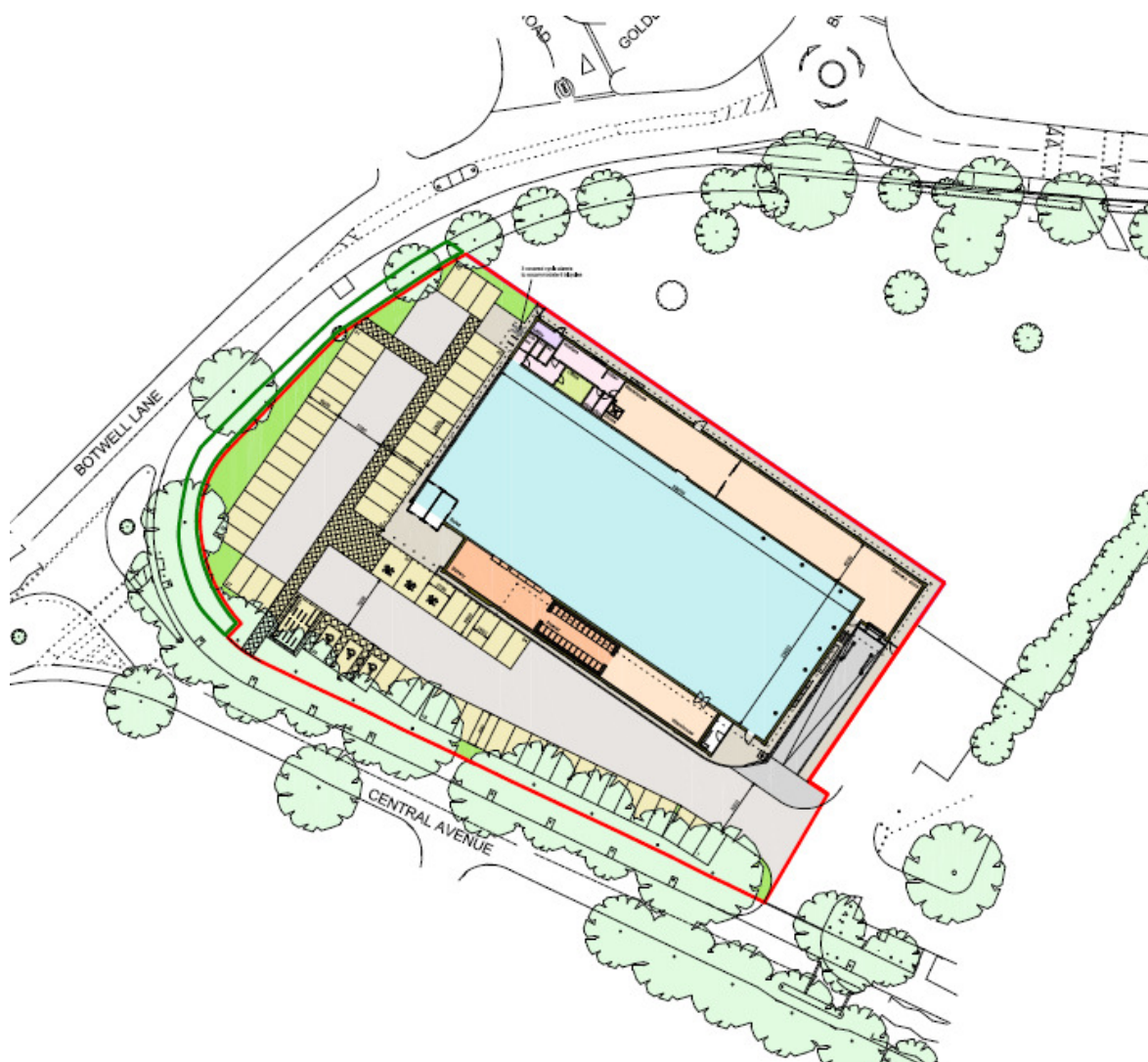


PROPOSED LIDL STORE, BOTWELL LANE, HAYES



DESIGN AND ACCESS STATEMENT

01	CONTENTS	02	Project details
		03	Introduction
		04	Land ownership
		05	Context / site appraisal
		06	Use
		07	Amount
		08	Layout
		09	Appearance / Scale
		10	Soft landscaping
		11	Hard landscaping
		12	Access
		13	Concluding statement

02 PROJECT DETAILS

Site Address: Former swimming pool site
Botwell Lane
Hayes
Middlesex
UB3 3BG

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Civic Centre
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03 INTRODUCTION

This Design & Access Statement has been prepared by Poole and Pattle, Chartered Architects, for Lidl UK GmbH in support of a full planning application to redevelop part of the site of the former Hayes Swimming Pool which closed shortly before the opening of the Botwell Green Sports and Leisure Centre, in 2010. It has been prepared with reference to 'Design and access statements - How to write, read and use them', published in 2006 by the Commission for Architecture and the Built Environment.

