



MANOR RETAIL PARK, RUSTINGTON

DESIGN STATEMENT

ECE Architecture

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Revisions

Revision	Notes	Issue Date	By	Checked By
P1	Revised to address Client comments	29.09.2015	PF	AC-
P2	Revised text	29.09.2015	PF	-
P3	Revised elevations	02.10.2015	JD	SM

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1 INTRODUCTION

Application Summary & Documents

Outline planning permission was granted for retail development at Land west of Mill Lane and South of the A259 in June 2014 (Application reference A/125/13), and subsequently amended by planning permission reference A/19/15/PL in May 2015. Hereafter the site is referred to as “Manor Retail Park”. This statement supports an application for Reserved Matters, and seeks to identify and explain the design of the proposed development. The document demonstrates how the initial design concept has been approached and has been taken forward in order to create a high quality retail development and how the design for the site has been set out in the context of its relationship to the local area. The proposed development takes a commercial, yet design-led approach which respects and responds to the surrounding context and the associated constraints.

Compliance with Parameters and Design Code

Condition 4 of the outline planning permission required the applicant to submit for the Local Planning Authority’s approval a parameter plan and design code prior to the submission of reserved matters. The Reserved Matters submission has been brought forward in full accordance with the details approved in accordance with condition 4.

Client	Store Property Investments Ltd.
Architect.	ECE Architecture
Planning Consultant	Dalton Warner Davis LLP.
Civil Engineers.	CTP Consulting Engineers
Landscape Architect	ACD Landscapes

Project Vision

The aims of the project are to comprehensively redevelop the site and deliver the following benefits:

- Provide high quality retail space that is easily accessible;
- Encourage a cohesive design response integrating with the landscape and enhancing the public realm.
- Achieve high environmental standards.

Design Approach

The design proposals for the development have evolved having regard to the proposed tenants and approved/built context, engagement with planning officers, sound urban design principles, and delivering a viable, high quality design solution. The relationship with adjacent buildings and uses has been carefully considered through the design development and is explained more fully in this statement.

The Reserved Matters Application relates to,

- Layout - A detailed layout has been produced to include 3no. retail units.
- Scale - The scale responds to those setout within the parameters.
- Appearance - The proposal provides a high quality design solution for the site.
- Landscaping - The landscaping forms a legible response to the site that informs routes and creates a scheme that enhances the users experience.

Scheme Summary

A high quality new build development that responds to the character of its context, and respects its location.

3 high quality retail units are provided, within landscaped site.

2 DESIGN PARAMETERS

2.01 OUTLINE DESIGN PARAMETERS



Outline Application Proposed Site Plan



Outline Application Proposed Section A-A



Outline Application Proposed Section Z-Z

Design Parameters

Compliance with Parameters and Design Code.

Condition 4 of the outline planning permission required the applicant to submit for the Local Planning Authority's approval a parameter plan and design code prior to the submission of reserved matters. The Reserved Matters submission has been brought forward in full accordance with the details approved in accordance with condition 4. The approved parameters are as follows:

- Clear delineation between service routes and customer/pedestrian routes;
- Providing visibility to the A259 for retail appeal;
- Provision of landscape setting within buildings set far enough from boundaries to maintain and enhance existing planting;
- Provision of appropriate customer parking with cycle and motorcycle areas;
- Provision of units with a maximum of 9.2 m from FFL;
- Max AOD of 13.35 m;
- Minimum unit size restrictions of 600 sq m;
- Maximum building footprint of 3365 sq m;

