

Design And Access Statement

Proposed New Aldi Food Store,
Salt Lake North, Porthcawl

Aldi Stores Limited

Planning Issue



Glentworth Court, Lime Kiln Close, Stoke Gifford, Bristol, BS34 8SR



Document Control Record

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1. Introduction

This Design and Access Statement has been prepared by Kendall Kingscott Ltd, for Aldi Stores Ltd. The report demonstrates the design process that has been followed to arrive at the final scheme submission for planning. The process takes into account a thorough appraisal of the site and its surroundings, leading on to a description of the proposed scheme and final set of drawings that accompany the planning application.

As the statement forms part of a formal detailed planning application, it should be read in conjunction with all supporting plans and documents.



Aerial view of Porthcawl

1.1. Design Team

Architecture -	Kendall Kingscott Ltd
Planning Consultant -	Planning Potential
Highways Consultant -	Entran Ltd
Engineering Consultant -	Craddys
Environmental Consultant -	Sol Environment
BREEAM Consultant -	Sol Environment
Services Consultant -	Building Management Technology
Refrigeration Consultant -	K2 Cooling
Ecological Consultant -	Tyler Grange
Acoustic Consultant -	Sharps Redmore
Landscape Designer -	Tyler Grange
Public Art Consultant -	Studio Response
Quantity Surveyor -	Owen Associates

1.2. The Applicant

Aldi Stores Ltd are a global discount supermarket operator who are currently the fifth largest grocer in the UK. Aldi began trading in the UK in 1990 and now have over 900 stores in the UK and Ireland



Aerial view of the site location

2. Context and Site Appraisal

2.1. Location

The site is located in the centre of Porthcawl, within 5 miles of junction 37 of the M4 and 18 miles from Swansea. The site is owned by the Council and is situated within the Porthcawl Waterfront Regeneration Area. A former car park which has been left undeveloped for a number of years. It is an efficient use of land within a defined settlement boundary, and it is an accessible location which can serve the local and wider community.

2.2. The Site And Context

The site comprises of open grass and gravel. Historically the site had maritime usage, but is now used as a car park and recently as a temporary site compound for nearby building works.

Northern Boundary

To the North, the site is bounded by Eastern Promenade road, the other side of which lies Porthcawl Fire Station, a community centre, and a residential area.

Eastern Boundary

To the East lies more open grass & gravel before Eastern Promenade Road. Beyond this is Coney Beach fair which faces onto Sandy Bay beach.

Southern Boundary

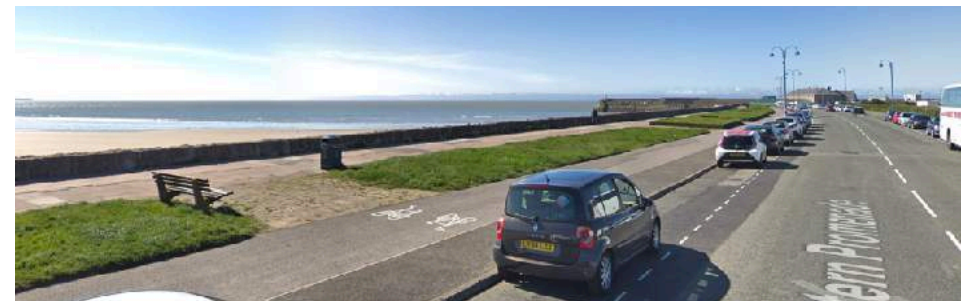
The open area of grass and gravel extends 290m south, followed by Eastern Promenade Road, a small marina and Porthcawl Lighthouse.

Western Boundary

The site is bounded to the West by a roundabout, and sits between the exits for Eastern Promenade and The Portway. Beyond The Portway road is Hillsboro Place Car Park and Porthcawl Town Centre



View to the North of Porthcawl Fire Station and residential buildings



View along Eastern Promenade Road to the South, looking towards the marina and Porthcawl Lighthouse



View to the West of Hillsboro Place Car Park and Porthcawl Town Centre beyond

2.3. Area and Topography

The proposed Aldi application site area is approximately 0.883 hectares (2.18 acres). The area to the East of the site has been identified for future residential use.

The site rises gradually to the West to meet the level of the roundabout. There is a difference of approximately 2m between the Eastern boundary and the Western boundary.

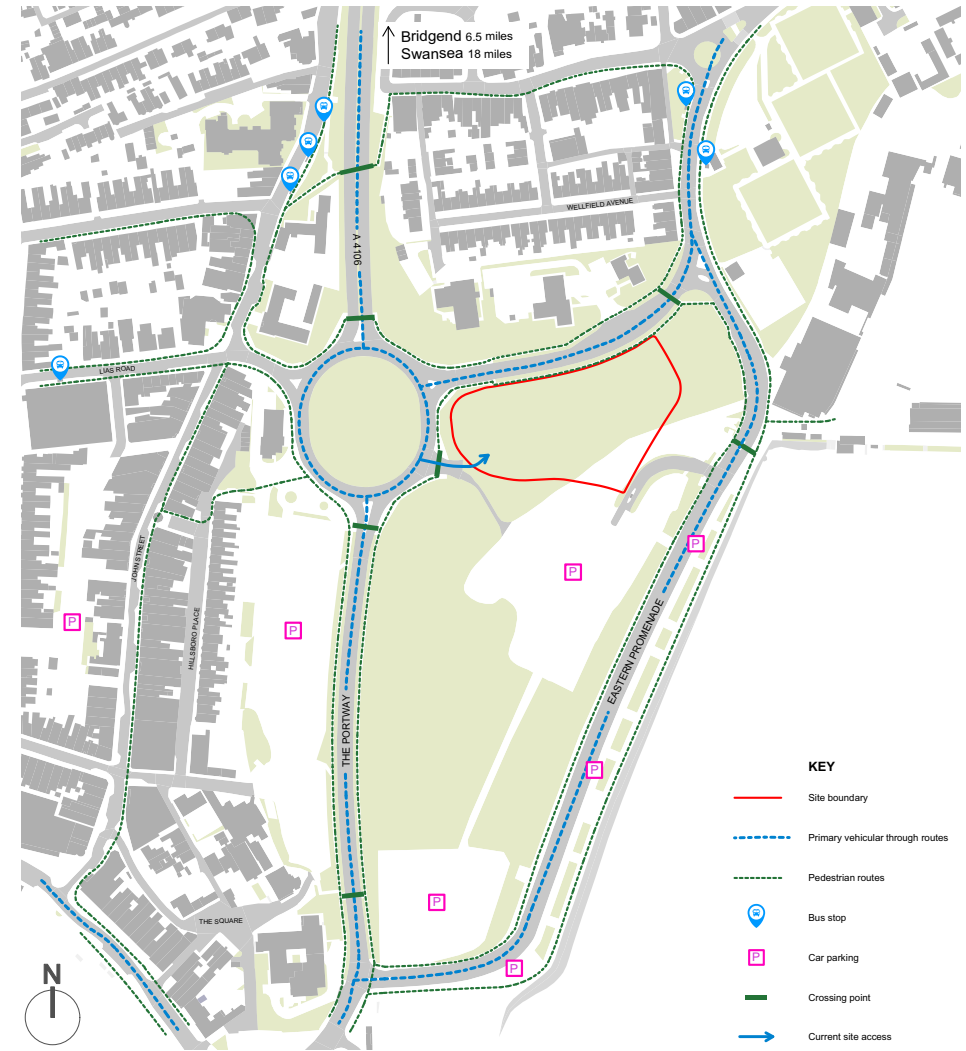
Existing services have been highlighted on the existing site plan, including an existing overhead BT cable, and foul water connection points.



