Design & Access Statement

Design and Access Statement for the Full Planning Application; Proposed New Lidl Food Store, Penmaen Road, Blackwood (prepared on behalf of Lidl GB Ltd.)

> Original; November 2024 Revision; Revision C; February 2025 (Author; LS) Revision D; February 2025 (Author; LS)



DA01 Rev D

Introduction

This Design & Access Statement has been prepared on behalf of Lidl Great Britain Ltd to support a full planning application for the proposed New Lidl Store at Penmaen Road, Blackwood. The site relating to this application is located between the B4254 and Penmaen Road, Blackwood.

The supporting information submitted within the application site sets out the rationale of the proposal to replace an existing Stagecoach Building and associated car park.

Given Lidl's commitment to investment, the proposed development will, if consented, be constructed at the earliest opportunity. As a direct consequence of this, it will boost the local area's retail offering.

The purpose of this Design and Access Statement is to explain the approach of the design that has been adopted in the application submitted.

This document provides information on the proposals and has been assembled for the local planning authority, elected members, statutory and non-statutory consultees, and residents. The Design and Access Statement aims to provide information and construct an analysis of the application site. It will also show the surrounding areas and the positive links between the proposed site and the existing surroundings. Additionally, it identifies the constraints and opportunities relating to the development of the site, alongside key design principles.

This section of the design and access statement highlights all the Planning Policies that have been used to make the scheme feasible.

Future Wales: The National Plan 2040 (February 2021)

Future Wales: The National Plan 2040 (February 2021) is the Welsh Government's (WG) highest tier of development plan in Wales. Planning decisions at every level of the planning system in Wales must be taken in accordance with the development plan as a whole.

Policy 1 'Where Wales will grow' indicates the Welsh Government supports sustainable growth in all parts of Wales and designates National Growth Areas including 'Cardiff, Newport and the Valleys' which includes Blackwood.

Policy 33 states "Cardiff, Newport and the Valleys will be the main focus for growth and investment in the South East region... The Welsh Government supports co-ordinated regeneration and investment in the Valleys area to improve well-being, increase prosperity and address social inequalities."

The WG has adopted a 'Town Centre First' approach. Under **Policy 6** significant new retail facilities must be located within town and city centres. Developments of a 'significant' scale can broadly be defined as where the facility will serve a town, city or region-wide catchment.

Caerphilly County Borough Council Local Development Plan (LDP)

The adopted local development plan is the Caerphilly County Borough Council LDP (adopted November 2010). The LDP identifies the site as a protected employment site within the settlement boundary. No other allocations/designations relate to the site.

Blackwood is noted as a Principal Town within the Northern Connections Corridor (NCC). The LDP notes that "the Northern Connections Corridor (NCC) has experienced significant levels of house building over the last ten years." The proposed retail store will assist in meeting the demand for retail which inevitably arises as a result of this increase in housing.

The new Lidl Store in Blackwood is compliant with the following policies:

Policy SP2 Development Strategy – Development in the Northern Connections Corridor advises that development proposals in the NCC will promote sustainable development that:

- A. Focuses significant development on both brownfield and greenfield sites that have regard for the social and economic functions of the area
- B. Reduces car borne trips by promoting more sustainable modes of travel
- C. Makes the most efficient use of the existing infrastructure
- D. Protects the natural heritage from inappropriate forms of development
- E. Capitalises on the economic opportunities offered by Oakdale / Penyfan Plateau

Policy SP5 Settlement Boundaries advises that the Plan defines settlement boundaries in order to:

- A. Define the area within which development would normally be allowed, taking into account material planning considerations
- B. Promote the full and effective use of urban land and thus concentrate development within settlements
- C. Prevent the coalescence of settlements, ribbon development and fragmented development
- D. Prevent inappropriate development in the countryside

Policy SP6 Place Making seeks to ensure that development proposals contribute to creating sustainable places by having full regard to the context of the local, natural, historic and built environment and its special features.

Policy SP17 Promoting Commercial Development advises that the Council has made provision for the development of 29.3 hectares of commercial sites, and identified five principal town centre boundaries, two primary retail areas, three commercial opportunity areas and two retail warehouse parks, in order to enhance the commercial sector in terms of service provision and employment.

