

Morrisons



7.1 Existing store site layout

The Aylesham Centre comprises of retail units fronting on to Rye Lane with additional retail units within a covered mall, including a Morrisons supermarket. The two-storey red brick structure was opened in July 1988. The Morrisons superstore has occupied the site since opening.

The Morrisons is located centrally in the north. An associated shared service yard in the north-west with concrete hard standing is shared between Morrisons and several retail units fronting Rye Lane. A second service yard in the south-west of the site services the southern retail units of Rye Lane.

Associated car parking areas lay to the east and south. In the south-east of the site is a petrol filling station, operated by Morrisons with a kiosk and vehicle washing area. Pockets of landscaping are present in the car parking and around the petrol filling station area.



4,975.7m² Existing store area

Facilities:

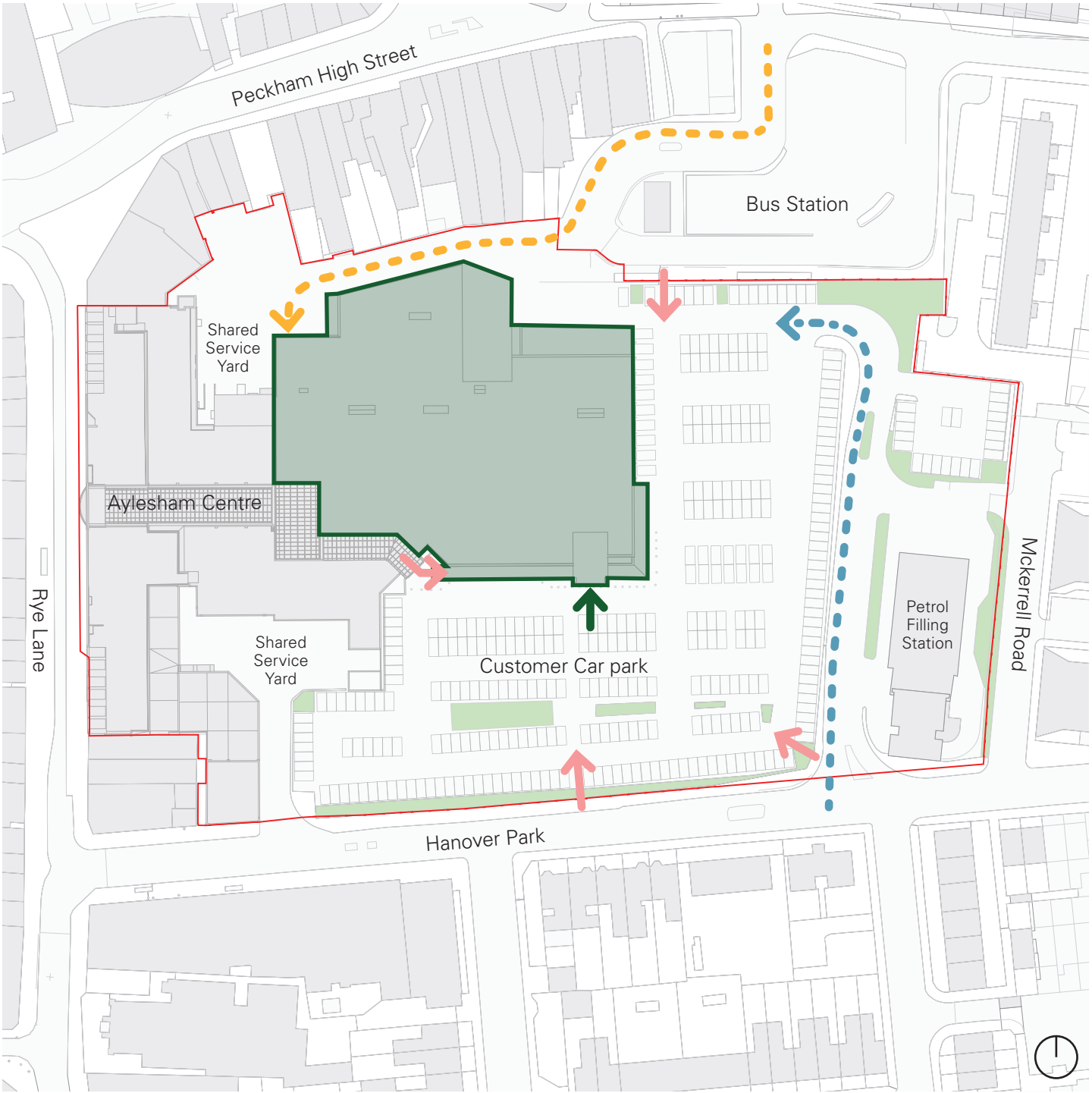
- Pharmacy
- Click and Collect
- Dry cleaning
- ATM
- Coin star machines



