Design and Access Statement

Partridge BMW, Hampshire

Prepared by Taylor Design Architects Ltd
March 2017



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Introduction

1.1 Preface

This design and access report has been prepared by Taylor Design Architects Ltd. on behalf of Partridge Hampshire, to accompany an application for full planning approval for the refurbishment and extension to the existing BMW dealership in Eastleigh, Hampshire.

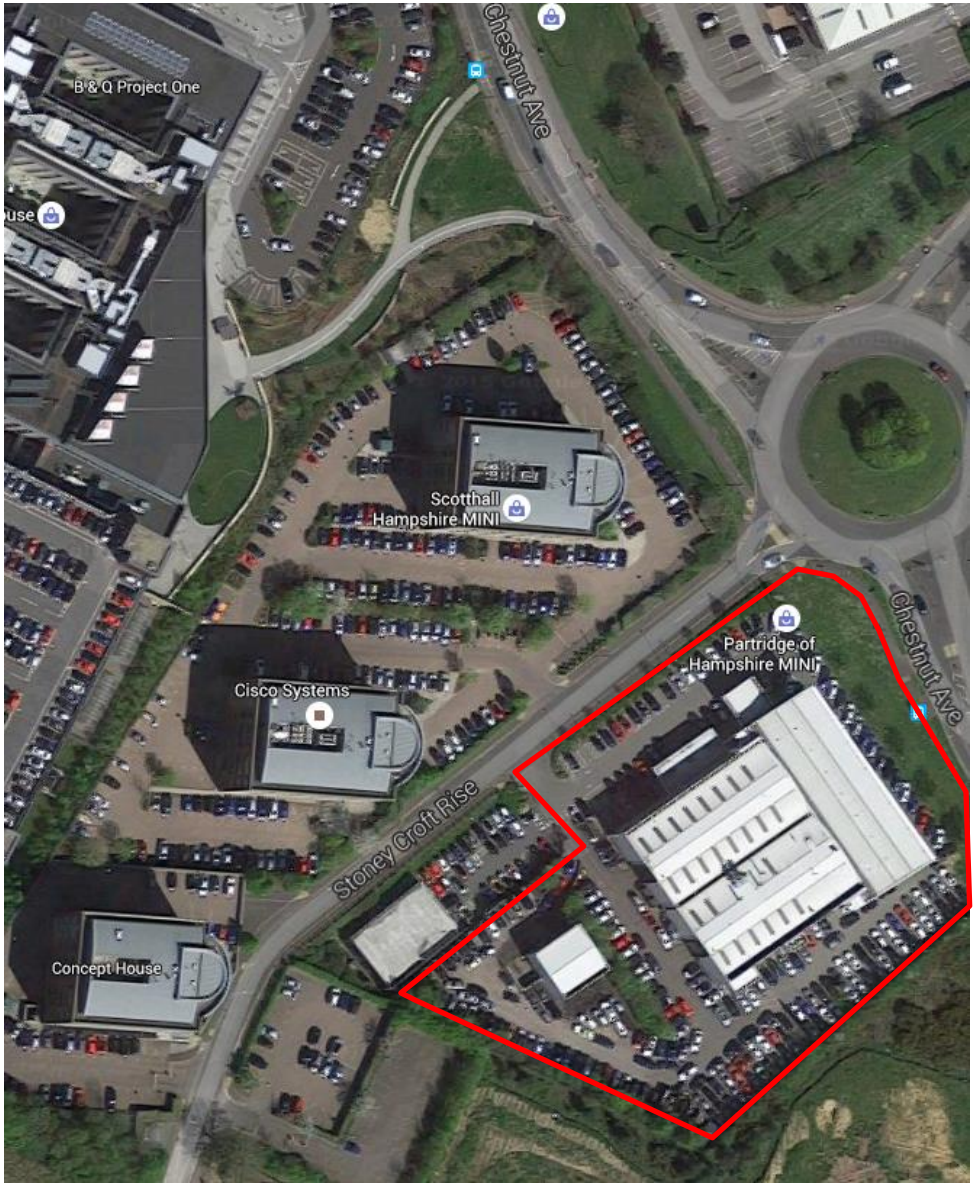
1.2 Project Directory

Client

Partridge Hampshire
1 Stoneycroft Rise
Chestnut Avenue
Chandlers Ford
Eastleigh
SO53 3YU

Architects

Taylor Design Architects Ltd
30 Manchester Road
Wilmslow
SK9 1BG



2.0 The Site

2.1 The Local Area

The site is circa 0.93 hectares and is located in Eastleigh, Hampshire.

