



DESIGN AND ACCESS STATEMENT

Project Reference:6329

Project Name:JLR Knowsley

Prepared For: Hatfields

Date: October 2024

CONTENTS

1.0	INTRODUCTION
1.1	Preface
1.2	Project Directory
2.0	THE SITE
2.1	The Local Area
2.2	Key Views
2.3	Site Analysis
2.4	Planning History
3.0	DESIGN INFLUENCE
3.1	Corporate Design
4.0	PROPOSED SCHEME
4.1	Visualisations
4.2	Existing Site Layout
4.3	Proposed Site Layout - Hardlandscaping
4.4	Site Access
4.5	Site Strategy(Proposed Parking Strategy)
4.6	Floor Aeas
4.7	Elevations and Scale
4.8	Materials (Building)
4.9	Materials (Site)
5.0	ACCESSIBILITY
6.0	SERVICING AND DELIVERY PLAN
6.1	Waste Management
7.0	CONCLUSION

1.0 INTRODUCTION

1.1 PREFACE

Hatfields are an independent, family run business that operates Jaguar and Land Rover facilities across the North of England and Midlands. Hatfields currently have a separate Jaguar and Land Rover facility in Liverpool. It was agreed in 2019 that they would develop a new site in Knowsley, which received full planning approval. A combination of Covid-19 and a change in Jaguar and Land Rover's corporate identity has delayed progress of works on the site which has led to expiry of the original application. Hatfields and Jaguar Land Rover are now in a position to develop the project. The site at Knowsley will be a flagship development offering the first of a new retail concept for Land Rover. It will create a number of new job opportunities in the area and is strategically located to encourage Hatfields existing clientelle to visit while drawing on clientelle from other neighbouring areas.

The proposed development is on a former DAF Trucks site and adjacent land on Coppice Lane in Huyton. The previous planning application which received approval reference is 19/00481/FUL. Taylor Design have taken over development of the new scheme from MDG Architects. Taylor Design are a group of architects that specialise in automotive retail design. As part of the design development process we have been involved in numerous development discussions with Jaguar and Land Rover, Hatfields and the Local Authority.

1.2 PROJECT DIRECTORY

Client:

Hatfields Automotive

Thornton Road

Pickering

North Yorkshire

England

YO18 7JX

Architects:

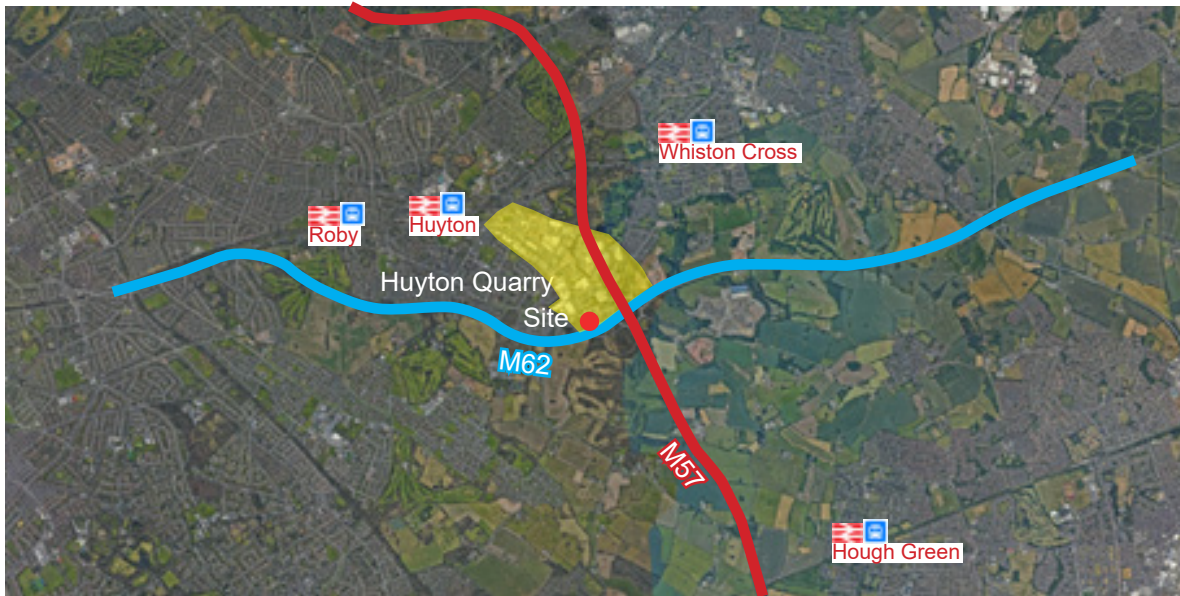
Taylor Design Architects Ltd

Norcliffe House,

Station Road,

Wilmslow

SK9 1BU



2.0 THE SITE

2.1 THE LOCAL AREA

The site is circa 2.45 hectares situated in the Huyton Quarry development in the metropolitan borough of Knowsley. The site is adjacent to Junction 6 of the M62 and can be accessed from Coppice Lane, just off the A5080, Cronton Road.

The site is bounded to the South by the M62 and East by the M57 offering fantastic transport links. Beyond this there is a large area of countryside with the former Cronton Colliery site located directly South East.

Approximately 100m from the site are bus stops serving the neighbouring Huyton Business Park, offering frequent buses to Huyton town centre. From here a rail service to Liverpool and Warrington/Manchester is available.





2.2 KEY VIEWS

Image 1:

This image is taken looking West from within the existing site and illustrates the condition of the existing workshop building on site.

Image 2:

This image is taken from within the site looking North West at the existing former DAF building.



Image 1

Image 2



2.2 KEY VIEWS

Image 3:

This image is taken looking West from within the existing DAF site and illustrates the condition of t

Image 4:

This image is taken from within the site looking North West at the existing former DAF building.



Image 3

Image 4



- Existing building
- Commercial / Industrial
- Residential



2.3 SITE ANALYSIS

Site Boundaries

North:

Coppice Ln is directly North of the site and offers a divide between the proposed dealership and the recently built Aldi and Starbucks buildings. These formed part of the original Beacon 62 development.

South:

