

St.martin's Centre Caversham

RETAIL POD
DESIGN STATEMENT

**BARTON
WILLMORE**



DESK TOP PUBLISHING AND GRAPHIC
DESIGN BY BARTON WILLMORE

This artwork was printed on paper using fibre sourced from sustainable plantation wood from suppliers who practice sustainable management of forests in line with strict international standards. Pulp used in its manufacture is also Elemental Chlorine Free (ECF).

Barton Willmore

Copyright

The contents of this document must not be copied or reproduced in whole or in part without the written consent of Barton Willmore.

J:\18000 - 18999\18500 - 18599\18511
- Waitrose Street Side, Caversham\A5 -
Reports & Graphics & Photos\Reports\
Design Statements\Waitrose St Martins
centre Pod

Document Status:	Draft
Revision:	-
Author:	Silviu Pasargiu
Checked by:	Romy Panesar
Authorised by:	-
Issue Date:	September 2016



CONTENTS

01	INTRODUCTION - 4
02	SITE CONCEPT - 5
03	DESIGN EVOLUTION - 6
04	FINAL SCHEME DESIGN - 7
05	PROPOSED MATERIALS - 9



1.

INTRODUCTION

We provide below a summary of the architectural and material strategy for the proposed retail structure within St Martins Square.

The design intension on this site have been informed by a combination of the functional requirements for a retail structure or 'pod' which will enable the sale of goods within the existing retail environment of St Martin's Centre in Caversham. The structure is required to act as a direct point of sale for passing consumers within the external environment. The concept will provide an external point of sale to add to the existing mix of retailers.

2.

SITE CONCEPT

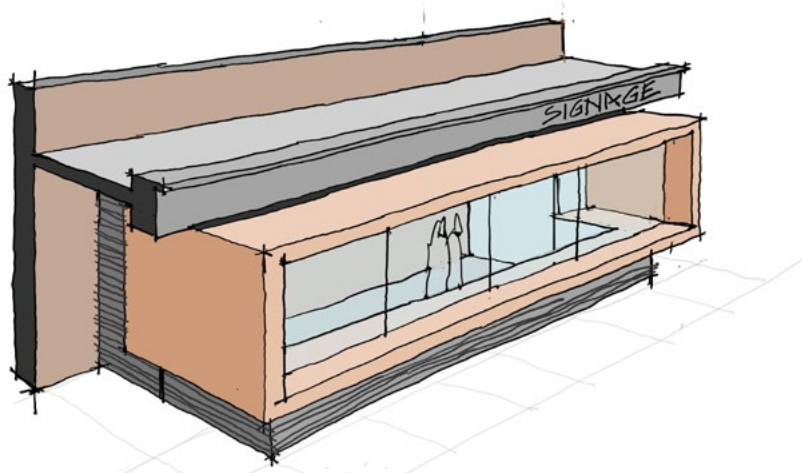
The structure is designed to use a vacant space along the north-west of St Martin's Square and along a blank non-active elevation. The single storey element will be constructed under the existing projecting canopy but project as a separate enclosure. It is anticipated that the location of the unit will attract passing trade from both directions of the centre, being Church Street and the rear car park.



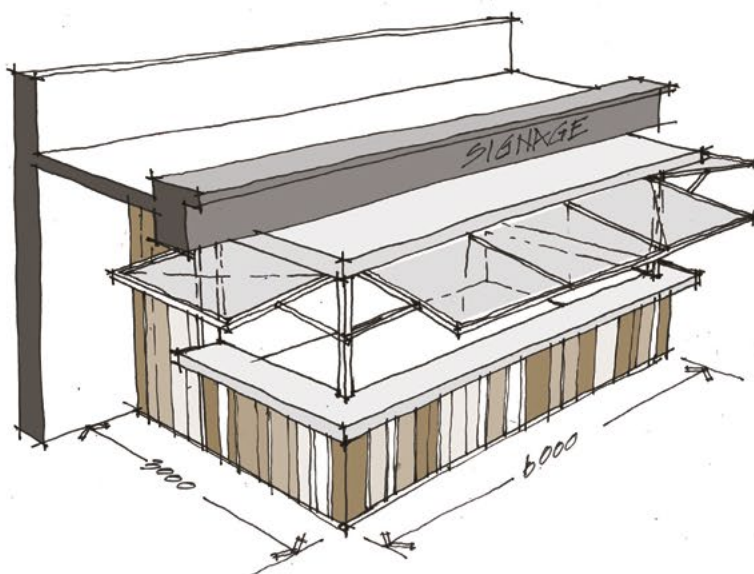
3.

