PERMIT

HB PROJECTS
LIMITED
Professional Construction,
Design & Building Services

ASDA

Waterlooville

DESCRIPTION
Planning application for home shopping extension

DESIGN & ACCESS STATEMENT

Issue No. 1

14 September 2011

CONTENTS

1.0 Introduction

2.0 The Design Process

- The Site and its Setting
- Social and Economic Considerations
- Planning Policy
- Involvement
- Evaluation

3.0 Design

- Design Objectives and Principles
- Use
- Layout
- Scale
- Appearance

4.0 Access

- Pedestrian Access
- Cycle
- Public Transport
- Car
- Servicing

5.0 Conclusion

1.0 Introduction

1.1 This Design and Access Statement has been provided in respect of a planning application at **Asda Waterlooville** for the proposed Home Shopping Extension.

1.2 It has been provided alongside the following drawings prepared by **HB Projects Ltd.**

-

1.3 This Statement is in accordance with guidance on the content of Design and Access Statements as set out within Circular 01/2006 and has had regard to the guidance document *'Design and Access Statement'* 2006, produced by CABE.

1.4 This Statement is structured as follows:

- **Section 2: The Design Process** summarises the background to the proposed design and access arrangements of the proposal. This is set within an assessment of the site, its setting, social, economic and policy considerations.
- **Section 3: Design** summarises the design principles of the scheme in respect of the use, layout, scale and appearance.
- **Section 4: Access** summarises the design in respect of the proposed access arrangements.

1.5 A brief conclusion is provided at **Section 5.**

2.0 The Local Context

The Site and its Setting

2.1 The application site is as illustrated on the site location plan included in the planning application.

2.2 Access is from Portland Road to the front of the Store & A3 Maurepas Way to the service yard

The Application

2.4 The work that forms the application is for erecting an extension to house home shopping; erecting a canopy to cover the loading operation

Accessibility

2.5 The proposed development site is an established supermarket. Whilst customers visiting the site predominantly travel by car the site is accessible by forms of transport other than the private car.

Public Transport

2.6 The existing store benefits from local bus services.

Pedestrian and Cycle Links

2.7 The site is accessible by bicycle.

2.8 Pedestrian access is available.

Environmental Quality

2.9 The store is a prominent building within the area.

Social and Economic Considerations

2.10 In terms of impact, the scale of the proposal is very small, and as such, its impact on the surrounding town and local centres would be negligible.

Planning Policy

2.11 Planning Policy Statement 6 – Planning for Town Centres, amongst other things, cites the following objectives:

- Enhancing consumer choice
- Supporting efficient, competitive and innovative retail environment
- Improving accessibility
- Providing high quality and inclusive design

2.12 The principles of Planning Policy Statement 1 require "Delivering Sustainable Development" and accordingly set out secure good design and an accessible environment.

3 Design

Design Principles

3.1 A number of objectives have been considered in arriving at the proposed scheme.

Use

3.2 The proposed development comprises an extension to the building in order to separate the home shopping department from the rest of the Stores activities

3.3 The canopy is to provide cover for the van loading activity

Layout

3.4 The proposal is dictated by Asda Standard model layout for their Home Shopping Operations

Scale

3.5 The scale of the proposal does not affect the scale of the building.

Appearance

3.6 The new extension will be clad in white powder coated composite panelling and is obscured by an existing perimeter wall

Summary

3.7 In terms of the overall design the proposals will have little effect on the visual appearance of the store.

4 Access

4.1 The proposals will not affect access to the store or delivery area.

4.2 The introduction of Home Shopping Delivery will reduce the number of car users visiting the Store as a significant number will be serviced en bloc by the home delivery service

Pedestrian Access

4.3 Pedestrian access will not be affected by the proposals.

Cycle

4.4 Cycle access will not be affected by the proposals.

Public Transport

4.5 Public transport will not be affected by the proposals.

Car

4.6 Car access will not be affected by the proposals.

Servicing

4.7 Servicing access will not be affected by the proposals.

5 Conclusion

5.1 The proposals will have very little effect on the overall appearance of the store. Accordingly the proposed design and access arrangements are considered to comply with the relevant policies of the Local Plan together with the regional and national guidance.