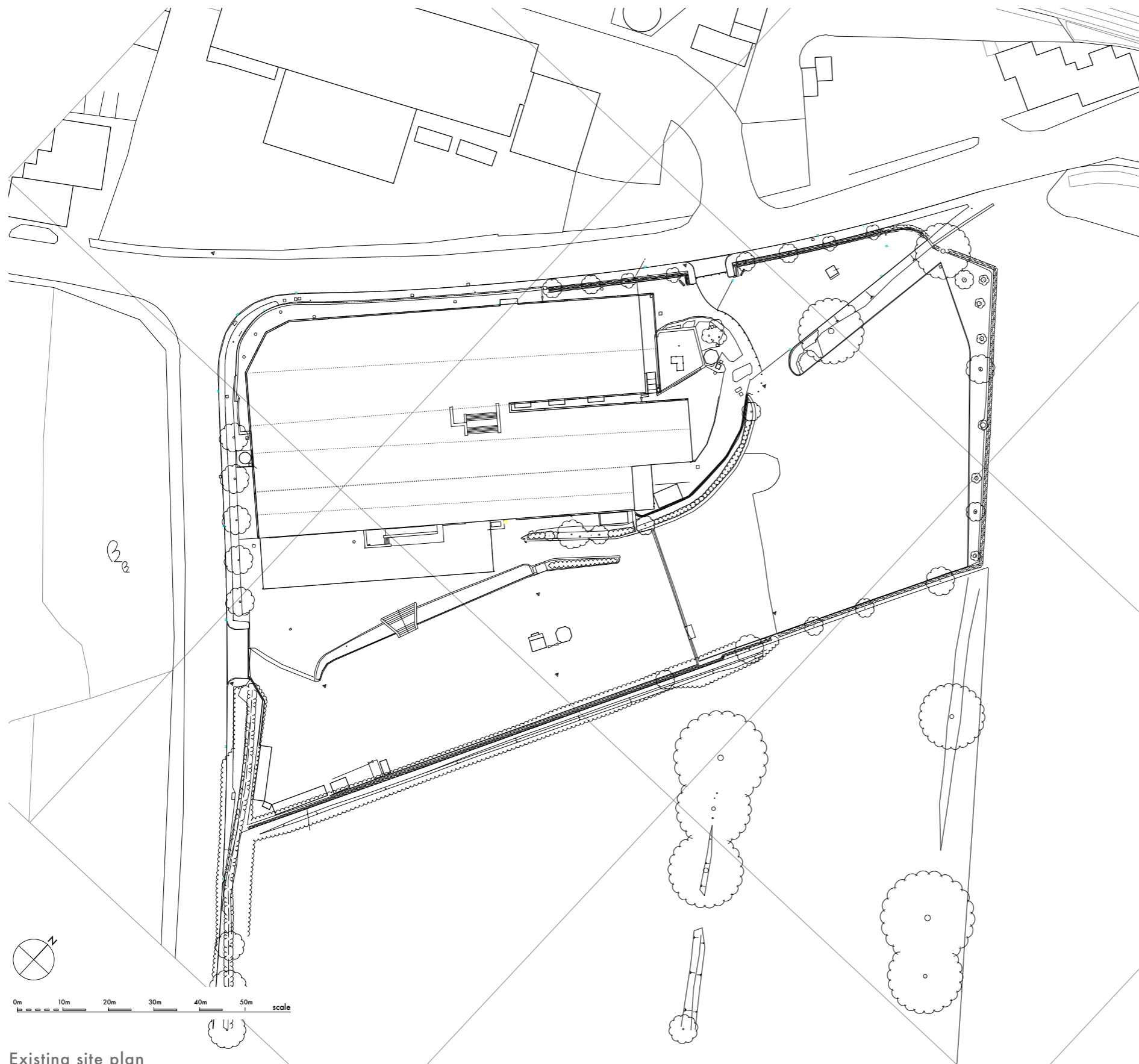


Design + Access Statement

Shackletons Home & Garden Centre

Chatburn





Existing site plan

october 2020

1 Background Information

1.1 Introduction

This design statement has been prepared in support of a full planning application for the proposed expansion of the retail development at the Shackleton's Home & Garden Centre site. It demonstrates that the proposal has undergone a formal and thoughtful design process and that the scheme proposed is a response to site context, access (into and within) and that a sustainable approach has been adopted.

It also demonstrates how the initial design concept has been approached and will be taken forward in order to create a high quality development.

1.2 Aim

This statement demonstrates how the design has been informed by a rigorous process of assessment, evaluation and design, and includes the following information:

- Use - what buildings and spaces will be used for;
- Scale - the extent of development and size and height of buildings;
- Layout - how the buildings and public and private spaces will be arranged on the site and the relationship with its environs;
- Landscaping - how spaces will be treated to enhance the character of the development;
- Appearance - what the building and spaces will look like including building materials and architectural details;
- Vehicular and transport links - why the access points and routes have been chosen and how the site responds to road layout;
- Inclusive access - how everyone can access and move through the development equally regardless of age, disability, ethnicity or social grouping.

