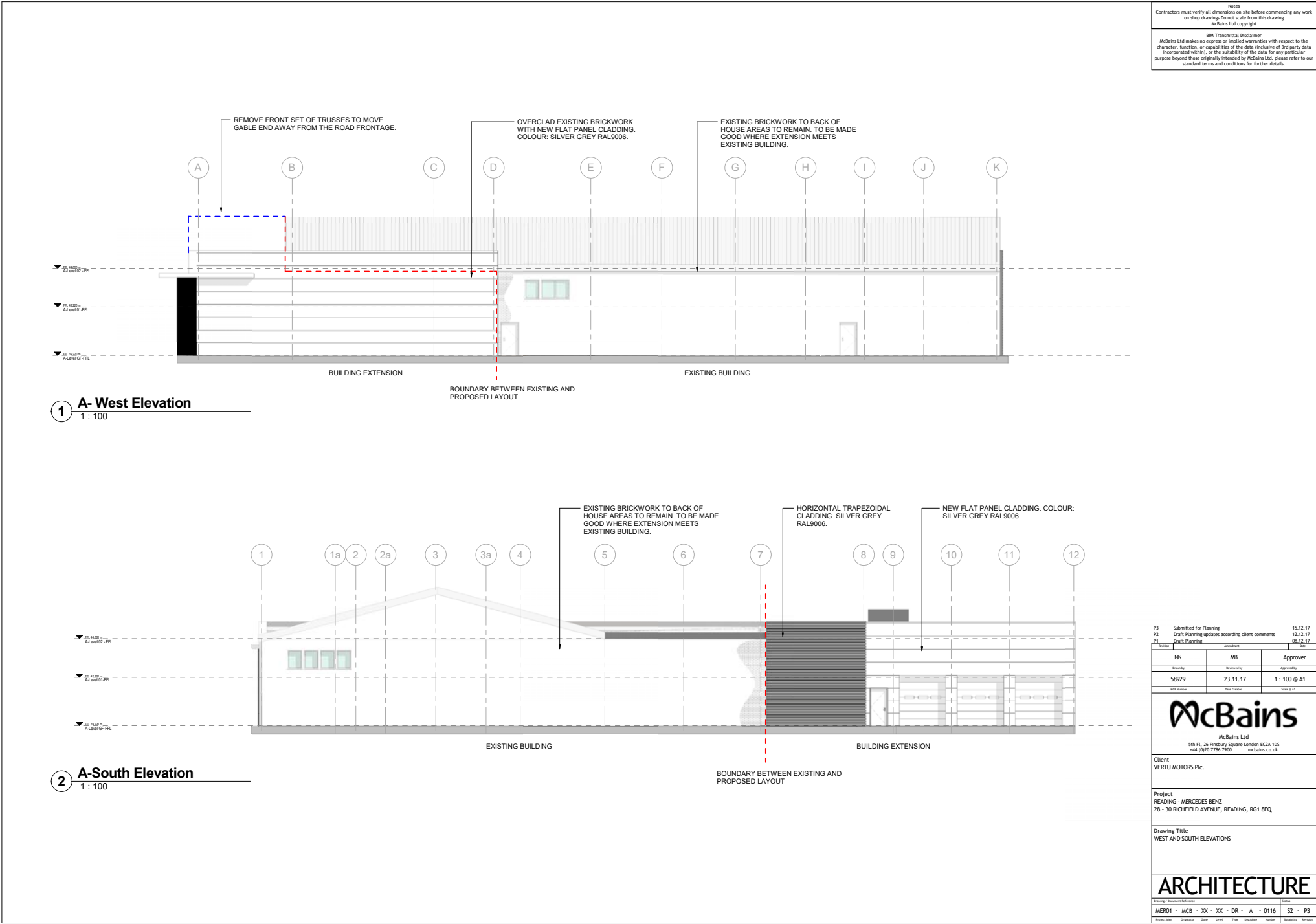


3.0 Design Proposal

3.7 Proposed Elevations



Mercedes-Benz, Reading

4.0 Supporting Information

4.1 Employment

4.2 Parking Provision

4.3 Vehicle Tracking

4.4 Mercedes-Benz Precedent

4.5 Material Palette

4.6 Flood Risk Assessment

4.7 Sustainability statement

4.8 Inclusive Design

4.9 Secure by Design

4.0 Supporting Information

4.1 Employment

The current dealership directly employs 63 staff of which 11 are part-time positions. The existing parts department will be moved off site into a dedicated facility and will continue to operate with the existing staff, it is expected that due to the move this team will grow from 14 to 20 employees.

