

May 2015

PROPOSED FOOD STORE MONDELEZ INTERNATIONAL SITE, BANBURY DESIGN & ACCESS STATEMENT

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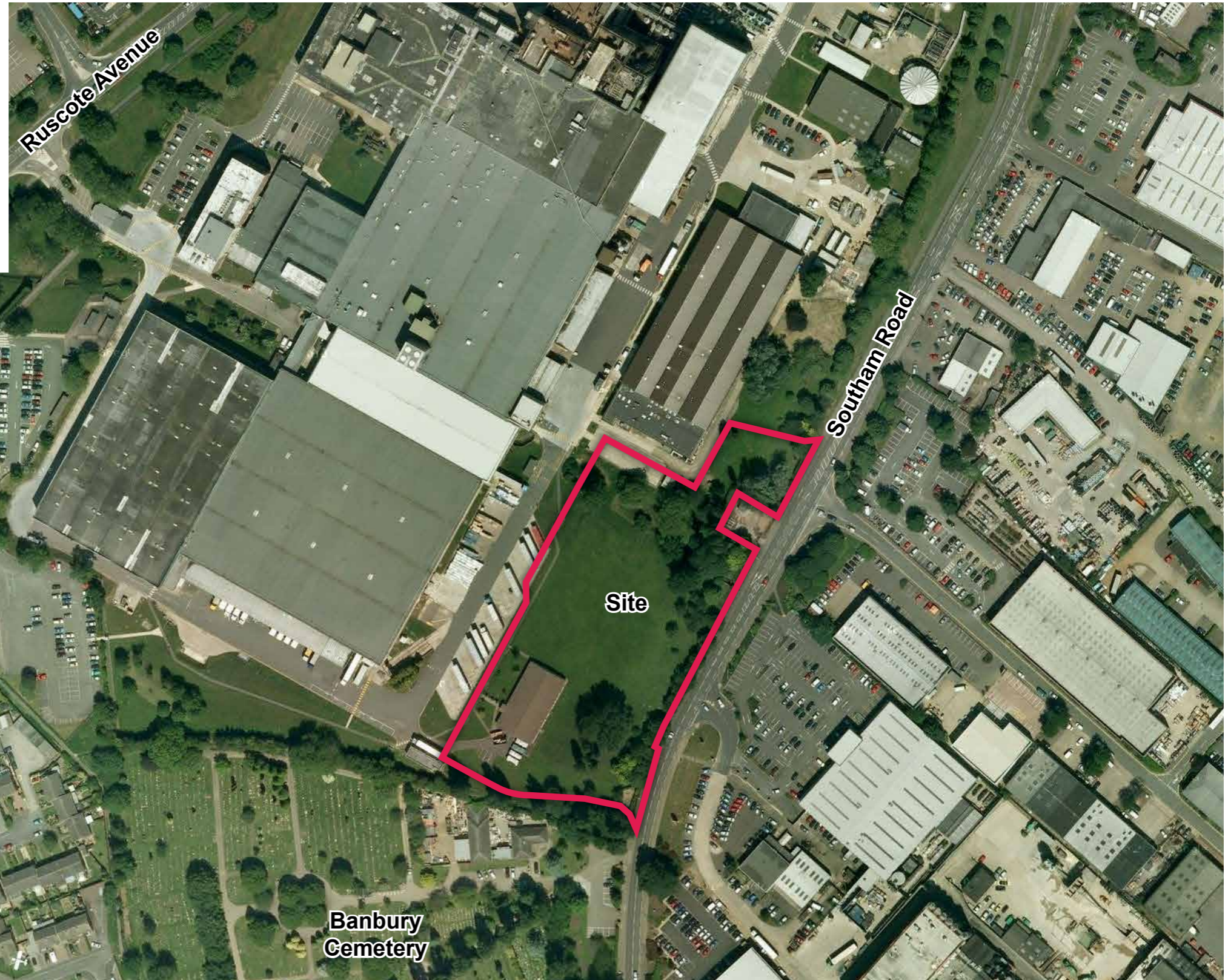
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1.0 Introduction

This document supports the detailed planning application for the redevelopment of a portion of the Mondelez International Site in Banbury to provide a new Waitrose store on Southam Road. The scheme will deliver a 3576 sqm (38500 sqft) gross internal area food store.

The document contains summaries of supporting reports produced by the consultant team and is to be read in conjunction with them.



Application Boundary

2.0 Assessment

2.1 The Site

Banbury is a market town on the River Cherwell in the Cherwell District of Oxfordshire. It had a population of 43,867 at the 2001 census though this figure has increased in recent years to approximately 45,000 – (Banbury Town Council website). The site is located on Southam Road a main route into the town centre.

Southam Road has a moderate quality landscape edge to the Western footpath. Although sporadically lined with trees and areas of grass, the existing steel palisade boundary fence detracts from the soft landscaping, and gives the appearance of an industrial site boundary. Much of the eastern side of Southam Road, is taken up with low quality landscape and areas of tarmac.

Both sides of Southam Road have generous pavement areas, with the provision to western side of Southam Road being a combined footway / cycleway.

There is little in the way of a building line along Southam Road. Towards the town centre the building line becomes more defined with the change from large format buildings to domestic properties.

The application site has an area of 3.56 acres (1.44ha) and is occupied by a small building, built in the 1960's and 1970's that is obsolete to the requirements of Mondelez International. The frontage to Southam Road is underutilised and has little in the way of street presence.

Buildings on the Southam Road (A361) at this point are predominantly retail uses with such retailers as; Homebase, Dunelm, B&Q, Halfords, Staples, Topps Tiles and a range of car dealerships such as Renault, Peugeot and Ford. Buildings are generally single storey large format units.

Most of the retail buildings are metal clad with some areas of low level brickwork and limited shop fronts.

As Southam Road continues towards Banbury town centre the scale of the buildings changes from large scale retail units to domestic properties. The first section of houses along Southam Road face the landscaped boundary of the cemetery, which extends down to Cope Road.

There is a distinct character change from the large-scale developments that occupy extensive areas near to the town centre to the smaller domestic scale towards the heart of the town.

The site is located between Southam Road and Ruscote Avenue, both roads converging towards Hennef Way. There is a Tesco Extra and the Banbury Cross Retail Park on Ruscote Avenue. The aerial photograph illustrates the amount of adjoining retail space surrounding the application site, with large format retail parks along both Southam Road and Ruscote Avenue.

The site is approximately 2.1km from the M40 motorway junction and approximately 800m from the Town Centre.

The site comprises:

- 2 No existing buildings, one being a gas governor, which is retained, the other a redundant building, which is to be demolished.
- Open grassland to the front of Southam Road and adjoining the Southern boundary

To the north is the Mondelez International factory, a major employer of the town. The factory was built in 1964 and was originally owned by General Foods until the company was combined with Kraft (now Mondelez



Diagram showing Key Retailer

International) in 1990. The factory is a dominant feature on the skyline in Banbury and is one of the tallest structures in the town.

