



BASINGSTOKE ROAD READING

DESIGN & ACCESS STATEMENT

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Project No. 170285

INTRODUCTION

Whittam Cox Architects have been commissioned by Wm Morrison Supermarkets Ltd to extend the existing retail offer at Morrisons Basingstoke Road, Reading. Our brief was to provide a new Reading Barbers pod, to be located within the existing car park.

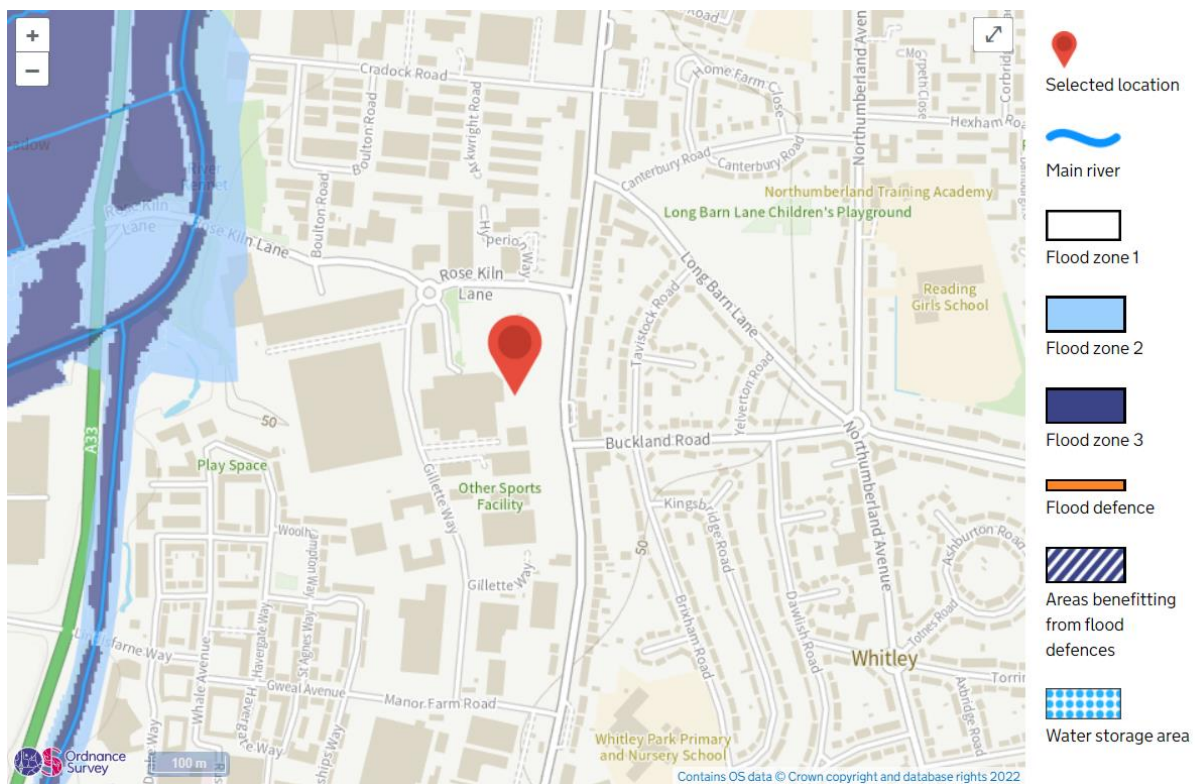
SITE CONTEXT

The site is bounded by Rose Kiln Lane to the north; the B3031 Basingstoke Road to the east; automotive, foodstore and leisure units to the south; and Gillette Way and Brunel Retail Park to the west. The Morrisons car park is accessed via Rose Kiln Lane and Basingstoke Road with pedestrian links provided via Rose Kiln Lane, Basingstoke Road and Gillette Way. There are bus stops located on Gillette Way and Basingstoke Road further providing accessibility to the site.

SITE ANALYSIS

The site is located within the existing Morrisons car park and as such is comprised of a maintained tarmac surface and some landscaping. The proposed Reading Barbers pod has good access from the existing car park area to the north and east of the store entrance.

The rainwater run-off from the roof is the same surface area as that from the existing car park surface therefore no local flooding or detrimental conditions are envisaged and there are no direct risks from flooding. It therefore must be stated that the proposed modular pod will not have a detrimental effect on the flood risk to the existing area or businesses on site. The existing site lies within flood zone level 1 which noted a low probability of flooding. Please see GOV.UK flood map for planning.



SITE LAYOUT

The choice of location for the Reading Barbers pod is not only complimentary to the existing use of the site but also purposefully promotes economic activity within a key retail location.

Access to the pod is via the existing Morrisons car park access and through the existing retail car park. Careful consideration has been placed in the positioning of the pod to ensure that there is no disruption to vehicular and pedestrian circulation and that site will continue to operate as existing. The pod is positioned on existing park bays which will reduce the total parking numbers by 3 standard car parking bays. Existing white lines will be burnt off and the new area will be de-marked to provide safe access into the new pod.

THE DESIGN

READING BARBERS POD

The proposed Reading Barbers pod is prefabricated single storey unit where pod itself occupies a total of 3 parking bays. Please see the supplied drawings for further information.

Concerning the flow of traffic and general use to and about the site, it should be mentioned that the pod is designed to be in a convenient location for customers who have either made a pre-arranged appointment or for walk-in service.

With regards to drainage the pods will link into the existing car park drainage system.

Wm Morrison Supermarkets Ltd would also add that Barbers offer a service which is highly valued by Morrisons customers and firmly aligns with their plan to bring more and more popular and useful services to the communities that they serve. There is no disruption to their normal operation.

CONCLUSION

The scheme seeks to revitalise the existing Morrisons car park by offering more choice to customers and generating new employment opportunities through the provision of the Reading Barbers pod.

Wm Morrison Supermarkets Ltd hope that the advantages of this proposal as well as the overall benefits to the local community will be supported.