

Supporting Statement

Littlehampton Road, Ferring



ASDA Ferring



10.120_Asda Ferring_Supporting Statement Document

1 Introduction

1.1 Purpose of this Document, Site Location and Contents

This Statement has been prepared to support a Minor Material Amendment to the consented Application FG/33/10.

This document outlines and provides justification to the proposed amendments to the approved application.



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2 Energy Centre

2.1 Energy Centre and Rooftop Plant

New Energy Centre including sprinkler tank and associated pump house, switch room, transformer and new sub-station.

Located to the south west of the site, the equipment required for the safe and efficient running of the store has been placed in the least visible point of the site. The area has been surrounded on two sides, those facing adjacent land, with robust zones of soft landscaping to reduce its potential visual impact.

New roof mounted plant.

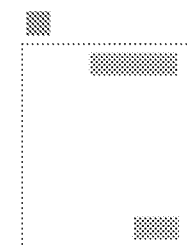
A provision of roof mounted plant is proposed for the retailer. When first approaching the Local Authority with an updated scheme, the advice was to reduce the visual impact of the plant on the roof as much as possible.

In the first instance, throughout the detailed design stage of the building, the design team were able to reduce the roof height of the main building by 500mm, whilst retaining the consented height of the mansard, thereby reducing the visual impact of the roof plant.

■ Energy Centre

■ Rooftop Plant

For L.A.
Comment



View from site entrance on the Northern boundary. Reduced store height.

Images are indicative and for illustrative purposes only

2 Energy Centre

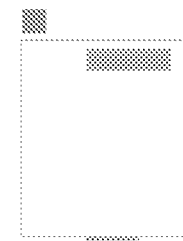
2.1 Rooftop Plant Proposal

To adhere further with the Local Authorities advice, the design team identified a series of further options to reduce visual prominence;

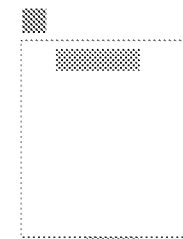
Option 1: Re-locate the re-fridge plant provision to the Eastern edge of the roof onto ground level adjacent to the Eastern store elevation. This eliminated the plant from view from the site entrance off Littlehampton Road and within the car park and main entrance. The Western plant platform would remain in its current location.

Option 2: Re-locate the Eastern re-fridge plant, to ground level as outlined in option 1, whilst re-positioning the Western plant platform further South by 18 metres. The render below suggests the reduction in visual prominence that this presents and is the preferred and proposed solution for this application..

Option 1:
Superseded



Option 2:
Proposed



View from site entrance on the Northern boundary. Option 2 - Proposed solution.

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3

Building Design

3.1

Main Customer Elevation Amendments

New enclosed entrance lobby

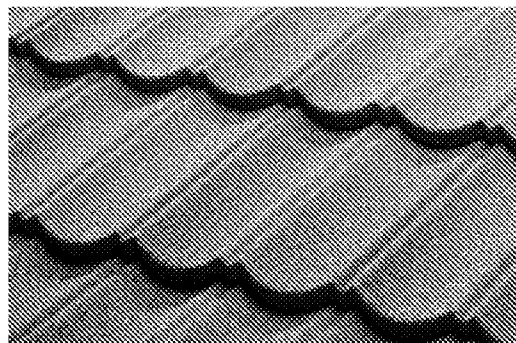
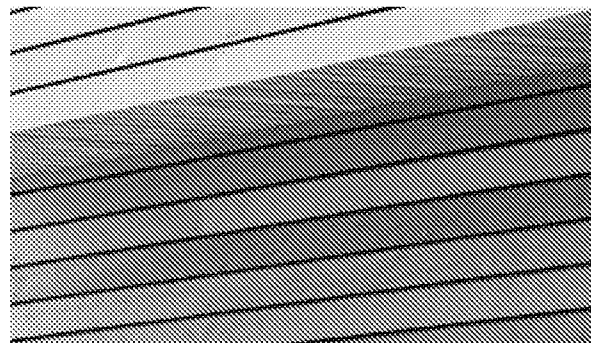
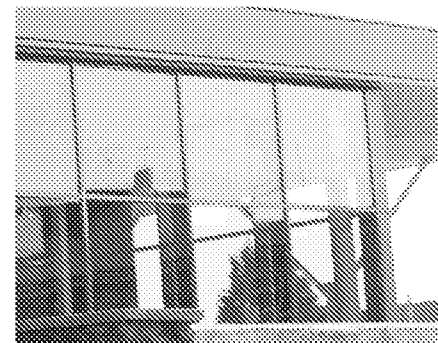
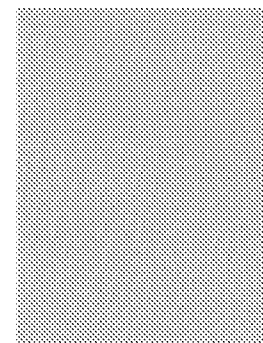
To improve clarity and comfort for the customer, a revised larger scale entrance lobby has been proposed. This element functions better as the main focal point, and improves the entrance at ground level by providing a curtain walled draught lobby.