To the south is the Banbury cemetery which is separated from the site by a public footpath and a well developed landscape buffer with a range of mature trees and shrubs. The cemetery fronts onto Southam Road and covers an extensive area within the town centre.

2.2 Planning Policy & Background

The application is accompanied by a planning statement which has been prepared by Framptons. This document addresses the relevant planning policies so far as they are relevant to the application proposals.

Assessment



Summary

- Views into the site from the Southam Road are limited by the established trees and palisade fence
- Views are restricted into the site travelling from the south due to curve in road
- There are wide views of the whole site frontage travelling from the north

Opportunities

The development will necessitate the loss of a number of trees along the Southam Road, allowing open views into the site. Existing mature trees will be retained at the entrance and in front of the new building with new planting within the site, allowing views into the site and creating an open public frontage whilst retaining the green character of the west side of the road.



8. Long view from cemetery entrance looking north, with the south-east corner of the site in the distance.



11. Long view looking south from Southam Road



9. Long view from cemetery boundary - bend in road restricts direct views into the site when coming from the south



12. Close views into the north east corner of the site presents a clear view of the site frontage



10. Close view into the site reveal extent of the frontage



13. Open views through existing trees into site from the east of the footpath.

3.0 Community Involvement

As part of the pre application activities a website was launched waitrosebanbury.co.uk and a Public exhibition was held on the 6th and 7th March 2015 at Banbury Town Hall. The outcome of the consultation is as follows;

Investing in Banbury

Have your say - Click here

Barwood Capital and Mondelēz International are bringing forward plans for a Waitrose food store in Banbury which will create 200 new jobs.

The multi-million pound proposal will see an area of surplus land in front of the Mondelēz International (formerly Kraft) factory site on Southam Road developed.

Barwood Capital and Mondelēz would welcome your views before submitting a planning application in the spring.

If successful, they aim to start work on site in late 2015/early 2016 and complete the project ready for Waitrose to open in early 2017.

To have your say, please come to our exhibition or complete the survey on the Have your say page [here](#).

Public Exhibition

We will be holding a public exhibition on:

Friday 6th March
from 2pm – 6pm &
Saturday 7th March
from 10am – 1pm at:
Banbury Town Hall, Bridge Street, OX16 5QB

Logos: Waitrose Banbury, barwood capital, Mondelēz International

Attendance and responses

- 307 people attended the exhibition
- 64 responded at the exhibition; 1032 returned via post and online
- 1096 comments forms returned in total through the post, online and at the exhibition

When asked 'Do you support the plans to bring Waitrose to Southam Road site in Banbury?'

- 924 (84%) said yes
- 162 (15%) said no
- 10 (1%) were neutral

Views expressed by members of the public are detailed in the accompanying Community Involvement Document.

Welcome

Barwood Capital and Mondelēz International are bringing forward plans for a Waitrose food store in Banbury which will create 200 new jobs.

Background

The proposal

Logos: Waitrose, barwood capital, Mondelēz International

Jobs

Highways and access

Sustainability

Next steps

Logos: Waitrose, barwood capital, Mondelēz International

Public Consultation Boards - March 2015

4.0 Evaluation

The frontage to Southam Road offers a logical access point into the site providing vehicle and pedestrian access. The location of the access point and the existing trees both on the edge of the site and within the frontage are an important consideration.

We have identified the following design drivers:

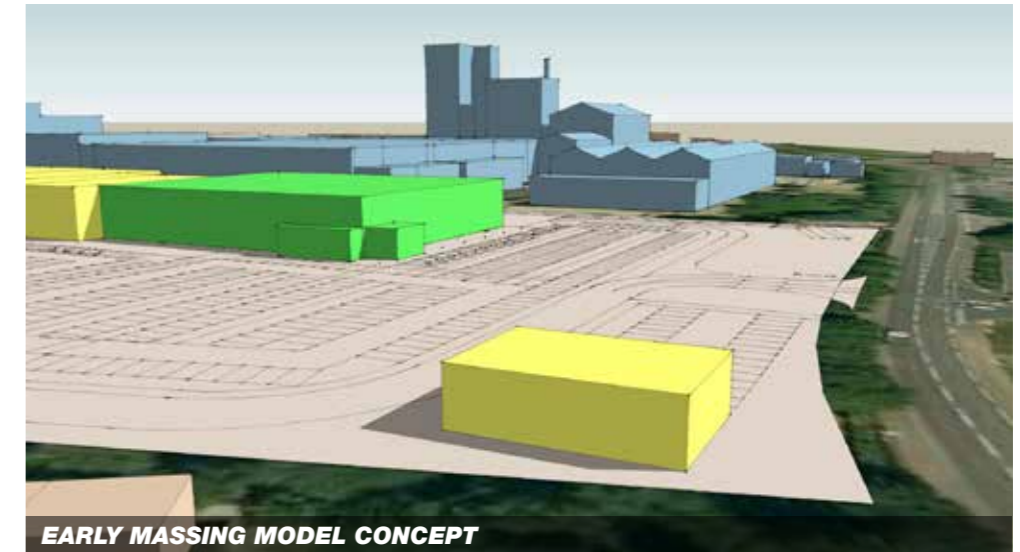
- Creation of a vibrant and contemporary environment
- Flexible and attractive retail space
- Logical highways and pedestrian solutions
- Appropriate scale for the site
- Use of quality materials
- Consideration of impact on the surrounding uses
- Holistic approach to landscape
- Connectivity to adjoining uses and areas
- Visual appearance and legibility
- Servicing strategy

A number of alternative layouts have been prepared to understand the potential for the site; these initial ideas have been reviewed against the design drivers to help to determine the outcome.

As part of our design strategy we have analysed the existing landscape. This has enabled us to develop a comprehensive strategy for the site that considers the existing trees, planting and vegetation.



