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INTRODUCTION

This design statement has been prepared by ASC Architects to accompany the submission for Resource Consent.

Architectural drawings referred to include:

- Location Plan
- Site Context
- Environmental Constraints
- Site Plan
- Buildings Plans
- Site Elevations
- Building Elevations
- Signage
- Site Sections
- Views

This project, called ‘Woolworths Farringdon Oval’, is located some distance to the south west of the Rolleston town centre. The site is on land located to the west of Goulds Road adjacent to what will be a future round about at the Shillingford Boulevard, Goulds Road intersection. There has been significant residential growth in the southern quarter of greater Rolleston and while housing, school facilities and an adjacent Ryman retirement complex have all been established, the area is lacking a convenient supermarket retailer, hence the need for this project. Considering there is no supermarket retail service in the area, Woolworths New Zealand propose to develop a new supermarket offering together with associated on-line retail offerings. This is proposed to be a full service supermarket with a full compliment of retail departments including general dry goods, butchery, bakery, dairy, fresh fruit and veg, pharmacy and wine and beer.

In addition to providing retail and public amenity, the proposed centre will provide an identity and a meeting place for the residents of the newly developing suburbs.

Not only will the supermarket development compliment and create a focus for the residential precinct, it will also provide a commercial buffer between the significant road intersection to the north and the new dwellings to the south.

