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Application site address: Plot 4100, Gypsy Moth Avenue, Hatfield Business Park, Hatfield, Hertfordshire.

Plot 4100 benefits from Outline planning consent granted by Welwyn Hatfield Borough Council:

- Conditioned Outline Approval 6/2015/2043/OUTLINE dated 5 July 2016.
- Access to Plot 4100 is approved under 6/2015/2043/OUTLINE off Gypsy Moth Avenue and Mosquito Way.

This report supports a planning application to Welwyn Hatfield Borough Council which seeks approval for the Reserved Matters, namely Siting, External Appearance, Landscaping, Layout and Scale.

The proposal includes new accommodation for Jaguar Land Rover, Aston Martin and McLaren showrooms, vehicle sales, servicing, MOT testing, repairs, parts, offices, valeting and car parking for customers, staff, used car sales, demonstrator and secure storage.

This report describes the design philosophy for the scheme and utilises:

- The guidance provided by CABI in its publication 'Design & Access Statements, How to Write, Read and Use Them' (2006).
- This document is intended to be printed in colour, at A3, single sided. All scale references on drawings are based on this arrangement.

This document should be read in conjunction with the following drawings:

3280-004	Site Location Plan
3280-005	Existing Site Plan
3280-010	Existing Site Elevations
3280-030-F	Proposed Site Plan
3280-035	Proposed Site Elevations
3280-040-E	JLR Proposed Ground and First Floor Plan
3280-041-A	JLR Proposed Roof Plan
3280-045	JLR Proposed Elevation 1/2
3280-046	JLR Proposed Elevations 2/2
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3280-060	Aston Martin & McLaren Proposed Floor & Roof Plans
3280-065	Aston Martin & McLaren Proposed Elevations
3280-070	Aston Martin & McLaren Proposed Sections
3280-080	Valet Proposed Floor & Roof Plans and Elevations

Grange was founded by Frederick Chambers in 1956 with the first business in Brook Street, Brentwood, trading as a Service and Repair Workshop and a Petrol Station.

In December 1958 Grange Motors (Brentwood) Ltd was formed to acquire the business founded by Frederick Chambers and the business was gradually built up over the years to represent a number of manufacturers including, Lotus, Volkswagen, Jaguar, Aston Martin, Jensen, Fiat and Saab. The Grange business was later taken over by his two sons, Colin and Graham Chambers. They expanded Grange opening up a new business in Welwyn Garden City in 1985, which was a Jaguar and Aston Martin dealership. They further expanded with a brand new flagship site in Exeter in 1989 as a Jaguar and Aston Martin Dealership.

On 23 May 2003, Summit Motors Investment Limited a subsidiary of Sumitomo Corporation of Tokyo purchased all 3 businesses. This was run by SMIUK along with their other brands Invicta, Doves and Dees, until Cambria Automobiles Holdings Ltd purchased the SMIUK group on 31 December 2007.

In 2008 Doves Jaguar Croydon took on the Grange brand to become Grange Jaguar Croydon, along with Swindon Jaguar which became Grange Swindon.

In July 2014, Cambria added its first Land Rover dealership to its brand portfolio by purchasing Hadley Green Motors of Barnet, Hertfordshire. This also added Cambria's 6th Jaguar dealership.

On the 1st May 2015, Cambria completed the acquisition of the trade and assets of the Land Rover franchise in Royal Wootton Bassett, Swindon from TH White Limited. Read more about Grange Land Rover Swindon here. On the 8th January 2016, Cambria completed the acquisition of the Land Rover franchise in Welwyn Garden City from the Jardine Motors Group.

In May 2016 Cambria opened its third Aston Martin dealership in Birmingham.

On the 5th July 2016, Cambria Automobiles plc, acquired the trade and assets of Stratstone Jaguar and Land Rover Woodford in South Woodford, North London from Pendragon Premier Limited, a subsidiary of Pendragon PLC.

Grange is a successful, prestige, franchised car dealership group based in the United Kingdom that operate as part of Cambria Automobiles plc. Grange are extremely proud to be a representative of the marque brands of Aston Martin, Jaguar and Land Rover across twelve dealerships who are committed to delivering all their guests with an exceptional level of service excellence.



Jaguar Land Rover is a company that brings together two much loved, highly prestigious British car brands. After Tata Motors acquired Jaguar and Land Rover from Ford in 2008, it merged the two marques into a single company which has flourished, with memorable vehicles and innovative technologies that add to a long-lasting legacy.

The origins of Jaguar can be traced back to a company that began by making motorcycle sidecars in 1922.

The Swallow Sidecar Company later started building automobiles and moved to Coventry, switching its name to Jaguar after the Second World War. It produced premium saloons and sports cars, including the legendary XK120.

Around this time, Rover started to develop a new all-terrain vehicle, inspired by the American Jeep. Lightweight and rustproof, the first Land Rover was clad in aluminium alloy, due to the post-war steel shortage, and cost £450. It introduced 4x4 capabilities to road cars and was soon adopted by the military as well.

