



# Holyhead Road Coventry

Design and access statement  
New foodstore

March 2021 | 140004 | Rev C

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Lidl Great Britain Limited  
Axletree Way, Wednesbury | WS10 9QY  
T. +44 (0)121 502 7088  
[www.lidl.co.uk/property](http://www.lidl.co.uk/property)



Whittam Cox Architects  
Carrwood Road, Chesterfield | S41 9QB  
T. +44 (0)1246 260 261  
[www.whittamcox.com](http://www.whittamcox.com)



FPCR  
Lockington Hall Business Centre, Derby | DE74 2RH  
T. +44 (0)1509 672772  
[www.fpcr.co.uk](http://www.fpcr.co.uk)



Avison Young  
3 Brindleyplace, Birmingham | B1 2JB  
T. +44 (0)121 236 8236  
[www.avisonyoung.co.uk](http://www.avisonyoung.co.uk)



Baynham Meikle  
8 Meadow Road, Edgbaston | B17 8BU  
T. +44 (0)121 434 4100  
[www.bm-p.co.uk](http://www.bm-p.co.uk)



PJA  
Seven House, High Street, Longbridge, Birmingham | B31 2UQ  
T. +44 (0)121 475 0234  
[www.pja.co.uk](http://www.pja.co.uk)

### Site address

Holyhead Road | Coventry | CV6 1QB

# 1

## Introduction

## Introduction

Whittam Cox Architects has been appointed by Lidl Great Britain Limited to provide architectural and design related support to their proposals for a new foodstore at Holyhead Road, Coventry.

The site is located to the North of Holyhead Road adjacent to two car dealerships. The site's former vacant factory buildings have been demolished by the vendor to facilitate redevelopment of the site. The site is brownfield land and extends to approximately 0.911 hectares.

### Brief

The proposal briefly comprises:

- a new high quality A1 Lidl foodstore with a GEA of 2,279 sqm and a net sales area of 1,410 sqm.
- 117 car parking spaces (including 7 disabled spaces, 8 parent and child and 6 electric vehicle spaces)
- an attractive hard and soft landscaping proposal
- The proposal will create 40 jobs, split equally between full and part-time positions



The site

# 2

## Context Analysis

## Location

Coventry is a city in the West Midlands located approximately 19 miles south-east of Birmingham centre.

The application site is located within a retail/commercial area 1.5 miles north-west of Coventry city centre. The site is bounded by two car dealerships to the south.

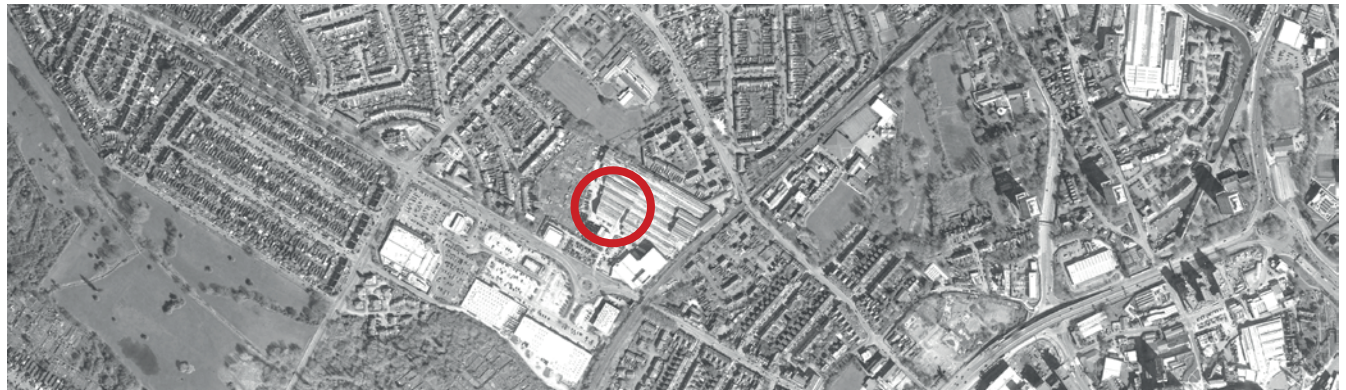
To the south-west, beyond Holyhead Road, is the Alvis Retail Park which encompasses a number of retail units and associated car parking.



