

Sainsbury's Supermarkets Ltd and Cranford (Hayle) LLP

Sainsbury's

MARSH LANE, HAYLE



DESIGN & ACCESS STATEMENT

June 2010

Prepared By

 Stride Treglown

Sainsbury's
Try something new today

Marsh Lane, Hayle

Sainsbury's
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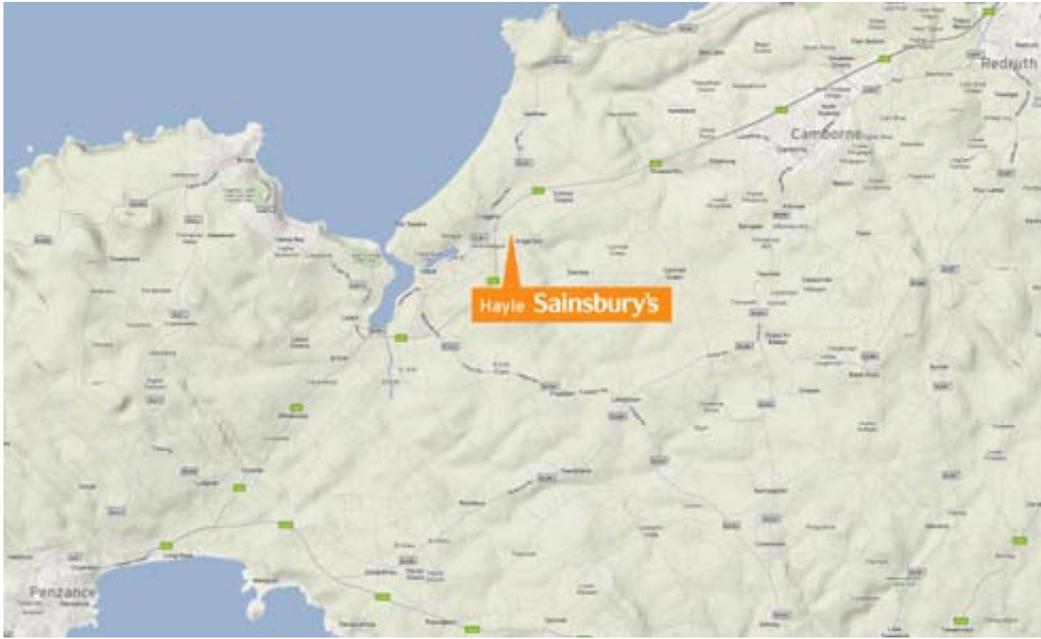
1. Introduction

Scope

This Design and Access Statement has been prepared by Stride Treglown in support of a planning application submitted on behalf of Sainsbury's Supermarkets Ltd and Cranford (Hayle) LLP. The application seeks permission for a new food retail store, car parking and petrol filling station, together with highway works and a nature reserve.

This document should be read in conjunction with the accompanying information prepared by WYG Environment Planning and Transport, Stride Treglown Architects and Landscape Design., RMA Environmental, Connect Consultants, and JBP.

This report explains the design concept behind the associated planning application. It covers the key design and access principles of the proposed scheme in relation to the building, the site and the wider context.



Foodstore Site

2. Use

The Foodstore Site

The site is located to the east of the A30 trunk road. The A30 is the principal Devon/Cornwall spine road which connects Exeter 100 miles to the east with Penzance. The site consists of a parcel of undeveloped land and a disused railway embankment.

This statement addresses design, access and sustainability considerations relating to the foodstore development site only, (identified on the aerial photograph opposite) which has been prepared in accordance with CABE guidance.

The foodstore site is approximately 285m east to west, and 95m north to south, and to the south and west follows the curve of the existing Marsh Lane. The site is immediately adjacent to the West Cornwall Shopping Park, which includes a number well known high-street retailers. It is within walking distance of the existing Loggans Estate, and is well connected by road to central Hayle.

The site is within a County Wildlife Site (CWS), and as such the wider Angarrack and stream landscape and ecology plans have been primary influences on the site layout and design. In particular the functional floodplain to the northwest of the foodstore site has dictated the limit of the development area here.