Policy CW3 Design Considerations – Highways states that "Development proposals must satisfy the following highways requirements:

- A. The proposal has regard for the safe, effective, and efficient use of the transportation network
- B. The proposal ensures that new access roads within development proposals are designed to a standard that:
 - 1. Promotes the interests of pedestrians, cyclists and public transport before that of the private car, and
 - 2. Safely and effectively accommodates the scale and nature of traffic, which those roads are intended to serve
- C. Parking, appropriate servicing and operational space have been provided in accordance with the CSS Wales Parking Standards 2008
- D. Where access onto a highway is required the proposal takes account of the restrictions relevant to the class of road as designated in the road hierarchy ensuring movements and speeds are controlled through appropriate design, in order to ensure highway safety and amenity."

Policy CW16 Locational Constraints – Retailing explains that outside of the defined Principal Town Centres proposals for new retail stores or for additional retail floorspace will only be permitted where:

- A. The vitality and viability of nearby Principal Town Centres will not be undermined, taking into account the cumulative effects of other approved retail developments, recently completed developments and Plan commitments, and
- B. The proposal would not undermine the Council's retail strategy, a Town Centre Action Plan or any regeneration plans that the Council has formally approved, or
- C. The proposal is (i) a new retailing unit of 1000m2 or less in size, or the change of use of such a size, and (ii) to serve neighbourhood needs, or is ancillary to another commercial use.

Planning Policies and Technical Advice Notes

Policy EM2 identifies sites protected for employment uses, in line with their status in the employment hierarchy, including the application site and surrounding land as EM2.23 "Penmaen", which is identified as a secondary site. The explanatory text for the policy notes that "Such sites will be protected from development outside of those use classes indicated by the relevant categorisation... This protection policy is intended to operate in tandem with Policy CW13."

Policy CW13 notes that "Development proposals on industrial estates will be subject to the following restrictions:... C. On sites allocated or identified as Secondary Sites, development will only be permitted if it is:

- i. within use classes B1, B2 or B8
- ii. an appropriate sui generis use
- iii. to provide an ancillary facility or service to the primary employment use
- iv. an acceptable commercial service unrelated to class B uses"

Other LDP policies of relevance include:

- Policy CW1 Sustainable Transport, Accessibility and Social Inclusion
- Policy CW2 Amenity
- Policy CW3 Design Considerations Highways
- · Policy CW5 Protection of the Water Environment
- Policy CW6 Trees, Woodland and Hedgerow Protection
- Policy CW15 General Locational Constraints

Planning Policy Wales (PPW)

The primary objective of Planning Policy Wales (PPW) is to ensure that the planning system contributes towards the delivery of sustainable development. The concept of "placemaking" should be at the heart of the planning system. Planning applications for retail uses should consider whether there is a need for additional retail provision. Need may be quantitative or qualitative. Under a 'town centres first' policy, a sequential approach to site selection should be adopted when determining planning applications for retail and other complementary uses.

All retail planning applications or retail site allocations of 2,500sqm gross that are proposed on the edge of, or, outside centres should, once a need has been established, be supported by a retail impact assessment.

Technical Advice Notes

- TAN4: Retail Explains that retail developments should be assessed against a range of impact criteria.
- TAN 18: Transport 2016 The overarching desire at all tiers of planning policy guidance is to influence a modal shift from single occupancy car travel towards more sustainable modes such as walking, cycling, and public transport. Maximum parking standards should not be applied so rigidly that they become minimum standards. Maximum standards should allow developers the discretion to reduce parking levels.
- TAN 23: Economic Development 2014 defines economic development as development that generates wealth. Local planning authorities should recognise market signals and have regard to the need to guide economic development to the most appropriate locations, rather than prevent or discourage such development.

Purpose & Scope

The purpose of this Design and Access Statement is to explain the design process behind the development proposals and provide justification for the scheme.

The Design and Access Statement forms an integral part of the Full Planning Application submission and should be read in conjunction with the other design consultant's supporting documentation.

The Design and Access Statement provides important and detailed information about the scheme and has been written for a wide target audience, including the Local Planning Authority, Local Residents, Statutory and Non-Statutory Consultees and Elected Members.

The document takes the reader through the various design stages of the scheme and specifically, provides information relating to the following elements:

Assessment

An analysis of the application site and its surroundings both in physical, social and economic terms. It is also important to consider the planning policy context relevant to the site's redevelopment.

