Southam Road
RETAIL PARK

kraft foods

barwood
Delivering *Real* Property Potential

March 2012

SOUTHAM ROAD RETAIL PARK

KRAFT SITE, BANBURY
DESIGN + ACCESS STATEMENT

CORSTORPHINE
+WRIGHT

CONTENTS

1.0 Introduction

2.0 Assessment
- 2.1 Physical
- 2.2 Planning Policy & Background

3.0 Involvement

4.0 Evaluation

5.0 Design
- 5.1 Use
- 5.2 Amount
- 5.3 Layout
- 5.4 Scale
- 5.5 Appearance

6.0 Landscape
- 6.1 Site Location & Connections
- 6.2 Existing Trees & Vegetation
- 6.3 Existing Views - From the South West
- 6.4 Existing Views - From the Southam Road
- 6.5 Illustrative Landscape Masterplan
- 6.6 Making Connections - Proposed Access & Circulation
- 6.7 Planting Strategy
- 6.8 Southern Western Boundary
- 6.9 Western & Southern Boundary Proposals

7.0 Access
- 7.1 Vehicle Access
- 7.2 Pedestrian & Cyclist Access
- 7.3 Public Transport
- 7.4 Travel Plan

8.0 Inclusive Access

9.0 Drainage & Flood Risk
- 9.1 Surface Water Management
- 9.2 Floul Drainage

10.0 Secure By Design

11.0 Sustainability

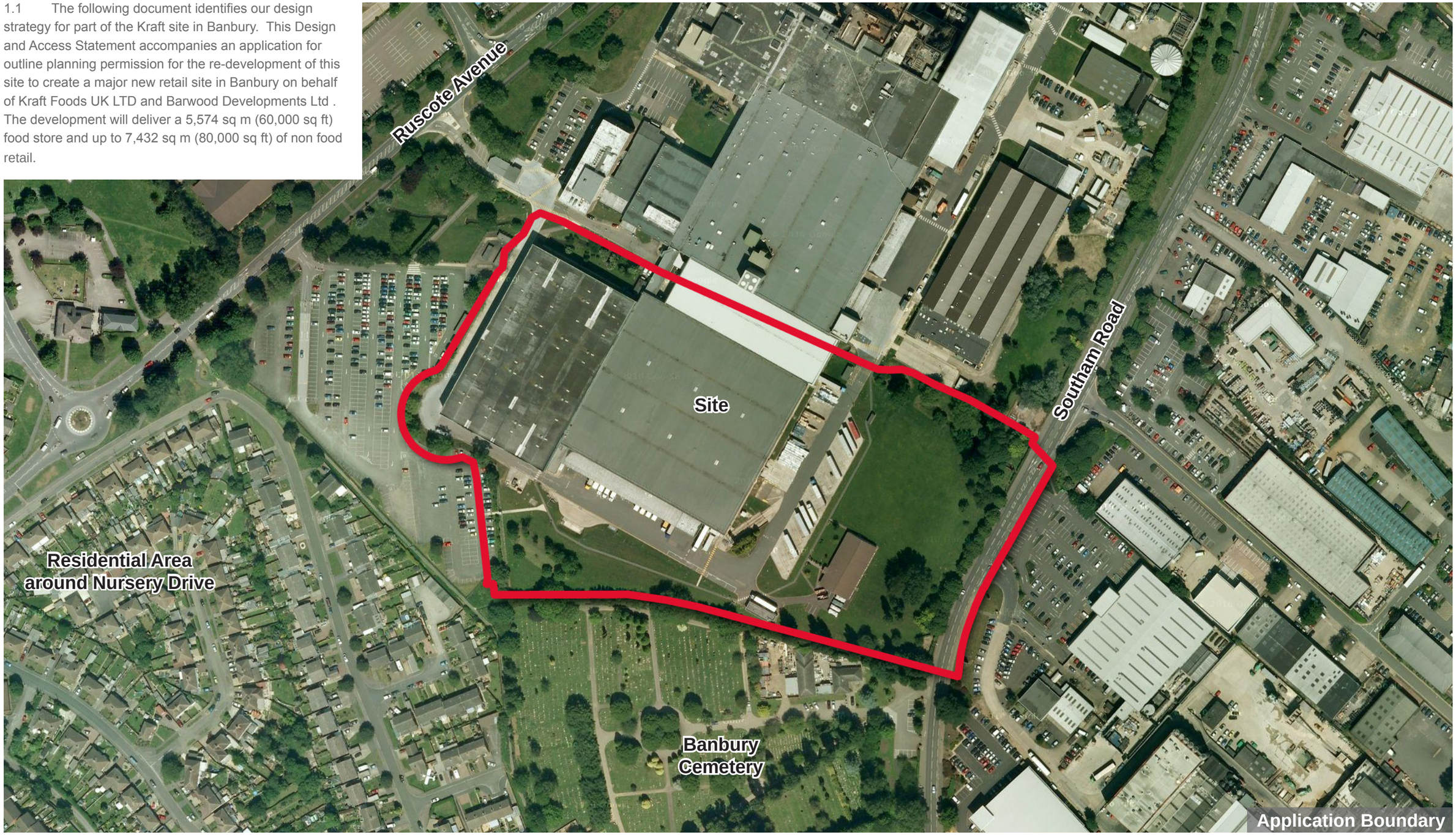
12.0 Conclusion

PRINGLE

1.0 INTRODUCTION

1.0 INTRODUCTION

1.1 The following document identifies our design strategy for part of the Kraft site in Banbury. This Design and Access Statement accompanies an application for outline planning permission for the re-development of this site to create a major new retail site in Banbury on behalf of Kraft Foods UK LTD and Barwood Developments Ltd . The development will deliver a 5,574 sq m (60,000 sq ft) food store and up to 7,432 sq m (80,000 sq ft) of non food retail.



2.0
ASSESSMENT

2.0 ASSESSMENT

2.01 The following section of the Design and Access Statement examines the key factors that have influenced our design approach. These include the physical characteristics of the site, and the quality of the surrounding area.

2.1 PHYSICAL

2.1.1 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.

2.1.2 Southam Road has a strong landscape edge lined with trees and areas of grass to the western side, however much of the eastern side of the road is taken up with lower quality landscape and extensive areas of tarmac. The stark contrast between the two sides of the road reduces the quality of the overall environment.

2.1.3 Both sides of Southam Road have generous pavement areas and are well used by pedestrians, with the provision to the western side of Southam Road being a combined footway/cycleway.

2.1.4 There is a culverted brook running below the exisitng buildings . This is a constraint to the boundary of the site and will be considered further as part of the overall site strategy.

2.1.5 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.

2.1.6 The application site has an area of 13.9 acres (5.63 ha) and is largely occupied by a large building, built in the 1960's and 1970's that is obsolete to the requirements of Kraft. The frontage to Southam Road is underutilised and has little in the way of street presence.

2.1.7 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.

2.1.8 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.

2.1.9 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.

2.1.10 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.

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

2.1.12 The site comprises:

- Two Existing buildings
- Open grassland to the front of the Southam Road and adjoining the southern boundary