This land is bounded on two sides by large scale commercial development, with an industrial estate to the south and the West Cornwall Shopping Park to the west. The proposed foodstore scheme in comparison is lower in scale, and therefore sits much more sensitively in its overall context.

This proximity to other similar uses and to the major A30 road link makes this site ideal for a foodstore. Such a development within the town centre would feel out of scale with the 'fine grain' of the townscape, especially if one considers an area such as the harbourside in Hayle.

Proposed Foodstore Development

The development is for a new food retail store, including a customer café, by Sainsbury's Supermarkets Ltd. A new petrol filling station, and kiosk will also be provided.

The proposed car park includes 20 disabled bays, 13 parent & child bays, 8 trolley bays and a recycling centre. Land to the North and the East of the foodstore will benefit from landscape enhancements, promoting ecology in the area.

3. Scale of Development

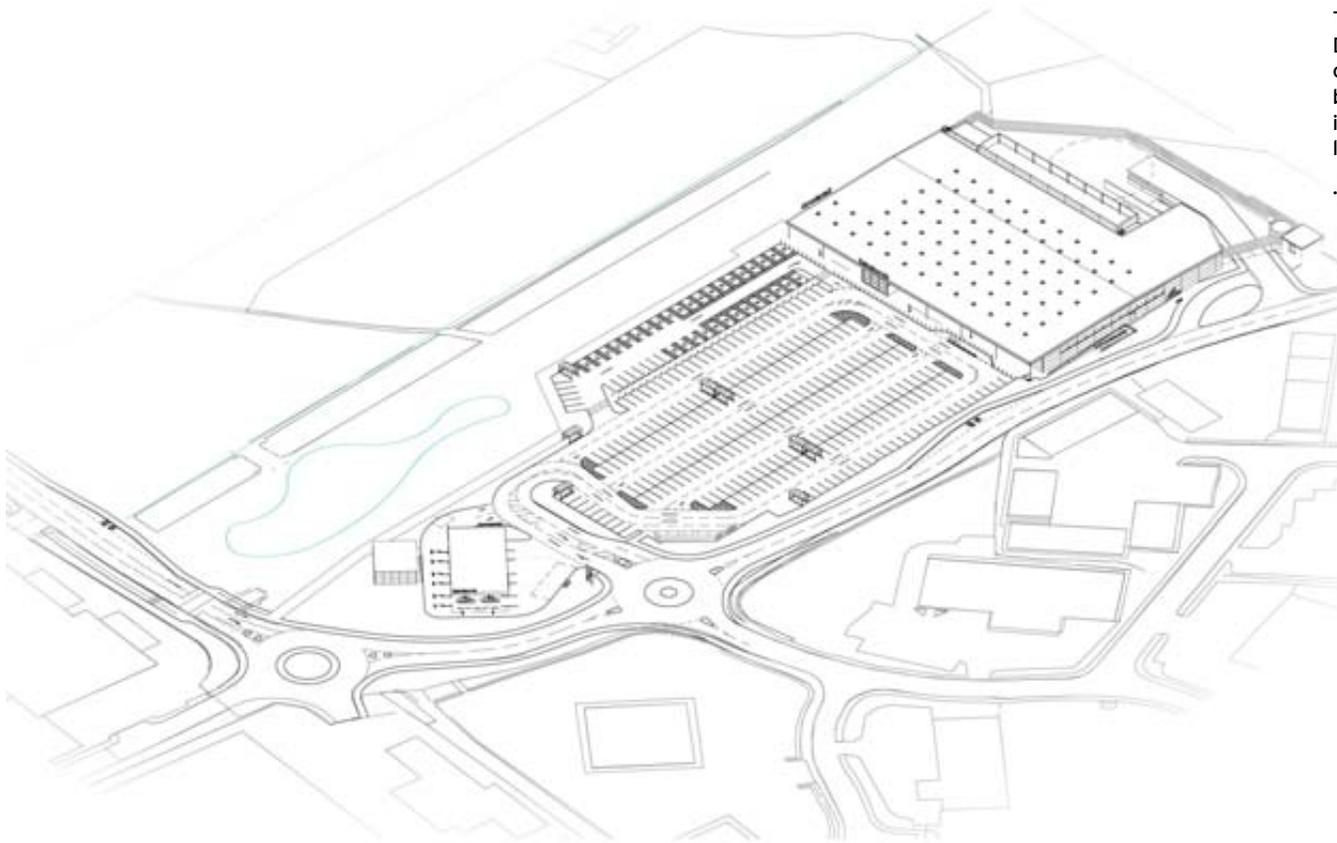
Enhancing views into and from the site and wherever possible preserving important existing features such as trees and hedges, together with circulation routes and points of access have been key influencing factors in developing these proposals.