1.3 Applicant

The award winning, family run, Home & Garden centre is situated in the heart of the Ribble Valley. It is a well-established business which has formed a reputation as a lifestyle destination store to suit local and regional demand.

The business operates from its original premises which opened in Chatburn back in 2000; when the initial application for the change of use of the site was granted. Ever since the business has continued to expand and diversify to the point where it is to date - this is reflected in a significant planning history (covered in the supporting planning statement).

The centre has a continuous, loyal and local band of customers although it is the desire of the applicant to continue to challenge the increasing competition. Local development in recent years has challenged the applicants and, in part, brought on the need for expansion.

The approval of the interior furniture retail unit and ancillary tea room on the land at Barrow Brook Enterprise Park, off the A59, is seen as direct competition to the business' target market. Alongside this, there has been a more recent approval of a new market garden on the land at Sawley Road in Chatburn which would challenge a separate area of the garden centres offerings. With the challenges presented the aim for the applicants is simple - to continue to compete for the local demand and be the go-to destination store.

Due to local challenges, the applicants have targeted a wider market through the online sector. This provides access to a larger consumer base whilst also creating the potential to attract a different audience to the destination store and the Ribble Valley itself.

This application, for the alterations and extension to the existing Home & Garden centre, will aim to keep up with and address current retail trends. The applicants see the application as being the exemplar scheme, above and beyond any previous applications submitted by them over the years.

1.4 Design Brief

The scheme has been developed to respond to the following objectives :-

- to provide a new, more modern, comprehensive and inspirational shopping experience for customers seeking to furnish their gardens and homes;
- to be designed to a very high standard, both internally and externally, with an emphasis on an attractive visual appearance;
- to cater for the centre being a retail destination; adding a different dimension to the existing shopping experience.

1.5 Planning Approach

This application will seek to obtain full planning consent for the alterations and extension to the Home & Garden Centre.

The application description is intended as follows :-

'Proposed extension and remodelling of home and garden centre, including additional indoor and outdoor retail space and increased café area and play area.'

1.6 Purpose of this Document

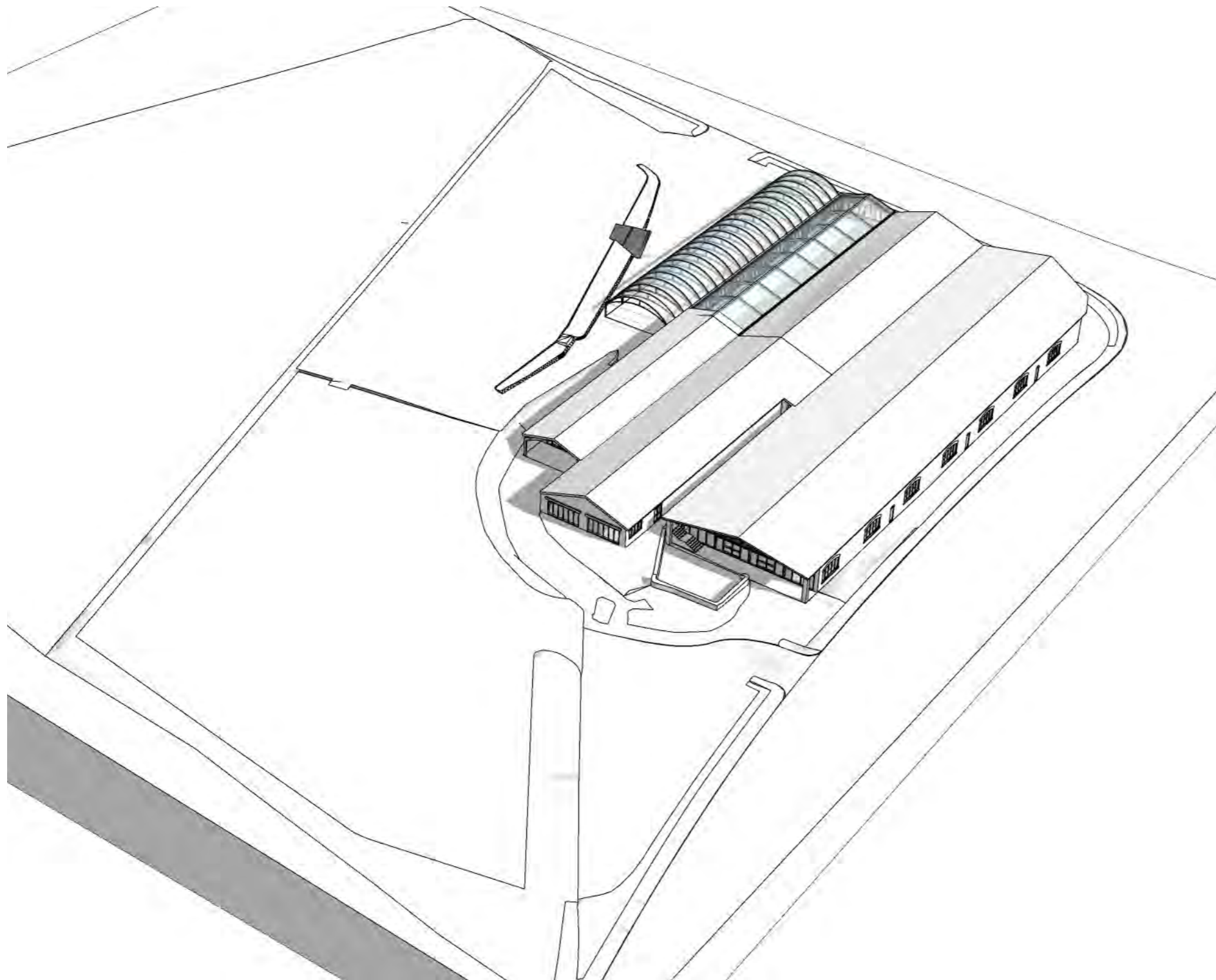
Applications for major development, as defined in article 2 of the Town and Country Planning (Development Management Procedure (England) Order 2010) must be accompanied by a Design and Access Statement (DAS). The National Planning Policy Guidance (NPPG) states that a DAS must:

- (a) explain the design principles and concepts that have been applied to the proposed development; and
- (b) demonstrate the steps taken to appraise the context of the proposed development, and how the design of the development takes that context into account.

This design statement therefore explains how the proposed development is a suitable response to the site and its setting and demonstrates that it can be adequately accessed by prospective users. It features an appraisal of the site including an assessment of the immediate and wider surroundings - in terms of physical, social and economic characteristics.

The design statement then goes on to state details relating to the proposed scheme including outlining the principles that have informed the design and the amount of development proposed.





3D overview of existing site

october 2020

2 Existing Site and Summary

2.1 Location

The site is located just outside the village boundary of Chatburn at the intersection of Clitheroe Road and Worston Road; the location provides good links to the A59. The existing building and the adjoining land to which the application relates are defined by RVBC's proposals map as within the open countryside.

Clitheroe Road is the main access road fronting the site to the north west, beyond which is Pendle Trading Estate. Clitheroe Road and Worston Road define two of the site boundaries to the north west and south west respectively. The remaining boundaries to the eastern sides are adjoining agricultural land.

2.2 Site Description

The 2.5 hectare site, which has an approx. 9m change in level across its length (north to south), has a public access point from the north; off Clitheroe Road. An alternative 'staff/service' access point along Worston Road is currently under utilised.

The existing buildings occupy the north western part of the site with elevations fronting the two main roads.

The car park has effectively 'sprawled' to fill the remainder of the land available to the north east. This area has a continuous tarmac surface treatment with limited landscaping and a nominal number of marked-out parking spaces.

2.3 Site Constraints & Opportunities

The existing building covers 4,523 sqm (48,685 sqft). Precedent for additional development has previously been well received by the local authority - as outlined in the planning statement. The existing site levels present some challenges for development which continues up the slope to the south east. Any approach taken should maintain and improve upon the inclusive design.

The site is visible from the highway and has good vehicular access and public transport links. Clitheroe Road is a national cycleway that can assist with promoting sustainable travel.

2.4 Views of the Site

Top Row

- Left - View towards Shackleton's Home & Garden Centre from the junction of Clitheroe Road and Worston Road
- Right - The Pavilion Coffee House and Brasserie forming part of the offerings of the Home & Garden Centre



Middle Row

- Left - Service yard entrance off Worston Road - no division between sales area and servicing
- Right - External covered retail area - polytunnels



Bottom

- Overview/panorama of external retail area and polytunnels from the higher land to the south east of the site





Top Row

- Left - View towards Shackleton's Home & Garden Centre from Clitheroe Road
- Right - View towards Shackleton's Home & Garden Centre from Worston Road