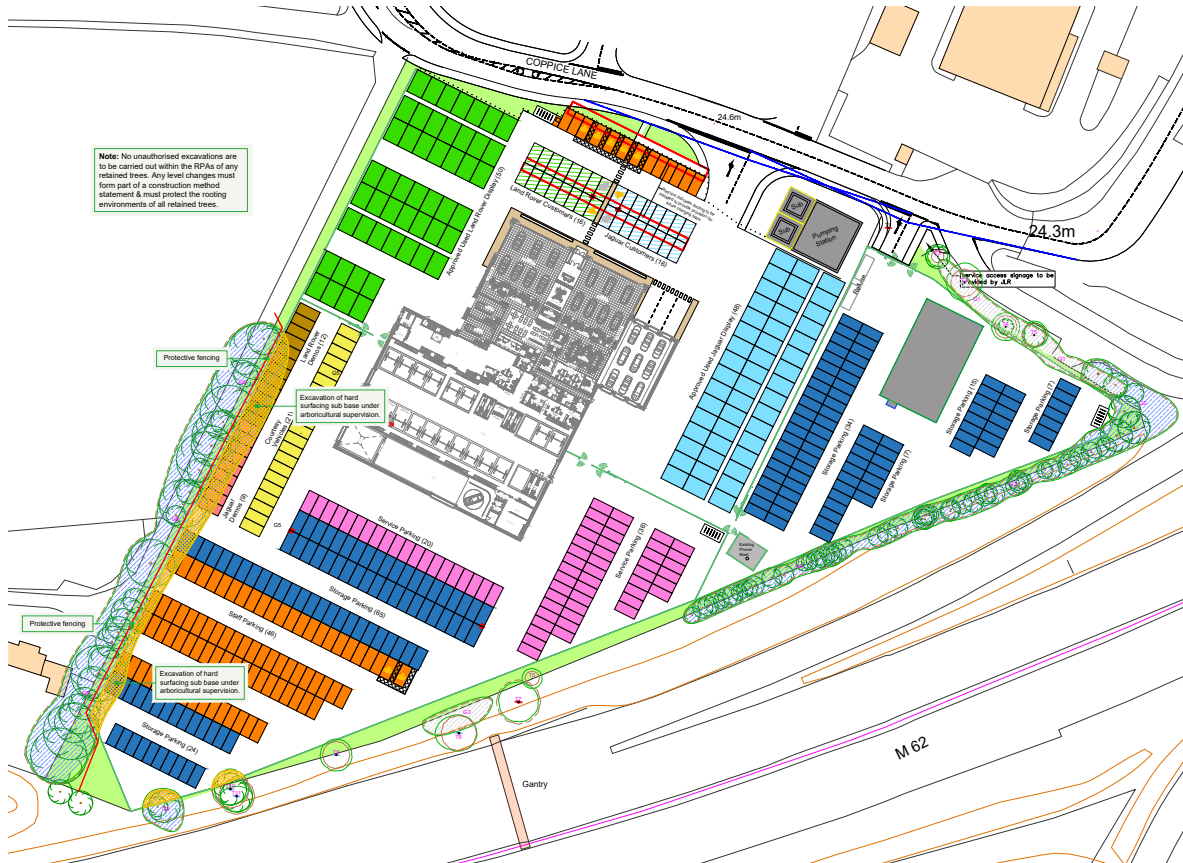
The South of the site is bordered by the M62 with countryside beyond. There is existing vegetation along this boundary that will be retained as the site is developed.

East:

The East of the Site is directly bordered by the M57 with countryside and the former Cronton colliery site.

West:

There is an area of undeveloped land to the West of the site offering a buffer to the residential district of Tarbuck. Noise and HGV tracking studies were previously produced to review the risk of disturbance to these properties and no noise mitigation measures were required.



2.4 PLANNING HISTORY

In 2017 the site received outline planning approval (Knowsley MBC ref. 17/00301/HYB) granting permission for B1/B2 employment use.

A subsequent application was submitted in 2019 (Knowsley MBC ref. 19/00481/FUL) where it was deemed that the Sui Generis nature of the proposed site which includes New car retail, B1 office accomodation and and B2 light industrial facilities would be supported by the local authority.

The development of the site has been delayed by Covid-19 and was subsequently post-poned as Jaguar Land Rover developed a new corporate identity. As such the approval in 2019 has expired. Following discussions with Knowsley Local Authority in late 2023/early 2024 the principals of the development are still supported by the local authority.

Following review of the previously completed reports for 19/00481/FUL it was noted the principals of the Health Impact Assessment, Social Value report and Noise Assessment remain unchanged albeit staffing numbers at the proposed site have reduced slightly. The principles and approach proposed in the social value report will be adopted.

An updated transport assessment, Flood Risk Assessment Ecological Report (and associated Biodiversity net gain calculation) and air quality assessment have been commissioned to address the recent changes in planning regulation.



3.0 DESIGN INFLUENCE

3.1 Corporate Design

Taylor Design Architects Ltd is a practice specialising in motor trade design. The practice has worked with Jaguar Land Rover on numerous development projects. Taylor Design propose bespoke solutions for each site, which address the needs of the retailer, local area while ensuring that the architecture represents the JLR brand.

In Spring 2024 Jaguar Land Rover released a new concept for their retail sites. The new retail identity retains many of the original elements from the ARCH concept that formed the basis of the planning application in 2019 including building materials and basic layout principals. The new brand guidelines have been developed with client experience and sustainability as key factors to address.



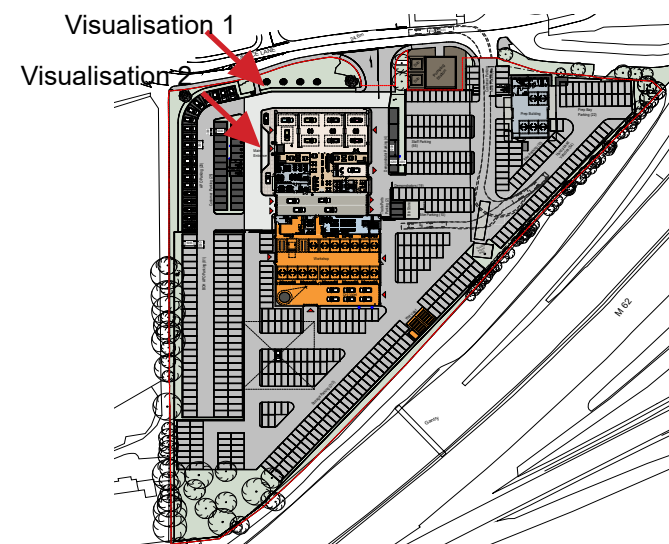


4.0 PROPOSED SCHEME

4.1 Visualisations

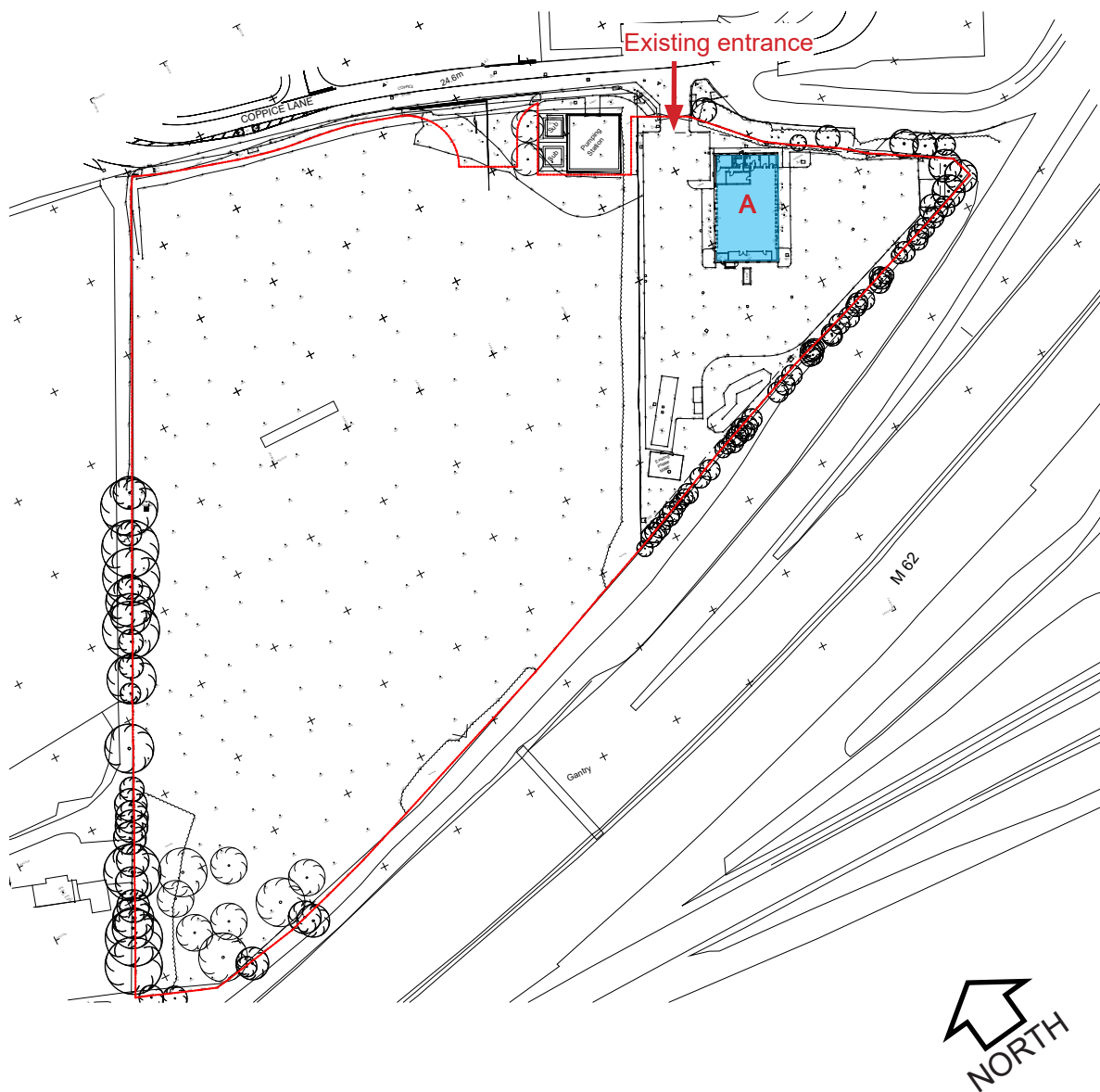
These images have been generated to illustrate the approach to the site from Coppice Lane and the approach that customers will experience entering the showroom.

