



Date: Thursday, 24 November 2016

Time: 2.00 pm

Venue: Shrewsbury/Oswestry Room, Shirehall, Abbey Foregate, Shrewsbury, Shropshire, SY2 6ND

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CENTRAL PLANNING COMMITTEE

SCHEDULE OF ADDITIONAL LETTERS

NOTE: This schedule reports only additional letters received before 5pm on the day before committee. Any items received on the day of Committee will be reported verbally to the meeting

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Agenda Item 14

CENTRAL PLANNING COMMITTEE		
SCHEDULE OF ADDITIONAL LETTERS		
Date: 24th November 2016		
NOTE: This schedule reports only additional letters received before 5pm on the day before committee. Any items received on the day of Committee will be reported verbally to the meeting		
Item No.	Application No.	Originator:
5	16/00181/FUL – Lidl	Agent
The agent has circulated a briefing note to members which is attached to this document for clarity.		
Item No.	Application No.	Originator:
5	16/00181/FUL – Lidl	Representation
9 further letters of support have been received commenting that there is a need for a discount food store on this side of town.		
Item No.	Application No.	Originator:
5	16/00181/FUL – Lidl	Highways
I can confirm that the majority of outstanding issues relating to the proposed development have now been resolved, or details can be submitted prior to commencement, therefore Shropshire Council Highways raise no objection to the granting of consent.		
<p><u>Matchday Management Plan (MMP)</u> A draft Matchday Management Plan (MMP) has been submitted, however it is considered that prior to commencement a full MMP should be submitted and approved. This plan should be reviewed within 2 months of the store opening, this period will enable a minimum of 4 home matches to take place, so an assessment can be made with regard to how the store is operating on match days. It is also recommended that a review is undertaken on an annual basis, and the results of this review are submitted to Shropshire Council, with an appropriate action plan.</p> <p>Within the submitted plan, we would expect details of temporary signs to be erected, directing vehicles prior to the match to reduce queuing on the access road, and further details submitted with regard to customer information regarding the restriction of movement, 30 minutes after the end of any match and in the event of an emergency. We are satisfied that these details can be agreed prior to the store opening.</p> <p><u>Access</u> We continue to remain concerned with regard to the interaction between the proposed access to the site and the SUE land, therefore whilst we accept the proposed access arrangements in principle, we would recommend that details are submit for approval prior to commencement. As per your submitted report, the access to the development is currently unadopted by Shropshire Council as Highway Authority, it is therefore outside of your control, however there is a need to ensure satisfactory access to both the Football ground /Foodstore and the SUE land if the carriageway is to be put forward as adopted Highway in the future.</p> <p><u>Zebra crossing relocation</u> The implications of relocating the zebra crossing nearer to the Oteley Road signal</p>		

junction could cause traffic to back-up through the signals. The crossing is shown as being 12 metres wide with no central refuge. The suggested crossing of numbers of spectators is likely to introduce further delays to vehicles clearing the access road and signals particularly as the initial queuing distance would be approximately 30 metres (5 PCU's) shorter between the signals and the proposed zebra crossing position. The applicant has suggested that the stewards could control the use of the zebra crossing to ensure the right balance between pedestrians getting across the stadium access road and vehicles getting into the site. However in view that pedestrians facilities are provided at the signalised junction with Oteley Road, it is recommended that the relocation of the Zebra Crossing is reviewed and removed from the proposed scheme, unless a satisfactory solution is found.

It is recommended that the following condition are attached to any permission granted and the proposed Section 106 seeks a contribution towards improving passenger transport facilities on Oteley Road.

1, Prior to commencement of the development, detailed Matchday Management Plan (MMP) shall be submitted to and approved in writing by the Local Planning Authority. The applicant shall implement and monitor the approved MMP and thereafter maintain and develop a MMP plan to the satisfaction of the Local Planning Authority. The Plan as approved shall be monitored and reviewed within two months of the opening of the store and then on an annual basis, and a copy of that annual review and action plan arising shall be submitted to the Local Planning Authority and should remain in force for the lifetime of the development. The measures described in the action plan shall be implemented in the time period identified.

