

GOLDEN GATE LEISURE COMPLEX

DESIGN, ACCESS & JUSTIFICATION STATEMENT
FULL PLANNING APPLICATION - September 2023



1.0 INTRODUCTION

Revisions History

P1	30.01.2023	Pre-Application Enquiry
P2	30.08.2023	Full Application Submission

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This Design, Access & Justification Statement was prepared for SF parks Ltd by AK Architects for the purpose of a Full Planning Submission for a proposed Leisure Complex on Golden Gate Holiday Centre in Towyn.

Following a Pre-Application enquiry and response (ref DC/ENQ/31907) received 21st March 2023 the design team have made suitable revisions to the scheme.

The design team are determined to ensure the scheme suits its context, improves the built environment in which it sits, enhances the user experience, increases employment, provides opportunity for business growth which in turn leads to continued investment in parks standards along with supporting the local economy.

A full suite of drawings accompanies this report that forms the Full Planning Application along with a FCA which has been shared with Natural Resources Wales (NRW) during a discretionary advice service (NRW Contact—Tomos Hughes).

Proposed Drawings to consider alongside this Design & Access Statement are:

- bEk Enviro Ltd—Flood Consequences Assessment & Drainage strategy
- 347-LST-XX-XX-DR-L-0301 Planting Plan.pdf
- Highways report from SPC Transport Planning, of Colwyn Chambers · 19 York St · Manchester · M2 3BA

AK Architects Drawings:

- 1000_GGA-AKA-01-00-DR-A-1000-S4-P4_Site_Plan_Location_23-08-28.pdf
- 1100_GGA-AKA-01-00-DR-A-1100-S2-P5_Site_Plan_Existing_23-08-28.pdf
- 1200_GGA-AKA-01-00-DR-A-1200-S2-
- 1400_GGA-AKA-01-00-DR-A-1400-S4-P1_ExternalWorks_NewEntrance_23-08-30.pdf
- P6_Site_Plan_Proposed_23-08-28.pdf
- 2000_GGA-AKA-02-00-DR-A-2000-S4-P3_GA_Plans_Existing_00Ground_23-08-28.pdf
- 2020_GGA-AKA-02-00-DR-A-2020-S4-P8_GA_Plans_Proposed_00Ground_23-08-30.pdf
- 2021_GGA-AKA-02-01-DR-A-2021-S4-P5_GA_Plans_Proposed_01First_23-08-30.pdf
- 2022_GGA-AKA-02-02-DR-A-2022-S4-P4_GA_Plans_Proposed_02Roof_23-08-28.pdf
- 2100_GGA-AKA-02-XX-DR-A-2100-S4-P4_GA_Elevations_Existing_23-08-28.pdf
- 2110_GGA-AKA-02-XX-DR-A-2110-S4-P5_GA_Elevations_Proposed_01_23-08-28.pdf
- 2111_GGA-AKA-02-XX-DR-A-2111-S4-P4_GA_Elevations_Proposed_02_23-08-28.pdf
- 2112_GGA-AKA-02-XX-DR-A-2112-S4-P3_GA_Elevations_Proposed_03_23-08-28.pdf



2.0 SUMMARY OF PROPOSAL

This project seeks to provide a state of the art Leisure complex on Golden Gate Holiday Centre which will offer exciting activities for holiday makers and the general public.

A previous application ref: 0/44055 included a 210m² climbing wall building (10m high) but following an internal review it was established by the Client (SF Parks Ltd) that a Bowling Facility, Rooftop Bar, Extended Arcade along with relocating the Reception & Admin offices at the front of the park would provide a centralized state of the art customer experience.

This project will help towards keeping Towyn a popular Tourism destination. Keeping customers coming to the area is vital as they contribute to neighboring businesses and local economy.

Having a variety of activity offerings for the parks customers and Holiday Makers is what strengthens the future business of this and other nearby parks.

SF Parks is a family-run company, which has operated Golden Gate Holiday Centre since 1999. Along with three other parks they have over 1200 caravan bases.

SF Parks has a long term commitment to continued investment and enhancements which drive the future of their Parks.

North Wales is a Hub of Activity and Golden Gate would be proud to contribute further to the sense of Enjoyment and Entertainment.

The Seldon Family (of SF Parks) set up the Llandudno Superbowl (shown below) on Mostyn Champeys Retail park in 1992 and ran it for over a decade. It was a well used facility and proved very popular for Families both local and visiting. The Seldon Family, having had decades of Indoor Entertainment businesses were keen to re-establish this heritage with their current project given their breadth of experience and understanding the wants and needs of their Caravan Customers.



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(Images: [Daily Post Wales](#))

3.0 THE BRIEF AND VISION

Working alongside a new Swimming pool and a recently renovated Clubhouse it was important that this new facility builds upon a building vernacular that is emblematic of this parks corporate identity.

Providing an exciting variety of Activities and Entertainment for the SF Parks clientele is paramount to the companies strategic direction.

An aim for the scheme is also to relocate the Reception to alongside the complex buildings enabling the park to be more easily navigated and for Administrative staff to be on hand to support other departments. If the proposed scheme is approved, Holiday Check-in customers can conveniently enjoy the clubhouse amenities while they wait.

The new entrance proposals are detailed within section 7.7 of this report

Entertainment facilities within this proposal will provide a 6 Lane bowling alley, extended Arcade and rooftop bar.

Image 01 –Render Visualization from Towyn Road

Image 02 –Render Visualization of New Entrance

Image 03 –Render Visualization of New Reception & Administrative Offices

Image 04 – Render Visualization of New Outdoor Children's Play Area



01



02



03



04



4.0 SITE & CONTEXT ANALYSIS



Towyn road A548 runs East to West parallel to the North Wales Coastline between Towyn and Pensarn Retrospectively.

The land uses along Towyn road are predominantly Holiday Caravan Parks (with associated leisure buildings/ establishments), Residential Houses and a mix of Shops, Arcades and Cafes.

Golden Gate has in excess of 500 holiday caravan bases. Along Towyn Road Golden Gate has a primary complex building housing; Swimming pool, Clubhouse, Indoor Play Area, Small Arcade, Chip shop, small convenience store and separate sales office building. Further into the park (North of Towyn Road) is the park Reception & Administration offices.

Relocating these offices as part of this proposal to be within the centralized complex will bring the customer experience to the forefront. The project will seek to provide additional Customer Parking along with specific Staff Parking areas. Currently there are several external play facilities on park varying in size, the proposals seek to offer a new replacement External Play area which is near the Leisure Complex to allow for parental supervision.



05



06

Image 05—Photograph of Existing Clubhouse Entrance

Image 06—Photograph of Existing Clubhouse from Towyn Road

4.0 SITE & CONTEXT ANALYSIS

The site is Accessed from the South from Towyn road and the Venue Entrance is to the West accessed via an Outside Seating Area.



