

DESIGN AND ACCESS STATEMENT
PROPOSED NEW LIDL FOOD STORE
PURBROOK WAY, HAVANT
OCTOBER 2020



PROPOSED DEVELOPMENT - PURBROOK WAY, HAVANT

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The purpose of this Design and Access Statement is to explain the approach of the design that has been adopted in the application submitted.

This document provides information of the proposed scheme and has been put together for the local planning authority, elected members, statutory and non-statutory consultees, along with local residents.

The Design and Access Statement aims to provide information and construct an analysis of the application site. It will also show the surrounding areas and the positive links between the proposal and the existing.

Furthermore it identifies all the constraints and opportunities relating to the development of the site, along with key design principles.

This statement responds to the requirements of the Town and Country Planning, General Development Procedure order 2006: "Good design ensures attractive, usable, durable, and adaptable places and is key to achieving a sustainable development".

The statement has been formatted to conform to the guidance notes of the CABE Design and Access Statement Document and will be addressing the following items:

- 1) Design Context
- 2) Site Context
- 3) Design Proposals
- 4) Access Proposals
- 5) Sustainability

This Design and Access Statement should be analysed in conjunction with:

- The submitted Full Planning Application drawings
- National Policy and Best Practice Advice and Guidance, outlining the importance of these guidelines and form the context for our design proposals
- Local Council Policy, including supplementary guidance

Please do not scale from the drawings embedded within this document. Please refer to the related PDF plans.

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This Design & Access Statement has been prepared on behalf of Lidl Great Britain Limited to support a new planning application for the development of the site in Havant.

The site relating to this application is off the roundabout on Purbrook Way and adjacent to the B&Q; with the site entrance from the access road off the roundabout.

The proposed development will consist of the construction of a new Lidl food store including associated vehicle parking and service roads, landscaping and Lidl branded signage.

Lidl regards the application site as ideally suited to meet its requirement for a new discount store to better serve the local community.

Given Lidl's commitment to continue investing in Hampshire, the proposed development will, if consented, be constructed at the earliest opportunity and will therefore increase the local communities retail offering.





Lidl, founded in Germany in the 1930s, commenced trading in the UK in 1994 and now operates over 850 stores nationwide. Lidl's ambitious and successful expansion strategy is credited to its retail philosophy centred on principles of simplicity and maximum efficiency at every stage of the business, from supplier to consumer. This focus enables the company to sell high quality products from a limited range of exclusive own-brand and well-known labels at the lowest prices.

Lidl stores sell around 2,500 carefully selected product lines and are able to offer these high quality products at low prices due to the combination of a pan-European bulk purchasing policy and directly owning a number of their key supply chains. This affords Lidl the advantage of immense buying power, enabling the company to achieve significant economies of scale that translate into low prices for the customer.

Evidence of Lidl's success is not only proven through its expanding customer base and customer loyalty but is also compounded by the numerous accolades achieved in recognition of both Lidl's high quality and affordability. Amongst others, Lidl have been voted Wotwine Supermarket Wine Retailer of the Year 2019, IWSC Retail Innovator of the Year 2019, Retail Week Awards Best Value Retailer 2019 & Loved by Parents Supermarket of the Year 2019.

2020 Awards

Lidl have won many awards including:
Good Housekeeping Reader Recommended 2020 - In-Store Bakery and other products.
World Whiskey Awards 'Own Brand Supermarket of the Year'.
World Vodka Awards 'The Country Winner' for the Rachmanioff vodka.
World Gin Awards 'Own Brand Gin Supermarket of the Year' & 'Supermarket of the Year'.



SITE SIZE AND TOPOGRAPHY

The application site extends to approximately 3.13 acres / 1.27 hectares.

The site of this application is located off the roundabout on Purbrook Way and adjacent to the B&Q; with the site entrance from the access road off the roundabout.

It is proposed, as part of this application, that the car park gradients will be amended to accommodate the proposal.



CURRENT USE OF SITE

At present, this is an empty overgrown greenfield site with significant differences in levels. The site will be cleared, altered & levelled sympathetic to its context & environment.