At the main dealership the development will allow Vertu to grow over the next 3-5 years to a total of 87 employees. 68 full time and 19 part time employees.

4.0 Supporting Information

4.2 Parking Provision

The below tables set out how the proposed development improves upon the current parking provisions and brings them in line with the standards set out in the ‘Revised Parking Standards and Design’ - Supplementary Planning Document Adopted 31st October 2011

	Maximum Parking Standards			
	Zone 1	Zone 2	Zone 3	Zone 4
Other Land Uses 1 per m²				
Vehicle Sales	1 space per 3 FTE staff 1 space per 15 display cars**	1 space per 2 FTE staff 1 space per 10 display cars**	1 space per 1 FTE staff 1 space per 10 display cars**	1 space per 1 FTE staff 1 space per 10 display cars**
Vehicle Servicing	1 space per 3 FTE staff & 3 per service bay	1 space per 2 FTE staff & 3 per service bay	1 space per 1 FTE staff & 3 per service bay	1 space per 1 FTE staff & 3 per service bay
Vehicle Parts	1 space per 3 FTE staff	1 space per 2 FTE staff & 1 space per 50m²	1 space per 1 FTE staff & 1 space per 40m²	1 space per 1 FTE staff & 1 space per 30m²
Filling Station *	-	1 space per 2 FTE staff*	1 space per 2 FTE staff*	1 space per 2 FTE staff*
Theatres	***	***	1 per 7.5 seats	****

	EXISTING	PROPOSED	DIFFERENCE	NOTES
CUSTOMER (SALES)	10	31	21	
CUSTOMER (SERVICE)	11	42	31	All service customers will be greeted in the service drop off area where there car will be taken into back of house storage or directly to the workshop.
DEMONSTRATORS	0	13	13	
USED DISPLAY	43	84	41	
BACK OF HOUSE (incl. Visitor, Staff & Storage)	138	138	0	
Total	202	308	106	

SALES AREA				
Showroom	10	14	4	
Used Display	43	84	41	
Total	53	98		
Workbays	13	12		

PARKING RATIO				
Sales (No. Display cars per bay)	5	3	2	
Service (No bays per workshop ramp)	0.85	3.50	2.65	