2.1.13 To the north is the Kraft 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 in 1990. The factory is a dominant feature on the skyline in Banbury and is one of the tallest structures in the town.

2.1.14 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

2.2.1 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.

3.0 INVOLVEMENT

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3.1 As designers we feel it is important to understand the needs of the local community during the design process to understand what priorities exist within the local community. A public consultation has been undertaken in February 2012.

3.2 Prior to the submission of the planning application and during the evolution of the proposed design solution pre-application discussions have taken place between the consultant team and officers of Cherwell District Council, the Highway Authority and Environment Agency.

In summary the key design issues identified were;

Design Quality

- An opportunity to create an attractive retail destination reinforcing the current retail environment.

Job Creation

- The creation of significant new employment opportunities as well as indirect job creation for suppliers and service providers to future occupiers.

A High Quality Environment

- The development will create an attractive environment appealing to high quality retailers.

Access and Movement

- The overarching principles of the access and movement strategy have been discussed and agreed with the County Council and are as follows:
  - Safe & appropriate access for all modes
  - Provide connectivity to existing foot, cycle and public transport facilities
  - Bring forward development on the site without adversely effecting the surrounding highway network

Drainage and Flood Risk

- Bring forward development on the site without increasing flood risk at the site or elsewhere through the use of SuDS and appropriate drainage techniques
- Seek opportunities for works to the Birds Brook potentially including deculverting and channel improvements to provide an enhanced amenity in conjunction with the retail scheme and proposals for the Kraft factory site.

4.0
EVALUATION

4.0 EVALUATION

4.1 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.

4.2 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

4.3 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.

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

4.5 Throughout the process the design has evolved following review to help to refine the scheme. This initial process has enabled us to focus upon detailed design for elevations and fenestration which is an equally important part of our design strategy.

Building Typology

4.6 Having reviewed the strategy for the site and the potential for alternative configurations, we have also considered alternative ideas for building form and configuration.

4.7 The site is an opportunity to design a series of buildings with high quality design and materials. The scale of the buildings for the site can translate into bold architectural forms that will create a high profile development for Banbury.

4.8 The Masterplan considers the location of these components and has arranged them to respond to the site constraints. Ideas for the buildings have been explored during the design process to understand how the final buildings for the site could emerge.