DESIGN EVOLUTION

DESIGN DRAFT 1



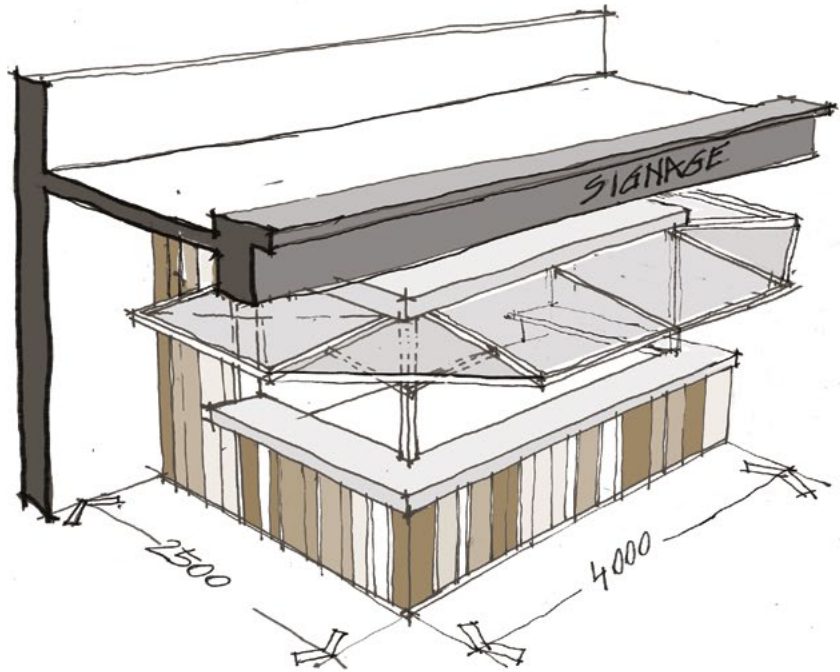
PRE APPLICATION DESIGN



A pre application meeting was held on 1st July 2016 with the Planning Officer where the plans and illustrations for the 'pod' was discussed. The design presented demonstrated the pod location, size and materials. Whilst the idea and materials for the pod were acceptable, the planning officer suggested the size of the unit could be reduced from the 6m width. In terms of the appearance it was noted the materials considered would be distinct from the main proposed centre which added to concept and character of the proposal.

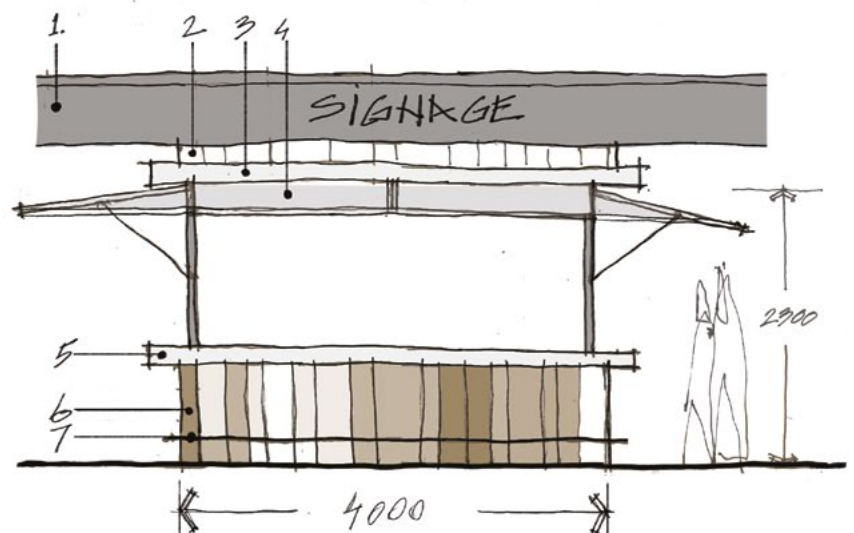
4.

