

WILLOWTREE LANE RETAIL PARK YEADING

Pod unit development

1479 / URB-PU A3 90 01-D01 / MAY 2017

CONTENTS



INTRODUCTION

3

LOCATION, SITE & CONTEXT

4

PROPOSALS & DESIGN

5

ACCESS

7

SUSTAINABLE DEVELOPMENT

8

Revision	Comments	Date
D00	Issued for Planning Submission	20.04.2017
D01	Issued for Planning Submission	25.05.2017

Photograph of the proposed location of the development

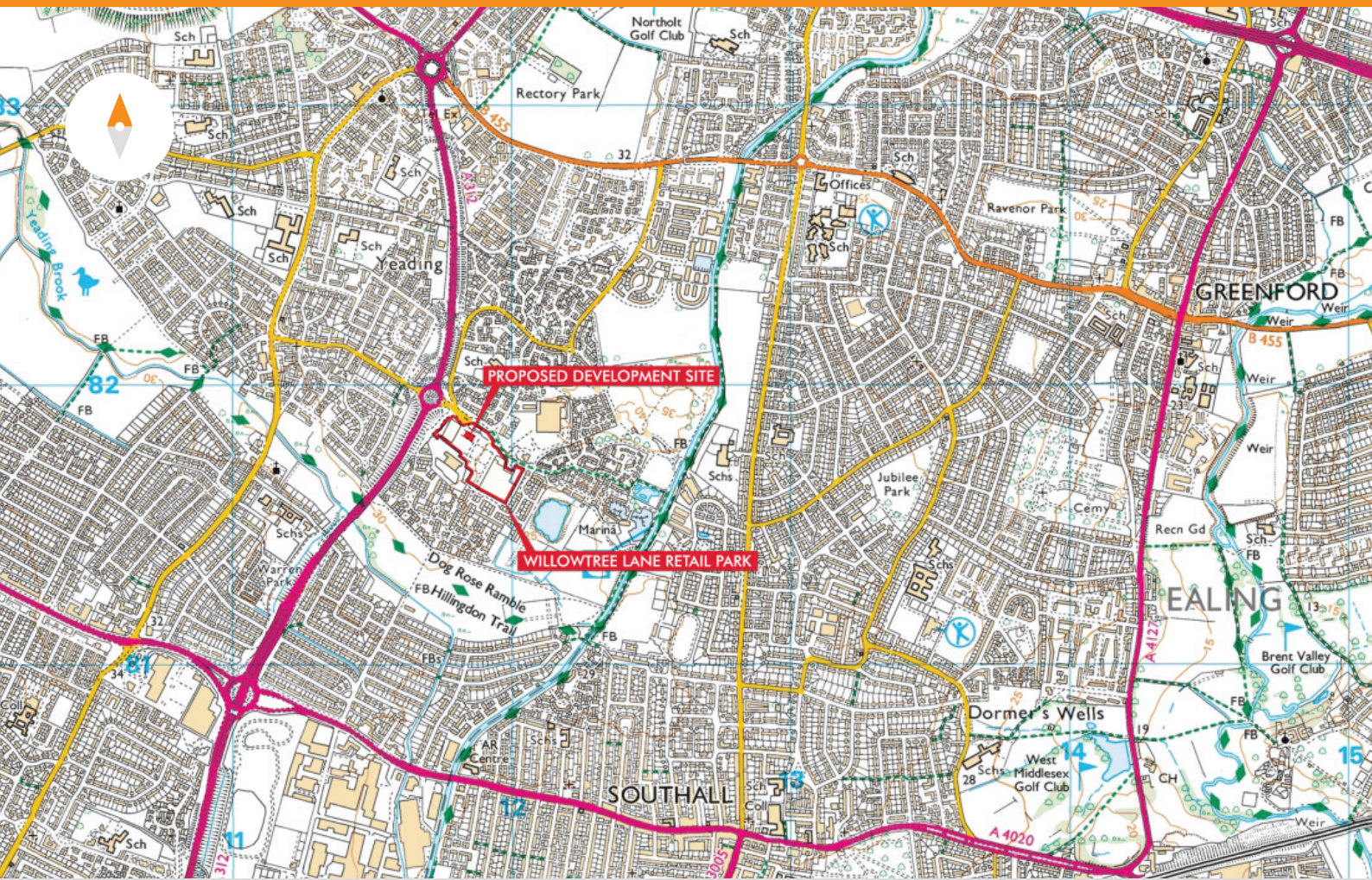


INTRODUCTION

This statement is produced by Urban Edge Architecture and Burnett Planning & Development Limited on behalf of RREEF Willowtree Limited to support a planning application for the proposed construction of a standalone pod unit on Willowtree Lane Retail Park. This statement is intended to support the submitted drawings and give an insight into the design considerations of the scheme. Please also refer to the Planning Statement and Transport Statement for further details on planning policy and response to the pre-application comments.