UK to West Midlands



West Midlands to Coventry



Site location

Not to scale 

 Site location  
Key



Transport infrastructure

### TRANSPORT CONTEXT

The site is located adjacent to and accessed via an estate road, from Holyhead Road which is a prominent route between Coventry and the A45, which runs along the periphery of Coventry and up to Birmingham. Holyhead Road also provides the primary route between the proposed site, other retail in the area and the centre of Coventry.

There are a number of bus stops in close proximity to the site which provide a regular service into the centre of Coventry and surrounding areas. The context is largely comprised of minor roads supporting the residential nature of the locality. With major roads and the railway linking the town to larger local and regional centres.

- █ Site
- █ Minor road
- █ Major road
- █ Railway
- Bus stop

KEY



Building uses

### BUILDING USES

The site is to the north west of the city centre in a pocket of retail/commercial uses. As the site is located on the periphery of the city centre the locality is largely commercial with a Morrison's food store, drive thru and retail park with supporting residential, leisure and educational uses.

- █ Site
- █ Commercial, Food & Drink
- █ Leisure
- █ Residential
- █ Industrial
- █ Religious

KEY

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# 3

## Site Analysis

## Site photographs

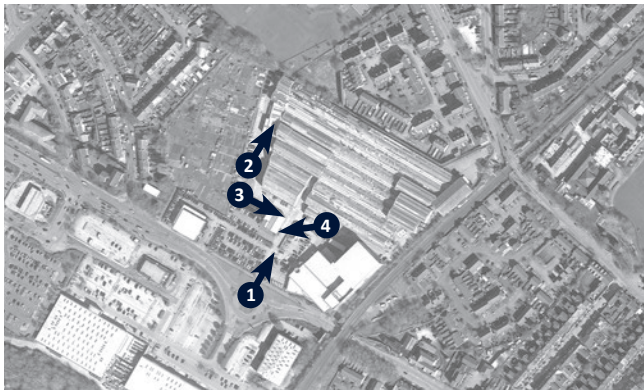
A selection of photographs of the existing site. Please note that the buildings on site have now been demolished.



1 | Primary site access from Holyhead Road



2 | View from the rear of site looking north



Photograph locations



3 | View from the site towards BMW dealership car park



4 | View from site towards reception building

## Site analysis



Not to scale

Site analysis

The former buildings on the site have recently been demolished by the vendor. The site forms part of a wider development parcel, which is proposed to be redeveloped for residential uses and an extension to the Sytner BMW garage.

The former black cab factory was primarily red brick with the height of the highest ridge being approximately 10.5m. The roof arrangement was typical of industrial factories with several ridges, valley's and translucent panels. To the entrance of the site was a smaller sheet clad building.

The boundary treatments of the site are of poor quality with palisade fencing to most of the perimeter and temporary timber fencing to the north-east. The existing hard standing surfaces are also of poor quality.

The site has significant level differences sloping from east to west in a southerly direction.

To the north-east is a mix of residential with a Junior school, college and park approximately 0.3 miles from the site. The south-west comprises of predominantly residential with a Morrison's foodstore, public house and religious place of worship.

- Lidl site
- Vehicular access
- Pedestrian access
- Bus stop

Key

## Local character

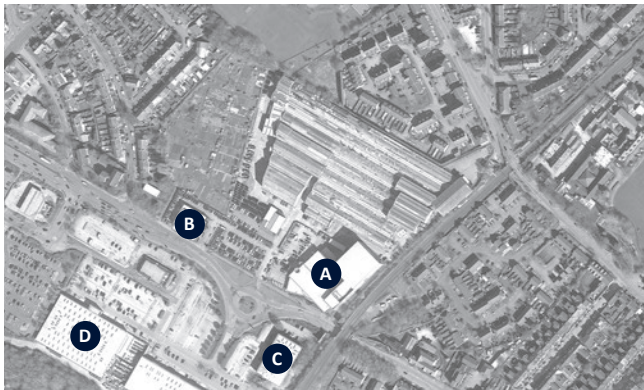
The surrounding architecture is of a similar scale and design to the proposed foodstore, with modern large format units, primarily in commercial use and using materials including aluminium cladding and glazing.