4.9 The strategy for the retail buildings is to create a vibrant and attractive series of buildings with expressed texture to create a more dynamic architectural style.

4.10 The bold use of planting will enhance the environment and the external works have been considered so as to ensure the environment is of high quality encouraging people to stay and shop with linkages to both the town centre and nearby existing retail units.

shopsign
shopsign
shopsign
shopsign
shopsign
shop

5.0
DESIGN

5.0 DESIGN

Masterplan

We have developed a Masterplan to illustrate the overall design proposals for the site to illustrate the main parameters of the design to include:

- Public realm
- Landscape
- Building layouts
- Access and egress
- Service areas
- Scale and Massing
- Form

5.1 USE

5.1.1 The proposal seeks to create a retail development within Banbury, with a mixture of retailers in an array of unit sizes.

5.1.2 The development will need to respond to the following groups if it is to be successful:

Urban Design

- The spaces need to fit well within the context and create a legible and logical sequence of spaces.

Retailers

- Unit sizes need to be flexible and offer longevity for a range of retail offers

Sustainability

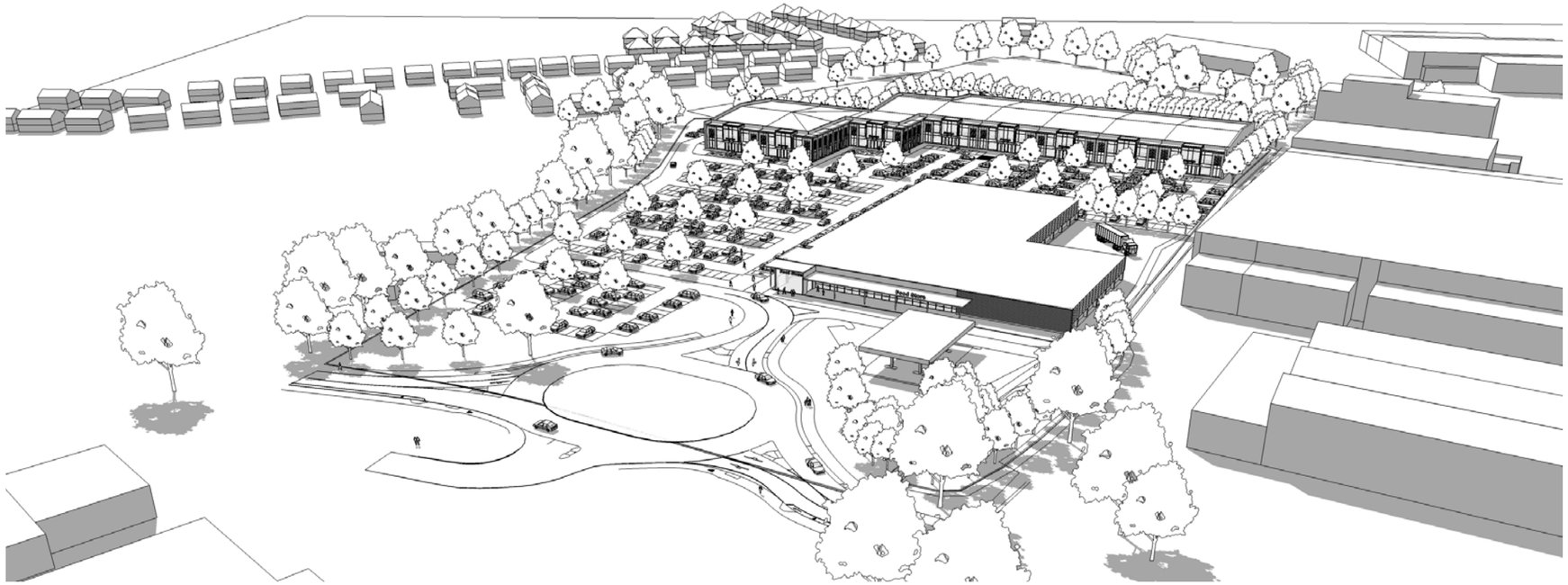
- The development will need to be based upon sound logic giving the building credibility and address the need to adapt over time.

Context

- The development will need to respond to its context and understand its status within the community. It will need to draw upon the context and the local drivers to work well.

5.1.3 The design for the buildings will need to address the following constraints:

- Access and egress arrangements
- Boundary to the Bird's Brook
- Boundary to adjacent residential
- Existing trees and vegetation
- Existing highways arrangements
- Any underground services
- View from Southam Road
- Links to Banbury town centre
- Flood risk
- Existing public footpaths



5.2 AMOUNT

5.2.1 The development will create 13,007 sq m of A1 space at ground floor level split as 5,575 sq m (60,000 sq ft) of Food Retail and up to 7,432 sq m (80,000 sq ft) of non-food retail. Along with the retail space 712 car parking spaces will be provided with 24 disabled spaces.

