

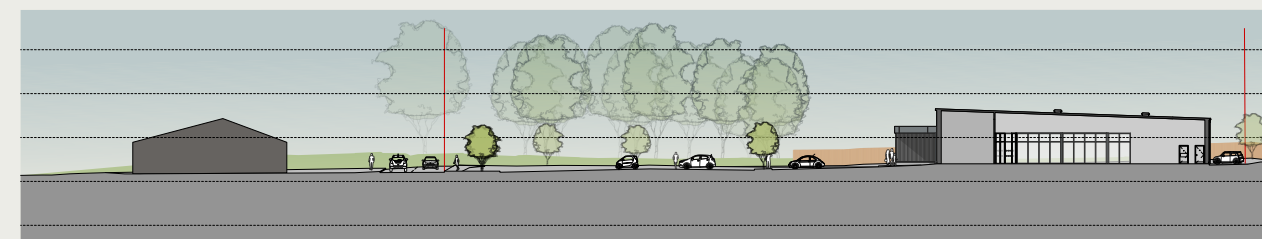
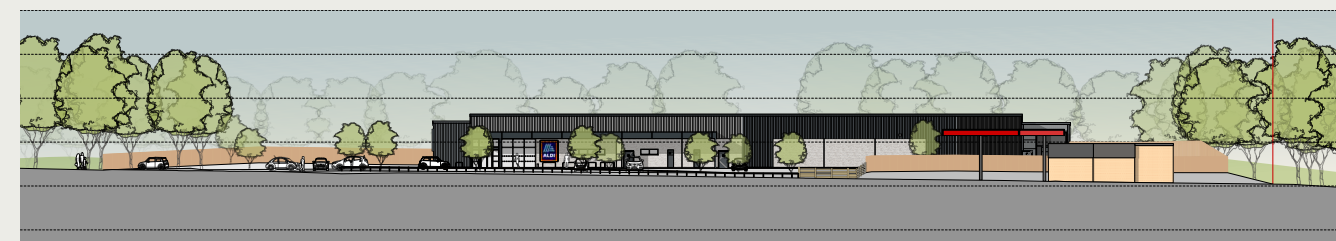
6.4. Layout and Site Access

The proposed layout will see existing car park access retained, also providing a pedestrian footpath to the storefront coming in from Mafon Road. The storefront and entrance for arriving customers will face north and be visible upon site entry, providing an active frontage onto the road that provides all customer access.

The food store footprint will sit near to the south site boundary, allowing for a fluid parking layout on the approach. The service area and delivery loading bay are tucked toward the south-west corner where they benefit from being obscured from public view by the Texaco garage, also providing an acoustic boundary between the service area and customer realm toward the east of site. The south and west boundaries that surround it also curtain the service yard from the fields adjacent with mature trees and shrubbery. All customer parking bays will receive permeable block paving to enhance the material quality of site, and feed into the site-wide SUDS strategy.

The proposal features soft-landscaped borders wrapping right around the boundary, blending site softly in to the surrounding fields. There are also pockets of soft-landscaping and new proposed trees dividing parking rows that act to divide the hard-landscaping and provide safe pausing spots for those walking across the car park to access the store. Please see section 7.1: 'Landscaping' for more details of the strategy.

Aldi's typical design strategy for new stores is to provide active frontage facing the main road with clearly defined customer parking in front. This format is fundamental to their business model and is intrinsically linked to how successful the store's performance and longevity. Customers want easy access and familiarity, else they will choose to shop elsewhere.



Proposed Site Sections (not to scale).

7. Appearance and Scale

The store has been designed to complement and reflect the materials and scale of the suburban vernacular that comprises the surrounding area. The proposal incorporates light grey brickwork to feature walls alongside modern, grey cladding to achieve this. The height of the building will be limited to single storey, keeping politely low at the non-customer facing end of store and rising slightly to open the store up to customers and provide an active frontage. This in turn will allow the existing view over toward the village centre from the higher land south of site to be uninterrupted by development. Massing of the building has also been taken into consideration, with the proposal keeping to a simple, squared design with low flat roof lines so as not to conflict or interrupt the suburban context.

The long facade that faces the primary pedestrian pathway from the access road is articulated by full height glazing near the shopfront that sits on the adjacent wall, and continues along with high-level ribbon windows to activate the facade and bring soft north-facing sunlight into the retail area. This area is defined by the cantilevered canopy that shelters the trolley bay.

7.1. Building Materials

A range of red and grey brickwork characterises much of the nearby architecture, both residential and industrial. The proposed store therefore consists of light grey brickwork feature walls and plinths, as well as a modern grey cladding which will allow for the design to complement its surroundings whilst remaining modern. The pitched roof of the store will also be finished in dark grey, presenting a non-reflective and contemporary finish that reaches its highest point at the customer-facing end to welcome people in, and lowers at the service region toward the back of the store to politely tuck in with surroundings and divert attention from the service area of the store.



Proposed Building Elevations (not to scale).

7.2. Security

Kendall Kingscott will typically approach the architectural liaison officer during the detail design, if required, to run through any concerns with site security.