A | Sytner BMW car dealership



B | Sytner Mini car dealership



Photograph locations



C | Alvis Retail Park



D | Alvis Retail Park

# 4

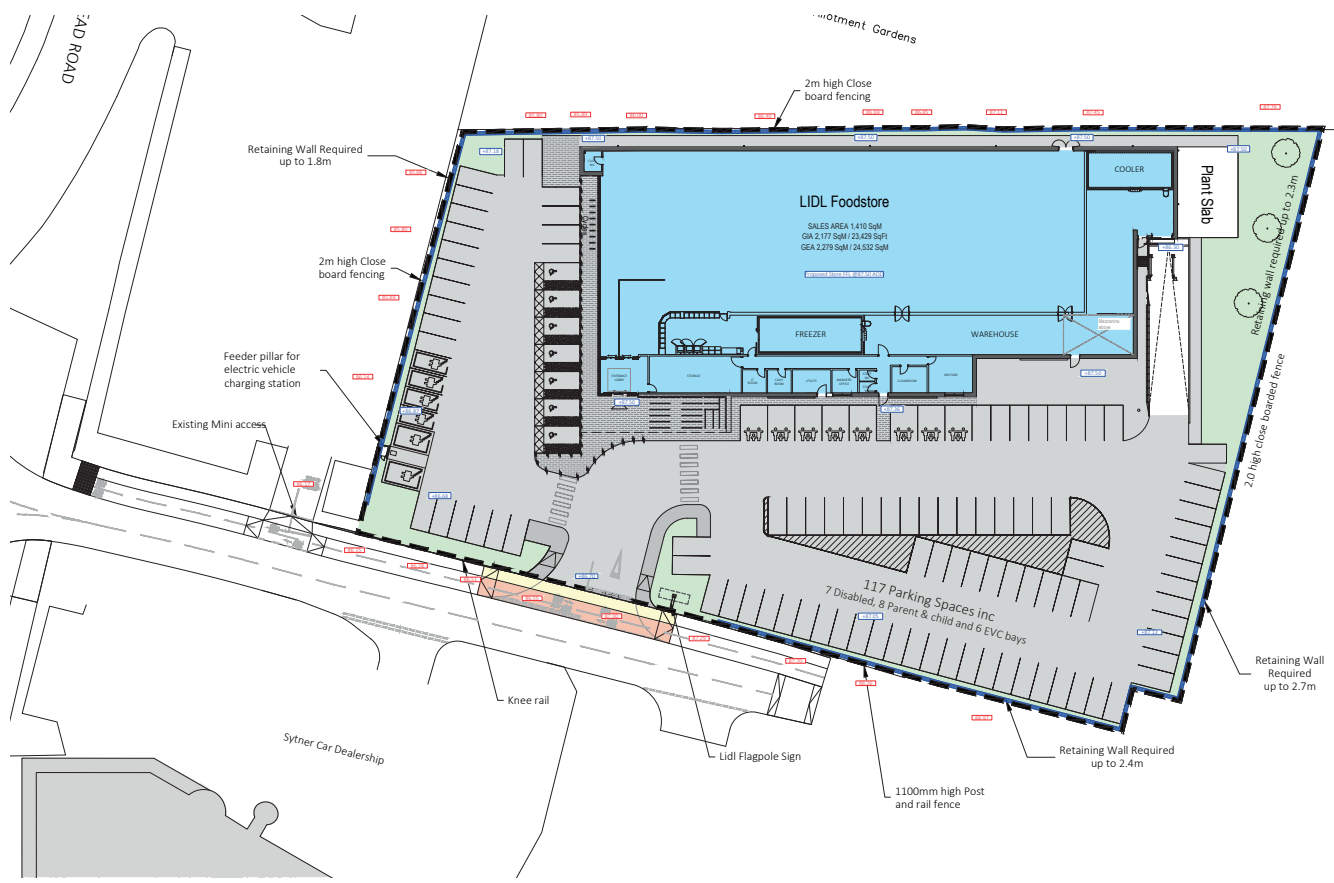
## Proposal

Scheme image



Concept artists impression |

# Site plan



Proposed site plan

The store is situated along the western boundary of the site and orientated such that the glazed elevation including the store entrance faces the approach from the South from Holyhead Road as well as addressing the car park to provide activity to the streetscene.

