

Extension of 39 Southampton Road, Ringwood **Body Consultancy**

Design and Access statement



Project location: 39 Southampton Road, Ringwood
Applicant: Body Consultancy
Date: Dec 2023
Revision: P01

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Executive Summary

This Design and Access Statement (DAS) has been prepared by Rose Architectural Studio on behalf of The Body Consultancy to accompany the submission of a full planning application for:

Fit out of 41 Southampton Road to extend the Body consultancy business (39 Southampton road), including alterations to the frontage and new shopfront signage

at

39/41 Southampton Road, Ringwood, BH24 1HE

This document aims to illustrate the process that has led to the proposed development and explain the scheme in a structured way addressing the following key criteria:

- To provide a detailed site analysis
- To demonstrate the constraints and opportunities
- To take account of the site surroundings
- To discuss the relevant planning policy
- To explain our response to the site and design development

Site Analysis

The application site is located at 39/41 Southampton Road, Ringwood, BH24 1HE

Ringwood is a historic market town lying on the western fringes of the New Forest National Park, crossed from East to West by the A31. Ringwood is well connected by road to a number of cities and towns including Southampton and Bournemouth. Ringwood provides a range of facilities and services that serve the day to day needs of people living in Ringwood and the surrounding area.

The site is located within the town centre and surrounded by the high street to the south west, other similar smaller shops and commercial buildings along Southampton Road, and some residential areas. The application site is within the Ringwood conservation area.

The site has good transport links and is in close proximity to car parks, and has on street parking within Southampton Road.

Both properties, 39 and 41 have access from the street via the shopfronts, and have rear access via rear external steps.

The Clinic is on a corner plot on view from Mansfield Road and from the high street.

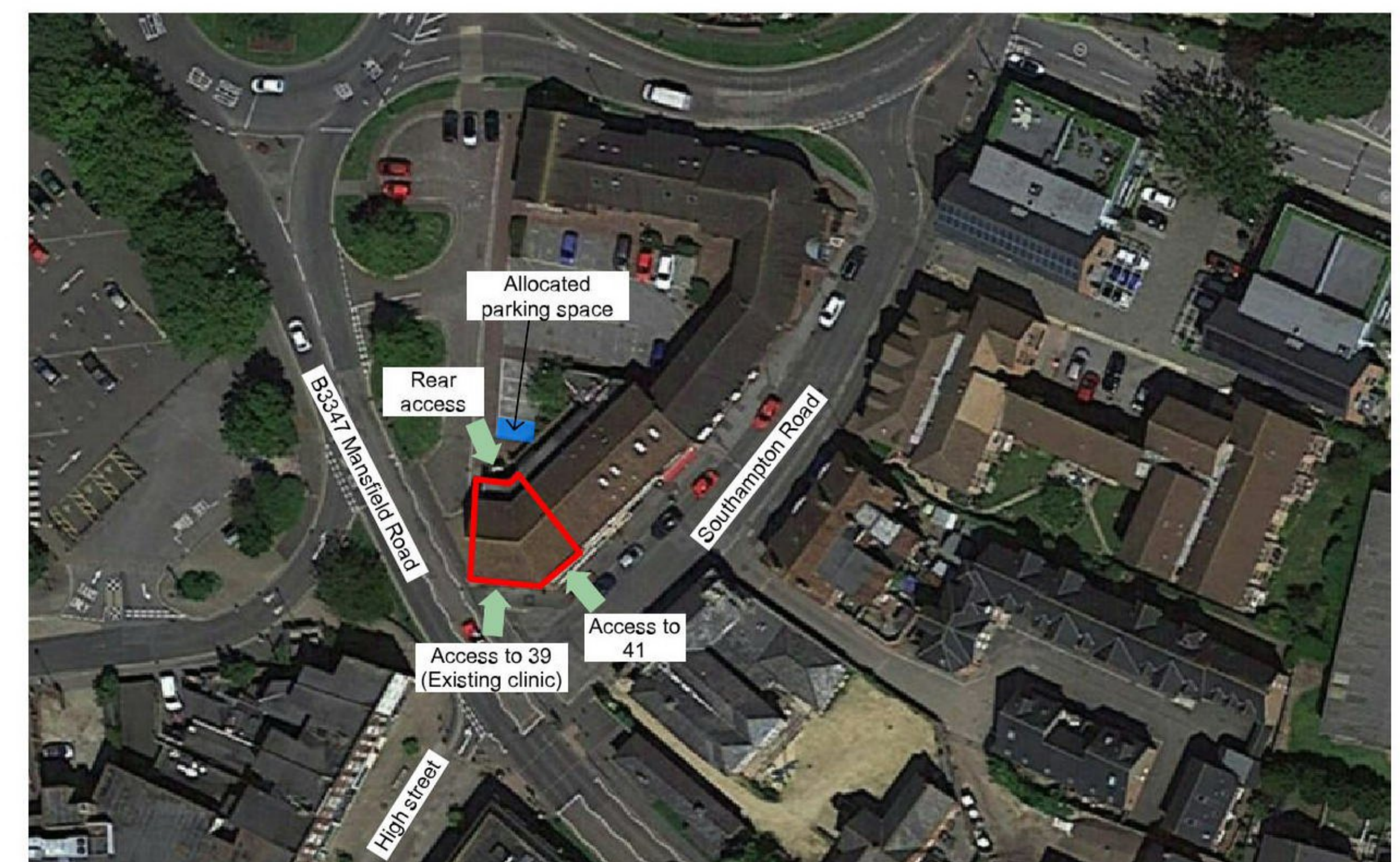
No 39 Southampton Road (Body Consultancy) had extensive refurbishment works carried out to form the clinic including improvement work to the facade to include modern shopfront with vertical cladding and new shopfront signage