Four dormers were removed and the remaining four relocated along the mansard to ensure correct proportionality with the increased lobby. Areas of glazing have also been amalgamated into two larger areas of glazing to increase light admittance and customer views into and out of the store.

Materiality

The customer facing elevation has been enhanced with horizontally laid timber boarding in preference to the consented red brick. This attunes with Asda's corporate aesthetic for new stores and looks to reinforce further the rural aesthetic of the building. This use of FSC sustainably sourced timber aligns with the retailer's prevailing sustainability agenda.

The low level brick pilinth that wrapped the East, South and West elevations has been removed after discussions with the Local Authority regarding the lack of customer interaction in these areas and therefore the lack of requirement for enhancement along these elevations. The grey composite panel cladding as discharged as a material condition in the application FG/08/11/DOC remains.



Building Material Palette

3 Building Design

3.2 Main Customer Elevation Visual



View of the store main entrance and customer facing elevation.

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4 Site Plan

4.1 General Amendments

Car Parking

Updates to the car park layout provides separate access and egress arrangements for service and customer vehicles. Primarily this ensures greater safety for store users through the segregation of different scale vehicles, whilst also creating a more efficient parking area. Legibility of the car park is improved, and if during peak times the main body of car park is full, then a 64 space overflow parking provision is retained within the scheme adjacent to the Northern boundary.

Tarmac is proposed for the surface of the main car park as opposed to the consented gravel embedded concrete. This is to satisfy the desire for a smooth surface for safe access as required within Part M of the Building Regulations and to provide a uniform surface for trolley usage within the car park.

Speciality parking provision increased, with motorcycle, electric car charging bays and increased numbers of disabled and parent & child spaces adjacent to the store entrance.

Trolley bays, Colleagues Cycle Parking, Colleagues Smoking Shelter and ATM pod have also been added to scheme, together with a new recycling centre to the Western edge of the car park.

Pedestrians

The addition of a pedestrian walkway through the centre of the car park provides a direct and safe route to the stores main entrance. For customers walking to the store, a dedicated landscaped walkway has been provided along the Eastern perimeter connecting the front of the store to the pavements alongside the A259 main highway.