2.No development shall take place, including any works of demolition, until a Construction Method Statement and Traffic Management Plan has been submitted to, and approved in writing by, the local planning authority. The approved Statement shall be adhered to throughout the construction period. The Statement/Plan shall provide for:

- i. the parking of vehicles of site operatives and visitors
- ii. loading and unloading of plant and materials
- iii. storage of plant and materials used in constructing the development
- iv. the erection and maintenance of security hoarding including decorative displays and facilities for public viewing, where appropriate
- v. wheel washing facilities
- vi. measures to control the emission of dust and dirt during construction
- vii. a scheme for recycling/disposing of waste resulting from demolition and construction works
- viii coordination and management of all deliveries, HGV routing proposals and off-site holding areas
- ix phasing of any temporary and/or permanent vehicular/pedestrian accesses and management thereof within the construction period of the development.

Reason: To avoid congestion in the surrounding area and to protect the amenities of the area.

3. No development shall take place until details for the proposed cycle parking have been submitted to and approved by the Local Planning Authority. The approved scheme shall be installed prior to the first occupation of the development and thereafter be kept clear and maintained at all times for that purpose.

Reason: To avoid congestion in the surrounding area and to protect the amenities of the area.

4. Prior to the development hereby permitted being brought into use/open to trading the Draft Travel Plan should be developed a full operational living document which sets

out the Travel Plan objectives of the site in promoting sustainable travel and reducing car bourn trips. The Travel Plan should be the subject of annual review and should remain in force for the lifetime of the development.

Reason: To promote sustainable travel modes in the interests of carbon emission reduction and travel health benefits.

5. Notwithstanding the details shown on the submitted access plans, prior to the commencement of development on site details of the means of access and highway improvements to the existing access shall be submitted to and approved in writing by the Local planning Authority. The details shall not include the relocation of the zebra crossing over the access road unless it can be shown provided with a refuge point in the centre of the road. The approved details shall be fully implemented before the food store is open to trade.

Reason: This detail is required prior to commencement to ensure a satisfactory means of access to the highway.

Item No.	Application No.	Originator:
9	16/02140/FUL – Milward Rise	Officer

An email has been received on 21st November from the agent regarding the report. Whilst the applicant is happy with the recommendation there is an issue regarding the recommended conditions. In particular Condition 2 states that the access needs to be fully implemented within three months. The applicant feels that that this would be difficult to achieve given the amount of work and that the three months given would mean that the work would need to take place in the middle of winter. The erection of new stone walling and the new tarmacking may be impossible if there is a bad winter. Moreover by the time that details are submitted in connection with the discharge of the conditions, this could have taken some two months of the three month limit.

Case Officer response:

Condition 2 of the report reads as follows:

The access arrangements shown on the submitted Drawing No. PMD-02 shall incorporate surfacing in a bound material for the full width of the access between the gates and carriageway and shall be fully implemented within three months of the date of the planning permission.

Reason: In the interests of Highway Safety

In the light of the agent’s request and acknowledging the fact that we are now entering into the winter months of the year, it is considered reasonable in this instance to extend the time period to 6 months instead to May 2017.

The condition is now drafted as:

The access arrangements shown on the submitted Drawing No. PMD-02 shall incorporate surfacing in a bound material for the full width of the access between the gates and carriageway and shall be fully implemented within six months of the date of the planning permission.

Reason: In the interests of Highway Safety

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New Lidl store, Oteley Road, Shrewsbury

Ref: 16/00181/FUL

Briefing note for Planning Committee members

22 November 2016

Introduction

This note has been prepared on behalf of Lidl UK GmbH in relation to its planning application for a new supermarket on land off Oteley Road, Shrewsbury (ref: 16/00181/FUL). The note has been sent to all planning committee members and it is intended to accompany, not replace, your officer's report.

Proposals

The proposals will provide:

- A new, modern 2,468 sq m (gross) Lidl supermarket
- Increased shopping choice for the south side of Shrewsbury
- Up to 40 new full and part-time jobs

The Lidl store is fully deliverable and subject to planning permission, is currently scheduled to open in 2017.

Key issues

Highways

Lidl has worked with the Highway Authority, Shropshire Council (SC), to address the key issues raised. A Transport Assessment was submitted to support the application along with additional information at the post application stage, including a Travel Plan, Match-day Management Plan and a Transport Addendum.