Location Plan



Ringwood conservation area

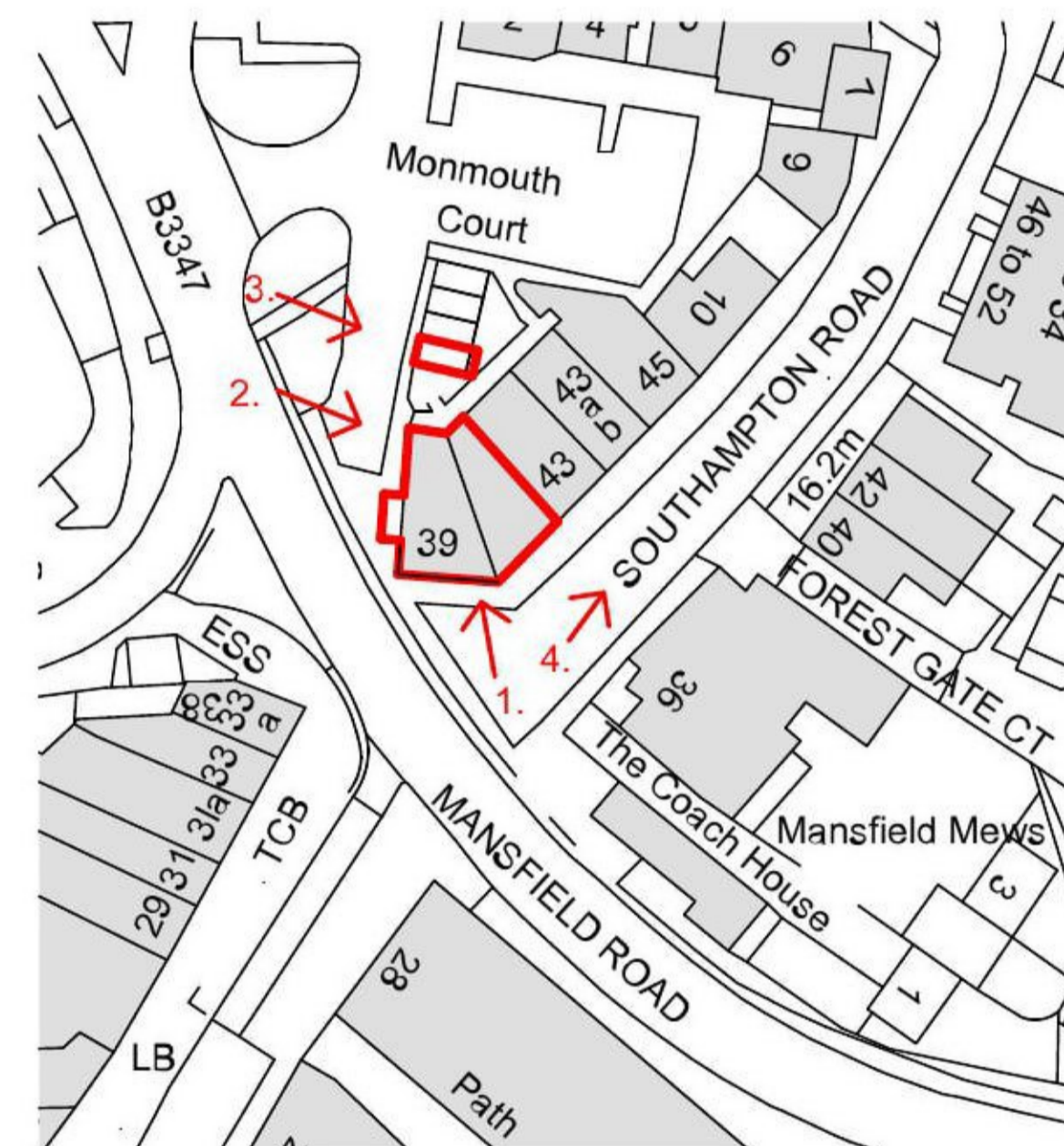


Site Plan

Existing Site Photos



1. View of existing Body Consultancy business (no. 39)



3. View of existing parking to rear of Body Consultancy



2. View of side facade of existing Body Consultancy business (no. 39)



4. View of Southampton Road

Planning History - 39 Southampton Road

Shopfront alterations
 39 SOUTHAMPTON ROAD, RINGWOOD BH24 1HE
 Ref. No: 18/11034 | Validated: Tue 14 Aug 2018 | Status: Decided

Display 2 illuminated wall-mounted signs; 2 fascia signs; 1 vinyl sign (Application for Advertise...
 39 SOUTHAMPTON ROAD, RINGWOOD BH24 1HE
 Ref. No: 18/11035 | Validated: Tue 14 Aug 2018 | Status: Decided

Use of ground floor as chiropractic clinic (Use Class D1); replace fenestration and doors, shopfr...
 39 SOUTHAMPTON ROAD, RINGWOOD BH24 1HE
 Ref. No: 14/10274 | Validated: Thu 27 Feb 2014 | Status: Decided

Display illuminated fascia sign; illuminated projecting sign; illuminated sign on side elevation ...
 39 SOUTHAMPTON ROAD, RINGWOOD BH24 1HE
 Ref. No: 14/10275 | Validated: Thu 27 Feb 2014 | Status: Decided

Alterations.
 39 Southampton Road, Ringwood
 Ref. No: 74/NFDC/00169 | Validated: Mon 20 May 1974 | Status: Decided

Change of use of first floor to office accommodation.
 39 Southampton Road, Ringwood (Conservation Area)
 Ref. No: 86/NFDC/33622 | Validated: Tue 10 Feb 1987 | Status: Decided

Display illuminated fascia & projecting hanging signs
 39 Southampton Road, Ringwood (Conservation Area)
 Ref. No: 95/NFDC/56551/ADV | Validated: Thu 25 May 1995 | Status: Decided

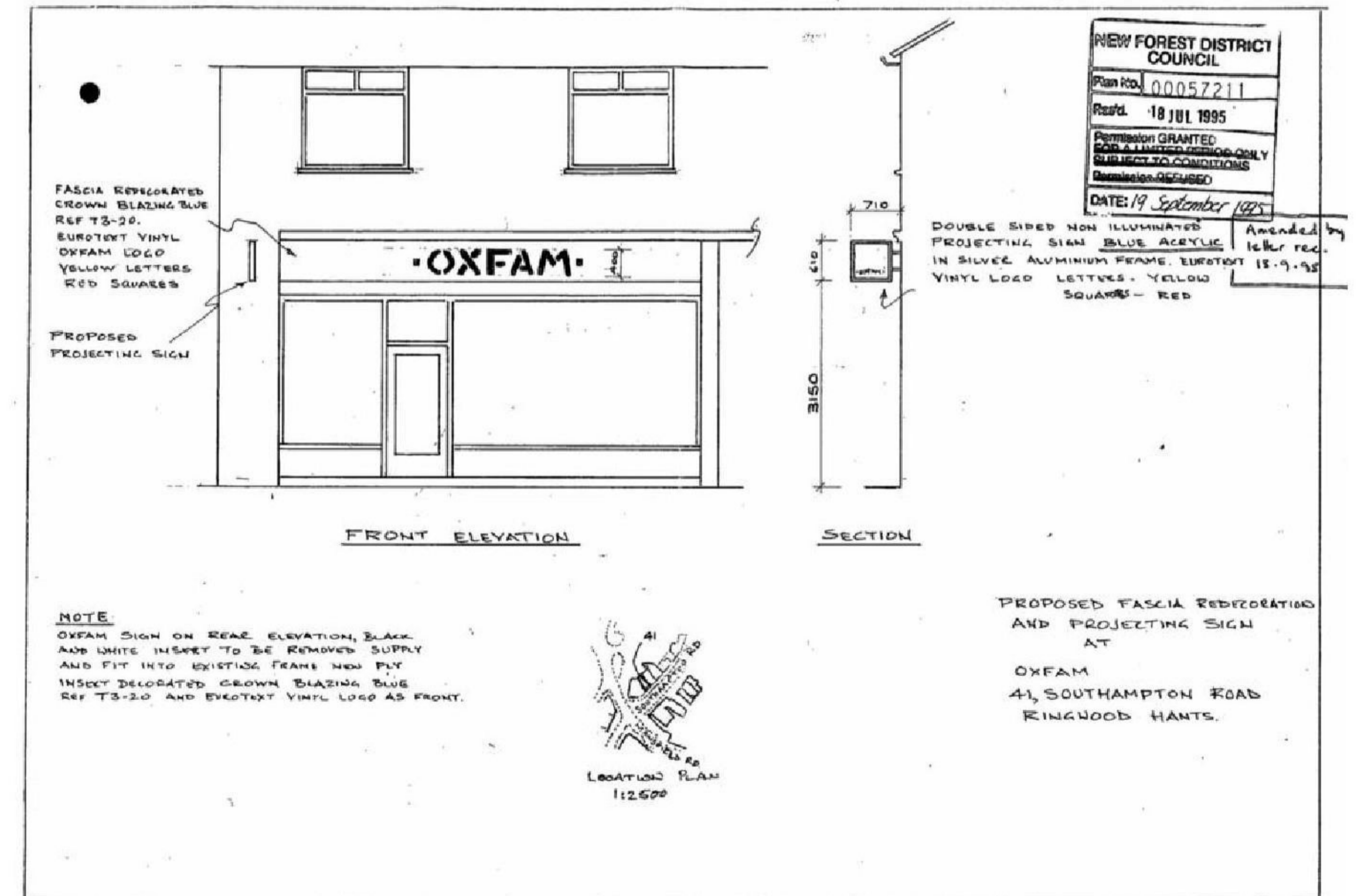
Display illuminated fascia and projecting hanging signs
 39 Southampton Road, Ringwood (Conservation Area)
 Ref. No: 95/NFDC/57083/ADV | Validated: Mon 14 Aug 1995 | Status: Decided