The development site is between Bournemouth Road and the M3 to the West of Eastleigh town.

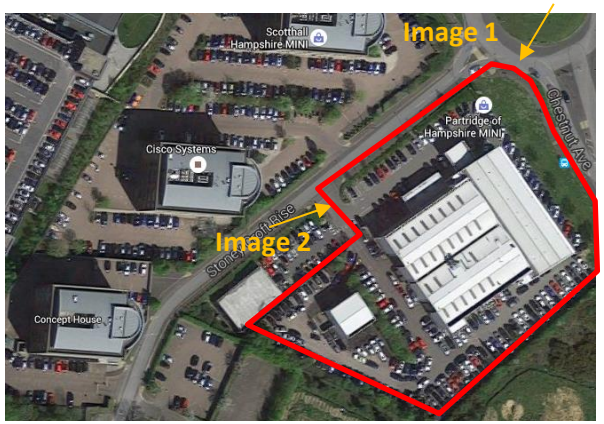
2.2 Current Site Use

There is currently a BMW showroom and valet facilities on the site in question. This is bordered by a MINI showroom on the adjacent site, also in the clients ownership.

All building uses are to remain as existing.

Surrounding building use

To the north west of the site there are several small scale office buildings. A retail park to the North East. The site is bordered by a MINI dealership and associated parking facilities (within Partridge ownership).



2.3 Key Views

Image 1
This image is taken from Chestnut Avenue. This will be the approach taken by most customers

Image 2
This image is taken approaching the site from the South West on Stoneycroft Rise



Image 1



Image 2





Precedent: Elms BMW Cambridge

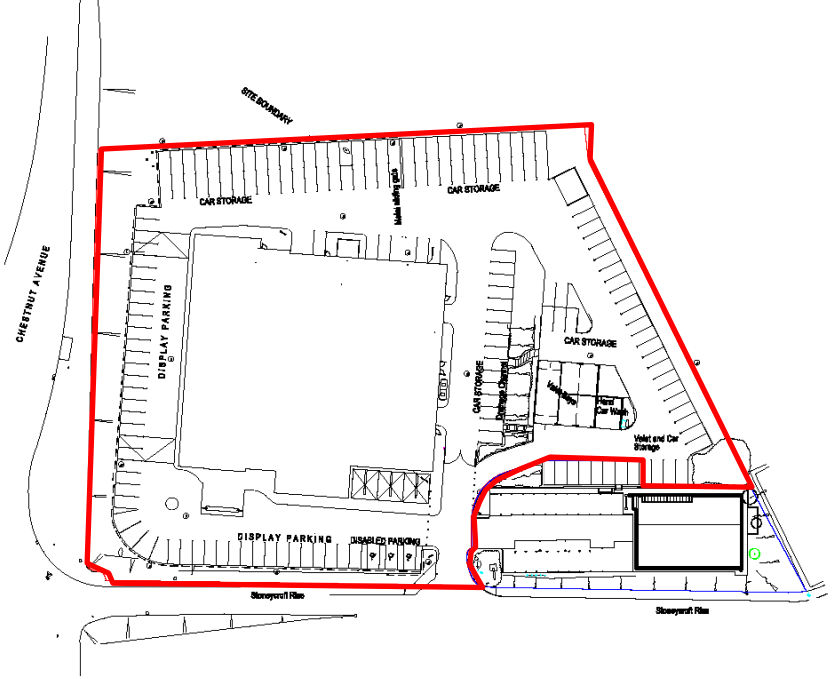
3.0 Design Influence

3.1 Corporate Design

Taylor Design Architects Ltd is a practice specialising in motor trade design solutions. The practice was appointed as a BMW/MINI contract architect in 2002 and has remained up to date with retail standards and BMW/MINI corporate identity guidelines.

To date, the practice has designed and delivered numerous BMW/MINI projects, through the application of corporate design elements and co-operative consultation with the end user and local authority to obtain a high quality design which is fit for purpose, whilst respecting the local context.

Each scheme incorporates a set of design rules and palette of materials which is set by BMW in a way which is sensitive and unique to the particular site. This enables Taylor Design to propose a bespoke design for each site, whilst ensuring that the architecture still represents the BMW brand. The buildings are not dominated by brand signage; instead the building becomes recognisable as being representative of the brand.



