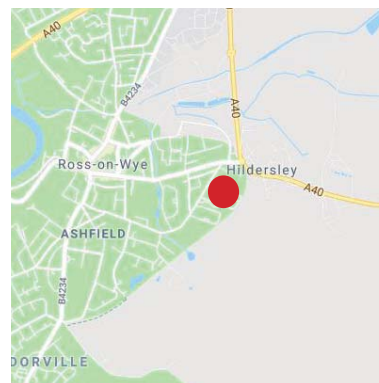


# Design and Access Statement

## Wolf Business Park

### Ross-on-Wye



Hybrid Application | Design and Access Statement | May 2019

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# 1.0 Introduction



1.1 Project Team

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1.0 Introduction

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## Design and Access Statement for Lidl UK GmbH

**A hybrid planning application compromising: An application for full planning permission for the demolition of the existing Wolf Business Park buildings and the erection of a new Lidl foodstore (Use Class A1) with associated car park and landscaping and a new access to the retained and new employment land with associated works, and An application for outline planning permission for the erection of new employment premises (Use Class B1/B2/B8) on the retained employment land (total floorspace c. 2,779 sq. m) and associated works**

**June 2018**

## 1.0 Introduction

1.1 This Design and Access Statement (DAS) has been prepared by Boyes Rees Architects and Rapleys LLP on behalf of Lidl UK GmbH (Lidl) (the applicant) in support of a hybrid application seeking planning permission for the demolition of existing buildings and redevelopment of the site to provide a new Lidl foodstore (Use Class A1) with associated car park and landscaping and a new access (full) to the retained and new employment premises (Use Class B1/B2/B8) (outline) with associated works at the Wolf Business Park, Ross-on-Wye, HR9 5NB. A site location plan is attached at **Appendix 1**.

1.2 The development will be carried out in two phases, with the Lidl foodstore site and new access arrangements included in the first phase. The second phase will comprise the employment site with one building (Building 3) being retained as part of the redevelopment proposals.

1.3 The site is currently occupied by Wolf Business Park providing employment accommodation and extends to 1.9 ha in size. The current buildings on site are in poor state of disrepair which is reflected in the high vacancy levels. This position will significantly deteriorate once when one of the main occupants on the site, R.A.G.S, moves out to more suitable premises in the near future. The Lidl development will secure the necessary investment to improve the employment offer at the site and subsequently ensure a viable future for the business park.

1.4 A DAS is a statutory requirement for major development, or where the floor space created by the development exceeds 1,000 sq. m, as required by the Town and Country Planning (Development Management Procedure) (England) Order 2015.

1.5 This DAS sets out the design principles and concepts that have been applied to the development, demonstrating how the context of the development has been appraised and how the design of the development takes the context into account. The Das further explains how issues relating to access have been dealt with in the context of local policy.

1.6 The DAS should be read alongside the Planning and Retail Statement and other supporting documentation.

## 1.7 Lidl UK GmbH

The Lidl business model is now well established in the UK, with the company currently operating over 700 stores nationally.

The fundamental premise of Lidl's business model is that the company can offer very competitive prices whilst keeping the quality of its products extremely high. It is able to do this through a combination of factors including:

- Its tremendous buying power as a result of the scale of its operation across Europe.
- A concentration of own brands (which constitute about 80% of its product range) so that Lidl avoids passing on the cost of brand name marketing to its customers.
- A decision to stock around 1,400 product lines, which is significantly less than the number stocked by the big four food retailers.
- The consistent application of standardised servicing and operating systems across its stores in order to minimise operational costs; and
- Simple product display and stock handling procedures.

Cost minimisation is a primary consideration for Lidl and is key to enabling the business to keep prices low. Each store operates on the basis of the direct transfer of goods on pallets from the delivery lorry to the sales area, which significantly reduces the requirement for ancillary storage compared to other operators.



# 2.0 Assessment



## 2.0 ASSESSMENT

2.1 This section sets out the steps taken to appraise the physical context of the application site and its surroundings.

### METHODOLOGY

2.2 A site visit was undertaken on the 20 March 2018 to understand the existing development context for the site in relation to its surroundings. This was followed by a planning history and planning policy review to understand the existing planning context for the site before considering the design approach to the redevelopment proposal.

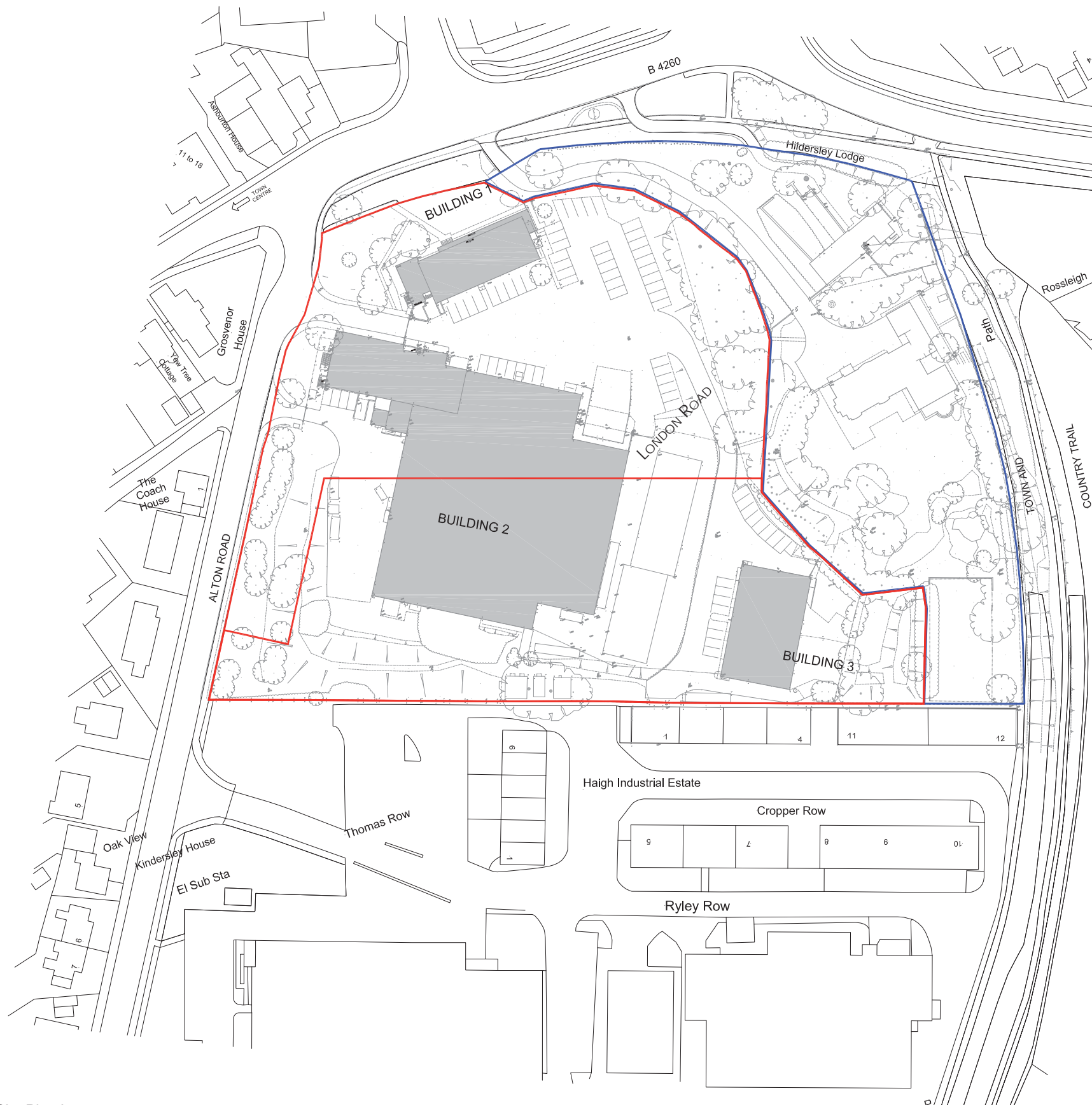
2.3 A full analysis of the development proposal against national and local policy is provided in the accompanying Planning and Retail Statement.