Use of first floor as chiropractic health centre
 39a Southampton Road, Ringwood, (Conservation Area)
 Ref. No: 97/NFDC/61982 | Validated: Fri 29 Aug 1997 | Status: Decided

Canopy/awning over entrance (retrospective)
 39a Southampton Road, Ringwood (Conservation Area)
 Ref. No: 98/NFDC/64660 | Validated: Thu 01 Oct 1998 | Status: Decided

Planning History - 41 Southampton Road

Display non-illuminated signs
 41 Southampton Road, Ringwood (Conservation Area)
 Ref. No: 95/NFDC/57211/ADV | Validated: Tue 19 Sep 1995 | Status: Decided



Planning Policy

Shopfronts

Shopfronts play an important part in the scale and character of our shopping areas, many of which have historic origins. The quality of the environment in these intensively used locations needs to be protected from harmful change.

The local authority has specific policies which relate to shopfronts, commercial premises and advertising

One of the three principal aims of the New forest District local plan is "Conserving and improving the environment" (Aim 3). The associated objectives relevant to the design of shopfronts are:

Objective 3 Town centre

To enhance the attraction of town centres in the district

Objective 7 Built Heritage

To protect and enhance the archaeological and historic built heritage of the district; ensure that the integrity of buildings and places is respected, and promote public education and understanding of the historic built environment

Objective 9 Environmental design

To encourage the highest possible standards of design in new development and in environmental improvements, and to provide attractive, stimulating and safe places in which to live, work and play

Objective 10 Special needs

To ensure that the special needs of people with impaired or restricted mobility are met

Objective 20 Shopping

To support and initiate measures to improve the quality and, where appropriate, quality of shopping and services facilities available in both town centres and local shops, and to resist proposals which would adversely affect the vitality and viability of existing centres

The Policies of the New forest District local plan relating to shopfronts and advertisements and in sections C1, Design Layout and landscape (Policy DW-E13) and C2, History and Archaeology (Policy DW-E21 and DW-E22), These are as follows -

Policy DW-E13 Shopfronts

New Shopfronts and alterations to existing shopfronts should be appropriate and sympathetic in character, design, construction and materials to the building of which they form a part, and to the street scene

Policy DW-E21 Shopfronts in conservation areas

Traditional shopfronts which contribute to the character of the conservation area shall be retained and restored. The alteration and replacement of other shopfronts will be permitted provided that the design is sympathetic to the character of the building and the conservation area, in accordance with Policy DW-E13, Section C1

Policy DW-E22 Advertisements in conservation areas

The siting and design of advertisement shall be appropriate and sympathetic to the character of the conservation area

Policy DW-E22 is accompanied by a number of criteria in the text which are as follows:

Projecting signs in the form of traditional hanging signs may be acceptable. However, projecting box signs of a modern style will not normally be appropriate;

All lettering should be of good design, appropriate to the architectural character of the building involved;

Fascias and signs should normally consist of traditional materials, avoiding strong colours and shiny or reflective finishes, and internally illuminated box signs will not normally be appropriate, but the careful use of spotlighting may be acceptable

Principle PS2

Non-residential development within the District should be provided to the recommended car parking standards

On street parking

Parking provision on a development should meet the standards set out in this SPD or where reduced levels are justified and agreed in sustainable locations well served by public transport and the active modes of walking and cycling travel.

Where exceptionally it is agreed that on-street parking is relied upon in whole or part, streets on the development should either be designed to accommodate likely demand, or it should first be demonstrated that existing on-street parking capacity is sufficient to meet likely current and future needs. This includes, but is not limited to, the following factors:

- Impacts on highway safety, including pedestrian and cyclist safety.
- Physical widths of the road carriageways close to the site and whether they are capable of accommodating parking and the flow of traffic.
- Impacts on the character and amenity of streets - for example where there is likelihood of an increase in verge parking based on road and pavement widths.
- Take into account loss of existing on-street parking due to the creation of new accesses
- Consider whether the introduction of on-street parking controls are required.

Design Proposals

Ringwood Body Consultancy Ltd plan to expand their current services through purchase of the adjacent commercial unit (No. 41 Southampton road) which will enable the clinic to form additional treatment rooms. This will not only increase the amount of consultations they could offer, but add other types of treatments to their services.