Existing Site Plan



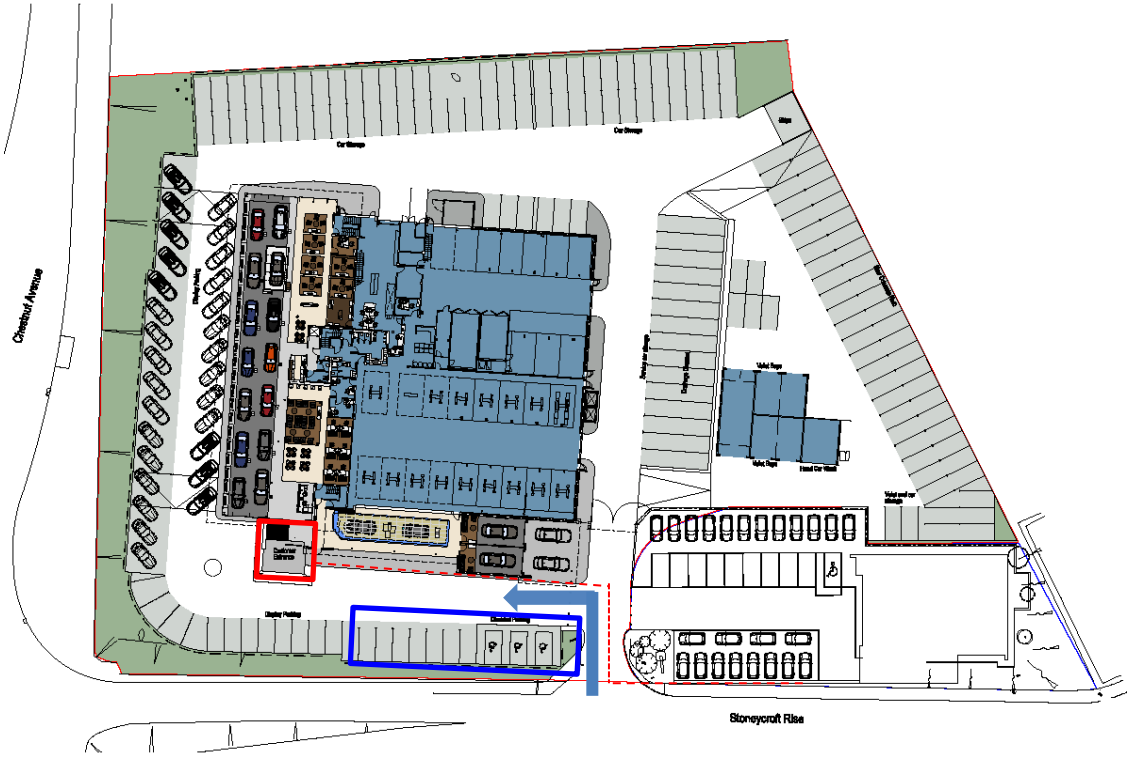
Proposed Site Plan (changes highlighted in green)

4.0 Proposed Scheme

4.1 Full Site Layout

The corporate requirement for separate handover bays and a BMWi display in the showroom has led to the proposed building extension to the North of the site. The extension will not affect vehicle or pedestrian circulation on site

The proposed site layout seeks to expand the display and customer parking areas to the front of the site by taking approximately 1000mm from the landscaping strip. This will widen the space between the BMW showroom building and the parked cars, contributing to safer circulation for vehicles and pedestrians.



4.2 Site Access/Separation

The site has been designed to maintain an easy, and level access for customers from parking into the showroom.

The site access will not be affected by the proposed works. The building entrance location will be the same, with customer parking nearby.

Staff parking will be located within the adjacent BMW compound.

Pedestrian access

Vehicular access

Customer parking

Customer entrance





4.3 Aesthetics

Extension to BMW showroom

The refurbishment and extension to the BMW showroom will be sensitively executed in materials to match the existing building.

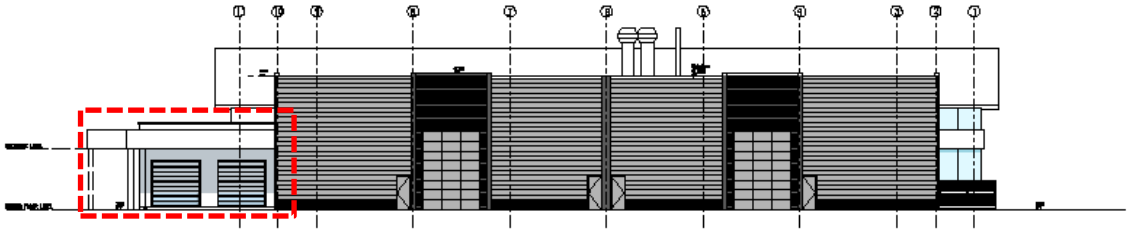
Existing BMW dealership material pallet:

Image 1 – White RAL 9010 ppc aluminium projecting fascia with frameless glazing system and White RAL 9010 rendered wall.