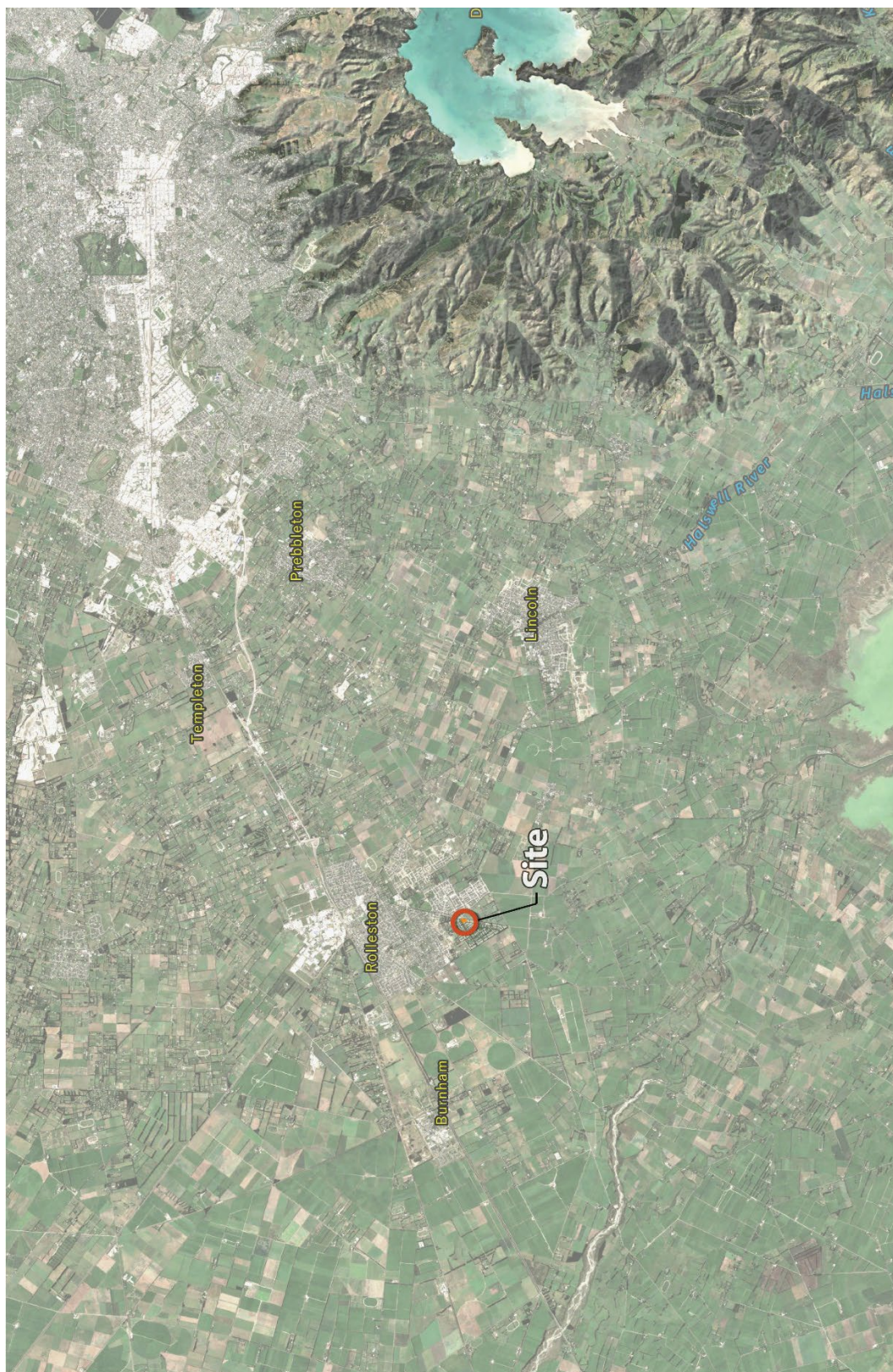
SITE CONTEXT PHOTOGRAPHS







AERIAL and LOCATION PLAN



SITE CONTEXT PLAN



SITE ARRANGEMENT

Located on the south western edge of the roundabout at the intersection of Goulds Road and Shillingford Boulevard, the Woolworths site will be a significant feature at this intersection.

An early childhood centre is located to the north west of the intersection, low density housing to the northeast and east of the site, the Ryman retirement village to the south east across Goulds Road and future residential surrounding the immediate southern and southwestern edges of the site.

The Shillingford Boulevard boundary of the site to the north is set back from the road by a council reserve and landscape strip which is the subject of a separate design solution contextually linked to a wider subdivision design. The Landscape Design Report will describe in detail how the interface between the two sites has been integrated.

A network of pedestrian connections across the roads and between the supermarket site and the surrounding residential neighbourhood, has been complimented and extended into the supermarket site to increase legibility and connectivity.

The supermarket will be a convenient and easily accessible site for pedestrians, cyclists, car-based customers, local residents, the nearby schools and for service and delivery operations.

The proposed development is anchored by a 3500m² supermarket. This includes all the associated facilities which support its operation including customer and staff parking, a back of house delivery area, an online operation with the capacity for both direct customer collection and supermarket courier delivery service.

The supermarket is flanked by two small retail spaces of 120m² to the east of the store and 260m² to the west of the store. These are sized to provide only for the convenience needs of the surrounding residents.

ENVIRONMENTAL CONSTRAINTS



ENVIRONMENTAL CONSTRAINTS

The customer facing side of the proposed development faces north to the sun and the traffic island. This is sleeved by the Council green space and then the parking area to the south so the store is set well back from the street edges.

This setback is a positive way of mitigating the building length and height compared to its residential neighbours. This set back in combination with reduced height as the main store draws closer to neighbours and the introduction of generous glazing which faces publicly accessible open space, all contribute to creating a better integrated and connected design solution.

The street setback provides the consequential advantages of a quieter acoustic environment away from the intersection and a comparatively less congested pedestrian zone adjacent to the store and retail entrances.

Store servicing is located to the south of the site where visual screening can be effectively provided and truck and service vehicle operations can be safely separated from customers.

The store setback to the south mitigates shading and visual overlooking to the adjacent neighbours.

The setbacks and building height reductions together with careful modulation of the roof forms to the west achieve a similar level of improved amenity to the west.

On the eastern face, the online and courier operations are both setback and separated by landscape from the footpath edge. This helps screen the activity and mitigate any height or bulk visual effects to the retirement village across Goulds Road.

DESIGN CONSTRAINTS

Woolworth New Zealand has developed an operational business model for its stores which has evolved and developed over many years. These constraints drive the functionality of a site and store and are a key driver of a project's viability on every site in New Zealand.

While acknowledging that some design requirements cannot be delivered on every site, a key and early assessment of a project's viability compares any necessary concessions to functionality with additional and compensatory benefits which might nevertheless still make a site viable.

Some of these key constraints include;

Adequate at grade parking on a suburban site. This should be visible from street entries and should also be centred around the main store entry. The minimum requirement for a supermarket of some 3500m² GFA is about 180 spaces. Experience shows this is a key decision step for customers. Without adequate and visible parking opportunities, customers will drive somewhere else.

Separation of service and customer access for safety and legibility reasons. It is key that the back of house delivery and courier operations are not customer car or pedestrian movements for obvious reasons.

Store shape and proportion is a key operational requirement as the interior format of a store is the engine which drives the business outcome.

Store customer entry needs to be centrally located to the carpark which in turn needs to be visible to customers arriving to the site. This visual orientation has been shown to work effectively for all customers.