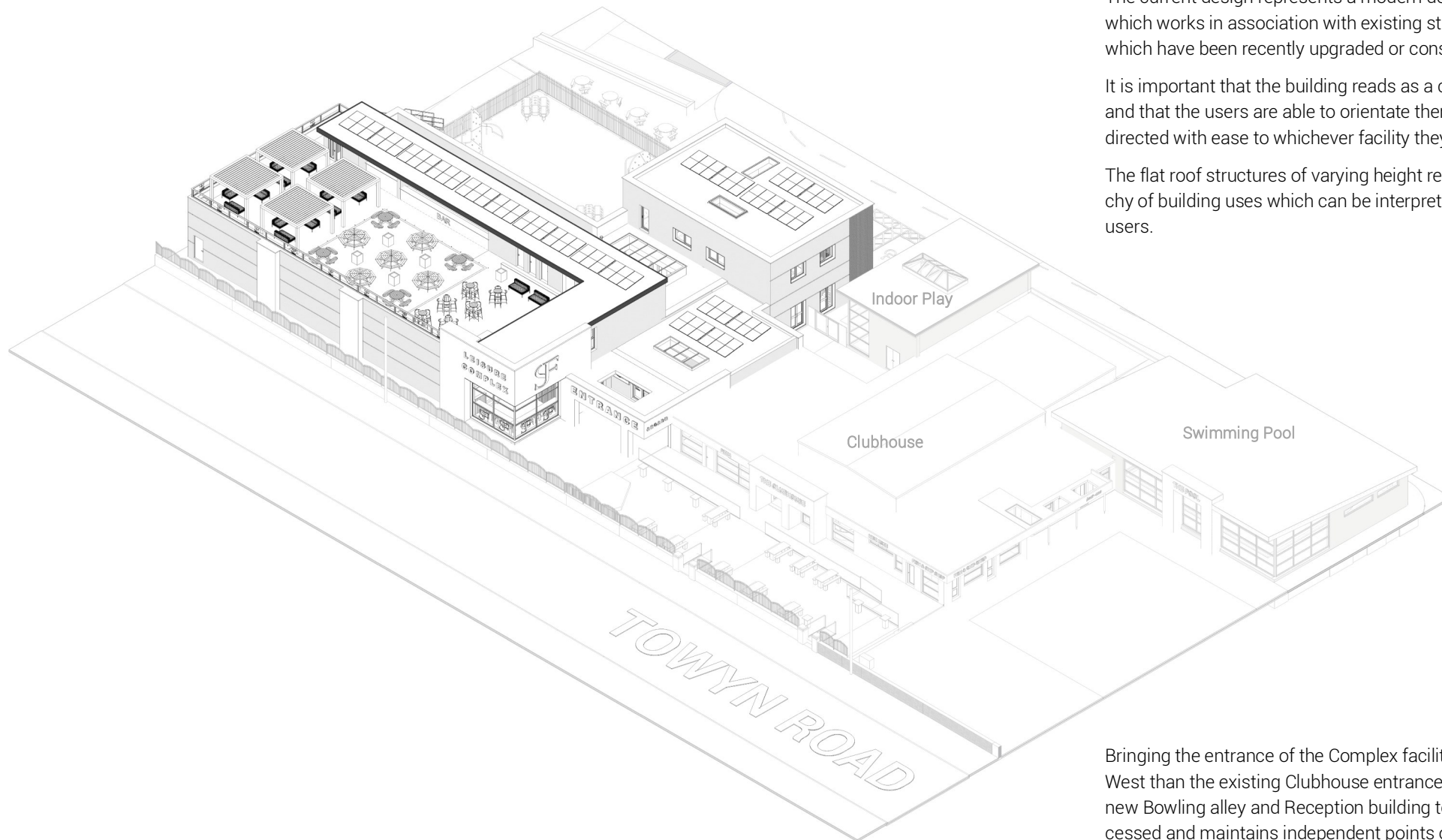
07 - Diagram of Existing Facilities—Principle Site & Complex Access Points

5.0 INTERPRETATION

The current design represents a modern design approach, which works in association with existing structures some of which have been recently upgraded or constructed.

It is important that the building reads as a cohesive whole and that the users are able to orientate themselves and be directed with ease to whichever facility they require.

The flat roof structures of varying height represent a hierarchy of building uses which can be interpreted by the building users.

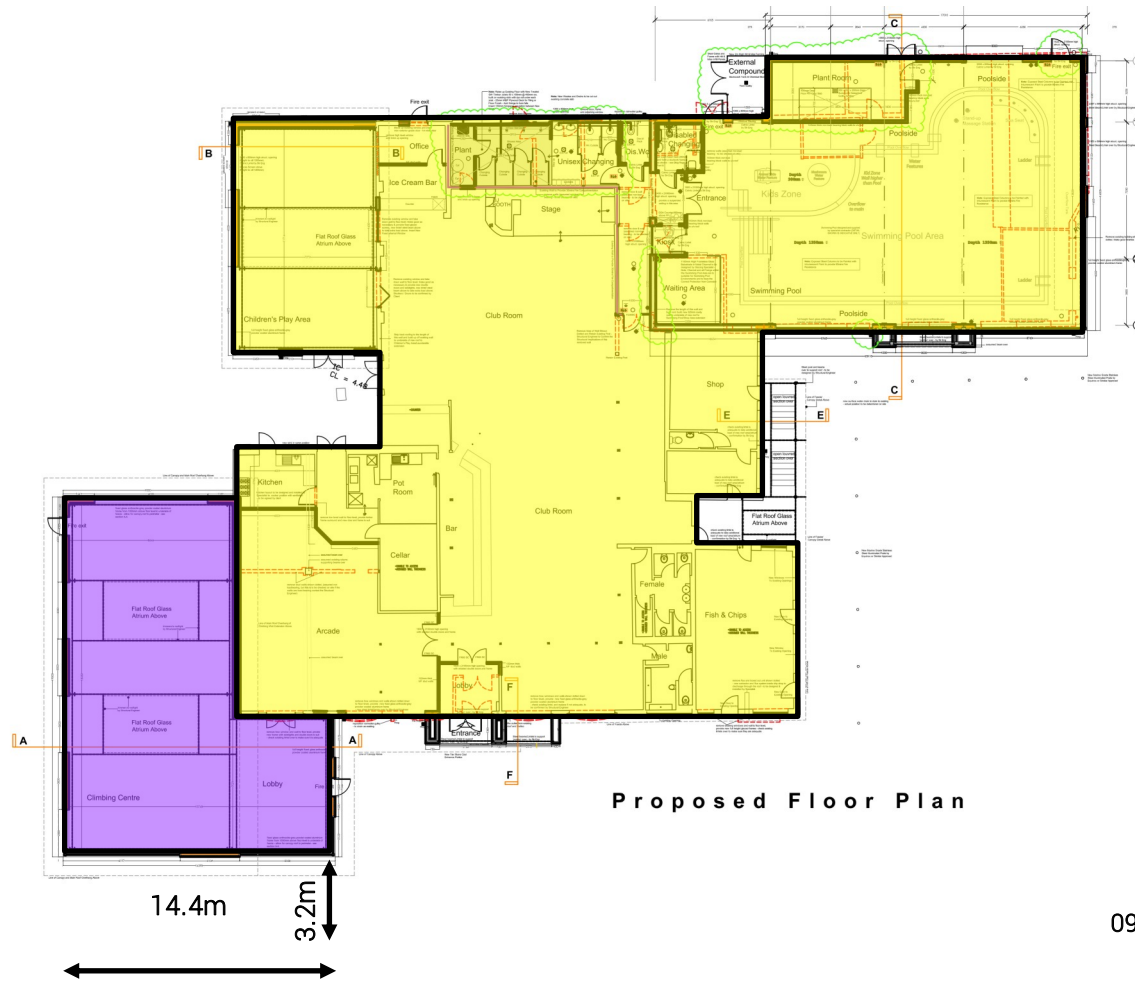


08—3D Axonometric of Proposed Scheme in Context of adjoining Buildings

Bringing the entrance of the Complex facility further to the West than the existing Clubhouse entrance allows for the new Bowling alley and Reception building to be directly accessed and maintains independent points of egress which are required for the other uses of this complex building.

PREVIOUS PLANNING SCHEME

6.0 DESIGN DEVELOPMENT



09

Image 09 shows an underlay extract from the Building Regs Plan for the Previous design by BR Architecture.

The previous Scheme (0/44055) was permitted to come approximately 3.5m back from the Boundary Wall running parallel with Towyn Road for a length of 14.4 meters.