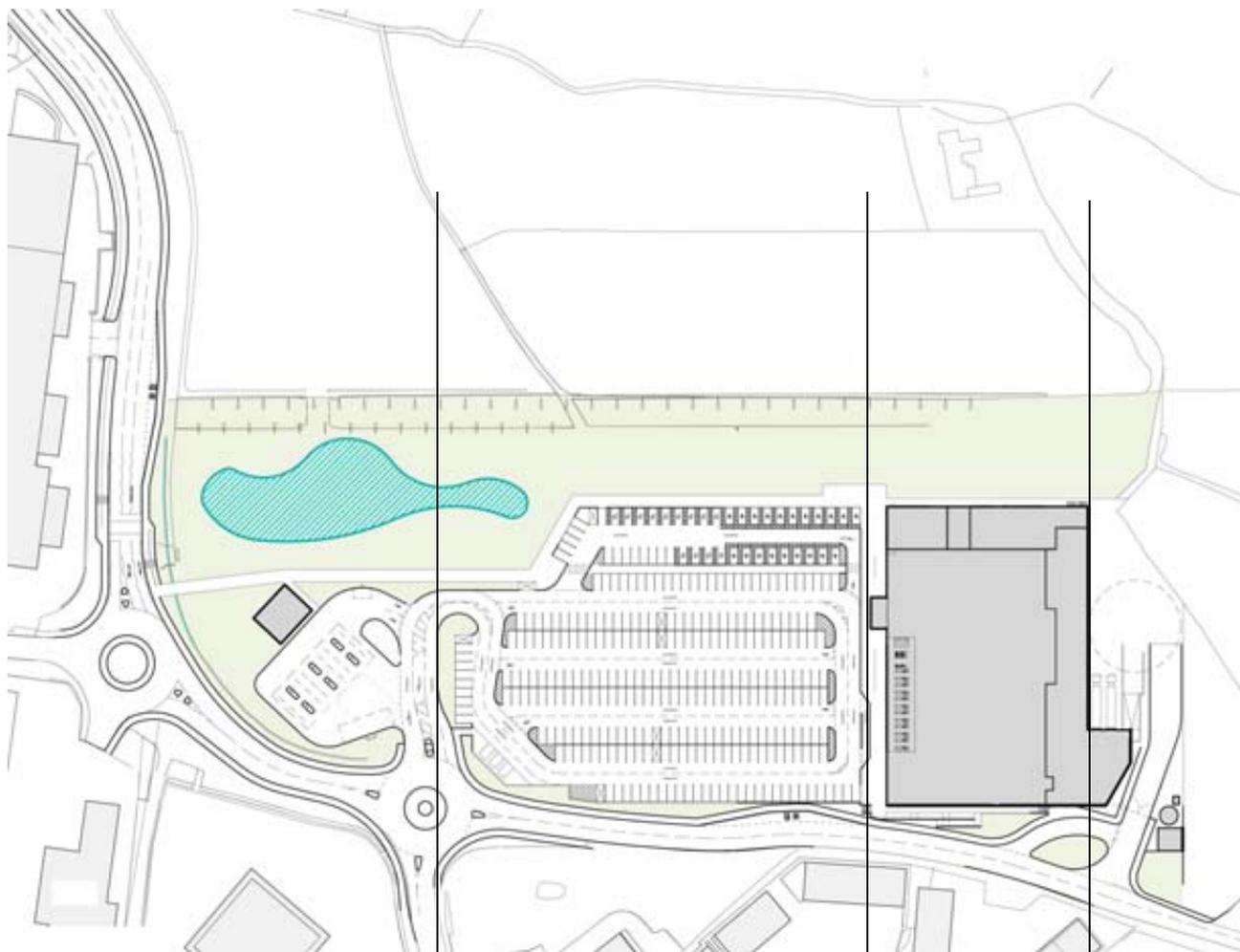
Foodstore

The built development comprises a single-storey food store, with a net retail area of approximately 3,042 m² (32,742 sq.ft). The total Gross Internal Area is 4,983m² (53,637sq.ft).

Car Park & Petrol Filling Station

The development provides 317 car parking bays, which includes 20 Disabled bays and 13 Parent & Child bays. In addition, areas for motor cycles and bicycles are provided adjacent to the store. Covered trolley bays are located evenly throughout the car park, with additional storage in front of the store. The petrol filling station will provide 6 pump islands, linked to a kiosk with a GIA of 121 m² (1 302 sq.ft).





1. PFS & Entry/ Exit

2. Customer Parking

3. Store

4. Servicing

4. Layout

Site Layout

The building footprint has been placed near to the southern boundary and is set against a retaining wall structure to present a low profile to Marsh Lane, minimising its impact on views from the rural area and Angarrack. Additional screening from the East is provided by a line of dense hedgerow planting along this boundary.

The footprint separates the site, to provide customer parking to the west, and the servicing access to the east. Marsh Lane is to be widened up to the point of the new service access and shoppers will access the store via a new roundabout. The existing roundabout to the west will also be improved. The journey of the customer arriving, entering, and leaving the store is paramount to the layout of the site and the design of the building.

The petrol filling station has been located adjacent to the main site entrance to separate traffic for the petrol filling station and traffic for the main car park, eliminating complex routes once in the car park. Service vehicles do not need to enter the customer car park at any point, apart from for the collection of recycling .

Buses will follow a route along Marsh Lane to the proposed new bus stop adjacent to the main store entrance. From here they will either carry on towards Angarrack or use the new turning head provided.

