

# A new Morrisons for Hayle

A new Morrisons would improve choice and competition with the weekly bulk food shop, in addition to creating up to 250 local job opportunities.



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Hayle currently lacks a major foodstore and, as a consequence, local residents and visitors are driving to more distant centres such as Penzance and Camborne for their bulk food shopping.

Not only does this encourage longer car journeys but the resulting leakage of expenditure from the town is detrimental to the local economy.

We believe that the Jewson site, easily accessible by all modes of transport, represents the best location to deliver a new supermarket, for which there is an identified need in Hayle. The proposed 36,000 sq ft store would offer Morrisons extensive range of goods and services, including customer toilets and shopper's car park.

Purposely designed to suit the location, the scale of the proposed store will complement and enhance the commercial heart of Hayle. A high quality and sustainable, landmark design is envisaged, with the intention of bringing vitality and regeneration to both the Jewson site and the wider Hayle Harbour area.

Key to the evolving design process has been the requirement to ensure the new store considers and embraces the environmental sensitivity of the site. Significant consideration is accordingly being given throughout the design stages to integrating the scheme with the wider regeneration masterplan for the South Quay.

The Former Harvey's timber store and drying shed, a listed building, is being incorporated into the scheme, such that it can be fully appreciated by all. Furthermore, through the subtle reflection of the local vernacular and context - echoing the rich and distinct cultural heritage of Hayle - the architecture will respond sensitively to the World Heritage Site status of the area, whilst the store's proximity to the town centre will enhance the overall vitality and viability of Hayle.

In summary - the new store is being individually designed to complement this highly sensitive and visible location, with the intention of blending sympathetically with its commercial and residential neighbours and the adjoining waterfront, creating a simple yet contemporary, attractive and functional development, of which Hayle can be proud.

*"We design each store individually, creating buildings with style and character that are sympathetic to their locations and community."*



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