Design drawings prepared by the architects and forming part of the application, include:

3176 / 102	Site location plan	1:1250	@	A4
3176 / 108E	Site layout plan	1:200	@	A0
3176 / 109C	Store plan	1:100	@	A1
3176 / 110A	Roof plan	1:100	@	A1
3176 / 111A	Elevations	1:100	@	A1

The application is accompanied by other documentation, prepared by the applicants and their specialist advisors, including:

Statement of Community Involvement
Sustainability and Energy Statement
Transport Assessment
Travel Plan
Planning Statement
Air Quality Assessment
Arboricultural Assessment
Foul Drainage Assessment
Noise Assessment
Flood Risk Assessment
Geo-environmental Report
External Lighting Plan
Landscaping Plan
Landscape Management Plan

04 LAND OWNERSHIP

The application site is defined by the red line on the site location plan (3176 /102). A small portion of the application site is owned by the London Borough of Hillingdon. Land ownership is defined on the proposed site layout plan (3176 / 108E). Lidl's ownership is shown in red and the Council's in green (an extract from this drawing appears on the front cover of this statement). The application includes this additional strip of land fronting Botwell Lane for the purpose of a landscape buffer.

Agreement has been reached in principle between Lidl and the Council, for the implementation of an enhanced landscape scheme that will reduce the height of the landscape strip which has historically been neglected and allowed to become overgrown. It will be maintained by Lidl, subject to a licence being granted by the Council.



Fig 1 *Ordnance Survey extract showing context*

The site is located to the north west of Hayes town centre. It has frontages to the busy Botwell Lane and to Central Avenue. The site is level and its Botwell Lane frontage is marked by a few mature trees of various species and low level shrubs. Central Avenue has a double row of London Planes at more regular spacing on the application site side. The interior of the site has been cleared following the demolition of the old Hayes Swimming Pool and the boundary has been hoarded. The balance of the old swimming pool site is likely to be developed independently for housing at a later date.

The function served by the former pool has been taken on by the new Botwell Green Sports and Leisure Centre, one entrance to which is immediately opposite the application site. In addition to a wide range of sports facilities, the Centre is also a base for library services, a one stop shop for services provided by the London Borough of Hillingdon, and a Citizens' Advice Bureau. The building sits in the centre of its site surrounded by sports pitches and a bowls green, giving the east side of Central Avenue, opposite the application site, an open feel.



Fig 2 Aerial view (before development of the new sports centre and showing the former swimming pool on the application site)

- 1 Application site
- 2 Botwell Green Sports and Leisure Centre
- 3 Hayes Town Centre
- 4 Botwell Lane
- 5 Central Avenue

Immediately to the north of the application site on that side of Central Avenue, is a pay & display car park. Central Avenue leads north into an area of interwar housing – mainly two storey, semi-detached and terraced - planned on a spacious grid of tree-lined avenues. This road has a 20 mph speed limit backed up by regular traffic calming measures (speed tables, lane narrowing etc) from its junction with Botwell Lane.