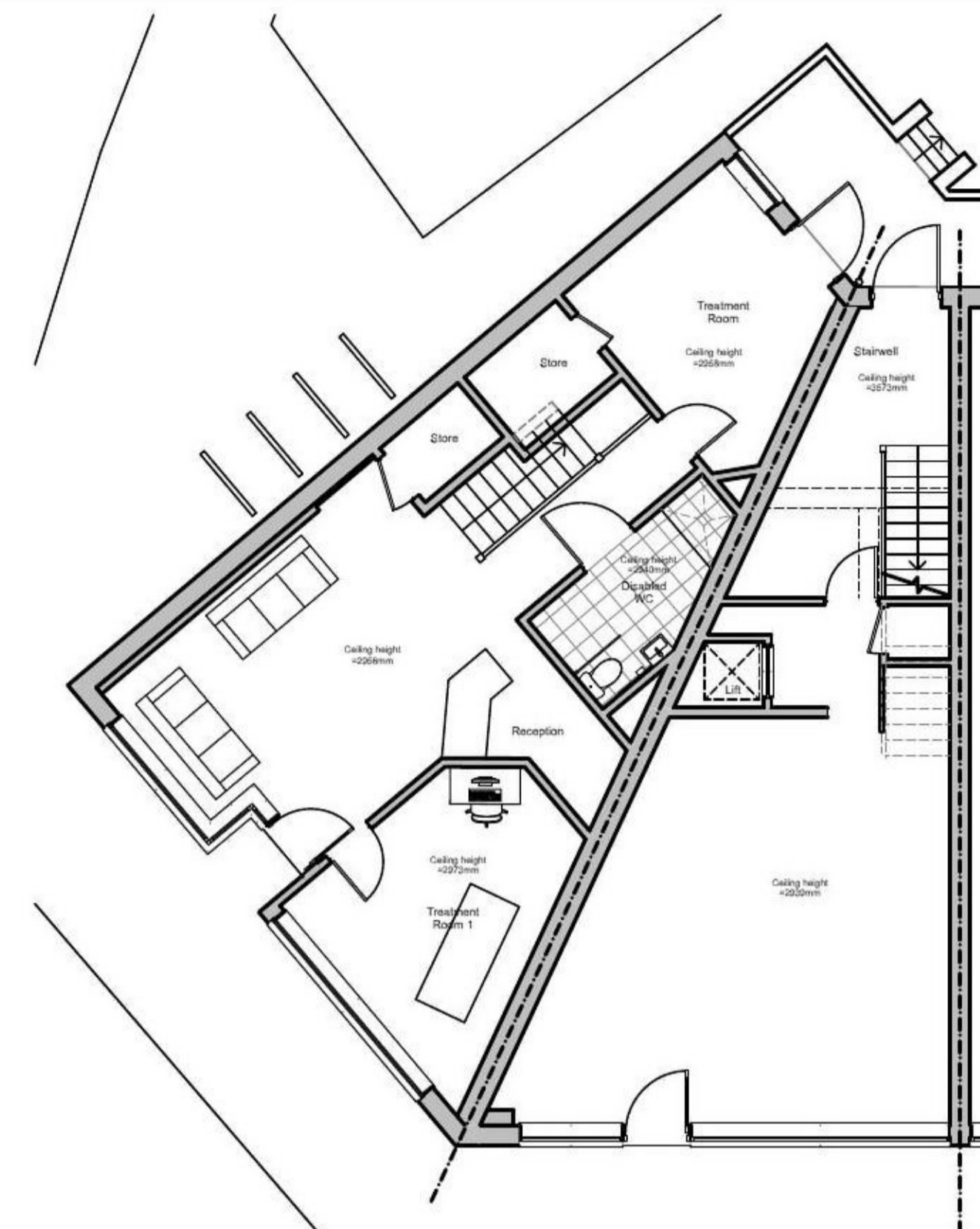
No. 39 has had extensive refurbishments works which has been carried out to a high standard which will be replicated with no. 41 making good use of a vacant unit, and offering an improvement to the local area and street scene.

The investment made in the clinic will not only expand on the health services offered, but will also offer some further employment opportunities to the local area.

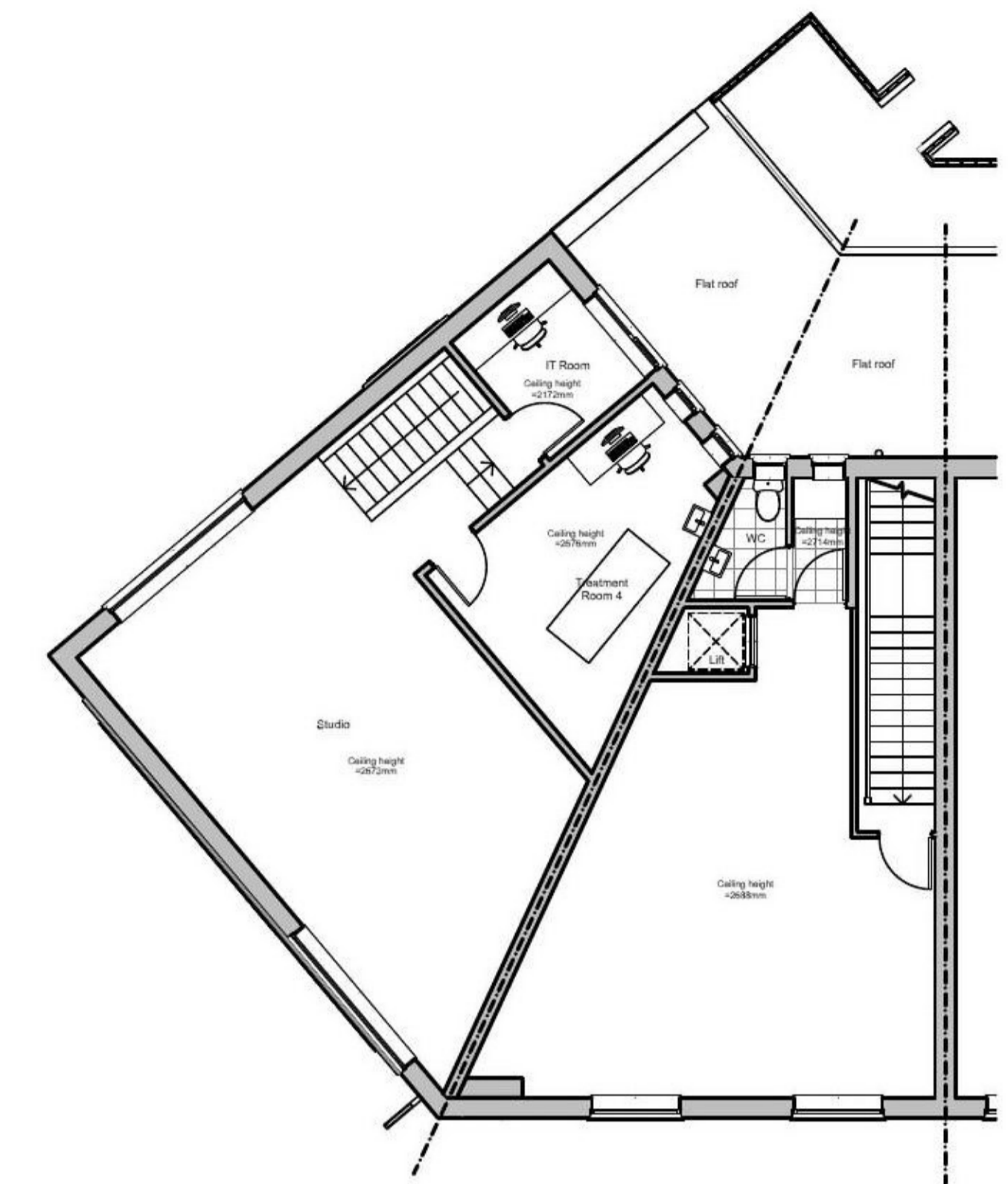
Improvements in energy efficient will also be a part of the overall strategy of the expansion work with PV panels proposed on the front roof slopes.

No. 41 will require refurbishment of the existing shopfront to offer the building a coherent appearance to the existing clinic. The improvement to the facade will include the same selection of high quality materials to match such as new dark colour aluminium framed windows, vertical timber cladding, and well designed shopfront signage in accordance with local planning policy.

No. 41 is predominately an open plan building with a few partitions which appear to be non load bearing and easily removed. The building offers good flexibility which could easily form treatments with the construction of new lightweight stud partitions.