FINAL SCHEME DESIGN

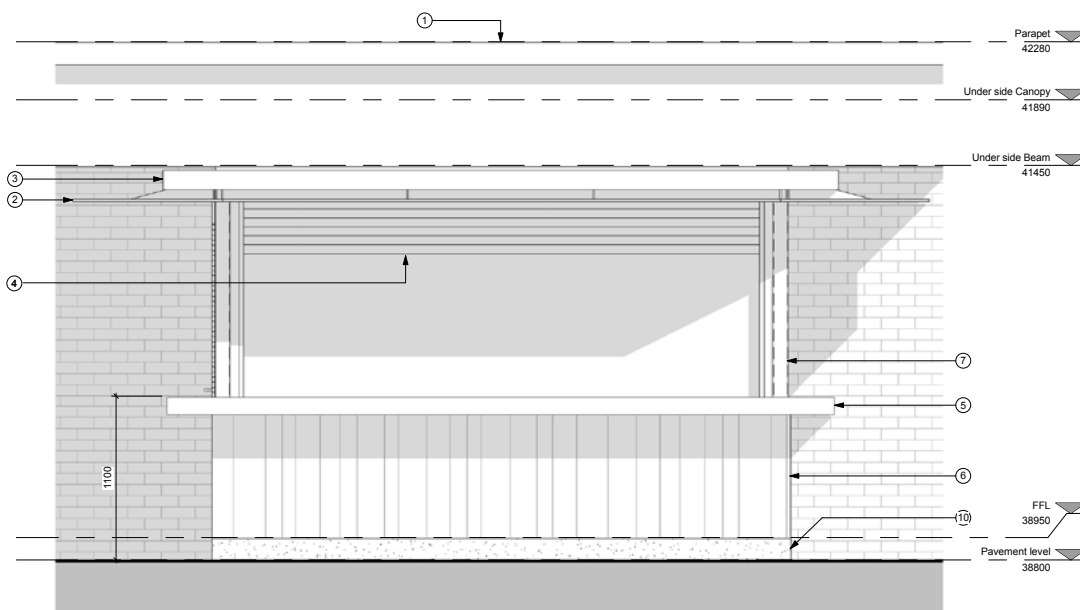


In plan the unit measures 4m x 2.5m. The internal arrangement is to allow for a flexible enclosure which will appeal to a number of retailers, to trade from coffee to a florist. Therefore the proposed depth of the unit allows for counter/serving zones along the frontage to 3 sides and a back area for storage etc.

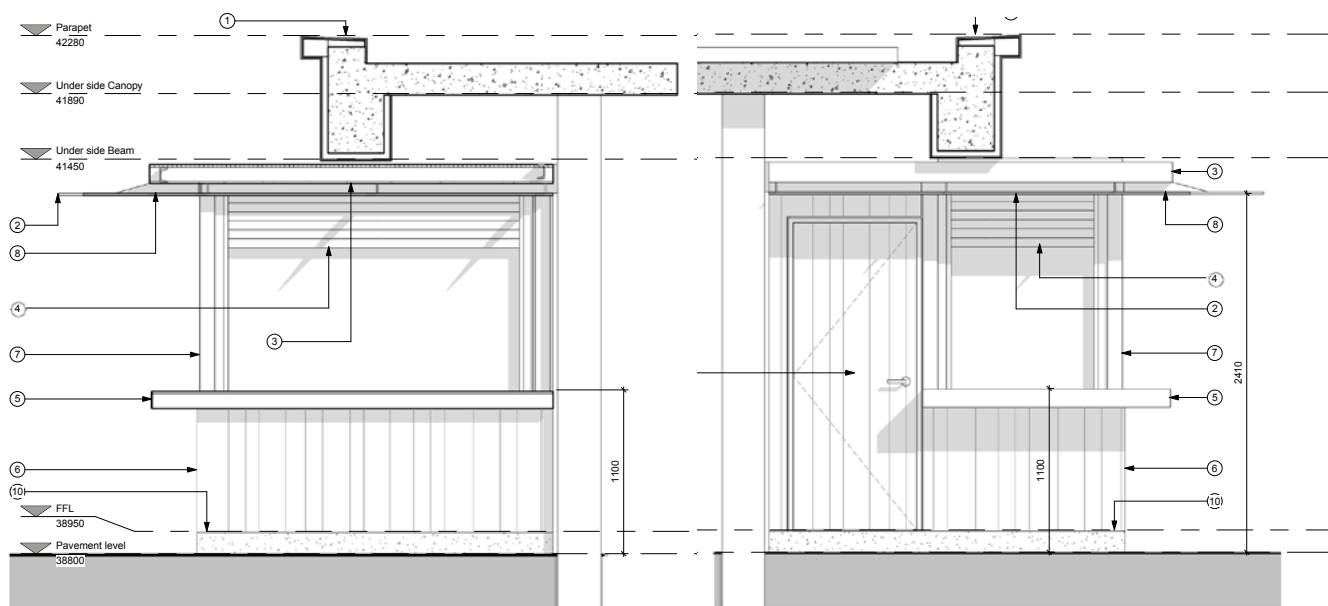
The structure is designed to provide a light weight appearance on high traffic area. The projection from the existing shop fronts allows it work like an interactive 'stop and go' retail unit. Therefore the function of the unit will provide open elevations on each side working as a serving zone from a counter top. The counters will be set at 1100 above the ground. These open elevations also minimise obstruction to the existing retail units to the south. At high level a fixed canopy will be installed to provide weather protection which will project from the edge of the existing concrete canopies. Openings during out of hours will be made secure with vertical metal roller shutters.