The front of the site will be planted in-line with guidance principles set-out by JLR.



Visualisation 1

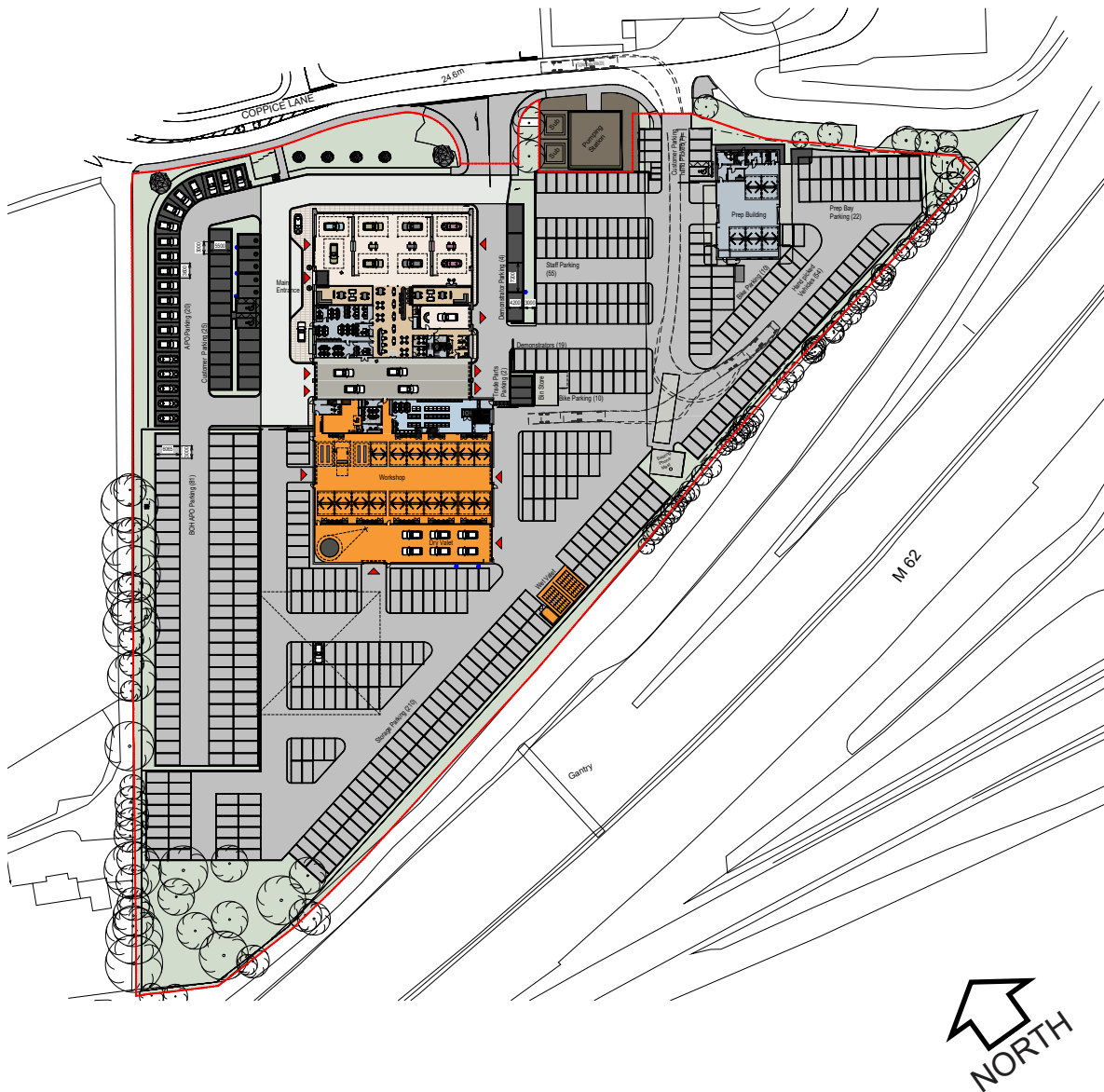
Visualisation 2



4.2 Site Layout (Existing)

The bellmouth for the main Jaguar Land Rover site has been partially developed in-line with the outline planning application and has been surveyed to ensure the new site proposals will operate effectively without the requirement for further interruption on Coppice Lane. There is an existing access that remains to the previous DAF site that will be maintained and is suitable for HGV service vehicles/loading.