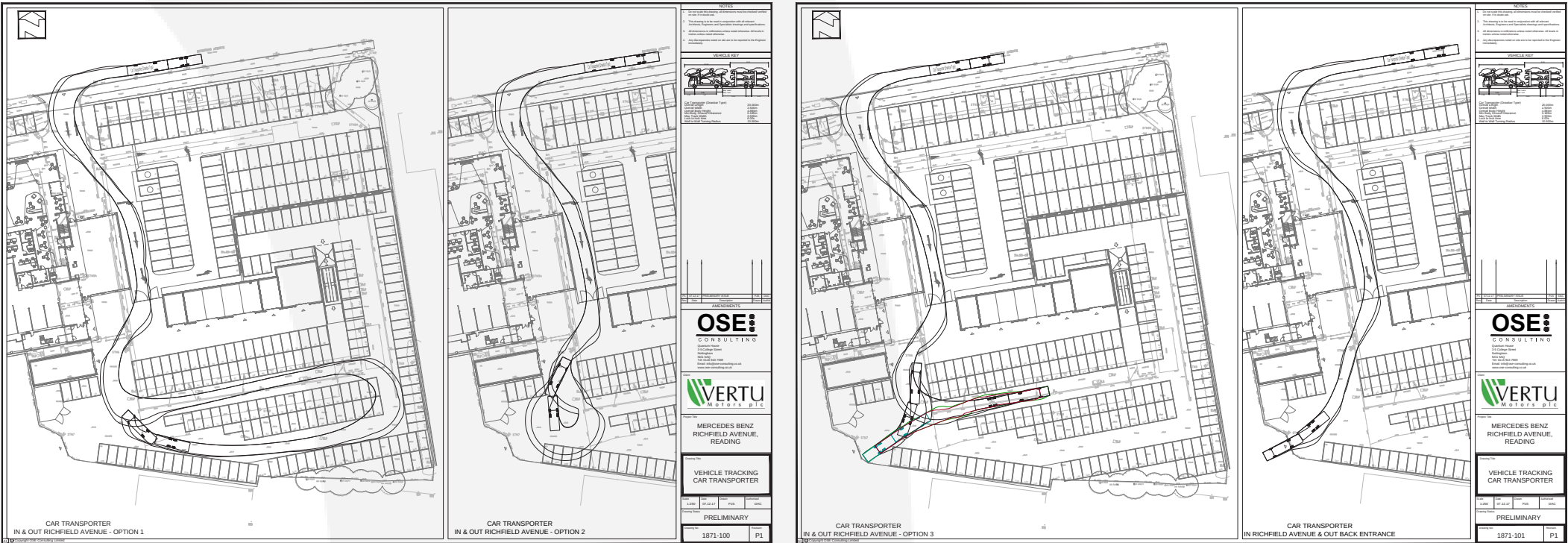
4.0 Supporting Information

4.3 Vehicle Transporter Access

Consideration has also been given to the access of vehicle transporters to and from the site. One of the key objectives for the new site layout was to provide multiple options for the delivery of vehicles to the site.

The adjacent diagrams demonstrate that there are a number of ways that a vehicle transporter can pass through the site or enter and exit via either the Richfield Avenue or rear compound entrances.

By introducing this flexibility into the layout the site has an increased capacity to deal with vehicle deliveries.



4.0 Supporting Information

4.4 Examples

Examples of completed Mercedes-Benz dealerships. Highlighting the branding and types of materials that are to be used.



Photographs of Cheshire Oaks - Completed Mercedes-Benz Dealership

4.0 Supporting Information

4.5 Materials

Images of typical materials that are to be used throughout the development.



Mercedes-Benz canopy and collonade



Back of house cladding and boundary treatment



Glazing with flat cap mullions



Typical parking signs and demarcation for used display and customers



Block paving to customer walkways



Mercedes-Benz entrance feature

4.0 Supporting Information

4.6 Flood Risk Assessment

Please refer to the 'Flood Risk Assessment' prepared by RPS Water for full analysis.

Key Points:

- The development site is within the Environmental Agency's iwithin the historic flood extents and is classified as Flood Zone 2.
- Based on the compatibility of developments within each flood zone, the site is suitable for all types of development.
- No change in runoff volume or rate is therefore envisaged and hence no surface water runoff management is considered necessary.
- Providing the mitigation measures discussed are implemented it is considered that the risk of flooding to, and from, the site will be minimal.

4.7 Sustainability highlights

The proposal is committed to building a development that offers a sustainable solution for the site and a holistic approach to sustainability is being taken with the design, management and operation of the building and business.

The design strategy employed will enable the integration of all site development from building design, construction, operation and maintenance to minimize resource consumption and the buildings environmental impact

Sustainable Highlights:

- Building adaptability to enable flexible and modern design to enhance life span.
- Materials selected for their expected life cycle.
- Light weight construction.
- Building and facilities designed to enhance well being of staff and public.
- Good accessibility.
- Travel plan intended to be implemented.
- Electrical vehicle charging points.
- Building use is suitable for the location.
- Large areas of glazing to optimise daylighting.
- Lighting with energy efficient controls

4.8 Inclusive Access

The proposal will be fully accessible to all in accordance with the Approved Document M of the Building Regulations, The Equality Act 2010.

Inclusive design includes:

- The motor dealership will be operated by a national operator with its own inclusive design policies for customers and employees including those required by motorbility.
- All corporate, directional and information signage in accordance with recommendations of the sign design guide.
- Firefighting lift and stair and oversided doors.
- Level threshold at all access points into the building.
- Footpaths and clearly identified pedestrain routes.
- Accessible counters
- Accessible WCs.

4.9 Secure by Design

The scheme has assessed crime prevention and security matters in both site specific constraints and in the context of the motor-retail use. Due consideration has been given to the following:

- Good passive surveillance & visibility from the building to outside spaces.
- CCTV coverage.
- Improved site lighting and illumination from the building.
- New defined public routes.
- Way-finding signage and external finishes to ensure that customers and occupants feel secure.

5.0 Conclusion

5.1 Proposal Conclusion

5.2 CGI View

5.0 Conclusion

5.1 Proposal Conclusion

The development proposal is appropriate with regards to the use, appearance and its commercial character is fitting to the surrounding context. The scheme offers to deliver the following:

- A well detailed and contemporary building that will enhance the area.
- The proposal offers an improved street scene.
- Creates a more hospitable environment to pedestrians and cyclists.
- Provide a service to the local community.
- Creates new employment, apprenticeships and training.
- Creates an exceptional workplace for staff.
- The proposal offers an appropriate solution for the development of the site, whilst remaining consistent with the wider development objectives of the area.

5.0 Conclusion

5.2 CGI View