Evaluation

An evaluation of the information collected at the "Assessment" stage takes place. Based on this information, the Design and Access Statement provides an identification of the constraints and opportunities relating to the redevelopment of the site, and identification of the key development principles.

Existing Site and Proposals

The application site extends to approximately 2.14 Acres /0.87 Hectares. Currently, the site forms part of 'Penmaen Industrial Estate'. The proposals will be for the first Lidl store within the area.

At present, there is an existing building (Stagecoach) towards the North of the site which previously served the county. Historically the site was used for bus maintenance works but now employs just five staff members (as existing operations have already been relocated to other Stagecoach sites in Cwmbran and Caerphilly). The proposals for the planning application will seek to demolish this existing building.

The existing car parking is located towards the south of the existing site. Proposals have been designed for a new Lidl Store and customer car park. Locating the store to the south of the site and car park to the north and east will improve natural surveillance across the site, improving the view from Penmaen Road and the B4254.

The existing topography of the north of the site has a fall of approximately 2.82m (north-east to northwest of the site). The existing topography of the south of the site has a fall of approximately 3.7m (southeast to south-west of the site). As part of the planning application, a proposed new levels strategy will seek to provide a 'level' car park. Proposed gradients will fall between 1:50 and 1:100 to allow surface water to run into gullies and allow customers to push trollies easily across the car park.



Aerial Image (of the existing site with the existing buildings)

Existing Access

The existing vehicle access into the site is via a road connected to the B4254 which allows a compliant ingress and egress into the south of the site. Sustainable modes of travel serve the existing site. There is a well-developed infrastructure strategy that facilitates pedestrian and cyclists' movement between the site and the local residential areas.

Boundaries of the site are defined and comprise of:

- North boundary Residential
- East boundary Woodfieldside Business Centre
- South boundary Residential and some Retail
- West boundary Penmaen Industrial Estate

Proposed Access

Proposed pedestrian walkway/ crossing facilities are provided within the site. A designated pedestrian route via both the B4254 and Penmaen Road encourages sustainable modes of transport into site.

The site is accessible by sustainable forms of public transport. The nearest bus stops lie within 200m from the site to east on Maes yr Afon and Penmaen Road, providing hourly access to the No5 bus service between Blackwood and Pant Estate. The 'Blackwood Gate Retail Park' stop is also located an approximate 500m walk west of the site, which provides access to a much greater range of bus services. Although located slightly beyond the IHT suggested 400m distance, this distance is not definitive, and the stop would still be very accessible for users of the site. The 'Blackwood Gate Retail Park' stop provides access to all the key bus services routing through the Blackwood area. These bus services route locally, while also routing wider through to areas such as Cardiff, Newport, and Cwmbran. These services provide regular bus travel opportunities across the week, with service 151 (Newport to Blackwood) in particular, running as frequent as every 15-minutes on weekdays, and 30-minutes on Saturdays.

The site is located within cycle distance to a large residential population, and offers viable opportunities to support cycle travel, especially for staff commuting trips. Furthermore, the new site access junction will include direct pedestrian links into the existing footway running along the southern edge of the B4254. A further pedestrian connection will also be provided in the east of the site, connecting directly into the existing footway running along the western edge of Penmaen Road.

Architectural Context



View along 'Penmaen Road'



View along 'Maes Yr Afon'

The local vernacular of the area comprises a varied colour palette. Along the residential area 'Maes Yr Afon' (north of the site), are brick, stone and render homes. These vary in colour including tones of cream, white, buff and light grey. To the south of the site, is the residential area of 'Penmaen Road'. The tonality of the houses here are variants of buff stone and lighter coloured renders. The light tonality of the existing architectural context has been considered within the colour palette of the design proposals for the Planning Application.

Based on local, regional and national guidance relating to design it is possible to identify several key design and access principles that the redevelopment of the site should adhere to (to promote quality in the design and layout of the scheme:)

(1) Pedestrian and Vehicular Movement

A proposed new site access (10.5m wide) into site directly from the B4254 has been designed. In addition, there are new highways proposals which have been developed for the B4254 by the Highways Consultant (as part of the Planning Application). Proposed new disabled spaces and new parent and child spaces will be located close to the entrance of the new store. The site will accommodate 114 parking spaces, including 9 parent and child, 6 disabled and 2 electric vehicle spaces. Cycle parking will be provided close to the store entrance to provide a convenient area for customers travelling by bicycle, whilst the building canopy will provide protection from the elements.