Middle Row

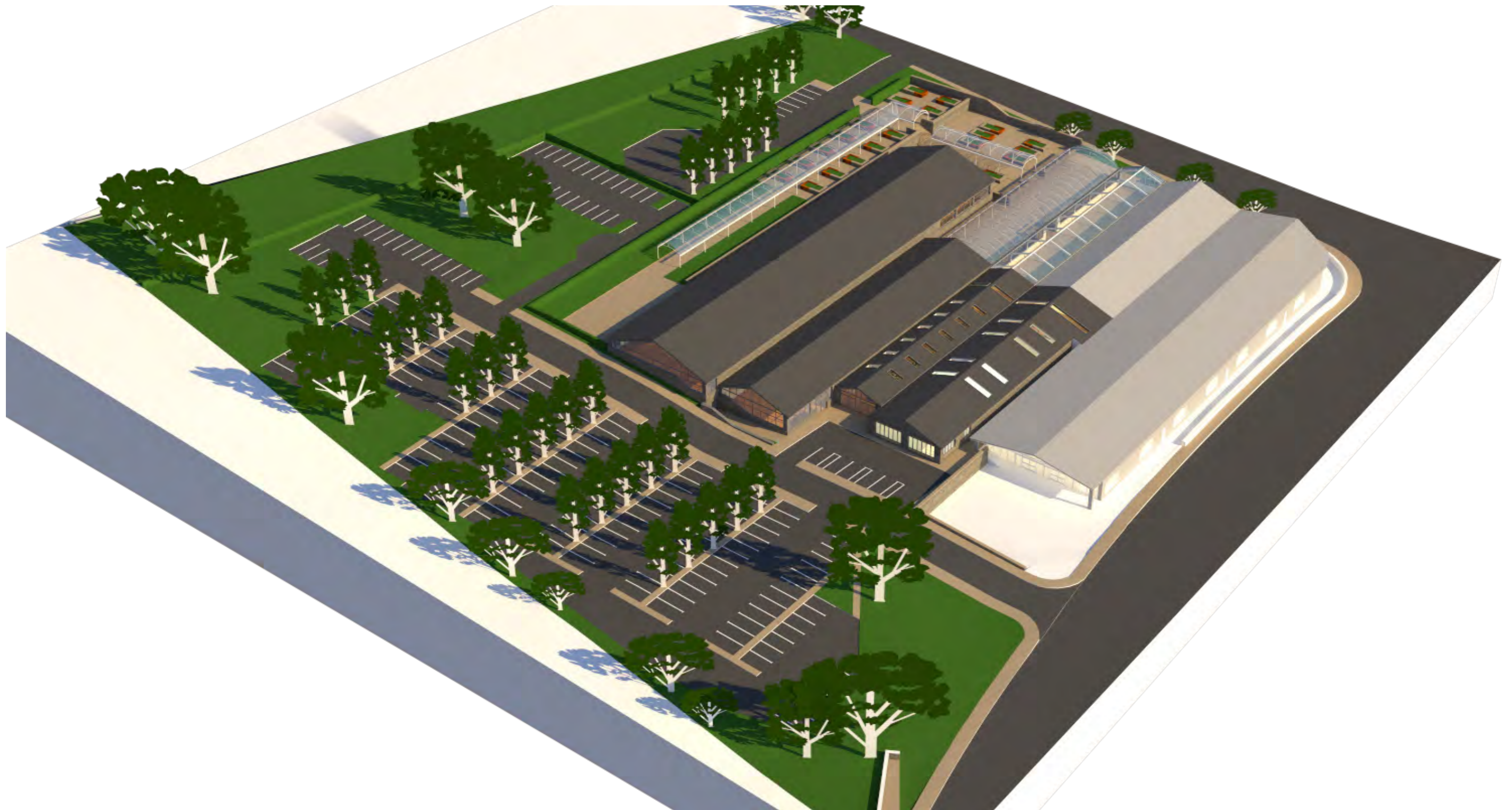
- Left - Main entrance concealed by 'The Pavilion' coffee house
- Right - Portal frame indoor retail space



Bottom

- Overview/panorama of existing car parking arrangement and overall site from easterly corner

3 Proposed Site



3D overview of proposed site

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3 Proposed Site

3.1 Early Feasibility Modelling

The proposal is the result of a detailed and thorough design process during which a number of options were explored. Detailed 3D computer modelling allowed the existing building and setting to be fully 'understood' ensuring that the proposals were well considered and integrated.

The sketch options were discussed to assess the viability of the proposals alongside the existing arrangement. The whole process allowed the scheme to be tweaked and manipulated prior to deciding on a preferred approach.

The resultant proposal achieves the desired accommodation and creates a development that is hoped to stand on its own as a retail destination in the heart of the Ribble Valley.

3.2 Design Concept

The extensions have been incorporated as a repeat of the existing modules currently on site - resulting in a 5 bay proposal. The two extension modules continue up the site (to the south east) and maintain the stepped approach (in plan) of the existing arrangement to reveal rather than conceal the additions and drag the public around to the previously 'hidden' main entrance.

The existing entrance is maintained in situ, forming the central module, although it now acts as a new glazed pavilion inviting the public into the heart of the plan.

3.3 Site Layout

Direct public access into the site is achieved, as existing, from Clitheroe Road - although via an alternative access point moved further to the north. Relocating the entrance provides a clean split between the retail area and the associated parking to the east.

A grander entrance to the site is achieved by introducing a landscaped 'green' buffer prior to reaching the more formalised parking arrangement. This allows a more enticing arrival experience to suit the Home & Garden Centre use.