Photo 1 View south along Central Avenue towards Hayes town centre



Photo 2 View south east towards town centre



Photo 3 View north west along Botwell Lane towards Church Road



Photo 4 View north along Central Avenue

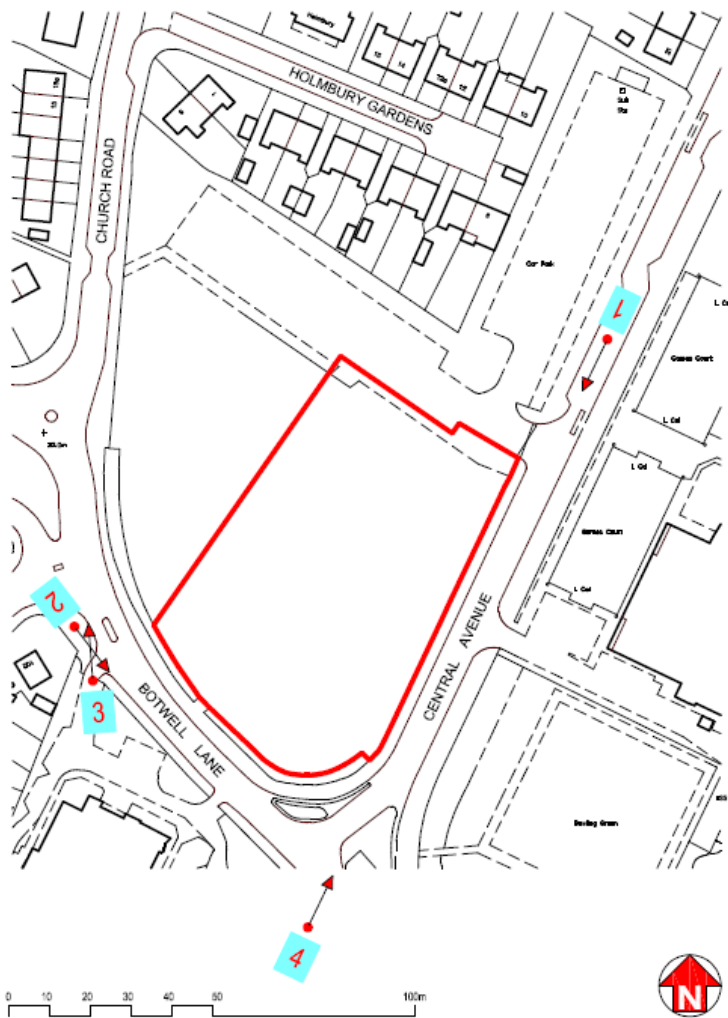


Photo key plan

To the south, the site faces across Botwell Lane towards Botwell House Catholic Primary School and the Church of The Immaculate Heart of Mary, built in 1961, whose impressive brick bell tower is an important local landmark. The school and the church are both set back from the road with a

setting of grass and mature trees, separated from the road by walls and railings, all of which contribute to the open leafy aspect of the area.

The general character of Botwell Lane in the area of the application site is that of a neighbourhood distributor with few properties having direct frontage access.

06 USE

Lidl describes its operation in the UK as follows:

Lidl commenced trading in the UK in 1994 and currently has approximately 600 stores.

The Lidl retail philosophy centres on simplicity and maximum efficiency at every stage of the business, from supplier to consumer, enabling 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 a limited range of carefully selected product lines and are able to offer these high quality products at low prices due to a pan European bulk purchasing policy. This provides Lidl with the advantage of immense buying power, enabling the company to achieve significant economies of scale that can be passed on to the customer in the form of low prices.

The latest Competition Commission report confirmed that Lidl provides a different offer to the main food retailers. In addition, the report states that deep discounters or “Limited Assortment Discounters” such as Lidl, do not impact to any significant degree upon larger food retailers. This is supported by the numerous examples across the UK, where Lidl stores trade comfortably alongside major multiples. This has also been acknowledged by the Secretary of State and planning inspectors in their decisions following public inquiries into Lidl schemes.

The addition of a new food retail operation of this type, in this location will add to the range of services currently available within the town centre, at a point where access is straightforward and opposite the new sports and leisure centre at the northern limit of non-residential uses in the area.

07 AMOUNT

The application site has an area of 0.517 ha. The proposed building has gross external floor area of 2,160sq m and a sales area of 1,407sq m. Its height to underside of eaves along its west side is 4.25m. The proposed mono-pitch roof will rise to a maximum height of 8.09m above the entrance. The building will therefore have a similar scale to that of the two storey housing to the north.

The proposals include 64 parking spaces, of which 3 will be designated disability spaces and 3 for parents with young children in buggies.

08 LAYOUT

The building, whilst designed specifically for the application site, follows the most up-to-date general model developed over recent years by the applicants. This comprises a long rectangular sales area with entrance at one end and servicing, via a ramped approach, at the other. A warehouse and welfare facilities run alongside the sales area.

The position of the vehicular access to the site is pivotal to the design solution. In this case, the only place at which an entrance can be formed for customers' cars and service vehicles, is at the north end of the site's Central Avenue frontage. Access will be shared with the existing pay & display car park (04 above).

The other elements of the layout follow logically from this fundamental site constraint. The store entrance occupies a central position facing both public highways with car parking wrapping around the two main elevations of the building. The store entrance will be clearly visible to those travelling west along Botwell Lane. And direct pedestrian access along desire lines, is available from both public roads. All of which leaves most of the perimeter trees in place, creating a development with an open leafy feel similar to those opposite.