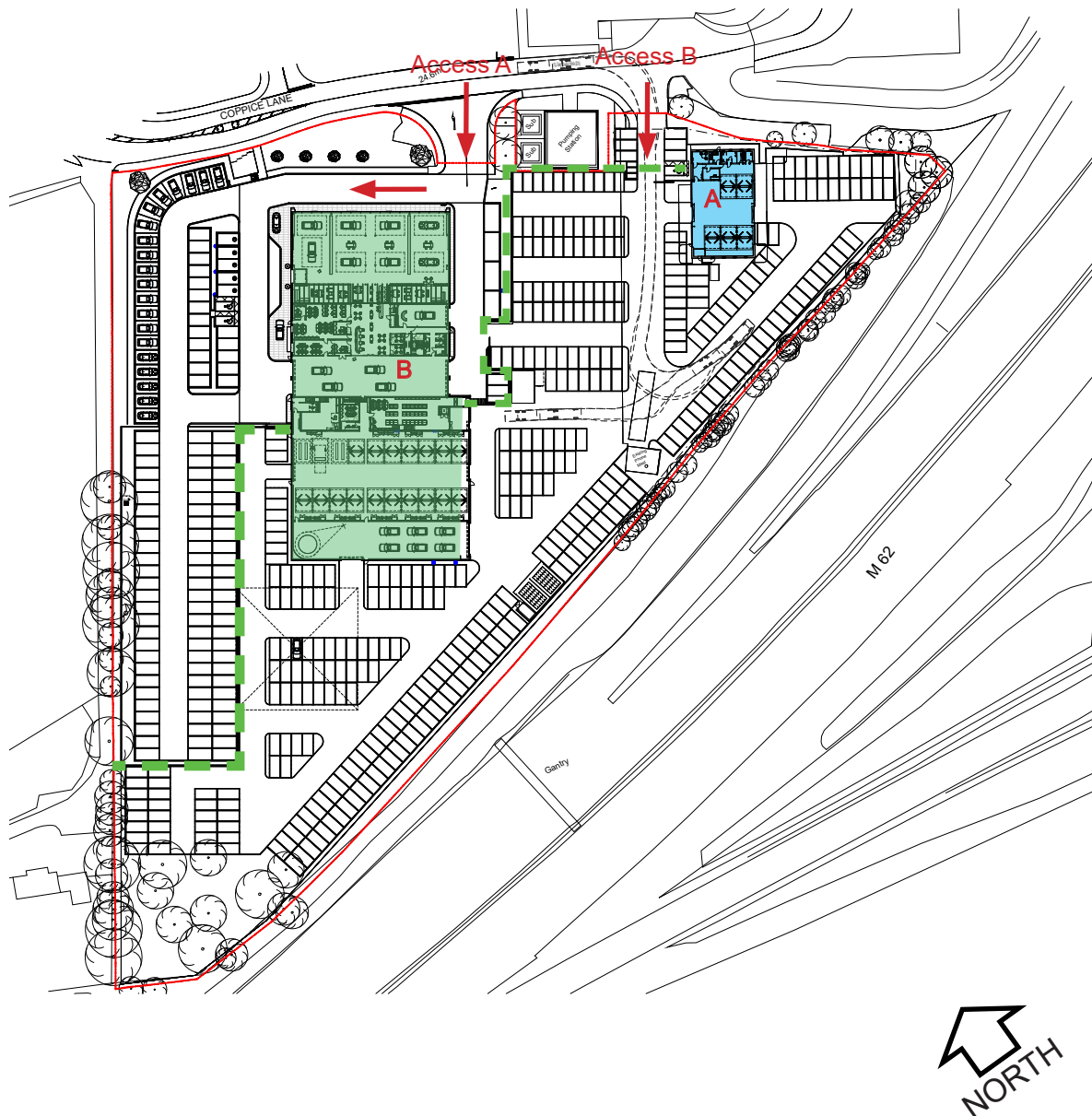
The general site has a gentle gradient from North - South. Aside for the former DAF building (Building A) the site is soft landscaping and has been left undeveloped for over 7 years. There are a number of self-seeded plants but generally there is little ecological value.



4.3 Site Strategy(Proposed Hard Landscaping Strategy)

The proposed site layout has been developed with consideration of the existing ecology on site and flood risk requirements. Jaguar Land Rover have incorporated areas of block paving and landscaping within their front of house design requirements. These will be considered for use in conjunction with a SuDs drainage strategy which has been developed with Ridge Consulting.

The option for permeable tarmac is also being explored where HGV movements do not dictate a densely compacted sub-base. Existing hard-surfacing will be maintained where feasible within the DAF site limiting the strip up of materials with high embodied carbon footprint.



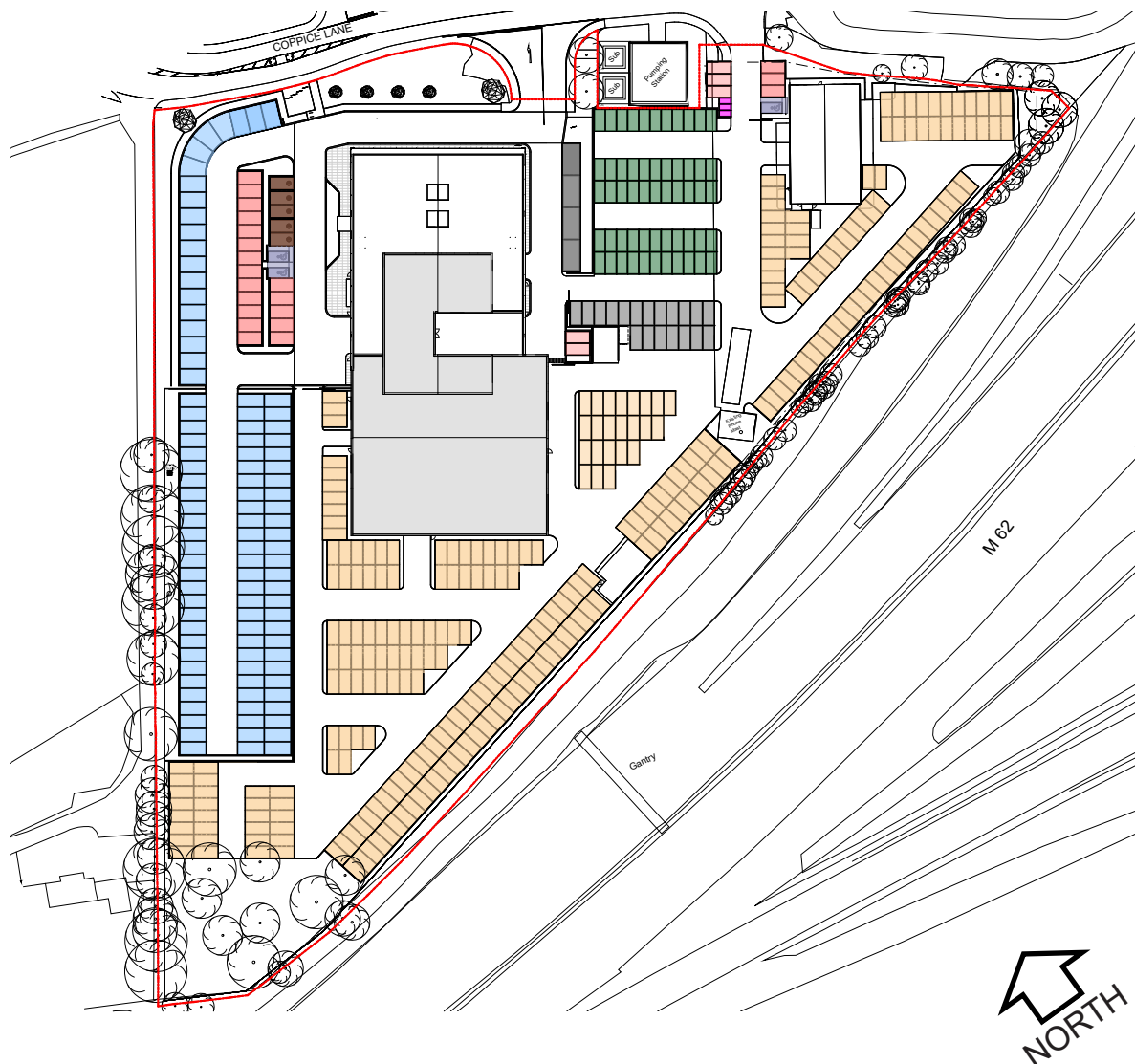
4.4 Site Access / Separation

As part of the design process the intention has been to exploit the two site entrance points. Access A has been designed to offer customers a welcoming and easy point of entry which will be flanked with landscaping. Customers will be directed across the front of the showroom to customer parking area within a curated display. Customers will have the option to park or utilise the 'Presentation Hall' to drop their vehicle off for service within a covered and heated environment. This space will also be utilised for vehicle collection at the end of the day.