 Application site

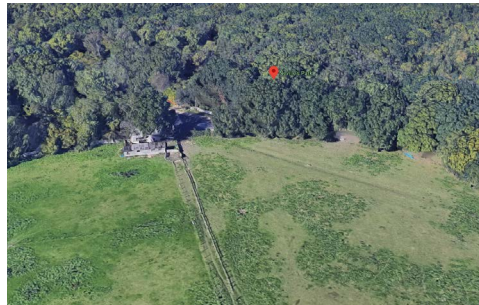


PROPOSED DEVELOPMENT - PURBROOK WAY, HAVANT SURROUNDING AREA

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Crookhorn College, 0.8 miles
0.8 miles, 3 mins by car



Neville's Park, 0.6 miles by foot, 11 mins by foot



Active Kids Community Sports, 1.1 mile
3 mins by car



Application site



Havant & South Downs College, 0.5 miles
12 mins by foot



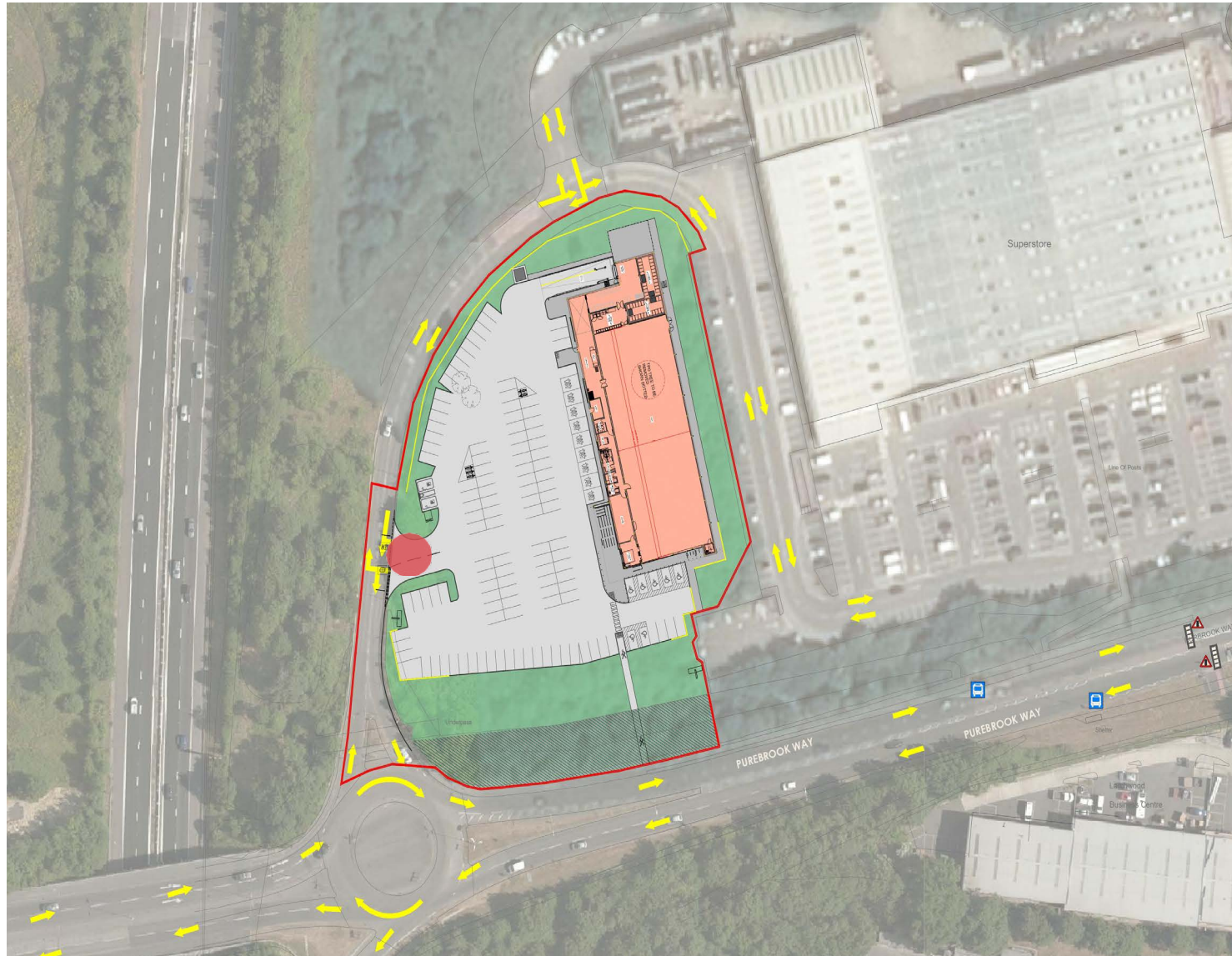
Commercial/Industrial Units, 0.5
miles, 2 mins by car



Sparshatts of Havant (Car Dealer)
0.4 miles, 2 mins by car



PROPOSED DEVELOPMENT - PURBROOK WAY, HAVANT SURROUNDING AREA



Access

The proposed access/egress to the site will be from the existing access road via a new entrance for use by customers, staff and delivery vehicles. This single vehicular access point is located approx. 55 meters away from the roundabout.

The site is accessible via sustainable modes of travel with infrastructure to facilitate pedestrian and cycle movements between the site and local residential areas. A dedicated pedestrian access will be provided directly from the footway on Purbrook Way.