SITE MODEL AS EXISTING



EARLY MASSING MODEL CONCEPT



PRELIMINARY SCHEME PROPOSAL MODEL VIEW

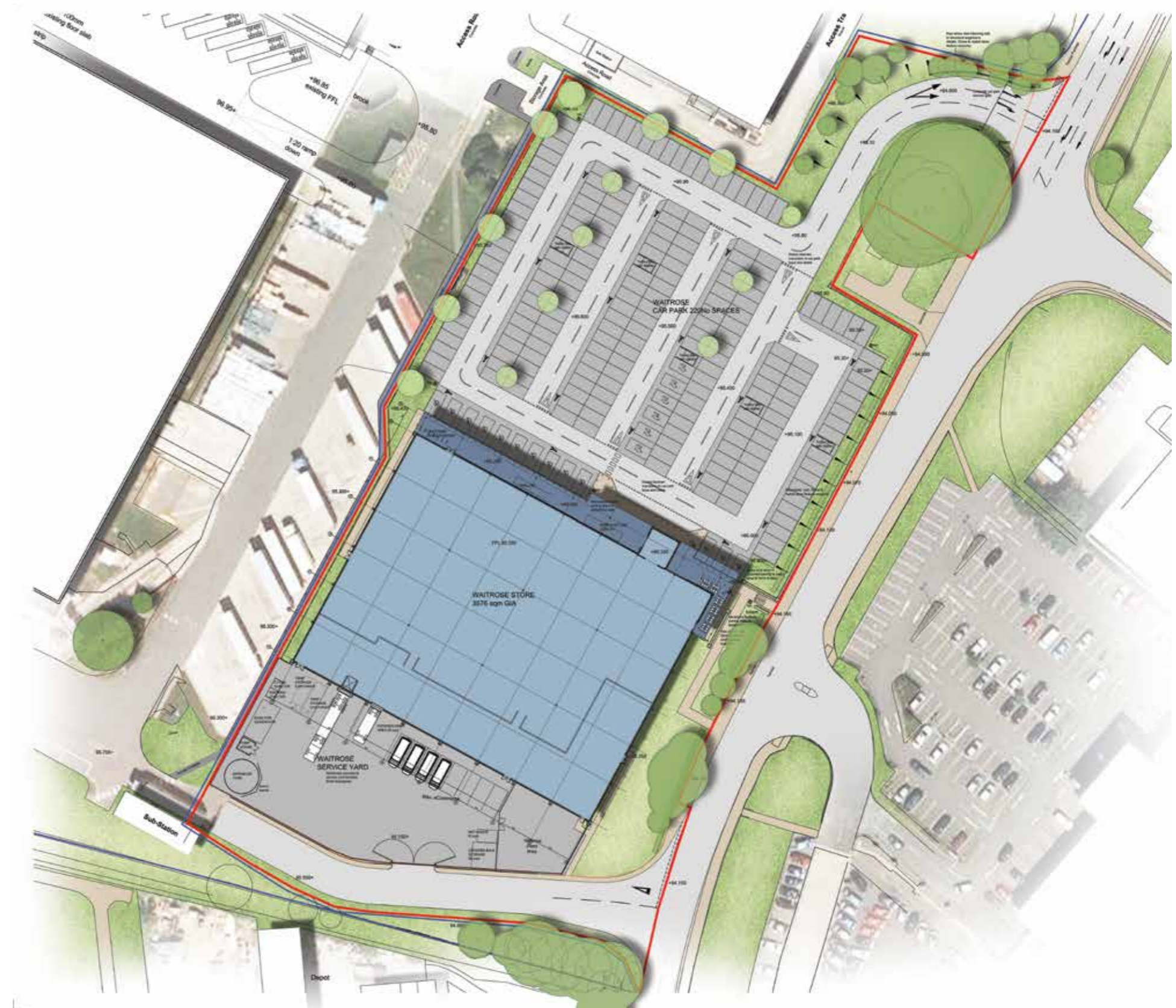
5.0 Design

Use and Amount

This application is for retail use, although this differs to the existing site use, retail use is on the Southam Road and is well established.

The development proposals are to:

- Construct a new food store with a Gross Internal Area of 3,576m² (38,500ft²).
- Provide a 220 space customer car park (including 12 disabled and 5 trolley bays).
- Provide landscape improvements to the application site boundaries of the car parking areas especially along Southam Road as well as the food store.



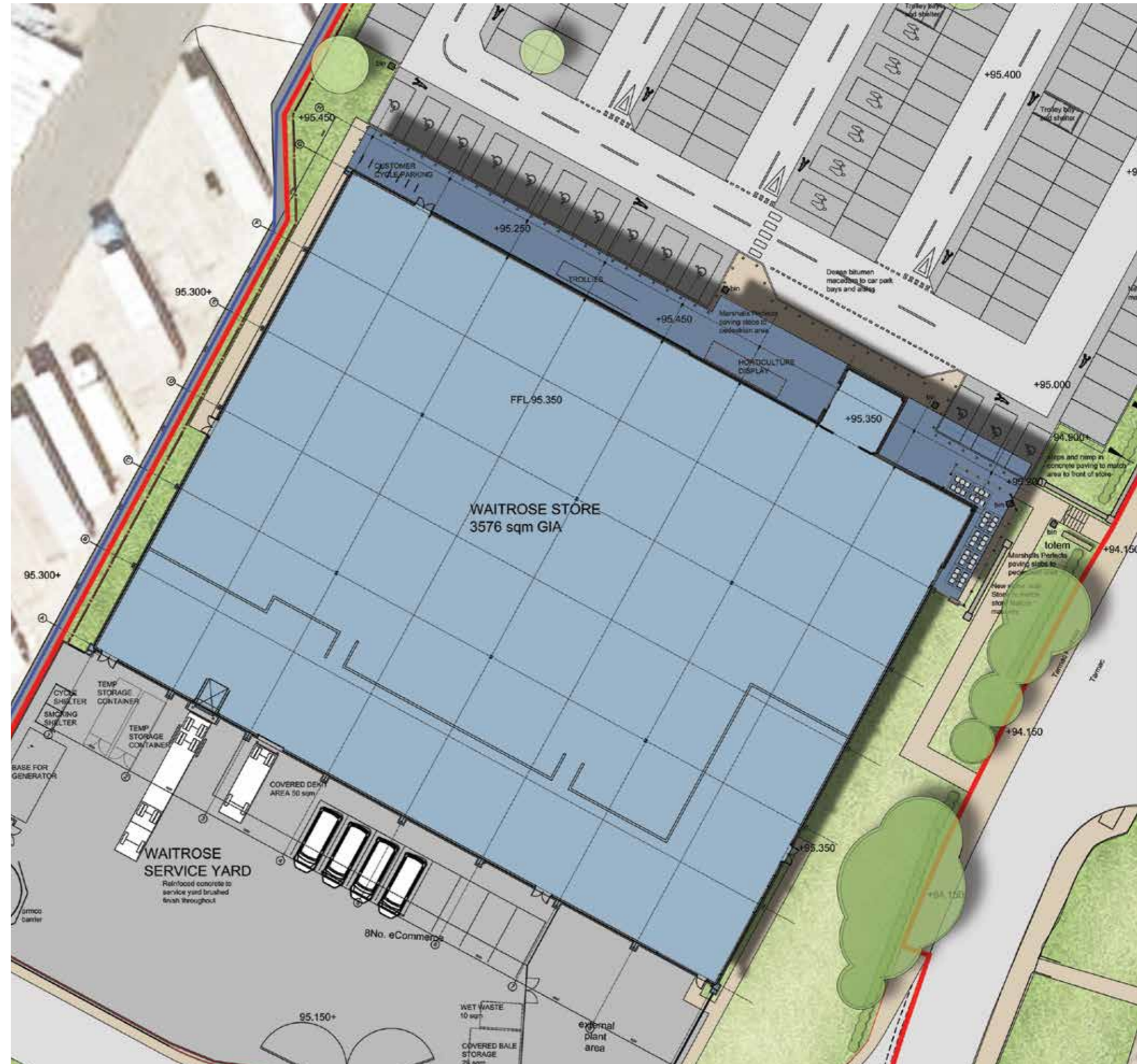
5.0 Design

Layout

The layout of the scheme was determined by a number of factors outlined below.