- 353 total car parking spaces
21 wheelchair accessible - 6%
Nine family spaces - 3%
Three click and collect spaces
- Car wash facilities
 - Petrol filling station



Three cycle parking spaces are currently provided within the Morrisons customer car park for use by customers and staff

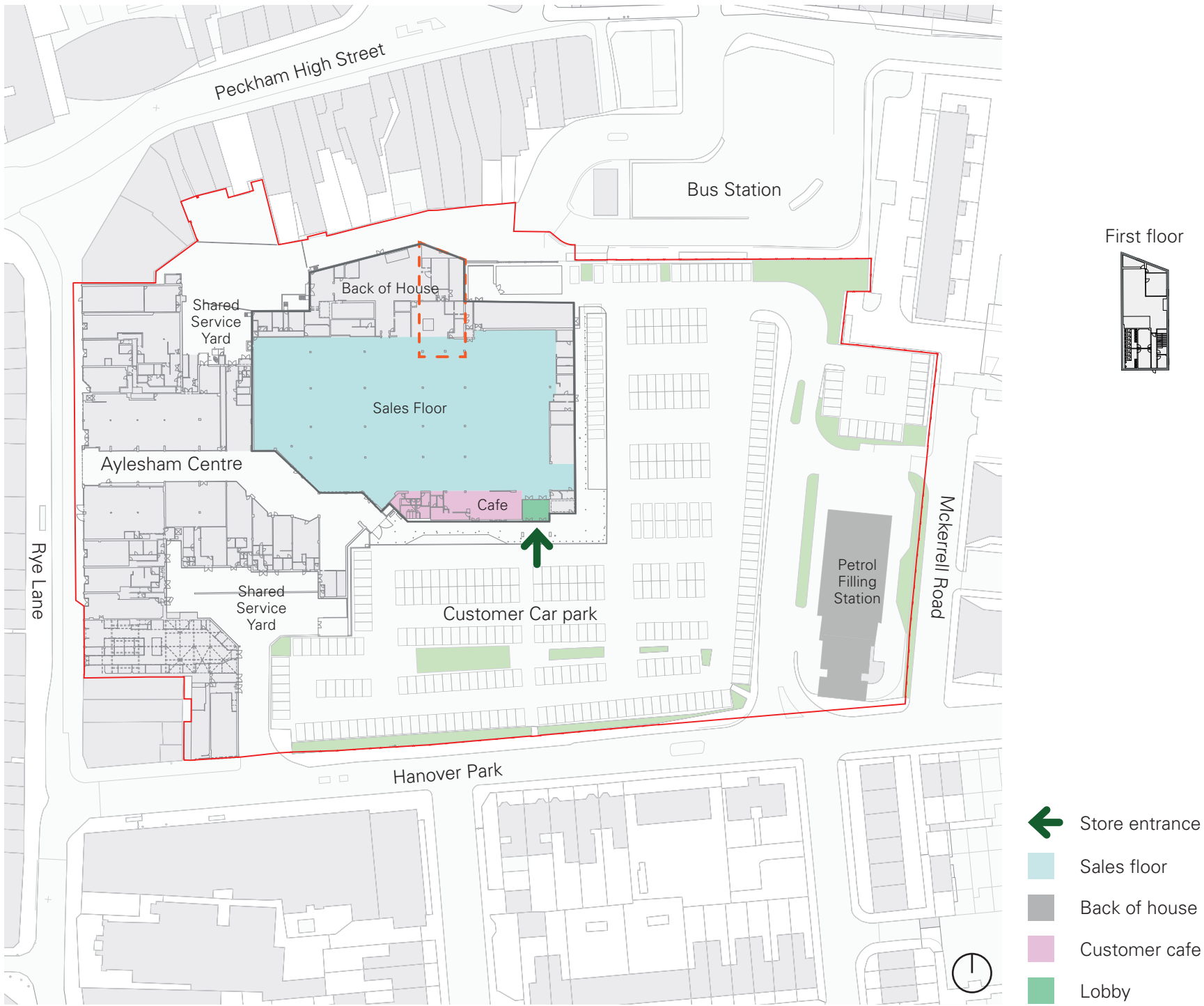


- ← Store entrance
- ← Pedestrian routes
- ← Customer vehicular route
- ← Store servicing and deliveries

7.2 Existing store layout

Located at the rear of the Aylesham shopping centre, there is limited active frontage for the store. There is no sense