Convenient access to public transport services is provided in the form of bus stops, the nearest located east along Purbrook Way just less than 100 meters away from the proposed pedestrian access to the site.

 Proposed Site Entrance

KEY:

-  APPLICATION BOUNDARY
-  DIRECTION OF TRAFFIC
- 
-  CROSSINGS

-  TRAFFIC LIGHTS
-  BUS STOPS



View showing approaching the roundabout on Purbrook Way



View from the refuge island upon turning into the access road



View from the end of the access road entering into B&Q's carpark (North Eastern corner of the Lidl site)

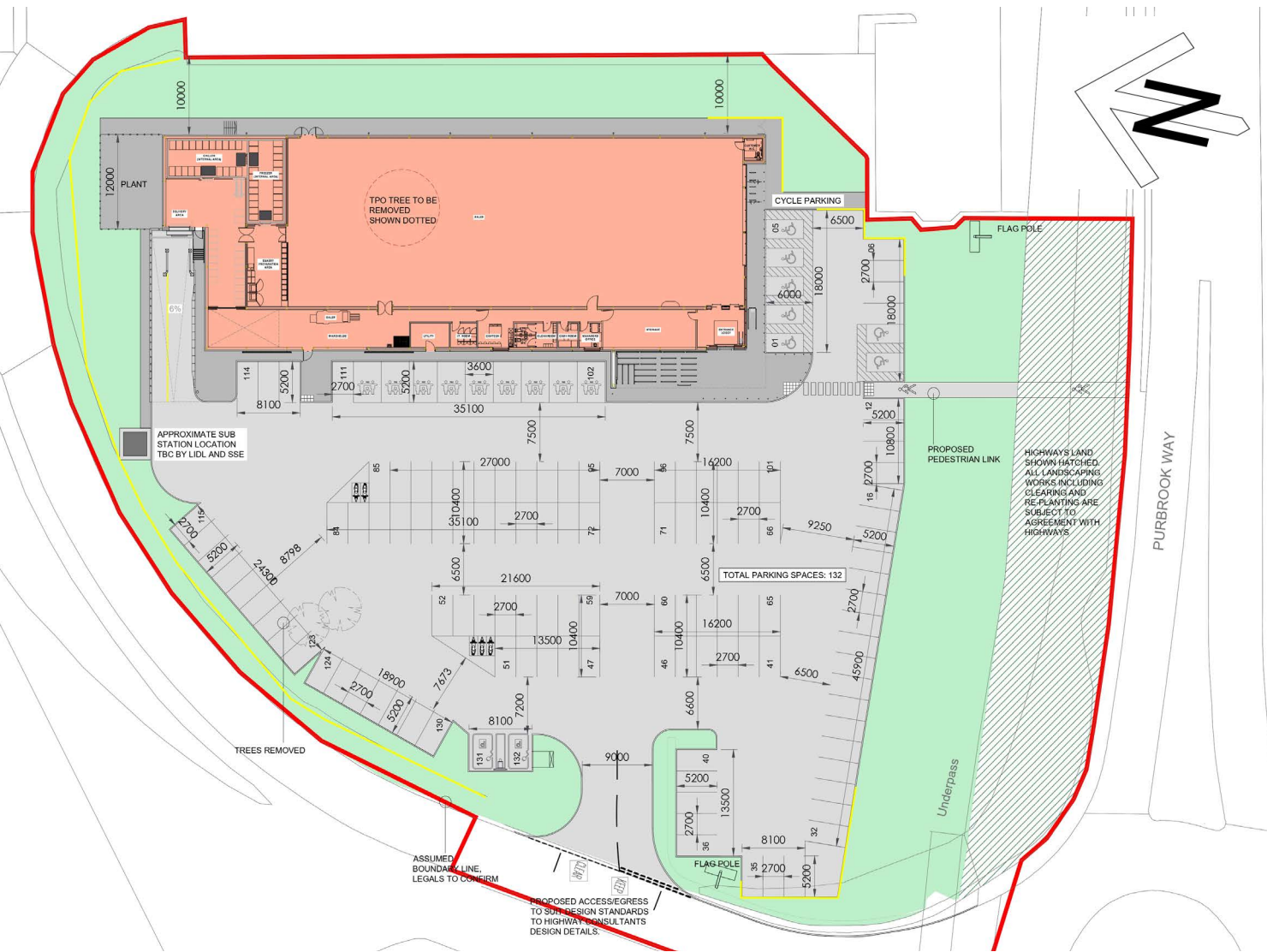
SURROUNDING

The application site is located in an area containing mainly commercial, industrial and retail buildings.

