



New Retail Unit, Wilton Gate. Design Statement

PROJECT NAME	New Retail Unit, Wilton Gate, Netherhampton
DATE	17.10.25
LOCATION	Tamworth Studio
PROJECT REF	250099-8001-01

1.0 Introduction

This document is in support of a new retail unit on the Wilton Gate housing development in Netherhampton, near Salisbury.

The wider housing development was an Outline Approval under Wiltshire Council planning reference 19/05824/OUT. This made allowance for residential, a local centre primary school, employment, public open space, landscaping, vehicular accesses, access road and associated infrastructure and landscaping.

A Reserved Matters Application (PL/2021/08735) and subsequent Variations of Conditions Application (PL/2023/09203) were submitted and approved which covered the reserved matters to the local centre. This was carried out by Vistry Group.

Subsequently, LSP Developments have been appointed to deliver the local centre on behalf of The Cooperative.

This has led to a reassessment of the design to suit the operator requirements and site constraints.

Site Context



2.0 The Site

The site is located within Phase 1 of the new housing estate positioned on the main distributor road which runs to the southern boundary of the local centre site. A retained public bridlepath, Foxmore Drove runs to the east of the site.

An apartment block is located to the west whilst there are two-storey residential units to the north.

The site slopes from south to north with a 2-3 metre fall across the site. This poses problems with a building having a relatively large footprint in relation to the site, and the requirement for level access across the car park to comply with Approved Document Part M.

3.0 Previous Proposals

The previously approved scheme (ref: PL/2023/09203) simplified the form of the local centre in a single rectangular building better suited to convenience store operators.

The proposal included a mansard roof with a gable projecting to the front elevation over the main entrance.

The building was generally faced in red brick with grey roof tiles with an area of flint / render cladding around the entrance.

The car parking was located in front of the store accessed from the main access road through the

estate. Delivery vehicles had to reverse off this road into a bay to the front of the building.

The car parking provided 15 spaces, one of which was accessible. There was no electric vehicle charging provision which is not in accordance with Approved Document Part S.

There was also no clear and obvious place for external plant which is required for a convenience store which should be mounted at ground floor level for ease of maintenance.

Previously Approved Site Plan



4.0 Updated Proposals

The revised proposals keep the same basic form of the approved building, with subtle differences. A standard pitched roof with a ridge has replaced the mansard roof. This keeps the same principle but makes maintenance easier for the operator. It also discourages anti-social behaviour as the flat top to the mansard could be easily accessed.

A gable projects from this form to provide emphasis and visual signposting to the customer to the entrance into the building.

Buff bricks have been proposed as the main material. It was noted that both red and buff bricks are proposed on the wider housing development. The entrance gable is then picked out in render. Grey roof tiles match the original proposals. Buff bricks were chosen to highlight the alternative use of the building, especially as the surrounding residential properties have red brick elevations.

A panel of brickwork with alternating projecting courses provides a different texture to the front elevation in an area where shop fronts are not required due to storage and back-of-house operations.

The building has been moved east, away from the residential apartment block to the west which helps deal with the change in levels to the western boundary, and allows the service yard to be placed on the western side. Retaining structures to the northern and western boundary are to be provided by Vistry.

Moving the building allows the delivery vehicles to turn within the site boundary, allowing all vehicles to enter and exit site in forward gear, thus improving highway safety. 14 car parking spaces are proposed, including one accessible, one parent and child, and one electric vehicle charging space.

A dedicated pedestrian access has been provided adjacent to the vehicular access. Whilst it would have been preferable to retain the shared access with the pedestrian access to the apartment block, site topography meant this was not achievable.

Great care has been taken to tie the levels to the Foxmore Drove to the east of the site to avoid the requirement for steps. This was considered important given the location of the cycle parking on this side of the site to promote sustainable and active travel.

5.0 Access

As previously discussed, the site is accessed by vehicles from the main estate distributor road. The site has been designed so that all vehicles enter and exit site in forward gear.