Existing Site Plan

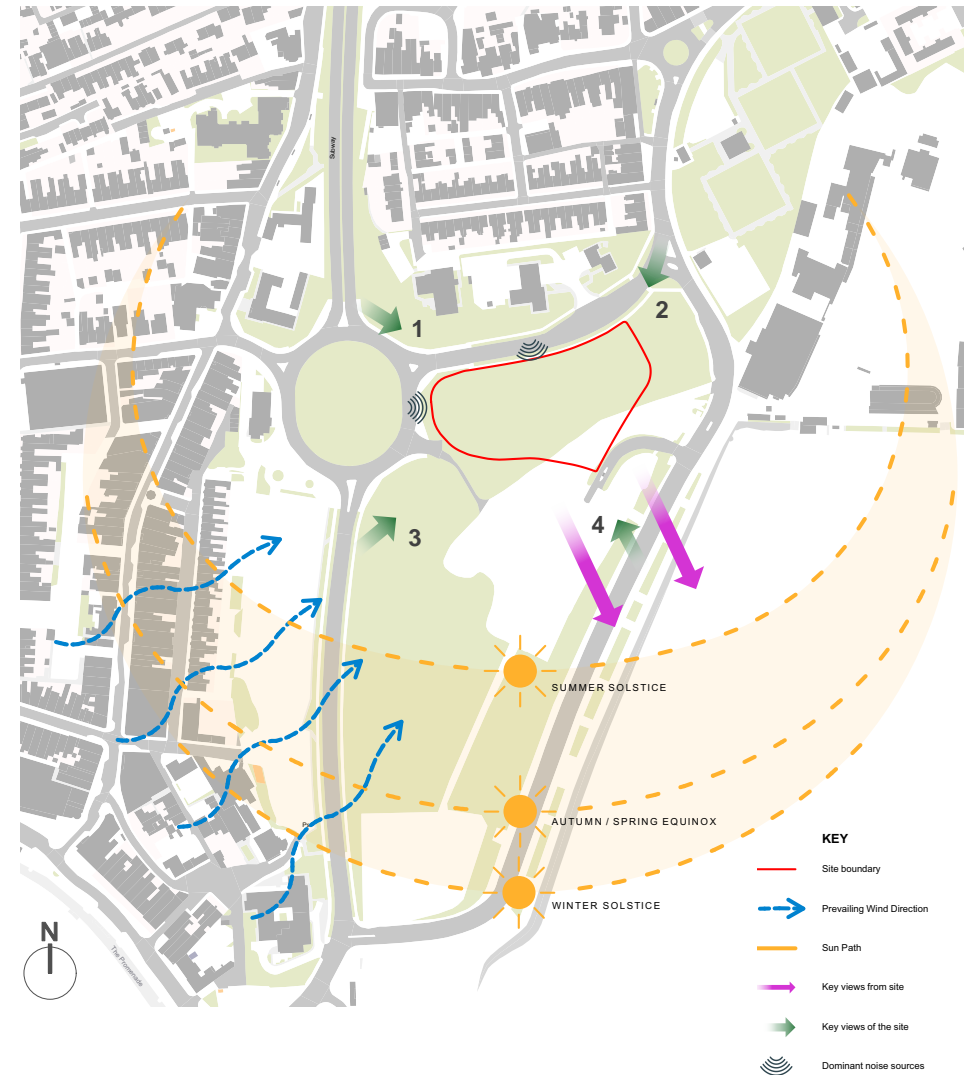
2.4. Connections

The site is well served by vehicle and pedestrian links. There is an existing access off the adjoining roundabout which currently leads to the car park on the site. This roundabout connects the site to the A4229, which leads directly to the M4. There are a number of bus stops within 0.2 miles of the site. Pedestrian footpaths are provided alongside all the roads that border the site, providing convenient pedestrian access to the site from the town centre, the nearby carparks, and the promenade to the South



2.5. Environment

The site is very open, and as such receives unobstructed sunlight year round. The dominant noise on the site is caused by the close adjacency of the surrounding roads. The site benefits from picturesque views out to sea looking South. The key views of the site itself are from the surrounding road junctions, marked opposite. The site is not within a flood risk zone, although level 3 flood zones are nearby,



2.6. Key Views



View 1 - View from the A4106 heading South



View 2 - View from the 'Eastern Promenade' heading South



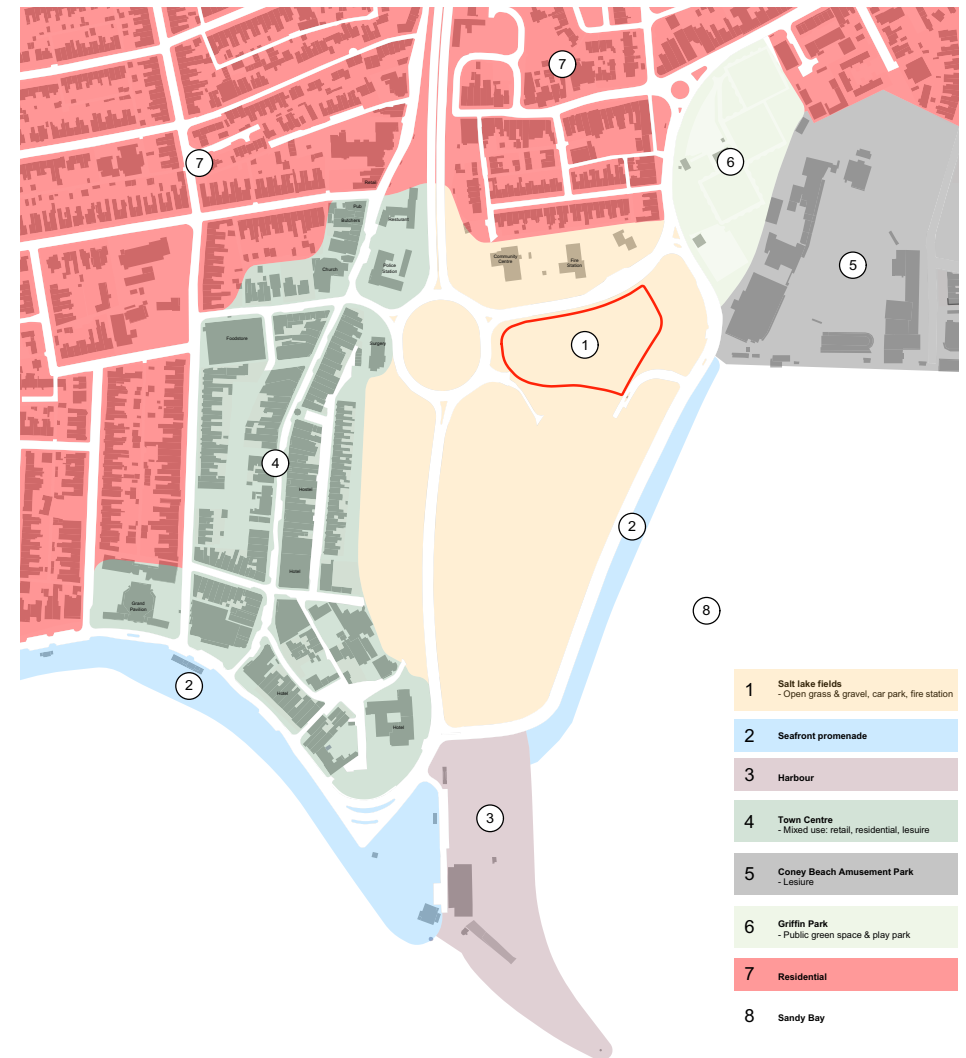
View 3 - View from 'The Portway' heading North



View 4 - View from the 'Eastern Promenade' looking North

2.7. Land Usage

The site is surrounded by a mix of uses. To the North and West is a large residential development, to the East are areas of leisure and public space, to the South are stretches of seafront promenades and harbour, and to the West lies the Town centre which is a combination of retail, residential and leisure.