of arrival to the store with the entrance not legible from surrounding streets. Pedestrian routes through the customer car park to the south and bus station to the north are not conducive to daily shopping on foot or by cycle, with a lack of clear pedestrian routes.

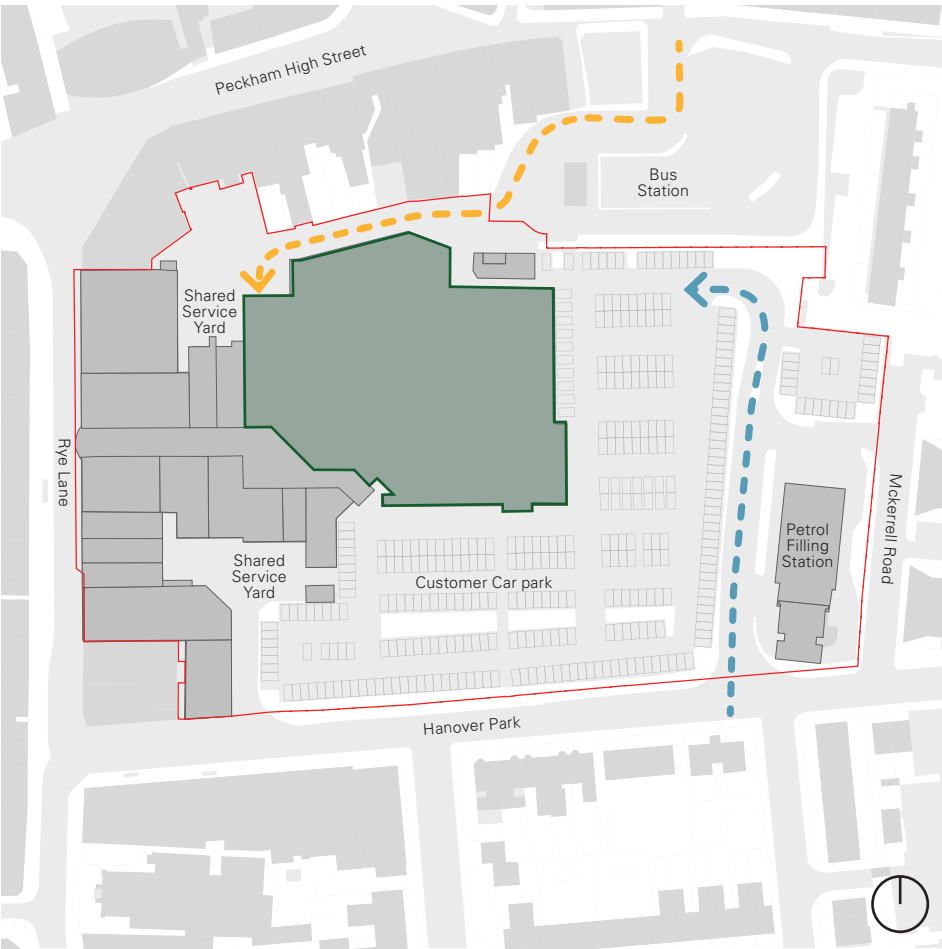
The irregular arrangement of back-of-house spaces results in an inefficient internal layout, which in turn increases the complexity of stock handling and internal goods movement. The shared service yard to the north west of the sales floor is also limited in capacity.



