
DESIGN AND ACCESS STATEMENT

FOR
HARGREAVES



WATERLOOVILLE - FORMER BAE SITE,
ELETTRA AVENUE

PLOT B

08 JULY 2015



51 Great Marlborough Street
LONDON
W1F 7JT

0870 777 6292

www.rapleys.co.uk

Regulated by RICS

Our Ref: HTD/286/36/1

Contents

1. Introduction
2. Assessment of the Site and its Surroundings
3. Planning Policy Summary
4. Design Proposals
5. Access
6. Summary

1 INTRODUCTION

- 1.1 This Design and Access Statement (DAS) has been prepared by Rapleys LLP on behalf of Hargreaves, the applicants for the proposed hot food takeaway/restaurant/drive thru on plot B on the site of the former BAE Systems Park, Elettra Avenue, Waterloooville. This DAS should be read in conjunction with the other documents submitted as part of the application, in particular the Planning Statement and the Retail Assessment.
- 1.2 It is a statutory requirement to submit a Design and Access Statement with planning applications for major development, as set out in the Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2013.
- 1.3 The applicant seek planning permission for the erection of a two-storey restaurant and drive-thru (Use Class A3 and A5), measuring 637sqm (Gross External Area) with 46 parking spaces, of which two will be reserved for less abled bodied customers, situated in close proximity to the restaurants main entrance and two will be reserved for food reservations associated with the drive thru and 4 cycle stands. The proposal incorporates both and internal and external seating area. The new unit is proposed to be occupied by McDonald's.
- 1.4 The McDonald's proposal is part of the wider redevelopment of the former BAE systems site, as allocated in Policy WA2 of the Local Plan (Allocations) Document, for uses defined as economic development in the NPPF, including leisure uses and a hotel subject to viability.
- 1.5 This Design and Access Statement explains the design principles and concepts that have been applied to the development, demonstrating how the context of the development has been appraised and how the design of the development takes that context into account. It explains the approach taken to access to the development.

2 ASSESSMENT OF THE SITE AND ITS SURROUNDINGS

2.1 This section explains the physical context of the application site and its surroundings.

APPLICATION SITE

2.2 The site measures approximately 0.63ha and is located within the former BAE Systems site on the junction between Hambledon Road and Elettra Avenue. The site is located 0.6 miles to the north-west of Waterlooville town centre, it is bounded by Elettra Avenue to the north and west, Hambledon Road (B2150) to the east and Silverthorne Way to the south. The site is accessed from a roundabout on Elettra Avenue.

2.3 The application site has no buildings, structures and is cleared and relatively flat. A small number of trees are present along the western boundary of the site. Photographs of the site are included below:



Site from Hambledon Road.



Existing access to BAE Systems site from Elettra Avenue

SURROUNDING AREA

- 2.4 The site is situated opposite a number of car showrooms on Elettra Avenue. These sites are occupied by contemporary commercial buildings with large areas of car parking.



Junction of Hambledon Road and Elettra Avenue.

- 2.5 Silverthorne Avenue is dominated by 20th Century employment development, including offices and light industrial units.

- 2.6 To the east of the site, further along Hambledon Road, is the Wellington Retail Park, which accommodates a number of large retail premises, including occupiers such as Sainsburys, TK Maxx and M&S Simply Food.



View of the site east along Hambledon Road, towards Wellington Retail Park.

SOCIAL AND ECONOMIC CONTEXT

- 2.7 The site currently provides limited social and economic function as it has been vacant for some time. The application site is within Waterloo ward, the regeneration of the site and new job opportunities will contribute to improving the area.
- 2.8 The proposed McDonald's restaurant is expected to employ over 65 full and part time staff. With the exception of the management team, almost all of these will be recruited from the local community.

3 PLANNING POLICY SUMMARY

3.1 A summary of the planning policy for the borough is set out in this section. A fuller analysis of the relevant policies and the proposal's accordance with them can be found in the accompanying Planning Statement. The Development Plan for the site consists of the following documents:

- Havant Borough Council Local Plan, Core Strategy (2011)
- Havant Borough Council Local Plan, Site Allocations (2014)

3.2 The site is allocated for a mixed-use redevelopment in the Local Plan (Allocations) Document (2014), under Policy WA2 to provide economic development as defined by the NPPF, main town centre uses including leisure and hotel uses.