5.3 LAYOUT

5.3.1 The scheme design develops a strategy to create defined buildings without creating a patchwork of architectural styles. The buildings have been developed in the following way:

Food Store

This is an opportunity for a high profile building located at the front of the site, it provides an opportunity for a high quality arrival point into the retail centre. The frontage of the food store could provide activity and visibility into the store at this point to reinforce the location and the use.

Retail Terrace

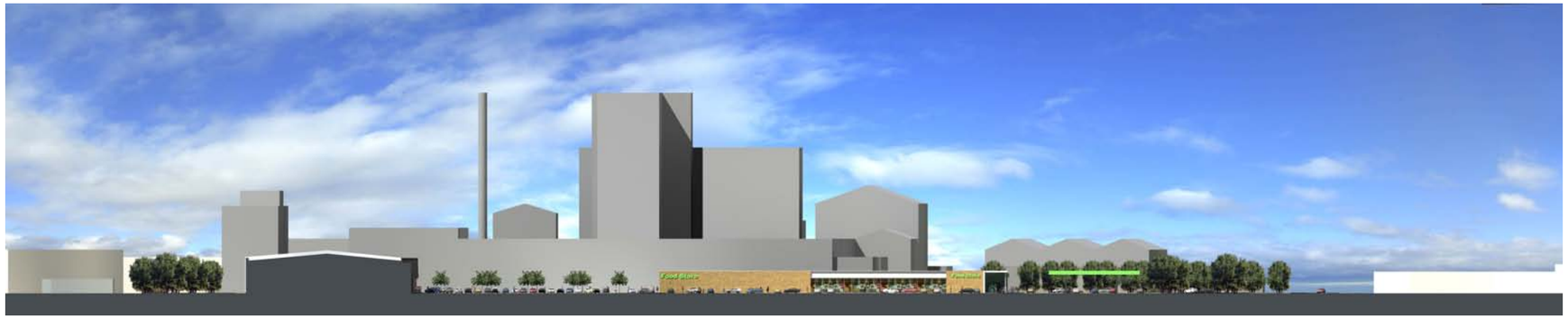
This building has a range of objectives. It creates the backdrop for the development, and it is visible from Southam Road. It is also visible from the adjoining footpath and upon entry to the site.

General Layout

The buildings have been developed to utilize a 2.4m grid that creates a template for flexibility. This means that the template for a building elevation can offer flexibility for current and future tenants.

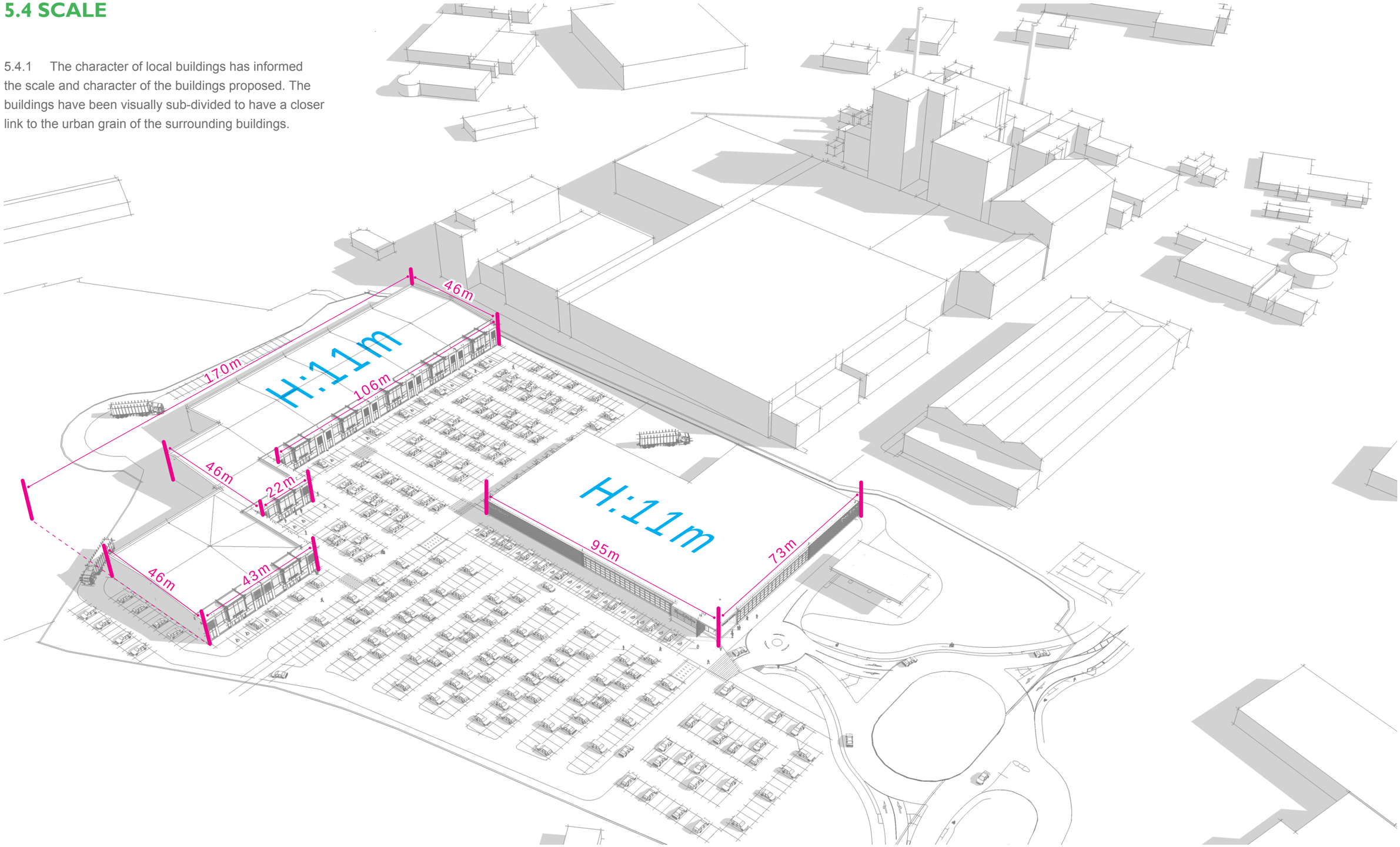
5.3.2 The public realm space has been determined to create positive influences on the retail spaces provided and these can be seen in supporting diagrams in this document.