Existing Ground Floor Plan

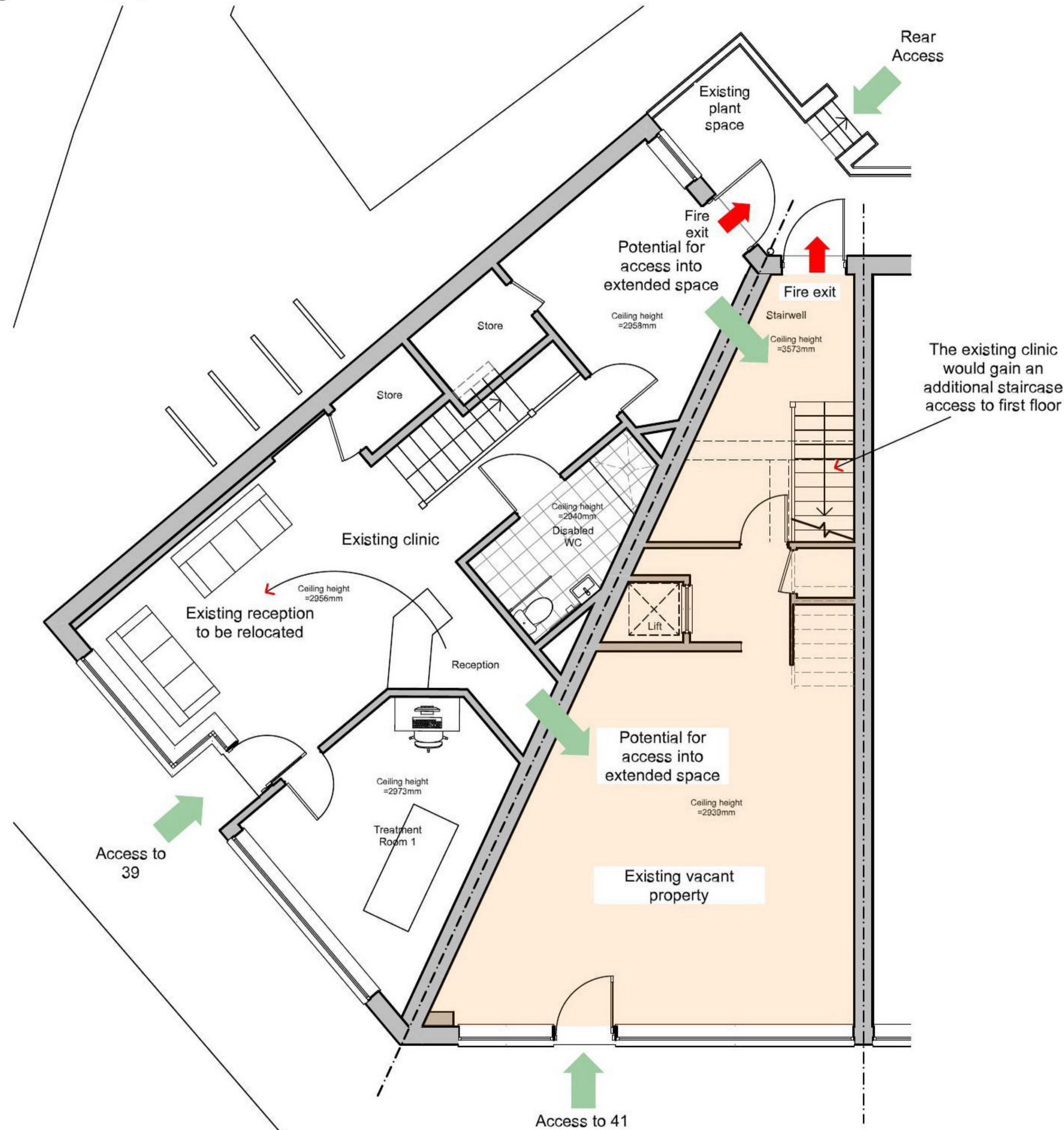


Existing First Floor Plan



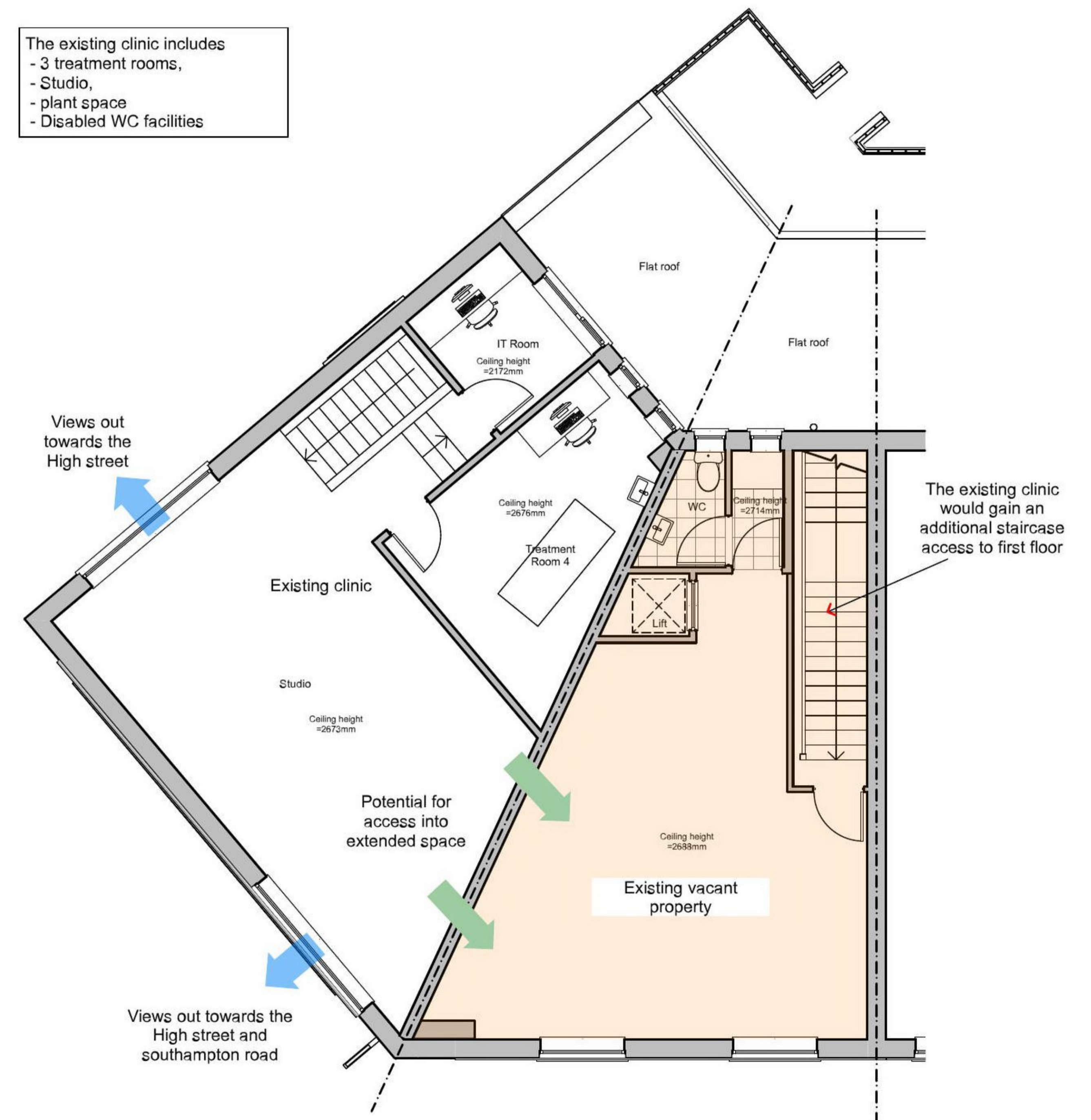
Existing Elevation

Existing Floor Plans