The existing DAF building access (access B) will be retained and a design strategy has been employed to allow all vehicle transporter and refuse vehicle manoeuvres to be carried out within the site boundary. By utilising the secondary entrance the interaction of the general public with the larger vehicles is limited to the six handpaicked vehicle parking bays. This will mean that trained staff from the site are the people that have the main interaction with these vehicles offering H&S benefits.

The site will use 2.4m high hit and miss fencing timber fencing to separate the front of house/customer facing spaces from the back of house/operational elements of the site. This is illustrated by the green dashed line on the adjacent plan.





4.5 Site Strategy(Proposed Parking Strategy)

The site has 4 distinct parking types and locations:

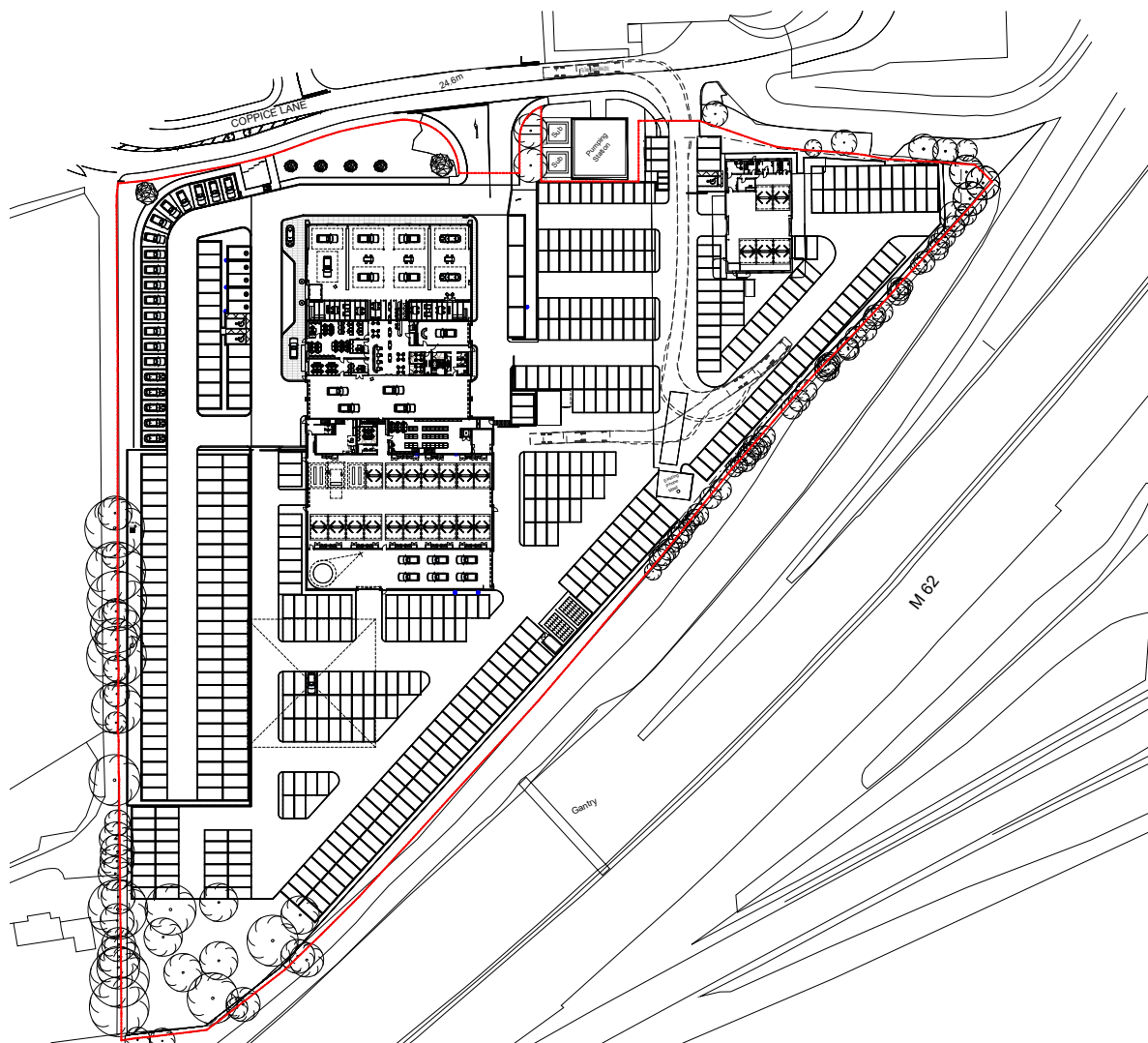
Customer Parking (pink)- Has been located in close proximity to the building entrances, with electric vehicle charging and accessible parking spaces in-line with local authority guidelines.

Approved Pre-Owned display (Blue)- These are used display vehicles. These are in a location that easily accessed by customers. The parking bay size and landscaping around the display has been organised to enhance the customers experience.

Staff Parking - Is located in a central location within the site boundary to allow staff to access either building easily.

BOH Parking - This is Back of House Storage Parking. These spaces will be used to store work-in-progress service vehicles and new cars prior to delivery to customers. These are located at the rear of the site within a secure fenced compound.

Parking Schedule	
Parking Type	Total
APO Parking	81
APO Parking - Curated	20
BOH Parking	210
BOH Parking - Hand Picked Vehicles	54
BOH Parking - Prep Bays	22
Customer Parking	18
Customer Parking - Charging	5
Customer Parking - Hand Picked	6
Customer Parking - Trade Parts	2
Demonstrator - BOH Parking	19
Demonstrator Parking	5
Disabled	3
Motorbike Parking	3
Staff Parking	55
	503



4.6 Floor Areas

All figures are gross internal areas in square meters.

Existing:

Existing Ground Floor area (Building A)	388.1m ²
Existing First Floor area (Building A)	74m ²
Total Existing Area	462.1m ²

Proposed:

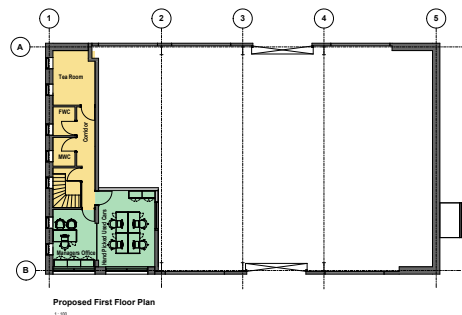
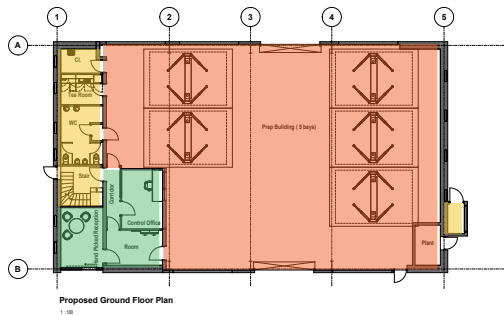
Ground Floor area (Building A)	388.1m ²
First Floor area (Building A)	62.2m ²
Ground Floor Area (Building B)	3373m ²
First Floor area (Building B)	679.5m ²
Wash Bay area	82m ²
Total Proposed Area	4,584.8m ²

Site Area (red line)	24,527m ²
----------------------	----------------------



4.6 Floor Areas (Building A proposed)

All figures are gross internal areas in square meters.