Adding to Jaguar's reputation was its motorsport success in the 1950s, winning the Le Mans 24 Hours race twice with a C-type – in 1951 and again in 1953 – and then with a D-type in 1955, 1956 and 1957. In 1961, the company launched what became perhaps the most iconic sports cars of all time, the E-type. In 1968 it merged with BMC (British Motor Corporation), which later became part of British Leyland and included Rover.

With an increasing demand for recreational off-roaders, the Range Rover made its debut in 1970.

So popular was the new car that British Leyland made Land Rover a standalone company in 1978. Very little about the first Range Rover was altered over the years – 1981 introduced a four-door, while a diesel arrived in 1986. As the Range Rover became seen as more upmarket, the Land Rover Discovery was launched in 1988 as a third model in the range.

After splitting from British Leyland, Jaguar became independent again in the 1980s, before being purchased by Ford in 1989. Land Rover, meanwhile, was bought by BMW in 1994, which expanded the range further by introducing the Freelander. It then joined Jaguar under Ford in 2000, with the two companies becoming closely linked, sharing engineering knowledge and facilities.

In 2008, the two were bought by Tata Motors, India's largest automobile manufacturer, and officially joined together as one company in 2013. Sales and profits have risen year on year, with more exciting chapters in the histories of these two brands still to be written.



The new Jaguar Land Rover Corporate Identity has been designed with three essential concepts at its core: transparency, flexibility and modularity.

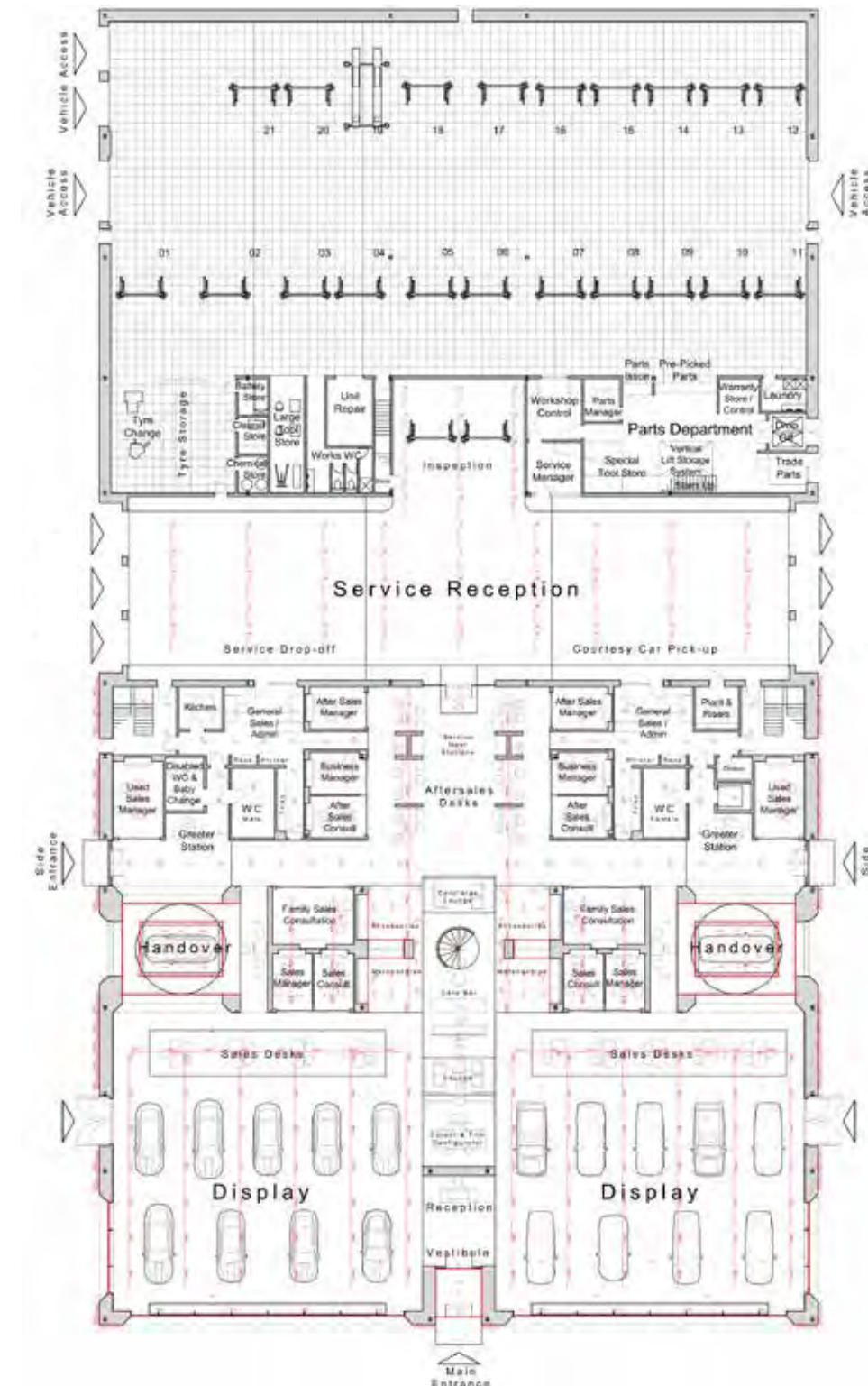
Transparency: The concept of transparency means creating a clear view for the customer to navigate their journey to and through the dealership:

- clarity of site from the road
- from the forecourt
- within the building.