- The relationship between the required sales area to the foodstore and appropriate car park requirements.
- Ensuring the main entrance and façade is visible to both vehicular and pedestrian traffic from the principal elevation to Southam Road. To increase the connectivity and ease and encourage pedestrian access, the entrance has been located as close to the existing footways as possible with subsequent links. Locating the store café area and external spill out seating close to the pedestrian access point further activates this area.
- Creation of a logical position for the service area. This has been located to the south of the foodstore where it borders onto an existing depot service yard. This not only acts as a natural extension of a servicing zone but also is partially screened from Southam Road by the new and existing context.

In terms of the internal layout of the store it will be subject to Waitrose internal space planning. This approach, combined with advice on highways considerations and vehicle movements has influenced the location of the service yard and other individual elements ensuring that the store can be operated both economically and efficiently, and to ensure access to the car parking area is limited to passenger vehicles.



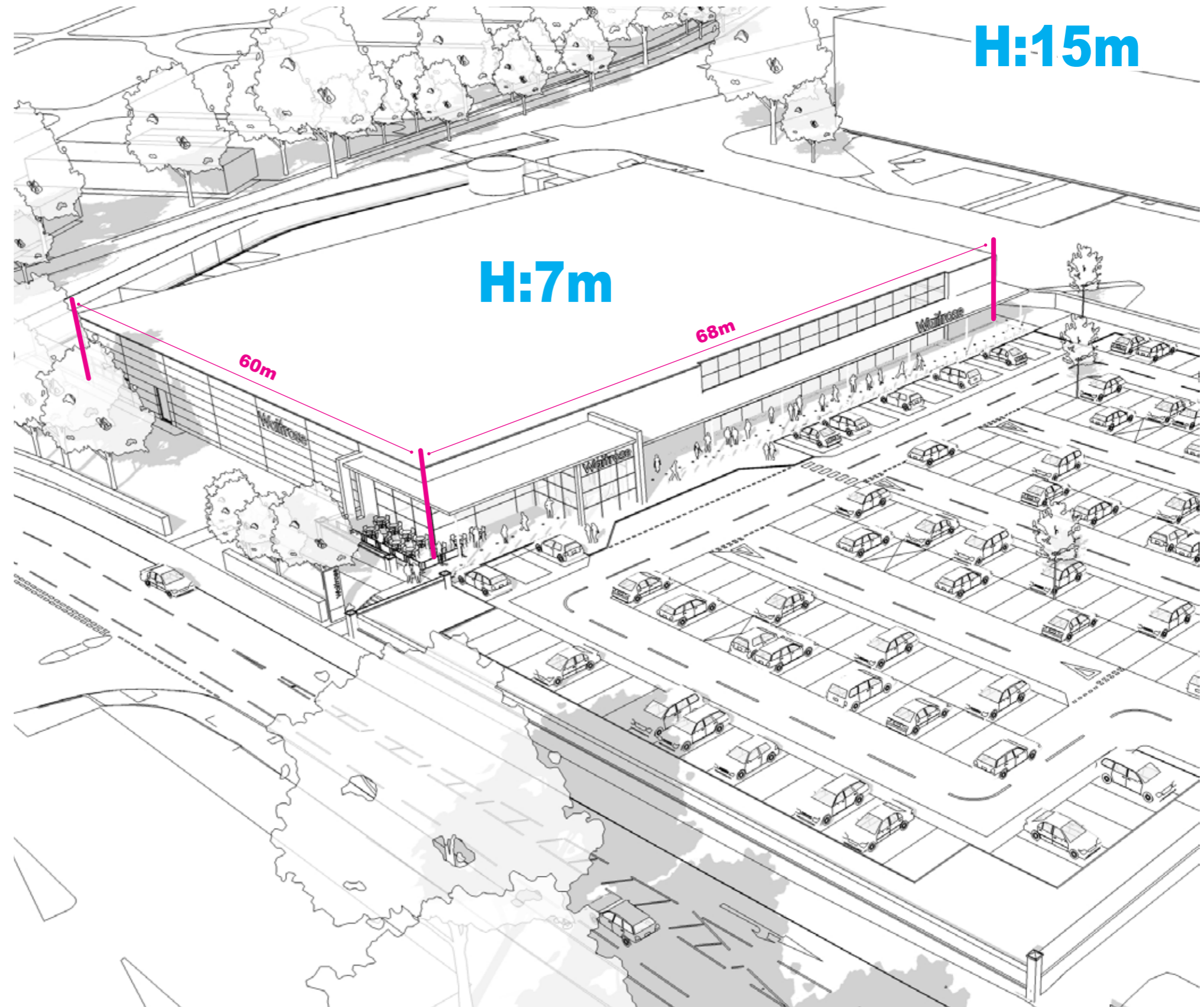
Scale

Outlined below are a number of factors that have influenced the indicative scale of the food store design:

- Minimum internal height requirements for the sales floor in the food store.
- To achieve an appropriate scale within the local context.
- The scale of the store size has also been determined by the sales area to car parking number ratio.

In terms of fitting in with the local context the height of the proposed food store would be lower than the existing context surrounding the site boundary, as well as smaller in footprint in terms of building coverage on the site.

The diagram adjacent is an illustration of the scale of development in comparison with the existing.



5.0 Design

Appearance

The nature of the food store form can lead to a monolithic box with little architectural merit. In this scheme this has been addressed by layering the elevations in form and materials as part of the indicative design. The customer facing elevations adjacent the car park and Southam Road are to be highly active with the use of full height glazing to create visual links between the external and internal environments. The canopy over the store frontage not only provides cover for customers from the elements, it also breaks down a tall elevation to a human scale.

The design of the proposed food store has evolved over the past few months, food stores as building types have very particular requirements for the site layout, which have been derived from years of very competitive development, directed at providing the best experience for the customer.

The simplest set of essential criteria can be summarised as follows:

1. The entrance must be prominent and legible to the greatest number of people.
2. Access and circulation within the store site must be as convenient as possible
3. Parking works best when arranged equally around the entrance – remote parking is rarely used.
4. The service area needs to be located as discretely as possible.
5. Store and car park must be at one level as this has a major effect on their sales figures.
6. Service yard, must be sufficiently sized to accommodate ancilliary equipment and vehicular movements.

All food store operators have a design core strategy for their stores and as a result all have

what is usually known as the ‘concept layout’. This starts from the Sales floor but includes external layout design issues and comprises that retailers core brand identity: that which sets them apart from their competitors.

Materials Palette

The overall feel of the building is contemporary and a restrained palette of materials has been used.