Further to the consideration of external views into the site, the finished levels of each aspect represent the most efficient in terms of the cut and fill required, and will minimise the height of the necessary retaining walls. Appropriate regulatory documents and guidelines are followed to allow surfaces to fall safely in the direction of the existing site where practical and appropriate. From the new bus stop to the South, the store is accessed via a flight of steps or a ramp to traverse the level change and to fully comply with DDA requirements.

The Northern boundary of the car park and store is dictated by the need to preserve and enhance the existing ecology and the need to keep development outside of the functional flood plain. The area to the North of the store will be kept free of development to allow for enhancements to the existing wet woodland and marshland habitat areas, and the provision of new flood storage areas which would provide significant wider benefits by reducing flood risk downstream. These enhancements will also include a new pond to enhance ecology and a boardwalk , bird hide and interpretation boards to allow for use by the local community.



CGI of store from near Loggans Moor roundabout, to the North

Store Layout

The customer entrance has been located on the west façade of the building, facing the car park and, indirectly, the main A30 dual-carriageway. This ensures good visibility and intuitive way-finding into the store, as well as setting up a good relationship with West Cornwall Shopping Park.

The orientation allows the site to be structured as outlined above, separating the different aspects of the site. The location of the store entrance provides the most suitable access point for those arriving via the main car park, (either by car or by bike). This also provides a clear point of access for pedestrians and cyclists arriving via the footpath from Marsh Lane and the West Cornwall Shopping Park and for those arriving by public transport.

The western entrance point dictates that the 'back of house' is to the eastern side of the site and so permits a separate access for delivery lorries. This enables the separation of lorries and pedestrians therefore providing safe areas of movement.