3.3 The National Planning Policy Framework (2011) is a material consideration in the consideration of the application.

3.4 The NPPF confirms that design is a key aspect of sustainable development and should contribute positively to making places that are for people. In these terms it is important to plan positively for the achievement of high quality and inclusive design for all development including individual buildings, public and private spaces and wider area development schemes.

CORE STRATEGY (2011)

3.5 Policy CS16 states that planning permission will be granted for development that is designed to a high standard which helps to create places where people want to live, work and relax. All development should demonstrate that its design, inter alia:

- Responds to, draws inspiration from and respects local context;
- Produces a positive relationship between buildings, street and spaces both existing and proposed;
- Is inclusive by considering the needs of those with disabilities, ensuring safe and convenient access for all;
- Maximises opportunities for mixed use development;
- Mitigates negative environmental impacts; and
- Adapts to the changes needs of its users

3.6 Policy CS20 states that development will be permitted which:

- Is consistent with and contributes to the implementation of the 'Reduce, Manage and Invest' strategy;
- Does not increase congestion and promotes better use of existing transport networks;

- Improves accessibility of goods, services and employment and promotes equality in the transport systems;
- Provides transport management measures to ensure the safe and efficient operation of the strategic and local road network;
- Ensures that highway design responses positively to the characteristics of the area and delivers a high quality public realm for all users;
- Maintains or improves the range of transport modes accessible to the users of the development site with specific emphasis on public transport, especially high quality/frequency buses and includes walking and cycling where appropriate, and
- Improves highway, cycling and pedestrian links between the western built up area of the borough (centred on Waterloooville) and the eastern area of the borough (centred on Havant) to create a strong east/west communication axis that passes through Dunsbury Hill Farm/Leigh Park.

4 DESIGN PROPOSALS

- 4.1 This section analyses the information set out in Sections 2 and 3 in order to identify the key design principles relating to the proposal. Additionally, the approach taken in terms of the proposal's use, amount, layout, scale, appearance and landscaping are set out in this section.
- 4.2 The primary influences on the design proposals are the shape and size of the site and the company's current corporate store design style. The nature and scale of the proposal reflects that of other existing commercial properties in the surrounding area.
- 4.3 The development has been designed to meet the aims of 'Secured by Design' and 'Designing out Crime'. The store's entrance is located from an access road off Elettra Avenue and faces the external seating area, therefore there is good legibility between the vehicle parking spaces and the store entrance. The vehicular and pedestrian accesses are visually open, direct and will be well-used. The car park will be well-lit after dark whilst the store is open.

USE

- 4.4 The footprint of the building has been designed to meet the operational requirements as a freestanding McDonald's restaurant, both for customers to eat within or outside of the building, or to take away from the premises.
- 4.5 McDonald's Restaurants have long been considered one of the major influences in the quick service industry, constantly re-inventing themselves to the ever-changing public and social values/needs. Whilst not a planning issue, the proposed interior of restaurant will provide a distinct modern feel with the exterior of the building reflecting this change in retailing. The customer seating area provides space for visitors to eat their meals within a relaxed modern environment. The dining area will include a variety of seating types and table sizes tailored to the customers' needs.

AMOUNT OF DEVELOPMENT

- 4.6 The application site comprises 0.62ha hectares, within which the proposed gross internal area of the restaurant is 546 sqm.
- 4.7 The internal customer seating area has been carefully considered in relation to the predicted peak trade levels expected at the store. This floor space has a direct relationship with the number of parking spaces required and the size of the kitchen, thus predetermining set features of the development proposal. The calculated requirements are then assessed against the site to ensure the location is suitable for the proposed operation of the restaurant from the outset.
- 4.8 The "amount" of development proposed is based on the operational characteristics of the specific restaurant and will reflect surrounding commercial developments.