The proposal sits seamlessly alongside the existing arrangement with the additional two extension modules located immediately adjacent to the south east of the current buildings. The further south east that the extension modules progressed the more the development had to work in conjunction with the site levels. There will be some limited retaining walls required to the extension modules - with these being 'merged' into the landscape.

The external sales area is fully accessible with ramped access to the top level where external seating for the cafe is provided; this area has views across the agricultural land to Pendle Hill in the distance.

3.4 Building Layout

The building itself is laid out on an axis (south west to north east - north west to south east) with a central 'market street' main entrance. This revised arrangement allows all aspects (sales areas) of the building to be visible and accessible from a single point.

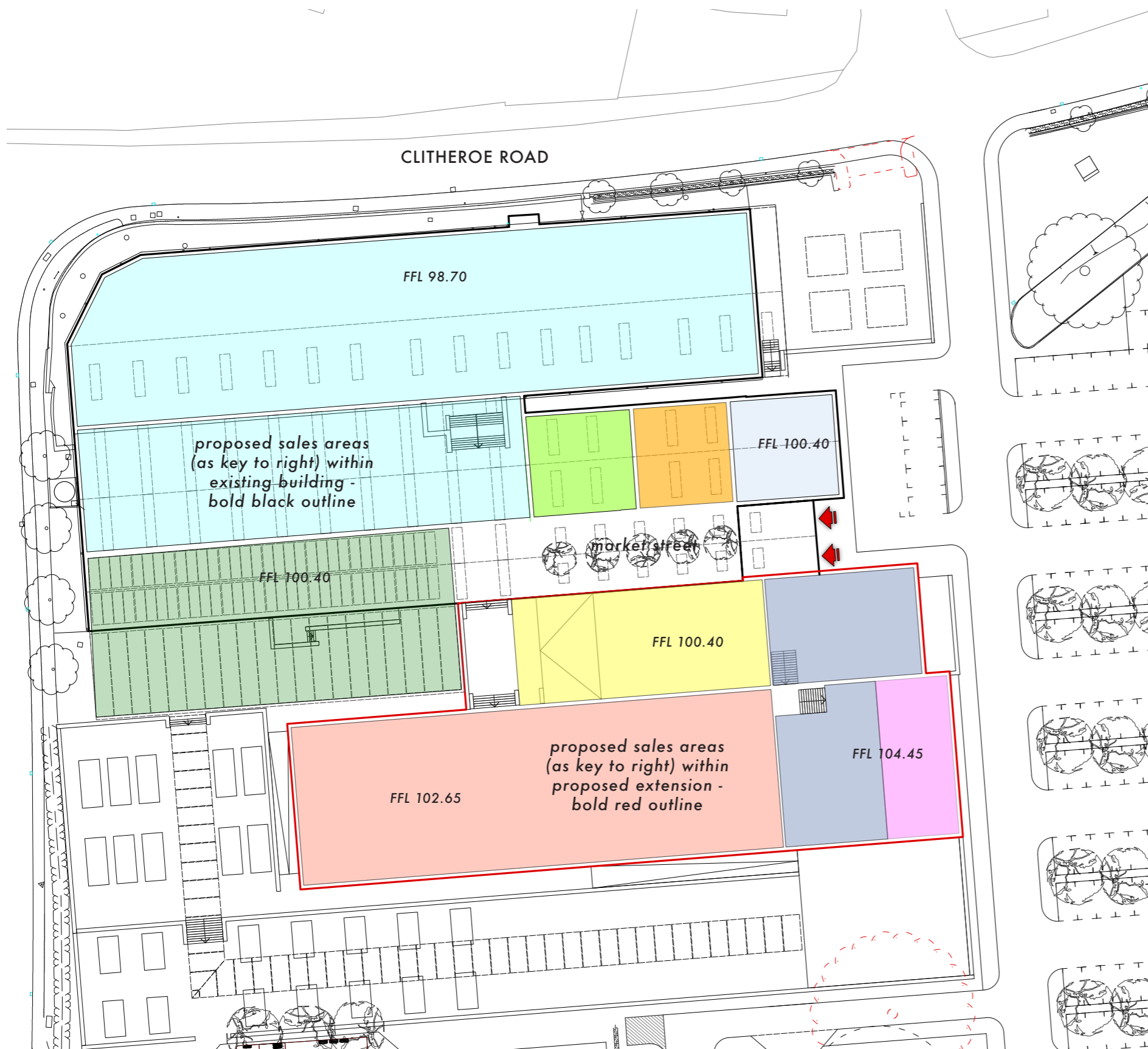
To the lower portion of the building the existing interior furniture showroom is maintained and expanded to now cover a split level within the existing portal frames.

Adjacent to the central 'market street' will be the existing 'potting shed' (kept in situ), staff offices and WC's. The kitchen furniture sales will be relocated to the former 'pavilion coffee house'. To the rear of the building will be the main plant nursery (greenhouse, indoor/outdoor plants etc.) and the external sales area.