2.8. Conservation and Listed Buildings

The site does not lie in a conservation area, however the Porthcawl conservation area is situated South of the development. Within this conservation area are a number of listed buildings. None of these are in close proximity to the site and are not considered to be affected by the proposed development. Historically the site was used as a shipbuilding yard in the 1880s with various railway lines passing through which were extended and changed over time before being removed completely in the 1970s. It has since been used as a car park



2.9. Constraints and Opportunities

The site is currently vacant and offers a prime opportunity for development with desirable vehicular connections to the A4229 and pedestrian connections to the town centre and promenade. It is ideally situated in close proximity to residential areas as well as other retail outlets. However there are a number of site constraints:

- The site is highly visible on the approach to Porthcawl town centre, and therefore subject to a greater level of scrutiny
- Proximity to Porthcawl Conservation Area.
- There is a significant change of level between the western and eastern boundaries.
- Any works to the site must not disturb the operation of the adjacent road network.
- The site is very exposed on all sides

A development of the site will provide the following opportunities:

- Re-invigorate an under-developed site and help maintain continued investment and jobs within the local area.
- The provision of a discount food retail outlet will provide a valuable service to the local community in line with the council's 'Porthcawl Regeneration Strategy'.
- Provide a distinct and enhanced Gateway into Porthcawl
- Improve the quality of pedestrian and cycle links to and through the site and, in particular, increase footfall between the town centre, the development site and Eastern Promenade, in accordance with the Active Travel Act (2013)
- Provide a high quality public realm that enhances the streetscape and provide a focus for an underused site.
- Provide innovation in building design and environmental sustainability, particularly through the choice of high quality materials that responds to local context

2.10. Precedent



Tesco Store, Sheringham, Norfolk, S + SA Architects



Chosen for its innovative roof design, response to a coastal setting and use of local natural materials.

3. Planning Policy

National Policy, Guidance and Legislation

Planning Policy Wales – Edition 11 (Feb 2021)

Good Design Making Better Places

Paragraph 3.3 of the PPW states that good design is fundamental to creating sustainable places where people want to live, work and socialise...To achieve sustainable development, design must go beyond aesthetics and include the social, economic, environmental, cultural aspects of the development.

Para 3.4 states that design is an inclusive process, which can raise public aspirations, reinforce civic pride and create a sense of place and help shape its future.

Access and Inclusivity

Para 3.5 states that good design is inclusive design. Development proposals should place people at the heart of the design process, and acknowledge diversity and difference.

Para 3.6 states that development proposals must address the issues of inclusivity and accessibility for all. Design measures and features should enable easy access to services by walking, cycling and public transport.

Environmental Sustainability

Para 3.7 states that good design promotes environmental sustainability and contributes to the achievement of the well-being goals.

Para 3.8 states that good design can help to ensure high environmental quality.

Character

Para 3.9 the layout, form, scale and visual appearance of a proposed development and its relationship to its surroundings are important planning considerations.

Para 3.10 In areas recognised for their particular landscape, townscape, cultural or historic character and value it can be appropriate to seek to promote or reinforce local distinctiveness.

Community Safety

Para 3.11 Local authorities are under a legal obligation to consider the need to prevent and reduce crime and disorder in all decisions that they take. Crime prevention and fear of crime are social considerations to which regard should be given in the preparation of development plans and taking planning decisions.

Movement

Para 3.12 states that good design is about avoiding the creation of car-based developments. It contributes to minimising the need to travel and reliance on the car, whilst maximising opportunities for people to make sustainable and healthy travel choices for their daily journeys.

Para 3.13 states that existing infrastructure must be utilised and maximised, wherever possible.

Design and Access Statements

Para 3.17 states that a Design and Access Statement communicates what development is proposed, demonstrates the design process that has been undertaken and explains how the objectives of good design and placemaking have been considered from the outset of the development process. In preparing design and access statements, applicants should take an integrated and inclusive approach to sustainable design, proportionate to the scale and type of development proposal.

Para 4.1.17 states that Design and Access Statements should show how the design of the scheme has responded to the sustainable transport hierarchy.

Para 4.1.24 states that Design and Access Statements should demonstrate how the design of new or enhanced streets has responded to urban design principles, including the guidance in Manual for Streets and the Active Travel Design Guidance.

Para 4.1.49 states that Design and Access Statements should demonstrate how the design and layout of the development will reduce the level and speed of traffic to appropriate levels, and responds to the guidance in Manual for Streets and the Active Travel Design Guidance.

Public Transport

Para 4.1.36 states that the availability of public transport is an important part of ensuring a place is sustainable. It enables people to undertake medium and long journeys without being dependent on having access to a car.

Accessibility

Para 3.45 states that Spatial strategies should support the objectives of minimising the need to travel, reducing reliance on the private car and increasing walking, cycling and use of public transport.

Para 3.48 states that sites which are unlikely to be well served by walking, cycling and public transport should not be allocated for development.

TAN 12: Design (2016)

Para 4.9 states that opportunities for innovative design will depend on the existing context of development and the degree to which the historic, architectural, social or environmental characteristics of an area may demand or inhibit a particular design solution.

Para 4.13 states that movement and ease of access for all to and from development should be appraised at the strategic and local level, with a view to supporting a shift from car use to walking, cycling and public transport and recognising the need for better connectivity within areas and with the surrounding areas.

Para 5.3.5 states that good practice for all involved in the design process involves:

- increasing awareness of inclusivity by all;
- consulting disabled people and groups representing them;
- identifying physical and non-physical barriers to access;
- making adjustments to deal with identified barriers;
- drawing adjustments to the attention of disabled people;
- regular reviews of effectiveness.

Para 5.5.5 states It is important that the qualities of the urban landscape (townscape) are appreciated and considered in the design of development.

Para 5.7.1 states that realising the potential of existing urban areas will help reduce the need to travel, help revitalise and regenerate urban centres and reduce pressure for development on the countryside.

Para 5.13.3 states that creating space for biodiversity can enhance the ability of developments to adapt to changes in local environmental conditions over the life time of the built development which may result from climate change.

Para 5.14.1 states that a high quality public realm can make a unique contribution to a stimulating environment and can provide a focus for community activity. The form and design of spaces and routes which comprise the public realm are critical to its success.

Local Policy

BRIDGEND LOCAL DEVELOPMENT PLAN (LDP) 2006-2021

The current development plan for this area is formed by Bridgend Local Development Plan (LDP). Additional guidance on parking is provided by the Bridgend Parking Standards SPG17 (2011) Supplementary Planning Guidance Document.

The key policies from Local Development Plan that are relevant to the proposed development are outlined below.

Strategic Policy SP1 'Regeneration-Led Development' states that development in the County Borough will be permitted where it provides the maximum benefits to regeneration at a scale that reflects the role and function of settlements as set out in the settlement hierarchy. In particular, development will be focused in the following areas:

- Bridgend Strategic Regeneration Growth Area
- Maesteg and Llynfi Valley Strategic Regeneration Growth Area
- Porthcawl Strategic Regeneration Growth Area
- The Valleys Gateway Strategic Regeneration Growth Area

Policy SP2 'Design and Sustainable Place Making' states that all development should contribute to creating high quality, attractive, sustainable places which enhance the community in which they are located, whilst having full regard to the natural, historic and built environment by:

- Complying with all relevant national policy and guidance where appropriate;
- Having a design of the highest quality possible, whilst respecting and enhancing local character and distinctiveness and landscape character;
- Being of an appropriate scale, size and prominence;
- Using land efficiently by:
 - being of a density which maximises the development potential of the land whilst respecting that of the surrounding development; and
 - having a preference for development on previously developed land over greenfield land;
- Providing for an appropriate mix of land uses;
- Having good walking, cycling, public transport and road connections within and outside the site to ensure efficient access;
- Minimising opportunities for crime to be generated or increased;
- Avoiding or minimising noise, air, soil and water pollution;
- Incorporating methods to ensure the site is free from contamination (including invasive species);
- Safeguarding and enhancing biodiversity and green infrastructure;
- Ensuring equality of access by all;
- Ensuring that the viability and amenity of neighbouring uses and their users/occupiers will not be adversely affected;
- Incorporating appropriate arrangements for the disposal of foul sewage, waste and water;
- Make a positive contribution towards tackling the causes of, and adapting to the impacts of Climate Change; and
- Appropriately contributing towards local, physical, social and community infrastructure which is affected by the development

Strategic Policy SP3 'Strategic Transport Planning Principles' states that all development proposals should promote safe, sustainable and healthy forms of transport through good design, enhanced walking and cycling provision, and improved public transport provision.