LAYOUT

- 4.9 The proposed Site Layout Plan shows how the proposed building will be arranged on site. The access point is formed from a new access road from the existing access onto Elettra Avenue. The parking is located to the south-west of the proposed restaurant.
- 4.10 The operational requirements of the McDonald's restaurant/takeaway have been a key consideration in the design for the layout of the site. The drive-thru lane is a key feature to the north of the site, following the boundary line of the site. Each of the subservient design considerations take their lead from the location of the building and the surroundings and have direct influence on the final layout proposed. These include:
- Secure cycle racks located close to the entrance of the restaurant and visible from the customer seating area for added security.
 - The bin store has been located within an enclosed area.
 - Disabled parking is located close to the pedestrian entrance of the building providing flush and level curbs.
 - The patio has been located as close to the restaurant entrance as possible in order to limit the distance people carry trays.
 - Safety barriers have been included in potential conflict areas within the development separating vehicle movements and pedestrians.
 - Car park lighting and railings segregating outside seating areas are proposed. This assists in providing a safe local environment for both adults and children.
 - Easy and logical layout for customers using the drive-thru lane with clear directional signage.
- 4.11 Each of the above factors has been considered and, where necessary, the scheme has been revised to provide the final layout presented.
- 4.12 There are proposed landscaping areas on the site boundaries, at the junction between Hambledon Road and Elettra Avenue, to provide a soft interface between the site and its surroundings. The existing fence on the road boundary of the site will be retained and new 0.6m timber fencing will be provide on the other boundaries of the site. There should be no impact on amenity as a result of the proposed foodstore as residential properties are a considerable distance from the site.

SCALE

- 4.13 The proposed restaurant is two storey which is appropriate for the surroundings. The car showrooms on Elettra Avenue extend to between 1 and 2 storeys. The commercial developments on Silverthorne Avenue and Elettra Avenue extend to a maximum of around 3 storeys and are constructed in a contemporary style. The scale of the proposed development is comparable to the surrounding development.

- 4.14 Elevational drawings have been submitted with this application which demonstrate the scale of the proposed building (6449/PL-005).

APPEARANCE

- 4.15 The new McDonald's restaurant will be a contemporary design and will be fresh and modern, with detailing to highlight features of the building. The proposed materials are as follows:
- The external walls will consist of a number of materials to highlight features of the building, this will include Anthracite Grey panelling to the ground floor elevation, wood panelling to the first floor elevation and natural stone tiles as a feature wall.
 - The proposed store entrance will comprise of aluminium framed glazing and entrance door.
- 4.16 Colours proposed are natural and neutral, whilst the materials used are particularly high quality and natural as far as is practical. By using khaki green, timber and stone colours the aim is to achieve a subtle natural feel to the building. This is successfully achieved. The materials are a combination of natural stone and timber effect aluminium which will provide both durability and future flexibility.
- 4.17 Glazing has been used extensively within the building design to provide maximum active frontage and allowing the operational nature of the building to be read and understood by all. The dining area is predominantly surrounded by glazing to take benefit of natural light, as are the staff rest areas. Glazing to the drive-thru elevation at each service point allows customer/staff interaction and perfectly identify each position at which customers must stop.
- 4.18 Internally, the design concept is to create a bright, lively, modern and contemporary feel for visitors to the restaurant. The proposed design achieves this through the colours and materials used and echoes McDonald's brand image of a modern restaurant facility.
- 4.19 Permission for the proposed illuminated sign will be sought through a separate application for Advertisement Consent. The signs will improve the visibility of the unit and enhance its legibility as a restaurant/takeaway.

LANDSCAPING

- 4.20 The proposed development will areas of soft landscaping on the northern and eastern boundaries of the site. This landscaped area will incorporate existing trees where appropriate. The proposals also include hard landscaping, in order to further enhance the site's appearance, and facilitate the integration of the restaurant itself with the areas of car parking.