Access

- The site is accessible by a number of modes of transport. The nearest bus stop is approximately 650 m away on Oteley Road and there are good pedestrian and cycle links to the site. SC Highways have indicated that any new bus service to serve this part of Shrewsbury is likely to be a diversion of an existing route and will need to be commercially viable. Due to the proposed food store's proximity to the Sustainable Urban Extension (SUE), it is likely to benefit from any increased level of public transport service to the area. In order to further enhance the local public transport infrastructure and improve the accessibility to the site, Lidl proposes a S106 contribution to fund the construction of two new bus stops to serve the Lidl store. The proposed bus stops would come forward as part of the wider service improvements associated with the SUE, which will have an access adjacent to the application site.
- Vehicle access to the Lidl store will be from a new fourth arm and revised layout of the existing mini-roundabout. The existing gates will be replaced with a row of electronic bollards across the stadium access road, which will remain down all of the time the Lidl store is open and be fob controlled to facilitate out of hours servicing. The access strategy has been considered in detail with SC Highways and the most recent preliminary layout has been submitted.
- Customer cycle parking will be provided to the front of the store and staff cycle parking is provided within the store.

- It is proposed that the bund on the boundary of Oteley Road will be lowered and re-landscaped with improved pedestrian links provided from Oteley Road to the store and the football club.
- A Travel Plan will be agreed with the council ahead of the store opening. The Travel Plan considers measures to encourage employees and customers to travel to the store by other modes of transport. A Travel Plan Co-ordinator at the store will encourage staff car sharing and travel by public transport.

Match-day traffic & parking

- The existing stadium access junction on Oteley Road operates well within capacity, even with increased movements on match-days and traffic flow on Oteley Road is not affected by match-day traffic. The Lidl store will not generate more traffic movements than those on a match-day and traffic to the Lidl store is likely to be lower than the usual levels associated with similar food stores in different locations before and following a match. Lidl's experience of operating stores close to sports grounds indicates that customers tend to avoid those times, as evidenced by details submitted for the Lidl Blackpool store, which is located in close proximity to Blackpool Football Club.
- The Lidl car park would be restricted to 90 minutes, which would discourage football supporters from parking at the store.
- Lidl would employ match-day car parking attendants to ensure customer only parking and to enforce the 90-minute parking restriction on match-days. The match-day management plan sets out the arrangements for having additional stewards in place for home matches to direct traffic and pedestrians safely.
- Match-days are clearly advertised by the football club and it is accepted that Lidl customers will avoid shopping in the lead up to kick-off and following the match.

Subject to removing the proposed pedestrian crossing on the access road, the highways officer raises no objection to the application. Your officer's report states that, '...there are no highways grounds on which to refuse the application...'

Community sports pitches

When planning permission was granted for the football stadium, the proposed Lidl site was set aside for a community playing pitch. Working with your officers, Lidl and Shrewsbury Town Football Club propose to relocate the community pitch onto the existing club training pitch to the south of the stadium. The new community pitch will offer a significantly higher quality playing surface than the existing community pitch and will be located closer to the facilities within the stadium.

Furthermore, the pitch would be managed by the charitable organisation, Shrewsbury Town in the Community (STC) as a community pitch. STC already run various sporting activities and are applying for funding to upgrade the pitch to 4G, enabling all-year-round use, offering a further improvement to the quality of the community facility.

Shrewsbury Town FC has relocated its training facilities off-site to a site off Newport Road to the east of the A49. The proposed community pitch will therefore will be completely for

community use. This arrangement will result in no net loss of pitches and provides a significantly improved community sports provision.

Waitrose

Members will be aware that an objection has been received on behalf of Waitrose. Planning permission was granted for Waitrose before Lidl's plans were announced and Waitrose are unable to offer any guarantees that the new store will be built, even if the Lidl planning application were to be refused.

A new Lidl store will offer increased choice for local shoppers and we believe a new Lidl store would actually complement Waitrose. A number of residents, via consultation feedback forms or in letters supporting the application, said that increased choice would mean that they don't have to travel as far to do their weekly food shopping.

Engagement and support

- Pre-application public consultation was undertaken including a public exhibition, that was attended by around 50 people. Information leaflets with freepost feedback forms were distributed to 2,600 homes in the area. Engagement with residents and stakeholders has continued.
- Since launching the proposals, **65% of those who responded to the public consultation are in support of the proposals.**
- **There are 123 letters of support on the planning file.**

Summary

- A new Lidl store on Oteley Road will improve choice for local shoppers, complementing existing and proposed stores in the area and the neighbouring Sustainable Urban Extension.
- The new store will create up to 40 new full and part time jobs for local people. **The application is supported by the council's Economic Growth Service.**
- Lidl has worked with your planning and highways officers to address the key issues raised.
- The proposal will result in a significant improvement to the quality of community sports provision, which will be exclusively available for community use.
- Shrewsbury Town Council has raised no objections to the scheme.
- **65% of respondents to Lidl's engagement are in support of the proposals and there are 123 letters of support on the planning file.**