Red facing brick has been used as the external leaf to rear of building perimeter up to a height of just over 2000mm, there is metallic silver cladding over brickwork up to roof parapet level (colour RAL 9006). This cladding is taken down to floor level along elevation fronting onto Southam Road

The windows to shopfront will comprise of a cap-less curtain walling system, colour RAL 7021 – Dark Grey.

The main front elevation (North East) will have natural Cotswold (or similar) stone bookends, one of which will encompass the main entrance into store.

The main entrance has been given a more prominent appearance, by increasing the height of the canopy, to enable customers to identify main entrance. This will be further enhanced by inclusion of branded signage by Waitrose – subject to a separate planning application.

A canopy has been introduced to the full length of this elevation, again finished in Metallic silver, with stainless steel column supports and a Trespa type panel finished in Oak or Cedar.

The main roof of building is to be a single ply membrane, colour dark grey.







6.0 Landscape

“The site is located within a townscape setting characterised by larger scale built form on the northern edge of the Banbury Town Centre. The wider Mondelez International factory site is located to the north and west of the application with.

Part of this complex includes a large industrial plant which is located to the north and west and represents a prominent and notable feature within the immediate setting of the site.

To the east, the site is bound by Southam Road which forms one of the main approaches to Banbury from the north. The townscape to the east of Southam Road is characterised by a variety of larger scale built form which accommodate various commercial and industrial uses.

To the south of the site lies the Southam Road Cemetery which is characterised by areas of open space for quiet reflection within a mature landscaped setting.

A detailed arboricultural assessment has been undertaken, in accordance with BS5837:2012, to appraise the health and quality of the trees within and adjacent to the site. The trees associated with the site vary in terms of quality, with several Category B trees and groups identified.

As noted above, the trees on the eastern site boundary, adjacent to the Southam Road frontage, are, individually, of limited arboricultural merit. It is acknowledged that they do contribute to the existing road corridor within the immediate context of the site, however, there are clear opportunities to enhance the townscape character of the Southam Road streetscene.

Visually the site is well enclosed with the built environment to the north, east and west containing middle and longer distance views.



The established treescape associated with the cemetery to the south. Views 1, 2 and 3 illustrate the context of the site when viewed from Southam Road.

The proposals will introduce a high quality building into the context of the site which will form a gateway building of note on the approaches to the town centre.

The proposals will seek to retain a number of the trees along the Southam Road frontage. These will be adjacent to the store, although the high canopies of the existing trees will ensure a degree of intervisibility between the proposed elevations and the adjoining streetscene.

The existing palisade fence and patches of conifer hedgerow will be removed as part of the proposals. The retained trees will add a degree of maturity to the landscaped setting of the store.

A comprehensive scheme of ornamental and native shrub planting, including formal hedgerows will be established along the Southam Road frontage introducing a high quality designed landscape setting for the store. Formal tree and shrub planting will be established along the access from Southam

Road into the site, creating a high quality entrance to the site and creating a degree of visual separation from the neighbouring industrial site. Appropriate tree planting will be introduced into the car park.

It is considered that the proposed built form, together with the comprehensive scheme of landscaping, will create a high quality development which can be integrated into the receiving townscape and visual environment and recognises the gateway importance of the site.

It is considered that the proposals can be integrated in this location without significant harm to the townscape character or visual environment.



7.0 Access

7.1 Pedestrian Access

With the store being relatively close to the town centre the pedestrian footfall will be higher than out of town developments, especially from local community use. Therefore it is important to provide good pedestrian access into the food store.

In the design, as mentioned, there is pedestrian access route from Southam Road,

linking into the existing footpaths either side of the road. Access from the north of the site is via marked out pedestrian route adjacent the car parking

7.2 Vehicular Access

Customer vehicular access and egress is proposed is from Southam Road. The layout of the car park is a two-way design to ensure user freedom and legibility.

7.3 Public Transport

There are bus stops located on both Southam Road to the South and North of the site all within 100m of the proposal, providing a regular service to Banbury town centre, bus and rail station.

The existing bus stops on Southam Road are served by the B10 service operated by Heyfordian Travel and the existing bus stop on Longelandes Way is served by the B8 service, operated by Stagecoach. The B8 and B10 service run to the town centre.

7.4 Servicing

The servicing access is a separate access from Southam Road.