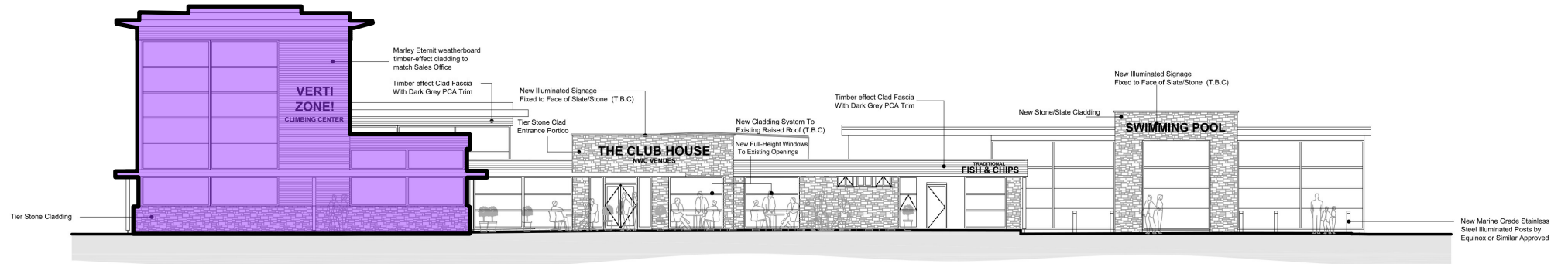
The location of a Leisure Facility which connects to the existing buildings (as shown in yellow) could only be facilitated in the same location as the Previously explored (but not constructed) Climbing Wall (as shown in Purple) given that to the South is Towyn Road, and to the East and North are the Parks Access Roads. It was therefore clear that the West of the Existing Buildings was the project location.

Once the principle intended building use for the Leisure Facility was determined by the Client to be a Bowling Alley we were able to determine the Spatial Requirements. Following consultations with [Bowling Vision Ltd.](#) (who design & install Brunswick bowling systems) it was determined that a length of 30m was adequate to facilitate; players seats, ball return machine, approach, lane length, machine depth and servicing area.

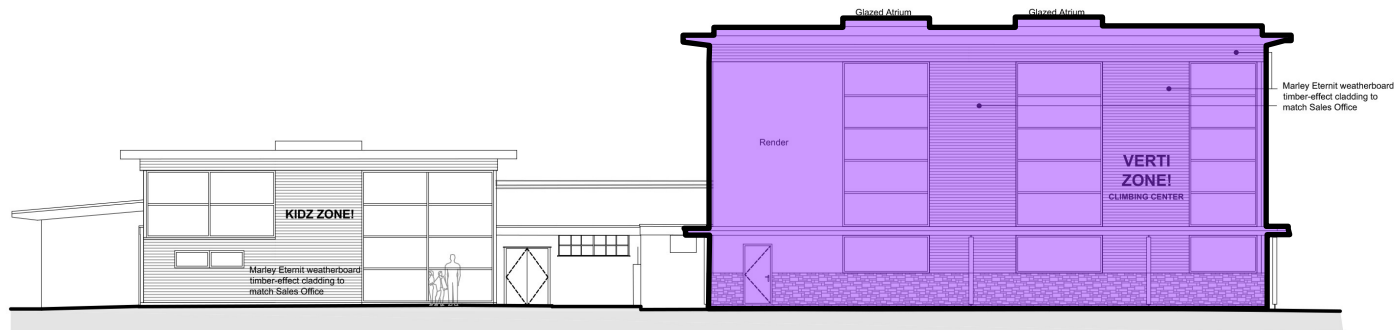
The current complex facilities are accessed by the Club-house Bar & Club with toilets off this busy space. The new proposals need their own Sanitary Provisions as the current facilities cannot take additional usage.

The current complex floor plan does not flow easily, whilst the clubhouse is a vibrant and well used space, its popularity in peak season makes navigating all of the complex facilities sometimes difficult.

PREVIOUS PLANNING SCHEME



Proposed South Elevation



Proposed West Elevation

10 & 11 —Proposed Elevations as per BR Architecture Building Regs Drawings (With Overlay)

PREVIOUS PLANNING SCHEME



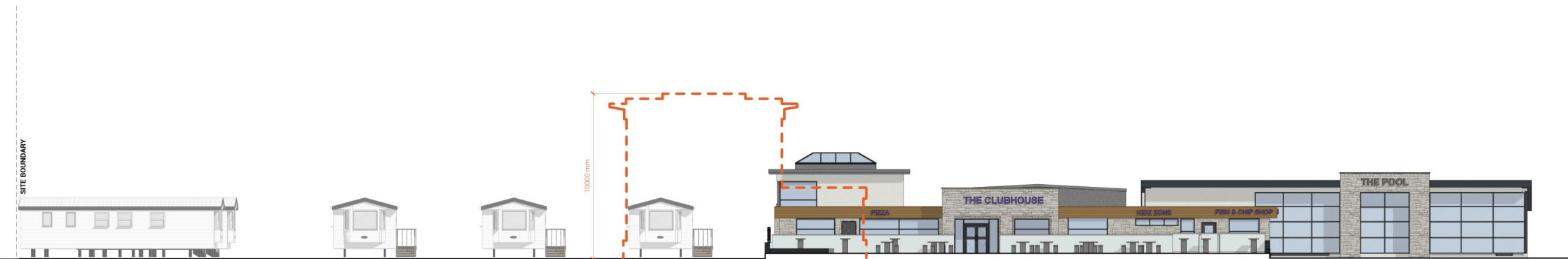
6.0 DESIGN DEVELOPMENT

Images 12 & 13 are Concept Visualizations for the previous scheme (0/44055).

The client explored fit out opportunities for this space with an Activity Consultant and it was determined that the internal space did not allow for enough activity stations and with other indoor climbing facilities nearby, expanding on the facilities offered here would make this project more inline with the businesses strategic plan of providing something that sets them apart from other parks.

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14 - Existing Southern Elevation showing Previous Planning Scheme Climbing Centre Outline

6.0 DESIGN DEVELOPMENT

A massing review of the permitted scheme demonstrated that the 10m high Climbing wall had little connection to the Existing structures and given the expansive southern elevation felt imposing on the streetscape.

Whilst it didn't provide enough space internally it was important to consider the visual impact of the scheme from the wider area.



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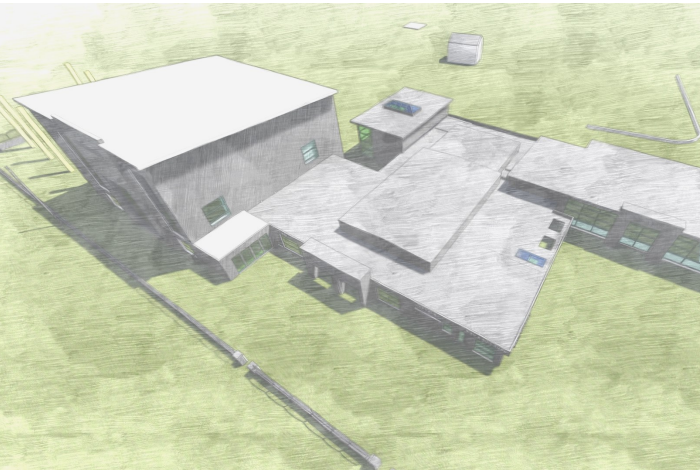
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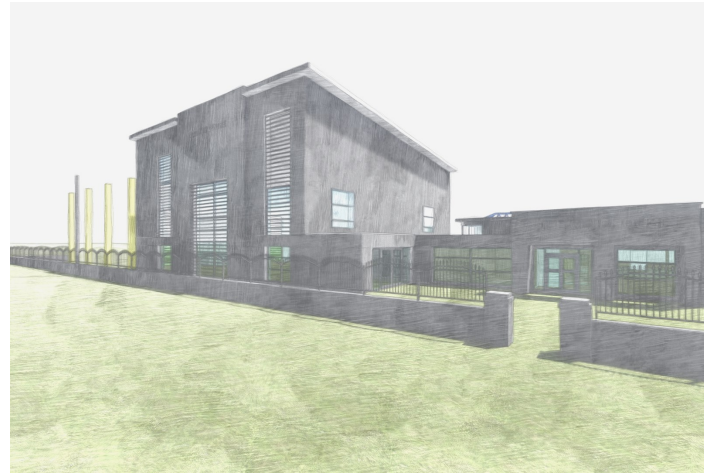
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Large, faint, stylized letters 'SF' in the background, likely a watermark or logo.