Adjacent land uses include, to the:

- North boundary – Landscaping
- East boundary – Commercial & Retail
- Southern boundary – Commercial & Retail
- Western boundary – Landscaping

As part of the development Lidl will provide a comprehensive landscaping scheme which will help to reduce the visual impact of the store and enhance the aesthetic amenity of the immediate surroundings.



OBJECTIVE AND PRINCIPLE

Lidl's proposed development will create a new neighbourhood food store with 1256 m2 sales area (1899 m2 gross internal floor area). The development will also provide a free customer car park and recessed loading bay to facilitate the delivery of goods to the store.

The store will be built in accordance with Lidl's latest corporate specification providing a lighter, more spacious sales area, with full height glazing to the front elevation, and with no suspended ceiling.

Proposed elevations have been considerably designed along the main aspects, providing activity and identity to the public frontages which:

1. Respond to the geometry and topography of the site;
2. Maintain adequate clearances and safe distances to existing site boundaries;
3. Respect the urban edge and remain in keeping with other developments in the area;
4. Provide easy and safe vehicular and pedestrian access to the existing highway.

The proposals for the site layout and store will incorporate Lidl's corporate branding.



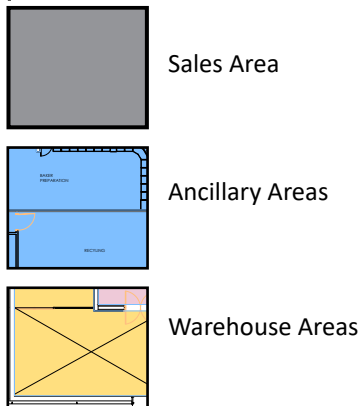
PROPOSED DEVELOPMENT - PURBROOK WAY, HAVANT

PROPOSED LAYOUT

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Proposed Ground Floor Plan



Proposed Layout

The proposed store has been positioned to the north-east of the site which allows for a spacious car park providing easy access for customers.

There are 132 car parking spaces in total, which have been positioned to the principal, front elevations of the store. The north-eastern area of the car park will accommodate 8 No disabled parking spaces along with 8 No Parent & child spaces on the south-western side. 2 No Electric Vehicle charge points are located by the car park entrance.

5 No spaces have also been provided for motorcycles. Cycle parking will be provided in the form of 5 Sheffield cycle stands.

The entrance is located at the western area of the site with the pedestrian access from Purbrook Way on the east end of the site.

The car park area has been laid out in central islands to allow easy manoeuvrability of vehicles and also safe and easy access to and from the proposed store.

Where the proposed access/egress will be used; the access road will be adjusted to meet current highway standards.

Goods deliveries will be made via the recessed loading bay which is situated adjacent to the warehouse space. The store's dedicated delivery facility will be accessed via a HGV grade vehicle ramp directly in front of the delivery pod door.

A vehicle tracking exercise has been carried out which confirms a delivery vehicle can access the delivery area during trading hours without having any adverse effect to the car parking arrangements.

While designing the proposed development the following key factors were taken into consideration:

- Market demands
- Surrounding properties
- Site constraints
- Vehicular and pedestrian circulation within the site
- Design guidance





Images of the Proposed Lidl Store

Appearance

The site aesthetic has been considered as part of the proposal with the planned use of a limited but considered material palette affording the design coherency.

The south-east elevation facing Purbrook Way will implement 4m glazing to provide natural light and to help modernize the visual appearance of the store. The shop front will wrap around a fraction of the West side elevation to comprise the customer entrance lobby. With the 4m glazing wrapping around the corner of the store, the entrance lobby will have a welcoming open atrium ambience for customers to the Lidl store.

The elevations will consist of full height insulated metal composite panel cladding. White cladding from the bottom until the canopy, and a silvery metallic coloured cladding from the canopy to the roof; all of which sits on a low level grey ended plinth beneath. This palette will be complemented by the silvery metallic coloured eaves, guttering and rainwater pipes.

The roof will include a Photovoltaic (PV) system helping to achieve BREEAM very good for the development and also help to assist with the overall sustainability credentials of the store.

The loading dock sectional door will complement the other elevations through using the same material composites and colour palette.

Appearance

Each elevation treatment responds to its specific context, whilst also addressing the development as a whole by:

1. Using carefully selected robust and high components.
2. Using a well-chosen selection of robust and quality architectural components.
3. Using an appropriate architectural form.
4. Referencing the scale of the building within the elevation treatments.