7.3 Morrisons phasing strategy

A phasing strategy has been developed in close collaboration with Morrisons to ensure the existing store can remain operational until the new store is completed.

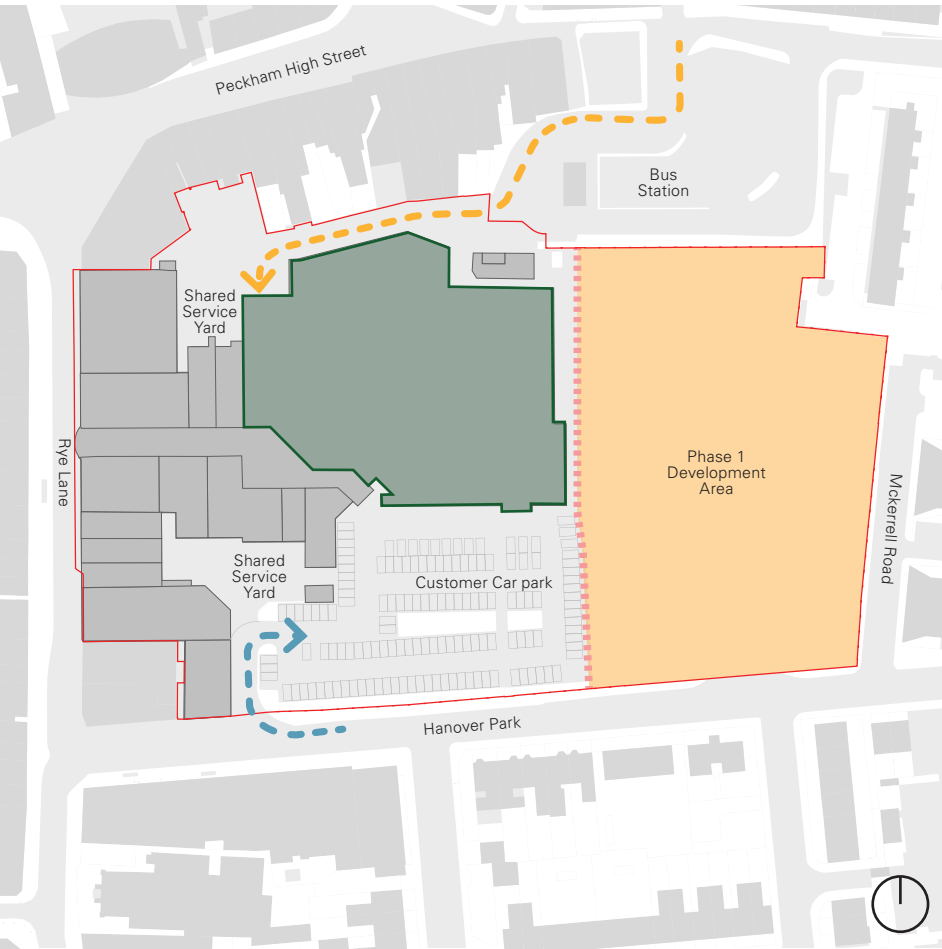
Existing



- Store to the north-west of the site with open car parking to the south and south-east
- Customer vehicular access from Hanover Park

