
Design and Access Statement

Full Planning Application for Marketing Suite for Westpond Barry
Regeneration scheme.

Persimmon Homes East Wales, Barratt Homes Wales and Taylor Wimpey

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1.0 Introduction

- **Introduction**

This Design and Access Statement supports a planning application for the siting of three sales suites and associated advertisements banners on land at Barry Waterfront.

- **Description of the proposal**

The proposal is to site three mobile marketing suites on a small parcel of land that forms part of the Barry Waterfront Redevelopment. The marketing suites will be used to market the nearby Persimmon Homes, Barrett Homes and Taylor Wimpey residential developments on the first phase of the development at Westpond.

The mobile units are required to commence marketing of the site and allowing customers to view the development and secure sales of the first output of dwellings.

- **Purpose of this Design and Access Statement**

The purpose of the DAS is to provide a clear and logical explanation of the various facets of design and access in relation to the proposed development. The DAS also acts as a method of demonstrating the details of the planning application in a way that can be read both by the professional and the public. The DAS will cover issues of character, community safety, access, movement and sustainability.

2.0 Character and Site Analysis

■ Site Analysis

The Barry Waterfront site is located to the south-west of Barry town centre and is strategically positioned between the town centre, Barry Island and the Old Harbour. The site area within the red line is approximately 43 hectares. The site is bordered by the Cardiff-Barry Island railway line and a mix of residential, commercial and industrial property.

The application site is derelict land with two vacant buildings in the southern part of the site where remnants of the former tank farm and dock related activities are also visible.

Adjacent to the application area is the existing waterfront development comprises some 690 residential units together with a retail area incorporating a Morrisons food store and non-food retail units as well as a medical centre. To the north of the application site, is the Innovation Quarter which comprises a range of office and business starter units.



2.0 Character and Site Analysis Cont

- **Sales Suite Location**

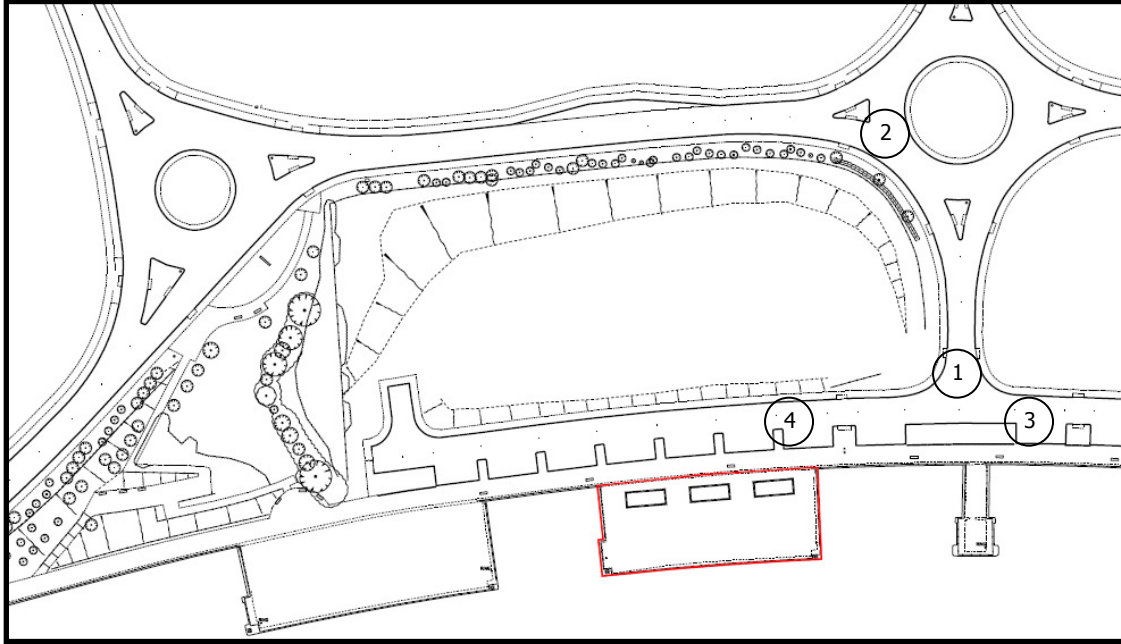
The application site is currently a brownfield parcel North-east of the redevelopment project site.

The site is bounded by Y Rhodfa Road to the North and the docks to the South and is accessed of Y Rhodfa road.

The site is flat and is currently overgrown scrubland boardwalk.