5. Scale

The existing context and landscape are characterised by the large scale built environment, into which the proposed food retail store and petrol filling station would comfortably blend into.

A new food store will naturally have a reasonably large footprint, although its height has been kept as low as is practicably possible (5.05m with a projection for the plant to the roof increasing this to 6.85m to a limited area) as a response to the low lying landscape. It will be partially screened by the enhanced wet woodland area to the North of the car park.

The development will require that some changes are made to the existing levels of the site, but by providing a store at roughly the mid level of the existing contours, the requirements for cut and fill will be minimised as will any requirement to move material to or from the site. The service yard is set 1.2m below finished floor level of the store to form a loading dock and will be screened by hedges as described in the landscaping section

As would be expected from a building of this nature, doors, windows, street furniture will all be of a human scale allowing ease of use, comfort and safety.

6. Appearance

Design Philosophy

The overall design philosophy for the proposed scheme is to produce a modern building in terms of appearance and performance, whilst preserving the semi-rural character of the landscape in which it is set. The low lying landscape immediately adjacent the site has also informed the horizontality prevalent in the design.

Simplicity and energy efficiency have been the key factors in the design of the building. The low level massing, cladding panels and use of natural daylight, all stem from this philosophy. Reducing the overall volume of the store will inevitably lead to efficiencies in heating/cooling and lighting as well as limiting the materials required for construction.

An overhanging canopy is proposed to the front facade either side of the protruding entrance lobby to provide the necessary shelter for customers arriving and leaving the store. The canopy will also provide solar shading to the front west facing glazing.

The front facade and the cafe have large areas of glazing providing visual interest and maximising daylight within the store. as well as reinforcing links to the surrounding landscape. The Marsh Lane elevation will have a strip of high level glazing above the sales floor along, to provide a visual link between the road and the shop floor, as well as breaking up the elevation. On the north elevation there will be a series of smaller windows to the to provide daylight to the domestic areas.

Large glazed areas will be formed with a curtain wall system using formulaic panel sizes to integrate the glazing. Aluminium mullions will provide a sustainable and modern solution here.

Materials

Due to the absence of a strong vernacular influence in the immediate vicinity of the site, (other than bulky non - descript industrial buildings) the building will employ modern materials used in a contemporary style. The horizontal flat aluminium cladding has been introduced to provide a clean, crisp contemporary feel to the store. The colour of this cladding, light-grey, has been selected in order that the building appears to sit sensitively within the landscape, identical to the design approach used for farm buildings. Roofs will be covered in a single ply membrane.