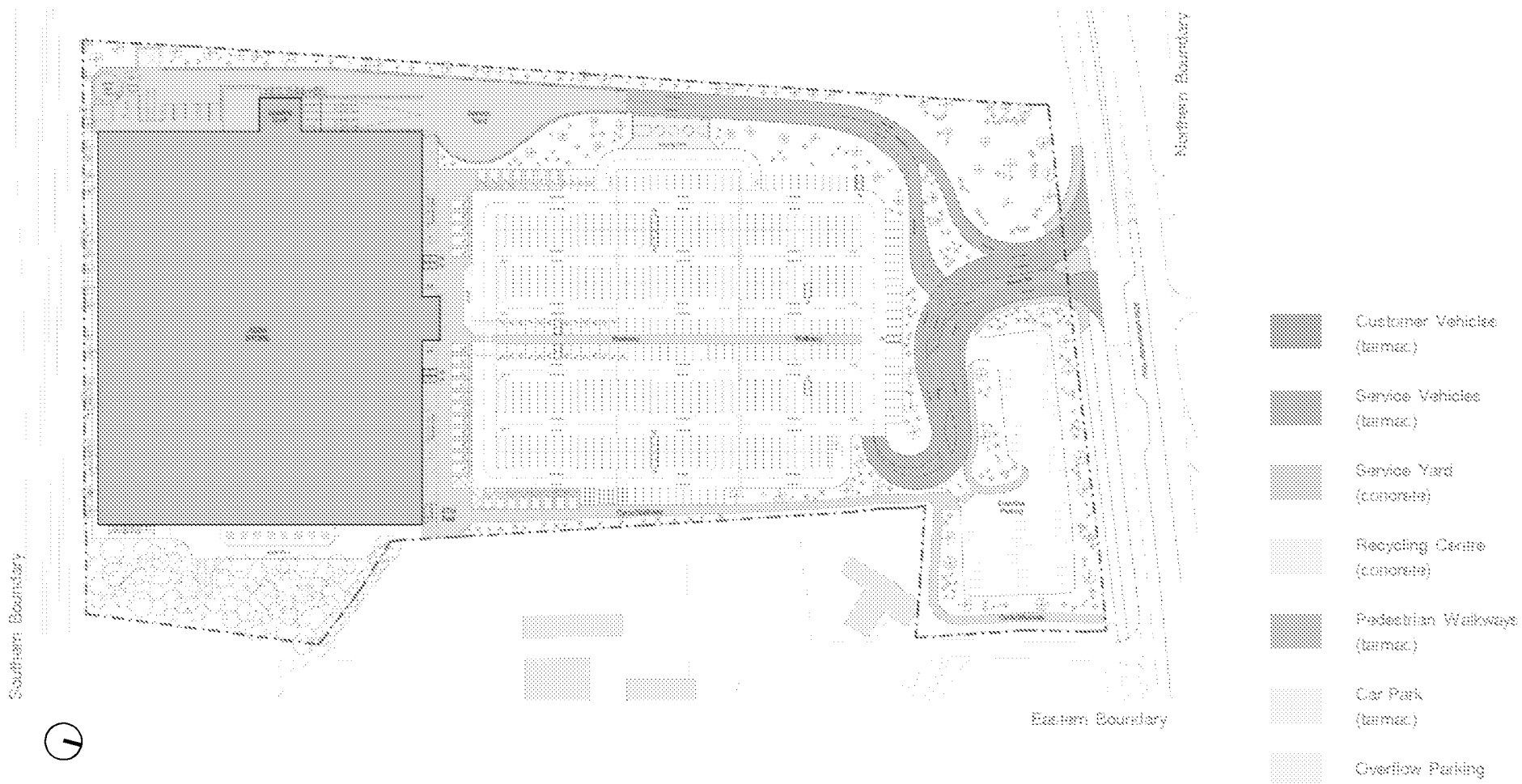
Service Yard

The curved nature of the service yard has been retained with areas of soft landscaping flanking its Western and Eastern edges. The Western boundary remains robustly landscaped to reduce the hard edge along this perimeter. Effects of the Emergency vehicle turning heads to the Eastern and Western boundaries of the site have been minimised through the specification of a 'grasscrete' product that provides a semi-permeable road surface. The turning heads are a safety and maintenance requirement for the building, but efforts have been made to reduce their impact on the perimeter landscape buffers.