09 APPEARANCE / SCALE

As noted at 06 above, the scale of the building is similar to that of the two storey housing to the north.

The design will be fresh and modern with crisp detailing. The proposed materials are as follows:

- i) The external walls will be rendered in white (RAL 9010) panels between grey piers (RAL 7038) up to shopfront glazing head height. At low level there will be a splash-proof grey plinth upstand (RAL 7038).
- ii) Cladding above the shopfront glazing head line will be in rainscreen tray panel cladding system, with an external face of Alucobond in UV resistant silver metallic finish (RAL 9006) with concealed fixings. The entrance and trolley bay area will have an Alucobond soffit and the Alucobond wall cladding will drop to a lower level in this area, reinforcing the visual significance of the entrance. Fascias and soffits generally, will also be formed in the same Alucobond system.
- iii) The store entrance and exit will be formed with automatic opening glazed doors finished in blue (RAL 5010) powder coated aluminium.
- iv) The south elevation will feature full height shopfront glazing in blue (RAL 5010) powder coated aluminium.

10 SOFT LANDSCAPING

The site benefits from a mature setting of mature trees around the perimeter. In recent months the dense and overgrown area of shrubbery across the southern boundary has become a hiding place for rough sleepers and street drinkers. It will need to be thinned out and reduced in height to provide views into the site but there is scope for the existing planting to be managed in order to provide an attractive setting to the redeveloped site.

Elsewhere around the perimeter of the site, a landscaping scheme will be prepared, featuring a mix of hardy low level shrub planting with bark mulch to keep weeds at a manageable level.

11 HARD LANDSCAPING

External surfacing materials in the car park will be in contrasting materials: tarmacadam for the drive routes and paving blocks in anthracite colour to the parking spaces. This combination provides a smooth surface for wheeling shopping trolleys whilst providing a colour and textural contrast for those with restricted eyesight, an aid to accessibility. Parking spaces will be marked out in light grey paving blocks.

The area under the entrance canopy will be finished in flush jointed paving blocks in anthracite colour.

Paths and surrounds to the building will be finished in precast concrete paving flags in grey.

The ramp to the delivery bay will be finished in heavy duty brushed finish reinforced concrete.

Anti-ram protection bollards will be provided around potentially vulnerable edges of the building: concrete filled stainless steel, dome topped bollards 100mm diameter x 1.1m high.

12 ACCESS

The site is approximately level and the proposal has been designed to be inclusive in its accessibility. Access to the building will be safe and comfortable for all potential users. Disabled people and those with visual impairments will not be segregated.

Vehicular access to the site has been carefully considered with a view to safety, the protection of sight lines and natural traffic calming.

The store entrance will be clearly signalled by the design of the building itself. Provision will be made for 3 parking spaces close to the entrance, designed to comply with Approved Document M of the Building Regulations, reserved for wheelchair users. 3 wide spaces close to the store entrance will be designated for use by parents with young children in buggies.

Bicycle parking will also be provided close to the entrance at a rate above the minimum requirement.

Pedestrian access to the site has been carefully thought through. Paths will be clearly marked and will follow the main desire lines from Botwell Lane and Central Avenue, linking well with the existing public footways.

The application site is well served by public transport with regular bus services passing along Botwell Lane and mainline rail services available at Hayes and Harlington Station.

Attention will be paid at the detailed design stage to the provision of dropped kerbs, tactile paving, lighting, visibility and signage to make access to the site and within it as practical as possible for all visitors.

Access to the site and the building for emergency vehicles will be simple and straightforward. The site and the proposed building will be accessible and connected.

13 CONCLUDING STATEMENT

The application proposals represent an opportunity to broaden the food retail offer in Hayes. They will involve a significant financial commitment to the area by the applicants who expect the store to trade well, to provide valuable local employment and increased economic activity.

The building has a scale which is appropriate and the site layout is rational. The building itself will have a bright, modern appearance and will relate well to surrounding streets and to buildings on neighbouring sites.

The detailed design of the building will focus on low energy consumption and sustainability.

The design proposals are straightforward, logical and sustainable. They meet the needs of the applicants and take an inclusive approach to all the issues of accessibility.

Acknowledgements

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Fig 2 © Getmapping plc 2013

Photo key plan Ordnance Survey © Crown Copyright 2011. All rights reserved. Licence number 100022432

October 2013
3176/B1/NMP/ D&AS/e



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