The site layout ensures that there is sufficient parking to meet the demands of the store. The proposals include covered cycle parking for 18 bicycles adjacent to the store entrance. Pedestrian access is direct from Holyhead Road along which there are bus stops which promote sustainable methods of travel to the store. As part of the wider development proposals the access road is proposed to be amended to include pedestrian footpaths and a protected cycleway from Holyhead Road to the site entrance.

Servicing for the foodstore is via a dedicated service ramp accessed via the car park and caters for the maximum legal articulated HGV size of 16.5m. This is located to the north of the building and designed to ensure that all delivery handling is within the building. Plant for the store's operation is also located to the northern side of the store.

## Elevational design

The building's size and appearance is consistent with the existing street scene, using modern materials and simple form to create a clean aesthetic that reflects its context. Its prominent glazed curtain wall creates a focal point to the building whilst also providing views into the store. The grey and white aluminium panels in which the building is clad is consistent with retail and Commercial buildings within the building's locality.

The store entrance is indicated through the building's canopy and proposed store signage to aid legibility to customers. Where the building's canopy meets the building the horizontal datum is continued around the building with a shift in cladding colour to further break up the elevation. At the base of the elevation, a grey plinth anchors the building to the ground and provides a weather resilient finish.

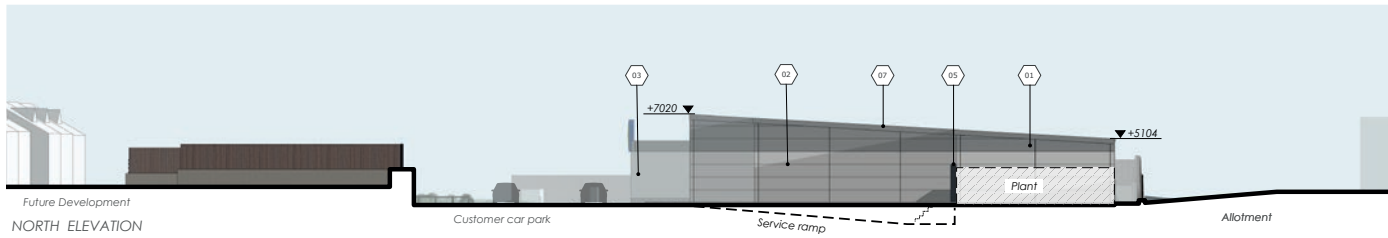
The materials used are specified due to being low maintenance and so maintaining their performance and appearance over the building's lifespan.