Policy PLA9 'Development affecting Public Rights of Way' 'Development proposals that do not cater for 'public rights of way' and/or do not protect the existing or proposed network for public use, will not be permitted. Proposals for alternative routes for a public right of way should provide a route of similar or improved quality to that of the existing route.

Policy PLA11 'Parking Standards' states that all development will be required to provide appropriate levels of parking. This should be in accordance with adopted parking standards.

7 Bays Project, Porthcawl Waterfront: Supplementary Planning Guidance (2007)

Chapter 2.1 includes "The Entrance Gateway forms the northern-most part of the western section of the site and is the main arrival point from the north. It will be necessary to ensure that this space, which will incorporate a roundabout, remains inviting to pedestrians and cyclists. It should have an urban character to reflect its juxtaposition to the town centre. This area is also an important location for the potential inclusion of public art." (pg. 19)

Under chapter 2.6 titled "Entrance Gateway", the SPD states "The Entrance Gateway should be a memorable point of arrival to the town, creating a strong first impression. It should be a key landmark, which helps people to navigate and orientate themselves. It should be surrounded by high quality development, which sets the tone for the rest of the redevelopment area." (pg. 44)

Chapter 2.4 includes: "A new food store is considered an essential part of the overall strategy for the regeneration of Porthcawl. Indeed, a new flagship store is required to meet customer demands and, importantly, to reduce expenditure leakage. (pg. 30)

Chapter 2.4 includes: "The retail foodstore and retail units should be a maximum of 3 storeys equivalent in height (acknowledging the higher floor to ceiling heights in commercial developments) and should effectively define and enclose the spaces. Given the nature of the uses on this site and the major new leisure use anticipated at the northern edge of the Harbour, a contemporary, vibrant and dynamic architectural approach should be taken." (pg. 32)

Chapter 2.4 includes: "The contemporary buildings should have well designed roofline silhouettes ... Materials should be robust and appropriate for such an exposed location."

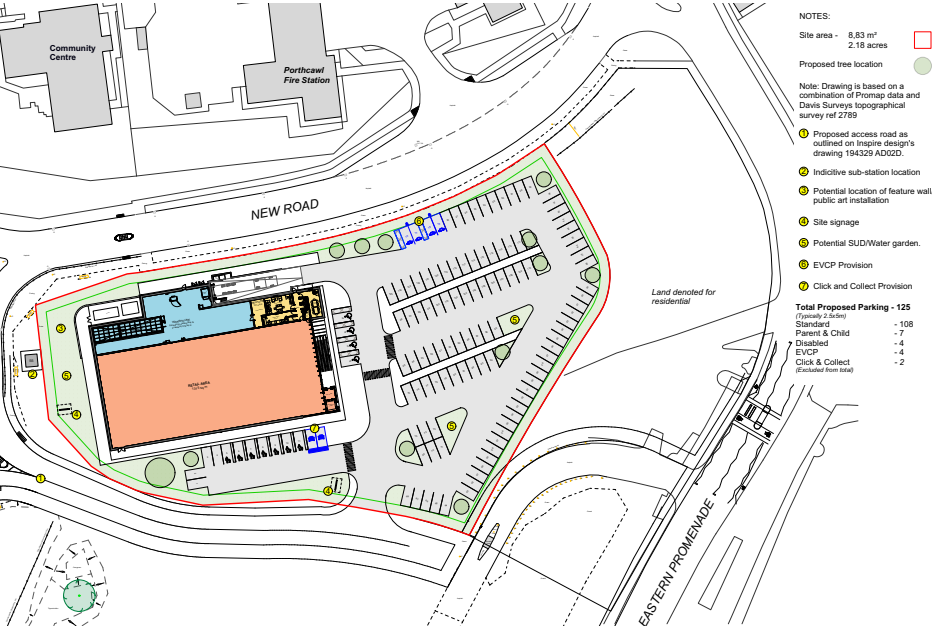
Chapter 3.7 includes "The corners of key buildings should be designed to function as focal points. This objective could be achieved by increasing the height of the building or adding feature windows, roof or balcony."

Retail Policy: See the separate Planning Statement submitted with this application.

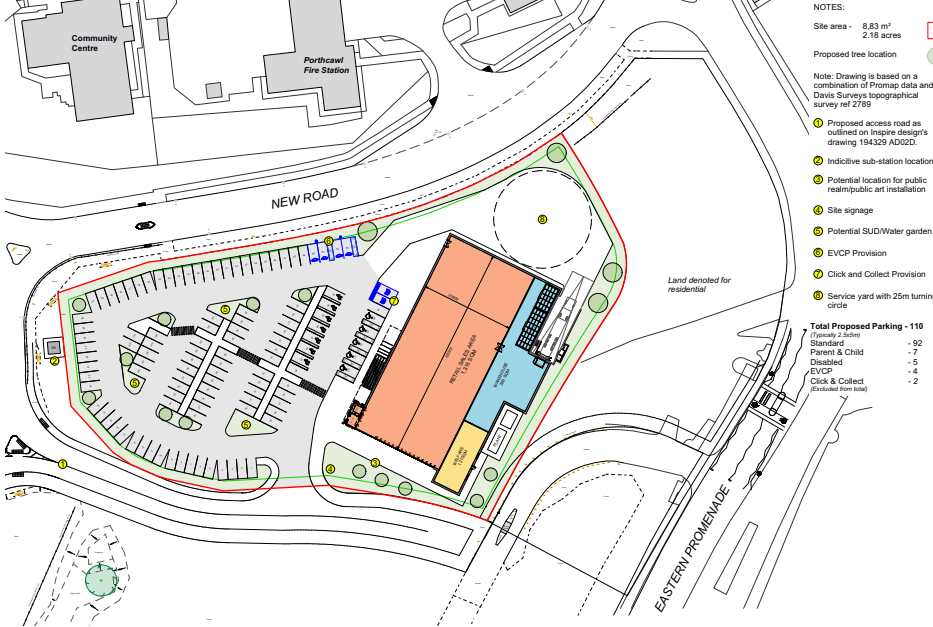
4. Scheme Design

4.1. Feasibility Study

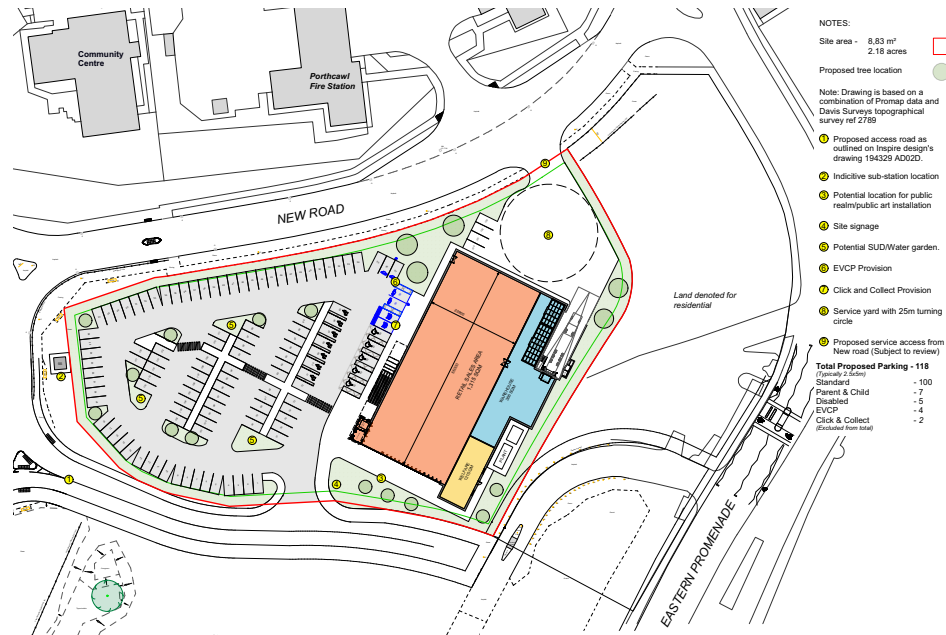
A number of layout options were prepared for the site, considering aspects such as service yard location, key building frontage directions, pedestrian access and car parking provision. Of these options, option 02 was deemed the most appropriate, responding to the key views of the side from the roundabout with the building frontage orientated in this direction. The service yard is located in the North East corner of the site, accessed around the store in order to avoid a secondary site access