INITIAL RE-DESIGN OPTION 01



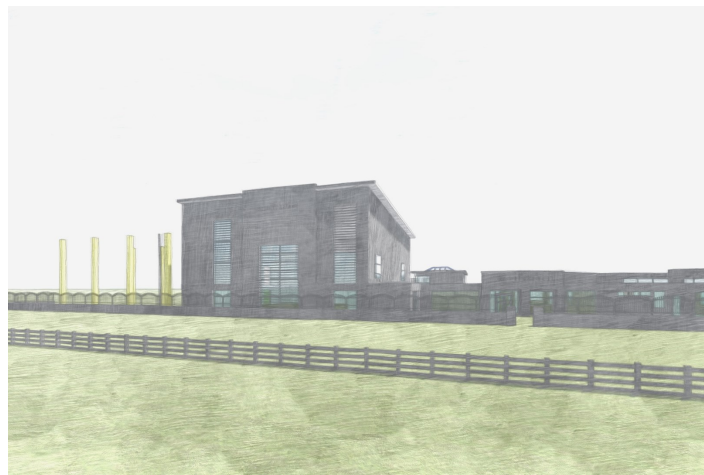
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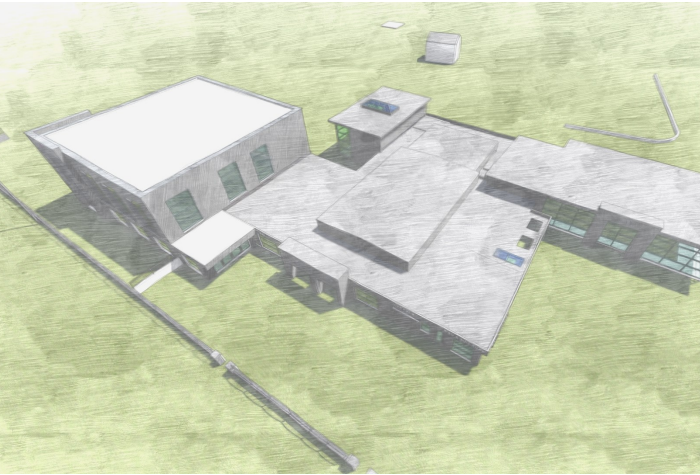
6.0 DESIGN DEVELOPMENT

The Client and Activity consultant reviewed options for activities and with an interest in vertical drop slides a floor to ceiling height of 12 meters was required along with an internal area of close to 450m². Along with the internal proposals an adjoining high ropes course was considered.

It was felt that having a High ropes course immediately adjacent to Towyn road was a Visual distraction for drivers and this idea was shelved.

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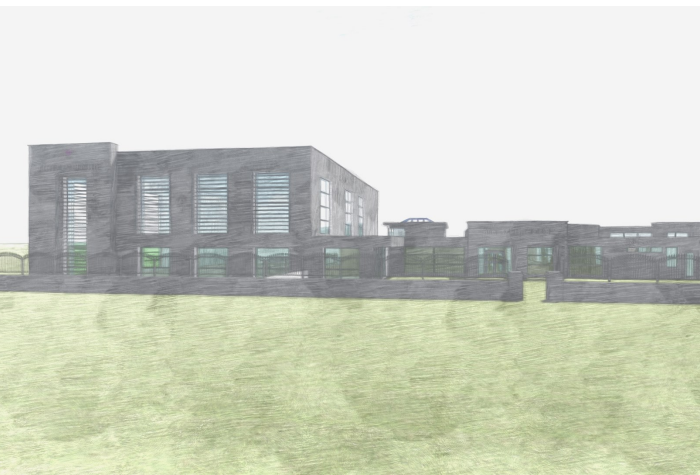
INITIAL RE-DESIGN OPTION 02



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6.0 DESIGN DEVELOPMENT

Other massing models were explored.

Within this early Concept development phase the brief of the project evolved and It was felt that the new facility needed a more prominent entrance so that there was a clear hierarchy of access.

As explained in Image 28 the layout of the existing complex needed improving so it was decided to create new connective circulation space.

Images 23-26 helped understand key vernacular features which don't work and need further consideration in future designs. The design shown was too imposing on the streetscape and had little connective influence from the existing structures.

ST

6.0 DESIGN DEVELOPMENT

This diagram shows the principle pedestrian routes around the existing complex buildings.

The proposed new Venue entrance will remain to the South as it will be visible from the Main Road and the Site entrance.

Images 27–32 show how the analysis of the site and Building context have developed the brief along with the design proposals.



27 - Diagram of Existing Facilities—Pedestrian Access Routes



6.0 DESIGN DEVELOPMENT

The clubhouse is at the heart of the existing facilities. The diagram shows the internal access points between the existing facilities. In principle having interconnected facilities has its benefits but given the popularity of this venue it can create some issues. The existing Venue entrance (which will remain) would not suitably provide entrance to a new facility and operationally would be difficult to manage from an alcohol licensing perspective.

Turning the Arcade into a connecting space between the existing complex facilities and the new gives opportunity to link these spaces and keep them as functional as possible.