The delivery bay is located towards the back of the site, at the south. The Lidl service vehicle delivers 1 -2 times per day and proposals include a dedicated ramp to the loading bay.

(2) Access by Public Transport

The site benefits from good access to public transport including the local bus network.

(3) External Spaces and Landscaping

Proposals include a new landscaping scheme incorporating soft landscaping throughout the site and to the site boundary perimeters. Details of this scheme will be designed in conjunction with a Landscape Architect. The landscaped boundaries will act to visually improve views along the B4254 and Penmaen Road. The eastern boundary conifers have been previously topped by pruning and left unmanaged. This group has little amenity or ecological value and a limited future. Their removal and replacement with a bespoke planting scheme comprising trees and planting beds can be seen as a betterment. Overall, this will provide a visually appeasing scheme for both residents and retail users.

As an open plan site, the store is located on the south west of the site, offering open views across the car park. An element of natural surveillance will evolve, improving the safety and promoting safe vehicular and pedestrian access in and around the site.

(4) Activity

The proposed new main store entrance will be accessible via the car park and via B4254, ensuring a good level of activity. Presenting an active frontage towards this road will ensure an increased sense of well-being by opening the site up to provide a good level of natural surveillance.

(5) Orientation of Retail Unit

The orientation of the proposed retail unit allows for maximum views across the site utilising a glazed shop front, whilst managing to minimise the impact on the local surrounding area. An active frontage towards the B4254 is presented. The proposals for the delivery area is at the south of the site is to allow safe manoeuvre of the HGV.

In this section of the Design and Access Statement we outline the design approach adopted having regard to information gathered in the previous Assessment and Evaluation stages. Clearly the proposed use, scale, access requirements and existing context provide some parameters within which the design should be based. For example, consideration should be given to proposed materials and ensure that the proposals will reflect the existing palette to aid continuity.

Lidl Design Response

Lidl are committed to providing a pleasant shopping and working experience for all customers and staff. The Lidl retail philosophy is centred on simplicity and maximum efficiency which allows huge savings to be passed onto the customer. By working through the design principles and formulating the design response, Lidl are committed to providing a modern, attractive and functional store that offers a pleasant environment for both customers and staff, improves the retail offer locally and offers the highest quality goods at the lowest price.