### APPLICATION SITE

2.4 The application site is located within the Local Authority Area of Herefordshire on the edge of Ross-on-Wye. It comprises of the Wolf Business Park which extends approximately 0.9 hectares and is broadly semi-circle in shape. The site currently contains 3 buildings which together form Wolf Business Park.

2.5 The site is allocated employment land and from retail perspective is located in an out-of- centre location. The site is also located within an Area of Outstanding Natural Beauty, like most of Ross-on-Wye and the surrounding area. However, it is not located within any conservation areas or in close proximity to any listed buildings.

2.6 As of 8 June 2018, the site is subject to Tree Preservation Order (TPO) comprising a number of individual trees to the north west, north and south of the site, and a group of trees to the east of the site.



Previous Site Plan Layout



# 2.0 Assessment

2.7 Please see below the following site photographs for context:



PHOTO 1: VIEW OF THE CURRENT ACCESS TO THE DETAILED ELEMENT OF THE PROPOSAL.



PHOTO 2: VIEW LOOKING TOWARDS THE SITE FROM THE NORTH OF THE PROPOSAL.



PHOTO 3: VIEW OF THE CURRENT ACCESS TO THE OUTLINE ELEMENT OF THE PROPOSAL.



PHOTO 4: VIEW LOOKING TOWARDS THE SITE FROM THE WEST OF THE PROPOSAL.



PHOTO 5: VIEW LOOKING INTO THE SITE FROM ALTON ROAD TOWARDS THE NORTH EAST.



PHOTO 6: VIEW OF THE SITE THROUGH THE HAIGH INDUSTRIAL ESTATE ENTRANCE.

2.8 The topography of the site is predominantly flat with a small incline to the north east boundary. The site is confirmed by the environment agency flood risk map to be located within flood zone 1 and as having a low possibility of flooding.

## SURROUNDINGS

2.9 The application site is located to the south of Gloucester Road and the A40, off Alton Road. Directly to the north of the site is the B4260 and the A40, to the west adjacent to Alton Road is a residential area, to the east there is a boarder of trees, a single dwelling, a small area of countryside and then the Ross on Wye Fire Station.

2.10 The site is surrounded by a variety of uses including Haigh Industrial Estate immediately to the south comprising of several retail units including a Pet Shop, Sportswear and Equipment, IT Sales and a Safety Equipment Supplier. To the north of the site is the Great Western Court Retail Park, accommodating a Plumber's Merchant, and Electronic Sales and Repair Shop, a Furniture Shop and Ross Garden Store. There are large residential areas to the east and west, alongside various community uses such as Ross-on-Wye Fire Station and a healthcare centre. The site is considered to be located in a prominent and easily accessible location of Ross-on-Wye, in an area with a good mix of uses.



## RELEVANT PLANNING HISTORY

2.11 Please see below the following photographs of the surrounding areas:



PHOTO 7: VIEW LOOKING TO THE WEST ALONG GLOUCESTER ROAD.



PHOTO 8: VIEW LOOKING FROM GLOUCESTER ROAD (WEST) TOWARDS ALTON ROAD.



PHOTO 9 : VIEW LOOKING ALONG ALTON ROAD (SOUTH) FROM ACCESS TO OUTLINE ELEMENT.



PHOTO 10: PEDESTRIAN FOOT PATH RUNNING ALONG THE WESTERN BOUNDARY OF THE SITE.

2.12 A review of the Herefordshire Council's online planning history records has been undertaken.

2.13 The online planning history records for the site date back to 2001, when an application was permitted for the erection of two light industrial factory units including offices, toilets and associated external works (Ref:DS012193/F). This permission was for the erection of Building 3 and the 2 units which make up the building. These units will remain in situ and will be retained as part of the wider development proposal.

2.14 Buildings 1 and 2, currently in situ on site, were developed prior to the period covered by the Council's planning history records.

2.15 In October 1994, the planning application site was subject to a proposal for a Class A1 foodstore, petrol filling station/ car wash, car parking and associated facilities. The application was registered under reference (SH941251PO). The proposal was subsequently refused in March 1995, due to potential significant adverse impacts on Ross-on-Wye town centre, loss of employment land, and highways grounds.

2.16 In this context, it is notable that this decision was made 23 years against a different national planning policy position to that in place today, and against a different Development Plan position to that in place today. In this context, it is clear that this planning application, submitted in 1994, should have no material bearing on the outcome of the development being brought forward through this planning application.

2.17 In addition, the proposal sought consent for a foodstore for occupation by a main food operator, with the store being 32,650 sq.m in size with 250 car parking spaces and a petrol filling station, which significantly larger than the development proposed by Lidl and which represents a different type of retail offer.

2.18 In September 2003, a planning permission (Ref: DS032384/F) was granted for the change of use of offices. There are no documents available for this application online.

2.19 More recently, in March 2016, a planning permission (Ref: P160859/F) was granted for the proposed car parks to units 3 and 4 and landscaping.

2.20 In October 2018, a hybrid application (ref. 182387) for a similar scheme was withdrawn to allow for a clean re-submission that suitably addresses the outstanding technical issues.

2.21 In summary, it is clear from the planning history that the site area has been subject to retail development in the past. However, as set out above and in line with national guidance, each and every planning application should be determined on its own merits.

## PLANNING POLICY CONTEXT

2.22 The development plan for Herefordshire comprises of the following documents:

- Herefordshire Local Plan Core Strategy 2011-2031 (October 2015); and
- Saved policies of the Herefordshire Unitary Development Plan (March 2007).