28 - Diagram of Existing Facilities—Internal Access Points



6.0 DESIGN DEVELOPMENT

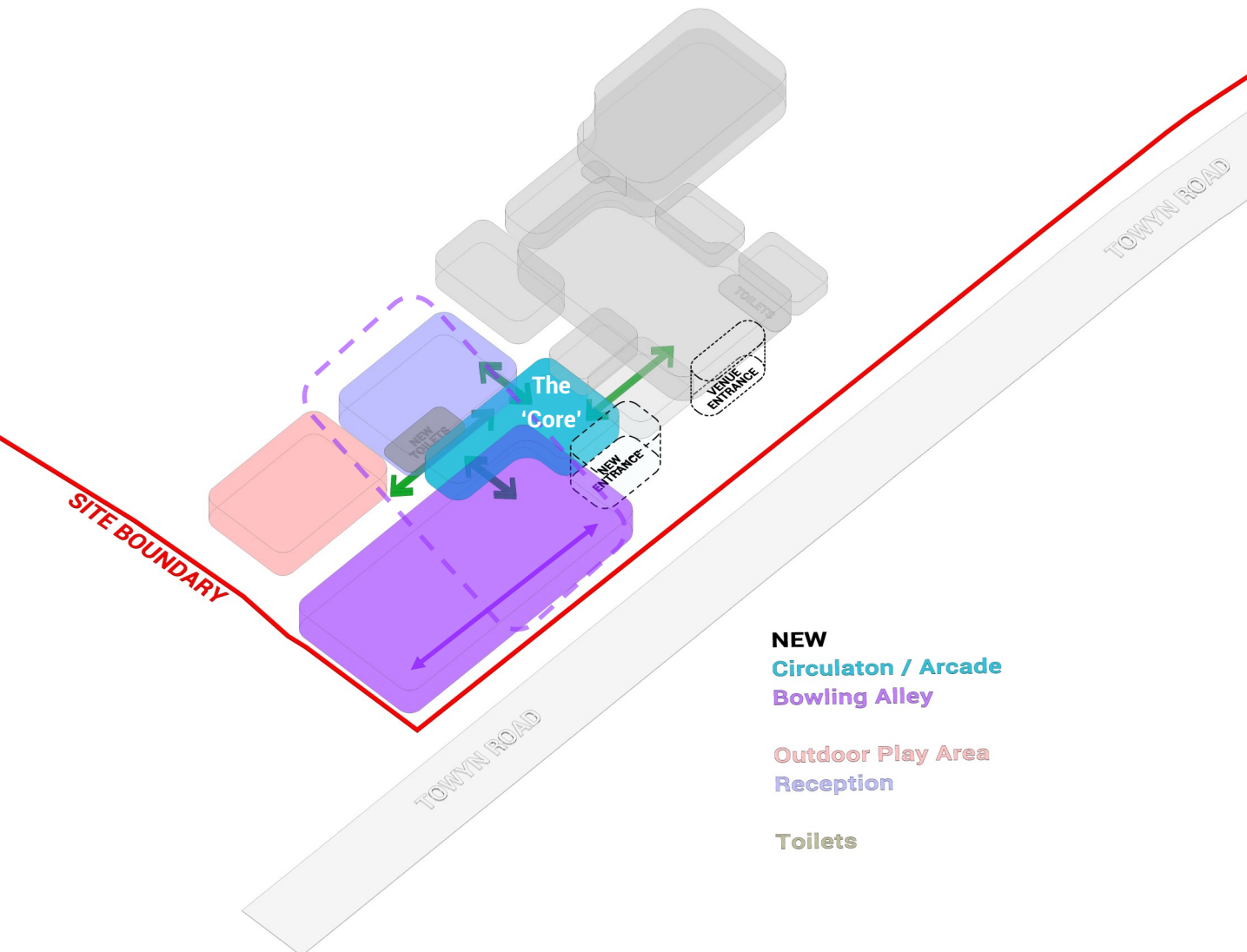
A new Circulation space will link to the existing arcade but will predominantly be accessed via a new and more prominent entrance allowing for a clear direction to this 'core' connective space.

New Toilet Facilities are required to provide adequate sanitary provisions for the new project which would also help to mitigate the overuse of the existing Clubhouse Toilets.

The 'Core' will access the bowling facility, new Reception Building and outside play area.

Current Reception facilities are in another building to the North of the site. Operationally, this currently causes issues for navigating the park for new visitors. Bringing this facility to the front of the park will enhance the parks security by diminishing the need for non customers to enter the park beyond this facility.

The Rectangular form of a 6 lane Bowling alley meant that the orientation of this shape was explored. Orientating the Bowling lanes parallel to Towyn road (West to East as the purple arrow) made sense as the corner of the site would be cut of and have little functional use if it the new building ran from North to South (Dashed purple line). It also meant that accessing the Reception and on outside play area would be disjointed and require excessive circulation which would not be an efficient use of the Construction Footprint.



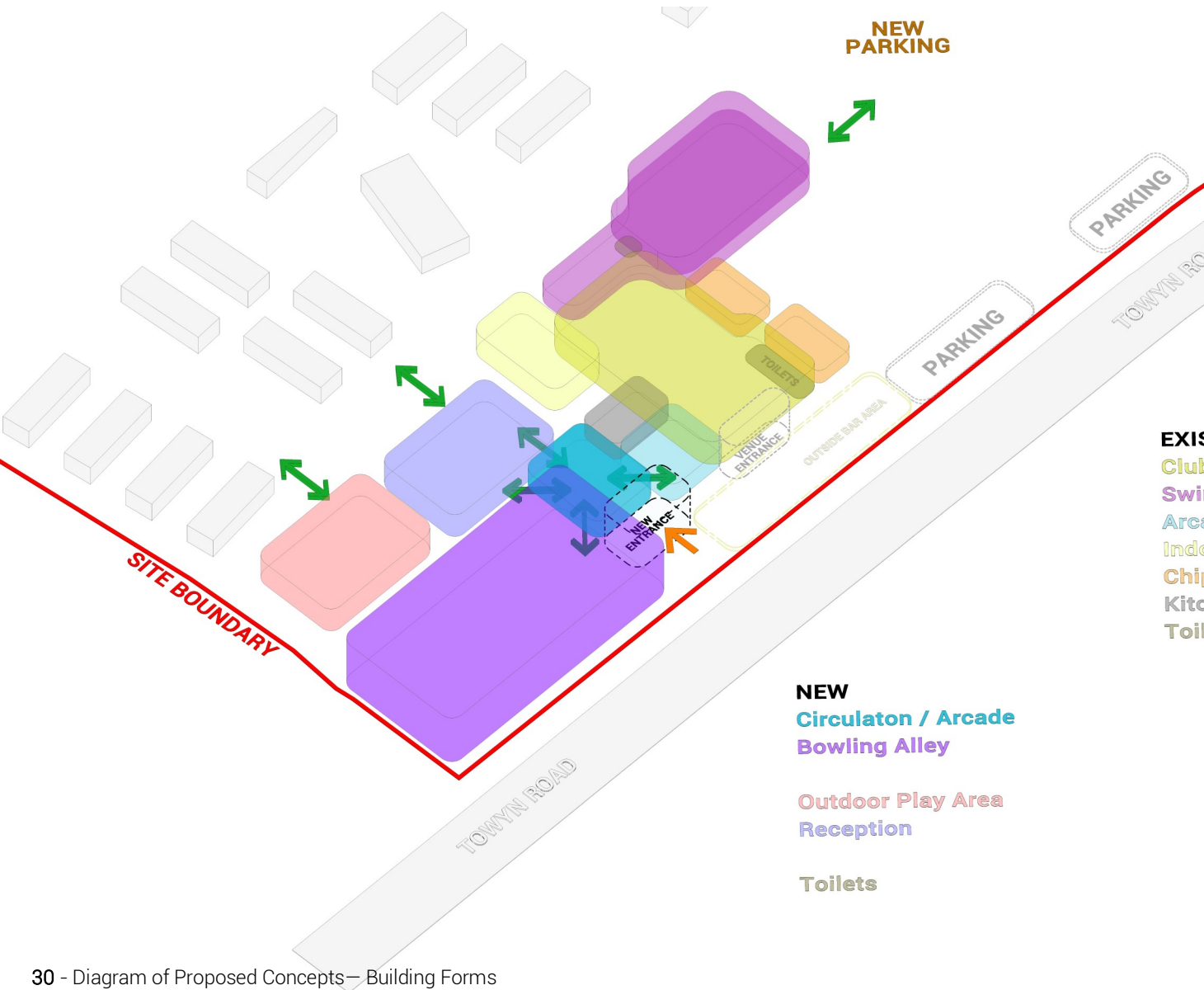
29 - Diagram of Proposed Concepts— Navigational Flow and Through routes

6.0 DESIGN DEVELOPMENT

Placing The Reception and Outdoor Children's play area to the North of the complex allows for direct access from the site itself for the existing Customers.

The outdoor play area is set back from the road and separated by the bowling alley, this gives security to this area as well as not distracting drivers with potential ball games.

New Customer parking directly opposite the Vehicular park entrance will ensure that the 'Customer Journey' goes past all the available facilities as well as being well surveillanced so that park security can have a reasonable view of the park Visitors.



