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**Planning Application for the Speed Parlour, Chatburn
Road, Clitheroe, Lancashire BB7 2AP**

By MV Agusta Lancashire

To Ribble Valley Borough Council

**For the erection of a front entrance canopy, fenestration
alterations and wall cladding**

Planning, Design and Access Statement

**REF. 5161
DATE: 26.07.2016
VERSION: 1 – 01**

1. INTRODUCTION

1.1 This statement has been prepared to accompany an application for full planning permission to erect a canopy over the front entrance apron which is used to display motorbikes, and to provide protection to these from the weather. This application also seeks consent to alter existing front and side window and door openings to improve visibility of bike displays internally, and to clad the existing walls to unite the various elements and improve the appearance of the building contemporary materials which are associated with the MV Augusta brand.

1.2 The drawings and information submitted with the application comprise:

- 5161-01A Existing plans and elevations
- 5161-03B Proposed elevations
- 5161-04A Proposed plans
- 5161-05 Site location plan

2. SITE DESCRIPTION

2.1 The application relates to the Speed Parlour which is an existing commercial building that displays and sells motorcycles as part of the prestigious MV Augusta Lancashire franchise.

2.2 The application site occupies approximately 0.0129 ha and is situated off Chatburn Road to the north eastern side of the BP Petroleum Filling Station next to the roundabout linking Chatburn Road with Well Terrace. The site occupies an area of established small scale commercial businesses and there are existing garage and workshops situated to the eastern side of the site.

2.3 The existing building comprises of a 1 ½ storey structure to the east side of the site and has a slate pitched roof and painted render walls. There is also a single storey flat roof element which forms the front entrance and separates the 1 ½ storey part from the terrace house gable. The existing front area is physically defined by an existing rendered wall and concrete flagging, all as shown in the photograph overleaf.



PI.1 Photograph showing the front (N.W) and side (S.W.) façades of the Speed Parlour

3. Design Brief and process

3.1 The Client's brief was essentially three fold:-

- to create a canopy over the front entrance apron to afford protection from the weather to motorcycles being displayed outside and customers looking at these
- to provide more exposure of bikes being displayed inside to attract passing trade involving window and door alterations
- to improve the general appearance of the exterior of the building to reflect the prestigious branding that is synonymous with MV Agusta

4. Design Layout, Massing & Scale

4.1 The scale and massing of the existing building would not change significantly from how it is existing, with the exception of the proposed front entrance canopy which has been purposefully set down below the eaves level of the 1 ½ storey building to appear subservient and this would conceal the existing flat roof structure and be set well back from the corner of the gable wall of the adjacent terrace house.

Amount

- 4.2 The existing building occupies a gross external footprint of approximately 95 sq. metres and has an external display area of approximately 23.5 sq. metres. The proposed canopy would create 17.5 sq.m of covered external display area and this has been purposefully set back 1.2M from the front terrace building line to express the corner.

Landscaping

- 4.2 This is not applicable to this application. The existing concrete flagging would be retained as the external ground finish.

Appearance

- 4.3.1 The scheme proposed to open up the corner of the existing 1 ½ storey building which is set back from Chatburn Road by introducing internal steel column and beams, which would be separate to the glazing system that would have a contemporary glass to glass junction. The corner glazing would be built up off a low level wall to line through with the external display area wall. The front entrance door and glazing would also be altered to create a central double door to improve access and movement of display bikes. The proposed fenestration alterations will add interest and reinforce the contemporary design approach required to fulfil the design brief and achieve the appearance required.
- 4.3.2 The proposed wall cladding would be natural matt aluminium with dark grey colour shadow gaps between panels. This finish has been carefully selected to reinforce the brand image of MV Agusta and it will also complement the existing colour of cladding on the BP Filling Station. The external and internal steel columns will be coloured red to reflect the colour of bike chassis framework. Dark grey profile cladding will be used to frame the corner window and capping of the proposed canopy and for new window and door frames, as shown on the proposed elevation drawing submitted.

Access

- 4.4 The proposals will not affect the existing access to the site/ building with the front public entrance being off Chatburn Road, or the private rear service entrance. The site is well served by the existing public car parking area off North Street.
- 4.5 The development would be built in accordance with current Building Regulations and would comply with accessibility requirements.

5. CONCLUSION

- 5.1 The proposed works will significantly help the Applicant to operate their existing business of display and selling of motorcycles at the Speed Parlour by creating better external display space and glazed openings to improve visibility of bikes being displayed internally.
- 5.2 The proposed cladding system will integrate the various parts of the existing building and proposed canopy and fenestration alterations to provide the contemporary aesthetic required by the MV Agusta brand, and this concept is also followed through in terms of choices made for external finishes. Creating the correct appearance and first impression is essential to attract passing trade and show off the prestigious brand of motorcycles.
- 5.3 This application does not create any adverse planning impact on neighbours and will enhance the appearance of what is a tired and non-descript looking building behind the petrol station. This application seeks to make some scale improvements to an existing building without any change in use and it meets the provisions of the NPPF and the Core Strategy and ought to be supported by the Council for the reasons set out above.