear of the amenity restaurant.

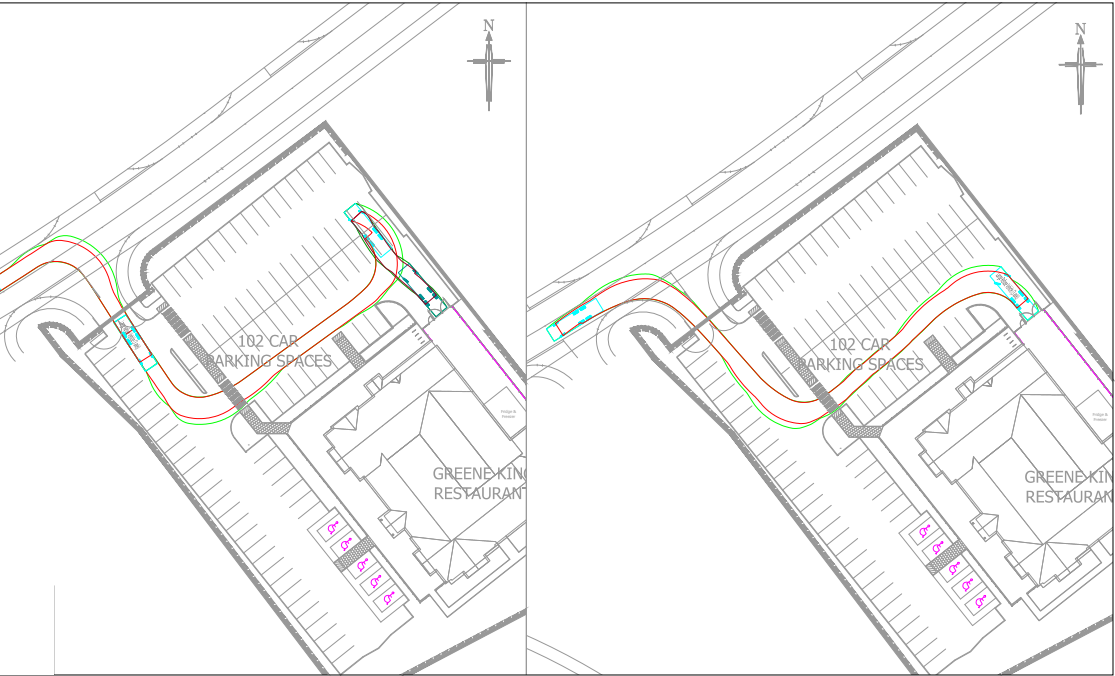
5.33 The amenity restaurant will be serviced via a proposed service area located along the rear, north east elevation of the building. This will reduce the visual dominance of servicing movements from the adjacent route networks.

5.34 The servicing vehicles will use 6 parking spaces to manoeuvre into the service yard, as illustrated on the adjacent plan. These will be coned off during deliver periods, which will be early in the morning.

5.35 Access points and junction widths have been designed specifically to accommodate the needs of the vehicles which are expected to use the site. Acceptable vehicle tracking within the site is shown on the plans opposite.

5.36 The site features good levels of accessibility, in terms of public transport benefits due to the proximity of surrounding bus stops. The closest of these are located a short distance away (approx 600m) on Sheffield Road, Birdwell.

5.37 For further details regarding the proposed access proposals, please refer to the Transport Assessment which accompanies this planning application.



Right: Vehicle tracking plan showing access to site from internal access road which links to Dearne Valley Parkway



Summary and conclusions

07

7.1 This Design and Access Statement has been prepared by Turley Design on behalf of Greene King Plc. (the ‘Applicants’). It supports a detailed planning application for the development of land north of Dearne Valley Broadway, close to Junction 36 of the M1, for use as an amenity restaurant with associated access and landscape works.