The extension modules, to the left of the proposed 'market street' on approach, share an initial single floor level consistent with the existing entrance. These modules will house the new cafe (associated back of house: kitchen, toilets etc.) alongside the outdoor furniture showroom and sundries sales.

The outer extension module then has intermediate and upper floors raised above the main entrance; these levels are set to suit the existing external levels with the module merged into the landscape. Mobility lifts are included to aid movement and accessibility through the internal arrangement and between the split levels. To suit the changes in levels externally, the proposed development incorporates gentle slopes/ramps throughout.





3.5 Amount/Areas

The buildings which comprise the Home & Garden Centre equate to a footprint of 6,959 sqm (74,906 sqft) - an increase of 2,436 sqm (26,221 sqft) over the existing figure. The accommodation is then arranged over four split levels.

A breakdown of the proposed accommodation/sales areas are attributed as follows (Gross Internal Areas - GIA) :-

-	indoor furniture	2,540 sqm	(27,340 sqft)
-	outdoor furniture	1,210 sqm	(13,024 sqft)
-	kitchen furniture	162 sqm	(1,745 sqft)
-	greenhouse/covered plants	930 sqm	(10,010 sqft)
-	potting shed	165 sqm	(1,776 sqft)
-	sundries	410 sqm	(4,413 sqft)
-	cafe	488 sqm	(5,253 sqft)
-	back of house (including area below upper level cafe)	580 sqm	(6,243 sqft)
-	play area	180 sqm	(1,938 sqft)

3.6 Scale

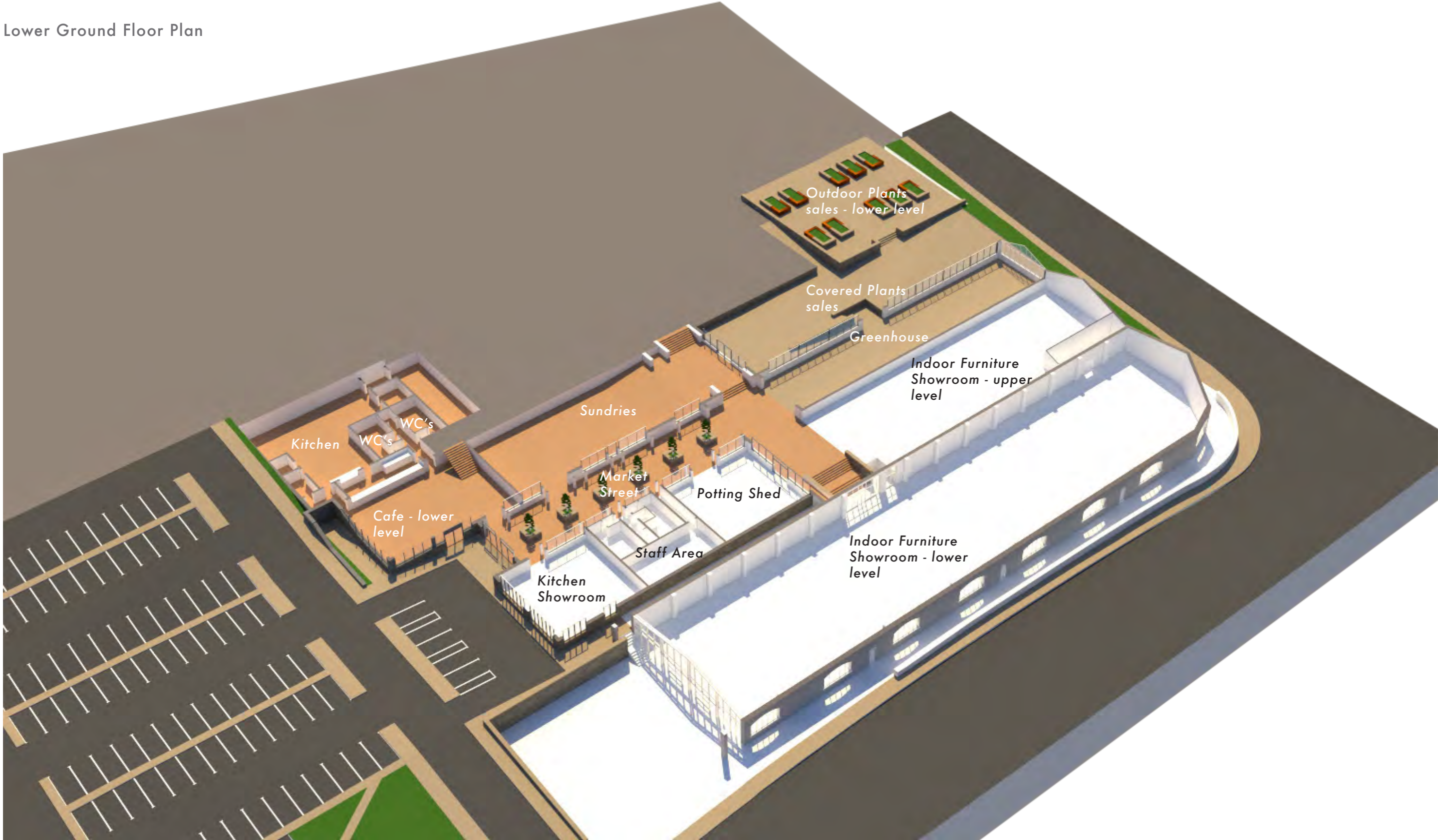
The building appears as a series of repeated glazed gables, 5 in all (3 existing) following the contours of the land. Every effort has been made to restrict the increase in height as much as possible with internal split levels and a mezzanine to the proposed cafe. The scale of the proposal reflects the successful operation of the premises to date however with the positioning of the extensions (fairly central to the site) the full extent of the development will never be revealed from the main approach to the site along Clitheroe Road.