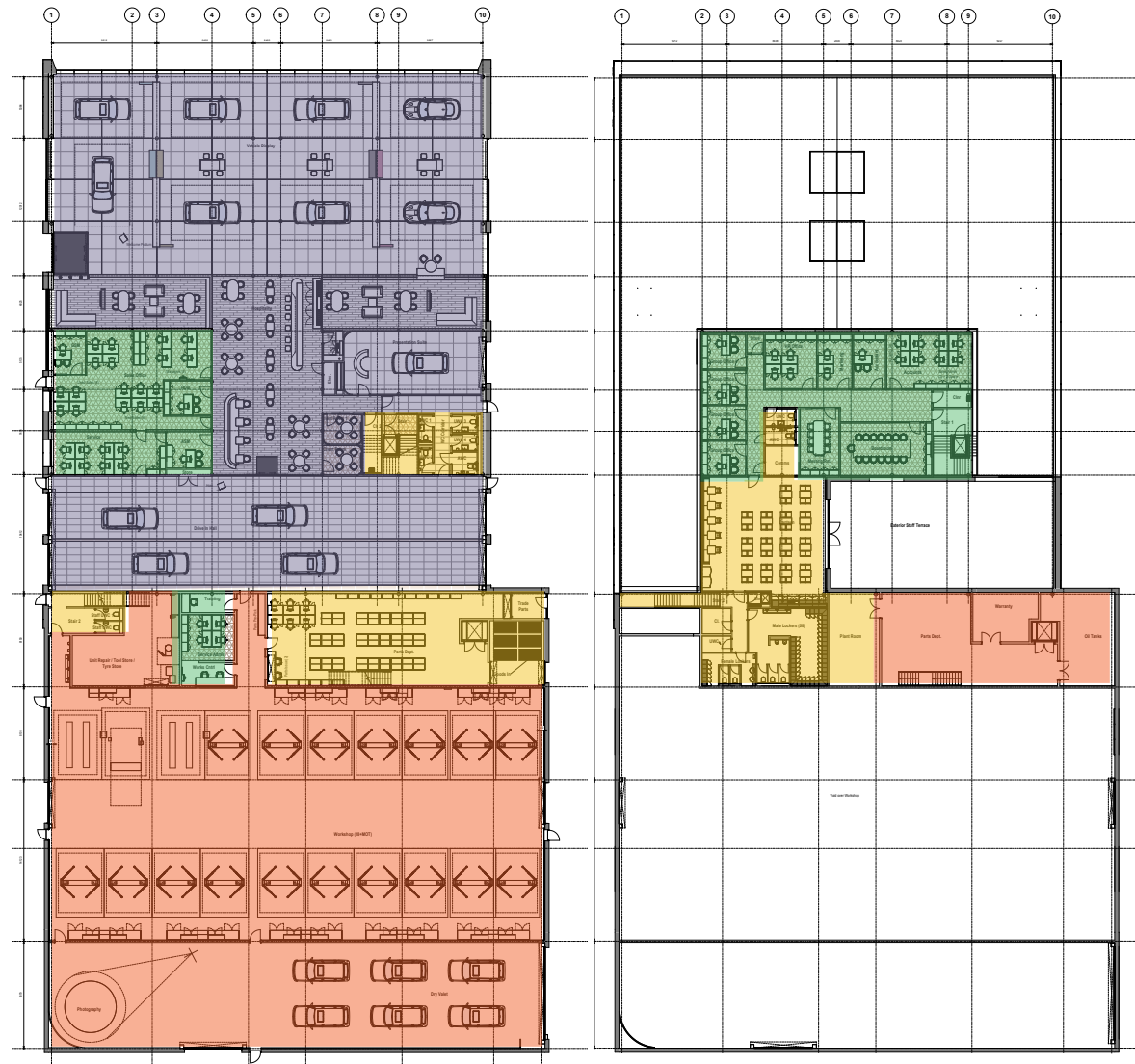
Building A Ground & First Floor Plan - Proposed

Total Ground Floor area	388.1m ²
Total First Floor area	148m ²
Total Area	1804m ²

Internal areas		
	Workshop	316m ²
	Ancillary	62.4m ²
	Offices	71.2m ²

4.6 Floor Areas (Building B proposed)

All figures are gross internal areas in square meters.



Total Ground Floor area	3373m ²
Total First Floor area	679.5m ²
Total Area	4052.5m ²

Internal areas

	Workshop and Valet	1682.6m ²
	Showroom	1475.1m ²
	Ancillary	678.8m ²
	Offices	216m ²

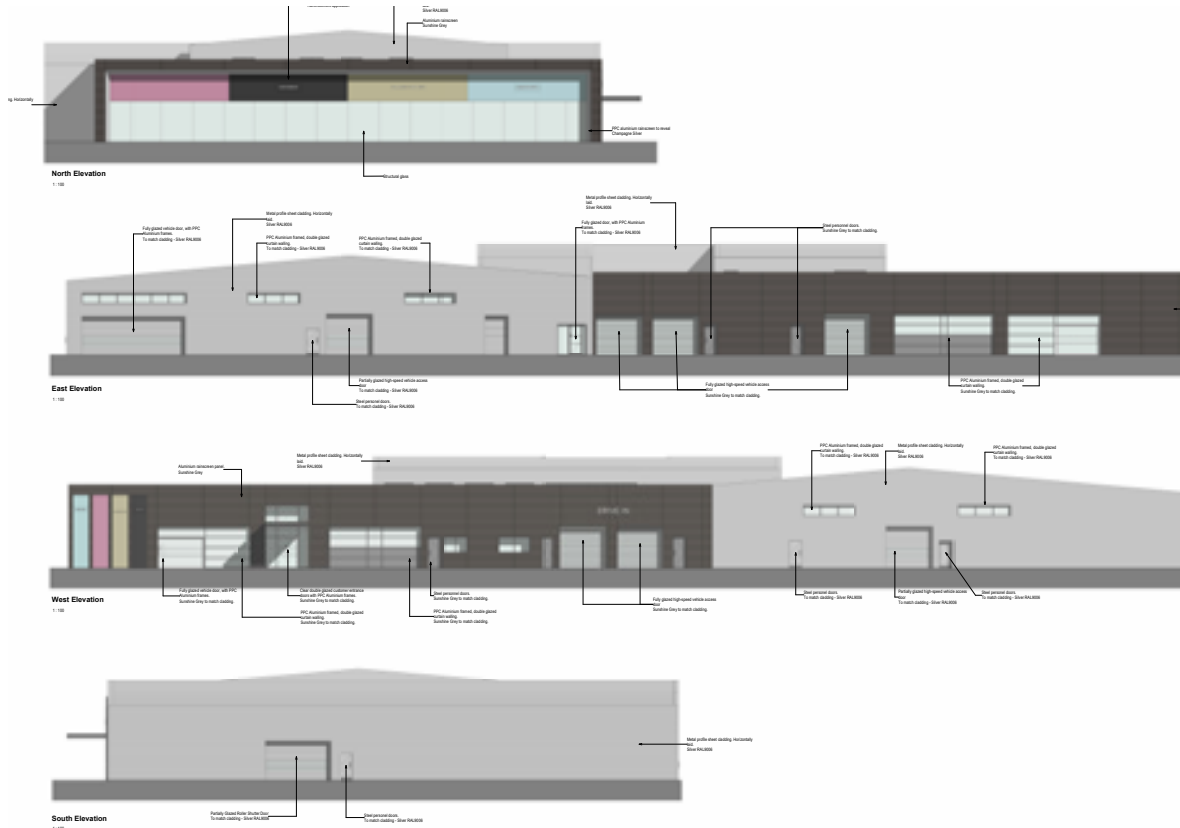
Building B Ground Floor Plan - Proposed

Building B First Floor Plan - Proposed

4.7 Elevations (Building B proposed)

In early 2024 JLR introduced a new variant of their corporate identity. This is a development on from the ARCH scheme previously proposed on site. As part of the new identity JLR have retained the 800mm panels and silver chamfer profiles previously discussed in the previous application. The new deployment of these materials has actually reduced the height of the building at the perimeter of the showroom as the first floor has now become a mezzanine scenario that steps back from the main facade.