4 Site Plan

4.2 Site Plan Diagram

Western Boundary

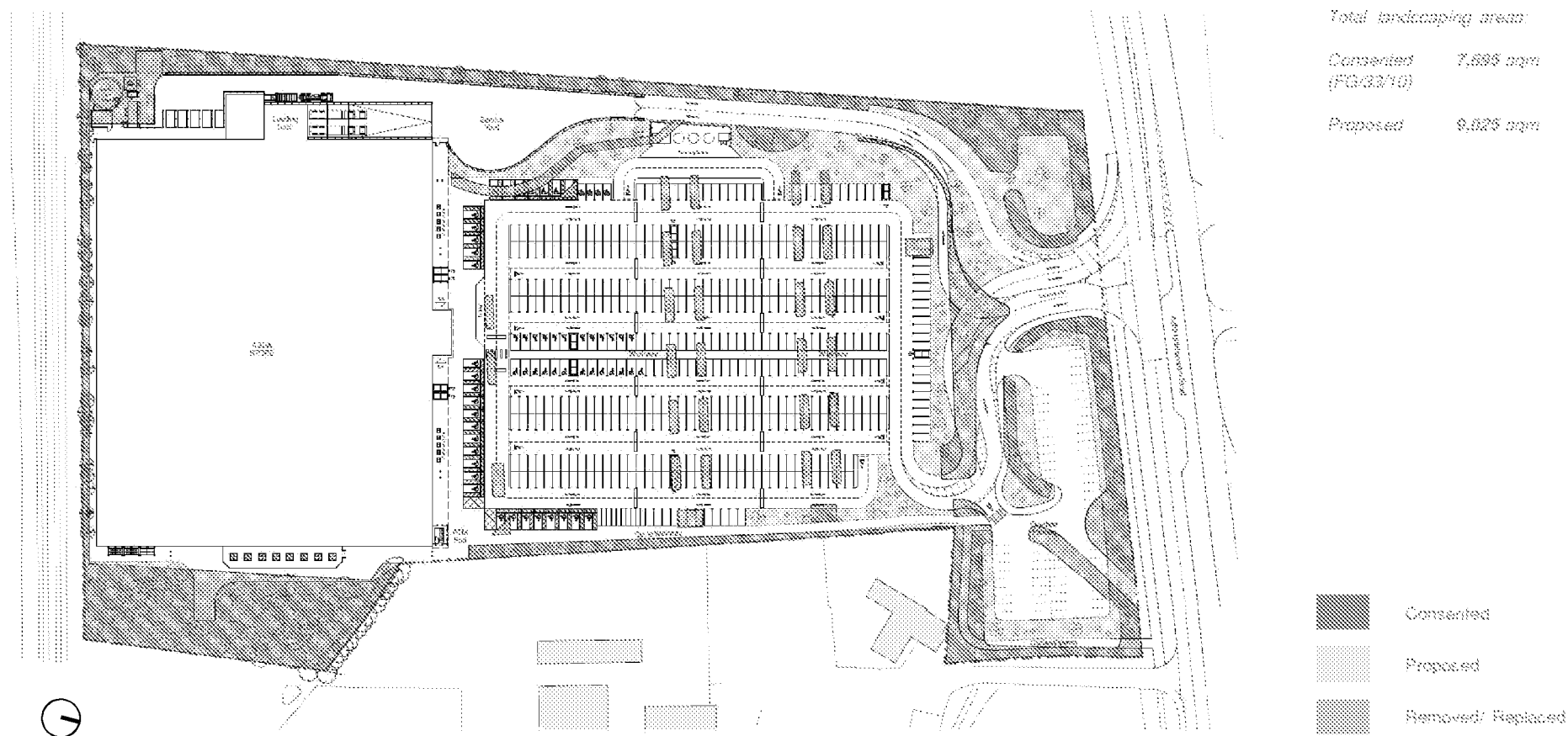


5 Landscaping

5.1 Comparison diagram showing Proposed vs. Consented landscaping

Landscaping

The proposed soft landscaping is of great importance in rooting the scheme in its semi-rural context. The diagram below shows the consented scheme and the extra depth of boundary landscaping within the proposed plan. The removal of tree pits within the car park in preference for more robust and meaningful perimeter landscaping zones provides a better suited environment for plant growth and longevity.



6 Conclusion

6.1 Conclusion

This Supporting Statement looks to provide clarification for amendments from the previous consented scheme. All modifications look to create the best environment for the local area and wider public using the store, whilst providing the most effective and efficient building for the major retailer.



View along the pedestrian walkway.

Images are indicative and for illustrative purposes only

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