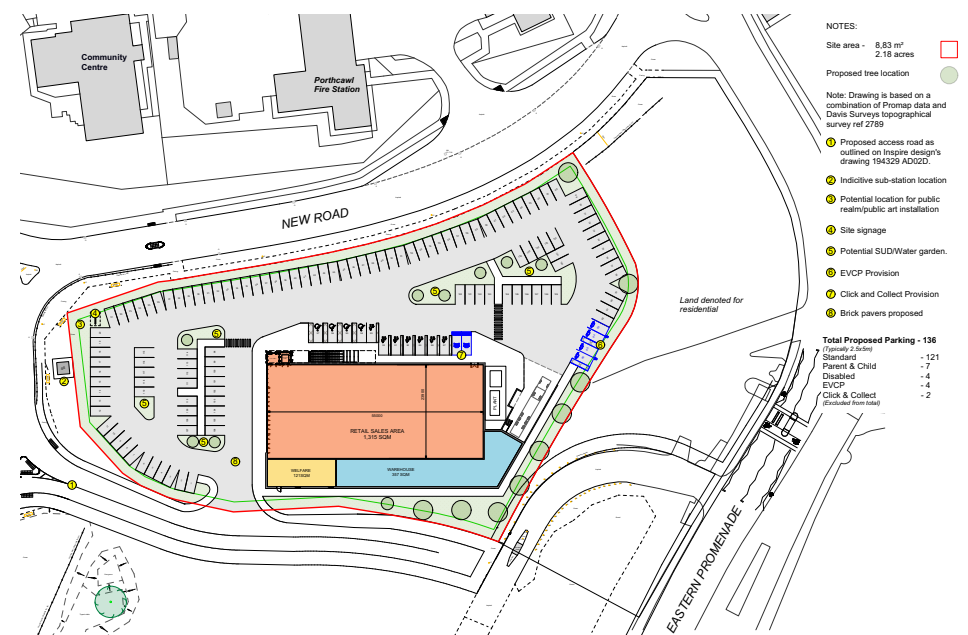
Option 01



Option 02



Option 03



Option 04

4.2. Scheme Development

The layout of the Aldi scheme was in direct response to Bridgend County Borough Council's Planning Development Brief (PDB), dated Jun 2019. Applying the principals set out in this document to Aldi's model operation resulted in a limited number of possible solutions after taking into account the site constraints. The chosen layout (see right) was the preferred scheme over the alternatives. This matched the illustrative diagrams contained within the Development Brief and captured design drivers as outlined below.

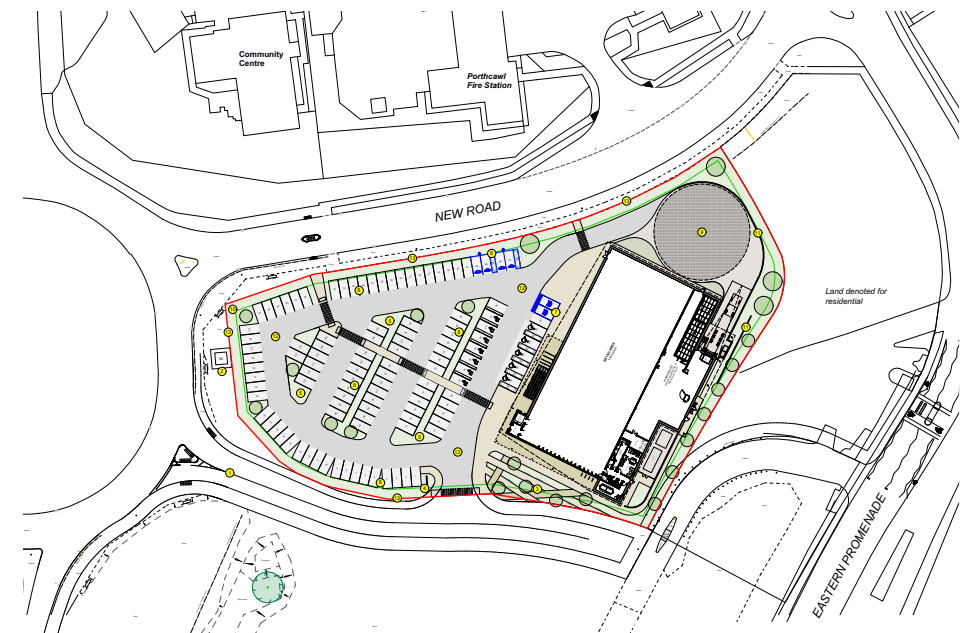
Key views of the store from the surrounding roads was one of the main drivers behind the positioning and orientation of the building. Being a gateway site, the main view of the store would be from the roundabout from the A4106 as you enter the town centre.

Aldi, like many other retailers, like to position their car park in front of the building for ease of navigation and accessibility. The site benefits from excellent bus links and is served by the existing road network, as encouraged under paragraph 4.1.36 of PPW. A new access road is proposed off the roundabout to the west, providing direct access into the site.

Servicing played another role in dictating strategy on the site. Keen to separate the service activity from the public car park for safety reasons, the service yard area was located to the side of the building. In response to the northern elevation also being a key elevation as identified in the PDB, the decision was made to move the loading bay to the rear of the building, on the elevation facing the site earmarked for future residential. This move meant the unsightly and functioning elements of the stores operation could be screened from view.

In deciding whether the loading bay would have more visual impact on the northern or eastern elevation, the favoured solution was to de-clutter the view from Eastern Promenade from the North and focus on shielding the rear from view and noise instead, to avoid impact on the future residents to the East.

It is rare for most new Aldi sites to have to the ability in incorporate an area of public realm of any significant size, predominately down to a lack of space available. However, the site in Porthcawl offers a great opportunity to extend and integrate the public realm into the scheme.



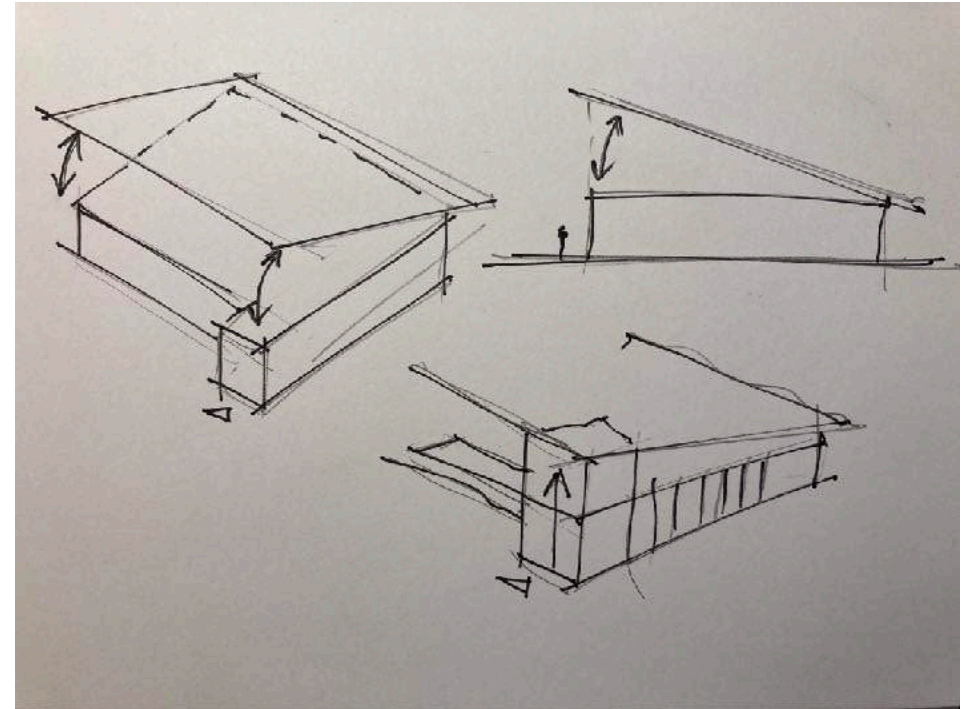
The brief called for active frontages and large areas of glazing. With the new access road and site entrance fixed from the outset, our response was to locate the store entrance in view of this approach. For Aldi, entering the site and gaining a quick understanding of the car park relationship to the store entrance is key to customer satisfaction, as it should be for any building type. By positioning the store entrance near the site entrance this meant all users had the benefit of easy access. Moves such as this help encourage active travel as users on foot or bicycle are not disadvantaged against car users.

