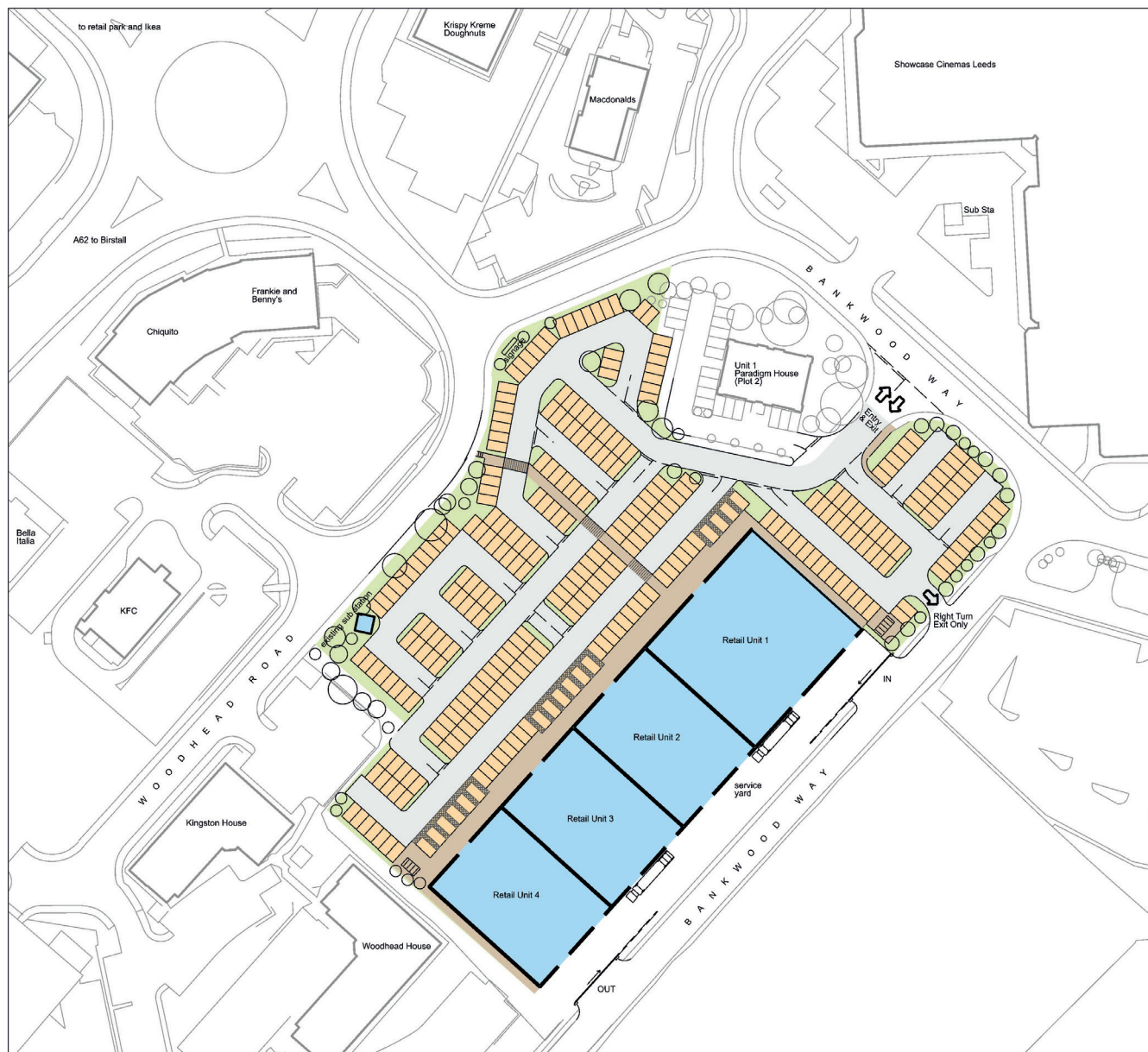


Planning History

- 2.36 In January 2020, outline planning permission was granted at the site for four retail units with associated access, parking and landscaping (planning ref: 2018/92563). In total, the application proposed to deliver 7,869 sqm (GIA) of retail floorspace. As that application was made in outline, matters of scale, appearance and layout were reserved for future approval.
- 2.37 However, officers stated that the indicative layout of the retail units to the south-eastern boundary of the site, with car parking to the front and soft landscaping to the perimeter of the car park, represented a suitable layout. The outline planning permission also demonstrates that the nearby COMAH site is not a constraint on the development of the site for retail use.