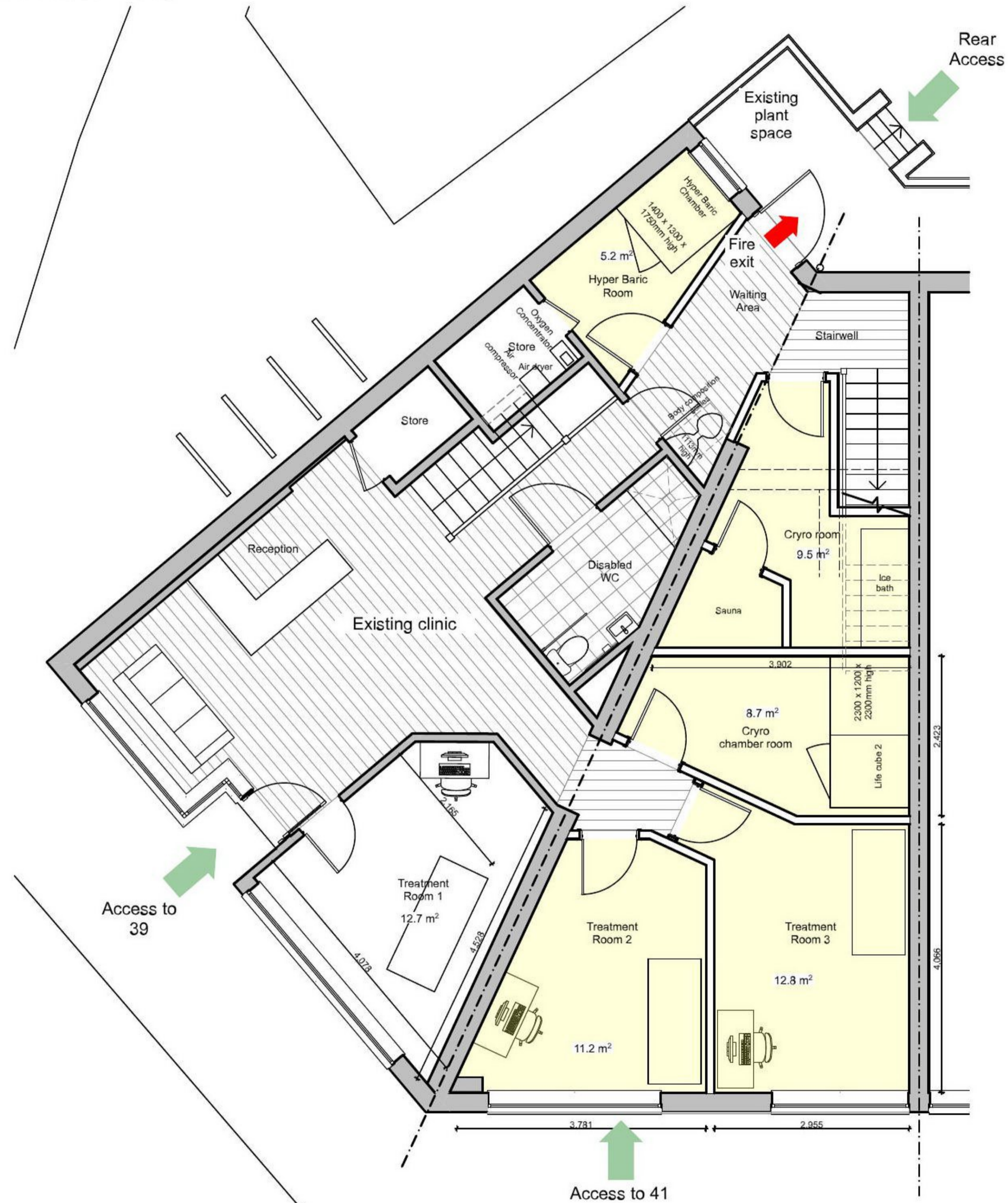
Existing Ground Floor Plan

The existing clinic includes
 - 3 treatment rooms,
 - Studio,
 - plant space
 - Disabled WC facilities