7.5 Inclusive Access

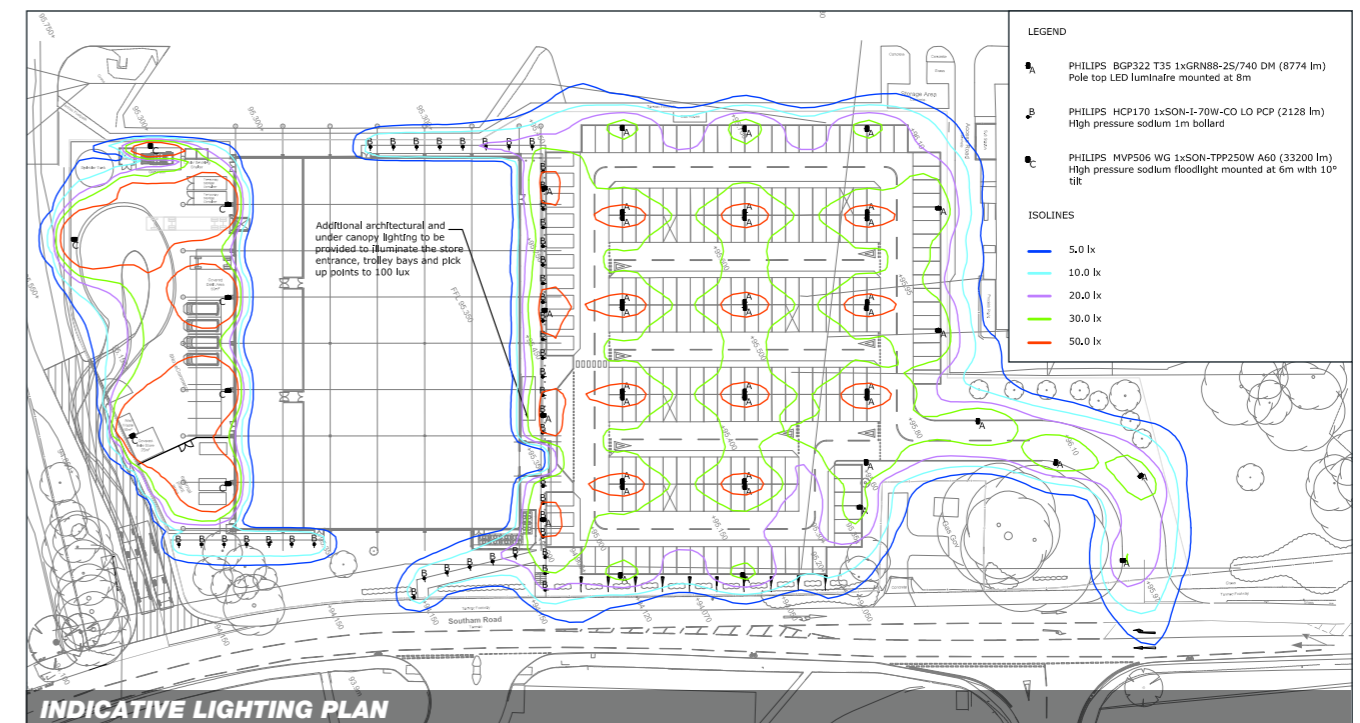
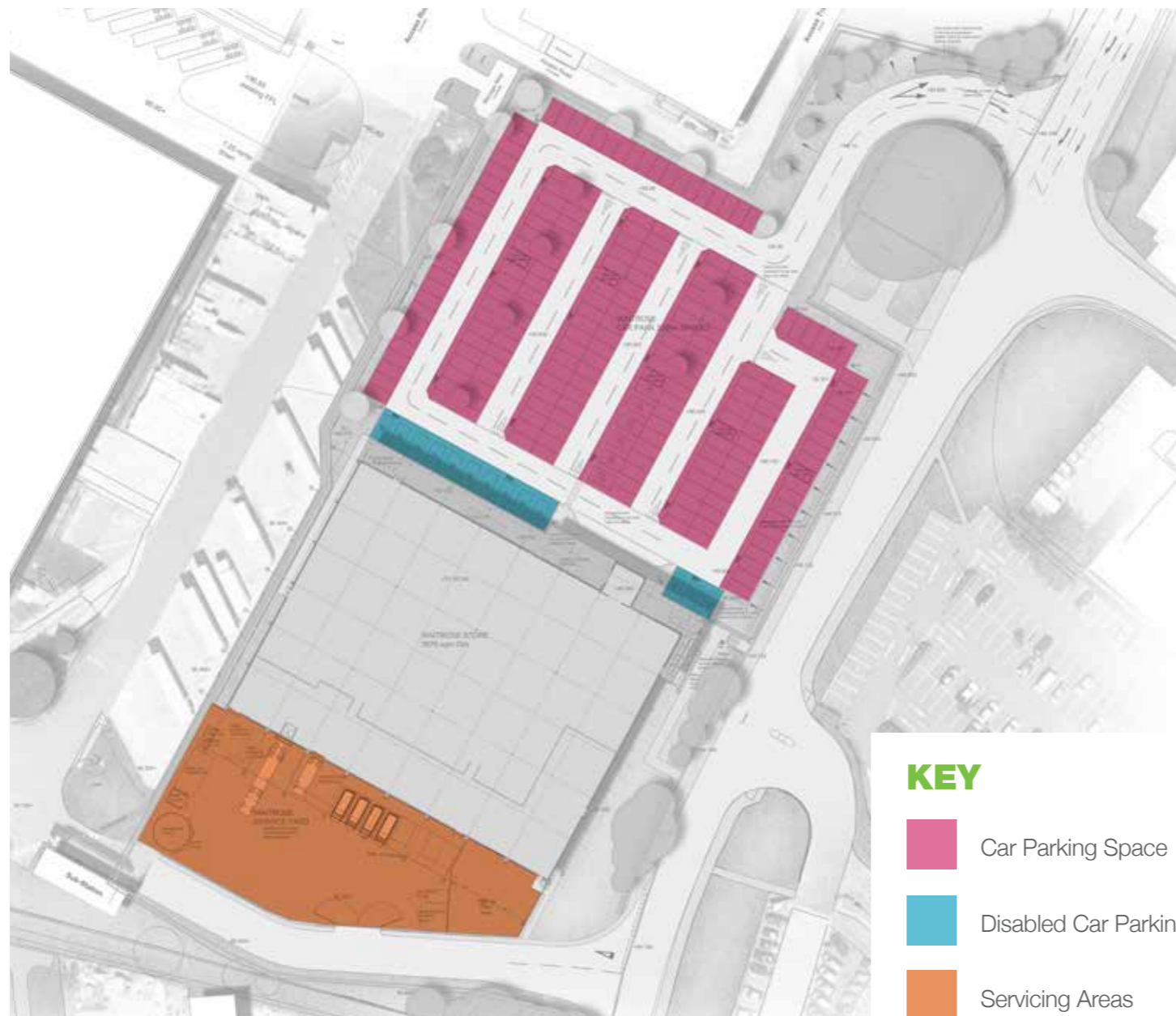
All pedestrian access points onto the site and all routes across the site and into the store will be level and provide unhindered access.

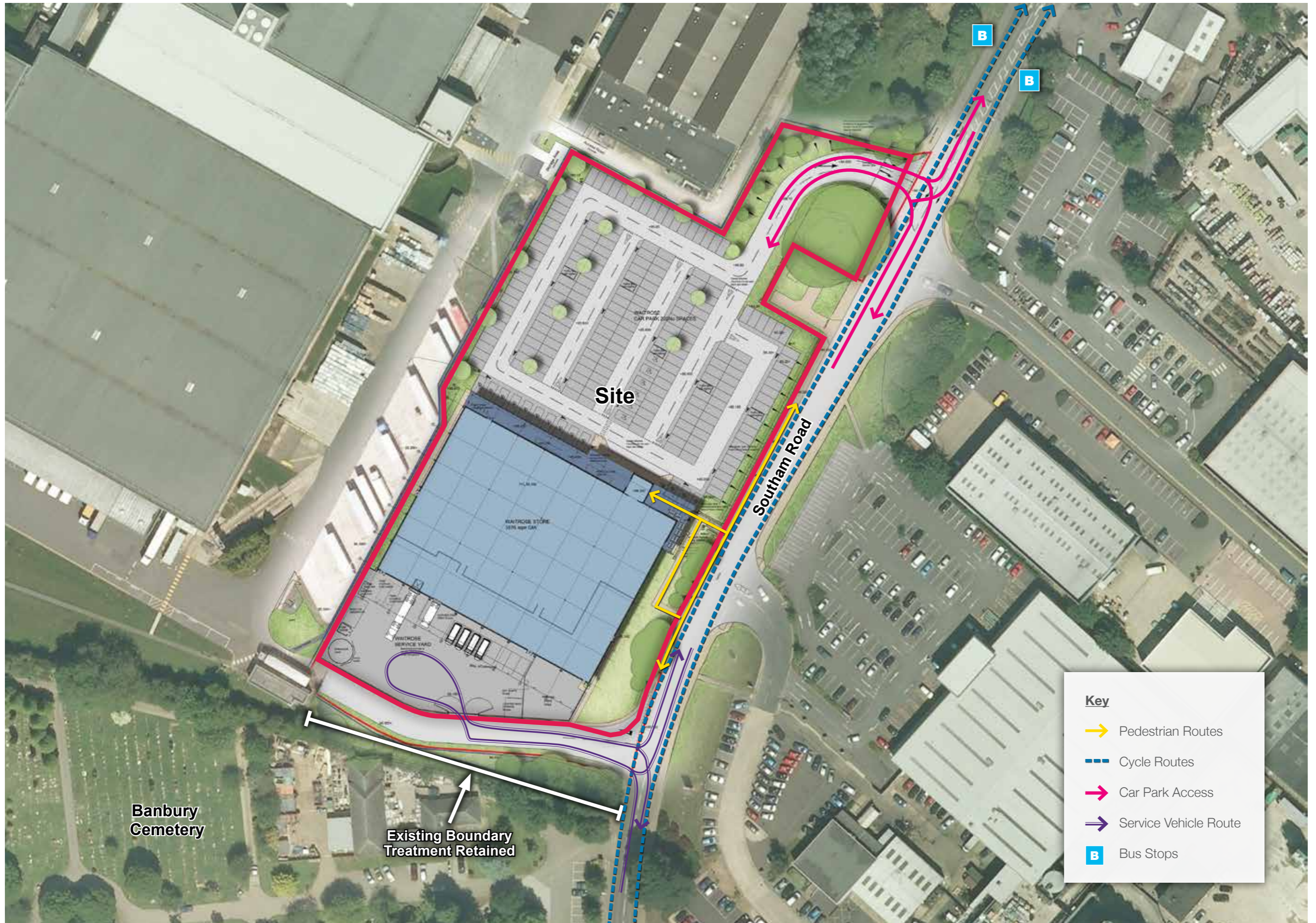
Signage and markings on site will be designed to comply with the requirements of the Equality Act (2010). There will be a total of 12 spaces for disabled parking located adjacent the store entrance of ease of access.