2.02 OUTLINE DESIGN CODE

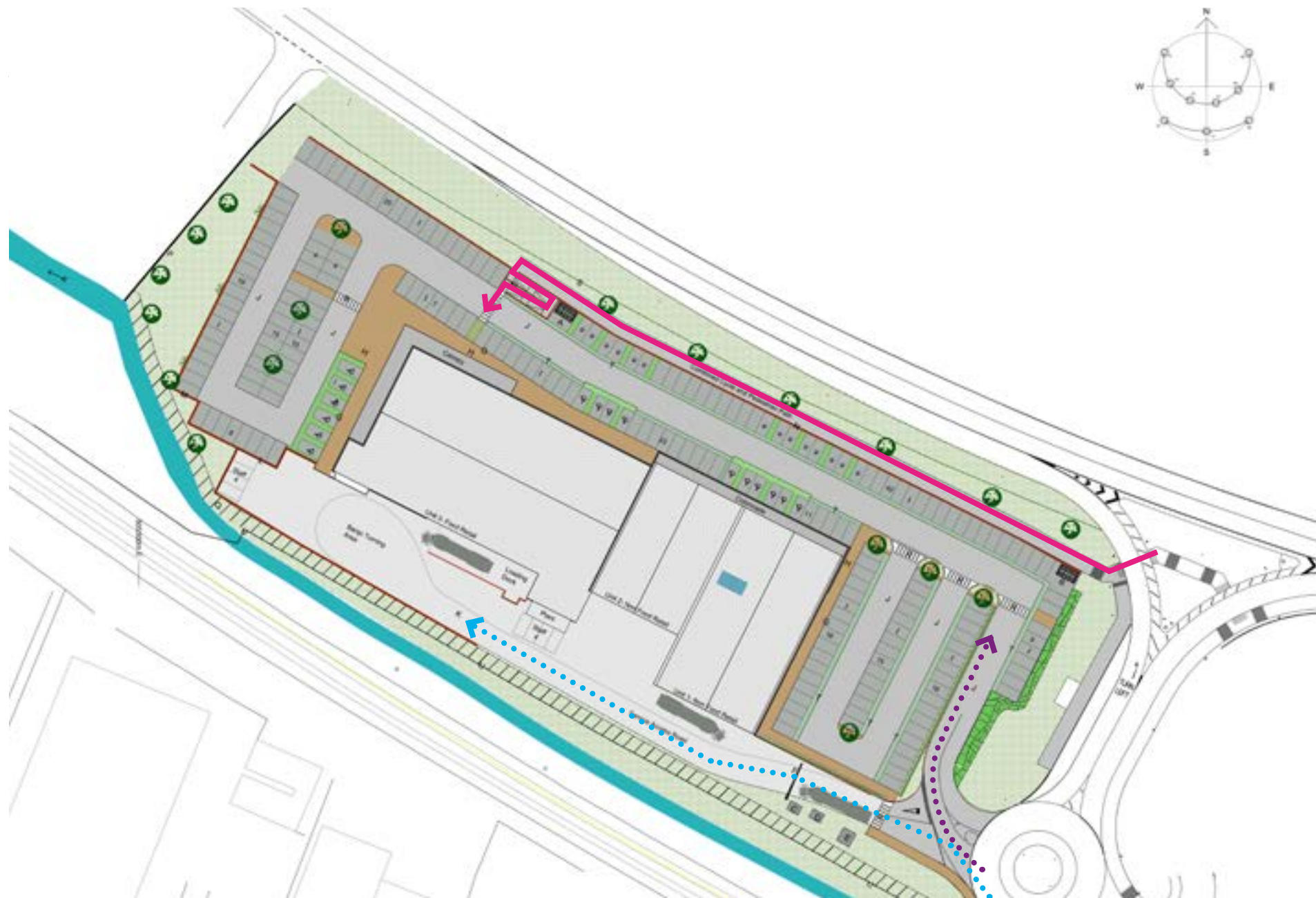


Design Code

In terms of the approved design code the site should appear as a family of buildings served from the same access with a highlight on good quality materials and contemporary design. The proposed retail units should draw their architectural language from these simple forms and complement rather than copy their design. The detailed design should reference positive examples of retail unit design locally and nationally. The design code also established the following design principles:

- Buildings to be a minimum of 10m away from northern boundary;
- Buildings to have a maximum height of 9.2m above FFL
- HGVs separated from customer vehicles with all vehicles able to enter and exit the site in a forward direction;
- Footpaths, crossing points and other pedestrian areas identified with change in materials e.g. block paving;
- Approved quantum of parking maintained; located predominantly adjacent to the A259;
- Ecological landscaping scheme;
- Highlight entrances to quickly orientate customers; for example with change in height and material;
- Include use of overlapping planes to both unify and break up building mass;
- Utilise a rich palette of materials that reduce the scale of the elevations;
- Promote contemporary design with crisp and clean building lines
- Connect structure with surrounding landscape;
- Ensure design and materials of subsidiary structure e.g. cycle stores is commensurate with main buildings.

3 DESIGN PROPOSALS



Proposed Site Layout

Site Layout

The Site provides for 3No. Retail Units, being one food retail and two non-food retail. The site clearly distinguishes between customer parking/approach and back of house servicing/ deliveries.

The proposed site layout has been derived from a thorough site analysis and a clear understanding of the constraints of both user and occupier to achieve a design solution that addresses both site and context. The proposed solution has also considered the following fully,

- Efficient use of land
- Security
- Adaptability
- Scale
- Massing
- Landscape.

The original outline permission proposed two separate buildings. The current proposed solution is for one building, which achieves a more efficient use of the site and also creates a more secure environment. The proposal also reduces the number of flank walls creating more active frontage.

The occupiers have a clear set of guidelines and parameters that inform the layout of their individual stores. These guidelines have been used to generate a proposal that responds to the design parameters and also creates an architecturally designed solution.

The depth of the site resulted in a clear desire to rotate the food store to achieve a public zone to the front of the building and also assist in creating visual interest to the west elevation.

By creating a contiguous string of accommodation the proposed layout provides a clear delineation between public and service areas, which therefore allow the more pragmatic spaces to be screened from public view. The form also allows the building to present three fronts to the user and maximises visibility for each of the retailers.

Key Factors determining the Buildings location:

- Clear delineation between service routes and customer/pedestrian routes
- Providing visibility to the A259
- Landscaping
- Provision of appropriate customer car and cycle parking.

During the consultation process the scheme was developed to include additional trees in the car parking areas to provide both enhanced green screen to the main road and make pedestrian routes more legible.

Site Access/Separation

Once into the site all HGV's are directed to the rear service area to give a clear separation, from customer vehicles. Footpaths and crossing points for pedestrians will be clearly demarcated to again allow for clear separation

The access has been designed to allow for all vehicles to enter and exit the site in a forward direction

Parking is provided for 224 Cars, with 16No Disabled spaces, 20 No. Covered Cycle Bays.

Building Access

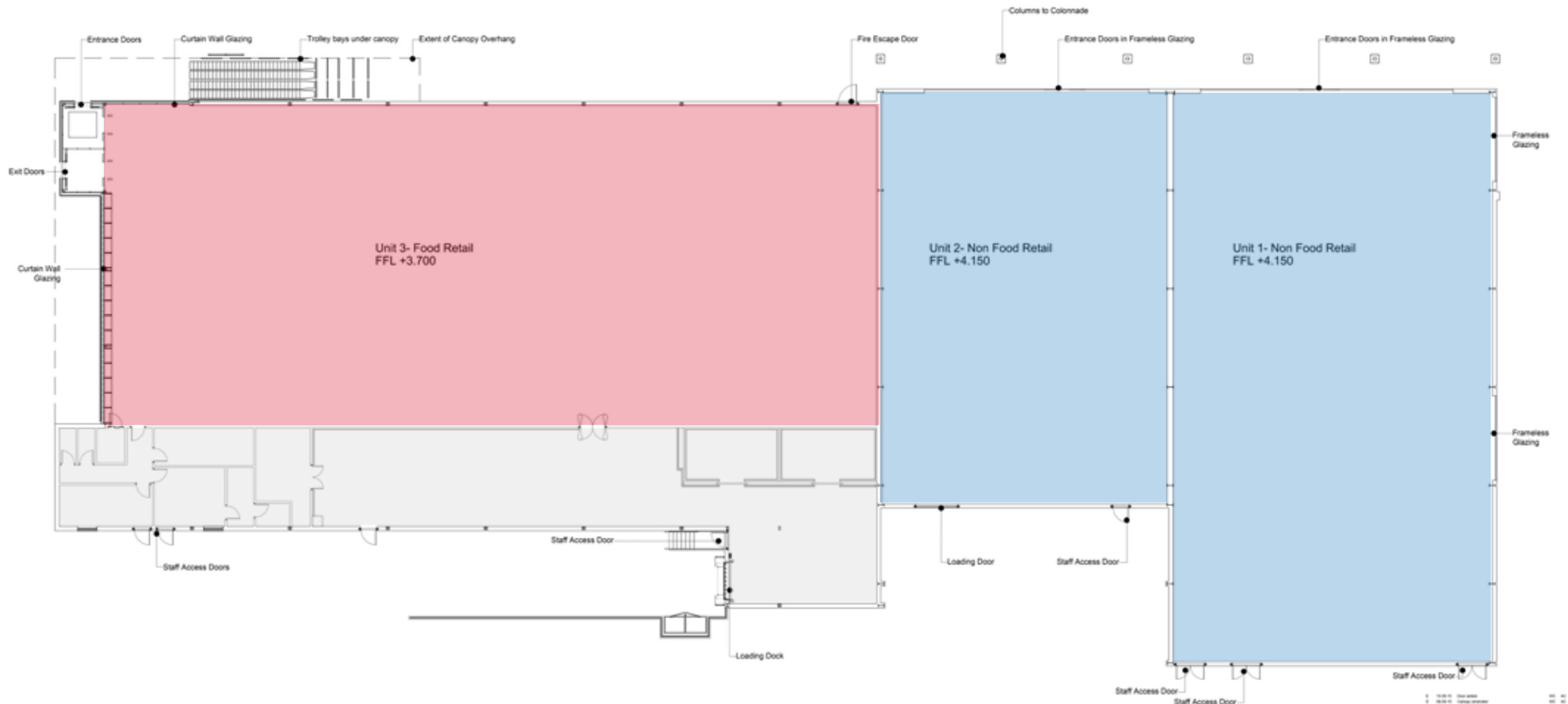
All the buildings will be designed to be accessible for any user, whether customer or staff member. Various documents have been used during the planning of the project to ensure issues relating to accessibility are thoroughly taken into consideration. These include:

- The Approved Document M (2010 edition) of the Building Regulations
- BS8300:2001 'Design of buildings and their approaches to meet the needs of disabled people
- Disability Discrimination Act 1995
- Design for Accessibility' (2004) Centre for Accessible Environment & RIBA Enterprises

KEY

-  Pedestrian / Cycle Access
-  Access for delivery and staff vehicles
-  Access for customer vehicles

3.02 PLAN LAYOUT



Plan Layout

Retail Units

The building is divided into 3no. retail units, 1no. food retail and 2no. non food retail.

The site is split into 2 clear zones, front of house (FOH) for customer use, and back of house (BOH) for staff use and storage.

The site has 2 main functions, retail shop floor and storage/staff areas. To create an efficient building layout a single building was designed to accommodate the various units.

Front of House

The retail shop floors form the arrival and public spaces, therefore exposure and response to both corporate identity and guide lines has informed the layout. The external customer areas allow for separate customer parking areas and staff/delivery areas. All customer areas will be landscaped with materials which clearly demarcate their use for either pedestrians or vehicles.

Back of House

The function of this area is storage/staff and a waste/recycling zone. All parking spaces will be clearly marked out to provide an ordered and manageable customer parking area. New landscaped areas will be introduced to the south and east boundaries to allow for a break in the visibility of the building and back of house facilities from the surrounding area.

Key

- Food Retail FOH
- Food Retail BOH
- Non Food Retail

3.03 DESIGN DEVELOPMENT OPTIONS - ELEVATIONS

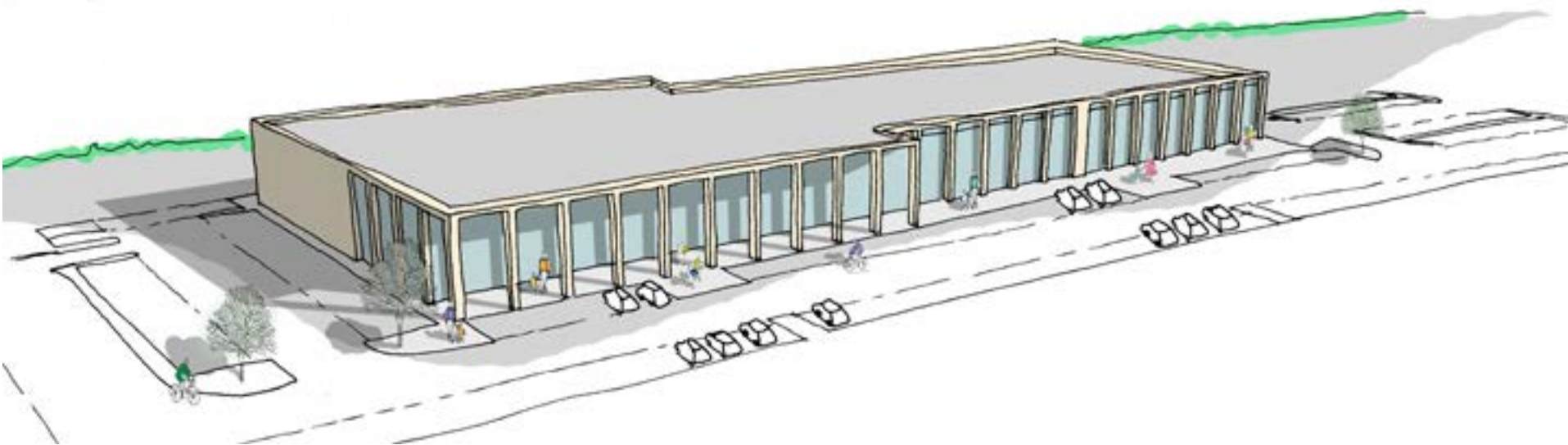
Design Development Options

The proposed development has been carefully considered throughout the design development. The design team have investigated a series of plan arrangements and aesthetic solutions that address the sites location, respond to the retailers requirements and also respond to the approved car showroom.

The following sketches provide some insight into the options that have informed the current proposal.

Key elements for consideration at this early stage related to both form and quality of materials to the retail units. The form responds to its landscape by introducing features that blend with the context. The elevations include a rich palette of materials and a form to the elevation that adds visual interest and responds to existing context.

These sketches highlighted the importance of all the elevations and also the need for a legible solution that responds to the functional arrangement of retail spaces.