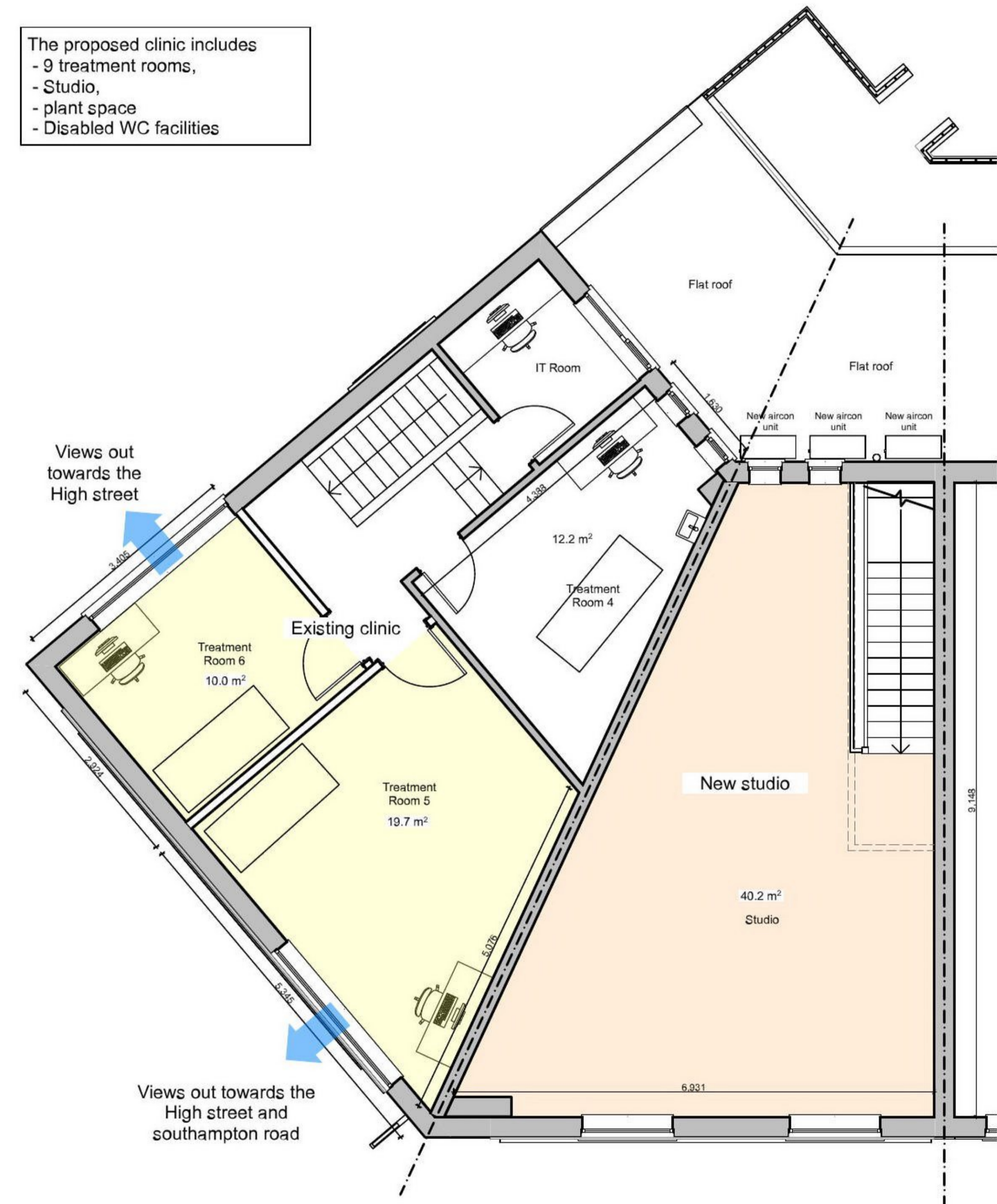
Existing First Floor Plan

Proposed Floor Plans

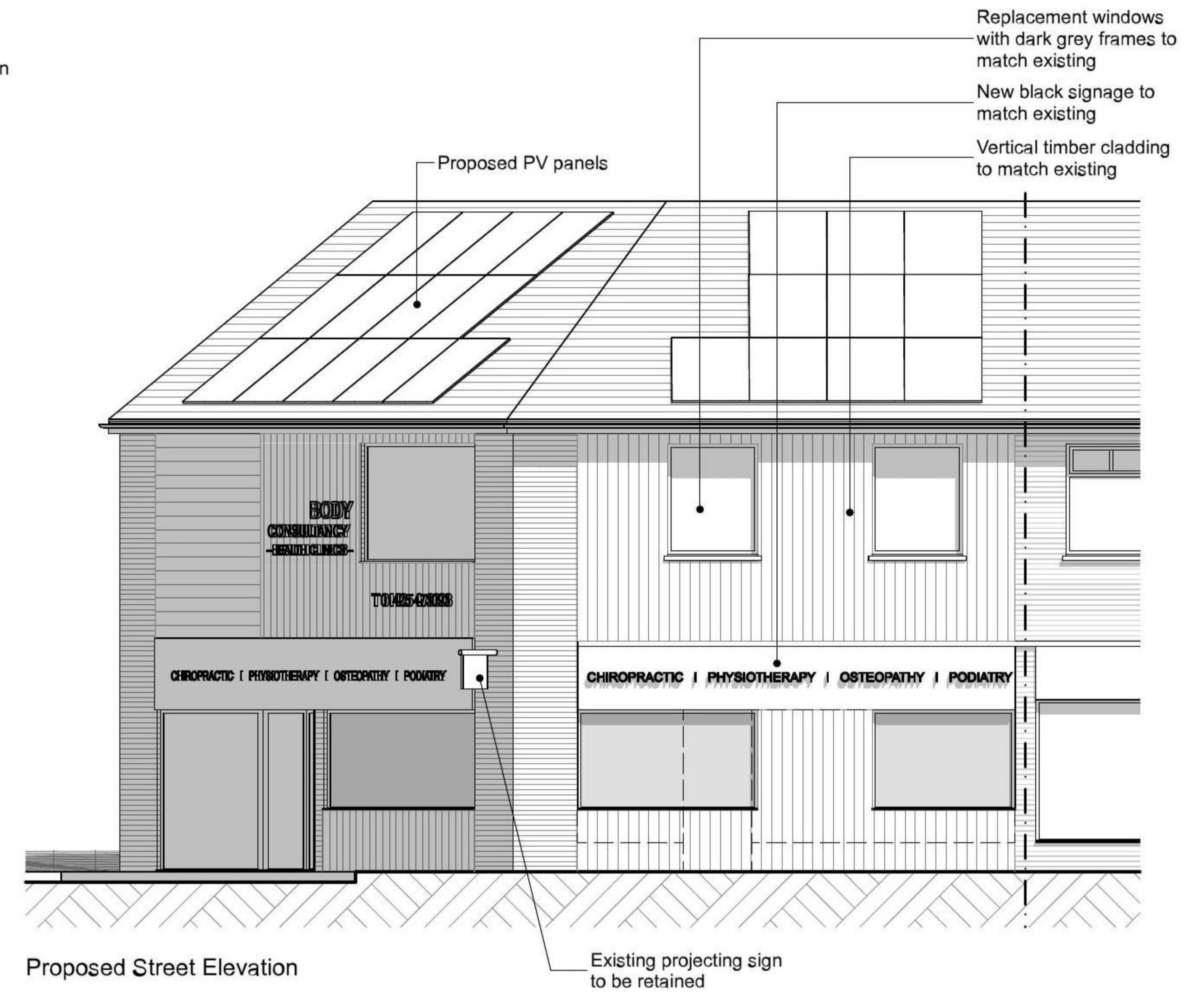
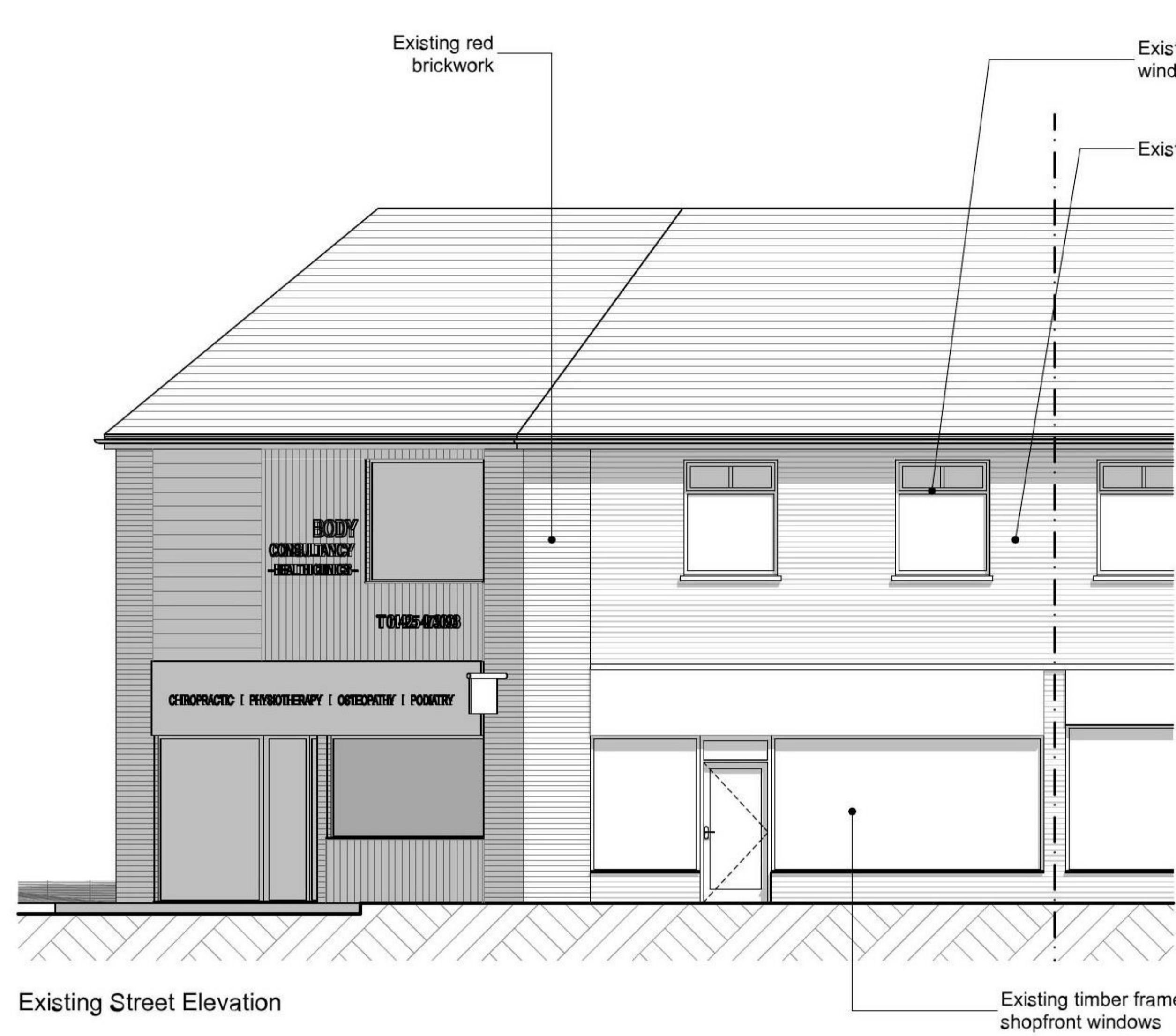