Site Context Images



Ordnance Survey, (c) Crown Copyright 2018. All rights reserved. Licence number 100022432

LAYOUT INDICATIVE ONLY

Figure 2.2 Previously Approved Layout Plan

3 Constraints and Opportunities

3.1 This section of the statement identifies potential opportunities and constraints in respect of the site and considers how these have influenced the development.

Constraints

- 3.2 The site's constraints include:
- The site's topography, which varies between 148 m and 151 m AOD rising in a northerly direction;
 - Achieving a safe and suitable access from Woodhead Road, which drops in levels steeply from the Gelderd Road roundabout;
 - The proximity of the adjacent office building (Paradigm House);
 - The presence of trees, hedges and shrubs which are dispersed across the site's boundaries;
 - The site's location within the middle and outer zones of a COMAH area;
 - The existing electricity sub-station at the north-western boundary of the site; and
 - The potential for ground contamination relating to the former use of the site.

Opportunities

- 3.3 The opportunities presented by the site include:
- Enhancement of the range of retail provision in the local area, increasing local choice and competition and building upon existing shopping trips and traffic movements;
 - The opportunity to develop a brownfield site which currently has a negative impact on the character and appearance of the retail and leisure park;
 - The provision of a high quality landscaping scheme to assist with the development's assimilation with the wider retail and leisure park;
 - Potential to develop two new retail stores with a contemporary design;
 - Delivery a retail development which benefits from good accessibility to sustainable modes of transport and movement (i.e. walking, cycling and public transport); and
 - The provision of 2 rapid electric vehicle charging spaces.

4 Scheme Evolution

4.1 The design and layout of the proposals has evolved over time. This has been in response to discussions with the Local Planning Authority, Lidl's and Home Bargain's operational requirements and the community consultation exercise. The scheme has also evolved to address site constraints, matters that have arisen as technical assessments have been undertaken and to deliver scheme improvements.

4.2 This section explains how the site context and planning policies outlined in the earlier sections have influenced the design approach to the proposed development. It also outlines how the pre-application engagement with the Local Planning Authority and local community has helped to inform the final design of the scheme.

Pre-Application Engagement

4.3 The application proposals have been subject to a range of pre-application consultation methods. Full details of the consultation process and its outcomes are

provided in the accompanying Community Consultation Statement and Planning Statement. In summary, pre-application engagement comprised:

- Discussions with officers at Kirklees Council in October 2020 as part of a pre-application enquiry. This included consideration of the principle of development, design and layout concepts, and highways considerations.
- Engagement with the local community in December 2020 and January 2021. This involved:
 - (a) The distribution of a consultation leaflet to approximately 16,000 homes and businesses in the Birstall and wider area between the 14th and 17th December 2020, informing residents and stakeholders of the application proposals. This leaflet also provided details of a community consultation website where further information could be found and comments submitted.

(b) Lichfields wrote directly to Local Councillors prior to the commencement of the public consultation period to offer further information about the scheme and also to provide an opportunity to discuss the proposals in detail.

(c) Hosting a community consultation website which provided information about the scheme and contained an online feedback form, allowing residents and stakeholders to submit their comments regarding the proposals.

(d) An email address was also provided on the website for residents and stakeholders to ask any questions or make additional comments on the scheme.

4.4 As set out in the Community Consultation Statement, 97% of respondents indicated that they fully or partially support the principle of the proposed development, with many people commenting that they were pleased to see a Lidl foodstore and Home Bargains store come forward at the site.

Pre-application Feedback from the Local Planning Authority

- 4.5 The following design and access considerations were highlighted in the pre-application discussions between the applicant and the Local Planning Authority:

Design and Layout Comments

- It was agreed that, given the surrounding uses and extant planning permission at the site, the site represented an appropriate location for the proposed retail development;
- A contemporary approach to design and materials would be suitable in this location;
- Although the COMAH designation was an important consideration for the development of the site, officers were comfortable that the proposal would not result in any material risk to members of the public; and
- The proposed development should be built in accordance with the requirements for good crime prevention

design, with guidance taken from Crime Prevention Through Environmental Design (CPTED) and Secured by Design (SBD) guidelines where appropriate.