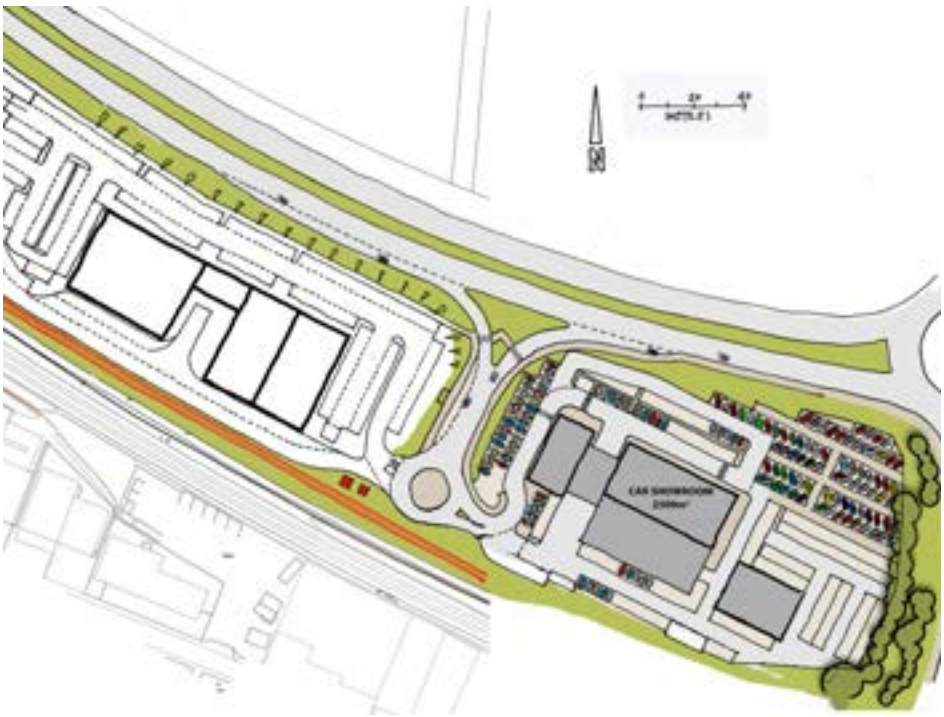
Aerial View



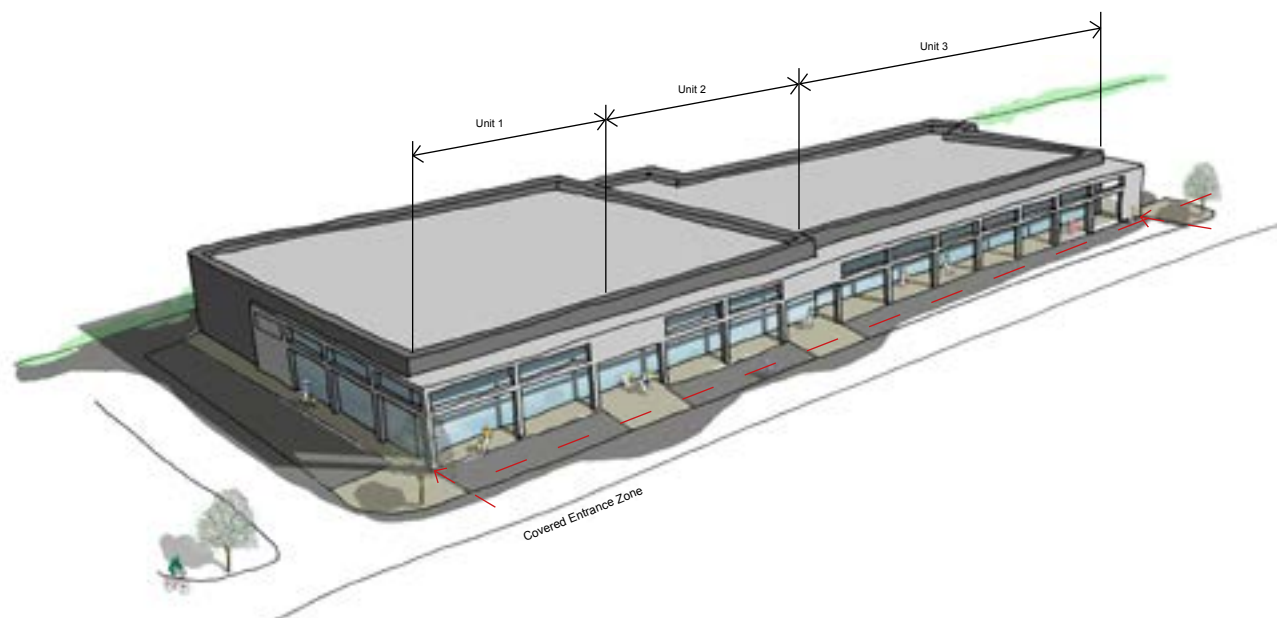
Proposed Approach View



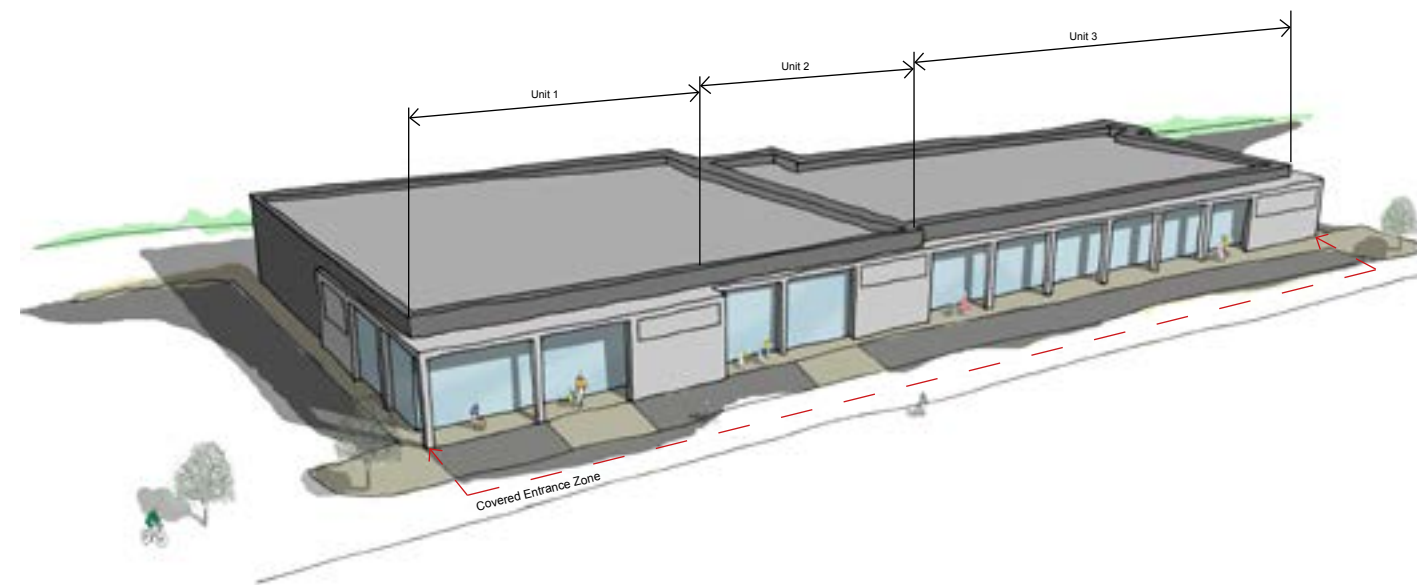
Proposed Approach View 02



Sketch Site Layout



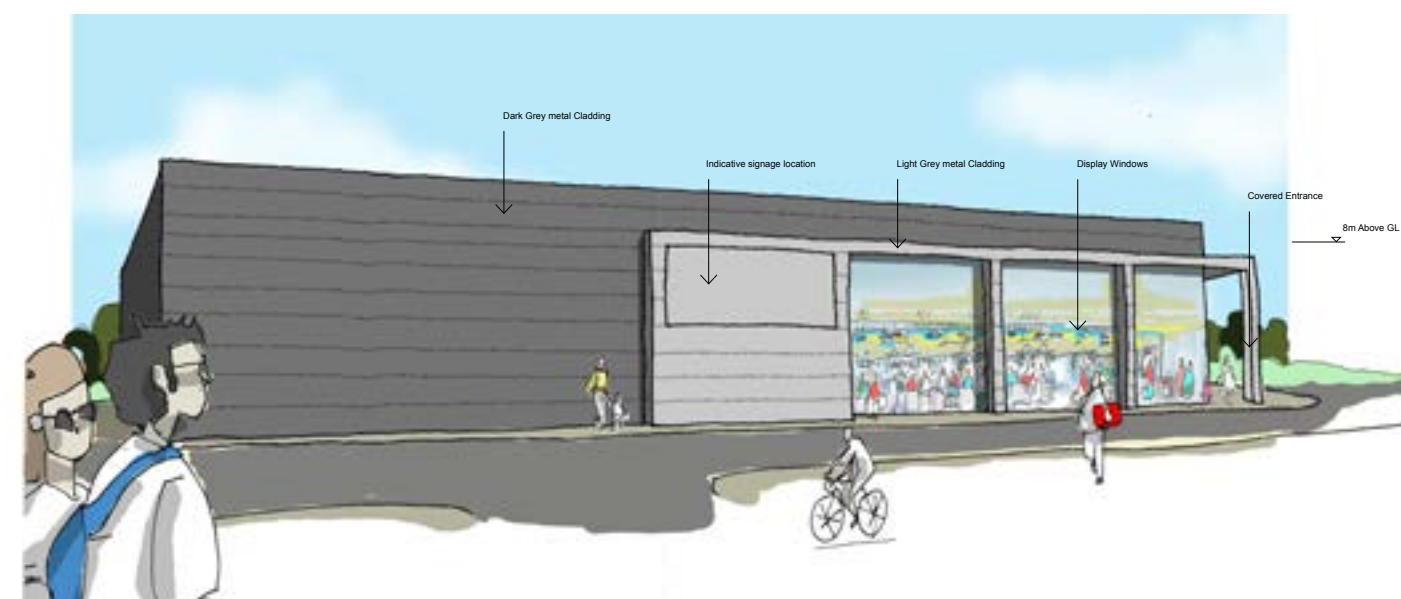
Aerial View



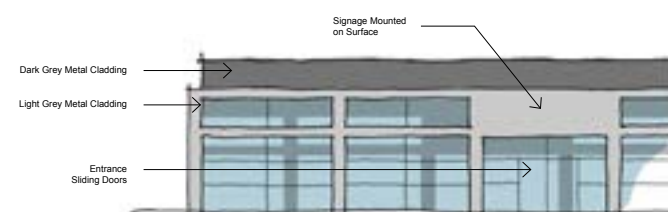
Aerial View



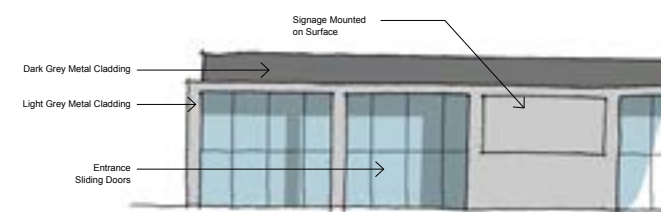
Proposed Approach View



Proposed Approach View



Proposed Elevation



Proposed Elevation

3.04 APPEARANCE - ELEVATIONS

Retail Units Initial Design Approach

Given the visual prominence of the site the design of the proposed units has been of paramount importance and the design team have referenced positive examples both locally and nationally to assist the design direction. There are a number of examples of good design being applied for out of town centre retail schemes along the south coast including Next at Holmbush and Morrisons in Littlehampton and these have informed the quality of design proposed.

During the design process the orientation of units and arrangement of the plan were crucial when creating a design solution that addressed all aspects of the site. The orientation of the food unit allowed the entrance to form part of the west elevation creating the visual interest and animation to this elevation. This rotation of unit 3 informed the elevation to the main road, and the inclusion of the colonnade to the eastern end, (units 1 and 2) reinforced the 'head and tail' form. The inclusion of the colonnade provides a visual marker on the primary route of approach into the site. By responding honestly to the functional requirements of the plan the visual iconography is more legible.

Key elements that inform both form and materiality of these retail units relate to a number of factors,

- Design principles of the proposed tenants
- Relationship to the neighbouring car showroom.
- Relationship to site and user.

The elevations will include a rich palette of materials used in formats that reduce the scale of the elevations and sit comfortably within the context.

The brick finish is used at low level and this provides a robust finish to prevent damage to the facade from trolleys etc. The brick height also relates to an average users height and the level of the main road. Above this level the material palette changes to lightweight metal panel cladding systems. These materials have also been varied to mark the change in use and a clear delineation between the head and tail of the form.