2.23 The saved Inset Map Ross 2 (March 2007) shows that the site is designated employment land which is also located within an Area of Outstanding Natural Beauty. From a retail perspective the site it is located out-of-centre.

2.24 The merits of the proposal are assessed with regard to the relevant national and local policy considerations under Section 6 of the accompanying Planning and Retail Statement.

# 3.0 Consultation



## 3.0 CONSULTATION

3.1 This section provides details of consultation undertaken in relation to the development proposal, and how the outcome of the consultation has informed the proposed development where relevant.

### CONSULTATION WITH HEREFORDSHIRE COUNCIL

3.2 Prior to the submission of the planning application, the applicant undertook pre-application consultation with Herefordshire Council. A pre-application request form was submitted to the Council on 10th October 2018 for the proposed development.

3.3 Subsequently, on 20th November 2018 a written response was provided by the Council which provided the Planning Officer's advice on a number of relevant development control considerations. It should be noted that the written response stated that it is not considered that the proposal would attract a favourable recommendation.

3.4 Notwithstanding the above, the pre-application advice provided the Council's opinion on the following matters:

- Legal Agreement;
- Retail Proposal (sequential and retail impact tests);
- Employment Proposal;
- Trees;
- Landscaping;
- Ecology;
- Foul & surface Water Management;
- Waste/Refuse;
- Environmental Health (Noise and Contaminated Land);
- Highways
- Land Drainage;
- Planning Obligations

### CONSULTATION WITH LOCAL RESIDENTS

3.7 Consultation was undertaken with local residents at the original pre-application stage.

3.8 Local residents of Ross-on-Wye, Town Councillors and members of the Herefordshire Planning Committee were invited to a consultation event on the 12 April 2018 at the Chase Hotel, Ross-on-Wye from 12:00 to 19:00.

3.9 This exhibition was interactive and allowed details of the proposal to be presented with members of the Lidl Development Team and Planning Consultants present and available to answer any questions attendees had in regard to the proposal. The consultation comprised:

- Three banners detailing the proposal.
- The distribution of 5,870 leaflets to local residents detailing the development proposal and the time and location of the event itself.
- A website detailing the proposal and providing the opportunity for member of the public to submit feedback, and
- A GoPetition webpage which gave details of the proposal and allowed members of the public to register their support and submit comments.

3.10 This event was highly successful and approximately 300 members of the public attended including some Town Council members, offering their views, support and concerns.

3.11 The consultation exercise revealed a number of concerns on the part of the local community in relation to highways and the level of traffic on Alton Road. As a result of the feedback received from the public at the consultation, the applicant has instructed further highways investigations to address concerns over traffic impact.

3.12 Full details of the consultation undertaken and responses received are provided in the accompanying Statement of Community Involvement.



# 4.0 Design





## 4.0 DESIGN

4.1 This section evaluates the existing site context to inform the design rationale for the proposed redevelopment of the site. It explains the design principles and concepts that have been applied to the design of the retail element of the proposal, which is submitted in full, in terms of use, amount, layout, scale, appearance, landscaping, and context, and an assessment of the design rationale relating to the employment element of the proposal, noting that appearance is a reserved matter in the context of this planning application.

### POLICY

4.2 The national tier of planning policy is set out within the National Planning Policy Framework (2012) (NPPF), which is supplemented by the Planning Practice Guidance (PPG) (2014).

### NPPF

4.3 The NPPF (**at paragraph 17**) sets out a range of core land-use planning principles that should underpin both plan-making and decision-taking. Those relevant to this proposal include the principles that the planning system should, inter alia:

- Always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings;
- Encourage the effective use of land by reusing land that has been previously developed, provided it is not of high environmental value;
- Promote mixed use developments and encourage multiple benefits from the use of land in urban areas; and
- Actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable.
- Requiring Good Design

4.4 The NPPF (**at paragraph 56**) states that the Government holds the design of the built environment in great importance, and is a key aspect of sustainable development and indivisible from good planning. It is recognised that it is important to plan positively to achieve high quality and inclusive design for all developments.

4.5 The NPPF identifies (**at paragraph 58**) that local planning policies and decisions should aim to ensure that developments:

- Will function well and add to the overall quality of the area, not just for short term, but over the lifetime of the development;
- Establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;
- Optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses and support local facilities and transport networks;

- Respond to local character and history and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation;
- Create safe and accessible environments without crime and disorder, and the fear of crime, and do not undermine quality of life or community cohesion, and
- Are visually attractive as a result of good architecture and appropriate landscaping.

4.6 **Paragraph 60** states that planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness.

4.7 The NPPF directs local planning authorities (**at paragraph 65**) not to refuse planning permission for buildings or infrastructure which promote high levels of sustainability because of concerns about incompatibility with an existing townscape, if those concerns have been mitigated by good design.

4.8 The NPPG in respect of design sets out the following:

- The importance of good design;
- The planning objectives good design can help achieve;
- Guidance on well-designed places;
- Guidance on how buildings and the spaces between them should be considered;
- The planning process and tools which can be utilised to achieve good design; and
- Design issues which relate to particular types of development.

4.9 The NPPG confirms that good design should:

- Ensure that development can deliver a wide range of planning objectives;
- Enhance the quality buildings and spaces, by considering amongst other things form and function; efficiency and effectiveness and their impact on well-being;
- Address the need for different uses sympathetically (paragraph ref: 26-002-20140306).

4.10 Development proposals should reflect the requirement for good design set out in national and local policy. Local planning authorities should give great weight to outstanding or innovative designs that help to raise the standard of design more generally in the area (paragraph ref: 26-004-20140306).

4.11 Although design is only part of the planning process it can affect a range of economic, social and environmental objectives beyond the requirement for good design in its own right. Planning decisions should seek to ensure the physical environment supports these objectives (26-006-20140306).



## PROMOTING HEALTHY COMMUNITIES

4.12 **Paragraph 69** confirms that planning policies and decisions should aim to achieve places which promote opportunities for meetings between members of the community who would not otherwise come into contact with each other, including through mixed use developments, strong neighbourhood centres and active street frontages which bring together those who work, live and play in the vicinity.

4.13 Furthermore, planning decisions should aim to achieve safe and accessible environments where crime and disorder (and the fear of crime) do not undermine the quality of life or community cohesion. Local authorities should encourage safe and accessible developments which contain clear and legible pedestrian routes and high quality public space that encourage the active and continual use of public areas.

## LOCAL PLANNING POLICY - ADOPTED

4.14 The adopted Development Plan for Herefordshire Council comprises the following:

- Herefordshire Local Plan Core Strategy 2011-2031 (October 2015); and
- Saved policies of the Herefordshire Unitary Development Plan (UDP) (March 2007).

4.15 A summary of the relevant design-related planning policies contained within the adopted planning policy documents is provided below.