3.7 Appearance

The extensions are treated in natural stone, reflecting the locality, with large areas of aluminium framed glazing to the north east and south east elevations. The increase in glazing maximises the warmth and natural light of the sun throughout the internal space, especially during the grey British winter months. The roof will consist of a metal sheeting, similar to that of the existing roofs, with concealed rain water outlets.

Proposed 3D Plans

Lower Ground Floor Plan



Proposed 3D Plans

Upper Ground Floor Plan



4 Landscaping

4.1 General

The whole of the Shackleton's Home & Garden Centre site, which includes the current site and the land which was subject to the most recent application (3/2018/0025), has limited landscaping. This is a missed opportunity given the location, prominence and use of the site. The proposed arrangement introduces alternative opportunities to transform the site as a whole rather than just addressing the built forms.

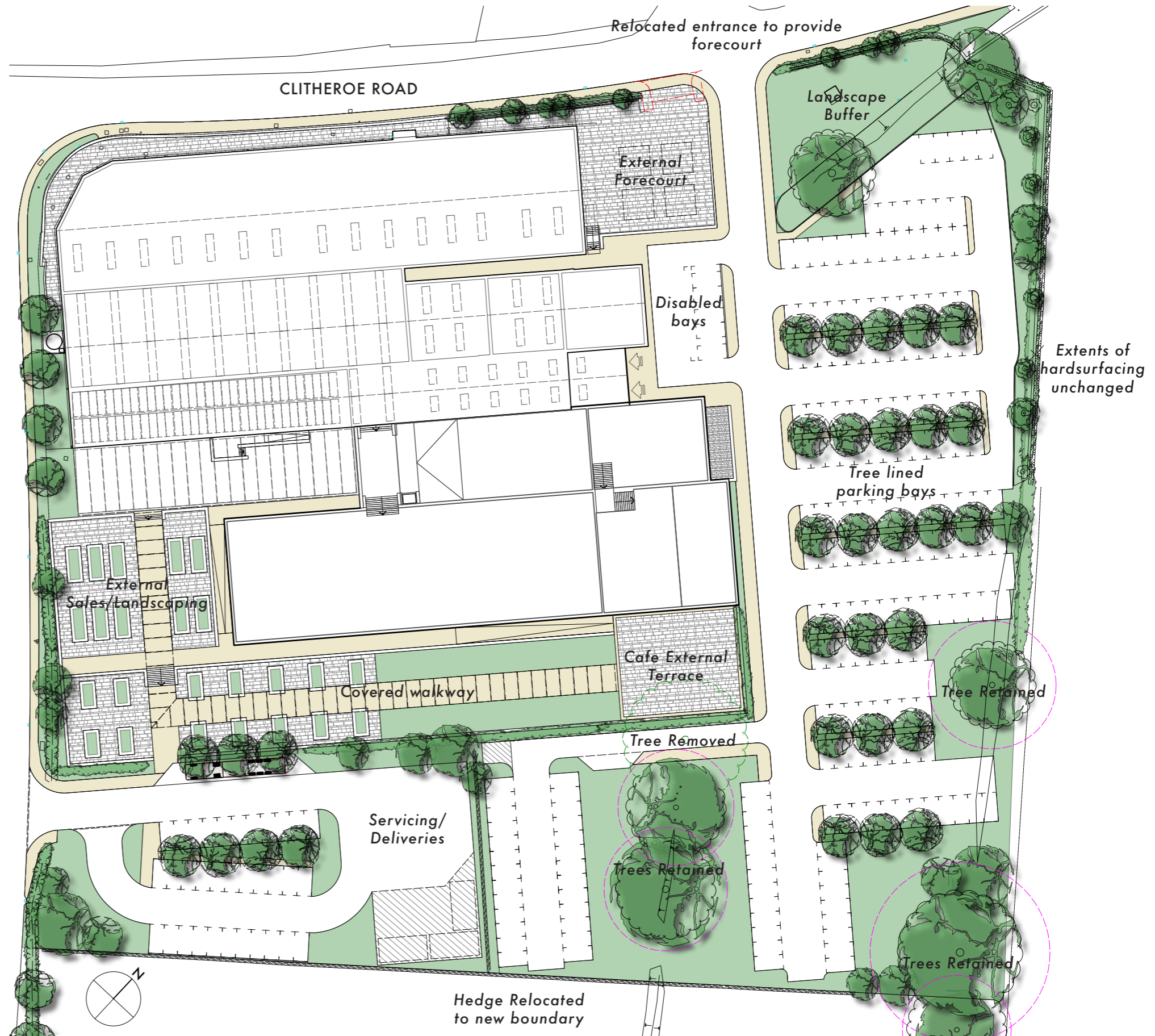
With rethinking the access/parking arrangement a landscaped 'green' buffer has been introduced, fronting Clitheroe Road, which can be utilised to create a more appealing and enticing entrance with seasonal planting. The parking bays will then be split to interrupt the tarmac surfacing; creating tree lined pathways. In addition to these features an external forecourt has been created which allows extra space to the site entrance for the general display of plants, outdoor features and street furniture.