While final confirmation of the exact material specification requires approval by the Local Authority, it is intended that the pallet of materials will consist of the following:

- **Roof Cladding** - Composite Cladding
- **Colour:** Silver Metallic, RAL 9006
- **Cladding To Soffits, Facias, Trims, Flashing, Gutters and RWP**
Colour: Silver Metallic, RAL 9006
- **Low Level Cladding** - Insulated metal composite panel
Colour: White, RAL 9010
- **High Level Cladding** - Insulated metal composite panel
Colour: Silver Metallic, RAL 9006
- **Low Level Plinth** - Rendered
Colour to match RAL 9006
- **Doors** - Steel
Colour: Blue, RAL 5010
- **Sectional Delivery Door** - Steel
Colour: Blue, RAL 5010
- **Glazing** - Steel
Colour: Blue, RAL 5010

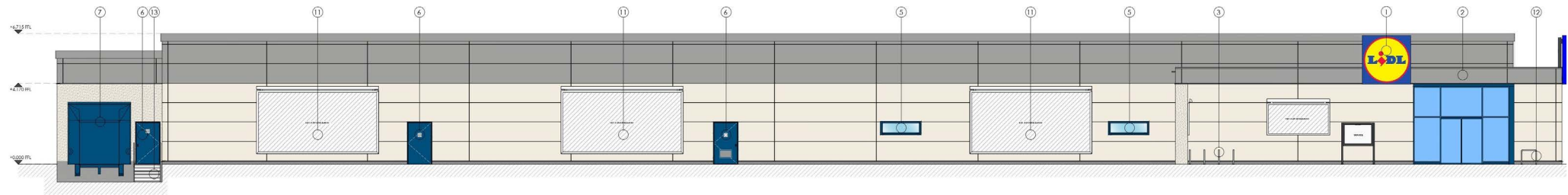


Images of the Proposed Lidl Store

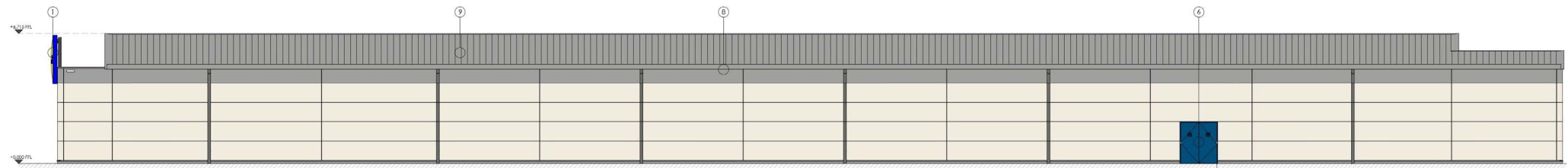
PROPOSED DEVELOPMENT - PURBROOK WAY, HAVANT

ELEVATIONS

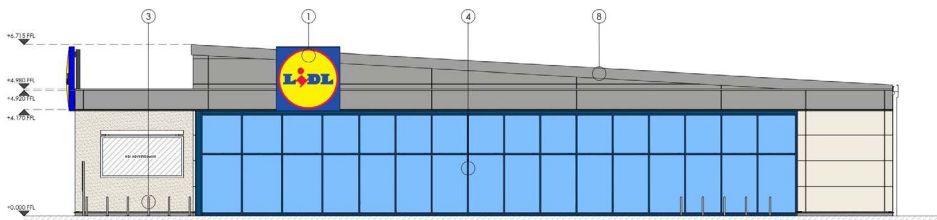
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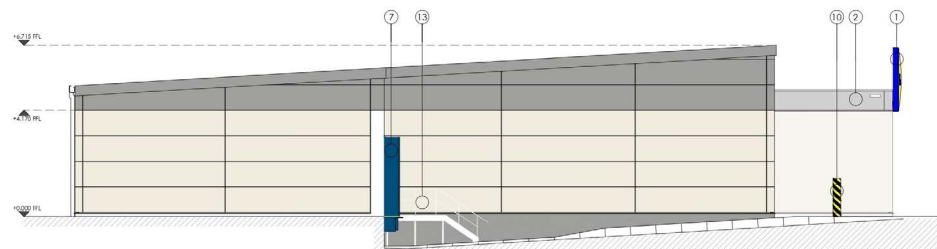
WEST ELEVATION



EAST ELEVATION



SOUTH ELEVATION



NORTH ELEVATION

PROPOSED MATERIALS FINISHES
DRAWING TO BE READ IN CONJUNCTION WITH LIDL SPECIFICATION.
MATERIALS INDICATED ARE ILLUSTRATIVE ONLY AND MAY NOT MATCH THE FINAL FINISH.