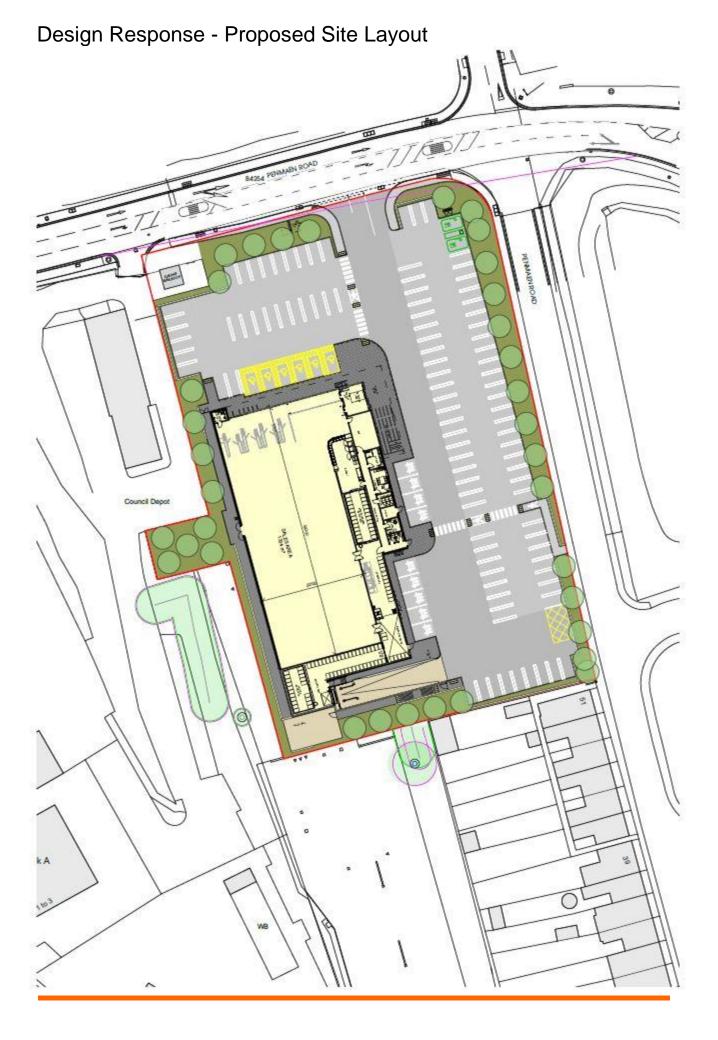
Connectivity & Integration

It is important that the retail development has an identity which complements the existing surrounding area, a modern sustainable palette of materials is to be utilised.

The existing 'Stagecoach' building on the site comprises a white render and a metal roof. Proposals for the new Lidl store consist of light grey and white cladding, providing a fresh look and modern aesthetic. New glazing doors and windows will allow light to permeate the building, allowing natural light to permeate the sales area and provide a view of the store from B4254 for motorists and pedestrians. The proposals for the new store will significantly enhance and regenerate the existing site.

Internal Environment

Lidl stores offer wide shopping aisles with goods displayed at low level. This ensures ease of access to these items for all customers including wheelchair users, the elderly and parents with young children in prams and pushchairs.

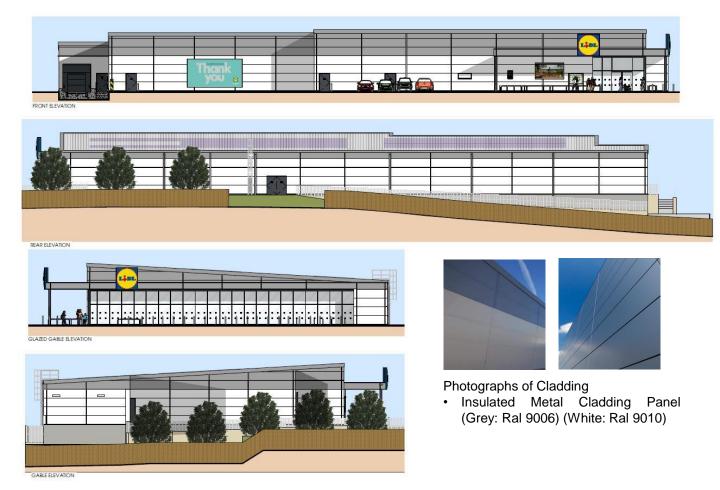


Proposed Elevations

Modern proposed glazing is included to the main elevations to promote an attractive view, both into and out of the store, promoting a modern retail experience. This will also achieve maximum natural light into the sales area. A feature canopy along the glazed elevation will form the main visual focus when viewed from the B4254.

Located to the south, the loading bay will be concealed from view and facilitate safe service access. The building walls will be finished in white and grey cladding panels, the applications in two light contrasting colours will promote a horizonal emphasis. The grey and white tonality of the proposed building will blend within its surroundings. The use of high quality and modern materials and finishes will refresh the existing site and benefit the surrounding area.

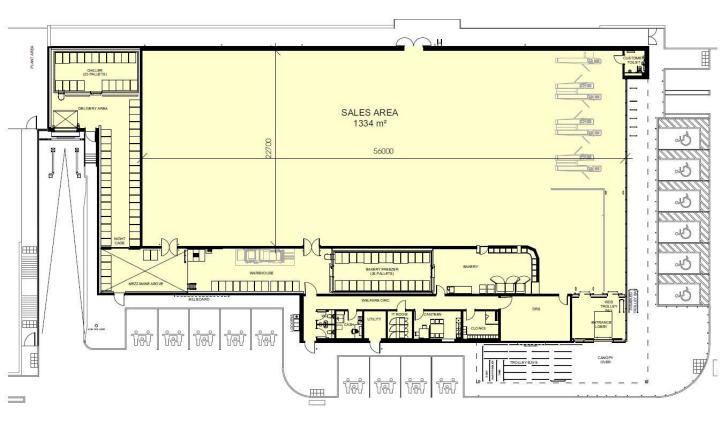
A modern mono-pitched roof design is proposed to reduce the building's presence and create a clearly identifiable store entrance for customers.