Maintenance and Management

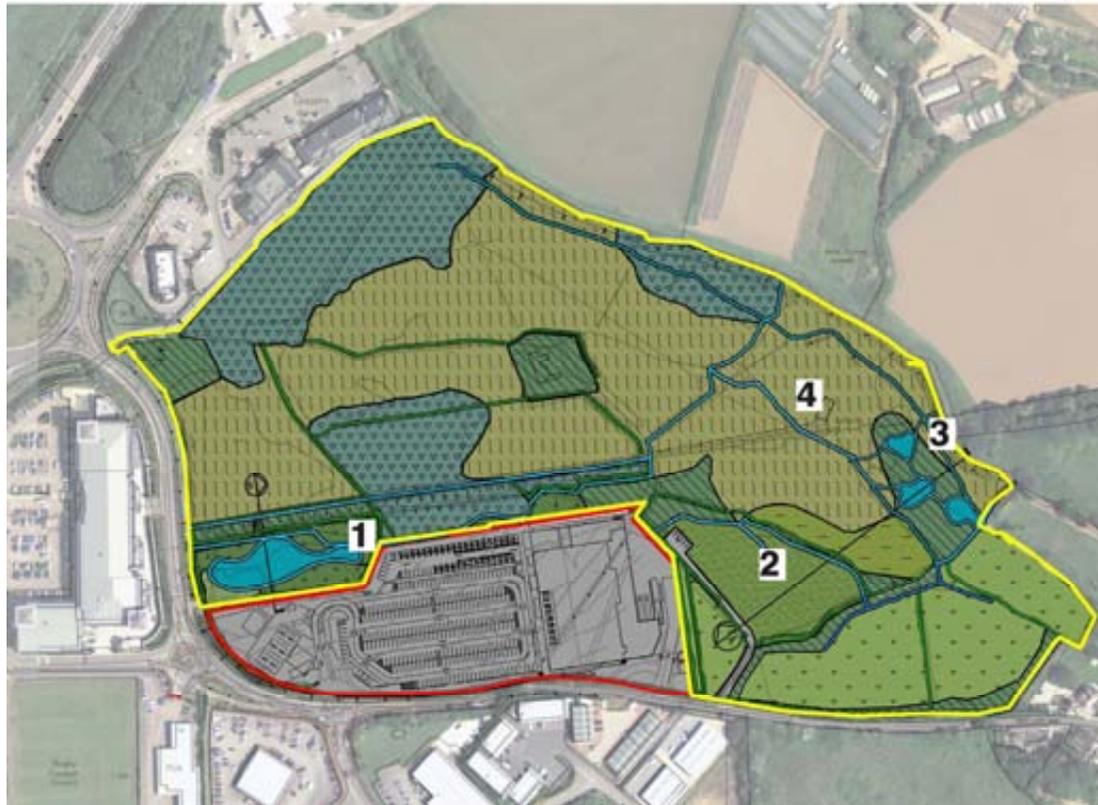
The landscape consultant at practical completion will produce a Maintenance and Management Plan for the short, medium and long-term maintenance of the site. After final completion, the scheme will be handed over for longer-term maintenance to the regional landscape maintenance contractor appointed by Sainsbury's Supermarkets Ltd.



CGI of store front, from entrance of PFS



Front Elevation - NTS



Ecological Habitats Post Development

NOTES

- 1) New area of wet woodland
- 2) New area of species rich grassland
- 3) New Ponds
- 4) New bird hide

(please see 'Ecological Mitigation Strategy' document for details)

7. Landscape

Landscape Design Strategy

Within the site of the store itself Sainsbury's Supermarkets Ltd. has formulated landscape objectives when designing stores and the principal of these are:

- the provision of a sheltered, pleasant shopping environment for customers
- the creation of a safe and logical circulation pattern for cars and pedestrians
- as far as possible, for drivers moving around the car park, to provide unobstructed vision of customers and their children
- to help assimilate the new store, its car park and service yard into the surrounding landscape
- using site landscape design to make a positive contribution to the local environment
- designing appropriate vegetation patterns along site boundaries and interfaces to other land uses in the neighbourhood to reinforce local character and ecological links.

Site Context

To the north and east of the store site lies the County Wildlife Site (CWS), the proximity to which has been a key consideration in the integration of the store into its surroundings. Sensitive boundary treatments and ecological enhancements seek to mitigate against any losses within the CWS and enhance the site for both ecology and the local community. Proposals include new waterbodies, tree and hedgerow planting, a boardwalk, a bird hide and interpretation boards. *Refer to the Ecological Mitigation Strategy for details.*

To the south-east of the site lies Angarrak and the associated Local Plan 'Open Area Related to Settlement'. Native buffer planting has been located to the rear of the store to soften the edges of the proposed development, minimising the visual impact of the store upon these areas.



Extract of Store Site Landscape Strategy
 (please see Stride Treglown LP(90)series drawings for details)

Store Landscape

The site frontage to Marsh Lane is screened to the west with native buffer planting, with more open ornamental planting to the southern site boundary at the store entrance. The ornamental shrubs and a small percentage of herbaceous planting is used to give all year round, seasonal interest and places emphasis at entrances into the car park.

Car park tree planting is arranged to give open views of the store maintaining good cross site links. Evergreen ground cover shrubs are used to create a robust maintainable edge to the car park. Plant species have been proposed with regard to those found in the locality and in order to withstand coastal conditions.