5.3.3 The position of the buildings responds to the role that they play in the development; firstly the public realm needs to connect directly to the pavement to Southam Road and draw pedestrians into the site. The Foodstore towards the front of the site helps to define the street as well as provide good quality retail space to the front of the site. Secondly the Foodstore building needs to create a landmark that identifies the scheme within the main road to create a legible space as well as acting as a draw for the development. The interrelationship of the Food Store building and the Terrace is important as there needs to be a connection between the two as the anchor draws the pedestrian along the public realm into a location where all main retail spaces are visible.



5.4 SCALE

5.4.1 The character of local buildings has informed the scale and character of the buildings proposed. The buildings have been visually sub-divided to have a closer link to the urban grain of the surrounding buildings.



5.5 APPEARANCE

5.5.1 Although our application is at outline stage, illustrative buildings have been designed to indicate our strategy for a development that has substance and character.

5.5.2 The scale and character of the buildings has been derived from the context of the town with materials and form used to inform the buildings within our proposals.

5.5.3 Full detailed drawings for the final built forms and location will be prepared as part of a detailed design stage. However the buildings illustrated within our proposals indicate the level of quality and use of materials in the vernacular style and colours to ensure the development matches the aspiration of our client and the local authority for a high quality development to raise the standard of retail space in the immediate area.

New Retail Park
sign

6.0 LANDSCAPE

6.1 SITE LOCATION & CONNECTIONS

6.1.1 There's a public footpath between the cemetery and the southern boundary linking Ruscote Avenue and Southam Road. There is currently no public access into the site from the footpath.

6.1.2 The River Cherwell and the Oxford Canal run through Spiceball Park to the west and can be accessed by the current network of public footpaths and cycle ways.