- EXISTING**
- Clubhouse
 - Swimming Pool
 - Arcade
 - Indoor Play Area
 - Chip Shop & Shop
 - Kitchen & Cellar
 - Toilets

- NEW**
- Circulation / Arcade
 - Bowling Alley
 - Outdoor Play Area
 - Reception
 - Toilets



30 - Diagram of Proposed Concepts— Building Forms

6.0 DESIGN DEVELOPMENT

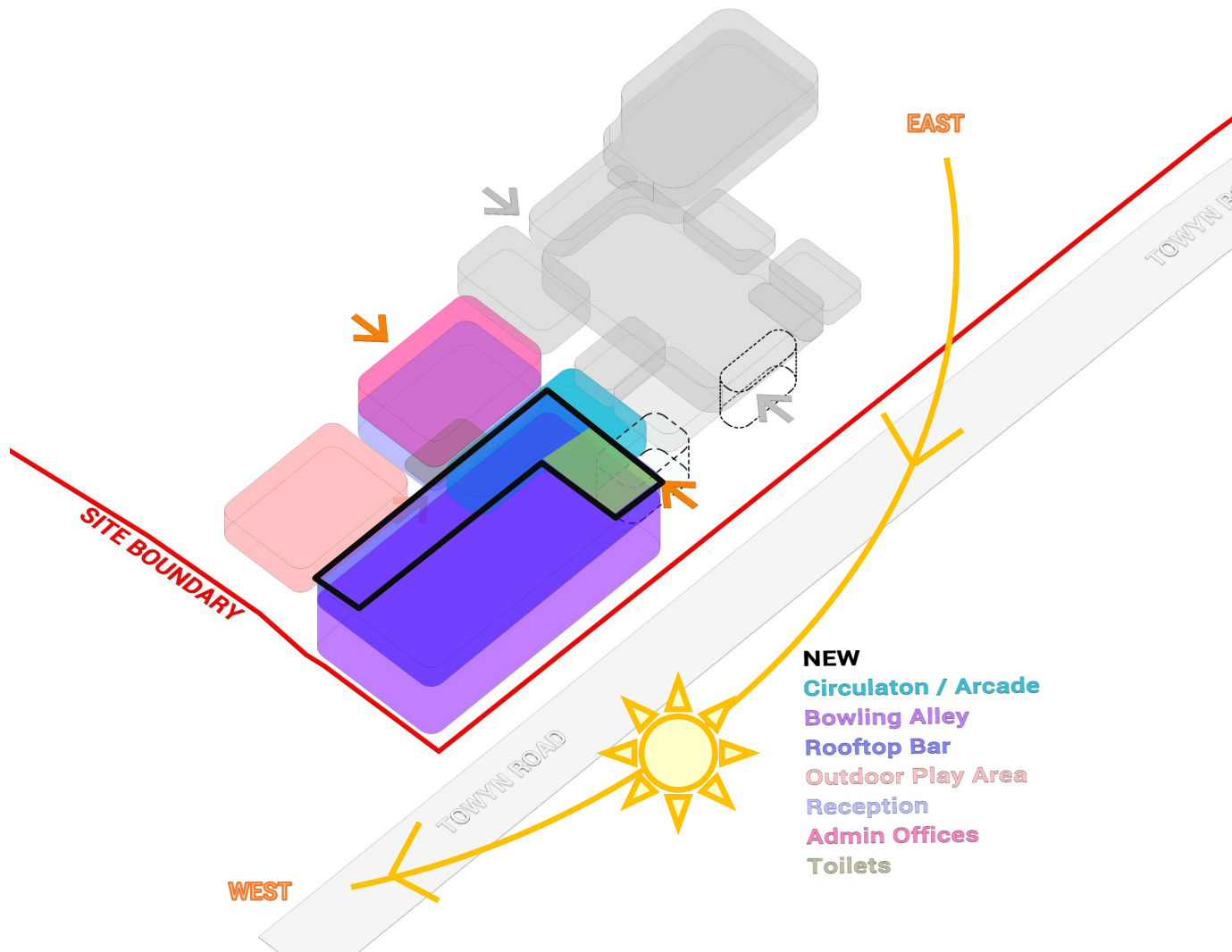
Administration Offices are placed over the reception which is strategically placed to allow these staff to work in close proximity to the Customers and support the Reception Team. The principle entrance will be from the North (from the park) and a secondary internal access via the 'core' will be opened up during peak check-in times.

SF Parks runs several popular bar / restaurant venues and with such popular customer attendance rates in recent years a new bar / social facility is required.

With costs and over development in mind an idea evolved to explore utilizing the roofspace of the bowling alley by utilizing the building footprint.

Setting back enclosed structures to the North of the roofbar level would reduce the visual impact of the scheme from Towyn road such as the Stair access, rooftop bar (See Black Outline). This also suits the use of the outdoor seating area having an desirable south facing aspect.

A Secondary escape is provided adjacent to the New entrance which does give a tall aspect to the South Eastern Corner (green) of the scheme but this enables a strong vernacular statement which establish a sense of place for this exciting facility.