The crime risks considered to be applicable to this site include:

- Theft (Primarily shoplifting)
- Verbal & physical violence against visitors and staff.
- Vehicle crime and parking control.
- Ram-raiding
- Arson
- General antisocial behaviour

A number of measures have been considered as part the proposals in line with Secure by Design guidance:

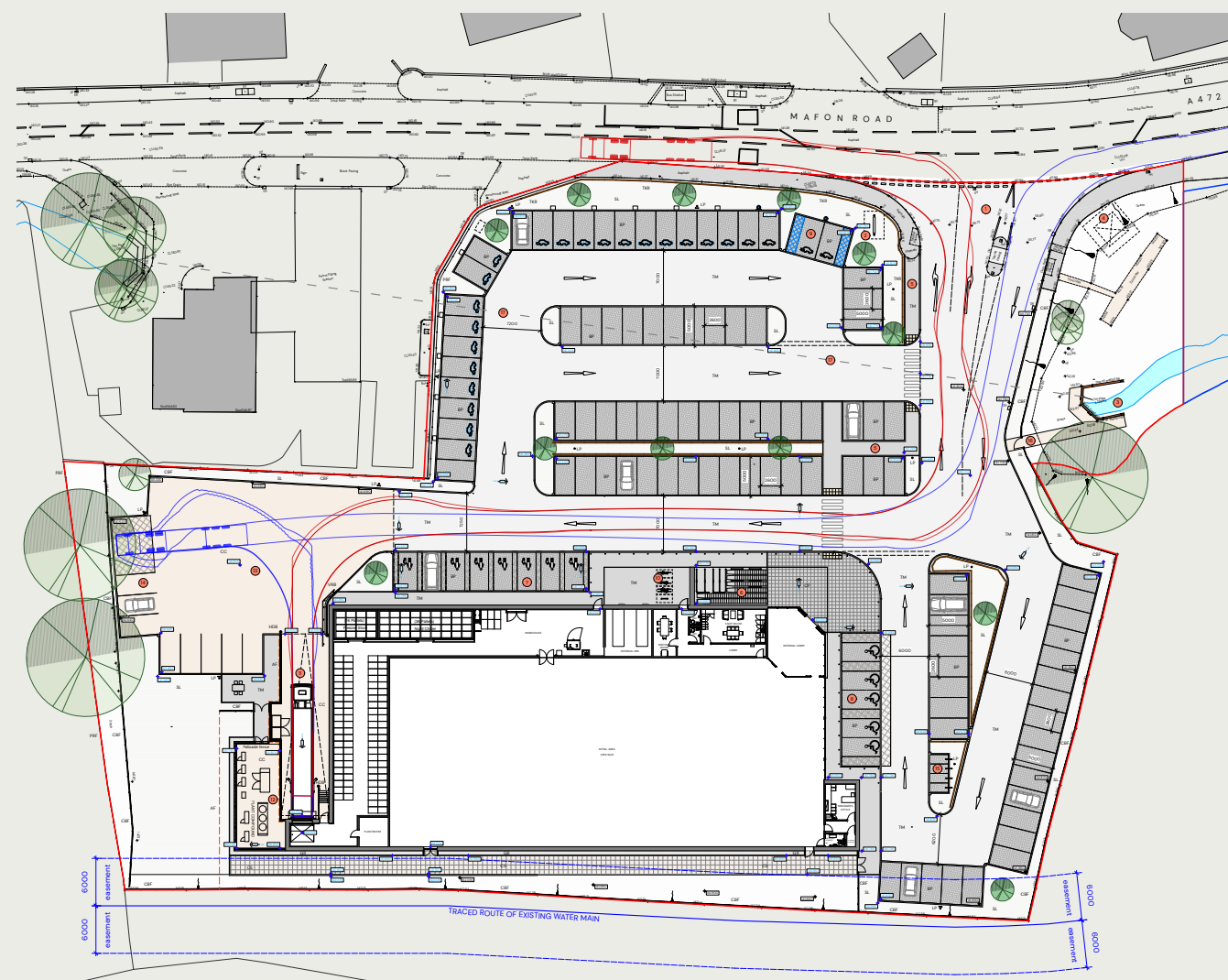
- A CCTV system covering the exterior and selected interior locations
- Anti-bandit glazing
- Intruder alarm
- Provision of anti-ram bollards
- Open and visible car park
- Secure fencing to the back of house areas.
- Appropriate landscape planting
- Lighting

7.3. Landscaping

The landscape strategy for the proposed scheme sees all healthy, established trees remaining on site, with a new green border being introduced around the boundary to soften the separation of site and neighbouring plots. The proposal introduces approx. 12no. new trees and a pocket of new landscaping to the south-west that curtains the service area from its surroundings. Soft-landscaping pockets act to define the circulation of the larger parking area and separate parking rows to break up the sweep of hard-landscaping that comprises the car park. This additionally acts to distance vehicles and provides safe pause points for pedestrians moving around the site.

Details of the proposed planting is set out on the Tyler Grange soft landscaping proposals.

For details of hard landscaping materials proposed refer to architectural plans and details submitted.



Proposed Site Plan - Planning (not to scale).