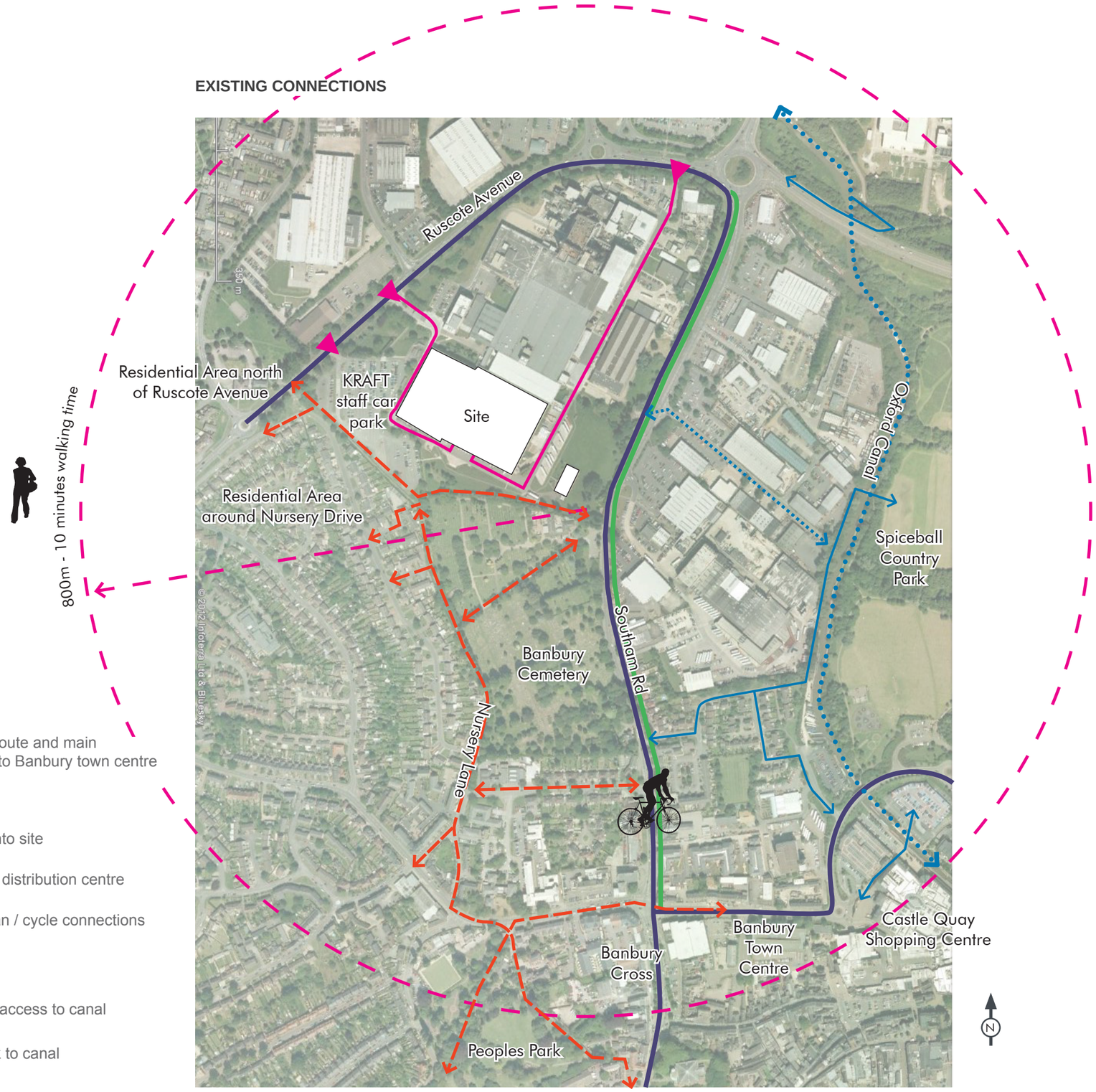
6.1.3 Vehicular access into the site is currently from Ruscote Avenue. A cycle / pedestrian route runs along the Southam Road. A bus route runs along the Southam Road.

6.1.4 Residential areas around Nursery Drive lie to the South but there are no vehicular or pedestrian connections to the site.

Opportunities

- Promote cycle pedestrian links / routes into Banbury town centre
- Create cycle routes into the site from the existing cycle path along the Southam Road
- The site is adjacent to large residential areas to the south and south-west creating an opportunity for a new access points into the development to serve these communities.

EXISTING CONNECTIONS



KEY

- Site boundary
- Segregated cycle route and main pedestrian route into Banbury town centre
- Bus route
- Vehicular access into site
- Vehicular routes to distribution centre
- Existing - pedestrian / cycle connections
- Canal towpath
- Pedestrian / Cycle access to canal
- Potential future link to canal

6.2 EXISTING TREES & VEGETATION

6.2.1 Within the site there are large open areas of grass with established tree groups and specimen trees. Dominant tree species include Common Lime, Italian Black Poplar and Silver Birch. The semi-mature trees along the eastern boundary contribute to the leafy character to the Southam Road.

6.2.2 Off site vegetation and trees along the public footpath to the southern boundary creates an important physical buffer between Banbury Cemetery and the site.

6.2.3 To the northern boundary there is an established native hedge that has been identified in the Phase 1 Habitat Survey as having some wildlife value.

6.2.4 The development will require the removal of trees to the Southam Road frontage. The landscape design seeks to retain and protect the off-site trees to the southern boundary and the trees to the top of the embankment to west of the service area.

6.2.5 An Arboricultural Survey to BS 5837:2005, has been carried out for the trees within the site along the Southam Road. It is foreseen that an arboricultural report covering the remaining trees and those on adjacent land will be carried out as part of the Reserved Matters Application submitted.