Accessibility Comments

- Officers stated that their preference was for the access arrangements to generally follow the principles set by the extant permission, with the main customer and servicing access to be taken from Bankwood Way rather than Woodhead Road;
- Financial contributions towards pedestrian connectivity improvements within the wider retail park may be required as had been agreed for the extant planning permission; and
- Details of the provision of Electric Vehicle Charging Points (EVCPs) should be included.

Community Consultation Feedback

- 4.6 Respondents to the community consultation event generally supported the development proposals. Specific comments were raised with regards to the need for appropriate landscaping and sustainable design, as well as the potential traffic issues which could arise as a result of the proposed development. A brief summary of the comments relevant to the proposed development's design, layout and accessibility are set out below:

- Minor concern about the number of car parking spaces proposed.
- Traffic at the Junction 27 retail park is poor, with roads around the application site usually congested.
- Both stores should be designed sustainably and EVCPs should be considered.
- The development's design should be in-keeping with surrounding green areas.

4 Scheme Evolution

- 4.7 These comments are considered in greater detail within the accompanying Community Consultation Statement.

Responding to Feedback

- 4.8 The scheme's design has evolved to consider comments received at the pre-application stage in the following ways:
- The proposed 175-space car park is sufficient to accommodate likely demand, as the final proposed site layout allows for good circulation of vehicles and is considered as having a good level of spare provision (20%) for periods of increased demand. In addition, the proposed development will include one rapid 50kW charging point capable of charging two cars at once. 50kW rapid chargers can add up to 100 miles of range in roughly 30 minutes.
 - The proposed vehicular access arrangements will be similar to the previously approved retail development.

However, servicing access will be taken via the main customer access onto Bankwood Way at the east of the site and a second access to the site off Woodhead Road, to the west of the Woodhead Road/Bankwood Way junction, will be provided. Combined customer and servicing access points are typical on developments of this nature, and it is considered that the access off Woodhead Road is appropriate given the intended change in priorities proposed at the Woodhead Road/Bankwood Way junction. This is discussed further in the accompanying Transport Assessment.

- Areas of new landscaping will be provided at the site's northern frontage onto Bankwood Way and existing trees, shrubs and vegetation will be retained wherever possible.
- The proposed buildings will be of a contemporary design and use modern materials in keeping with the

surrounding built form.

- The layout and orientation of the stores provides natural surveillance of the proposed car park. CCTV and ANPR cameras will also be in operation. The stores will be well lit externally, and clear wayfinding measures will be implemented across the site to ensure that customers know where they can and cannot access (i.e. the delivery bay, staff only areas etc.). Secure cycle storage provision will also be available for customers and employees.
- The design, construction and operation of both stores will prioritise environmental sustainability measures to ensure high standards of energy efficiency and significant reductions in carbon emissions. Section 7 of this DAS covers the sustainability of the proposed Lidl and Home Bargains stores in greater detail.