To the head of the building the canopy to the entrance is double height and this performs both a functional requirement by providing a covered access but also creates visual interest to the elevation. To the opposite end of the building the canopy is at lower level providing cover to both the entrance and trolley storage location. This canopy also reduces the scale towards the tail of the building.

Sustainability

Store Property Investments are committed to delivering a sustainable solution for the new development. A BREEAM "Good" score is to be achieved.



Precedents

Next, Hedge End– This building introduces a rich palette of materials and visually stimulating elevation proportions.



Next Holmbush



Morrisons Littlehampton

Local Precedents

Morrisons Littlehampton – This has an interesting articulation of form and use of materials.

Next, Holmbush – This building introduces a varied palette of materials to the elevation that clearly mark key features and break down the scale of the building.



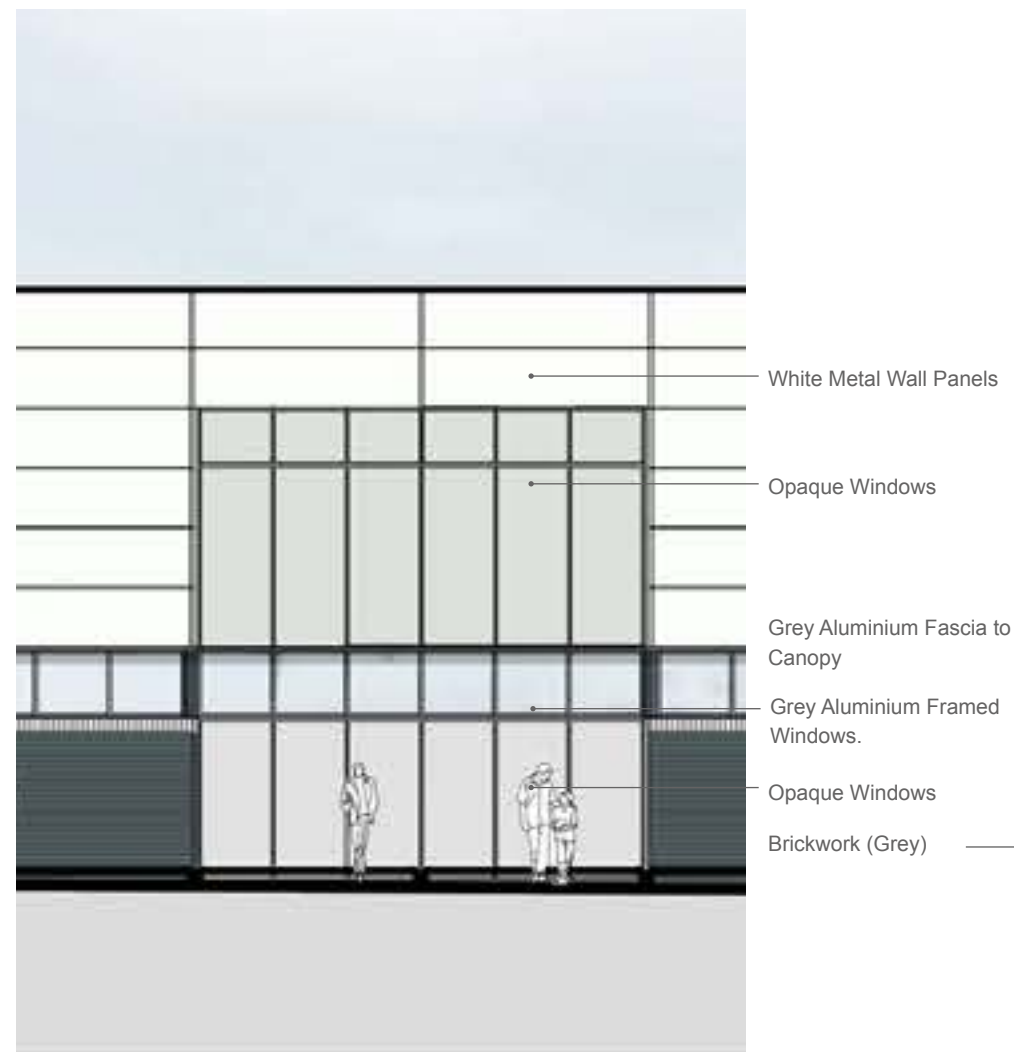
Proposed East Elevation



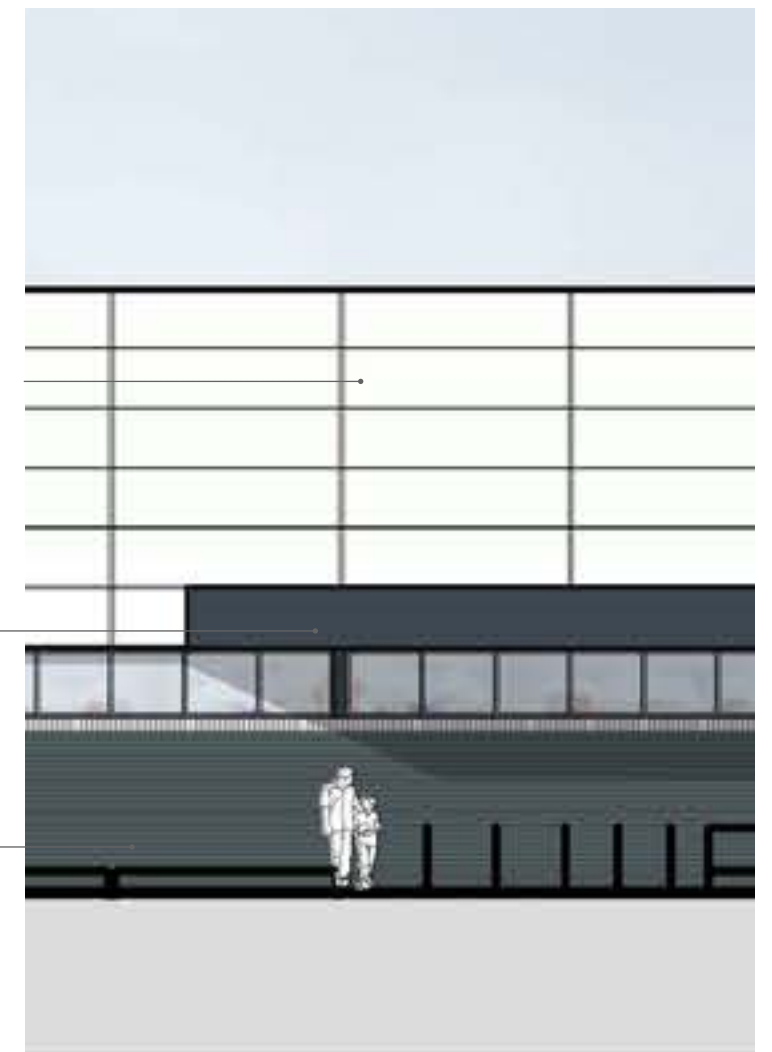
Proposed Full Street Elevation Including Approved Car Showroom