## HEREFORDSHIRE LOCAL PLAN CORE STRATEGY (2015)

4.16 **Policy OS1 – Requirement for open space, sports and recreation facilities** states that the provision of appropriate open space, sports and recreation facilities will arise for planning applications for retail and employment proposals where there is need to provide informal areas of amenity greenspace for the use of employees and visitors.

4.17 **Policy LD1 – Landscape and townscape** states that development proposals should demonstrate that character of the landscape and townscape has positively influenced the design, scale, nature and site selection, protection and enhancement of the setting of settlements and designated areas. Also, new developments should incorporate new landscape schemes and their management to ensure development integrates appropriately into its surroundings.

4.18 **Policy SD1 - Sustainable Design and Energy Efficiency** states that development proposals should create safe, sustainable, well integrated environments for all members of the community. Development proposals should incorporate:

- Efficient use of land;
- Design to maintain local distinctiveness by incorporating local architectural detailing and materials and respecting scale, height, proportions and massing of surrounding development, while making a positive contribution to the architectural diversity and character of the area including, where appropriate, through innovative design;
- Safe guarding residential amenity;

- Make sure development does not contribute to or suffer from adverse impact of noise, light or air contamination, land stability or cause ground water pollution;
- Where contaminated land is present, undertake appropriate remediation;
- Utilise physical sustainability measures that include orientation of buildings, the provision of water conservation measures, storage for bicycles and waste including provisions for recycling and energy conservation;
- Where possible on-site renewable energy generation should be incorporated.
- Create safe and accessible environments that minimise the opportunity for crime
- Ensuring designs can be adapted and accommodate new technologies to meet changing needs throughout the lifetime of the development; and
- Utilise sustainable construction methods which minimise the use of non-renewable resources and maximise the use of recycled and sustainably sourced materials.

4.19 **Policy SD2 – Renewable and Low Carbon Energy Generation:** Development proposals that seek to deliver renewable and low carbon energy will be supported where they meet the following criteria:

- The proposal does not impact upon international or national designated natural heritage assets.
- The proposal does not adversely affect residential amenity;
- The proposal does not result in significant detrimental impact on the character of the landscape and the built or historic environment; and
- The proposal can be connected efficiently to existing national grid infrastructure.

4.20 **Policy SS6 – Environmental quality and local distinctiveness** states that development proposals should conserve and enhance those environmental assets that contribute towards the County's distinctiveness, in particular its settlement pattern, landscape, biodiversity and heritage assets.

## DESIGN RATIONALE

4.21 The design rationale of the retail component of the site has been informed by Lidl's operational requirements within the context of site constraints and surrounding land uses and addresses the key local vernacular and use of materials.

## USE

4.22 **Paragraph 58** of the NPPF advises that development proposals should optimise the potential use of the site to accommodate development, create and sustain and appropriate mix of uses and support local facilities and transport uses. Policy LD1 of the Core Strategy further states that new development proposals should respond appropriately to the particular character of the site and its surroundings.



4.23 The proposed retail use is considered to accord fully with the aspirations of paragraph 58 and Policy SD1 due to the site location at the edge of an existing commercial / employment area of Ross-on-Wye. The location of the retail component of the proposal with the wider site had full accord to the character of the surrounding area in this respect. Moreover, the proposal will bring a combination of retail and employment uses to an already established commercial area.

4.24 The proposed Lidl foodstore will be in Use Class A1 (retail) use. The store will include a sales area, along with enclosed (acoustic) warehouse delivery area, freezer room, bakery, managers' office and staff welfare facilities, and customer toilets.

## AMOUNT OF DEVELOPMENT

4.25 The proposal will deliver a single retail unit within the northern section of the application site. This component of the proposal comprises a Lidl foodstore with associated car parking and landscaping.

## LAYOUT

4.26 Policy SD1 requires new development to make efficient use of land, maintain local distinctiveness, and create safe and accessible environments that minimise the opportunity for crime.

4.27 In this context, the Lidl foodstore will be located within the northern section of the hybrid application site, on an area extending to approximately 0.9 ha in size including the access arrangement. The Lidl site is bound to the north by Gloucester Road (B4260), by Alton Road to the west, the outline employment element to the south, and mature vegetation followed by a residential dwelling to the east.

4.28 The proposed layout accords with Lidl's operational requirements and is designed to ensure good visibility into the site from the local highway network and effective functionality in terms of servicing. The enclosed (for acoustic protection) delivery bay and plant compound will be located adjacent to the eastern elevation of the store, in close proximity to the site access .

4.29 The existing vehicular access will be retained and will serve as an access and egress to the retail site, with secondary new bell mouth access being proposed to the south to serve the employment element of the site. These will also provide pedestrian access with new pedestrian refuge and footway widening proposed to the north and north west of the site. This 'porosity' through the site for pedestrians will further enhance the sense of safety for customers in accordance with Policy SD1, which requires vulnerability to crime and the fear of crime to be addressed through design.

4.30 Cycle parking will be provided close to the store entrance in order to provide convenience for customers travelling by bicycle, as well as safety, as the cycle parking will benefit from natural surveillance in this busy area of the site.

4.31 Soft landscaping will be provided along the site boundary to north, west and east.

4.32 Full details of the proposed Lidl foodstore is shown on the Proposed Site Layout Plan, enclosed at **Appendix 2**

## SCALE

4.33 Policy SD1 states that new development should maintain local distinctiveness through the scale and massing of buildings.

4.34 The proposed Lidl foodstore will extend to 2,127 sq. m GIA, with a net sales area of 1,325 sq. m.

4.35 The store will be one storey in height. It is proposed that the shop front and lobby will have a 3.7m glazed screen, which will provide more natural light and will create an open atrium feel. There will be an oversailing external canopy located around the north western corner of the store which extends the full length of the western elevation and approximately a third of the way along the northern elevation of the site.

4.36 The site will accommodate a total of 114 car parking spaces, including 6 disabled and 8 parent and child spaces. There will also be 30 secure cycle storage spaces provided.

4.37 The scale of the development is necessary to meet Lidl's operational requirements, while ensuring that the development will complement the existing surrounding commercial and industrial land uses in terms of its height and bulk and reflect the local vernacular and surrounding buildings and features.

4.38 Full details of the scale of the retail proposal are illustrated on the Proposed Site Plan and Elevations Plan, enclosed at **Appendix 2 & 3**

## APPEARANCE

4.39 Paragraph 58 of the NPPF advises that planning proposals should be visually attractive as a result of good architecture. Paragraph 56 further states that the design of the built environment is a key aspect of sustainable development.

4.40 Local policy requires the design of new development to enhance local distinctiveness and make use of appropriate materials and architectural features. The proposed development is located within and adjacent to an existing employment area which contains large commercial buildings. The proposed Lidl store will complement the surrounding area, being of contemporary design, with a glazed façade to the northern elevation and introduction of material s that reflect the local vernacular.