Maintenance and Management

The landscape consultant at practical completion will produce a Maintenance and Management Plan for the short, medium and long-term maintenance of the site. After final completion, the scheme will be handed over for longer-term maintenance to the regional landscape maintenance contractor appointed by Sainsbury's Supermarkets Ltd.

8. Access

Customer Site Access

The site layout has been designed for easy access irrespective of the mode of travel. The site is highly accessible by car and public transport, and locally easy to reach for cyclists and pedestrians. Transport matters, including access and accessibility, are addressed in a separate Transportation Assessment.

1. By Car:

A high proportion of customer trips to food stores are made by car as many of the trips are for bulk food shopping. The site is readily accessible by car, being situated adjacent to the main spine road into and out of Hayle, the A30 Trunk Road. Therefore being situated close to the A30, the site is easily accessible from the town centre. The location of the site therefore provides significant opportunities for linked trips to the adjacent retail park.

Vehicular access to the site for customers will be via a new roundabout on Marsh Lane (which itself has been widened from the A30 to the Service access to the south-east of the site). The roundabout to the immediate west of the site has also been enlarged. These measures are designed to assist the free flow of increased traffic to the site. The access has been designed to achieve visibility splays appropriate for traffic speeds on Marsh Lane.

The store can be accessed directly from the car park in front of the store. There are 20 accessible spaces (6%) with 3-sided access, 13 parent and child spaces (3.5%) with additional width between cars. The remaining 284 spaces are 2.5m wide to allow easier access for customers. 14 no. covered cycle hoops, and 12sqm of motorcycle parking is also proposed. The car park has been designed to be free flowing and the recycling area has been provided on a car park aisle away from the main traffic movement.

2. By Foot/Cycle:

A new combined pedestrian/cycle path has been provided along Marsh Lane from the A30 Loggans Moor roundabout which then runs along the northern edge of the car park directly to the store entrance and the covered cycle storage area. This path will also serve to link the site with the West Cornwall Shopping Park and the nearby housing estates to the West. In addition, the proposals include the provision of a new footpath linking the village of Angarrack with the store site and the wider area in general.

These proposals also include provision for new pedestrian crossing islands, to enhance pedestrian safety along these routes. The improvements to Loggans Moor roundabout will provide a DDA compliant pedestrian and cycle route that removes the obstacle of the existing bridge.



Customer Site Access ...Continued

3. By Public Transport:

Two new bus stops are proposed, one opposite to the rear of the West Cornwall Shopping Park, the other adjacent to the main entrance to the South of the store, close to the customer entrance. Customers arriving by bus access the store via a flight of steps or a ramp due to the site levels. A bus service will also be provided linking Foundry and Copperhouse and the rest of Hayle, beyond which it is connected to the wider public transport network.

Customer Access to the Store

A covered lobby provides the main entrance and exit from the store. All pathways from the car park are level with surrounding road to enable safe trolley, wheelchair and pushchair access. The entrance is sheltered from the weather by an overhanging roof.

The customer entrance has powered doors and level thresholds. The entire store is fully accessible to wheelchair users. Specialist shopping trolleys are provided for wheelchair users. There will be extra wide checkout aisles to assist wheelchair customers. The toilet facilities will have accessible cubicles in both customer toilets, as well as baby changing facilities for customers with children.

A customer service desk is always manned to provide additional assistance for any customer with any special requirements in accordance with Sainsbury's Supermarket Ltd's Customer policy.

Colleague Access

Colleague travel provides a significant opportunity for the use of sustainable travel modes such as foot, cycle and public transport and these are addressed by the travel plan submitted in connection with the application.

Colleague Facilities

These are provided to the north-east of the store and will include cloakrooms and a staff restaurant. Sainsbury's operates an open employment policy through their 'Employment of Colleagues with Disability' Policy.

Servicing

A dedicated service access is provided to the rear of the store. Access to the service area is via a new junction from Marsh Lane and has been designed to accommodate the largest of vehicles likely to visit the store. This service area has been positioned away from the car park in order to segregate this activity from the general public and to minimise the impact of servicing activity.