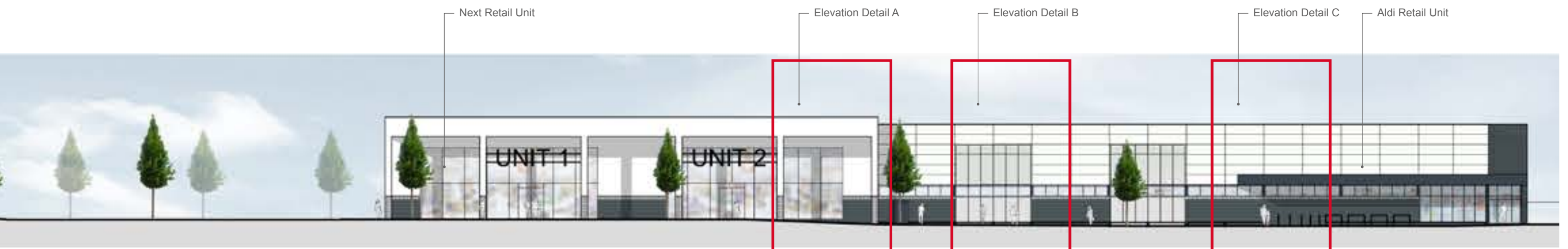
Elevation Detail A



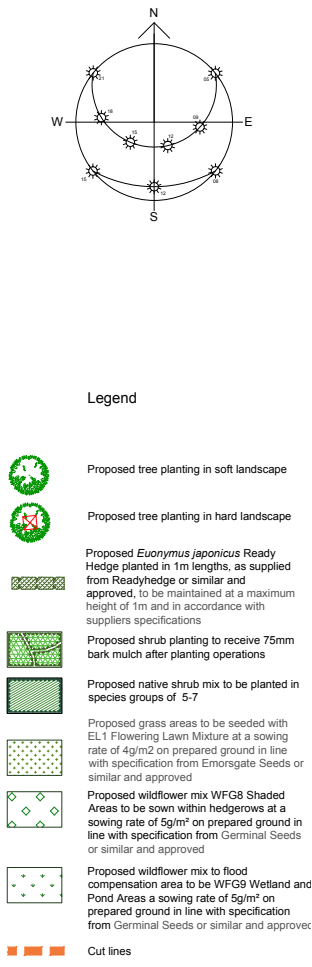
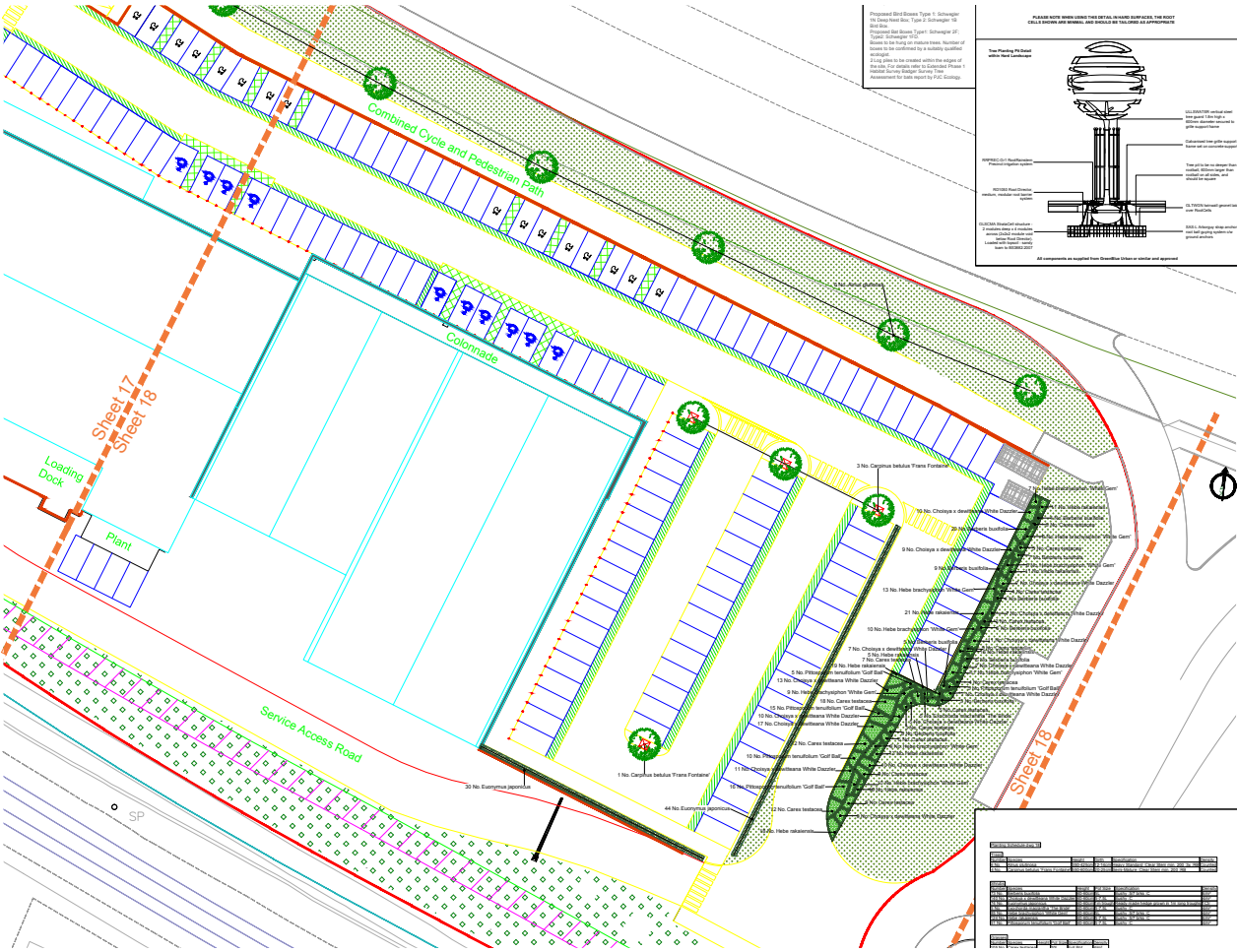
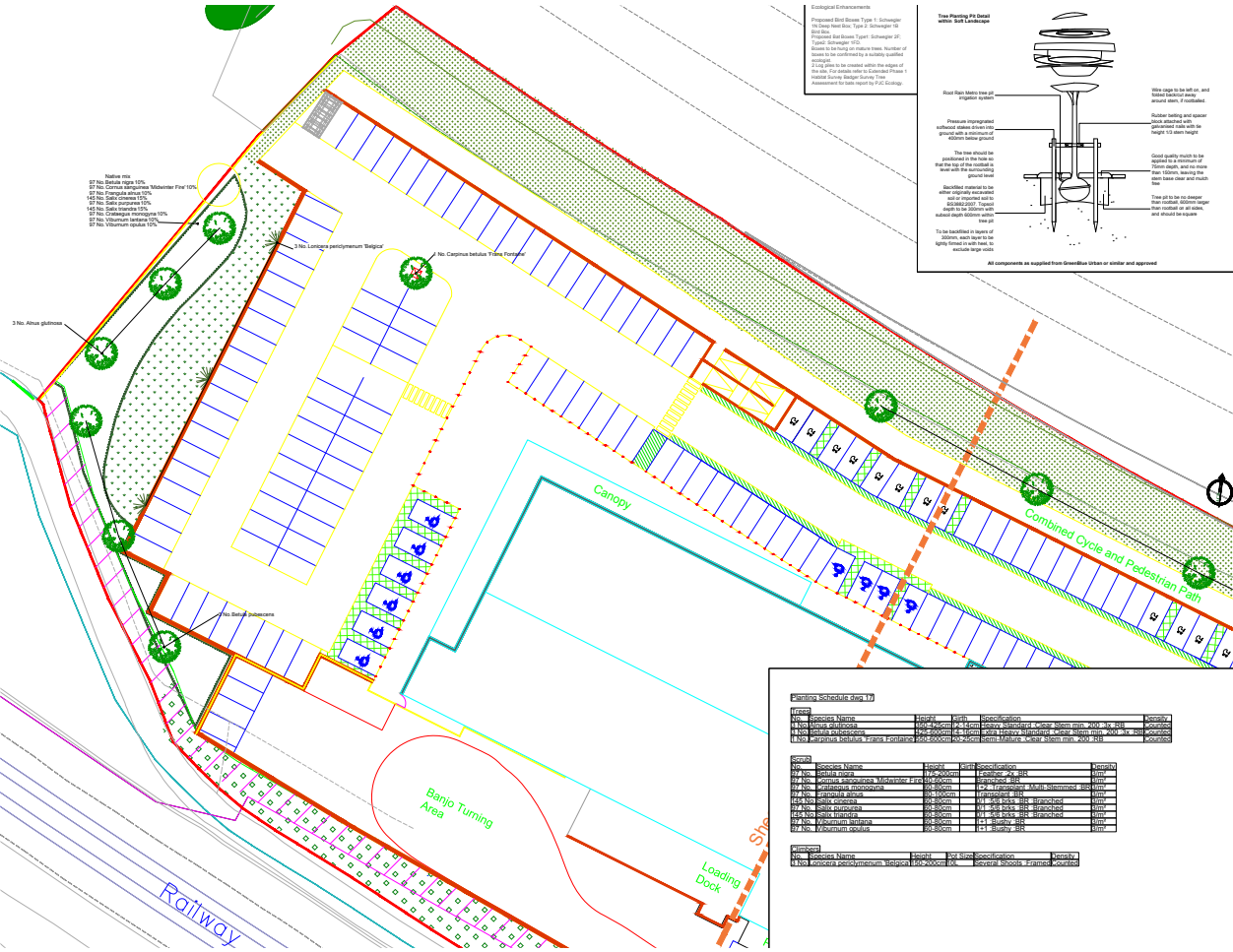
Elevation Detail B



Elevation Detail C



3.05 LANDSCAPING



Landscaping

Landscape Strategy- Site

The design strategy for the site has been developed to suit the local conditions and potential use of the site. The scheme aims to provide the planting of tree species requested by Arun District Council's tree officer.

Trees - Site

Species have been chosen which reflect those native species already found on site, for example additional oaks along the site frontage to give structure and ecological enhancement.

Along the south of the site choices have been informed by the Network Rail preferred species list as the site boundary is adjacent to a railway line as well as a stream. Fastigiata oaks have been used to provide focal points which will retain a tight canopy and not become a visibility issue at a later date.

Shrubs- Site

The native shrub under storey planting along the southern boundary edge is suitable for soil conditions close to the stream and will provide a wildlife corridor to shelter small mammals from predation and to provide foraging.

Within the centre of the site and along the northern boundary near the road and vehicle access native tree species have been used along with a range of wildlife friendly shrubs that will provide nectar and pollen in different seasons for insects and berries for birds. Within the parking areas structure planting of decorative evergreens has been specified that will provide year round colour and interest.



4.00 CONCLUSION

Conclusion

The attached documentation addresses the Reserved Matters items listed below relating to the application and forms a cohesive response for the site.

The Reserved Matters Application relates to,

- 1. Layout - A detailed layout has been produced to include 3no. retail units.
- 2. Scale - The scale responds to those setout with in the parameters.
- 3. Appearance - The proposal provides a high quality design solution for the site.
- 4. Landscaping - The landscaping forms a legible response to the site that informs routes and creates a scheme that enhances the users experience.

The design proposal responds to the sites constraints and the approved development adjacent, providing a high quality solution for the site that forms a homogenous response to the context and environment.



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