4.41 The proposed materials for the Lidl foodstore are as follows:

- The external walls be red brick slip at lower level with insulated metal sheeting in grey (RAL 9006) above. Vertical timber cladding bays along the front elevation break the elevation into individual elements and accentuate the entrance with the timber cladding wrapping above the canopy at high level;
- The roof will be encased in metal roof sheeting in grey (RAL 9006) with matching colour trims;
- Windows will be double glazed in grey (RAL 7024);
- Powder coated aluminium framed glazed shopfront in grey (RAL 7024);
- The delivery bay door and other powder coated steel doors will be coloured grey (RAL 7024); and
- The oversailing canopy will be finished with metal flashing in grey (RAL 9006).

4.42 Roof mounted photovoltaics address Policy SD2 for the provision of renewable and low carbon energy generation.

4.43 Full details area illustrated on the proposed Elevation Plan, which is attached at **Appendix 3**. Proposed visualisations for the new foodstore are provided in **Appendix 7**.





4.44 The proposed materials for the car park are as follows:

- Roads and parking bays to be stone mastic asphalt;
- Pathways adjacent to the store, north west, south and east elevation and trolley bay to be 200mm x 100mm anthracite block paving laid in interlocking pattern; and
- HGV ramp to be reinforced concrete, cast in-situ.

## LANDSCAPING

4.45 Paragraph 58 of the NPPF advises that planning proposals should be visually attractive as a result of appropriate landscaping.

4.46 Policy SS6 requires new development to conserve and enhance environmental assets such as biodiversity and landscaping.

4.47 The proposed development has undergone a considered and detailed landscaping design in order to assist the development in assimilating into the surrounding area and to enhance the appearance and visual amenity of the site. The proposed retail development will incorporate landscaping to the northern, eastern and western boundary of the store. A Landscape Plan has been prepared for the Lidl site, which is attached to **Appendix 6**.

4.48 The following landscaping measure have been incorporated into the design:

- New planting beds will be located around the edges of the site and small areas will also be included within the carpark.
- A total of 21 new trees have been included within the landscaping plan. Seven are to be located to the east of the site in the woodland block. One is to be located within the planting bed located to the south east of the site. Four are to be located along the norther boundary of the site, three surround the access road onto the site and three run along the western boundary of the site. There are also two trees that have been located within the planting bed within the carpark.

## DESIGN RATIONALE – EMPLOYMENT SITE

4.49 The below design rationale relates to the employment element of the proposal, which is submitted in outline form with all matters reserved except for access. The employment site will be located within the southern extent of the hybrid application site, to the south of the proposed Lidl foodstore. The access proposal is included within the full planning application.

## USE

4.50 The proposed use of the site is employment (Use Class B1/B2/B8).

## AMOUNT OF DEVELOPMENT

4.51 The proposal is for 2,762 sq. m of new, modern, flexible employment space. The redevelopment proposals include retention of the existing Building 3, bringing the total employment space to 3,366 sq. m.

## RESERVED MATTERS

4.52 Appearance, landscaping, layout and scale are reserved matters in the context of this application.

4.53 Although layout of the employment site is a reserved matter, the proposal is accompanied by an indicative layout in order to demonstrate that the number of units proposed, along with parking requirements, should be considered acceptable in principle.

4.54 The indicative layout of the employment site together with the Lidl foodstore is attached at **Appendix 5**.





# 5.0 Access



## 5.0 ACCESS

5.1 This section outlines how the issues relating to access to the development proposals have been dealt with. In particular, the section addresses the following points as listed in the Town and Country Planning (Development Management Procedure) (England) Order 2015:

- Explains the policy adopted to access, and how the policies relating to access in relevant local development documents have been taken into account;
- States what, if any, consultation has been undertaken on issues relating to access to the development and what account has been taken of the outcome of any such consultation;
- Explains how any specific issues that might affect access to the development have been addressed.

5.2 Each of these points is addressed in turn.

## POLICY

5.3 The following section sets out the relevant planning policy at the national and local level.

## NPPF

5.4 **Paragraph 29** of the NPPF advises that the transport system should be balanced in favour of schemes that promote sustainable transport modes, to provide people with a real choice about how they travel. The document further advises that encouragement should be given to development solutions which support reductions in greenhouse gas emissions and reduce congestion. Local planning authorities should therefore support schemes that seek to encourage and facilitate the use of sustainable modes of transport.

5.5 All developments that generate a significant amount of movement should be supported by a Transport Statement or Transport Assessment. Decisions should take account of whether:

- Opportunities for sustainable transport modes have been taken up depending on the nature and location of the site;
- Safe and suitable access to the sites can be achieved for all people; and
- Whether improvements can be undertaken within the transport network that effectively limits any significant impact of the development. Development should only be prevented or refused on transport grounds where residual cumulative impacts of development are severe.

## HEREFORDSHIRE CORE STRATEGY (2015)

5.6 **Policy SS4 Movement and Transport** states that new development should be designed and located to minimise the impact on the transport network. Where practical development proposals should be accessible by and facilitate a choice of modes of travel including walking, cycling and public transport.

5.7 The Policy goes on to state that development proposals that will generate high journey numbers should be in sustainable locations, accessible by means other than private car. Alternatively, such developments will be required to demonstrate that they can be made sustainable by reducing unsustainable transport patterns and promoting travel by walking, cycling and public transport.

5.8 Policy MT1 – Traffic management, highway safety and promoting active travel Traffic management, highway safety and promoting active travel states that development proposals should incorporate principle requirements covering movement and transport to:

- demonstrate that the local highways network can absorb the traffic impacts of the development without adversely affecting the safe and effective flow of traffic on the network or that traffic impacts can be managed to acceptable levels to reduce and mitigate any adverse impacts from the development;
- encourage active travel behaviour to reduce numbers of short distance car journeys through the use of travel plans and other promotional and awareness raising activities;
- ensure that developments are designed and laid out to achieve safe entrance and exit, have appropriate operational and manoeuvring space, accommodate provision for all modes of transport, the needs of people with disabilities and provide safe access for the emergency services; and
- have regard to with both the Council's Highways Development Design Guide and cycle and vehicle parking standards as prescribed in the Local Transport Plan - having regard to the location of the site and need to promote sustainable travel choices

5.9 The parking provision for the proposed site has been derived with reference to the adopted standards, namely Herefordshire Council's Highway Design Guide for New Development (July 2006).

## CONSULTATION

5.10 As set out in Section 3, the applicant sought pre-application advice from the Local Planning Authority and local residential prior to the submission of the planning application.

5.11 At the public consultation event, most of the feedback was in relation to highways and the level of traffic on Alton Road. As a result, the applicant has instructed further highways investigations to address concerns over traffic impact. Further information in this regard is contained within the Transport Assessment submitted in support of this application.

5.12 Furthermore, comments were raised in relation to whether existing footpaths could be improved to encourage the use of sustainable movement to and from the site. As a result, a plan detailing highway works (ref. HW01) has been prepared and submitted in support of this application. The plan identifies the proposed highway improvement works, such as new pedestrian refuge on Gloucester Road to the north and footway widening to the north east of the site.