Flexibility: The new identity is designed to take account of existing buildings and site topography for every dealership. The flexibility provides the freedom to adapt to local conditions while still applying the corporate identity rigorously.

Modularity: All floor areas are measured in whole multiples of the floor tile that has been selected. As a result, for all internal layouts, all areas will fit together seamlessly with no awkward or redundant spaces.

The image to the right shows a typical showroom layout, with the new car display highlighted at the front. The two brands are divided within the showroom by the customer core which leads through to the service area and workshop beyond. The customer journey is at the forefront of the design to provide a convenient and friendly way to buy and a brand experience customers will love.



Introduction

Aston Martin Project Objectives

A fiercely independent spirit and a rich and prestigious history defines Aston Martin as truly unique in the automotive world.

The story starts on 15th January 1913 when founders Robert Bamford and Lionel Martin created Bamford and Martin Ltd, working from a humble workshop on Henniker Mews in London. Their vision for cars with impeccable design and supreme performance captivated the public's imagination and still commands the same emotive fascination over 100 years later.

In 1914 the name Aston Martin was adopted. Fittingly, this decision was inspired by Lionel's success at the Aston Hill Climb in Buckinghamshire. Competition has always been in our blood. Since those pioneering days, Aston Martin has become an iconic brand synonymous with hand-crafted luxury, peerless beauty, incredible performance and international motorsport glory.

Racing is the lifeblood of Aston Martin. From a motorsport debut at the French GP in 1923 to the DBR1's famous Le Mans 24 hour race victory in 1959, this formidable arena has always been our passion. Inspired by the great victories of drivers such as Sir Stirling Moss at the Nürburgring 1000km or Roy Salvadori at Le Mans, Aston Martin continues to strive for success.

That determination can be seen and heard at racetracks across the world as Aston Martin racing cars fight for victory at the fearsome Nürburgring, Le Mans and countless other circuits across the globe, from club level right up to the prestigious World Endurance Championships.

Aston Martin's state-of-the-art headquarters in Gaydon, Warwickshire is built upon the passion, skill and creativity of the people who dedicate their working lives to the most iconic brand in the world. Every intricate stitch, beautifully expressed line, and the stirring noise of our engines, is a manifestation of the desire and collective spirit to create the most beautiful cars: the soul of Aston Martin made real.



It is Aston Martin's intention to apply a consistent architectural language to individual sites, so that every dealership makes the same brand statement. The strength of the Aston Martin architecture is such that, over time, each dealership will be an instantly recognisable brand icon.

At its heart, the concept is the creation of a 'pavilion', that reminds us of an art gallery or a luxury boutique, streamlined, with a purity of form. It is a premium environment, deliberately not a conventional automotive facility.

Principle concepts:

- Low height for understatement and a greater sense of intimacy, the height is 3,055mm internally
Here, the impression of a floating roof line is desired.
- Frameless clear glazing throughout to introduce clean lines and unify the exterior and interior
Frosting is applied to the inside of glazing where appropriate, to focus attention on the vehicles while providing a private environment for customers
- The positioning of walls to hint at the interior partially disclosing its contents
- A linear grid principle runs throughout from the travertine floor tiles to brand walls, creating a sense of flow and continual clean lines
- The extensive use of premium materials such as travertine balanced with white render
- The introduction of different levels accessed by floating steps to create interest, drama and a sense of elevated exclusivity
- Signage is fixed directly onto white rendered and travertine walls as an integrated part of the building

The image to the right shows a typical showroom layout, with the new car gallery highlighted at the front. The space is divided within the building by the customer core which leads through to the service area and workshop beyond. The objective for presenting the Aston Martin retail environment is to communicate brand values and to create a consistent customer experience which complements and enhances the luxurious nature of Aston Martin and its products.



McLaren's Formula One founder Bruce McLaren was born in 1937. McLaren learned about cars and engineering at his parent's service station and workshop in his hometown, Auckland, New Zealand. By 15, he had entered a local hillclimb in an Austin 7 Ulster; winning his first race in the car. In 1958, McLaren arrived in United Kingdom with the 'Driver to Europe' scheme, intended to help Australian and New Zealand racers to compete in Europe.

His mentor, Jack Brabham introduced him to Cooper Cars, a small team based in Surbiton, Surrey. Auspiciously starting his F1 career in 1958, McLaren joined the F1 team a year later. That same year, he won the US Grand Prix at age 22, making him the youngest Grand Prix winner to that date. He stayed with Cooper for a further seven years, winning three more Grands Prix and other races, driving for Jaguar and Aston Martin, winning the 24 Hours of Le Mans in 1966 with Ford.

McLaren founded Bruce McLaren Motor Racing in 1963. A year later, the company built the first McLaren race car – the M1A; 24 were produced.

In 1980, the company merged with Ron Dennis' Project 4 Racing team. The merger brought back designer, John Barnard, interested in using carbon fibre composite. Carbon fibre was already used in aerospace applications but had never been applied to a complete racing car monocoque. McLaren pioneered the use of carbon fibre in motor racing with its new car, the MP4/1, bringing new levels of rigidity and driver safety to Formula 1. In August 1988, Dennis, Team Principal and Gordon Murray started to develop a new car and in 1992, the F1 was launched with a total production run of just 106 units.