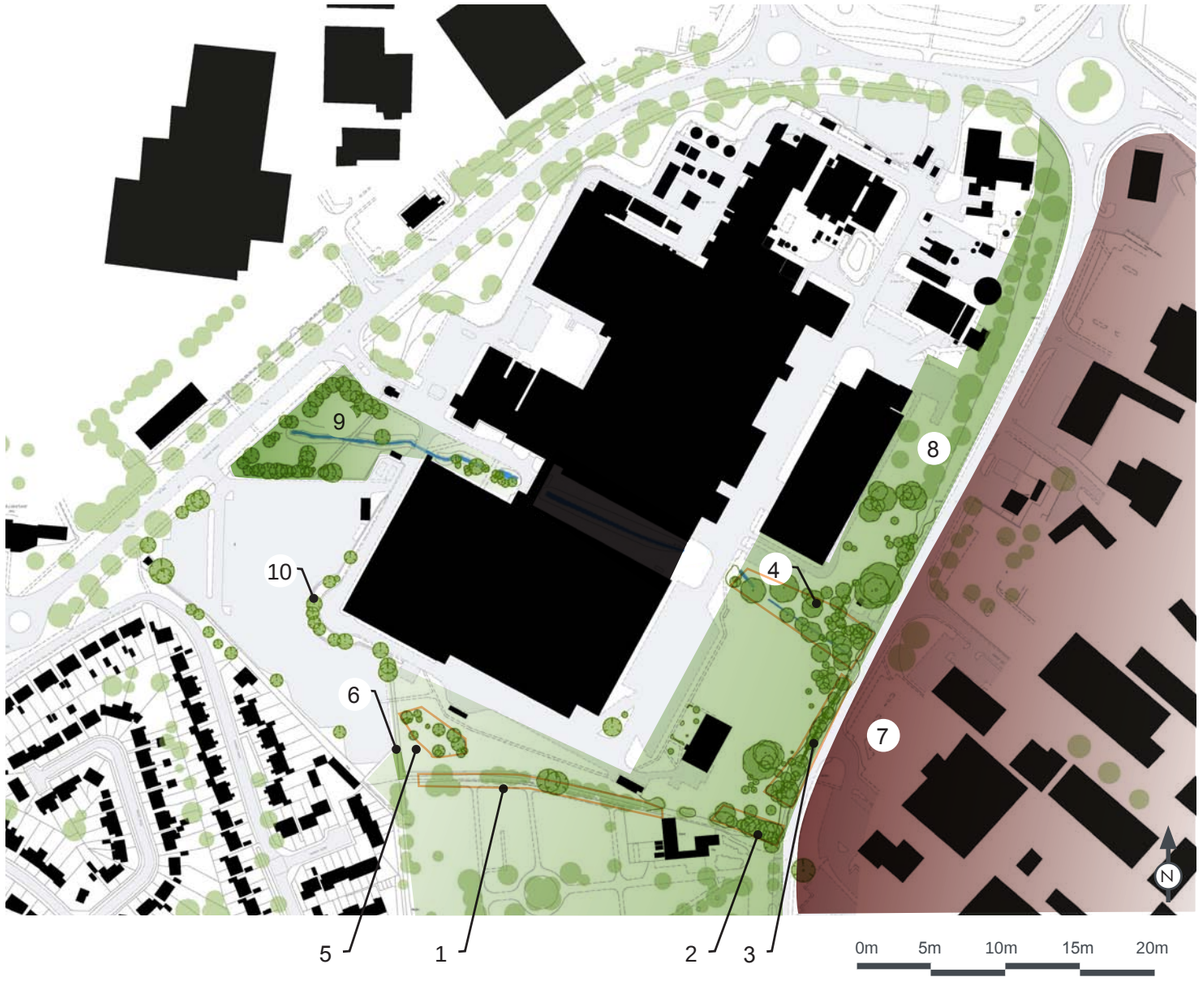
6.2.6 The arboricultural report has graded the trees to the Southam Road as category B & C grade and identified no 'A' grade trees.