- ① NEW LIDL SIGNAGE INTERNALLY ILLUMINATED 2500mm X 2500mm SUBJECT TO SIGNAGE APPROVAL
- ② PARAPET CLADDING COLOUR SILVER RAL 9006
- ③ STAINLESS STEEL TROLLEY BAYS/RAILS
- ④ PROPOSED FULL HEIGHT CURTAIN WALL GLAZING COLOUR BLUE RAL 5010
- ⑤ PROPOSED WELFARE WINDOW COLOUR BLUE RAL 5010
- ⑥ PROPOSED DOORS/MOE DOORS/ UTILITY ROOM COLOUR BLUE RAL 5010
- ⑦ PROPOSED DELIVERY DOCK SECTION DOOR COLOUR BLUE RAL 5010 WITH DOCK SHELTER
- ⑧ NEW METAL CLADDING TO SOFFITS, FACIAS, NEW TRIMS, FLASHING, GUTTERS AND RWP COLOUR SILVER RAL 9006 150 Ø RWP'S TO HAVE ANTI CLIMB GUARDS
- ⑨ PROPOSED COMPOSITE ROOF CLADDING TO BE INSTALLED TO MATCH WALL CLADDING COLOUR: GREY RAL 9006
- ⑩ HGV BOLLARD
- ⑪ WALL MOUNTED BILLBOARDS SHOWN INDICATIVELY SUBJECT TO SIGNAGE APPROVAL
- ⑫ STAINLESS STEEL BOLLARDS TO BE DOMED-TOP MARINE GRADE 316 1000mm HIGH
- ⑬ GALVANISED STAINLESS STEEL DRIVERS STAIRS
- CLADDING PANELS IN WHITE RAL 9010
- CLADDING PANELS IN RAL 9006
- RENDERED PLINTH IN RAL 9006



Site Finishes

All soft and hard landscaped areas of the proposed site are selected to complement the new store, while simultaneously providing functionality and distinction between areas.

Finishes include paving to the footpaths, anthracite grey block paving in stretcher bond and a reinforced concrete access ramp to the loading bay.

The perimeter landscaping and the proposed landscaped areas within the scheme will provide a framework for the site. For detailed landscape proposals refer to the Landscape Architect's drawings.

Refer to drawing: AD 115 – Site Finishes for the correctly scaled drawing.