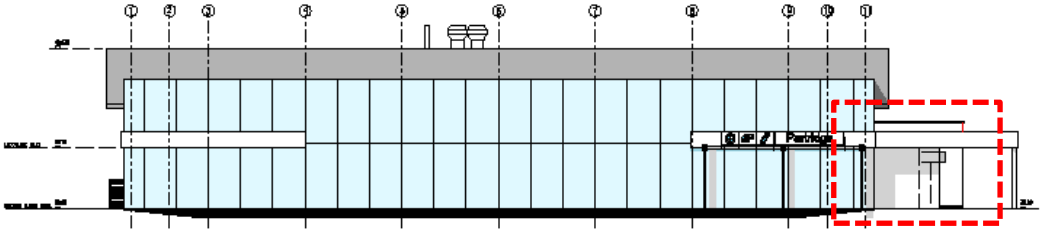
Image 2 – Frameless glazing system

1

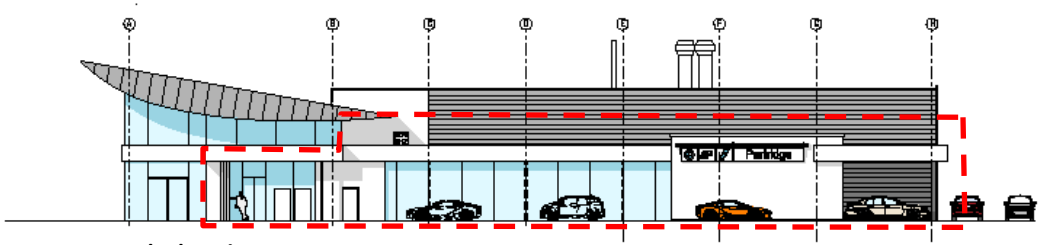
2



West Elevation



East Elevation



North Elevation

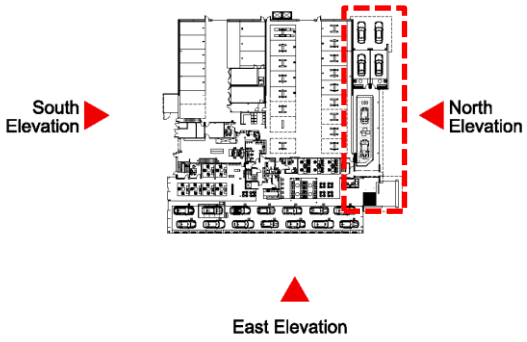
4.3 Aesthetics

Proposed Elevations

The extension to the BMW showroom is designed to blend in with the existing building, through proportions, style and materiality.

NOTE: All corporate signage is to be considered under a separate Advertisement Planning Application.

Box indicates location of extension



4.3 Aesthetics

3D Visual



NOTE: All corporate signage is to be considered under a separate Advertisement Planning Application.