The application treats the two aspects of the site (business and additional land) as a whole and with this in mind the hedging which currently divides the land will be grubbed up and relocated to define the new boundary to the south east edge of the site. The hedges of note are categorised as 'C' (low quality) in the arboricultural assessment undertaken and would therefore usually not be retained if affecting development. As the hedges are young in terms of their life stage they have been identified for relocation instead of removal.

4.2 Trees

There are limited existing trees of note on site. They are largely retained and added to as part of the proposals. The parking layout has been designed to avoid any impacts with root protection areas of the existing trees. Additional trees are then proposed as part of the landscaping strategy outlined above.

For the existing trees - a few scattered trees surround the existing car park and form part of the north east boundary. A grouping of three trees to the land to the south east present some constraints to the parking arrangement and as such the tree of lowest value has been removed. The trees on the boundary with Worston Road are unaffected by the proposals.



Proposed plan indicating landscaping strategy



Proposed plan indicating main public and vehicular access routes

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5 Access

5.1 Inclusive Access

The building is a retail/leisure building and the design adopted is inclusive - being open to all users regardless of age or physical constraints. Due to the topology across the site the road gradients are typically 1:20 and therefore allow ease of access to wheelchair/pram users. The principle entrance is clearly legible and the approach to the level threshold is accessed down via wheelchair and ambulant disabled friendly ramps.

The scheme will be detailed in accordance with the Approved Document Part M - Access to and use of buildings - 2015 edition.

5.2 Parking Provision

Following guidance provided in the Joint Lancashire Structure Plan (JLSP) the car parking provision for the proposed development is based on the accessibility of the facility. Therefore, the LCC accessibility questionnaire for non-residential development has been completed and results in an accessibility score of 16, which equates to a medium level of accessibility.

Referring to the guidance it is deemed the provision of the currently proposed 241 spaces complies with the parking provision thresholds set out in the standards. This being sufficient to meet the internal A1 sales areas proposed and therefore meet the likely demands of the site.

5.3 Servicing

The proposed servicing arrangement will largely remain as existing (i.e. off Worston Road). Due to the expansion of the proposed development the service point has been moved further down the site to the south east. This access point will be utilised by staff and deliveries only and will be closed off to the public. The service yard includes an area for goods to be delivered whilst not interfering with the access road which allows 2-way traffic through to a turning head. The turning head can operate as a waiting area should it be necessary.

Proposed staff car parking is located opposite the delivery bay with the potential for additional spaces to be incorporated if necessary.

6 Additional Views



Image Top - View from Clitheroe Road (Chatburn direction) with landscaped buffer and access road in foreground

Image Bottom - Proposed extension from rear external sales area - covered plants sales to side

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6 Additional Views



Image Top - View of glazed entrance module - re-presenting/
adding to existing entrance

Image Bottom - 3D overview of entrance (parking arrangement
orientated towards entrance)

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Image Above - View of proposed modules forming lower and upper deck to cafe

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7 Summary

7.1 Conclusion

It is the aspiration of the applicants and the design team to create an excellent landmark retail/tourist experience. A design has been developed that responds to the site levels, orientation and setting within an area of open countryside. The proposal seeks to expand what is already a successful established business and provide much needed additional accommodation to suit current demand and trends.

We consider that the planning history, detailed in the supporting planning statement, is evidence of the managed growth and development of the business. This history also demonstrates that the council considers the business to be appropriate and acceptable for its location and have been supportive of the principle of expansion and diversification in the past.

This proposal relates to the next phase in the development of the business and we consider that this report demonstrates that a suitable design has been adopted.

7.2 Future Matters

The applicants are keen to progress with this planning application and the associated works that will occur through any subsequent approval.

This design statement, together with the supporting planning statement, demonstrates that the proposed development complies with relevant material considerations. It is therefore believed that the proposal can be considered acceptable and should proceed with the Council's support to that extent.

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