The back of house workshop is still clad with trapezoidal silver cladding but this has been adapted to introduce high level windows to improve staff experience with increased natural light entering the building through high level glazing.

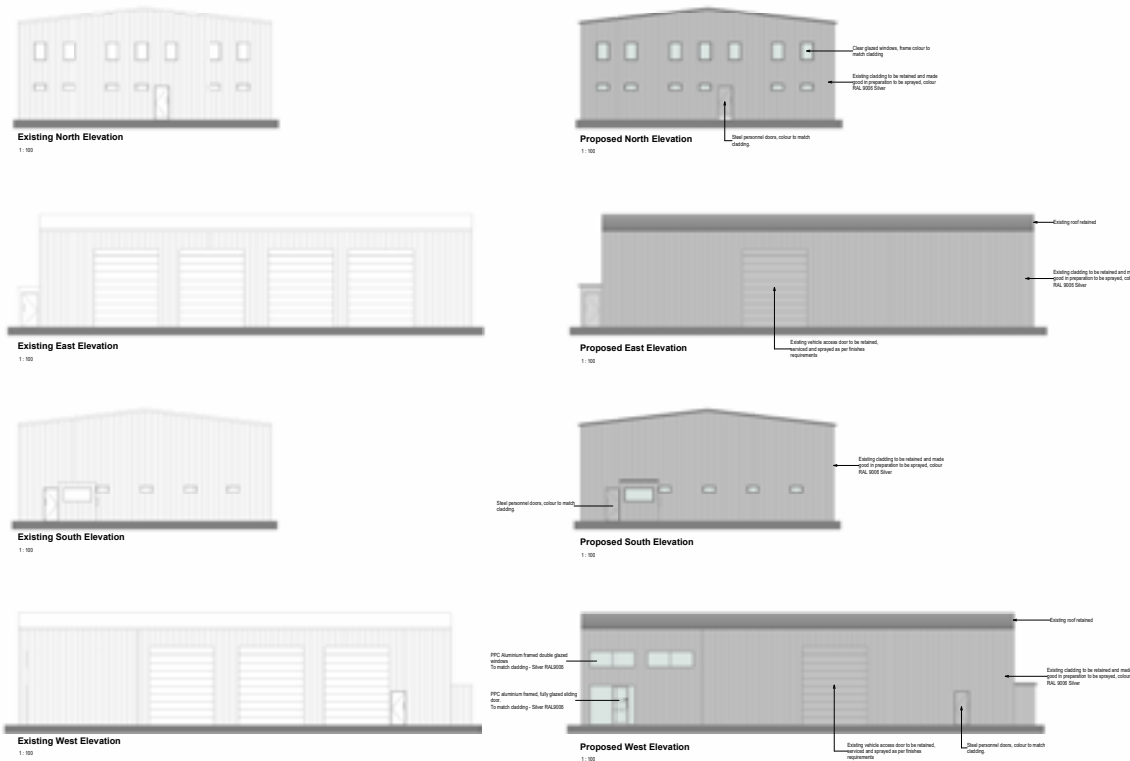


4.7 Elevations (Building A)

The existing building on site has previously operated as a vehicle workshop facility and while showing signs of age is still in good operational condition.

On this basis it is intended that the building will be refurbished and refitted as additional workshop to supplement the main workshop building. A new curtain wall element with automated doors will be introduced to offer a small second hand vehicles sales facility.

The existing cladding will all be stripped back and sprayed to ensure that the building offers a high quality appearance adjacent to the other Beacon 62 developments.





4.8 Materials (Building)

The following should be read in conjunction with TDA drawings 6329_301_Proposed GA Elevations and 6329_300_Prep Building Elevations. The photos/CGI's on the left-hand side show examples of the Corporate Identity Proposals and previous projects.

Image 1:

Sunshine Grey metallic cladding panels with Champagne Silver metallic chamfer reveals and frameless planar glazing to main showroom, with Land Rover corporate signage

Image 2:

Sunshine Grey metallic cladding panels with Champagne Silver metallic chamfer reveals, frameless planar glazing and framed vehicle access door to main showroom



Image 3:

Silver grey metallic horizontal trapezoidal cladding

Image 1

Image 2

Image 3



4.9 Materials (Site)

The following should be read in conjunction with TDA drawing 6329_101_Proposed GA Site Plan.

Image 1:

Porcelain tiles will be used around the perimeter of the showroom to offer a continuation of the internal finishes.

Image 2:

The main arrival drive and access to the drive-in service reception will be block pavers to offer a high quality 'luxury' experience for customers.

Image 3:

Tarmac with white-lining. Will be used to all back of house parking areas.

Image 4:

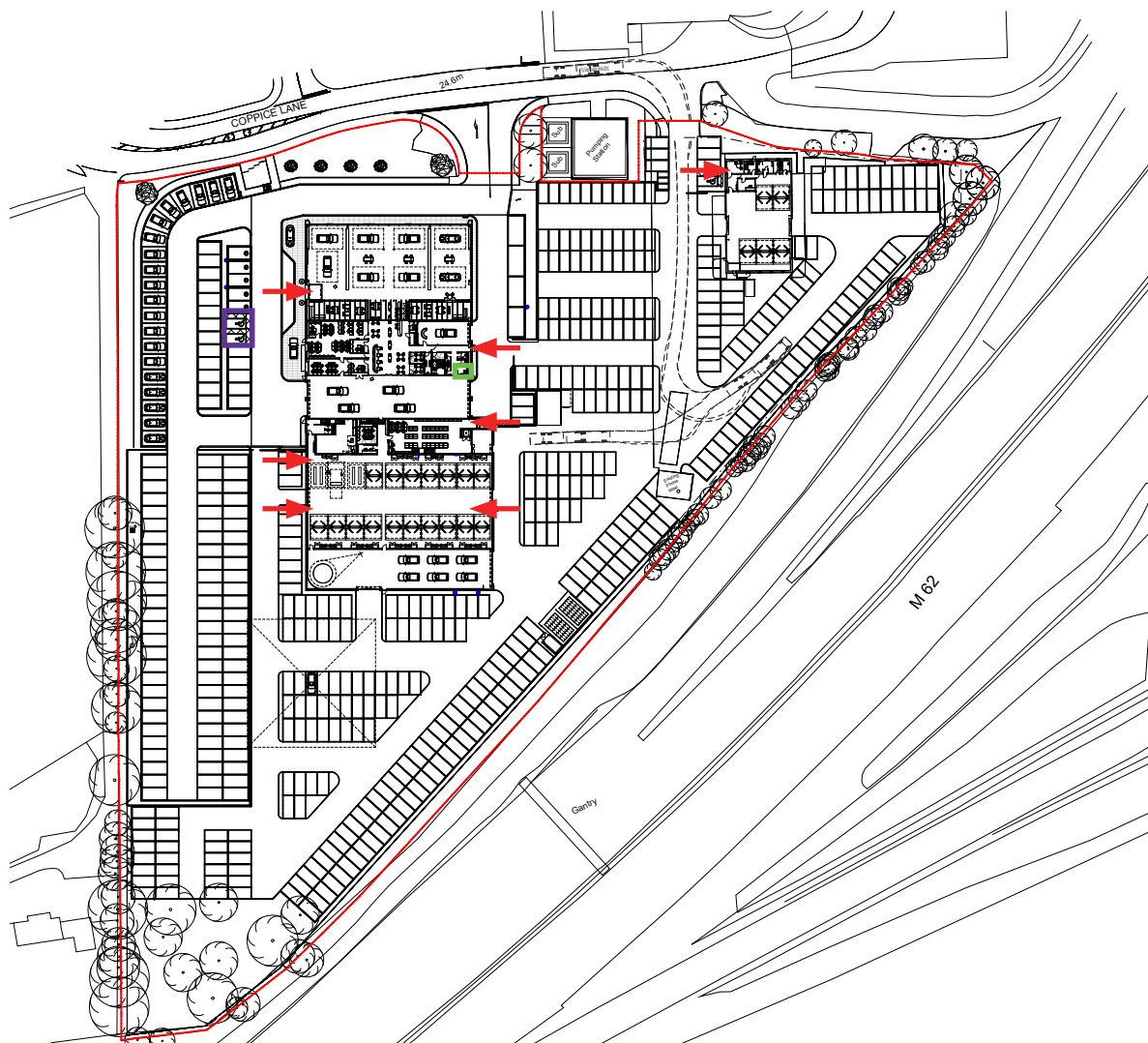
100 x 200mm mid grey block pavers will be installed to customer parking and display areas.