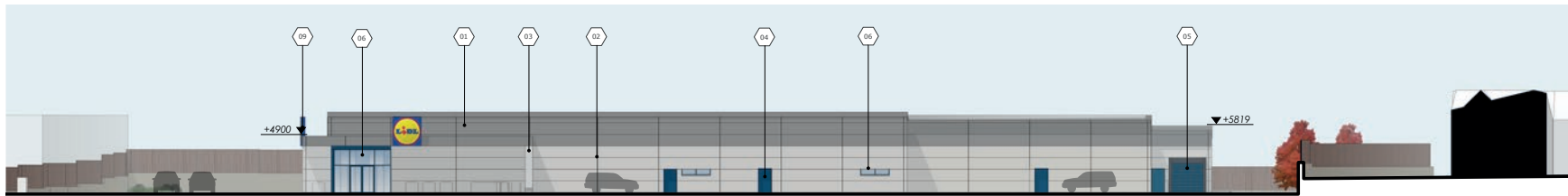
Concept artists impression |



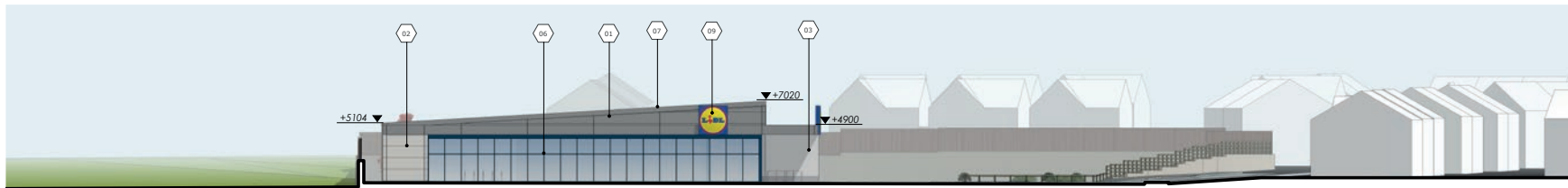
# Elevational design



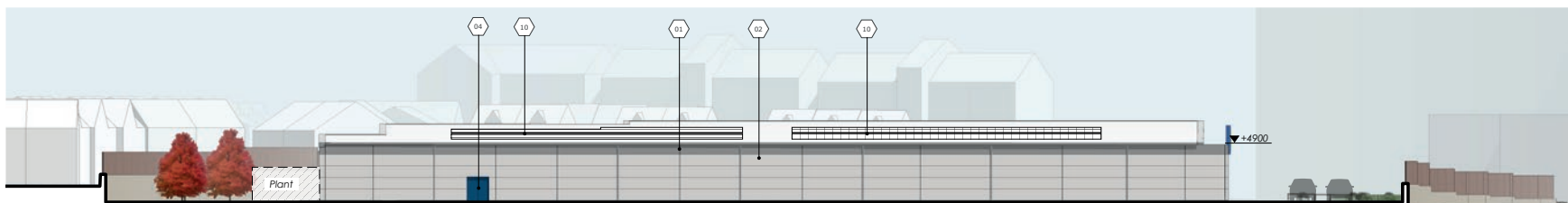
NORTH ELEVATION



EAST ELEVATION



SOUTH ELEVATION



WEST ELEVATION

Not to scale

KEY	
01	- Aluminium composite cladding panel Colour: Silver (RAL 9006)
02	- Aluminium composite cladding panel Colour: White (RAL 9010)
03	- Rendered plinth Colour: Grey (RAL 9006)
04	- PPC Steel Door Colour: Gentian Blue (RAL 5010)
05	- Servicing dockshelter Colour: Dark grey (RAL 7024)
06	- Aluminium framed glazing system Colour: Gentian Blue (RAL 5010)
07	- PPC Aluminium Trim Colour: Silver (RAL 9006)
08	- PPC Aluminium Canopy Colour: Dark grey (RAL 9006)
09	- Internally illuminated sign
10	- Photovoltaic panels

Signage shown is indicative and will be sought through a separate advertisement application.

Proposed building elevations

## Materiality

The proposal draws upon a combination of materials to ensure that the building reflects its context whilst using contemporary materials and construction.

Materials utilised are selected to ensure the buildings performance, efficiency and appearance and ensuring materials remain of a high quality throughout the buildings lifespan.



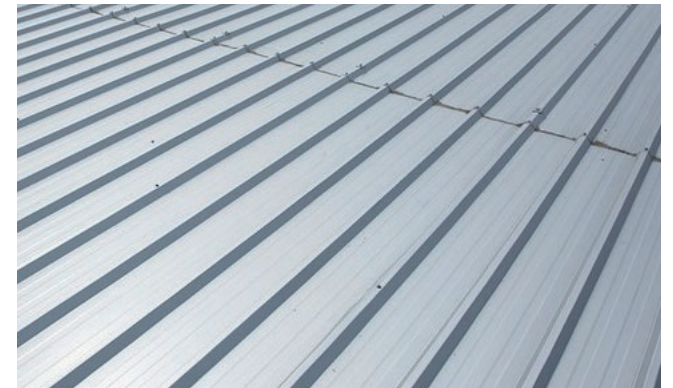
Aluminium composite cladding panel | Silver / White



Rendered plinth | Grey



Aluminium curtain wall & PPC external doors | Blue



Metal composite panel roof system | Light grey

## Sustainability, energy efficiency and security

Throughout the design process careful consideration has been given to making the building as efficient as possible during the construction and operational phases of the development.

### MATERIALS

The materials applied to the building are low maintenance and in the case of the aluminium composite panelling minimal upkeep is required. The guttering and downpipes are a natural zinc finish and therefore do not require repainting or maintenance. Lidl use materials that are highly rated within the Green Guide for specification in the construction of new stores.