1. Dense off-site shrub and trees to southern boundary.

2 & 3. Tree group on south east corner and line of lime trees

4. Mixed species including Willow, apple, hawthorn to the culverted stream. Mainly C grade

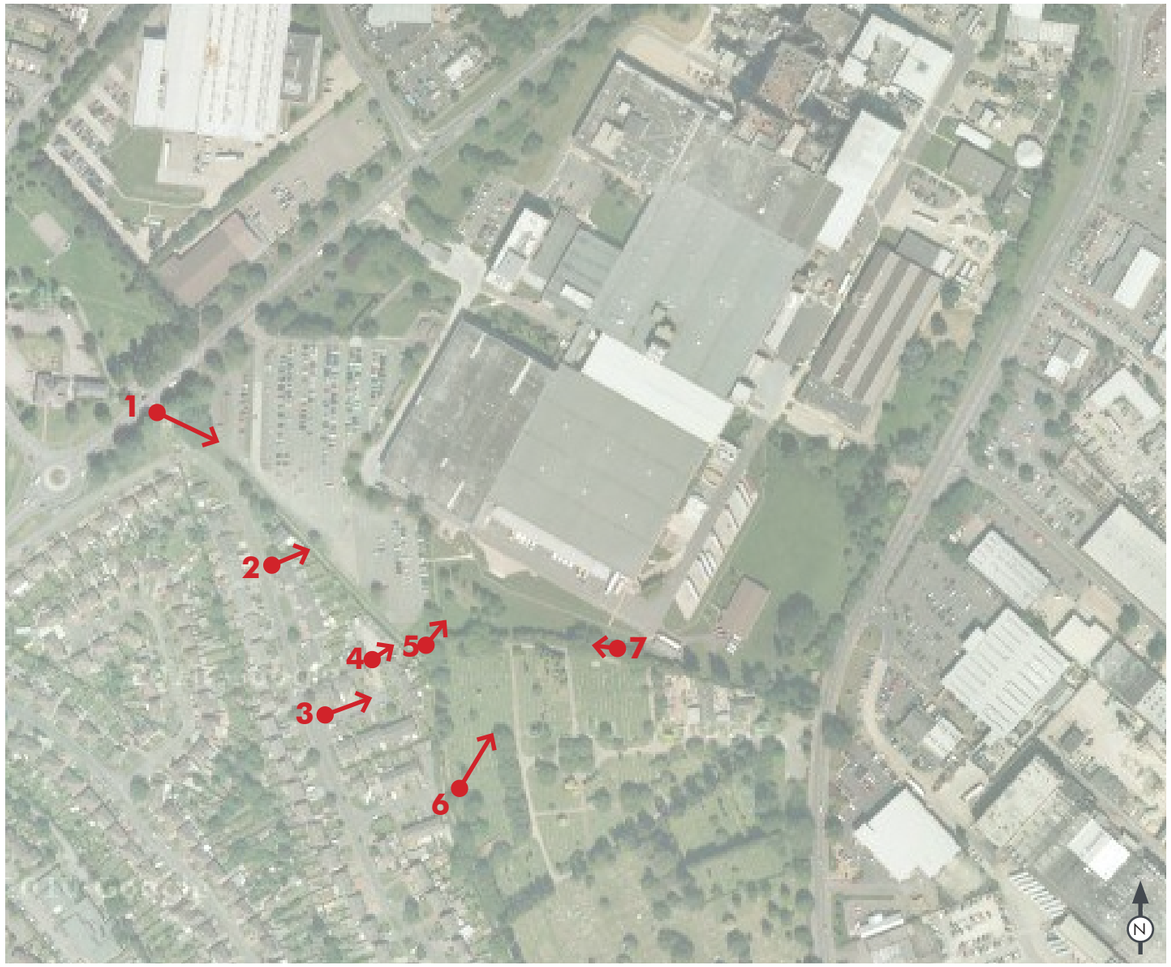
EXISTING TREES AND VEGETATION DIAGRAM



KEY

1. Off site vegetation, large shrubs, trees and climbing ivy. Important group in terms of creating a dense physical boundary between Banbury cemetery and the site. The trees and vegetation have been maintained as such that the extent of the vegetation forms a neat edge and does not overhang into the site boundary.
2. Semi-mature tree groups on south-east corner, mainly C grade trees.
3. Established lime trees along the Southam Road.
4. Willow and other species around culverted stream, mainly grade C.
5. Landscape bund with mixed quality ornamental shrubs and trees.
6. Native hedge to western edge of application boundary.
7. Poor quality landscape to the industrial park to the east off Southam Road.
8. Semi-mature trees line the western side of Southam Road to the north and south of the application boundary.
9. Semi-mature trees around the culverted stream outside of the application boundary.
10. Existing Trees on embankment soften corner of the site.

6.3 EXISTING VIEWS - FROM THE SOUTH WEST



Summary

- There are existing close views of the Kraft staff car park with the large Kraft industrial buildings behind from Nursery Drive, Garden Close and the public footpath.
- The planted embankment softens some views.
- The dense existing vegetation along the boundary with the cemetery restrict views into the site, some gaps in the hedge allow glimpses in from the public footpath.

Opportunities

- Established planting to the south western boundary to be retained and enhanced.
- Opportunities for native hedge and tree planting along the western boundary to create an attractive green edge.

1. Public footpath / cycle route on Nursery Drive

2. View through houses and bungalows on Nursery Drive

3. View from Garden Close

4. Pedestrian route adjacent to garages on Garden Close

5. Public footpath

6. Vineyard Close

7. Dense vegetation restricts views from the footpath into the site.