

Design & Access Statement

To Accompany Planning Application for:

Proposed Construction of Grocery Click & Collect facility to Asda Store:

Portland Road, Hampshire, PO7 7XR

On behalf of Asda Stores Ltd
July 2013

Prepared by:
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1. Introduction

- a. This Design and Access Statement has been produced on behalf of Asda Stores Ltd, in relation to an application for planning permission for the creation of a Grocery Collection canopy within the Car park at the Asda Store at Portland Road, Hampshire, PO7 7XR.
- b. The application is made as part of the Grocery Collection service that is being implemented in selected Asda stores around the UK.
- c. The grocery collection canopy will be located in Asda's customer car park. The 'Application Site' is indicated on the proposed location plan attached to the planning application.
- d. This Statement is in accordance with guidance on the content of Design and Access Statements as set out within Circular 01/2006 and has had regard to the guidance document 'Design and Access Statement' 2006, produced by CABE.

2. The Use

- a. The site is trading as an Asda store with customer parking to the front of Asda on the North Western boundary, with the service yard being at the rear of the store on the Eastern boundary.
- b. The application proposes the creation of a new single storey canopy, to provide the customers a visual presence within Asda's customer car park area to drive to, allowing the customer to collect their groceries without leaving their car. The development will be located as described above and as indicated on the drawings submitted as part of the application.
- c. The grocery collection canopy will be driven to by the customer who will then in turn be served by an Asda colleague. The Asda colleague will bring the customer their shopping from the van waiting under the canopy.
- d. The Asda Grocery Collection service provides the option for their customers to shop online and collect the groceries ordered whilst they are out and about on their daily commute. The existing store will perform the task of a storage area where groceries, which have been picked from the retail shop floor, are collected and stored ready for

collection. The goods will then be taken to the customer, who will be parked under the new canopy during specific time slots throughout the day.

- e. Access to the canopy will be through the car park for the store which in turn is accessed via the existing road junction off Maurepas Way (a public highway).
- f. The Grocery Collection facility will be open between the hours of 08:00 and 20:00, with customers collecting groceries at pre-determined times. The Grocery Collection operation will be operated by Asda employees during operating hours. CCTV will be installed beneath each canopy to ensure staff and customer safety.

3. Amount of Development

- a. The Grocery Collection canopy represents a small floor area of approximately 74 m² and is considered a minor addition to the existing store.
- b. The canopy is in Asda's customer car park. Access to the canopy will be from their van.
- c. The key requirement in terms of servicing the proposed grocery collection click and collect facilities is to provide safe, adequate parking and loading facilities for the Asda colleagues and customers as well as ease of access to the local road network.
- d. The site is not in a flood risk area and will not increase the amount of surface run off accessing the drainage system.
- e. Employee numbers will increase by 1 person.
- f. The number of vehicles loading at any one time will be 2.

4. Layout

- a. The Grocery Collection canopy will perform the task of a distribution point where retail goods that have been picked from the retail shop floor are dispatched. The goods will then be loaded into customers' vehicle; who will the drive out of the canopy and exit the car park. All payment is taken online so no colleague will handle money.
- b. It is proposed that the Grocery Collection canopy will be constructed for 2 N^o cars with manoeuvring space directly in front (see proposed plan).
- c. During operating hours, Asda's colleagues will collect the order from the store. The order will then be store in the existing store facilities. Customers will arrive under the canopy and contact the colleague through the use of the in-built intercom. The colleague will then proceed to take the order to the canopy and load it into the customers' vehicle.
- d. Outside of delivery hours the canopy will not be used and closed.
- e. The canopy will provide cover for 2 N^o vehicles. The aim is to allow customer to collect orders throughout the day which will save on each customer making a separate journey specifically for shopping as the service is designed to allow for customer to choose when they would like to collect their shopping and fit in with times when they would already be out in the car. The process is proposed to take less than 15 minutes from the customer entering the car park to leaving it. This will help take pressure off the car

parking requirements for each store as it will allow for more customers to shop within a shorter frame of time.

- f. The proposals have been designed to ensure there is enough room for vehicle doors to be opened safely and adequate circulation space for staff.
- g. The position of the facility within the site was determined by two main factors. Firstly, the building had to be within easy reach of the warehouse area to aid in the ferrying of goods ready to be loaded into the delivery vans. Secondly, the proposed canopy needed to be located away from the main frontage so it did not alter the design of the main store with the aim of it becoming an understated addition.
- h. There is ample opportunity for pedestrians and cyclists to access the store. No existing footpaths or cycle ways will be affected.

5. Scale

- a. The new grocery collection canopy is located in Asda's customer car park near the entrance to the site.
- b. The proposed canopy and home shopping pod are considered to be of minimal impact on the surrounding area. The total height of the canopy is 4.125m (see proposed elevation drawing). The size of the canopy has been worked out by analysing the space requirement of people and vehicles within the overall site boundary.
- c. The new canopy will be constructed from white powder coated galvanised steel, metal profiled roofing sheets and green vinyl wrapped aluminium signage panels. The amount of structure is minimal and therefore the visual impact will be of minimal effect.

6. Landscaping

- a. The existing landscaping to the rest of the site is to remain without any alteration.

7. Appearance

- a. The new canopy will be constructed from white powder coated galvanised steel, metal profiled roofing sheets and green vinyl wrapped aluminium signage panels. The amount of structure is minimal and therefore the visual impact will be of minimal effect. The colours will reflect Asda's standard corporate palette.
- b. The design principle behind this application is to create a professionally operated, compact and customer focused service. Design familiarity has been promoted through the canopy bearing the same colour scheme as the vans and store.

8. Design

- a. The design process has explored many different design principles and concepts, the design has been refined in form and function to provide an efficient customer orientated service whilst providing safe routes and access for the colleagues, the design principles and concepts have evolved and finalised to the current proposals. The design and access statement has been a key tool in the analysis of the design and has helped make choices regarding the amount, type use and function of the finished design.

9. Access

- a. No service roads or means of public access will be affected by these proposals.
- b. There will be level thresholds from the store to the loading area, there will also be a shallow gradient introduced to any kerbed areas which allows and does not limit access. This is also required for the Tote trolleys that are used to transfer the groceries to the customers.

10. Conclusion

- a. The operation is considerate to the site's neighbours, environment, customers and staff alike. The operation will have minimal impact on the existing Asda site operations and is compliant with planning policy. Therefore Asda would be appreciative if planning permission were to be granted.