Having the store entrance to the south of the building meant we could maximise Aldi's preferred model of incorporating full-height shopfront glazing to the end of the store, giving customers clear views in and out of the store whilst benefiting from lots of natural light. By locating the largest areas of glazing to the south, this meant the 'flagship' building would present an active frontage to the access road and future development of Salt Lake to the south of the site.

The PDB called for the store entrance to be as visible as possible, hence the design response included for an external glazed lobby to stand proud and forward from the rest of the building. This was further exaggerated by the extrusion of the lobby in the vertical plane, to enforce its relationship with the surrounding context and to become a beacon for visitors and customers alike.

In reference to the siting of the building on the site, the store respects the existing context of neighbouring buildings, such as the fire station and community centre by space and maintains key views eastwards towards Coney Beach, the historic harbour and the beach. The proposal is not overbearing but instead draws the eye on the approach to the site as a friendly way of saying 'Croeso' to Porthcawl.

Backing the store onto the south-east boundary leaves the land earmarked for residential use (east) a clear starting point to work from and to benefit from the sea views.



4.3. Pre-Tender Bid submission

As part of the preparation towards the tender bid a meeting was arranged with Bridgend County Borough Council to present a collection of proposals for initial discussion. The image opposite was included as part of this presentation.

In terms of elevation design, we knew from the brief that building height was a priority. It was clear that a low-level single storey building was not going to satisfy the criteria, so the intention was to make a clear statement by creating a building that projected back towards the roundabout and gateway in a clear and defined fashion. That led to a mono-pitch roof design which was lower, more subtle on the residential side and taller and dramatic on the public facing side. The building drops in height towards Sandy Bay beach.

The 'functioning' elements of the store such as the loading bay and external plant could be sheltered and hidden from view by the roof, whilst the public side of the building could be celebrated and be expressive in its form and finish.

Single storey buildings often have a horizontal emphasis as a result of their mass. The brief was clear in requiring a store design that avoided an elongated warehouse type appearance. Our strategy was to utilise the structural grid of the building to break the larger elements of the façade into smaller, more human scale detail. The play and arrangement of different materials would also help to reduce the mass of the building whilst offering a contemporary yet welcome addition to the local context.

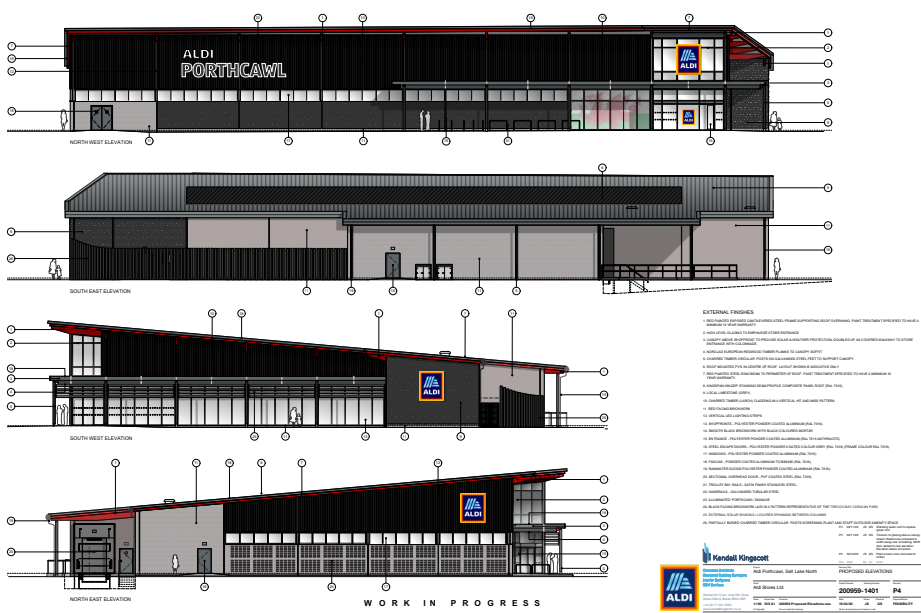


We were keen to limit the choice of materials to 3no maximum. Too few and the building could look too much like a monolith, too many and the building could appear fussy and incoherent.

The historic high street and key individual buildings such as the Jennings building and the Grade-II listed Rest Hotel are key examples where elevations finished in natural stone are proudly on show, and not forgetting the historic harbour. Natural stone has been located along the lower 'bands' of the store to ground the building in its setting and to present robust facade in defence against the harsh marine environment.

Red-facing brickwork was chosen in response to the local context. After render, brickwork is the the second most common finish material visible on buildings in Porthcawl. Housing, public buildings, boundary features and commercial premises are finished in a variety of brick colours ranging from buff, browns and red-facing brickwork. The red tiled roofs, gable ends and more intricate details such window lintels and cills along Porthcawl's shoreline emphasises the red accents visible in the local vernacular. This detail was carried through by expressed steel finished in red.

Timber was chosen as an alternative cladding material as it is a natural product, as called for in the PDB, has environmental credentials, and many of the exemplar projects and imagery in the PDB showed timber cladding. Timber cladding presented in a vertical orientation helped to break up the longitudinal elevation. The intention was to use charred timber as this has the benefit of having additional robustness in marine environments whilst maintaining its appearance for the during of its lifespan.