7.6 Transport assessment and travel plan

In support of the application a full transport assessment and travel plan has been undertaken. These demonstrate that the application site is in an accessible location with good existing opportunities for sustainable travel.

The transport assessment demonstrates that traffic impact of the proposed development on the local highway network is minimal, the applicant is committed to implementing viable and sustainable development and to support this, will deliver site specific measures through the Travel Plan, which should be read in conjunction with the Transport Assessment.





Key

- Pedestrian Routes
- Cycle Routes
- Car Park Access
- Service Vehicle Route
- B Bus Stops

8.0 Sustainability

Waitrose take sustainability and responsible development very seriously and incorporate many systems and processes for reducing energy use and waste.

In addition this building design will embrace the principles of sustainable construction as far as is practicable through selection of materials to the use of low energy technologies. The key features to be incorporated are:



8.1 Building Fabric

Will provide high levels of insulation and air tightness to minimise heat loss and to allow more efficient control of the internal environment.



8.2 Materials

Whilst detailed specification of materials will be at a later stage in the project, they will be selected with regard to sustainable guidelines wherever possible. This will include the use of sustainably sourced timber, FSC certified and preferential selection given to materials with low embodied energy in production and those that have a significant recycled content or are which themselves readily recyclable.

8.3 Drainage

Surface water discharge will be attenuated using a system of Sustainable drainage design and the discharge rate from the site regulated in accordance with the Environment Agency requirements to prevent surcharging of the main drainage system.



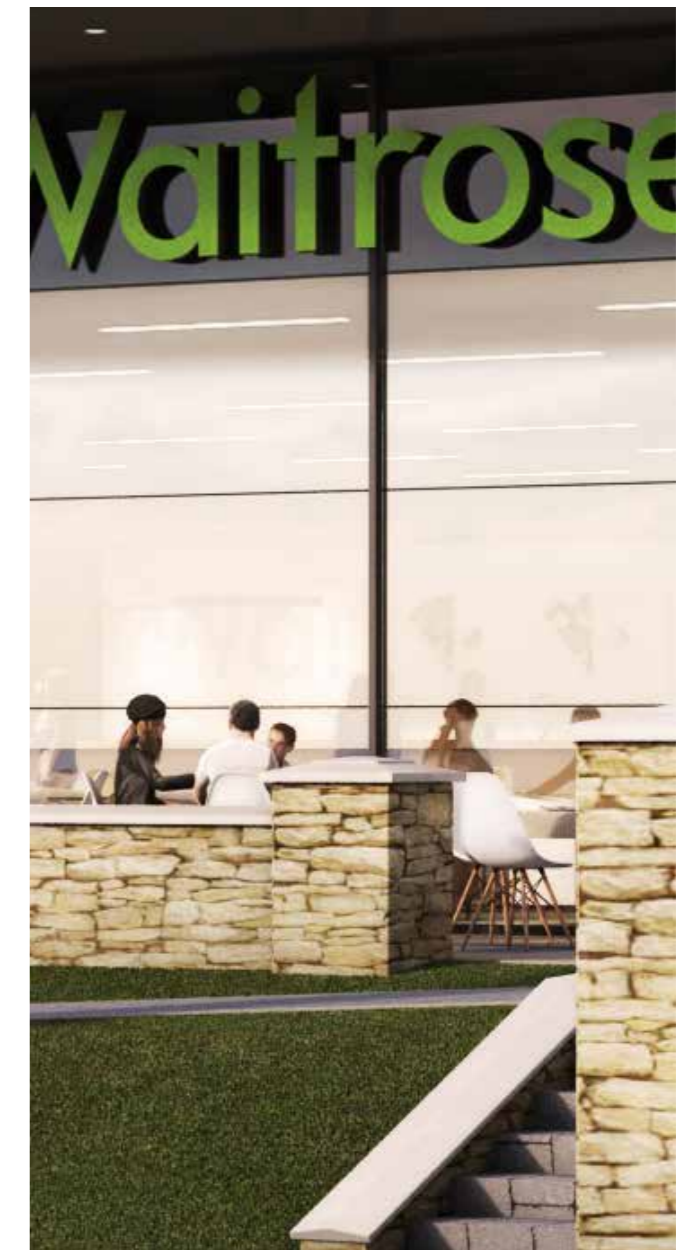
8.4 Additional technologies

The following technologies are proposed to be used by Waitrose in the fit-out.

- Water cooled refrigeration system to reduce the stores environmental impact, couple with the use of propane which has a zero ODP
- Shop floor refrigeration cold air retrieval system
- Heat recovery from sales area refrigeration plant and equipment
- Doors / Night blinds on chilled cases
- LED lighting to store
- Presence detector lighting to back of house area
- Fully automated BEMS
- Reduced flush cisterns
- Natural ventilation to back of house areas
- Site boundary water meters

8.5 BREEAM

In order to provide an objective assessment of the sustainable approach taken, The new Waitrose store will be assessed under BREEAM. This is operated by BRE and is an independently scrutinised scheme which awards developments according to a consistent set of criteria. Developments are given a rating and in this case the target will be 'very good'.



9.0 Flood Risk Assessment

9.1 Surface Water Management

The current site is served by a conventional piped surface water drainage system and discharges into the Birds Brook as it passes through the site.

Development of the site will result in an increase in the overall impermeable area draining to the Birds Brook. It also provides an opportunity to implement a new surface water management strategy which will include attenuation of surface water runoff before it is discharged into the Culverted Birds Brook and in to the public surface water sewer

system. The focus for the system is to ensure there will be no increase in the peak rates of runoff entering the Birds Brook and to provide suitable measures for managing the quality of the runoff entering the system and this will be achieved through a range of measures that may include, where appropriate, SuDS.