Proposed Ground Floor Plan

The proposed clinic includes
 - 9 treatment rooms,
 - Studio,
 - plant space
 - Disabled WC facilities



Proposed First Floor Plan



Sustainability

The alterations to 39/41 Southampton Road seek to include the installation of PV panels to the roof to improve the energy efficiency of the clinic.

The South facing orientation of the existing pitched roofs will provide the ideal location of PV panels, However it is acknowledged that this would be on the street scene of a conservation area.

Due to the setting, we would put forward the Hi-Mo x6 explorer panels which are slimline to reduce their impact to the roof slope, and have a high quality black finish. This would complement the setting of the conservation area, and appear designed in with the appearance of the facade and shopfront below.

It is expected that these high quality low profile PV panels would annually save 2.2t of CO2 emissions and would improve the performance of the existing buildings to levels above Part L of Building Regulations. This would offer significant environmental benefits whilst clinic expand their offering of health treatments and services.

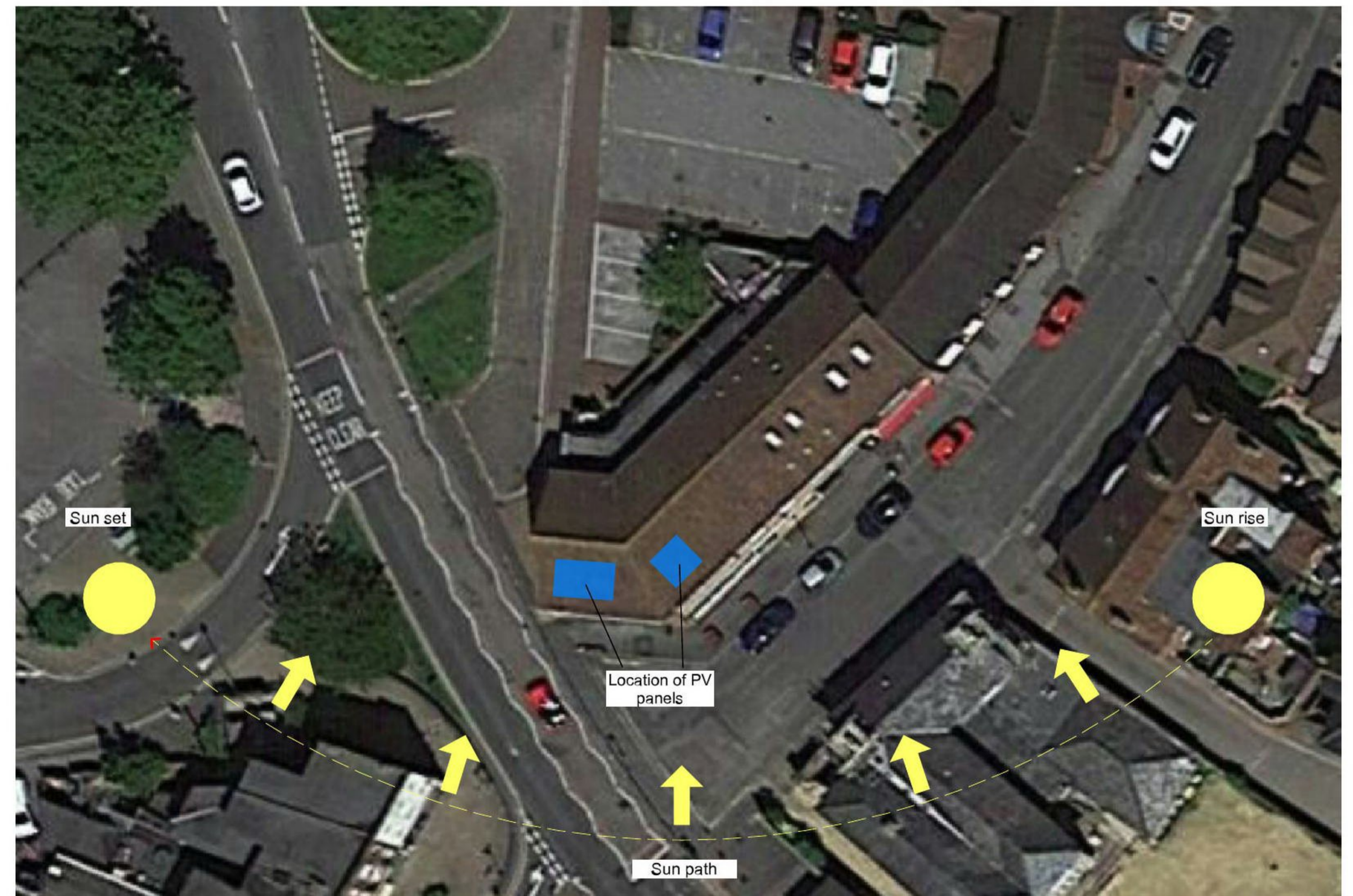
Whilst we have carefully selected the specification of the PV panels, it is also noted that PV panels have been installed on a residential building within Southampton Road as shown in the attached photo. We would consider that these panels due to their specification and orientation with the road have a greater impact to the conservation setting



PV panels installed on roof in Southampton Road



Proposed panel sample



Site Plan showing sun path

Closing Design Summary

This proposal seeks alterations to 41 Southampton road, Ringwood to extend the existing Body consultancy clinic including alterations to the shopfront

The Proposed scheme complies with Government guidelines and the Local Authority Planning Policies. The development's overall design, architecture and materials have all been carefully considered to match the surroundings and enhance the architecture of the facade.

Whilst the proposal maximises the functionality of the building and aesthetic of the site, it manages to achieve being in keeping with its surroundings and respect the street scene locally. We expect this proposal will also offer employment opportunities, enable for better working environment through its design and also be a positive addition due to its carefully considered architecture.

Therefore, it is hoped that this sustainable and considered scheme will be received favourably, and planning permission from the Local Authority will be granted