McLaren Cars was founded in 1985 by Ron Dennis, which went on to release the McLaren F1 in 1992. Between 1994 and 2010, McLaren Cars was registered as a 'dormant company', before the founding of McLaren Automotive in 2010. Following a brief collaboration with Mercedes-Benz for the SLR McLaren, McLaren Automotive was re-launched as a standalone manufacturer in 2010, spinning off McLaren Racing. After introducing a business plan to release a car or model every year, the company unveiled the 650S in Coupé and Spider models in 2014, and unveiled the new Sports Series range comprising the McLaren 570S and 540C in 2015.

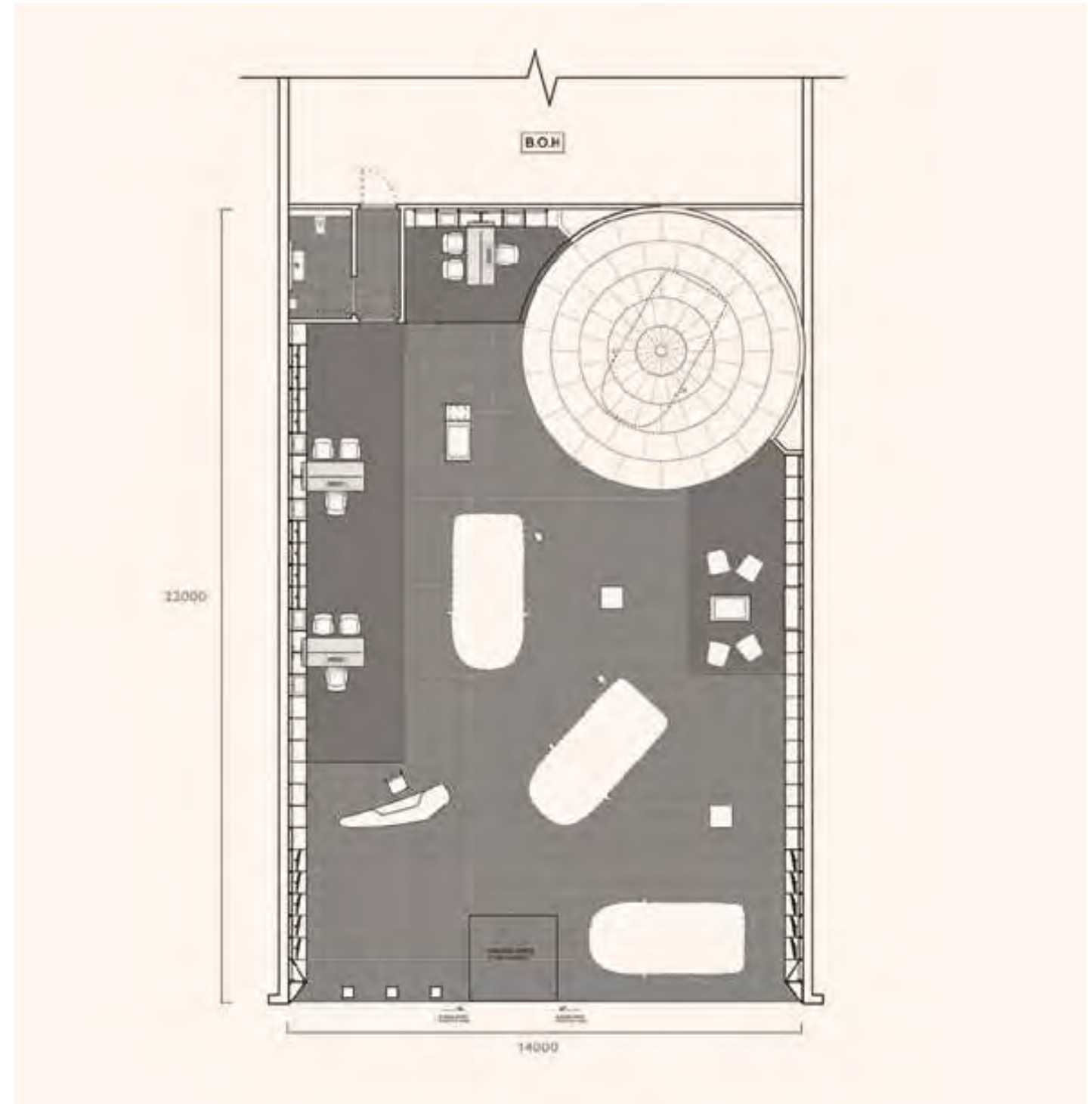
The company debuted a car for kids, the P1TM, after the P1, in September 2016 and announced the same month that they are developing a powerful battery for Formula E. The new company was originally separate from the existing McLaren companies to enable investment in the new venture, but was brought together in July 2017 after Dennis sold his shares in McLaren Automotive and McLaren Technology Group.



McLaren are committed through the design process to work in partnership to create a visual identity across the global network that reflects the McLaren brand values, the qualities inherent in the McLaren Technology Centre and McLaren cars, but is sensitive to the needs and requirements of local markets and our retailers.