1. CANOPY
2. SHADOW GAP DETAIL
3. ZINC ROOF
4. POLYCARBONATE SHUTTER
5. ZINC WORKTOP
6. RECLAIMED TIMBER CLADDING
7. STAINLESS STEEL CIRCULAR SECTION



South Elevation



East Elevation

West Elevation

Key

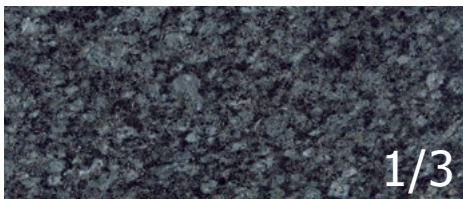
1. Existing/ proposed/ refurbished canopy
2. Clear laminated glass canopy with black slim line anchor beams/ brackets
3. Zinc roof system to solid projecting element
4. Grey 'out of hours' security shutters
5. Grey Granite counter top system and down stand
6. Oak cladding to base of unit formed from sawn effect timber panels – multi-shade hand selected panels
7. Columns finished in stainless steel
8. Stainless steel fin plates
9. Oak door to sit flush with cladding
10. Raised Grey Granite plinth to base of pod unit

Overall the retail pod will also sit above the floor level with a plinth arrangement which primarily is provided to allow the pod appearance to 'float' above the floor giving a temporary and lightweight aesthetic. The base material will be granite to allow for cleaning and maintenance of the square.

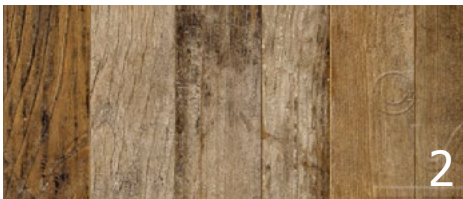
In summary this unit in plan terms is designed to provide flexible trading accommodation whilst also acting as a design feature attracting passing trade and contributing to the vibrancy of the centre.

5.

PROPOSED MATERIALS



1/3



2



8

List of Materials:

- 1, Raised granite plinth to base of pod unit
- 2, Oak cladding to base of unit formed from sawn effect timber panels – multi-shade hand selected panels
- 3, Grey Granite counter top system and down stand
- 4, Grey 'out of hours' security roller shutters to all elevations
- 5, Clear laminated glass canopy with black slim line anchor beams/brackets
- 6, Paving around unit to match as a continuation of existing proposed paving system
- 7, All ironmongery to doors etc. in satin stainless steel
- 8, Zinc roof system to solid projecting element

The overall the unit will likely be constructed from pre-fabricated strategies. Therefore materials such as timber will feature to provide the main low level elevations. Treated oak cladding panels with a range of sawn textures and staining will provide a unique pattern. Oak is a high quality timber, sustainable, weathers well and the hardwood is a durable for this application. This material strategy also fits in with the natural environment and enhanced tree planting within St Martins Square. The glass canopy at high level will be constructed from a clear laminated system and supported by slim line steel anchor beams finished in black. The visibility of the steels will be minimal in the arrangement of the glass canopy system. The counter-tops will be constructed from a smooth granite system as a durable external material.