5.13 The Council's written pre-application advice provided comments on what level of information should be provided within the Transport Assessment supporting the application. The proposal was also subject to a formal pre-application advice with the Local Highway Authority (LHA) to discuss the scope of works for the Transport Assessment.

5.14 Pre-application discussions with the LHA identified a number of junctions and links which may be deemed sensitive to increases in traffic. A review of the impact of the development on Alton Road, Gloucester Road and the Gloucester Road/High Street junction has also been undertaken, which were identified by the LHA.



**ACCOUNT OF POLICY – RETAIL SITE**

5.15 From a review of national and local development plan policy, it is clear that the provision of safe and adequate access to the site and sustainable transport is important in the context of this site. The proposed development provides this in a number of ways.

5.16 Policy SS4 encourages the use of public transport. The site location benefits from close proximity to a number of bus routes that run along both the A40 and Alton Road providing good access to public transport.

5.17 Lidl routinely produce and implement travel plans for all their new stores to promote sustainable transport choices. In accordance with policy MT1, the application is accompanied by a Travel Plan (within the Transport Assessment) for the proposed Lidl foodstore. This sets out a strategy for setting and achieving a target modal share for staff travelling to and from the site, incentives to encourage cycling and walking, car parking management and encouragement of public transport use and car sharing. These documents conclude that the development will benefit from a good level of accessibility from sustainable transport options, reflecting one of the overarching aims of the NPPF.

5.18 The number of parking spaces is in accordance with the Council's parking requirements providing a total of 127 parking spaces and 22 cycle parking spaces. Disabled spaces and parent and child spaces are also provided. Staff cycle parking is provided within the warehouse area of the store building, with sufficient space to accommodate the number of employees on site.

5.19 The proposed site layout provides safe and efficient movement for all users. The access to the store will be taken from the existing access point on Alton Road. The defined service area to the east of the store provides space for deliveries to take place separately to the customer parking area, complying with paragraph 35 of the NPPF which promotes the efficient delivery of goods, whilst minimising conflict between pedestrians and vehicles.

5.20 Overall, the site is located in an accessible and location that promotes access by sustainable transport, including public transport, walking and cycling in accordance with paragraph 35 of the NPPF and Policy SS4 and MT1.

**ACCOUNT OF POLICY – EMPLOYMENT SITE**

5.21 The application is submitted with all matters reserved except for access.

5.22 Accordingly, the access proposal for the employment site is provided in the first phase of the development and will be built in tandem with the Lidl store. The new access bell mouth to serve the retained and proposed employment site will be located to the south of the existing substation and the proposed Lidl store. Full details of the access proposal are provided in the accompanying plans.

5.23 Policy SS4 encourages the use of public transport. The site location benefits from close proximity to a number of bus routes that run along both the A40 and Alton Road providing good access to public transport.

5.24 The indicative employment layout demonstrates that buildings are appropriately configured to positively address the internal route while allowing suitable car and cycle parking space, which will accord with the Council's parking standards.

5.25 Overall, the site is located in an accessible and location that promotes access by sustainable transport, including public transport, walking and cycling in accordance with paragraph 35 of the NPPF and Policy SS4 and MT1.

**SUMMARY**

5.26 Overall, the parking levels will ensure an appropriate level of parking provision for both the Lidl proposal and the outline employment scheme, with provision for non-car travel modes within the site.

5.27 The site is located within the urban area of Ross-on-Wye and is well-served by public transport.

5.28 Pedestrian access will be significantly improved to encourage customers and residents to access the site by foot from the surrounding residential areas.

5.29 The proposal is therefore considered to comply with the Council's adopted policy position in regard to access.



# 6.0 Summary







## 6.0 SUMMARY

6.1.1 This Design and Access Statement (DAS) has been prepared by Rapleys LLP on behalf of Lidl UK GmbH (Lidl) (the applicant) in support of a hybrid application seeking planning permission for the demolition of existing buildings and redevelopment of the site to provide a new Lidl foodstore (Use Class A1) with associated car park and landscaping (full) and new employment premises (Use Class B1/B2/B8) with all matters served except for access (outline) at the Wolf Business Park, Ross-on-Wye, HR9 5NB.

6.1.2 This DAS has provided the design principles and concepts that have been applied to the development proposals and outlined how issues relating to access for the development have been dealt with. In particular, the DAS sets out the following:

- The principle of creating new retail and residential uses on a previously developed site is compatible with the surrounding land uses in the local area;
- The full application proposes a high quality design that has been informed by the site constraints and surrounding area along with Lidl's operational requirements whilst paying regard to the local vernacular and inclusion of local palette of materials.
- The scale and layout of the retail proposal and the proposed employment proposal are appropriate in the local context, particularly given the aspirations of Policy CS2, which encourages residential intensification within and adjacent to Local Centres;
- The proposal accords with the Council's parking standards, with an appropriate level of parking provided on both the retail site and indicative residential site, in the context of the site's sustainable urban location;
- The proposals are designed to accommodate non-car travel through the provision of cycle parking, motorcycle parking and safe and convenient pedestrian access points into the retail site from Alton and Gloucester Road. The site is located within the urban area of Ross-on-Wye, with good access to public transport.
- The proposed Lidl foodstore seek to deliver renewable and low carbon energy by means of roof mounted photovoltaics.
- The proposed Lidl foodstore is accompanied by a Landscape Plan which includes appropriate planting;
- Overall, the proposal will improve and enhance the visual amenity of the site whilst ensuring a good standard of amenity for existing and future occupiers.

6.1.3 It is therefore concluded that the development proposal is in accordance with the NPPF and the Council's adopted Development Plan in terms of design and access considerations.