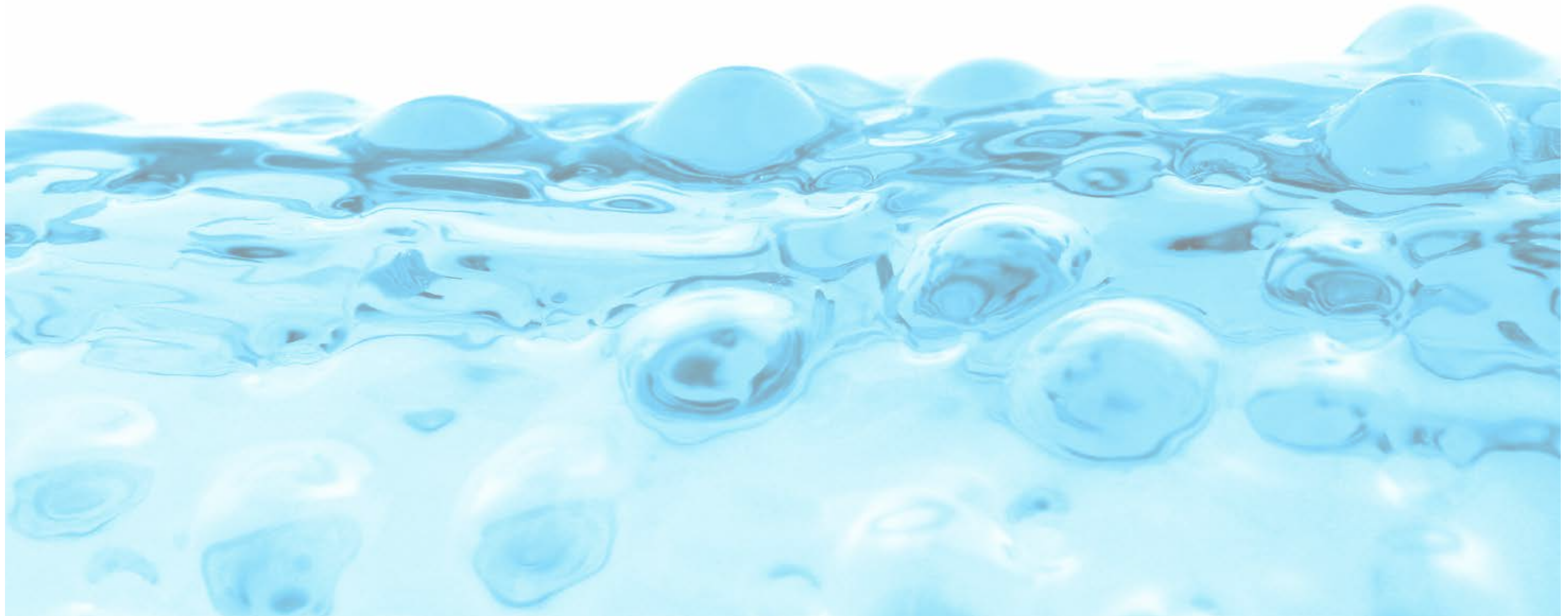
9.2 Foul Drainage

The existing 300mm diameter and 225mm diameter public foul water sewers which run within the northern and eastern site boundaries will provide an outfall for the new development foul water drainage network.

Thames Water have confirmed that the foul water flows from the proposed development can be accommodated within the existing sewer network.

9.3 Flooding

The site is located outside an area at risk from flooding and is therefore indicated to lie in Flood Zone 1 as defined in National Planning Policy Framework, defining this as an area with a low probability of flooding.



10.0

Secure by Design

Crime and Disorder and Community Safety
The proposals for the Waitrose store are focused upon creating a destination and open retail environment. We have identified how a strategy would be developed to support the aspiration for a foodstore environment.

In line with guidance for Crime and Disorder and Community Safety we have highlighted how the seven attributes to designing out crime have been addressed during the design development stages of our project.

1. Access and Movement

The site is located on Southam Road with vehicular access taken directly from this main road. At the point of entry the site access also provides routes for pedestrians and cyclists providing a single visible point of access for all. A new junction is being proposed at the entrance to the site, which provides a new road structure and public realm space that then leads directly into the site.

This route is then clearly demarked with distinctive paving that leads alongside the food store and provides a strong pedestrian priority route. This then works with a series of pedestrian crossings within the car parking areas.

The proposed layout provides customer parking directly in front of the food store. Movement around the site is determined by the access roads to the parking spaces with disabled parking spaces located close to the unit entrances. The site entrance and layout induces low traffic speeds thus reducing the risk of conflict between vehicles and pedestrians.

The service yard is located in a private area to the rear of the retail unit thus allowing service vehicles and any forklift truck movements to take place within a secure area away from public areas.

2. Structure

The site has been structured in accordance with the analysis of the physical, legal and operational restrictions and to ensure as far as is possible the safety of customers visiting and staff working on the site

3. Surveillance

Waitrose intend to provide visual surveillance of the customer car park from the front entrance during working hours. The car park will be lit during the hours of darkness when the stores are operational to the public to an appropriate standard to provide sufficient levels of illumination to act as a visual aid and to create a safe environment.

4. Ownership

The operator will take ownership of the car park and adjacent areas within their demise.

5. Physical Protection

Buildings will generally be steel framed, clad in a range of materials including brick and stone and with internal concrete block-work walls to a height of approx. 2.250m. Loading doors, fire escape doors, customer access doors and windows will be specified to a recognised security standard. Bollards may also be provided within the car park areas to improve security to vulnerable areas.

6. Activity

In relation to activity there is no residential or public use within the curtilage of the site and activity is limited to the hours of opening of the development.

7. Management & Maintenance

The car park and access roads will be finished in good quality materials appropriate for their use. A management system can be put in place to clean and maintain all areas, to clean windows and to wash down cladding in accordance with the material manufacturers instructions. The landscape could also be maintained by professional landscape contractors who would be responsible for carrying out grass cutting, weeding, pruning and removing any accumulation of litter from the landscaped areas



11.0 Conclusion

The proposed development will contribute to the local community and economy bringing employment and further investment.

There are many positive benefits that the scheme could bring to the local community, such as:

- The potential to attract more shoppers to the area
- Help support local businesses by increasing footfall
- Creating more local jobs
- Providing the local community with easier access to a supermarket
- Provision of a better retail offer and widening local consumer choice.

This high quality development would enhance the appearance of the application site and the street scene to Southam Road.

Mondelēz International is one of the largest employers in Banbury with 700 permanent employees expected to be working on the site by the end of 2015.


Mondelēz is proposing a joint venture investment with coffee producers, Douwe Egberts. Capital released from the sale of the site will generate funds for Mondelēz to invest in improvements, including upgrading staff facilities and offices.



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