- Create a corporate identity that reflects the values, status and attributes of the McLaren brand
- The flooring and small power to be laid along a grid to provide a clean geometric layout, with the intersections lining through with wall furniture. All mid floor sockets recessed with a tiled cover plate. All power and data sockets to the perimeter concealed within the furniture wherever possible.
- The ceiling system and lighting layout designed to give customers maximum appreciation of the vehicles on display. The main ceiling raised to allow full vehicle appreciation while the ceilings in the consultation areas and auditorium are lowered to provide a more discrete environment. Lighting is controlled to ensure focus areas such as the vehicles and merchandise are enhanced.

The typical plan to the right, has been designed to create maximum vehicle exposure while meeting different consultation needs. A merchandise area has been located at the front of the space while an auditorium highlights a focus vehicle to the rear of the space.



Introduction

Brief and Requirements

The proposed JLR, Aston Martin and McLaren development in north west Hatfield seeks to deliver the following aims for Cambria Automobiles PLC, trading under the Grange name:

- Strategic location for Grange to add the JLR, Aston Martin and McLaren premium brands within their existing network throughout the UK.
- To bring the prestigious brand of Jaguar Land Rover, Aston Martin and McLaren to the city and their customers
- To provide a unique customer experience with high levels of service to both customers, be it new, used, sales or service.

Site Summary

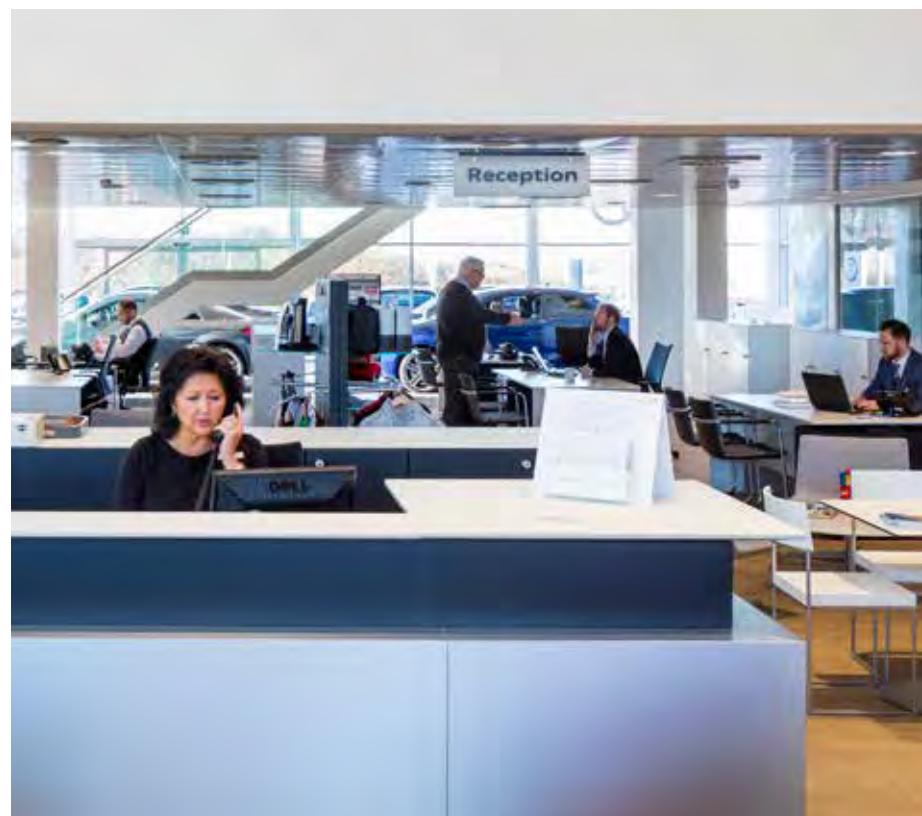
- The site is known as Plot 4100, Hatfield Business Park.
- The site is located to the north west of Hatfield; South of Welwyn Garden City.
- The site is currently vacant.
- Existing access to the site is from Gyps Moth Avenue. Outline permission has been granted for additional access via Mosquito Way which would add to the operational flexibility of the site.
- The site is bordered by small trees to the south boundary, with surrounding mixed use business units of Hatfield Business Park.
- The site has good visibility from both Gypsy Moth Avenue and Mosquito Way, which helps to inform the proposed layout.



Through the proposed development, Grange will expand their business and generate further employment for the local area. They will endeavour to recruit locally to fill the roles required.

The following job roles will be created by the expansion of the business:

- Sales and service managers
- Sales executives
- Service advisors
- Technicians
- Drivers
- Apprentices
- Valeters
- Accountants
- Admin staff
- Cleaners
- Host/receptionists



The site is located where Mosquito Way and Gypsy Moth Avenue converge at the roundabout. There is existing vehicular access to the site from Gypsy Moth Avenue with pedestrian and cycle path that extends around the western and eastern periphery of the site.

Mosquito Way runs parallel to the A1 (M) Ring Road and is linked by Hatfield Avenue further to the North.


There is a good bus link to Hatfield Town Centre along Hearle Way which is closely located to the site. The train station is approximately a nine minute journey from the site. There is a twenty minute walk to the town centre.