31 - Diagram of Proposed Concept massing strategy

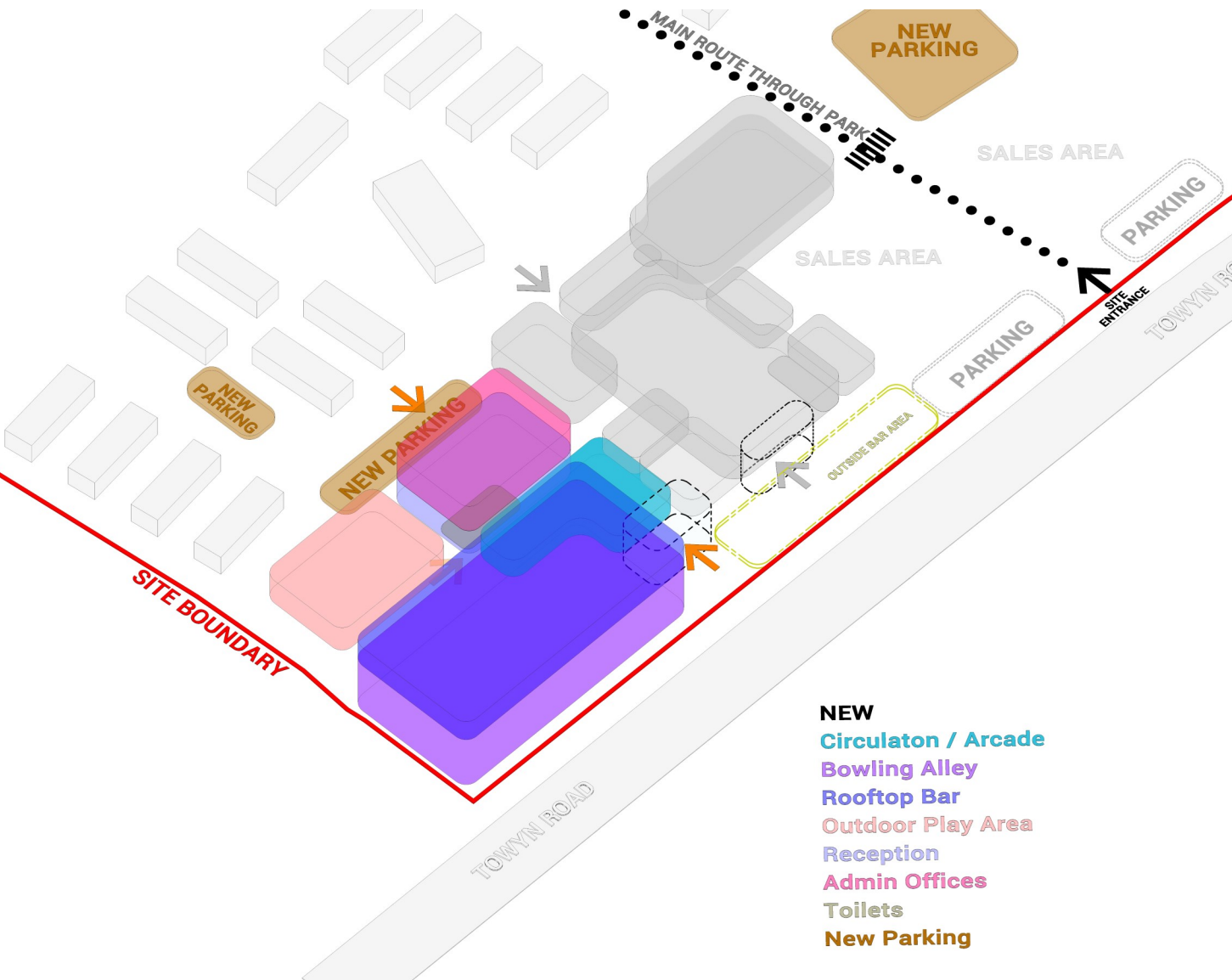
6.0 DESIGN DEVELOPMENT

Designated staff parking will be provided to the North of the Reception and a designated Customer parking area is proposed to the East of the Site. A crossing point will be created with road markings to assist with the safe travel across the main vehicular route through the park providing access to the complex.

Current parking proposals include: 8No New Staff parking bays at 2600mm x 4800mm, 17No Customer bays at 2600mm x 4800mm of which 3No are Accessible with additional 1200mm wide walkway to one side and the rear. There is a Bicycle shelter for 10 Bikes to the North of the Play Area and 2No Motor Bikes near the principle Visitor parking to the East.

This is in addition to the existing parking which remains unchanged.

There is an opportunity to have Sub-Base drainage layers under the Outdoor Play area with regards to SuDS. If the scheme is successful a Drainage Consultants will be appointed to develop he proposals for a SuDS application.



- NEW**
- Circulaton / Arcade**
- Bowling Alley**
- Rooftop Bar**
- Outdoor Play Area**
- Reception**
- Admin Offices**
- Toilets**
- New Parking**

32- Diagram of Proposed Concept massing 02

7.0 THE PROPOSAL

7.1 CHARACTER

7.1.1 Building Character

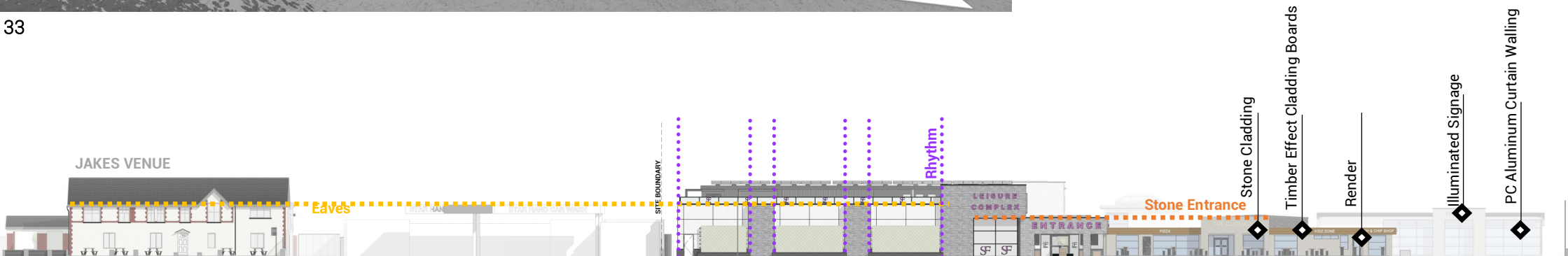
The site comprises of existing leisure complex buildings and static holiday caravans. The complex buildings comprise of a mixture of single story flat roof structures (circa 1960/70's) and more recent extensions including a monopitch structure to the East housing the parks Swimming Pool and higher Flat roof structure to the North West housing the Indoor Children's Play area.

The late 20th century buildings (housing the Clubhouse Bar, Fish & Chip Shop & Convenience shop) were of minimal architectural quality and required modernization. Application 0/44055 included for refurbishments to these structures predominantly to the South and the extensions as aforementioned. See image 05 for current Elevational Aesthetic.

By drawing influence from the form and materiality of the existing structures the proposals further enhance the architectural typology of these leisure facilities whilst providing a clarity to its approach and use. This includes the neighboring parks such as Jakes Venue of Whitehouse Leisure Park.



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34- Proposed Southern Elevation along with the influences from the existing context

7.0 THE PROPOSAL

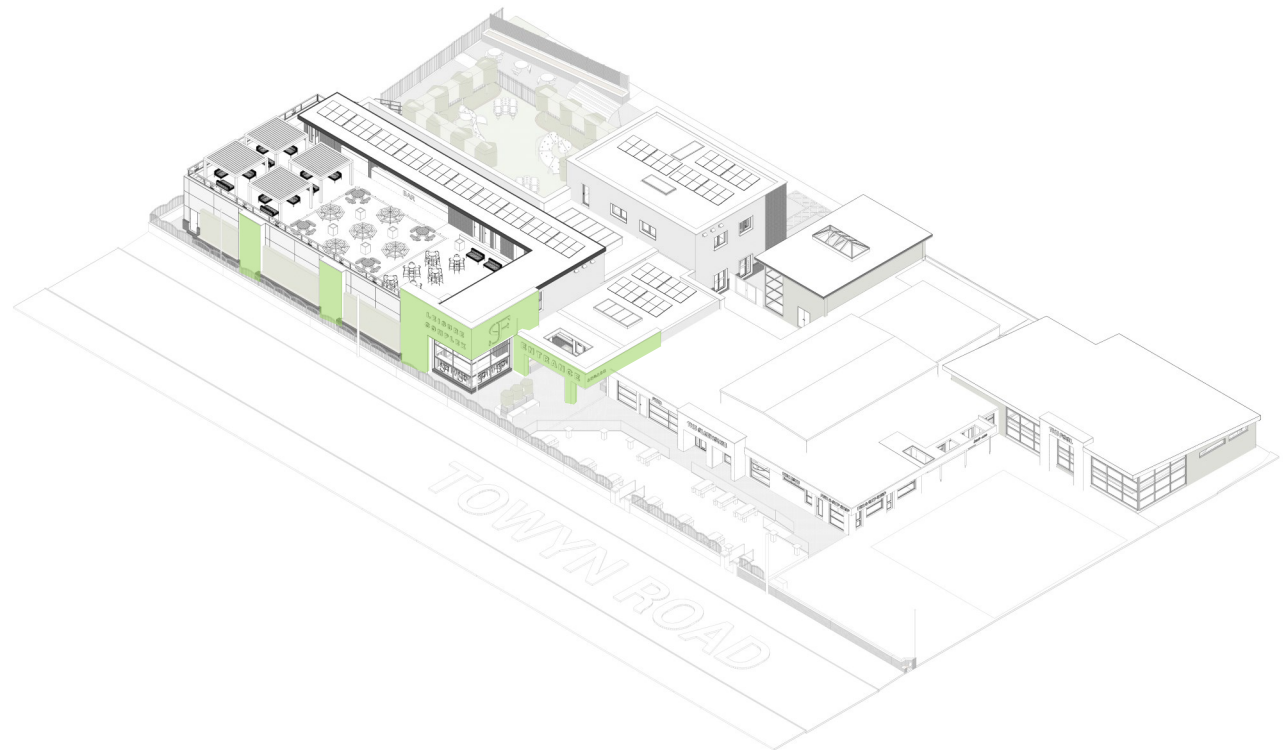
A Combination of Trespa HPL Cladding Panels and stone clad piers (See Green) breaks up the long elevation to the South of the Bowling alley (Along Towyn Road).