Scheme objectives

- Supplement the existing uses on the park and provide additional offer to enhance the customer's visit/experience
- Provide the Tenant with a new facility that is one of the first of a new 'concept' design in the United Kingdom
- Provide a development that is sustainable and suitable for its environment, taking on board the Local Planning Authorities recommendations wherever possible



LOCATION, SITE & CONTEXT

Latitude 51° 31' 28.2" N | Longitude 0° 23' 19.9" W

Built in the late 1990's, Willowtree Lane Retail Park is a popular facility located on the outskirts of Yeading just off the A312. The main attraction is the large B&Q towards the eastern edge of the site but it also comprises:

- B&M Home Store
- Burger King

The site is bounded to the west by the A312 dual carriageway and by residential to all other flanks with the exception of Tesco Extra, PFC and some small retail units to the north east.

The scheme comprises the construction of a new standalone pod unit with drive-through lane on the existing car park areas comprising 171 sq.m (1,840 sq.ft) gross internal area for A1/A3 use class.

To facilitate the operation of the pod and drive-through element there will be localised external works to alter the car parking arrangement and provide new planting to create a destination area.



Artist's impression of the proposed development



PROPOSALS & DESIGN

Building

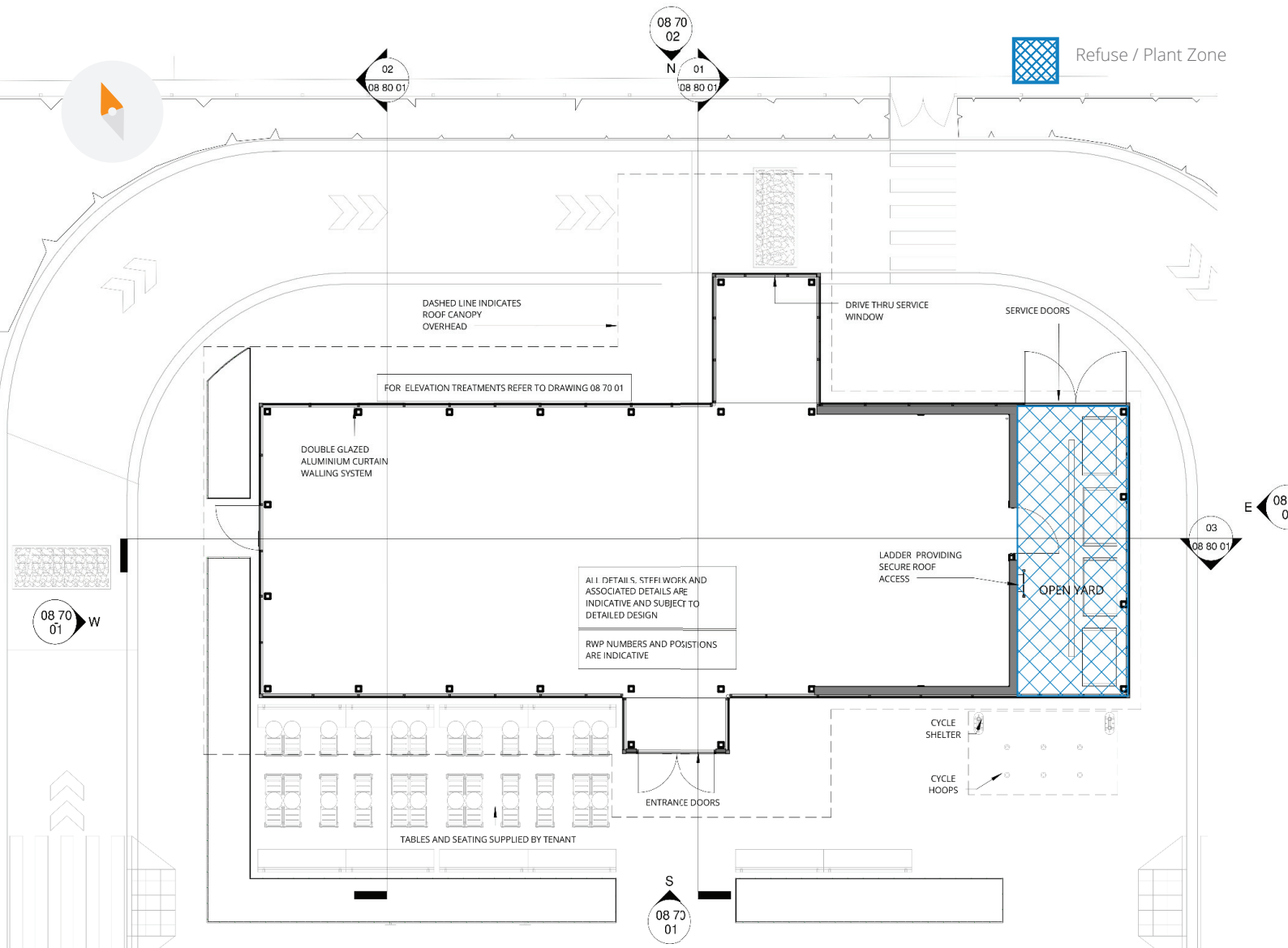
The proposed development stems from Starbucks internal design team and is one of their new 'concept' designs developed to 'elevate customer and partner experience'.