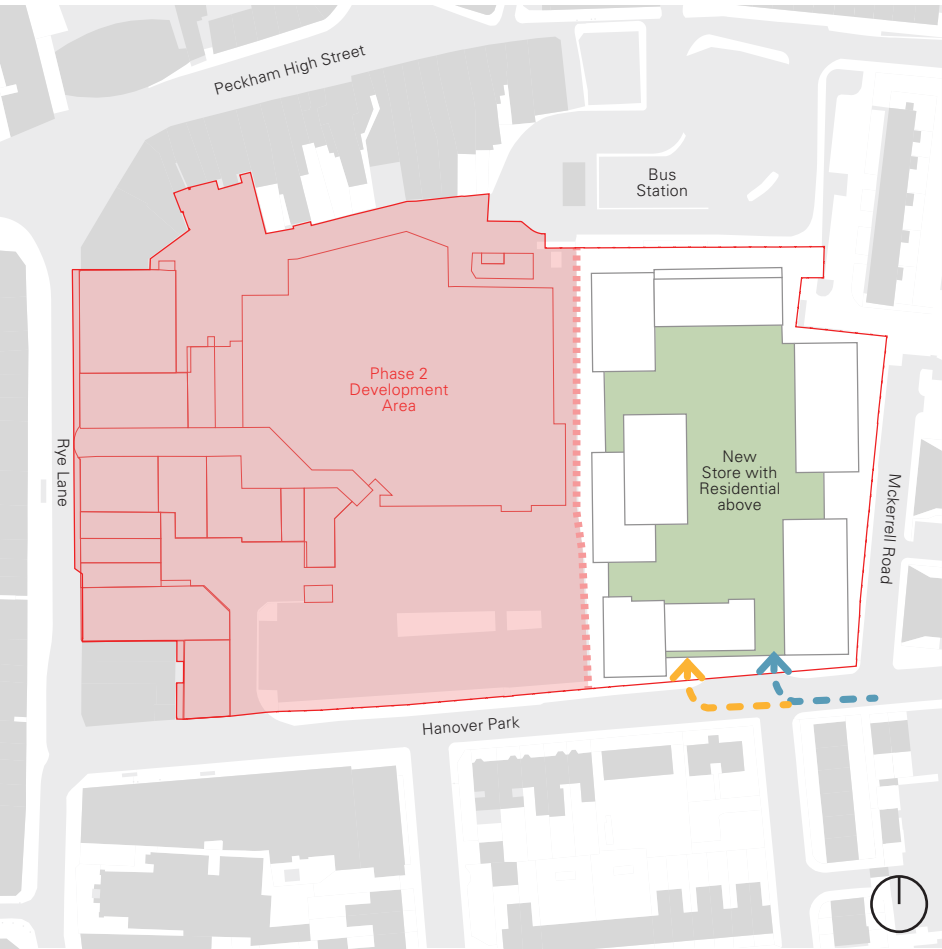
- ← Customer vehicular route
- Store servicing and deliveries

Construction of Phase 1



- Existing store remains open
- Some modification to store car park to enable hoarding of Phase 1 construction site
- 140 customer parking spaces retained at grade to south
- Modification to customer car park access to be further west on Hanover Park
- Closure of Petrol Filling Station

New store and residential development



- New Morrisons store with visual connection to Rye Lane
- Basement customer car park with access from Hanover Park
- 140 customer parking spaces
- New service access route and internal service yard with access from Hanover Park
- Residential constructed above store
- West of site cleared for Phase 2 development

7.4 New store facilities

The proposed store will allow for a modern and efficient Morrisons superstore with an integrated servicing strategy, minimising the impact of the deliveries and servicing on the surrounding streets. The requirements for the new store include the large, regular-shaped open plan sales floor area at ground floor level.

Despite the overall reduction of footprint, the net to sales ratio is improved due to efficiencies within the servicing, allowing for an improved retail offer. The redevelopment and relocation of the store within the site not only offers a more visible street presence, but also offers opportunity to improve the facilities and services currently available. Improvements to current and additional facilities not limited to the following:



4,448m² New store area

Facilities:

- New modern store, with footprint efficiencies in servicing and back of house
- Store entrance accessible from pedestrian first street
- Store servicing within store footprint, thus reducing noise and disturbance



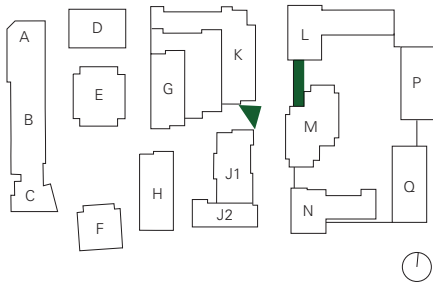
- A foodstore car park, including electric vehicle charging, cycle parking and dedicated provision for wheelchair accessible blue-badge, and family bays
- 140 total car parking spaces
- Eight wheelchair accessible - 6%
- Eight family spaces - 6%
- 20% electric vehicle charging spaces



- Secure staff cycle provision
- Customer and general neighbourhood cycle provision along the Green Link