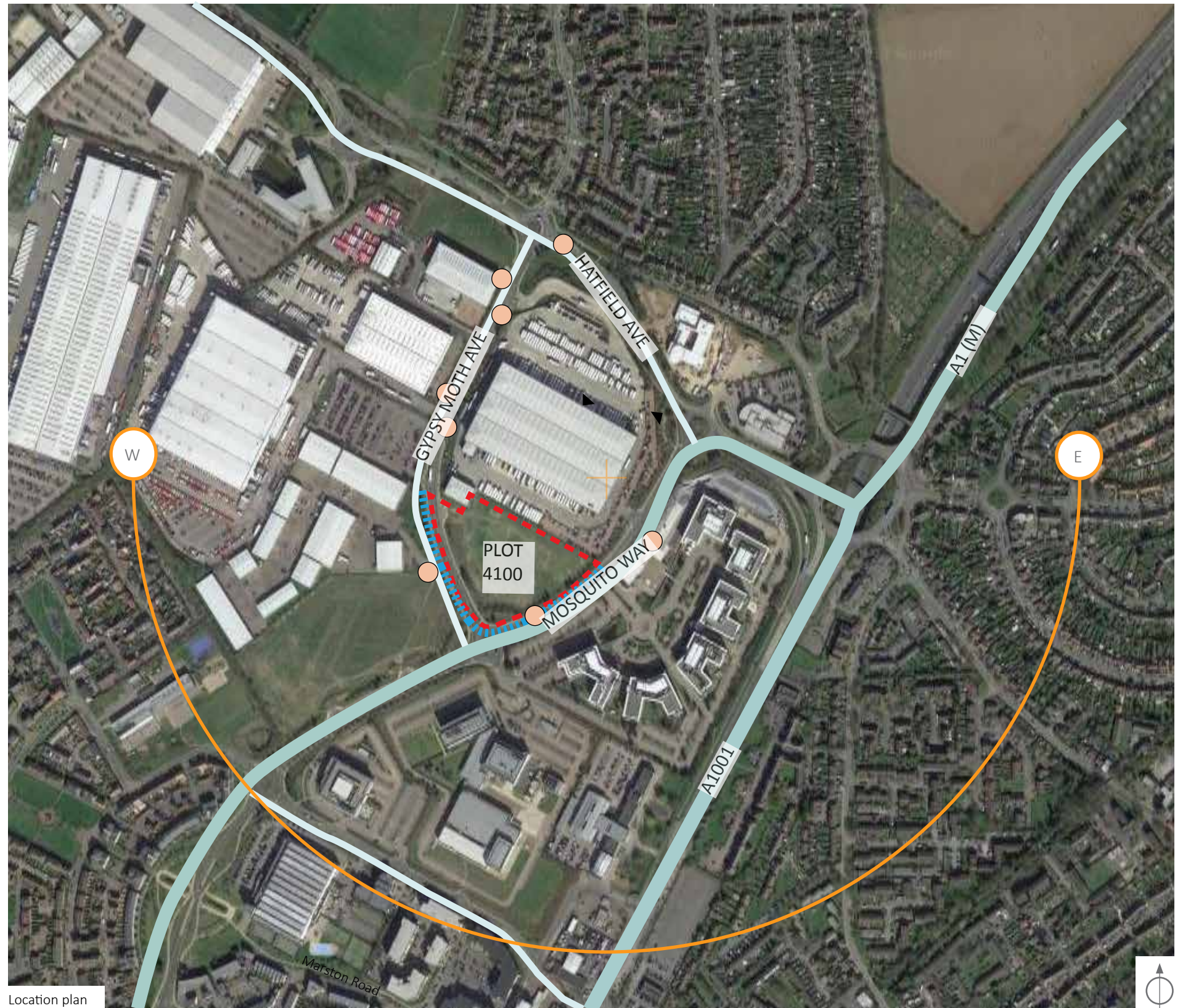
The site has the advantage of being located along two roads, Mosquito Way as a primary route, whilst Gypsy Moth Avenue forms a secondary route. This creates opportunities for the frontage of the proposed buildings to be visible from various viewpoints.

The site falls within the North and West Hatfield development boundary and is located on land formally known as the Hatfield Aerodrome site. Since it's closing in 1994, the regeneration of the site has involved the removal of the taxiways and the runway to make way for offices, businesses and homes. Today there is a leisure centre and the rest of the site is divided between the University of Hertfordshire, housing and a business park.