Proposed Floor Plan

A feature store entrance is created which is easily identifiable from the car park. There is a direct pedestrian route from the B4254 to the store entrance, and another pedestrian route from Penmaen Road, only a short distance from the nearby bus stops.

Adjacent the store entrance is allocated a future 'Deposit Return Scheme', encouraging future recycling. A customer toilet (located in the corner of the sales area) will provide facilities for everyone, including disabled customers and those who need to use the baby changing area. Staff amenities and warehouse areas are located on the long elevation and short rear elevation, whilst the delivery area is located towards the opposite end of the store, keeping customers and deliveries separate.



Crime & Safety

The proposed development has been designed in line with guidance set out in 'Secure by Design'. This sets out six key principles, which are as follows:

- 1. Integrated Approval;
- 2. Environmental Quality and Sense of Ownership;
- 3. Natural Surveillance;
- 4. Access and footpaths;
- 5. Open space provisions and management;
- 6. Lighting

Providing for natural surveillance is recognised as being a basic requirement and therefore the proposed development ensures natural surveillance over the whole site. Natural surveillance also helps to prevent anti-social behaviour and increases people's perception of safety.

The proposed development has been designed to maximise site safety and minimise crime. The design proposals provide a clear sense of site ownership and provide clearly established public and private areas All restricted areas will be securely screened. New proposed soft landscaping to the perimeters of the site have been designed with a 2m close-boarded timber fence to the west of the site and a 2.4m close-boarded timber fence to the south of the site. This 2.4m fence (towards the southern boundary) has been proposed in line with the recommendations of a noise assessment to ensure no unacceptable effects on neighbouring residential properties.

The primary tool for providing a safe environment is through careful consideration to design the design brief. Providing for natural surveillance is recognised as a basic requirement and therefore the proposed development ensures natural surveillance across the site. Natural surveillance also encourages the prevention of anti-social behaviour and increases the public's perception of safety. Internal and external lighting will be installed to ensure the site is well lit. This will promote a feeling of safety for customers and staff.

The clearly marked footpaths and vehicular routes into and around the site will be well lit and maintained to ensure a clear safe access route is provided for both vehicles and pedestrians.

Considering the current focus of Government and society on creating sustainable and energy efficient new developments, the issue has been at the forefront of the design process. Careful consideration has been given to the merits of making the building more efficient during the construction and operational phases of the proposed new build.

The modern design of the store, which benefits from simple clean lines, means it is 'greener' than pseudo-traditional designs. This is on the basis that fewer more sustainable materials are used and the construction time is shortened and more efficient.

The materials applied to the building are low maintenance and, in most cases, require no further applications. Quality facing materials are to be utilised on the proposed new store.

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 one hour after store closing only returning when the alarm is deactivated in the morning one hour before store opening.

A system Photo Voltaic (PV) panels are proposed on the roof of the store to generate on site renewable energy for use in store.

Energy efficiency is a long-term lifecycle issue, which should not only be addressed in the short-term build such as through materials but also, in the long term through the operation and maintenance costs.

Protection of Natures Resources

The key to achieving sustainable development is to ensure prudent use of land and resources. This section details how Lidl have taken account of this during the design of the development.

Lidl have used materials that are highly rated within the Green Guide specification in the construction of this development.

Element	Construction	Rating
Roof	Steel construction with metal composite insulated panels with integral single ply membrane.	A
Walls	Insulated Cladding panels fixed to steel.	A+
Glazing	Windows, Double glazed with Aluminum Frame.	A

Protection of Nature's Resources

Lidl is committed to training its staff on waste reduction and appropriate recycling and waste segregation. This training has enabled Lidl to achieve significant reductions in the amount of waste being taken from its stores to landfill sites

Should planning permission approval be granted for the proposed scheme, preference will be given to local suppliers, where possible, thus enabling the reduction of energy emissions from vehicles.

In terms of water usage, Lidl have several objectives which govern the Water use on site, these include;

- 1. Water is fully metered.
- 2. Water usage monitored on a monthly basis.
- 3. Water usage target of 13m³ per month.
- 4. Installation of low water use fittings.
- 5. All new toilets have dual-flush controls installed.

Energy

Lidl food stores are widely recognized as having a lower energy consumption than supermarket benchmarks with energy usage restricted to lighting, selective local heating and a small amount of refrigeration.