View of Morrisons customer entrance from Green Link

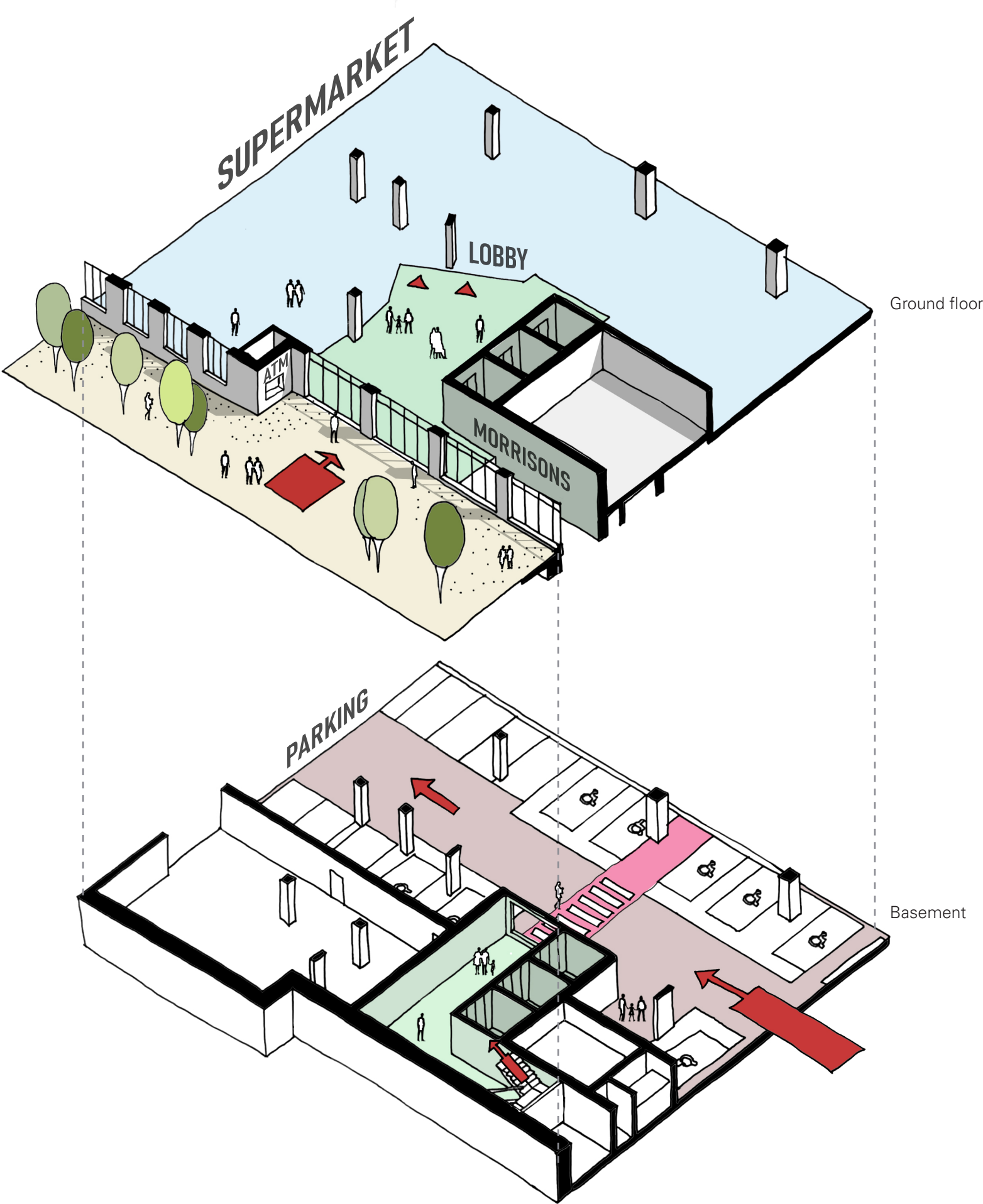


7.5 Customer journey

The new store will offer an improved customer journey with legibility from all modes of transport. Pedestrian access will be primarily from the store lobby entrance on the Green Link. The store entrance will provide a large double height atrium space leading into the sales floor.