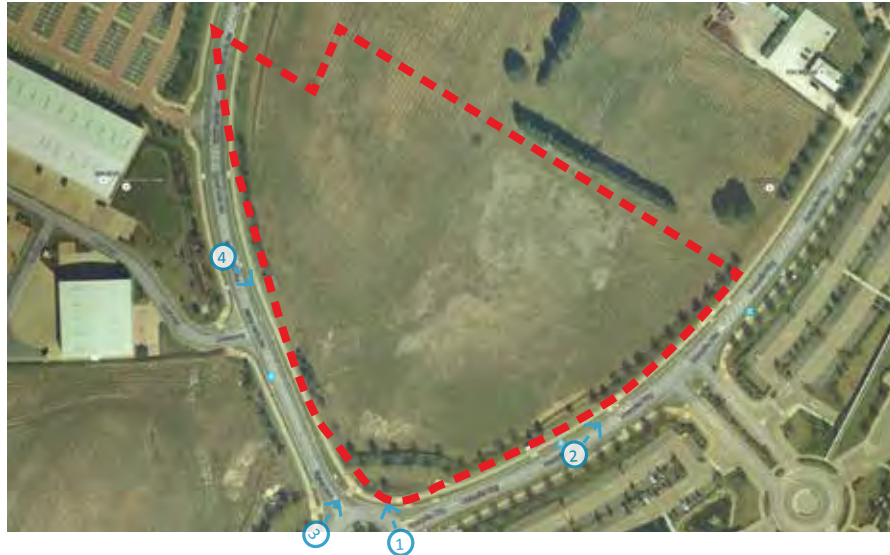
The surrounding area is populated with several larger commercial buildings, with some residential buildings to the South West.

Key

- Site boundary
- ▬▬▬ Pedestrian/Cycle track
- Sun path
-  Existing buildings
- Bus stop
- ▬ Main roads
- ▬ Secondary roads



Location plan



Site- Photograph views



Photo 1 - View towards site from roundabout



Photo 2 - View looking south along Gypsy Moth Avenue from the roundabout



Photo 3 - View looking north towards the site from the roundabout



Photo 4 - View looking north along Gypsy Moth Avenue

The site is currently vacant.

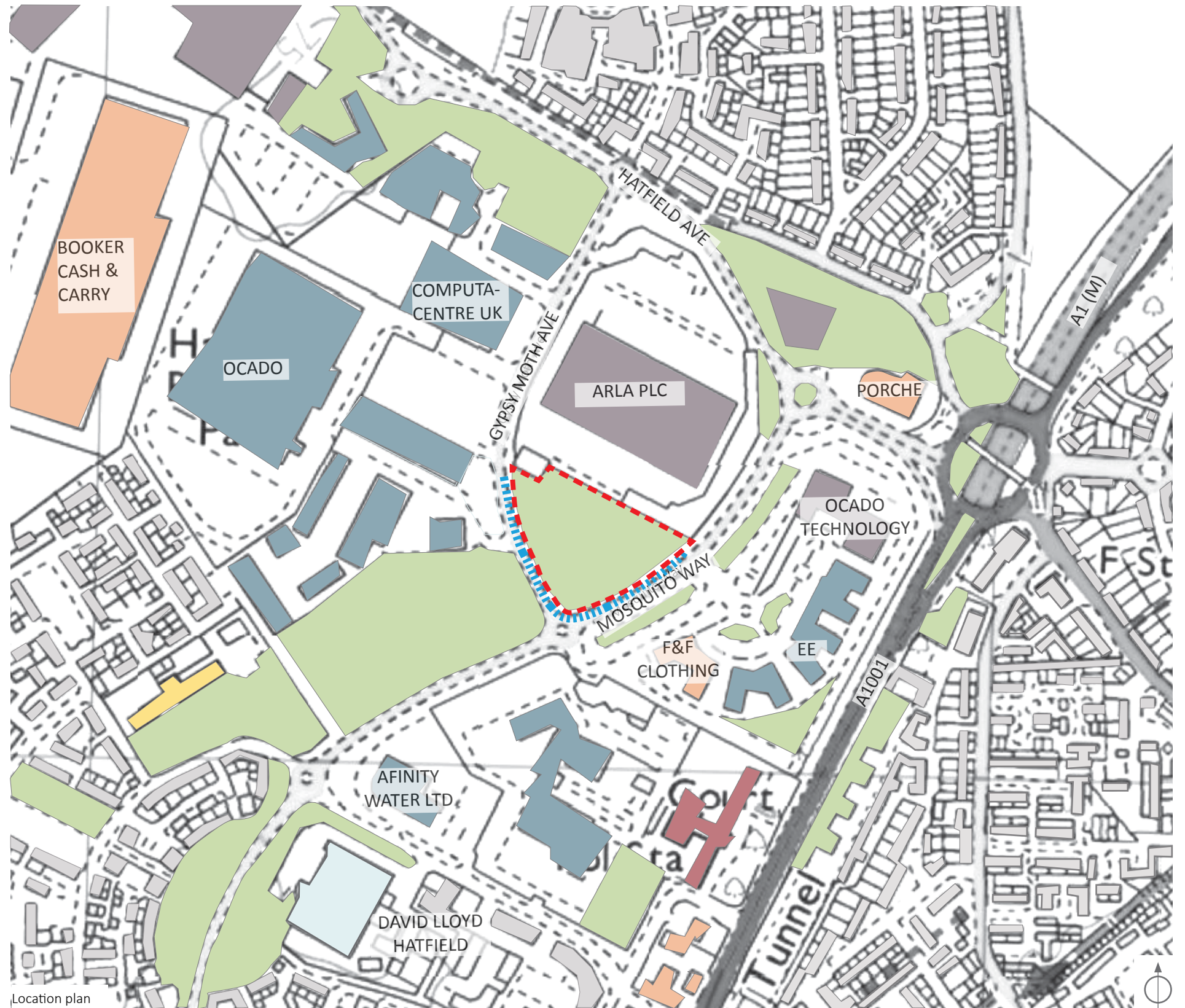
This proposal seeks to use the land in order to operate as a multibrand motor retail facility, to include showrooms, workshops, valet and M.O.T facilities.