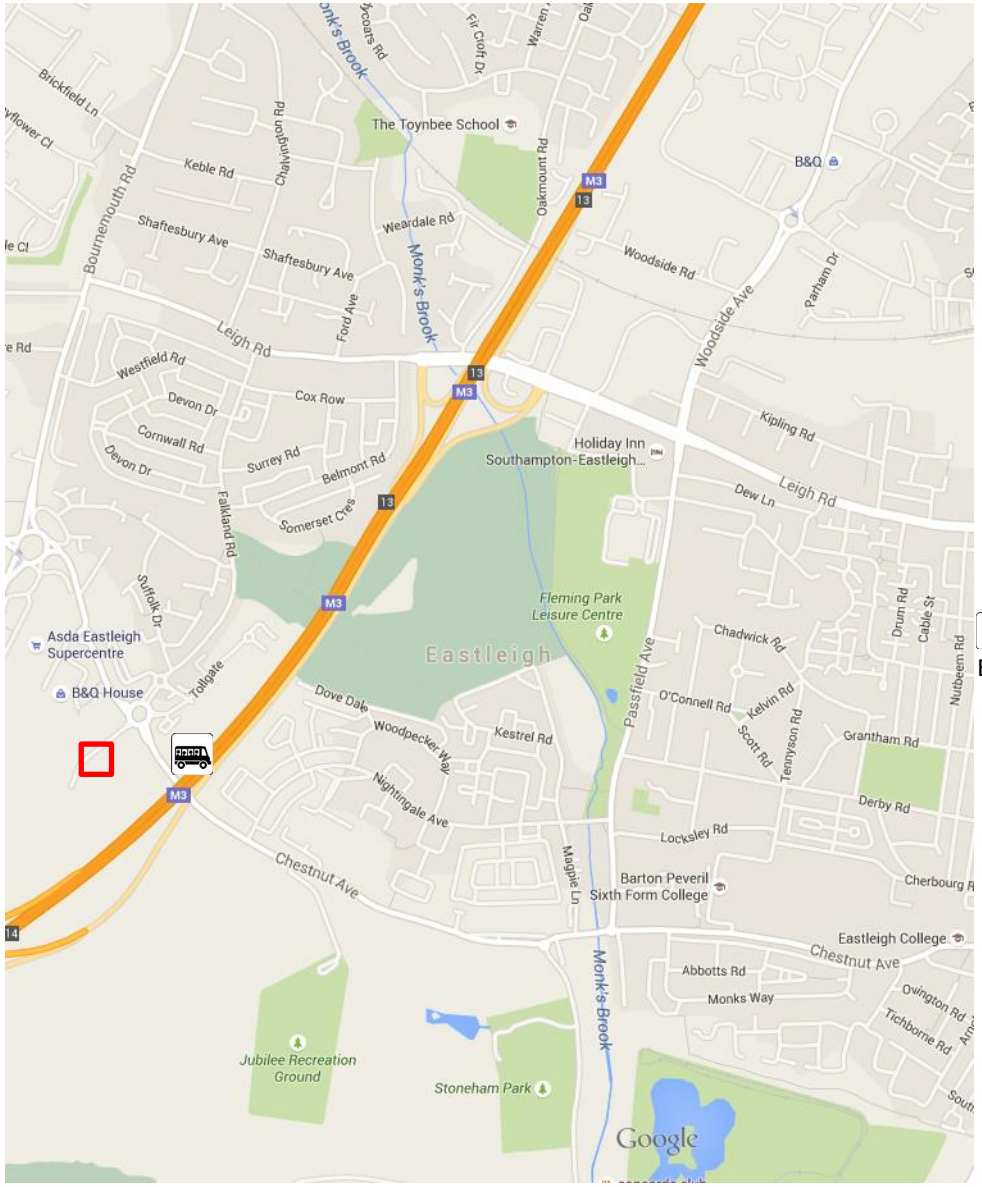
4.3 Aesthetics

3D Visual



NOTE: All corporate signage is to be considered under a separate Advertisement Planning Application.

Chandlers Ford



Eastleigh

4.4 Site Access

Access by Public Transport

Bus

The site is located within a short walk from the bus stop located on Chestnut Avenue. This bus stop is served regularly by buses to neighbouring towns and is within 13 minutes of Chandlers Ford and Eastleigh Rail stations.5

Train

Chandlers Ford Station is located within a 13 minute bus ride from the site

Eastleigh Station is located within an 11 minute bus ride to the site.

Private Car

The BMW site will be entered and exited from the existing entrance off Stoneycroft Rise. The car parking area within the site will be rationalised to give clear use for customers arriving by car.

Adequate disabled accessible parking will be provided within close proximity to the customer entrance. It has been recognised that the route from the customer parking to the building should be level. To facilitate this, all kerbs between the parking areas and the building will be drop kerbs to allow for ease of travel for wheelchair users.

Pedestrian Access

The pedestrian footpaths (clearly distinguished with external surface materials), lighting and signage lead pedestrians to the main entrances of the BMW building. Road markings allow for dedicated crossing points for pedestrians within the site. All crossing points within the site have dropped kerbs allowing for disabled access to all areas of the site.

4.5 Building Access



At present there are no specific staff accessibility requirements anticipated. The proposed refurbishment and extension works have been designed to be accessible for any user, whether customer or future staff member. Various documents have been used during the planning of the project to ensure issues relating to accessibility are thoroughly taken into consideration. These include:

- The Approved Document M (2010 edition) of the Building Regulations
- BS8300:2001 'Design of buildings and their approaches to meet the needs of disabled people
- Code of practice
- Disability Discrimination Act 1995
- 'Design for Accessibility' (2004) Centre for Accessible Environment & RIBA Enterprises

Maintenance and Cleaning
All curtain walling will be cleaned by pole from ground level. MEWP access is maintained around the complete building perimeter. Where equipment is located at roof level, suitable edge protection is provided to ensure safety.

Security
Suitable site security is to be achieved by ensuring areas are sufficiently protected via the use of vehicle bollards, hoops, gates and shutters. External lighting will also help to ensure security of the site, and help to prevent crime by promoting natural surveillance.