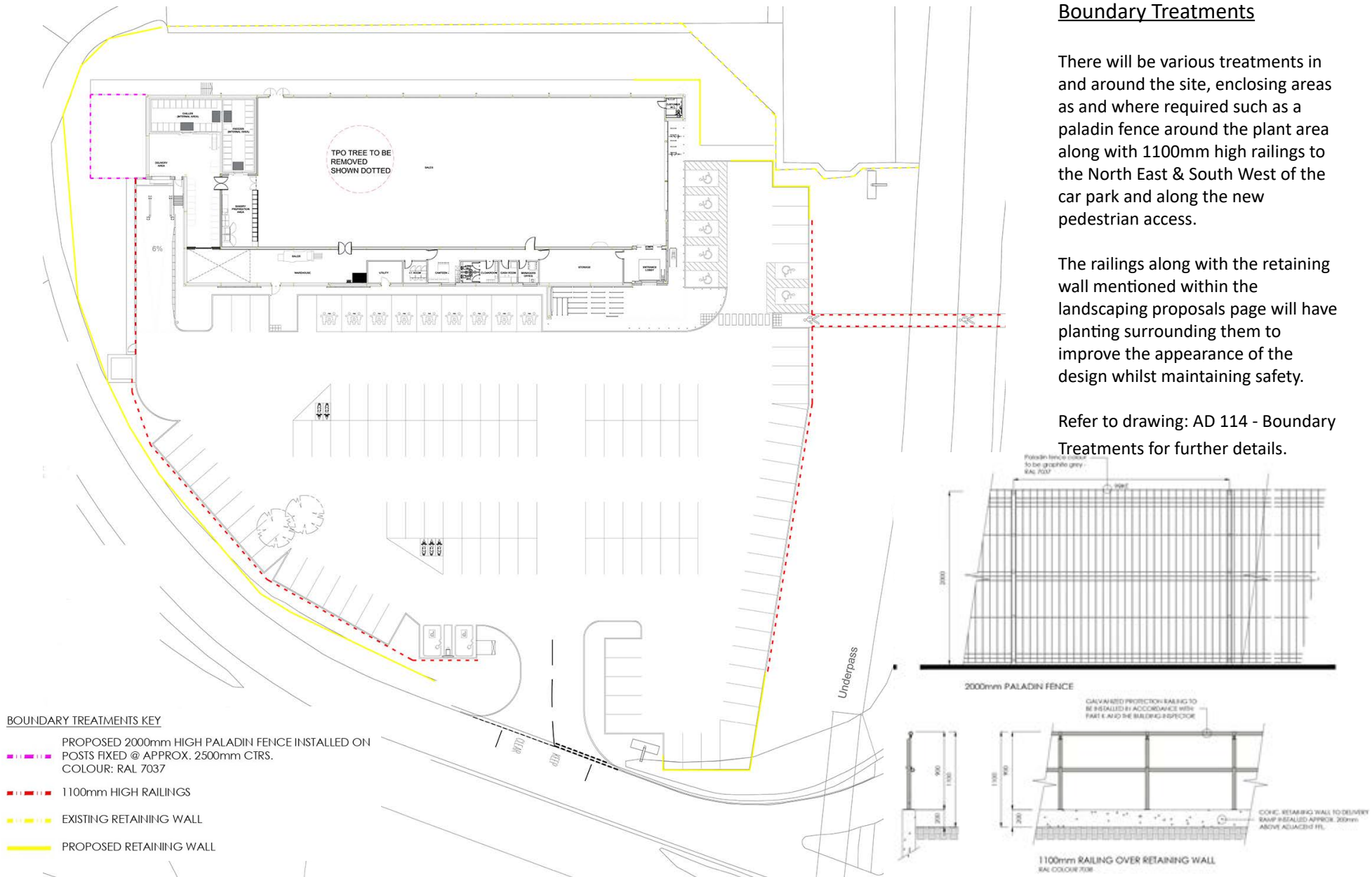


Landscape Proposals

A significant landscaping scheme has been designed to create an attractive environment, using the challenging aspects of the site to its advantage including the overall constraints, topography and visual prominence. The design includes a comprehensive planting scheme of a large number of native specimen trees, native mix planting and compact low maintenance shrubs that will create a high quality environment to the boundary of the application site.

The new retaining wall to the South West of the site will have it's appearance softened by a new native mix hedge and the new pedestrain access path towards the front of the store will have welcoming scented planting.

Refer to drawing:
AD 116 - Landscape design &
specification for further details.



Boundary Treatments

There will be various treatments in and around the site, enclosing areas as and where required such as a paladin fence around the plant area along with 1100mm high railings to the North East & South West of the car park and along the new pedestrian access.

The railings along with the retaining wall mentioned within the landscaping proposals page will have planting surrounding them to improve the appearance of the design whilst maintaining safety.

Refer to drawing: AD 114 - Boundary
Treatments for further details.