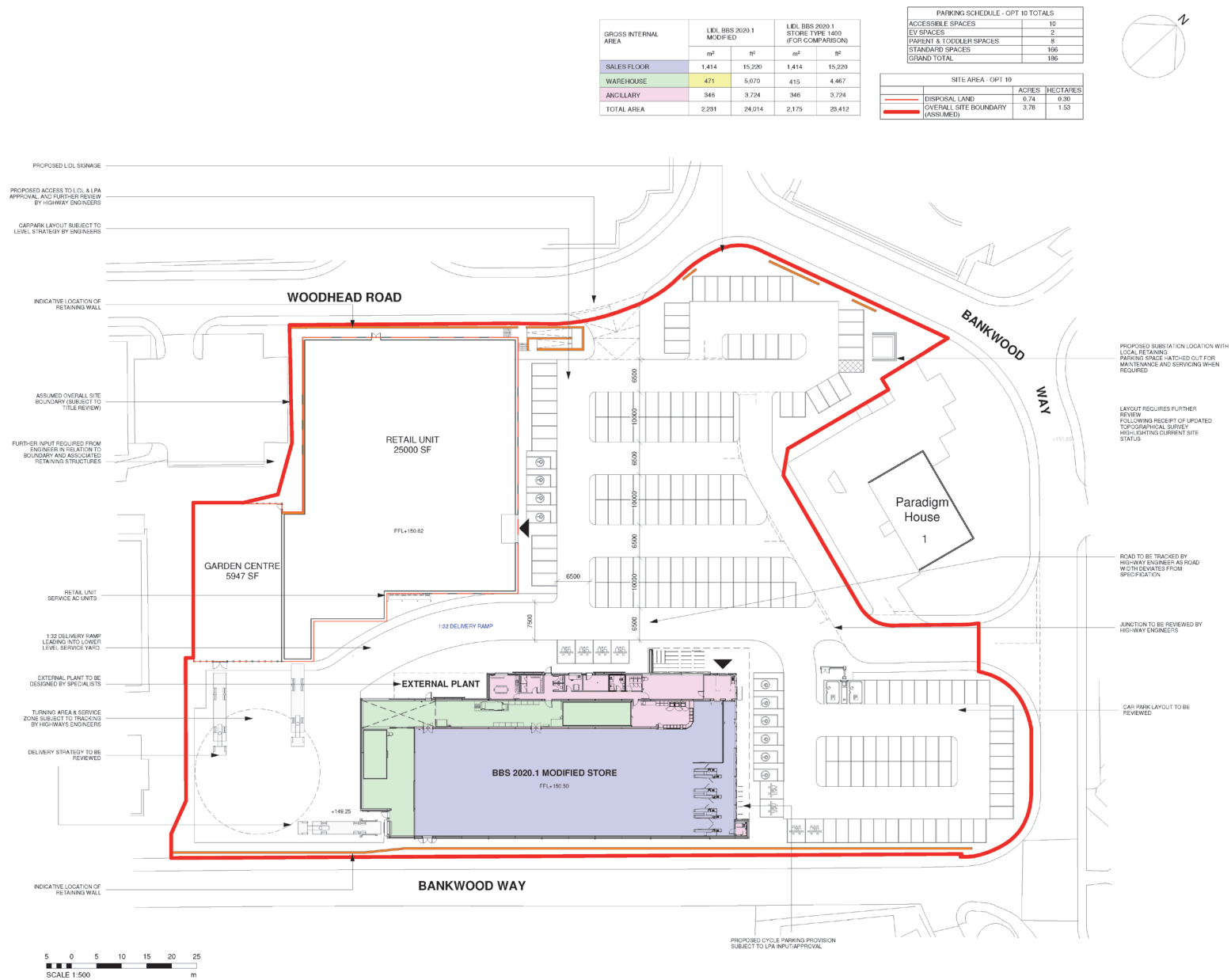


Figure 4.1 Earlier Scheme Layout

4 Scheme Evolution

Key Design Principles

4.9 The following overarching design principles have been established based upon the analysis of the site and its context and the pre-application feedback from officers and members of the public as set out above. These principles have guided the project team in the formulation of the scheme:

1. The need to provide a modern retail development, comprising a new Lidl foodstore and Home Bargains store, of a size and appearance consistent with the branding of each retailer and their business models;
2. The need for a design quality which is both appropriate to the site's setting and surroundings, as well as being consistent with the corporate style of Lidl and Home Bargains;
3. The need for a retail development which is visually prominent to vehicular and pedestrian traffic whilst respecting the amenity of the local environment and business properties;
4. The opportunity to capitalise on the application site's location within a wider retail and leisure park, which offers existing accessibility by travel modes such as on foot, by cycle and by bus;
5. The shape, size and topography of the site;
6. The need to maximise natural surveillance and reduce the potential for crime and antisocial behaviour; and
7. The need to promote high levels of sustainability to minimise the carbon footprint of the development and utilise energy conservation and efficiency methods where feasible and viable.



Figure 4.2 Existing Site Plan

5 The Proposed Development

5.1 Having considered the constraints and opportunities of the site, and discussed the background of the application, this section sets out details of the scheme's final proposed design.

The Application Scheme

5.2 The scheme proposes a new Lidl foodstore and Home Bargains store, both providing a spacious and attractive shopping environment for local residents and visitors in a convenient and accessible location.

5.3 The proposed development will include:

- A new 2,231 sqm gross internal area (1,414 sqm sales area) Lidl foodstore.
- A separate Home Bargains store of circa 2,280 sqm gross internal area (2,014 sqm sales area) with associated 512 sqm gross garden centre.
- A joint servicing area to the rear of the stores.
- 175 car parking spaces including 10 accessible spaces, 2 electric vehicle charging spaces and 9 parent and child spaces.

