



# 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 \$106 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.**