Image 1

Image 2

Image 3

Image 4



→ Level access to building

□ Accessible parking

□ Accessible WC



5.0 ACCESSIBILITY

The buildings 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 (2020) of the Building Regulations

BS8300:2009 'Design of buildings and their approaches to meet the needs of disabled people

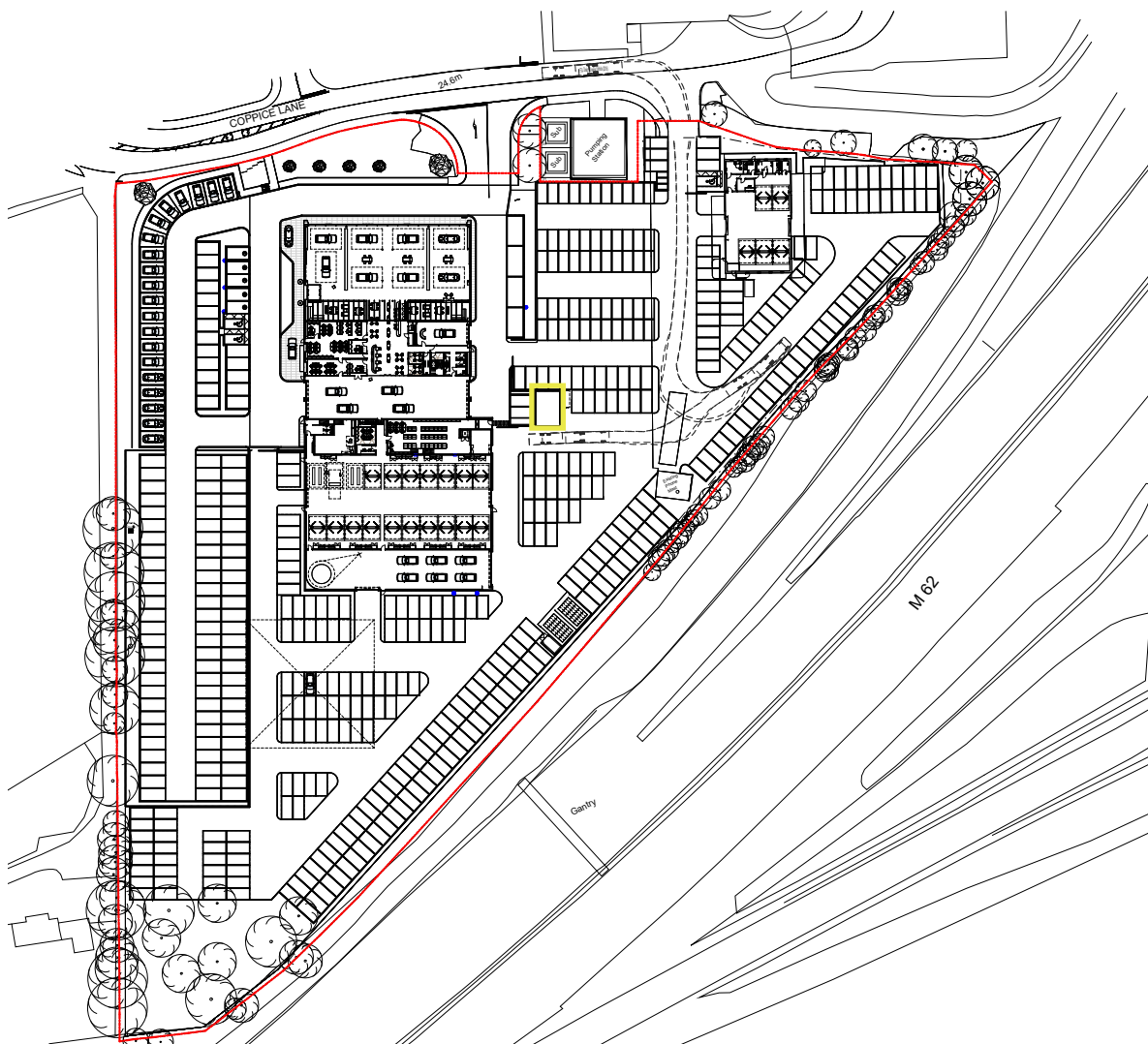
Equality Act 2010

'Design for Accessibility' (2004) Centre for Accessible Environment & RIBA Enterprises

5.3 BUILDING ACCESS

The new building(A) has been designed to offer level access for customers and staff. Accessible parking and WC facilities have been provided to allow for inclusivity. Internally there will be a lift for staff access to first floor offices. Part of the new JLR CI has introduced a raised stage area for customer waiting. An accessible area has been designed into offer inclusivity for all.

The existing workshop building (B) will be retained largely in its current format. As part of the works, level access will be introduced for customers.



6.0 SERVICING AND DELIVERY PLAN

6.1 Waste Management

Hatfields currently operate a policy aimed at ensuring waste is stored, handled, recycled or disposed of safely and legally.

The waste output of the dealership is well understood through years of experience running motor dealerships and knowledge based on experience has allowed the current waste management policy to develop and operate to the management team's satisfaction.

Hatfields dispose of their waste through a registered commercial waste disposal agency. Waste collection bins and skips are provided by this company and are currently seen as suitable for current needs.

There is a waste storage areaa proposed and this has been sized to provide suitable facilities for the dealership. This is located between both buildings proposed on the site and has been designed to offer a suitable location where refuse vehicles can turn within the site boundary.

Extra or additional collection dates would allow for clearance of the storage area where necessary.

Hatfields actively encourage their staff to recycle waste. Internal storage areas for paper and printer cartridges are provided, enabling occupants to segregate waste prior to transferring to external bins.

 Waste and recycling storage





7.0 CONCLUSION

These proposals are the result of careful consideration of the dealership business and its needs.

We believe that this statement demonstrates that the proposed development adheres to the principles of good design and will sustain a business with a strong local presence