# Appendices

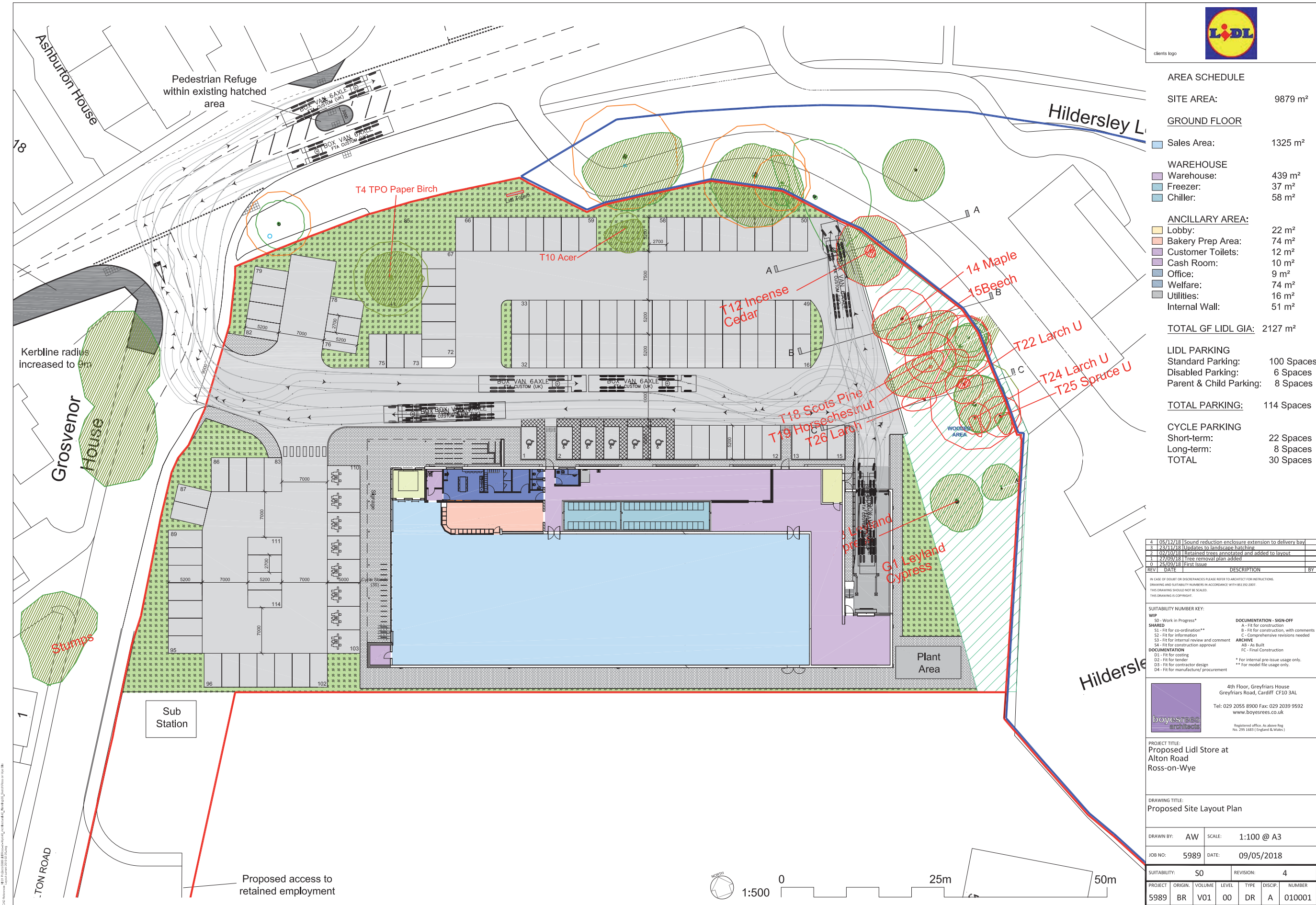




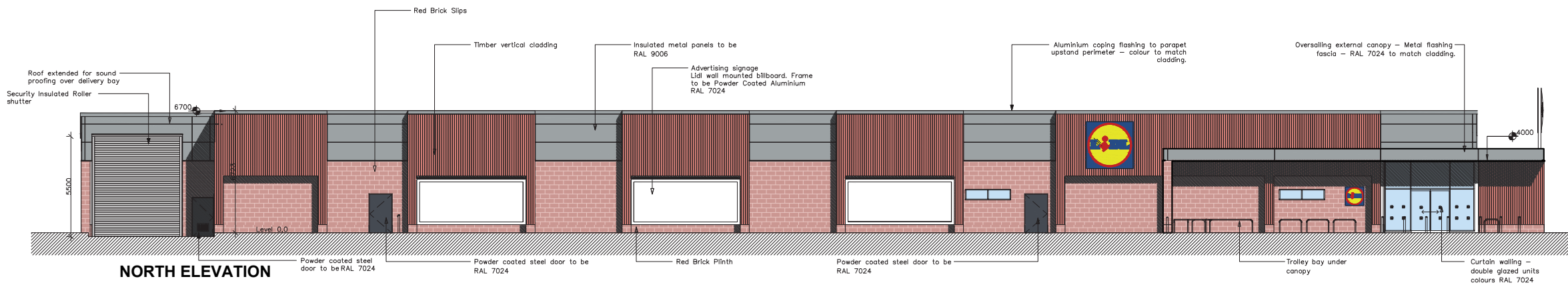


Appendix 2

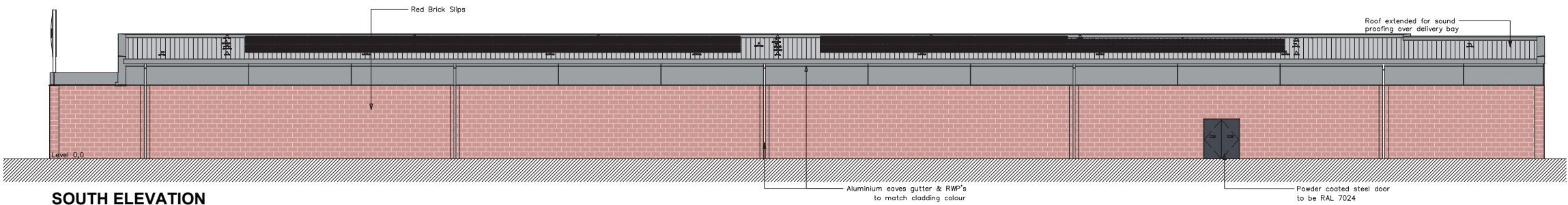
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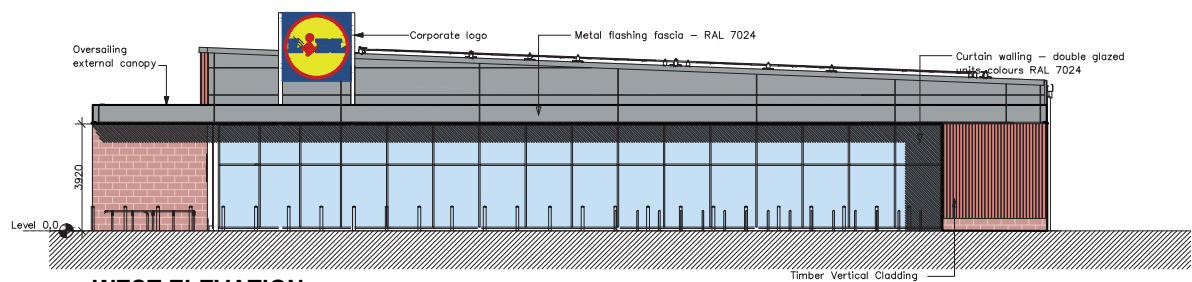