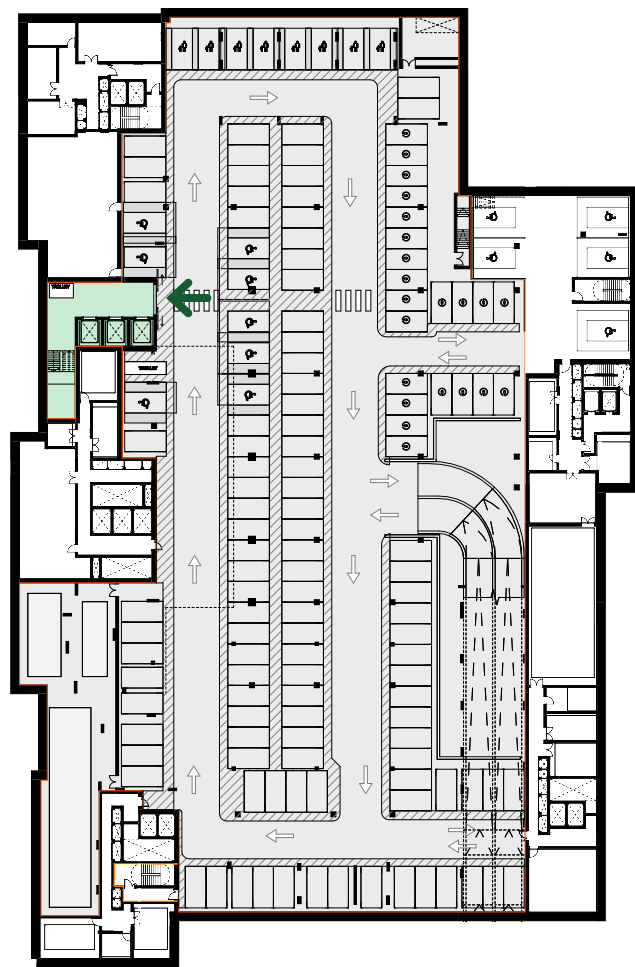
Cyclists using the store will benefit from increased short-stay cycle spaces within the public realm on the Green Link.

Vehicle users travelling to the store will have use of the basement car park, accessed from Hanover Park. Clearly marked routes will guide the path through the car parking into the store access lobby where three customer lifts and access stairs are located up to the ground floor.