SUSTAINABILITY

- 4.21 Sustainability is a key consideration in the design of a new building and the proposed restaurant has been directly influenced by the solar path. The brise soleil and top awning provide shading to reduce the impact of overheating from the sun in summer yet allow sufficient daylight into internal spaces. The height of glazing and depth of the design elements have both been developed to allow deep penetration of light into the space by low level winter sun and limiting

the high, hot summer sun. This design is also benefited by internal light sensor control of the dining areas lighting which automatically switch off lights that are not required.

- 4.22 In addition to the controlled use of sun light, the areas of glazing to the elevations have been designed to maximize natural light into the back of counter areas.
- 4.23 In addition to the 100% renewable supply, all restaurants have a sophisticated building management system to operate lighting, heating and air conditioning. Low energy lighting systems form part of each new restaurant. McDonald's kitchen appliances have standby reminders and the company have introduced a metering system which measures the amount of electricity used in half hour intervals throughout the day. Restaurant Managers receive daily graphs to help them make energy saving adjustments.
- 4.24 Materials for the building have been selected to provide the required aesthetics combined with maximum durability and robustness. Whilst it could be argued that there is embodied energy absorbed into some of the products selected, it is envisaged that the requirement for replacement, maintenance and repair will be minimal during the building lifecycles, thus providing a good low level of energy input over the whole lifecycle.
- 4.25 McDonald's have developed a European wide approach to sustainable development closely linked to the European Union's ambitious "20/20/20 by 2020". The EU initiative can be summarised to:
- Reduce overall green-house gas emissions to 20% below 1990 levels by 2020;
 - Increase the share of renewables in energy use by 20% by 2020;
 - Increase energy efficiency by 20% by 2020.
- 4.26 McDonald's have their own benchmark for incorporating energy efficiency into new and remodelled restaurants. The gold standard is now the minimum requirement for refurbished stores and new builds. The gold standard includes the following measures:
- Lighting - rationalisation of lighting and reductions in required lux levels, including replacement of any tungsten filaments with compacts; installing sensor and photo controlled lighting both within and outside of the buildings. This includes re-lamping existing stores with the most energy efficient lamps available for the existing fittings.
 - Water - Auto shut-off taps fitted to wash-hand basins in addition to flow control limited to 6l/min; replacement of urinals with waterless units and flush reduction measures fitted to cisterns where possible (5l flush). In addition systems are leak checked with hot water temperatures reduced to a maximum of 60 degrees C. Pipes are checked for missing insulation.
 - HVAC - Automatic closures fitted to all internal doors and draft-proofing fitted or repaired to all doors and windows, including the use of energy save reminder stickers in the back of house area. Fan units controlled not required to run when ventilation not required and room sensors positions checked and moved if necessary.

- Refrigeration - Improved air circulation provided to freezers where possible and "door open" alarms fitted to freezer/chillers.

4.27 Additionally, the following measures are provided:

System optimisers - minimum two of the following three items to be installed

- Centralised electronic control panel for management of HVAC; extract fans; and internal and external lighting (including signs) all based on time, temperature and light levels;
- Gas condensing boiler with 90% energy efficiency. Electric only if gas not available;
- Heat recovery fitted to HVAC to provide minimum 50% of dining area demand;

4.28 System economisers - All of the following are being considered as part of a rolling review and will be tested in the near future, unless restricted by local regulation -

- Power factor correction equipment fitted minimising reactive energy consumption;
- WC's fitted with dual flush of 4.5l and 3l flushes (unless external drainage requires greater volume);
- Monitors fitted to plant with EFF1 rating;
- Variable speed drives fitted to HVAC plant.

4.29 Solar impact reducers (where average daytime temperature (May to September) exceeds 24 degrees, the following are fitted as standard -

- Sun-shades to roof-top HVAC;
- 50% solar energy rejection and 90% infra-red rejection film fitted to all windows and screens.

4.30 Consumption reducers - fitted on a site by site basis -

- Economiser fitted on HVAC to optimise "free heating/cooling";
- 90mm thick insulation panels fitted between grills and reach-in freezers;
- Natural light to back of house via windows or "light tubes";
- Install voltage control equipment where supply exceeds required voltage.

