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Project Name: Site to the West of Mill Lane, Rustington

Location: Site to the West of Mill Lane and South of the A259

Client: Store Property Investments Ltd

File Reference: 5987T/CO1/C4

Issue	Date	Author	Checked by	Notes
P1	24/06/2014	PF	AC	
P2	15/07/2014	SLG	PF	
P3	22/07/2014	SLG	PF	
P4	28/07/2014	SLG	PF	
P5	23/02/2015	SM	PF/AC	
P6	27/03/2015	SM	PF/AC	
P7	30/06/2015	JD	SM	



Existing Site

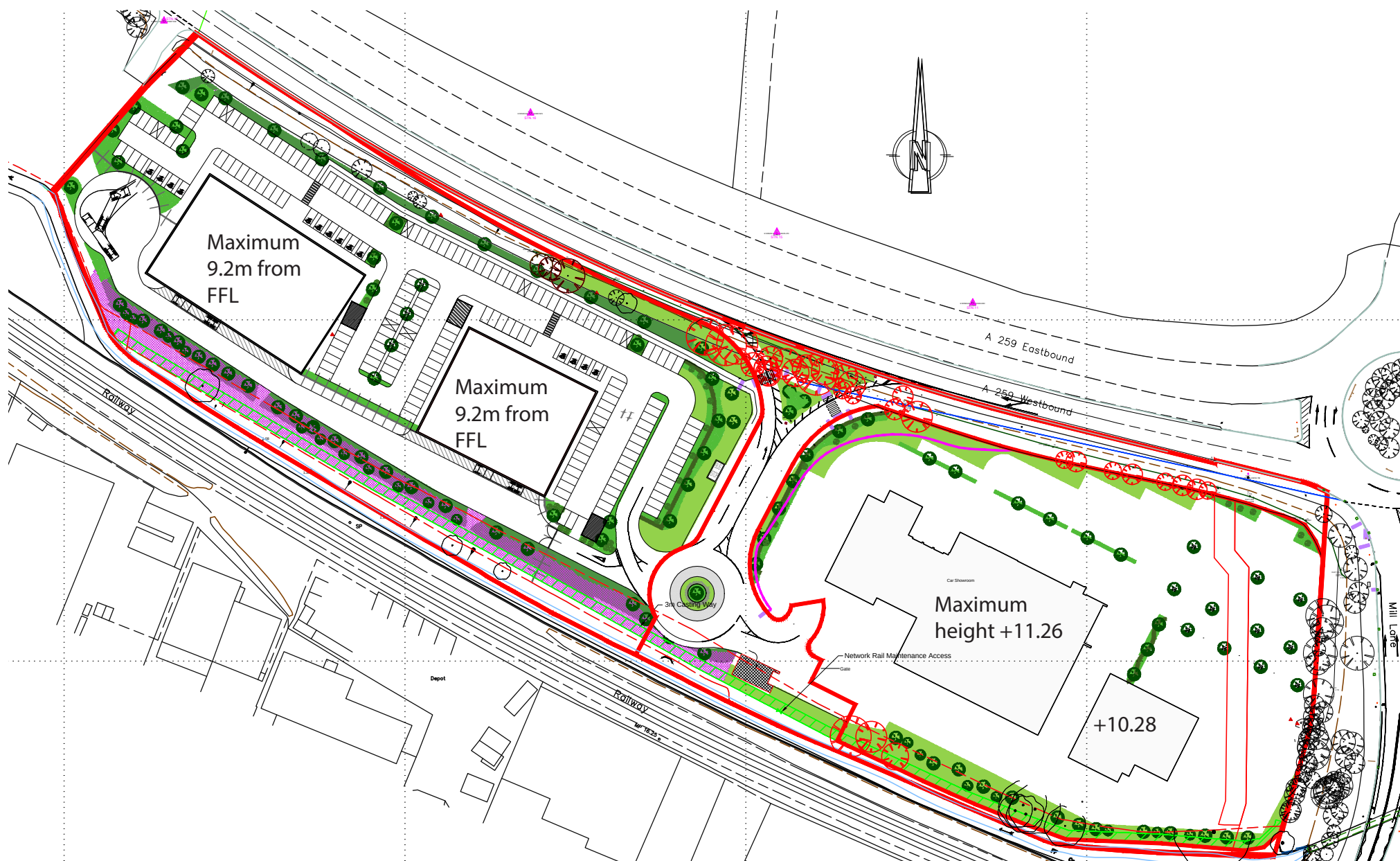
1.0 Introduction

Hybrid planning permission (ref A/125/13) has been approved for the development of Manor Retail Park. The retail part of the application was approved in outline with all matters reserved apart from access.

This report provides:

1. A Parameters Plan within which the subsequent reserved matters will come forward
2. A Design Code

In order to satisfy outline condition 4.