Energy efficiency is a long term life-cycle issue, which should not only be addressed in the short term build, such as through materials, but also in the long term through the operations and maintenance costs. The windows have an Aluminium frame which can be recycled at the end of its operational life. This material is also durable, having some of the longest replacement intervals according to the Green Guide.

### ENERGY AND LIGHTING

The proposed building's roof is utilised to mount photovoltaic panels which will supplement the buildings energy requirements. The proposal includes 538 panels which will provide approximately 149 kWh/annum to the store.

Within the car park, two rapid charge electric car charging bays are provided which can provide a full charge to suitable electric vehicles in 20 minutes, consistent with the typical dwell time of customers. A further 4 fast charging spaces are also available.

To ensure that the Lidl store does not waste energy through unnecessary lighting all internal and external lighting would be remotely operated. This means that the lighting within ancillary areas uses sensors to turn on when someone enters the room and turns off after a specified period of inactivity. The lighting on the sales floor drops to one third the normal level when the alarm is set at the end of the day only returning when the alarm is deactivated in the morning.

### RECYCLING & WASTE MANAGEMENT

As well as saving energy through lighting systems, Lidl operate an extensive recycling policy for all waste cardboard and plastics generated during store operations. All recyclable waste is separated into its constituent parts, the cardboard is then collated and collected as required to be recycled. All plastics are separated and bagged. The cardboard bales and plastic bags are returned to the Regional Distribution Centre on the return journeys of store deliveries along with any other returns, e.g. stock transfers, stacks and pallets, bread crates and milk trolleys etc. meaning no waste is stored on site. Operational waste produced in store is segregated at source.

### WATER

In terms of water usage, Lidl have a number of objectives which govern the water use on site.

These include:

- water use is fully metered
- water usage monitored on a monthly basis
- water usage target of 13m<sup>3</sup> per month

- installation of low water use fittings
- all new toilets have dual flush controls installed

A key consideration in the development of the proposed scheme is the safety and security of the site.

### SECURITY

A detailed lighting scheme has been produced to ensure that the proposed lighting scheme provides a consistent lighting level across the car park whilst minimising lighting disturbance outside the site. Car park lighting will be active during opening hours and Lidl seek to be a 'good neighbour'. Lighting is therefore turned off after the closure of the store.