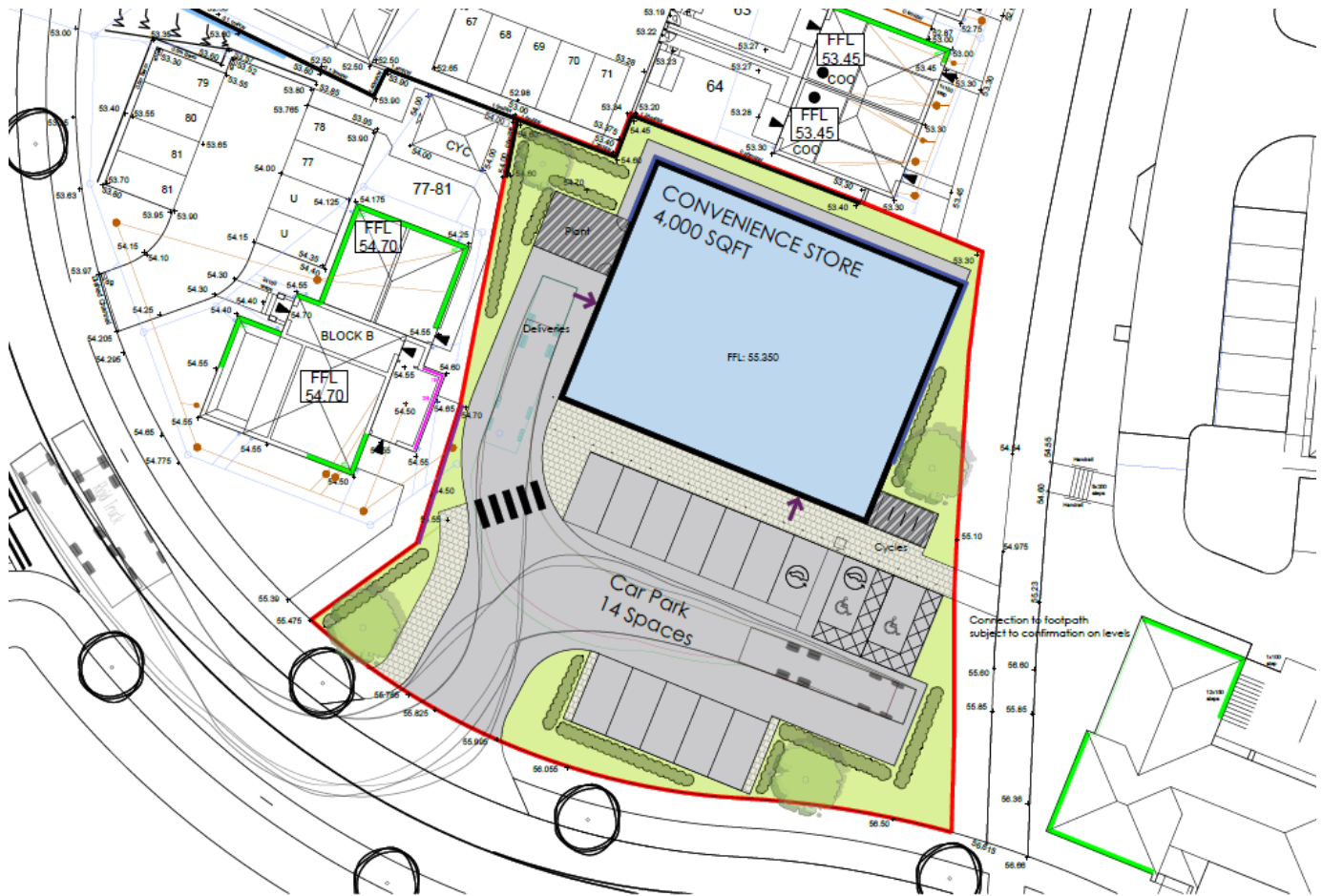
Pedestrian access is via the pavement of the distributor road and Foxmore Drove. This connection aims to encourage non-vehicular trips from within the development.

All site gradients to pedestrian and vehicular routes are no steeper than 1:21, complying with Approved Document Part M, and being suitable for operator requirements for unloading goods.

A cycle shelter is proposed to the southeastern corner of the building with three stands providing up to 6 cycle parking spaces.

The design and layout of the scheme draws upon guidance contained within BS8300:2009 'Design of Buildings and their approaches to meet the needs of disabled people – Code of Practice' (BSI 2009) and includes level thresholds.

Proposed Site Layout



6.0 Environmental Considerations & Sustainable Developments

The scheme will be designed in accordance with the current Building Regulations to achieve optimum energy efficiency.

A Simplified Building Energy Model (SBEM) will be completed for each unit on the scheme which analyses the energy efficiency of the building in order for compliance to be demonstrated in line with current Building Regulations.

Minimised travel distances of materials and using materials with recycled content is the most sustainable way of making the building as environmentally friendly as possible.

The proposals only cover the building shell. The fit out will be by an individual tenant who will be responsible for their own ventilation strategies, tailored specifically to the individual building use. As such, the use of renewable energy will be assessed by the tenants.

Cycle parking and good pedestrian access aims to encourage sustainable means of transport to and from the site.

7.0 Waste, Recycling & Management

A secure service yard has been provided to the rear of the store waste and recycling bins out of the public view. These spaces offer easy access for the units and minimal disruption to views.

The unit has a dedicated refuse area within their service yard with additional space for bins.

A refuse vehicle will be able to enter and leave the site in forwards gear.

8.0 Design and Security

The scheme has been developed with the intention of creating an accessible and legible design. The site has been designed with good visibility to all public areas from connecting roads.

The open nature of the site provides good natural surveillance of the development. Positioning the car park to the front of the shop ensures that all public areas have a high level of visibility from the main road and surrounding residential properties. There are no public areas hidden from view.

Bollards are proposed to the south elevation of the building facing the car park. These will be anti-ram bollards in key locations to be agreed with The Cooperative.

The development has been laid out with most sides of the buildings open to public surveillance with active frontages.

Service yards will be secure and small hidden segregated areas, paths and access points have been avoided.

Landscaping along the road is low level increasing natural surveillance of the site.

In addition, a good level of lighting will be included around the development.

The inclusion of alarms and CCTV will be the responsibility of The Cooperative although it is envisaged that these will be supplied as a matter of operator policy.

By the very nature of the development, there will be a level of activity that will create a reduced risk of crime and increased sense of safety throughout the day and evening.

Management of the building, hard and soft landscaping is the responsibility of the landlord and / or an appointed management company; this will allow close control to maintain the high standard set at completion of the development.

All facing materials have been selected on merit of their robustness as well as their aesthetic appearance.

9.0 Conclusion

The scheme has been developed with the intention of creating an accessible and legible design. The site has been designed with good visibility to all public areas from connecting roads.

The amendments to the design are intended to improve vehicular and pedestrian safety, and to ensure that the building meets the requirements of the end users.

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