The building is intended to be open and honest, with large amounts of glazing to allow views into and out of the scheme along with generating activity at a human scale. The inclusion of sustainable elements enforce Starbucks desire to be seen as a sustainable and caring company, these can be found in the Sustainable Development section in this Statement.

The design in itself is modern and sleek and whilst it differs to the surrounding buildings is it thought that as this building is a different scale to the adjacent units it will add variation of design and scale so the park does not feel monosyllabic and repetitive. The glazing is punctuated by modern concrete effect panels that provide interest and variance to the elevations.

As can be seen in the above artists impression the building has a flat roof and is designed to appear modular. It has a glass canopy and areas of green roofing along with a feature mesh clad signage pod on the roof to add some visibility from a distance. The building is designed to prevent the formation of recesses and crevasses creating clear views that could otherwise reduce user's safety and security.

Included within the application are details of the Tenant's signage, lighting, speakers and other features. These are generally standard to the type of development and are not seen as clutter or detract from the scheme.



Site

The site layout has been developed from a standard format to meet our site constraints. The development is isolated from the other units set in an area of existing car parking near the mini roundabout; this retains the open and spacious feel of the park. The building is orientated so the paved seating to the south of the unit will be bathed in sunlight for the majority of the day improving the amenity value for staff and public.

The site will be surrounded by attractive planted zones as shown on the accompanying landscape plans, this along with the areas of green roof will assist in urban greening and help combat urban heat island effect whilst also acting as an attenuation to surface water run-off meaning less grey water will enter the system as quickly during heavy periods of rain.

The drive-through lane will be isolated from the entrance road with planting and a low level fence to prevent headlight glare crossover. The fence will have single gate for access to an open yard for the refuse collections and deliveries of goods as outlined in the Transport Statement.

A set of covered cycle racks are positioned to the eastern area of the paved zone.



ACCESS

Please also refer to the Transport Statement.

Accessibility

The new unit will have wheelchair bays directly adjacent to the unit and level access will be provided from these to the access points within the building.

Pedestrian access

The building is sited on an existing cross route within the park, this will be maintained and will provide easy access for pedestrians both already on the site and visiting from outside.

Links to public transport

There is an existing bus station to the north of the site on Glencoe Road; this is sited near pedestrian access points into the park and link paths to the unit.