Outline Application Proposed Site Plan

2.0 Design Parameters

Design parameters have been identified during the outline application with regard to the setting out of the site and the height and scale of the proposed buildings.

Parameters determining the building location:

- Clear delineation between service routes and customer/ pedestrian routes
- Providing visibility to the A259 for retail appeal
- Provision of landscape setting with buildings set far enough from boundaries to maintain and enhance existing planting
- Provision of appropriate customer parking with cycle and motorcycle areas.

Parameters defining the height and scale:

- Provision of units with a maximum of 9.2m from FFL
- Max AOD of 13.35m
- Minimum unit size restrictions of 600sqm
- Maximum building footprint of 3365sqm



3.0 Design Code

3.1 Scope & Objective

Scope:

The information within the design code is set out to inform the detailed design information that is to be progressed to a Reserved Matters application.

This information should be used to ensure continuity in the design development of the area.

Objective:

The site should appear as a family of buildings served from the same access with a highlight on good quality materials and contemporary design.

In order to achieve this, the design code explores the precedent of the adjacent approved showrooms and examples of contemporary retail design.

3.2 Proposed BMW/Mini showrooms

It is important that the proposed retail units sit well against the proposed Mini and BMW dealership buildings consented under this hybrid application.

These buildings utilise a strong building form and select material palette to achieve a feeling of quality.

- Mass of the buildings reduced by a series of overlapping horizontal planes at differing heights.
- Clearly defined entrances and extensive use of glass to fill the interior with natural light.
- Building typology extended outside of the building footprint to form covered areas of display or define a pedestrian walkway with a contemporary pergola.
- Paving materials reflect the quality and colour palette of the buildings themselves.

The proposed retail units should draw their architectural language from these simple forms and complement rather than copy their design.



3.3 Retail Unit Design Precedents

The detailed design should reference positive examples of retail unit design locally and nationally. These images give an indication of such examples and reference the following:

- Horizontal timber louvres successfully break up expanse of curtain walling
- Solid wall provides back drop for brand name
- Entrance highlighted with change in height and material
- Overlapping planes both unify and break up building mass
- Ecological landscaping

Given the visual prominence of the site the design of the proposed units will be of paramount importance and the design team will reference positive examples both locally and nationally that may assist the design direction when progressing in detail. 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 Morrison's in Littlehampton. These will assist in ensuring a high standard of design will be developed for the site.

Key elements being considered at this early stage relate to both form and materiality of these retail units. The form will need to respond to its landscape by considering features such as green roofs or walls so that the proposal can blend with the context. The elevations will include a rich palette of materials that reduce the scale of the elevations.

With the proposed retail units placed approximately 1.5m below the road level and effectively screened from the road by landscaping, the key elevations become those facing east towards the entrance road. The entrance to each unit should be easily identified from here to inform customer's decisions about parking and access.

ECE Architecture



3.4 Retail Unit Context

Rustington Retail Park is situated across the road from the proposed site.

The retail park comprises older style retail units housing Halfords, Pets at Home and Dunelm to the west and a newly developed Sainsbury's to the east.

Whilst the car park to the west side units is well screened from the A259, there is little landscaping to break up the large parking areas.

The new Sainsbury's sits at the front of the site, highly visible from the A259. It is a very substantial building, with a level of car parking underneath the main store. Horizontal timber cladding has been used to soften the large façades which are broken with sections of curtain walling.

The Rustington Retail Park provides some context for retail units in the area with regard to height, site coverage and positioning. However, there is no inter-visibility either from within the sites or along the A259 and therefore they are not considered relevant to the detailed design of the proposed family of units.

3.5 Design Principles

Drawing from the language of the proposed car showroom adjacent and similar precedents in the previous section, the following principles have been developed for the site plan and design of the units:

Site Plan:

- Buildings to be a minimum of 10m away from northern boundary
- Buildings to have a maximum height of 9.2m above finished floor level
- HGV's 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 material e.g., block paving
- Approved quantum of parking maintained; located predominantly adjacent to the A259
- Ecological landscaping scheme to be in line with outline submission

Unit Design:

- 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 reduces 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 structures e.g., cycle stores, is commensurate with main buildings



Indicative Sketch View of Approach



Indicative sketch view of proposal

4.0 Indicative Design Proposals

4.1 Indicative Sketches

These indicative sketches show one way of meeting the design principles as follows:

- Glazed entrance on projecting corner of unit highlighted by extended canopy
- Secondary canopy at lower level providing pedestrian walkway along frontage
- Intermittent pergola covering walkway extended to include trolley collection point and roof plane to indicate crossing point to retail entrances
- Trolley collection point and cycle stores utilise building language including horizontal louvres