To achieve an energy efficient design, it is required to ensure optimum use of energy throughout a building's life. In this section, each component of the building will be discussed in terms of its energy efficiency.

A system Photo Voltaic (PV) panels are proposed on the roof of the store to generate on site renewable energy for use in store. 384 Photo Voltaic panels will be capable of providing 180kW at peak times.

Materials

In the construction of the proposed food store, Lidl is committed to using materials that are highly rated within the BREEAM 'Green Guide'. This tool provides information relating to the environmental performance of building materials. Materials with a 'Green Guide' ranking of A or A+, will be chosen by Lidl where possible, thus having least environmental impact.

The materials applied to the building are low maintenance and, in most cases, require no further applications over time. Quality facing materials are to be encompassed on the elevations. The guttering and down pipes are a natural zinc finish and therefore do not require re-painting or maintenance.

Where appropriate, Lidl will seek to obtain building materials from suppliers that possess an accredited Environmental Management Systems (EMS) or similar standard. In doing so, this will ensure that the environmental impact from the use of such materials will have been fully considered throughout the procurement process.

Appliances, Chilled Cabinets and Display Cases

Refrigerated units within the retail store are typically accessed using transparent doors to reduce the required frequency of openings. Open front refrigeration units are fitted with night blinds to reduce cooling requirements when the store is not open.

Fridges, dishwashers and any other white goods that are installed for staff use are sized appropriately for their intended use and have an energy rating of at least "A".

Lidl stores use manually operated "dock leveling" plates which are used in conjunction with a sloped loading ramp.

Glazing

As part of the refurbishment of the existing building, proposals for glazing to the main elevations are to be incorporated. Glazing will be used modestly around the building, and this allows natural light into the store reducing the need for artificial lighting. 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.

The development optimises the window selection to maximise daylight, minimize heat loss, reduce solar gains and provide acceptable noise insulation and aims for an area weighted average U-value no greater than 1.1 W/m2K. All windows will be double glazed, with a minimum of 6mm thick glass and a 12mm gap.

Lighting

All lighting is connected to the Building Management System (BMS). The lighting within the sales area is controlled by timers, the other areas of the store use lights controlled by motion sensors. External lighting utilises a combination of light sensors and timers to minimize energy consumption through seasonal variations. Lighting levels vary depending upon the activity i.e. 1 hour after the store closing lighting levels reduce to only 30% and vice versa.

Heating

All Lidl stores use air conditioning systems that provide both heat and cool air. This allows the building to be effectively controlled with the same management system.

The small amount of hot water required will be provided by electric water heating to reduce losses from water storage.

Furthermore, Lidl will ensure that the food store will exceed the minimum Buildings Regulations standards for thermal performance, thereby reducing the heating requirements of the building. All windows will be double glazed, with a minimum of 6mm glass and 12mm gap between glazing panels to minimise heat loss from the building.

Area	Temp
Sales Floor	+19 °C
Welfare / Checkouts	+21 °C
Warehouse	+13 °C

Air

The retail development is considered unlikely to give rise to any significant air quality issues. Techniques are applied during the construction period to minimize the potential for dust and local air pollutants. Best practice is used to control dust on construction sites.

Efforts are also made to reduce impact on air quality within the building. To achieve this, the development's finishings are designed to be of low impact to human health. These include the use of low impact paints, where practical, including water-based paints that have low volatile organic compounds.

Air leakage through draughts at joints in the building such as windows, doors and poorly fitted cladding causes variations with the building's temperature. It takes a significant amount of energy to control these leaks with measures to reduce such leaks being incorporated into the building design.

The number of openings within the building envelope have been kept to a minimum to reduce the areas where air leakage could occur. Appropriate seals will be used to reduce these draughts to a minimum. The roof space and any draughts created from the cladding around the roof space will not affect the temperature within the building.

Noise

During operation of the development, every effort is made to ensure noise does not compromise the health and well-being of building occupants as well as other potentially sensitive receptors.

Noise impacts to the surrounding receptors would be minimized through the appropriate layout and the installation of a landscape buffer. The Lidl store receives 1 -2 deliveries per day, which will usually be before the store opens, to ensure fresh stock is replenished daily.

Lighting

Impacts from lighting have been addressed during the design of the development. Light pollution emanating from the building at night may impede the view of the night sky and cause glare effects, both of which present potential harmful physiological and ecological effects. Lidl developments minimise light obstruction, including light trespass and sky glow by following appropriate guidance from the Institute of Lighting Engineers.