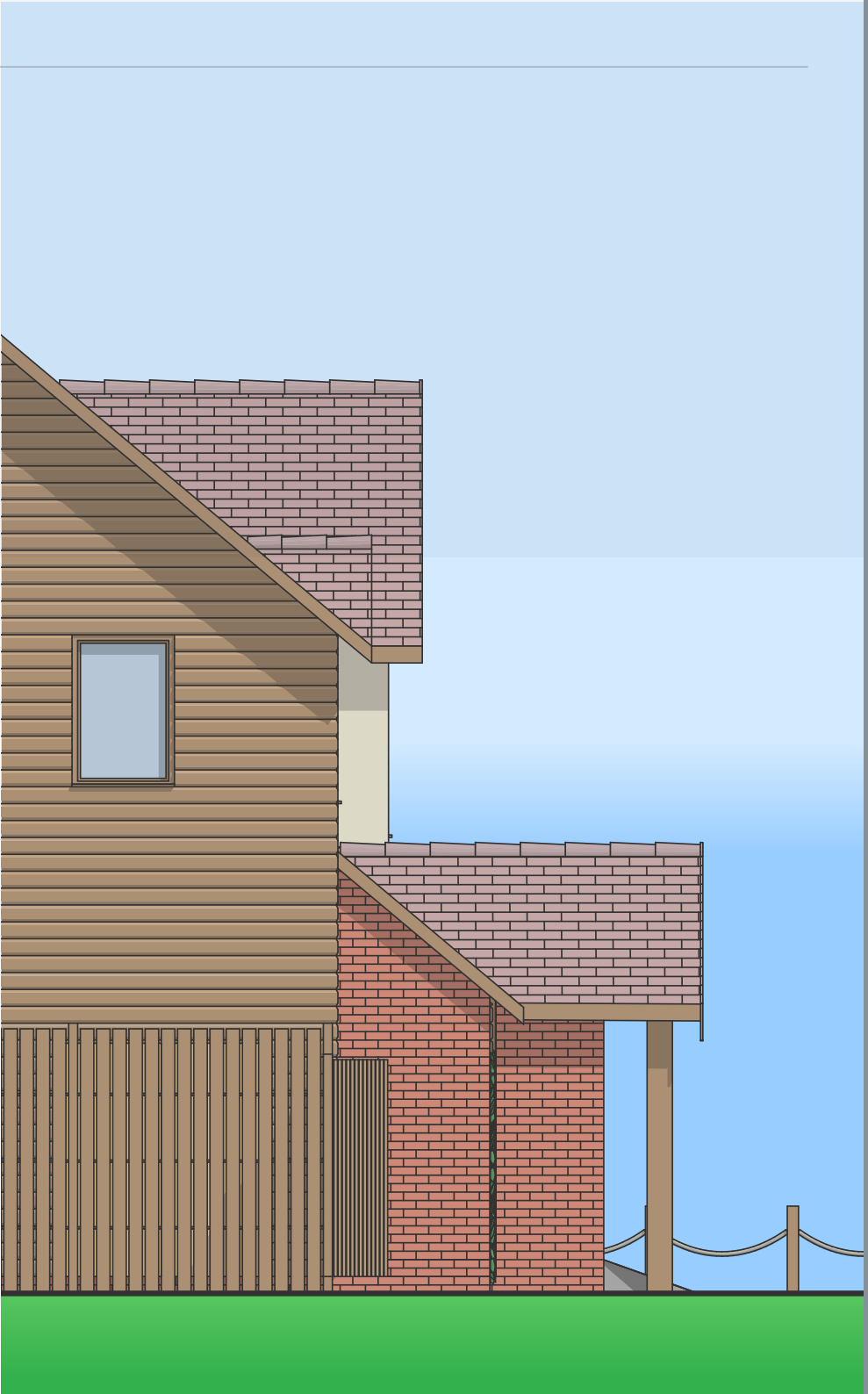
7.2 The structure of this document has been developed to provide a simple sequential understanding of the design evolution process which has resulted in the final design of the proposed scheme.

7.3 Through the course of the document, the following has been demonstrated

- Chapter 2. Policy context - An assessment of the site in the context of adopted and emerging planning policy in order to identify the key policy constraints and the requirements of the local planning authority. This assessment has shown that the proposed uses are compliant with the aspirations of the local authority.
- Chapter 3. Site context - An assessment of both the site in the context of its surrounding environs as well as the physical attributes of the site itself. This has allowed for the evolution of a number of key design principles to be addressed and the development of a site wide opportunities and constrains plan.
- Chapter 4. Key design principles - Drawing the pertinent issues which have been identified in the previous chapters and interpreting the spatial impact they have on the layout, form, scale and appearance of the proposed works.
- Chapter 5. The proposal - This chapter breaks down the component features of the proposed development to demonstrate how the design principles which have been identified translate spatially across the application site to inform the development being proposed.

7.4 This approach demonstrates that the development being proposed is one that is sensitive to the site's unique attributes and locally responsive to its context. This is in line with our vision to a high quality and sustainable development which is unique to the Dearne Valley Parkway location and sets a benchmark for design within the growing economic hub being bought forward.

7.5 Against a background of policy compliance and stakeholder support, it is concluded that the scheme warrants support and should be granted full planning consent.



For further information contact

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