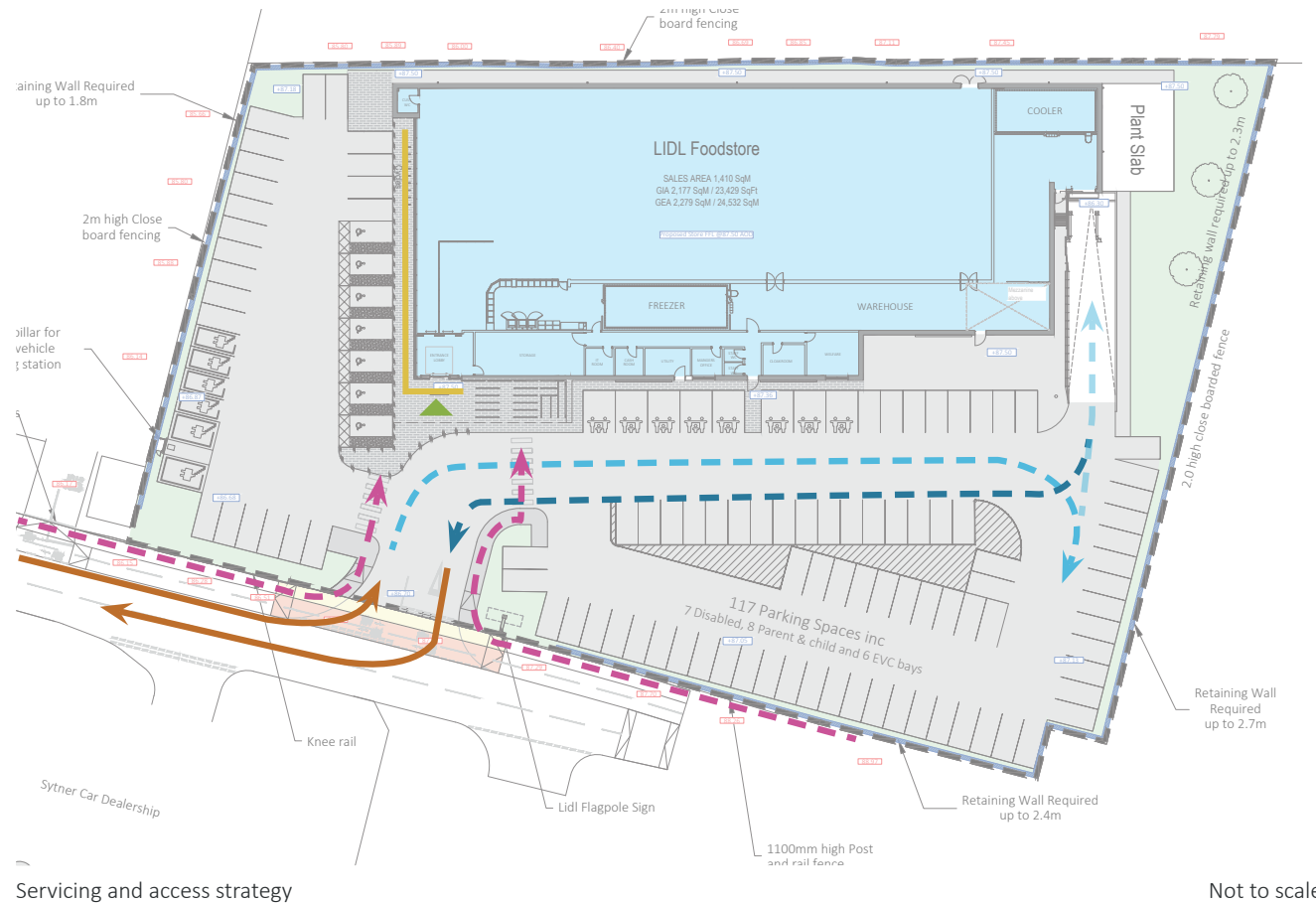
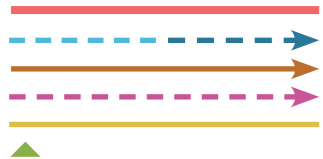
## Access and Servicing

The proposal utilises the existing access from the roundabout on Holyhead Road via a new estate road which is to be implemented by the vendor. This will provide a point of access and egress for customers and delivery vehicles. New pedestrian footpaths and cycleway will be created linking into those existing outside the site. Once in the site dedicated crossings provide access to the store entrance. Existing bus stops are within approximately 225m of the store entrance.

A dedicated servicing / deliveries area will be located to the Lidl store's northern elevation. It is anticipated that there will be one to two dedicated deliveries per day, with up to three per day at peak periods of the year (for example, Christmas and Easter). All deliveries will be undertaken by 16.5m articulated HGVs. The swept path analysis of a typical 16.5m long articulated delivery vehicle is presented within the Transport Assessment and demonstrates that this size vehicle can easily and safely enter and leave the Lidl site in forward gears, even when the store is open for business

The proposed 117 parking spaces includes 7 spaces to mobility standard and 8 parent and child, at convenient locations adjacent to the store entrance. There is also 2 rapid charge and 4 fast car charging electric spaces proposed to the southern boundary. 9 cycle stands providing space for 18 customer cycles, are proposed near the store entrance under the building canopy. Their location along the glazed frontage to the front of the site ensures natural surveillance and shelter.

- Lidl boundary
- Servicing in /out
- Vehicular access
- Pedestrian access
- Curtain walling
- Store entrance
- Key



# 5

## Conclusion



View from within the proposed car park of building entrance

## Conclusion



View aerial view of proposed site and surrounding area from the south

The proposed scheme seeks to bring a new foodstore offering to this part of Coventry by redeveloping a vacant brownfield, former industrial site, whilst also providing wider choice to consumers and generating new employment opportunities.

This proposal will be constructed to a high quality with sensitivity to the local environment, employing contemporary and sustainable design and materials to create an attractive, high quality building which is appropriate to its surrounding built environment. The proposal utilises its locality to ensure good accessibility and promote sustainable transport methods.



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