7.6 New store layout

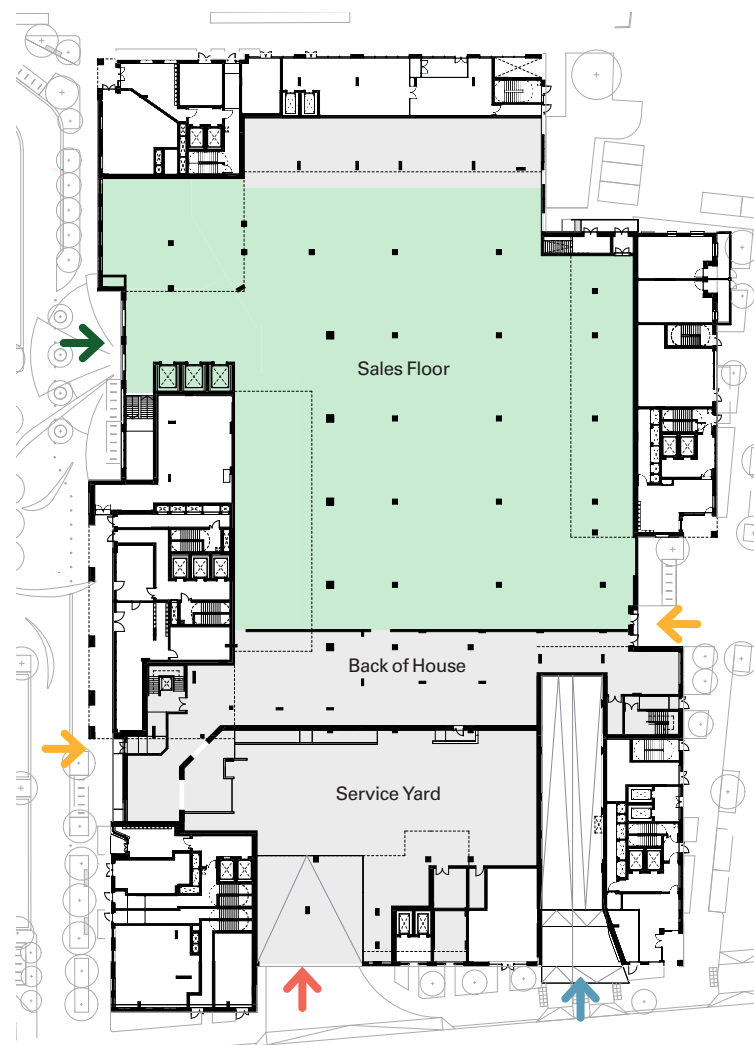
Basement



Car parking is located in the basement below the store sales and back of house areas. Access to the sales floor at ground floor is from the store access lobby via pedestrian routes through the car park.

Three customer lifts and adjacent stairs are located in the lobby space to provide customer access to ground floor lobby area.

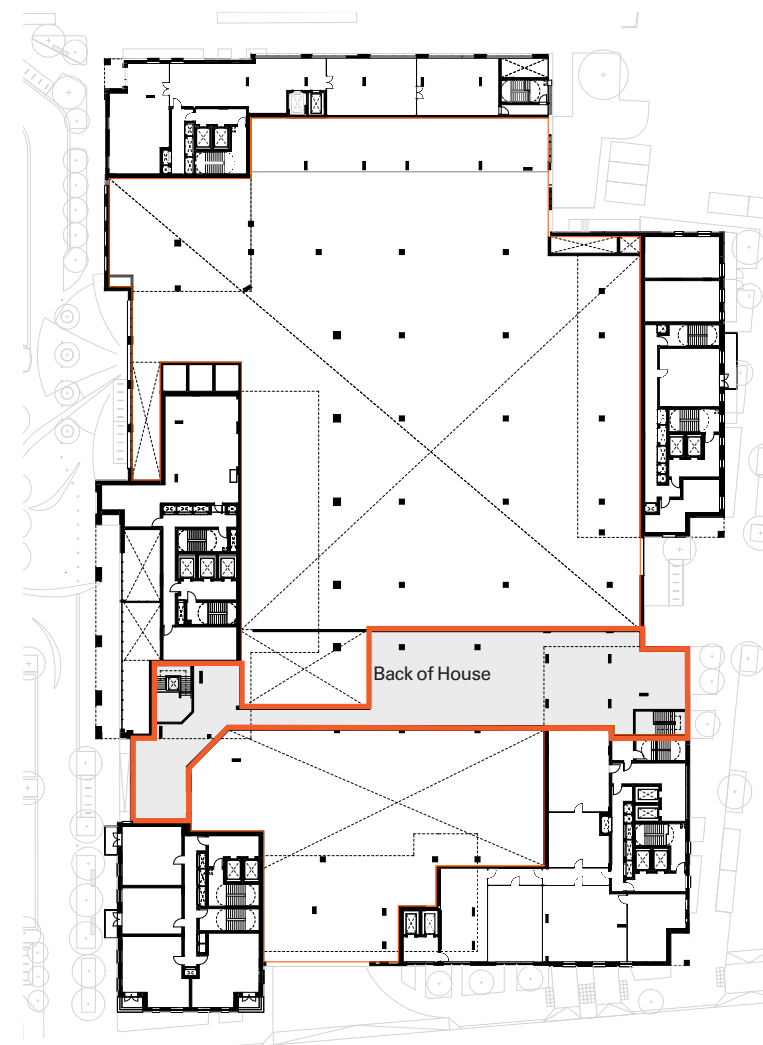
Ground floor



The store sales area is at ground floor level with an entrance lobby.

Back of house spaces occupy the south of the site, linked to the internal service yard. The market kitchen back of house and food preparation areas are located at the north of the site. Both customer car park and service yard are accessed from Hanover Park.

Mezzanine floor



The mezzanine floor is dedicated to Morrisons back of house and plant space only, and will not be accessible to customers.

This allows for a double-height sales floor at ground floor.

- Mezzanine Floor
- Sales Floor
- Back of House
- Store Entrance
- Back of House entrances
- Service Yard access
- Car park access