4.4. Tender Bid submission

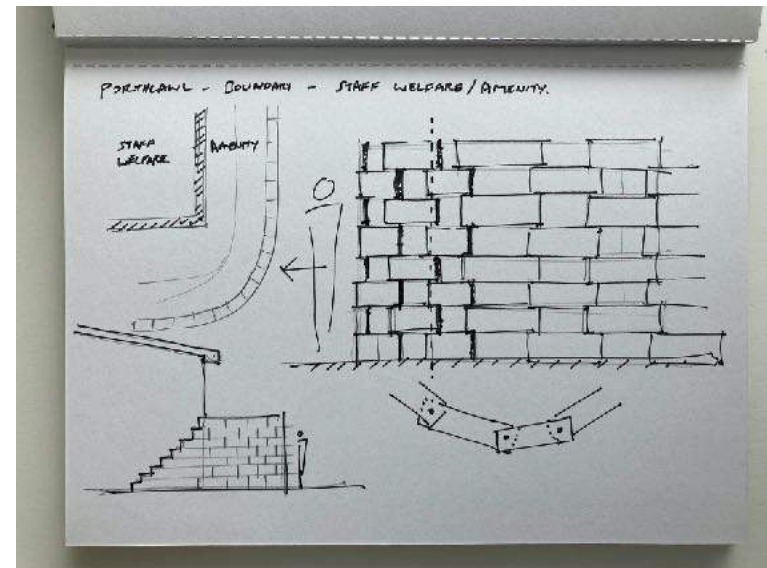
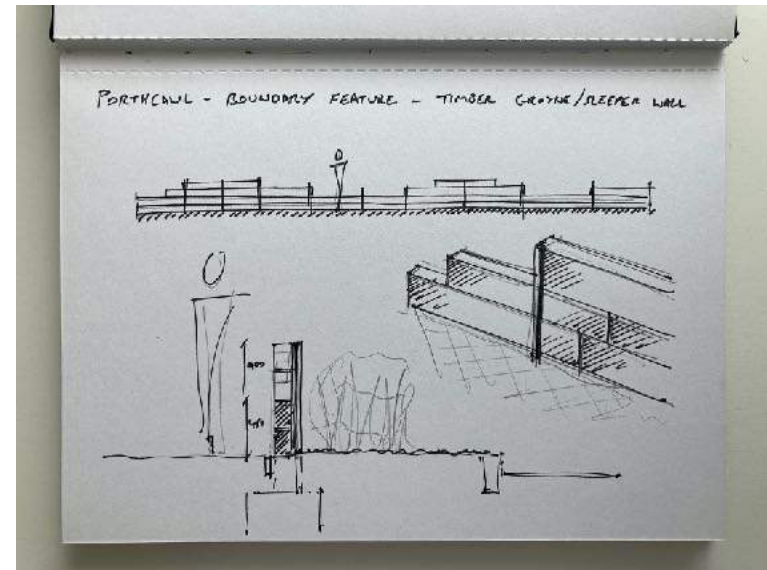
Subsequent feedback from the pre-tender meeting helped inform the development of the design and tender bid submission. One point to come out of discussions included increasing the floor area of the retail unit. Whilst there was a *maximum* area defined in the PDB there wasn't a *minimum* area to be achieved. Feedback from the LA suggested a preference for a larger size store in the locality, hence the building size was increased. Another point raised was the proposed external material palette and the dark appearance of the original proposals. This led to swapping facing brick for render and keeping the timber looking more natural as opposed to having a charred finish, to present a warmer, brighter building. Finally, we were encouraged to push the design of the roofscape further and create a more innovative design with would present an attractive silhouette when viewed from its surroundings.



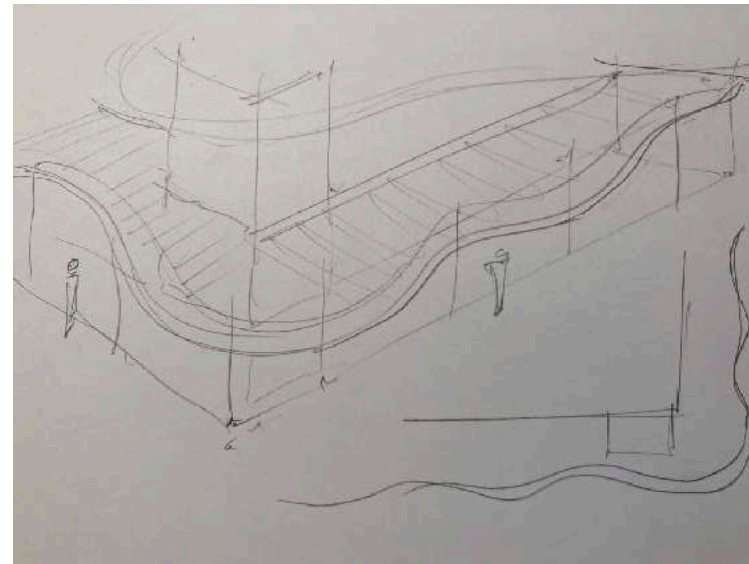
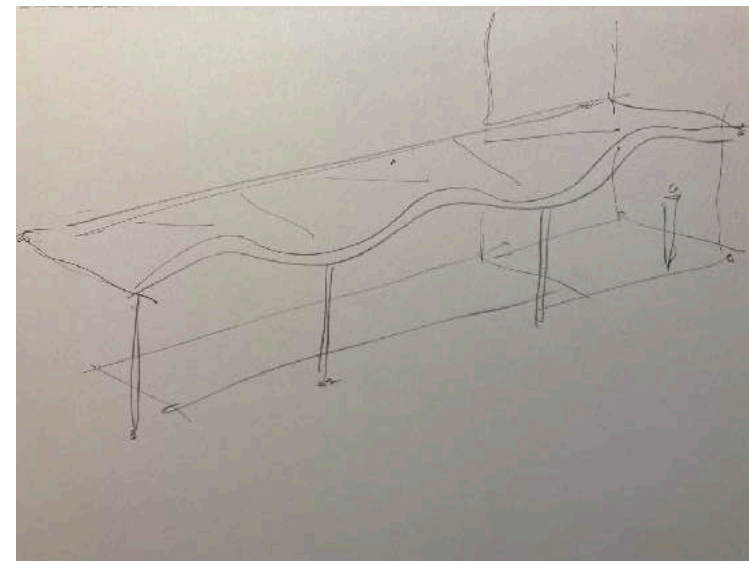
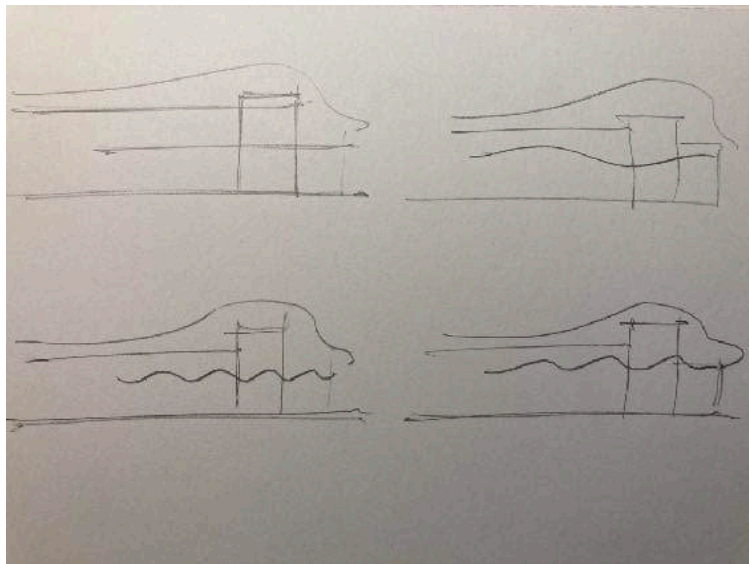
4.5. Response to Pre-Application

Following news of a successful tender bid a pre-application meeting was later held to discuss aspects of the scheme the local authority considered could be further improved. Features such as the shape and form of the proposed boundary treatment enclosing the car park required further detail to bring it in line with the council's expectations for the key gateway site. Locations such as the corner nearest the roundabout, for example, offered opportunity to deliver a key feature signalling the entry to the Salt Lake North area.

Keen to transgress the geometry of the new roof across the wider site, the decision was taken to create wave-like undulations along the timber groyne boundary feature, to make it more visually exciting and inviting. The south east corner of the site was another key area where public met private and where the site opened up Eastern Promenade. Timber posts were dropped in favour of a continuation of the timber groyne bound feature, stacked in a manner which enabled views through whilst maintain ace a suitable level of security and privacy for staff amenity.



Bridgend County Borough Council were keen to see more emphasis on the curvature of the roof, to make it more of a statement sculpture, and wanted to see the profile echoed in the design of the canopy above the trolley bay and glazed shopfront. Studies were undertaken into the potential forms these could take and then assessed from a feasibility, cost and practicality point of view. Sketches below show some the designs considered following the pre-app consultation.