- A co-ordinated scheme of landscaping around the site including a stepped and ramped footpath link from Woodhead Road.
- Vehicular access from Bankwood Way and Woodhead Road.

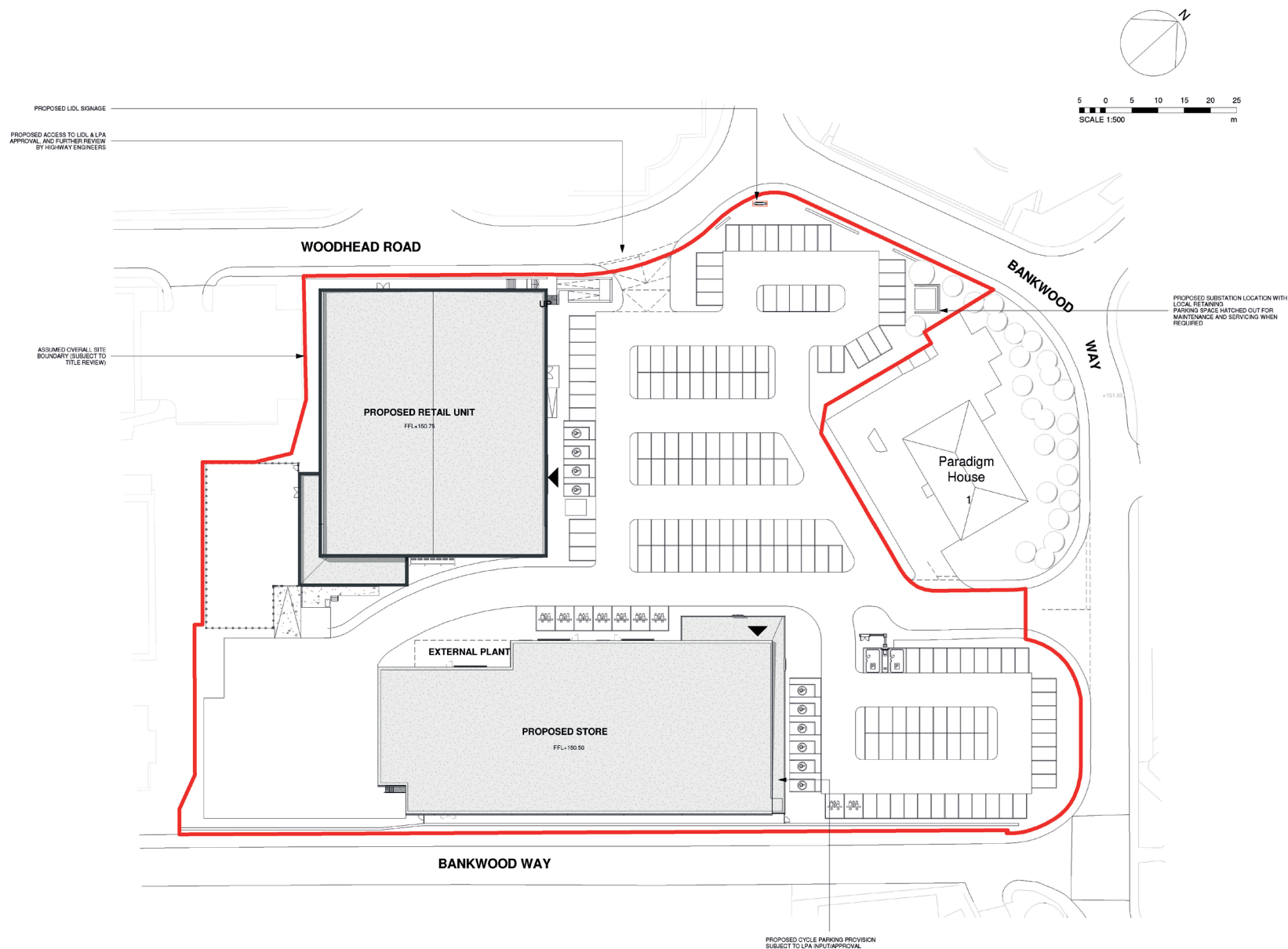


Figure 5.1 Proposed Site Layout Plan