Job Creation

Lidl primarily seek to serve the immediate local community in which they are located, both in terms of their discounted shopping offer and in terms of employment. Lidl seek to employ up to 40 full time staff so that they can offer a friendly and familiar staffing service to their customers. Lidl employ most of their staff from the local area.

In addition, there may also be opportunities for temporary and indirect employment (as a result the proposals.) The opportunity may exist to recruit local labour during the construction of the store, thus providing further short-term employment opportunities.

Limited Assortment Discount

The Limited Assortment Discount retail store would provide a community benefit also. Lidl's business model allows the store to provide greater discount rates on the goods they stock in comparison to mainstream supermarkets. The proximity of the Lidl store to the residential development will improve the customer experience by providing a high-quality modern store and offering its full product range.

This section details the two aspects of access, that is access in the sense of vehicular and pedestrian access to the site, but also inclusive access, considering movement within the existing site itself. It is important to note that these issues are not independent and have been considered together whilst preparing the design response. Furthermore, highway safety is also considered in this section.

Inclusive Access

A poorly designed scheme can lead to the exclusion of communities or individuals. This proposal has adopted the principles of inclusive design as set out in best practice guidance. This has resulted in a layout for the site that:

- Can be used safely and easily by as many people as possible without undue effort, separation or special treatment;
- · Values and embraces diversity and difference;
- · Consists of a high-quality design;
- Allocates appropriate space for people;
- · Achieves a safe, comfortable and healthy environment; and
- · Ensures ease of use, comprehension and understanding;

Design Principles

- The design principles and concepts that have been applied to the development are as follows:
- Sensitivity to the surrounding context, as a crucial principle of the design, has been followed where
 possible. New landscaping to the edges of the site will refresh the existing site boundaries. In
 addition, the streetscape along the B4254 will be enhanced, with new landscaping also added to
 the site parameters here too.
- The steps taken to appraise the context of the development and how the design of the development takes that context into account are demonstrated below:
- The orientation of the building towards the south/west boundary improves visibility across the site. Furthermore, the removal of the Stagecoach will also enhance this aspect. The formation of an open space was a design driver for the development of the site. Less enclosed, the new Lidl Store will provide open views across both Penmaen Road and the B4254.
- The policies and approaches adopted for access, and how policies relate to access (in the development plan) have been considered are explained earlier in this document.
- Pedestrian safety was another key design driver when considering the design. The new vehicular site access and the proposals for the new highways provide a safe ingress and egress into and out of the site. HGV Tracking was produced early in the design stages and added to identify the route of the truck and its movement in and out of the site.

Sustainable Access

Whilst car use will be a popular way to access the store, the site also ensures excellent access to public transport including the bus network, and the bus stops located on the east (near Woodfieldside Business Centre). Cycling and walking present the most sustainable mode of travel to the site, and we have carefully considered the pedestrian routes into the site with our design of pedestrian areas within the car park. As the site is prominently located near residential catchment areas it is anticipated that most visitors will use this method of accessing the store.

Construction with regard for the Community

The Considerate Constructors Scheme is a voluntary Code of Considerate Practice, which is adopted by participating construction companies and everyone involved on the construction site. The scheme is designed to promote socially responsible construction projects. Lidl is committed to the principles within the Considerate Constructors Scheme (CCS) and would implement a strategy which should meet the requirements of the scheme. As part of this process, the scheme requires that the Local Community is engaged prior to and during construction to ensure that impacts upon the surrounding Community are minimised.

Conclusion

The proposed new Lidl store strives to reduce environmental impact, both through design and through the commitment of Lidl to follow best practice to reduce pollution during the construction phase.

In addition to sustainable design, there are several inherent attributions of sustainability in the proposals:

- The development will provide a local convenient service to the residents and the nearby surrounding area.
- The proposals are within an accessible location by means of transport (other than the private car) including local bus services and safe pedestrian and cycle routes
- The information provided clearly demonstrates that the new store can be regarded as energy efficient and will also deliver sustainability within the local community.

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York Place Studio, 8 Britannia Street, Leeds, LS1 2DZ, t: 0113 244 3457 e:admin@htcarchitects.co.uk w:wwwhtcarchitects.co.uk