4.6. Scheme Proposals

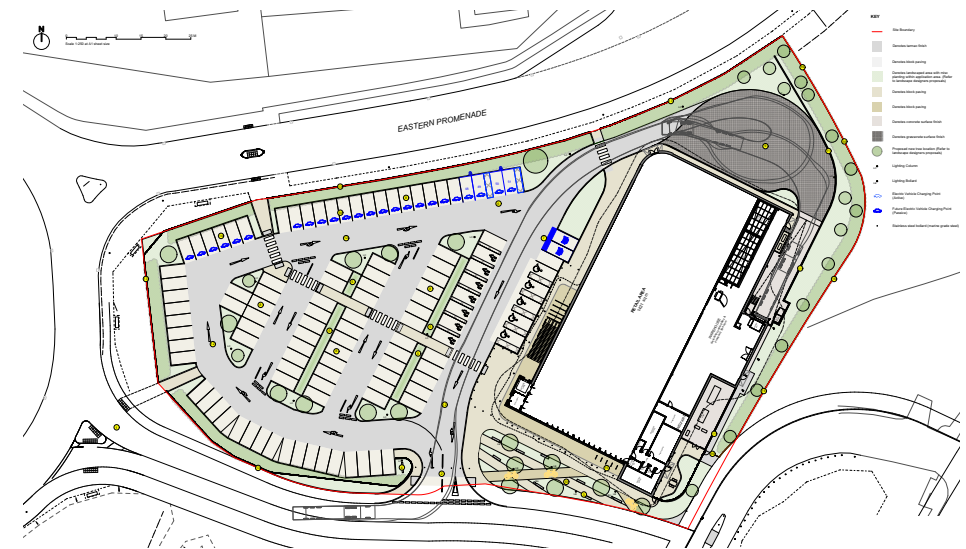
In line with Paragraph 3.3 of PPW, the site at Salt Lake, Porthcawl, provides an opportunity not only to provide a store which will benefit the local community, but also provide jobs for local people. As a gateway site, the store is ideally placed to welcome visitors to the town and become a central link between the historic high street, Coney Beach and the Harbour area.

The proposal seeks planning permission for the construction of a new single storey Aldi food store with associated customer parking and service yard. The new store will have a GIA of approximately 1,965 m² and will provide a retail floor area of 1,421 m². (GEA approx 2,045m²).

The scheme will provide 114no car park spaces including 5no spaces for disabled users, 7no parent & toddler designated spaces and 2no click and collect spaces.

The site seeks to promote active travel by linking into and extending cycle routes to the store and providing secure and convent cycle parking, in line with paragraph 4.1.35. 5no cycle hoops will be provided for secure cycle parking for up to 10no bicycles. Four customer parking spaces will be provided with electric vehicle charging points via a twin-charger. The site will have capacity to increase this provision to 20no in total in the future.

In line with SP2 of the Bridgend Local Development Plan, the project aims to utilise an undeveloped site with an industrial past into a contemporary food store to serve the local residential areas as well as create new jobs.



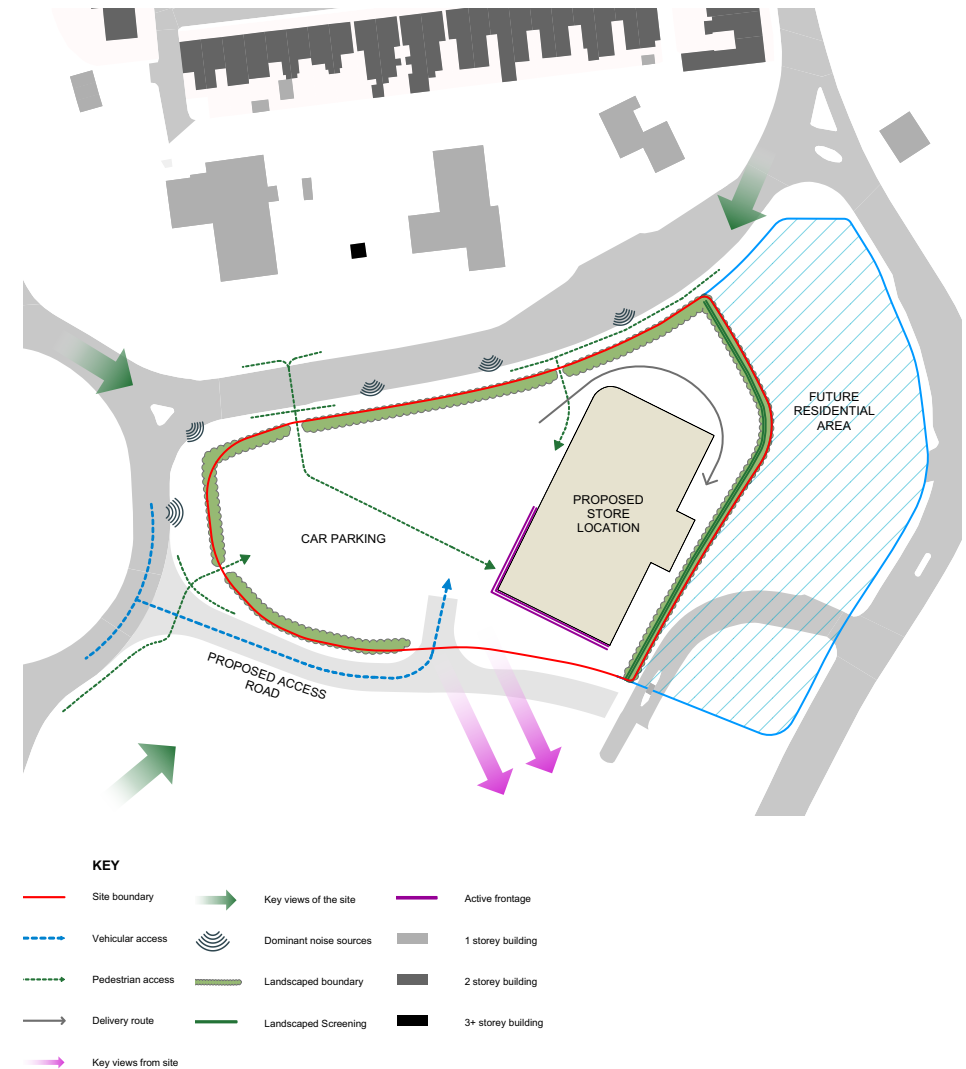
Proposed Site Layout

4.7. Layout and Site Access

The proposed scheme follows a number of layout principles:

- Responds to the existing access off of the roundabout, developing this to provide a suitable vehicular access road
- The store main entrance looks out across the car park and the site access for ease of access and to provide natural surveillance.
- The active frontage of the store is orientated towards the roundabout, the direction from which traffic enters Porthcawl, enhancing and celebrating this Gateway site
- A number of pedestrian access points are provided, recognising that customers will walk to and from the site from a number of directions, including the residential sites to the North and the town centre to the West.
- Service delivery and plant areas are to the North of the site away from public areas and screened from view
- Disabled and Parent & Toddler parking spaces are located nearest the store entrance with clearly defined and safe pedestrian routes.
- The provision of covered cycle hoops and electronic vehicle charging points with the infrastructure for more in the future will promote and drive the use of more environmentally friendly forms of transport.
- The building is positioned to enable the majority of the site to benefit from the picturesque views South, towards the sea
- The site boundaries are softened by stretches of soft landscaping. The parking layout will provide the opportunity to integrate additional landscape.
- The building is turned so as to not overlook the land to the East, identified for a future residential development

The resulting scheme aims to create a new food store for the community within a contemporary building, the design of which is detailed in the next section.



4.8. Appearance and Scale

The architectural design of the food store is that of a single storey contemporary building with a distinctive, curving mono-pitch roof. The roof pitch is orientated such that the higher elevation is facing the roundabout to the Northwest.

Full height shop front glazing is wrapped around the western corner, identifying the main entrance and enhancing the building's interaction with the car park/public realm through the creation of an active frontage.

The main entrance lobby is further defined by a simple cantilevered canopy that also shelters the trolley bay and customers entering and exiting the building. Another feature of the design is a continuation of high level ribbon windows along the tallest elevation such that daylight into the retail area is maximised.

We feel the design is suited to its location, responds to the site context. and brings the innovation which is called for in the local policy and development brief. It offers a mix of materials suited to the local environment and vernacular, whilst presenting a striking contemporary design which local people will be proud of.



Proposed Elevations

4.9. Comparison to Tender Bid submission

ROOF AND CANOPY COMPARISON

----- Extent of overhang shown on Tender bid submission