Visibility into the store from the adjacent street and carpark is also known to be a key driver of a customer's decision to come into the store or not. A generously glazed and activated retail frontage is key decision point for a customer to come into the store. A customer will want to "see" that the lights are on and that other customers are inside the store.

Online is a fast expanding part of supermarket retail business in New Zealand. This operates either by delivery directly to customer's home or through a collection service called "Direct to Boot" which is intended to operate on this site. This is an Australian parent company initiative which will be implemented here and enables a customer to drive to the store and have their pre ordered groceries deposited into their vehicle without having to step out of the car.

SITE PLAN



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The supermarket is flanked by two small retail spaces of 120m² to the east of the store and 260m² to the west of the store.

Service and loading is located to the south of the site with drive through truck access from Goulds Road west towards the proposed new road. This solution separates loading completely from the customer area and enables it to be screened visually from any public visibility. Site fencing, landscape treatment and supermarket setback from the south all provide appropriate built form amenity to the residential boundary.

The southeast edge of the site features the “Direct to Boot pick up and drive through area and it is similarly separated from the general parking and pedestrian area to reduce conflicts. Adjacent to this, the courier pick up area has been located so that the number of service entrances to the site can be limited. Both areas are well screened to the Ryman Village with planting and street setback.

Customer parking, pedestrian access, supermarket entry and retail access points are all north facing and separated from the service activities of the supermarket. In this respect these elements of the building achieve the ideal safety and functional outcomes required.

WWNZ have committed to producing 5 star Greenstar Design supermarket's.

The design consideration for Greenstar points are included at concept design to allow for the appropriate integration of items for the RMA submission and subsequent Building Consent documents.

Greenstar initiatives are broad, and many are related to services and commissioning, items that are included in this stage of design are;

Transportation – providing bicycle racks for the supermarket team as well as customers, with provision for end of trip showers for the supermarket team.

Appropriate numbers of EV charging stations and fuel efficient car parking. Roof plant and the enclosure is sized for the appropriate the plant.

Photo voltaic panels are included on the roof with appropriate water source for cleaning.

Consideration is given to soft landscaping with an emphasis on low maintenance species and reduced irrigation requirements.

BUILDING DESIGN

A supermarket is a commercial venture and while the height and scale of the design reflects this, the colour and placement of signs has been used to create elements of different scale and visual interest across the façade. Importantly, the brand colours and signage are openly associated with a supermarket offering.

The north elevation faces the car park and the entry is identified with a generous entry canopy. A lower pedestrian canopy provides protection and shelter along the store frontage and connects the secondary retail at either end of the building to provide continuous cover.

The minor retail tenancies while connected are used as a device to lower the building height and reflect the adjacent residential heights across both roads.

This major public interface is largely glazed and activated to the carpark. Good passive surveillance to the carpark is provided and the store and retail frontages will be lit.

The south elevation features the loading canopy area. The supermarket building is set back approximately 10 meters from the boundary and screened by planting close to the residential edge which provides good visual amenity. Additionally, the south building façade has been modulated in such a way as to help visually reduce its bulk. A variety of materials, textures and colours will be used to achieve this outcome.



ELEVATION 01 - NORTHERN ELEVATION



ELEVATION 02 - SOUTHERN ELEVATION

The western elevation is set back approximately 30meters from Goulds Road and so while the signage appears large in a flat elevation, in reality a combination of the significant setback and the fact that the building edge is wrapped in a very deep loading canopy, both contribute to minimise the visual impact to the road frontage.

The pick up signage is designed to function well and be legible to motorists who are passing and will need to visually orient themselves to where this service is operating. The balance of this elevation is visually recessive.

The eastern elevation is treated in a similar manner to the south, the objective being to have as little visual impact on the residential neighbours. In fact most of this elevation is not visible from the street and only glimpses can be viewed. The following renders give a more accurate impression of how little will be visible when compliant houses are built on the adjacent lots.