Cycle routes

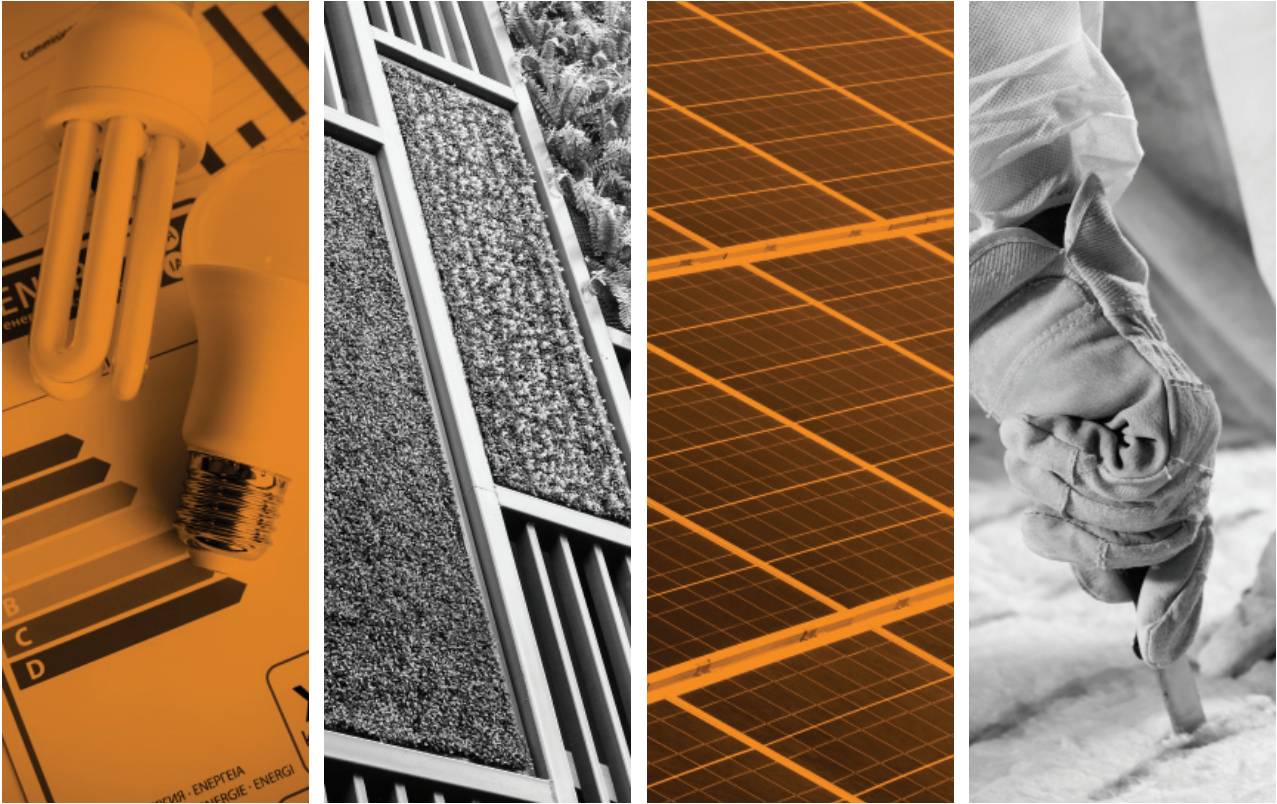
There is a cycle network to the north of the site on the opposite side of Glencoe Road; this terminates near a crossing that is near a pedestrian access into the park. As mentioned above cycle parking facilities will be provided.

Vehicle access and parking

The site has strong network connections for customers visiting the site via car with the A312 close by and despite the overall reduction in car parking (net loss of 44 bays) there are plentiful spaces available in close proximity to the development.

Servicing

It is anticipated refuse collection and deliveries will be via the incoming link road, a gated fence with crossing point and dropped kerbs will be provided along the route to the unit.



SUSTAINABLE DEVELOPMENT

The proposed development will aim to deliver a development that is in accordance, as far as is practicable, with the best practice principles of sustainable development. The scheme will be designed to positively contribute to the long term objectives of environmental protection and resource management.

The scheme will benefit from several sustainable schemes outlined below as well as providing new employment opportunities for the area:

- Electric car charging points
- Green roof and attractive landscaping that will:
 - Reduce surface water run-off
 - Reduce urban heat island effect
 - Improve ecological value
- High efficiency building with:
 - Glazing that retains heat in winter but protects from overheating in the summer
 - High levels of insulation in other elements to reduce heat loss in winter
- Multiple methods of access promoting use of cycling, walking and local transport
- Registered under the Considerate Constructors Scheme during the construction phase

Whilst the development will follow general methods of sustainable practice it is not anticipated the development will be assessed under BREEAM.

RREEF Willowtree Limited

St. Pauls Gate,
New Street,
St. Helier,
Jersey,
JE4 8ZB

URBANEDGE

architecture / masterplanning / design

Please contact us at...

 01780 755 665

 enquiries@urbanedgearchitecture.co.uk

 www.urbanedgearchitecture.co.uk

 www.linkedin.com/company/urbanedge-architecture

 [@urbanedge_uk](https://twitter.com/urbanedge_uk)