4.31 In addition to the energy efficiency measures and building design, McDonald's promotes the minimisation of waste. Food wastage is minimised through the use of a computer system that monitors the amount of food served at given times of the day, resulting in the more accurate preparation and ordering of stock. The use of recycled products such as kitchen towels and toilet rolls is promoted throughout all restaurants. McDonald's also reuses delivery packaging wherever possible in accordance with food safety laws.

- 4.32 In terms of recycling, all restaurants aim to recycle 100% of their corrugated cardboard, which in itself accounts for 30% of a restaurant's average total waste. With regard to the packaging itself, 72% of all cardboard packaging consists of industrial recycled paper. Moreover, items such as drink carriers, bags, napkins and toilet paper are made from 100% post-consumer material.

5 ACCESS

- 5.1 This section identifies the vehicular and transport links and describes why the new vehicular access has been chosen.

VEHICULAR AND TRANSPORT LINKS

- 5.2 A new vehicular access will be formed from Elettra Avenue at its junction with Waterberry Drive. The Park will also benefit from two additional access locations onto Silverthorne Way, in the south central, and south east parts of the Park.
- 5.3 Access into and out of the site will be via two points of access with one access for inbound movements only and one access for outbound movements only.

PEDESTRIAN ACCESS

- 5.4 The Transport Assessment identifies the provision of nearby footpaths and local pedestrian routes. There is a pedestrian footpath on the south side of Hambledon Road, to the north of the application site.
- 5.5 There is a pedestrian refuge to enable safe pedestrian crossing of Hambledon Rd approximately 250m to the east of the site.

CYCLE ACCESS

- 5.6 A segregated cycle route is provided on the south side of Hambledon Road, which provides good connectivity to Waterloo Town Centre. Residents within Waterloo can reach the proposed development within an accessible cycle ride.
- 5.7 Four cycle stands are proposed which will be secured and can be viewed from the restaurant to enhance security.

PUBLIC TRANSPORT ACCESS

- 5.8 Bus stops are located on the B2150 Hambledon Road which serves Brambles Business Park via Waterberry Drive. The Transport Statement provides a summary of the bus services and timetable.

INCLUSIVE ACCESS

- 5.9 As set out above 46 parking spaces are to be provided, this includes 2 bays for people with disabilities, close to the store entrance.
- 5.10 The store's entrance door will provide a clear opening which will allow access for all, including those with impaired mobility. The doorway lobby and window design clearly identify the store entrance enhancing its legibility to users.
- 5.11 The site is level and the proposal has been designed to be inclusive in its accessibility. Access to the building will be safe and comfortable for all potential users. A lift has been provided to allow

customers with mobility issues to easily reach the first floor dining area. Disabled people and those with visual impairments will not be segregated.

6 SUMMARY

- 6.1 This DAS has provided an assessment of the application site and its context, outlined the design principles that have been applied to the development and the approach taken to access. McDonald's seeks to provide high quality materials within its built form which will contribute to the regeneration of this disused site. This proposal is considered to be a high quality design solution to meet both consumer and market demand within WaterlooVille.
- 6.2 The detailed design of the building focuses on low energy consumption and sustainability. The development will be constructed from sustainable material, where sustainable procurement will be an important contribution. The design incorporates measures to reduce the environmental impact, both through design and the commitment of McDonald's to follow best practice to reduce pollution during the construction phase.
- 6.3 The building has a scale which is appropriate and will have a bright, modern appearance and will relate well to the surrounding area. The proposal will bring a previously developed site forward into a viable use and will contribute to promoting a high quality of design in this area of WaterlooVille.
- 6.4 The redevelopment of the site will provide the following benefits:
- Redevelopment of a site which is currently vacant;
 - Provision of a new restaurant/takeaway/drive-thru with a GEA of 637sqm;
 - Improved local shopping amenity;
 - Additional consumer choice;
 - New employment opportunities (the provision of up to 65 new jobs);
 - Energy saving technologies reducing the carbon footprint of the development; and
 - High quality design and building fabrics.