This is to soften the large elevation which is further enhanced by the panel sizes of the Trespa Cladding.

The Top of the panelled wall to this elevation steps back with a glass balustrade to soften the impact of this tall façade.

The South Eastern corner of the Bowling Facility stands confidently in the feature stone material with prominent curtain glazing allow for the Social spaces to be flooded with Natural Light and allow passers by to appreciate the internal activities.

It was very important that the proposals help users to determine the relationship between public & private (park customer) spaces.



7.0 THE PROPOSAL

7.1 CHARACTER

7.1.2 Layout

General Arrangement Plan—Level 00 (Ground Floor)



Legend_Room_Complex

- Admin
- Arcade
- Bar
- Bowling
- Circulation
- Plant
- Reception
- Roof Terrace
- Staff Welfare
- WC/Shower
- Storage

36- Proposed Ground Floor Plan

7.0 THE PROPOSAL

7.1 CHARACTER

7.1.2 Layout

General Arrangement Plan—Level 01 (First Floor)



37- Proposed First Floor Plan

7.0 THE PROPOSAL

7.1 CHARACTER

7.1.2 Layout

General Arrangement Plan—Level 02 (Roof)



38- Proposed Roof Plan

7.0 THE PROPOSAL

7.1 CHARACTER

7.1.3 Appearance & Materiality

The Palette of Principle materials have been chosen based on the materials of the recently modified existing Buildings.

Image 40 - Natural Stone tier Cladding

Image 41—Render—Off White

Image 42—RAL 7016 'Anthracite' for all Curtain Walling, Capping, Rainwater goods and Feature Bays to Reception (See image 44 below).

Image 43—Dark Grey Brick TBC—to New Reception Building.

Stone cladding is used to emphasize the new entrance in a similar 'active' vernacular to the existing structures.

Image 45—Trespa High Pressure compact laminate (HPL) NM08 Crafted White (Meteon Naturals) has been chosen to provide a robust cladding material which faces Towny road situated to the Southern and Western elevations of the Bowling Alley. This was chosen in response to the Pre-App feedback..



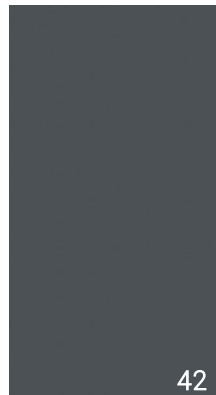
39- Proposed Visualization from Towyn Road towards new Entrance



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7.1 CHARACTER

7.1.4 Landscaping

Land Studio have developed the Landscape proposals to enhance the Biodiversity offering of the site.

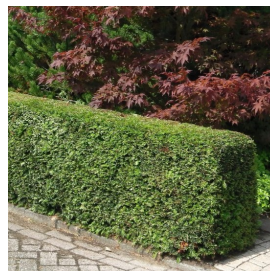
Plant species have been selected to flower at varied points in the year and in a variety of growing styles.

Lands studio proposals are on the following drawing which forms part of this planning application:

- 347-LST-XX-XX-DR-L-0301 Planting Plan.pdf

Climbing plants along the Southern Elevation of the Bowling Alley help to break up this long frontage. A mix of planters (some masonry some timber) give pockets of nature across the proposals

47—Collection of Images from Land Studio Concept Proposals — Plant Species



7.0 THE PROPOSAL



7.0 THE PROPOSAL

7.2 ACCESS

The scheme will ensure ease of Access for all customers.

Level access will be provided across all public spaces. With the majority of public spaces being at ground floor the clear flow from one space to another is of paramount importance and will be at the forefront of all design decisions. A lift is provided for vertical access to the rooftop bar.

The detailed design of the scheme will meet the requirements of the Approved Document M.

7.3 MOVEMENT

Promoting sustainable means of travel to this facility has been considered from the onset and informed the development of the brief.

With the majority of likely building users being from Golden Gate Holiday Centre of nearby parks it was a strategic aim to encourage access by foot. To enable this we have been mindful of Vehicular parking provisions as not to provide more than is required which could result in unnecessary vehicular travel due to convenience. Therefore a scaled back quantity of parking has been shown. The design team are keen to discuss this further with the Local Planning and Highways departments to take their view on this matter.

Covered Cycle storage for 10 bikes will be provided adjacent to the Reception building. It is expected that there will be a good use of this facility by staff particularly.

There are opportunities to provide additional Cycle storage if required.

There are nearby Bus Links which offer access to Rhyl Railway station. The Clients are open to considering discount schemes with valid public transport receipts which will encourage the use more sustainable transport options.

7.0 THE PROPOSAL

7.4 ENVIRONMENTAL SUSTAINABILITY

The Buildings have been orientated on the site with careful consideration to Solar Gains and Direct sunlight which is not suitable for certain spaces.

The glazing to the offices are predominantly North Facing which is ideal for its intended use and working with computer screens.

There are several opportunities for Solar panels to be placed on stands to the recommended angle to multiple flat roofs. (See Page 21)

The design has been evolved to efficiently use the development footprint with the intension of reducing over development.

A Sustainable Urban Drainage System will be designed to meet the requirements of the Local Authority SAB. Following planning approval. The scheme has opportunity for attenuation areas under the outdoor play area. The client would like to harvest greywater for use in the proposed complex toilets. All new hard standing areas will be permeable paviors with the exception of the access road to the North which will be tarmac. A Scheme will be developed by bEk Enviro Ltd and meet the relevant SuDS principles.

7.5 COMMUNITY SAFETY

Controlling the access of non-customers is important for the safety of the site. The proposals are attractive spaces with minimal blind spots allowing for good levels of natural Surveillance.

The park will ensure that all building perimeters are covered by CCTV along with necessary internal areas to meet and exceed licensing needs.

The park currently has a competent CCTV system which has been intrinsic in minimizing crime.

The internal layout and intended access control points within the proposed complex will perform a role in the management of building users and be intrinsic in the wider security of the park.

7.0 THE PROPOSAL

7.6 ECOLOGY

The proposals do not necessitate the demolition of any structures.

It is considered that the scheme has no loss to Ecological Habitat. There are no existing landscaping features which will be demolished and so the proposed landscaping scheme offers a clear Biodiversity Gain.

The proposals include 12No Swift Nesting Boxes as annotated on the Elevations. See below Vivara Pro Madrid Swift Nest Box.

The Swift boxes are situated 7meters off the ground to Northern and Eastern elevations which facilitate a clear flyway in front.



The scheme also includes 8No Bee Bricks (75 x 100 x 215mm) on the Western elevation of the Office / Reception building which face onto a good variety of pollinating species.



SF

7.0 THE PROPOSAL

7.7 NEW ENTRANCE

The proposal includes for a revised Vehicular Entrance from Towyn road that will provide a much improved Visibility splay.

Image 50 shows the proposed visual for the Vehicular Entrance from Towyn Road.

Image 51 shows the existing Vehicular Entrance from Towyn Road.

2No 5.6meter high structures frame the entrance with sloped planters meeting the pavement with Box hedging as per the Landscape Architects Proposals. The new entrance structures will replace the 2No existing totem signs as precious planning application ref 0/42058.

An Advertisement application will be submitted for indicated signage shown.

Existing Flag poles will be relocated to suit.

Full details can be found on the following Architectural Drawing: 1400_GGA-AKA-01-00-DR-A-1400-S4-P1_ExternalWorks_NewEntrance_23-08-30.pdf

Also refer to Highways report from SPC Transport Planning, of Colwyn Chambers · 19 York St · Manchester · M2 3BA



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GOLDEN GATE LEISURE COMPLEX

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LEISURE COMPLEX

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ENTRANCE

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