3.0 Site Photos



4.0 Proposal

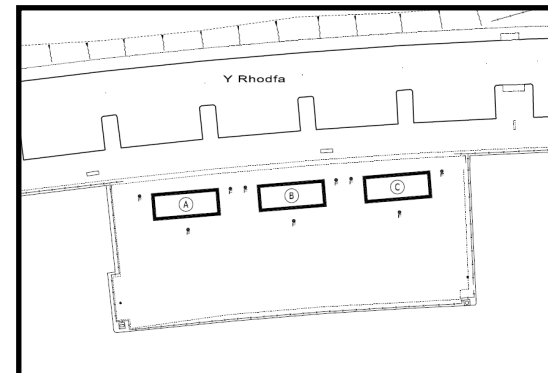
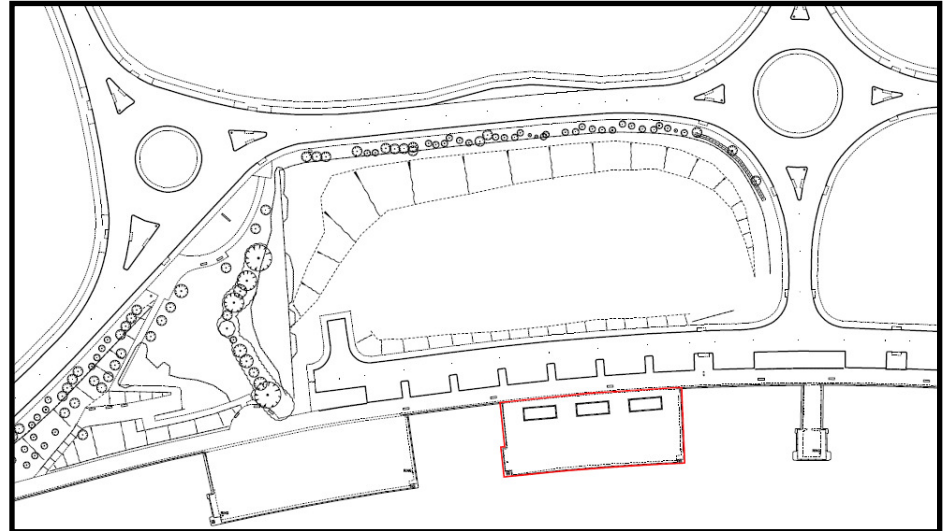
- **Sales Suites**

Currently the site is unused scrubland. Pedestrian and vehicular access is via Y Rhodfa Road.

The marketing suite will be located at the southern edge of the existing car park. The suite will measure a maximum of 32 feet wide by 12 feet deep. The submitted information illustrates that the unit will have areas dedicated to sales and staff convenience. The suite will be finished in a cream/white textured finish with large glazed units to the front opening onto the car park.

The marketing suite will be open 7 days a week between the hours of 9am and 5:30pm. There will be sales employees present on site.

There will be non illuminated signage sited at the fascia level of the unit.



5.0 Objectives of good design

- **Proposed Access**

The A4055 Cardiff Road lies just to the east of the site, providing local access into the centre of Barry and the wider area, with the A4231 route further east providing the strategic route. The A231 is a major road into Culverhouse Cross that allows access into Cardiff or even onto the M4. Accordingly, the site is well accessed via public transport.

Both Fford Y Mileniwm and Y Rhodfa have footways on both side of the carriageway, allowing access from the site to a range of local destinations.

The marketing suite itself will be sited on flat ground ensuring access for all. A small ramp is available at the door for wheel chair users.

- **Community Safety**

It is considered that well presented sales area for a temporary period of time will not prejudice community safety.

- **Environmental Sustainability**

The proposed development is located in a sustainable location with excellent access to existing facilities and services. Barry and the remainder of the County are accessed via Cardiff Road and Fford Y Miliniwm and the A4231 highways. There are many opportunities for prospective buyers to travel to the site via public transport.

- **Movement**

The marketing suite itself will be sited on flat ground ensuring access for all. A small ramp is available at the door for wheel chair users. The internal layout of the development has been designed so that users with disabilities will have free movement.

- An appropriate number of car parking spaces will be provided given the level of staff and the infrequent nature of customers. The car parking area is off the public highway allowing safe access to the site by customers and staff.
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6.0 Conclusion

- This DAS accompanies a planning application for the temporary siting of three sales suites. The suites will be used in connection with the adjacent residential development at the Westpond, Barry scheme.

The proposals described in this DAS demonstrate an understanding of the qualities of the locality and an appreciation of its context. It is not considered that the proposal will prejudice the character and appearance of the area.