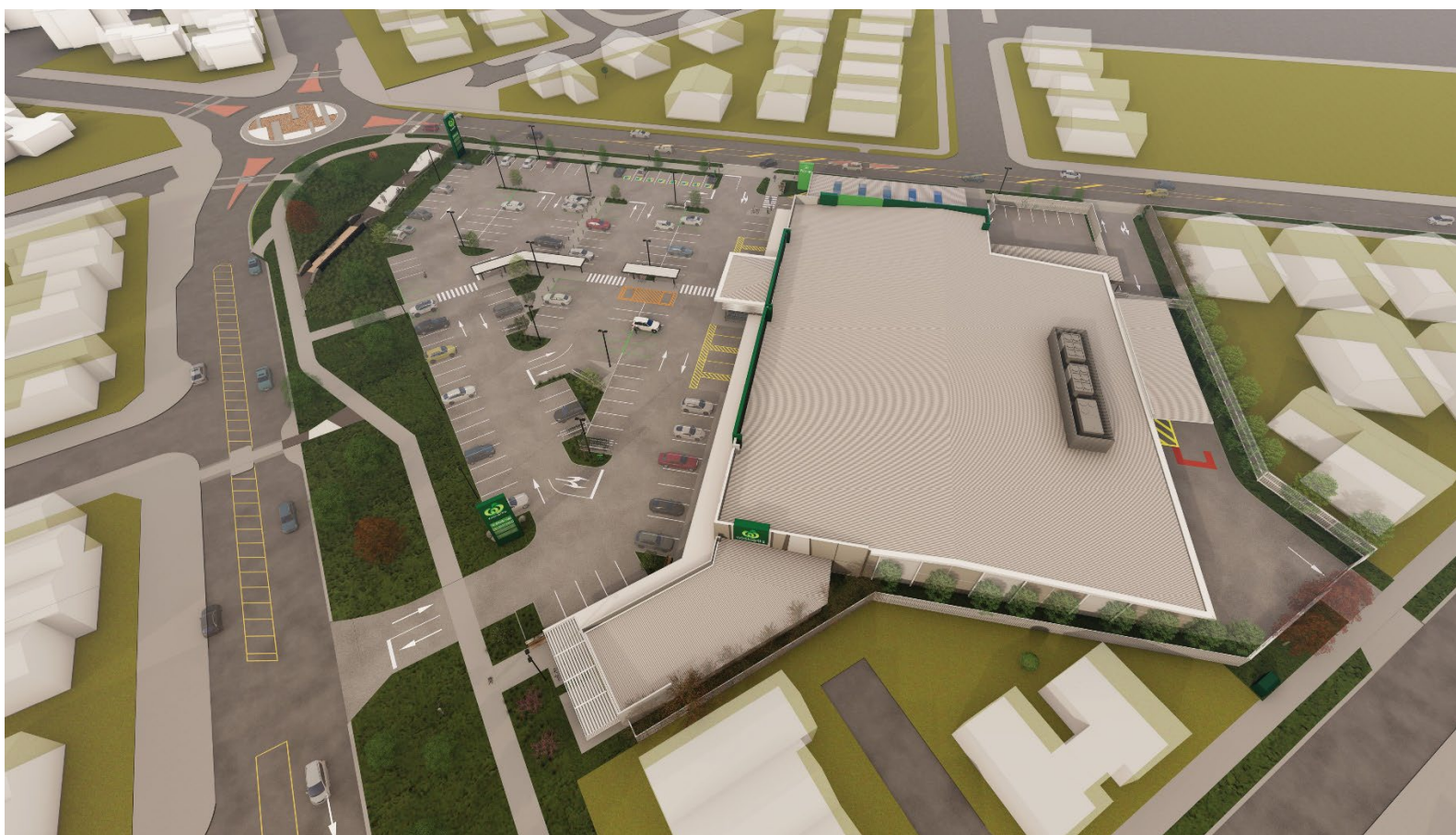


ELEVATION 04 - EASTERN ELEVATION



ELEVATION 03 - WESTERN ELEVATION

GENERAL VIEWS OF THE PROPOSAL









SUMMARY

This report outlines the design intent for the supermarket and minor retail for Rolleston South Farringdon Oval by demonstrating how it responds carefully to its environment and the commercial and operational drivers which will make this development a success.

The design scheme for the project acknowledges the environment that frames it.

There is a single building that forms the basis of the design layout and each building edge performs the function of responding appropriately to the different boundary conditions of the site.

In Summary, Woolworths' objective is to develop a commercially viable and successful supermarket and a vibrant centre for local residents. The design will deliver;

- an appropriately scaled development that responds to its environment. That is safe for pedestrians to use,
- that provides a safe environment for the public to occupy at all hours of the day and night,
- that will meet the functional needs of Woolworths,
- that will safely separate service and consumer traffic,
- that is an appropriate scale and set back to the roundabout,
- that respects and enhances its physical connections to all boundaries whether they be road or residential,
- and that enables and supports cross site connection.

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