The site is predominantly surrounded by retail and light industrial property. To the South West there is some open land with suburban residential area beyond. The University of Hertfordshire is located under a mile South West of the site.

The existing context along with the proposed multibrand motor retail facility will allow the community to be able to do more than one thing in the area. For example, the nearby retail facilities could be accessed by people waiting to have their cars serviced at the proposed motor facility.

The well established pedestrian and cycling lanes, along with the excellent public transport links are positive attributes that are safe, direct and convenient and provide the opportunity for excellent access on two aspects of the site.

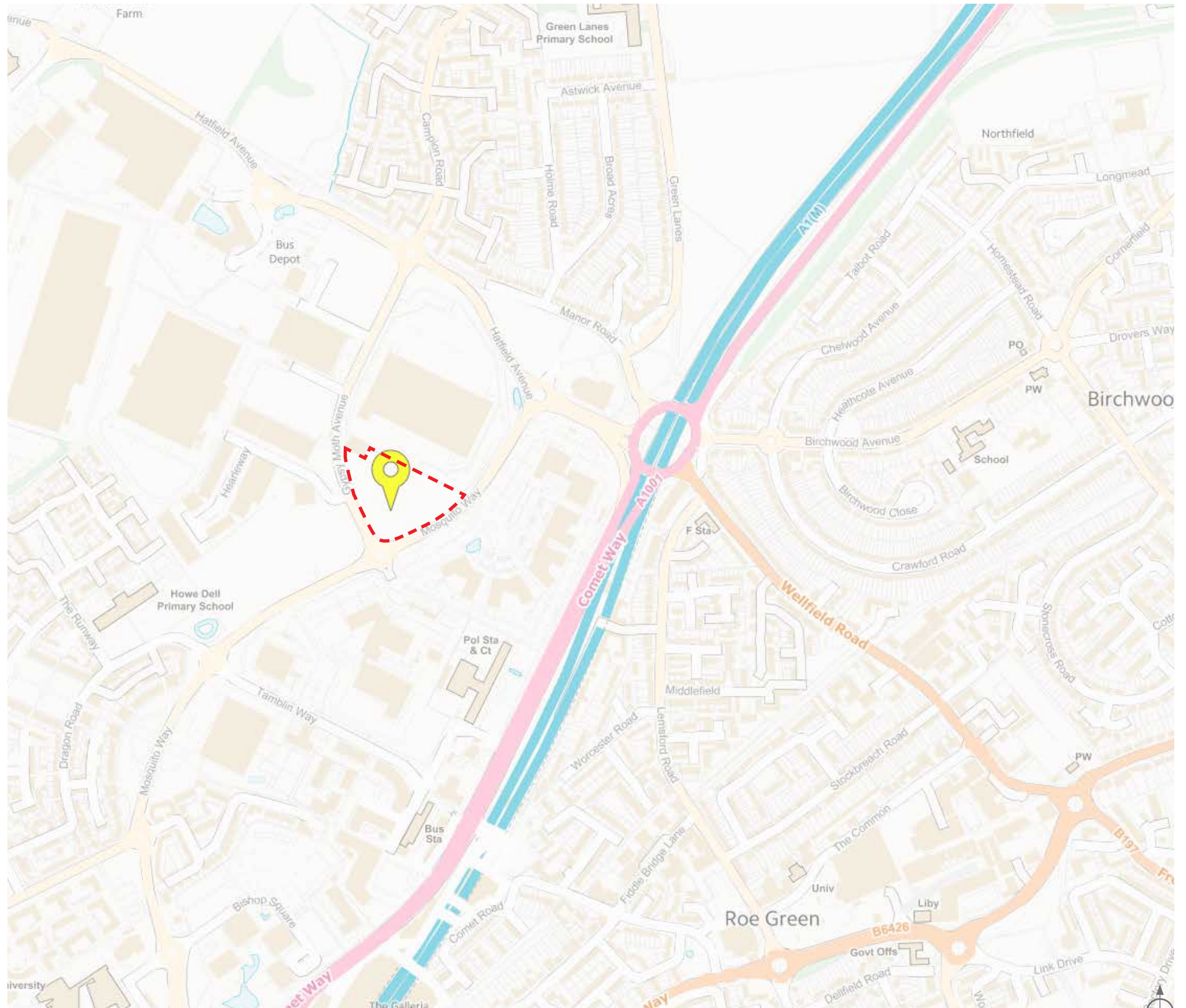
- Key
- - - Site boundary
 - Leisure
 - Offices
 - Residential
 - Retail
 - Vegetation
 - Public Services
 - School
 - Light Industrial
 - ▬▬▬ Pedestrian/Cycle Track



Location plan

Adjacent is a Flood Risk Map taken from the Environment Agency which indicates that the site is not located in or near a Flood Risk Area.

The site does not fall within or nearby a flood risk area as outlined by the Environment Agency.



Environment Agency- Flood risk map