2000mm PALADIN FENCE

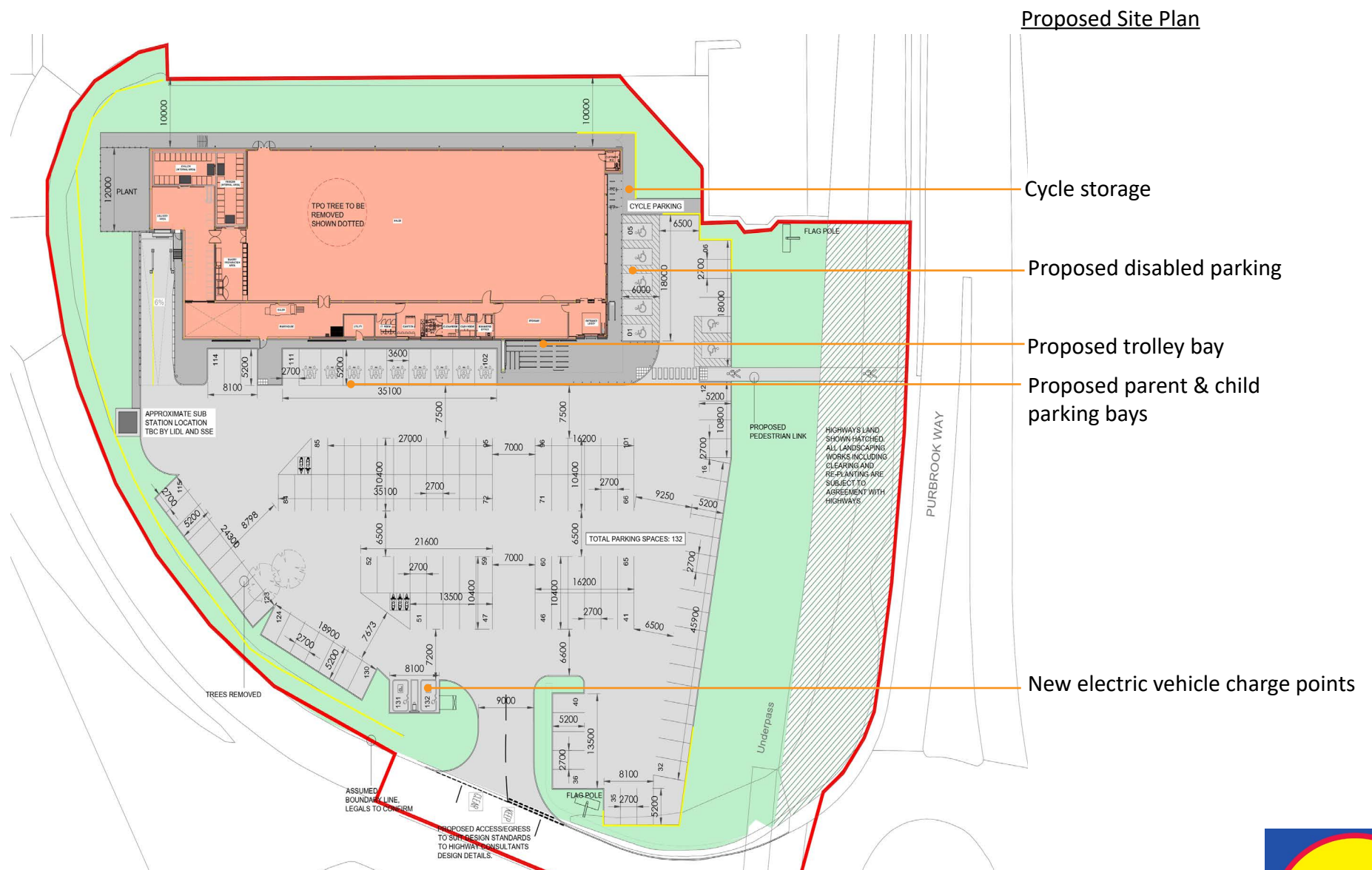


1100mm RAILING OVER RETAINING WALL
RAIL COLOUR TOB

PROPOSED DEVELOPMENT - PURBROOK WAY, HAVANT

PROPOSED SITE PLAN

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Vehicular Access Provision

Vehicle access from B&Q access road will ensure the provision of safe ingress and egress into the site. Adequate parking of 132 spaces has been provided and include Lidl specification standard, disabled, parent and child, and electric vehicle charging car parking spaces.

Vehicle parking spaces provided are generously sized for improved customer access. Bicycle storage is provided along with:

- Standard Spaces: 5.2m x 2.7m
- Parent and Child: 4.7 - 5m x 3.6m
- Disabled: 6.0 x 3.6m (including 1.2m hatching zone)
- Electric Vehicle Charging Spaces: 5.0 x 3.6m
- Motorcycle Spaces: 2.5m x 1.1m

Pedestrian Access Provision

There is a pedestrian route provided directly from Purbrook Way into the site. The Cycle storage area is identified on the layout. The proposed development will achieve a 2% gradient across the site to facilitate those with mobility impairments in accessing the store.

A maximum of 6% gradient will be provided for the delivery ramp. Level access thresholds will be provided into all the main entrance points into the food store unit. The scheme will be fully DDA compliant, including WCs and disabled parking spaces.



Images of an internal Lidl store

LIDL ENVIRONMENTAL POLICY

The scheme will be designed to comply with the latest government guidance and the new Part L Building Regulations. The development also aims to attain BREEAM very good standard. In addition, various sustainable measures will be considered. These will include but not limited to:

- Sustainable surface water drainage scheme.
- Recycled materials in insulation and floor finishes.
- Use of water-based paints on steelwork.
- High efficiency LED lighting incorporated internally and externally.
- Lighting to have movement detectors.
- Dual flush toilets.
- Sensor taps to reduce water consumption.
- Improved air leakage and enhanced U values where possible.
- Building management system controlling lighting by Lux and Motion sensors.
- Roof mounted Photovoltaic (PV) system.
- Electric vehicle charge points.

As a discount food retailer, Lidl's supply chain and long-term business success depends on the health of the natural environment. Lidl therefore takes its responsibility as a member of the community very seriously in ensuring it reduces its carbon footprint wherever possible.

Environmentally sustainable design solutions have been incorporated into various stages of the proposed development, affecting the internal design, external appearance and the food store's relationship with its context. Energy demand is reduced in the first instance through passive design and a consideration of efficient operational procedures ensures that the proposed food store's ongoing environmental impact is minimised.

REFERENCES

Supplementary documents that have been used to develop the scheme proposals include:-

- National Planning Policy Framework
- West Berkshire Core Strategy Development Plan
- Local Development Scheme
- CDM2015 requirements and future maintenance

LIST OF DRAWINGS

19139 AD 100 – SITE LOCATION PLAN
19139 AD 110 – PROPOSED SITE PLAN
19139 AD 111 – PROPOSED BUILDING PLAN
19139 AD 112 – PROPOSED ROOF PLAN
19139 AD 113 – PROPOSED ELEVATIONS
19139 AD 114 – PROPOSED BOUNDARY TREATMENTS
19139 AD 115 – PROPOSED SITE FINISHES
19139 AD 116 – PROPOSED LANDSCAPE DESIGN & SPECIFICATION





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