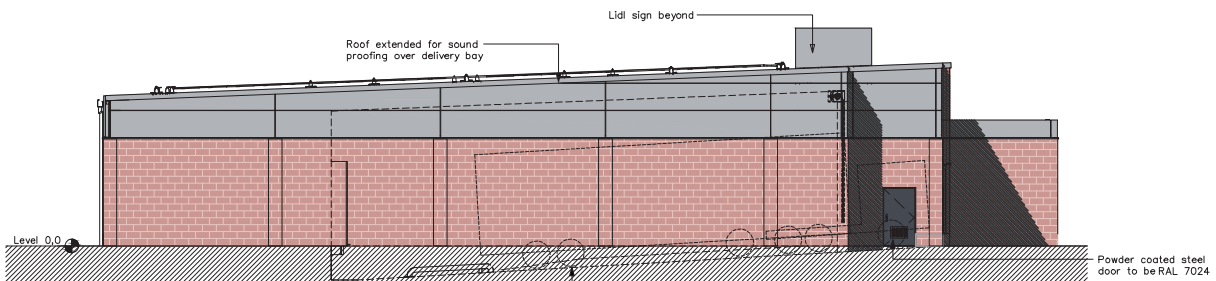
NORTH ELEVATION



SOUTH ELEVATION



WEST ELEVATION



EAST ELEVATION



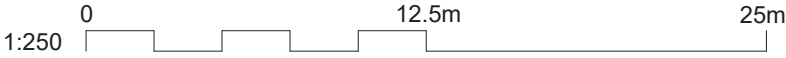
Red Brick Slips



Vertical Timber Cladding



Metal Cladding Panels



3	15/05/19	Amended to client comments	MF
2	14/05/19	Amended to client comments	MF
1	05/12/18	Sound reduction enclosure extension to delivery bay	MF

IN CASE OF DOUBT OR DISCREPANCIES PLEASE REFER TO ARCHITECT FOR INSTRUCTIONS.  
DRAWING AND SUITABILITY NUMBERS IN ACCORDANCE WITH BS1191:2007.  
THIS DRAWING SHOULD NOT BE SCALED.  
THIS DRAWING IS COPYRIGHT.

SUITABILITY NUMBER KEY:	
WIP	- Work in Progress**
SHARED	A - Fit for construction
	S1 - Fit for co-ordination**
	S2 - Fit for information
	S3 - Fit for internal review and comment
	S4 - Fit for construction approval
DOCUMENTATION	AB - As Built
	D1 - Fit for costing
	D2 - Fit for tender
	D3 - Fit for contractor design
	D4 - Fit for manufacturer/ procurement
DOCUMENTATION - SIGN-OFF	
	C - Comprehensive revisions needed
	ARCHIVE
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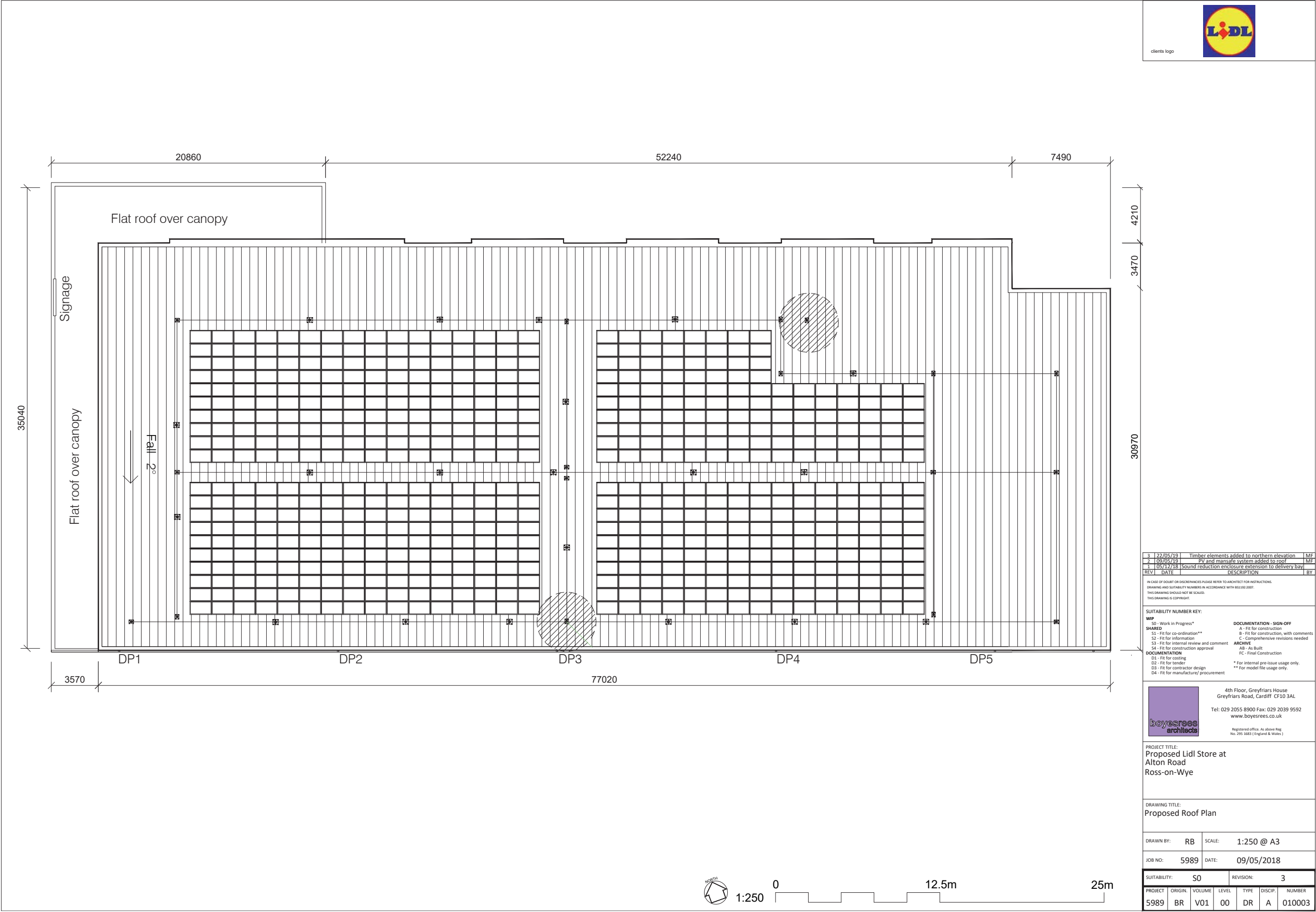
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Proposed Lidl Store at  
Alton Road  
Ross-on-Wye

DRAWING TITLE:  
Proposed Elevations

DRAWN BY:	RB	SCALE:	1:250 @ A3
JOB NO:	5989	DATE:	09/05/2018

SUITABILITY: S0				REVISION: 3		
PROJECT	ORIGIN	VOLUME	LEVEL	TYPE	DISCIP	NUMBER
5989	BR	V01	00	DR	A	020001







Appendix 5

Indicative Outline Plans

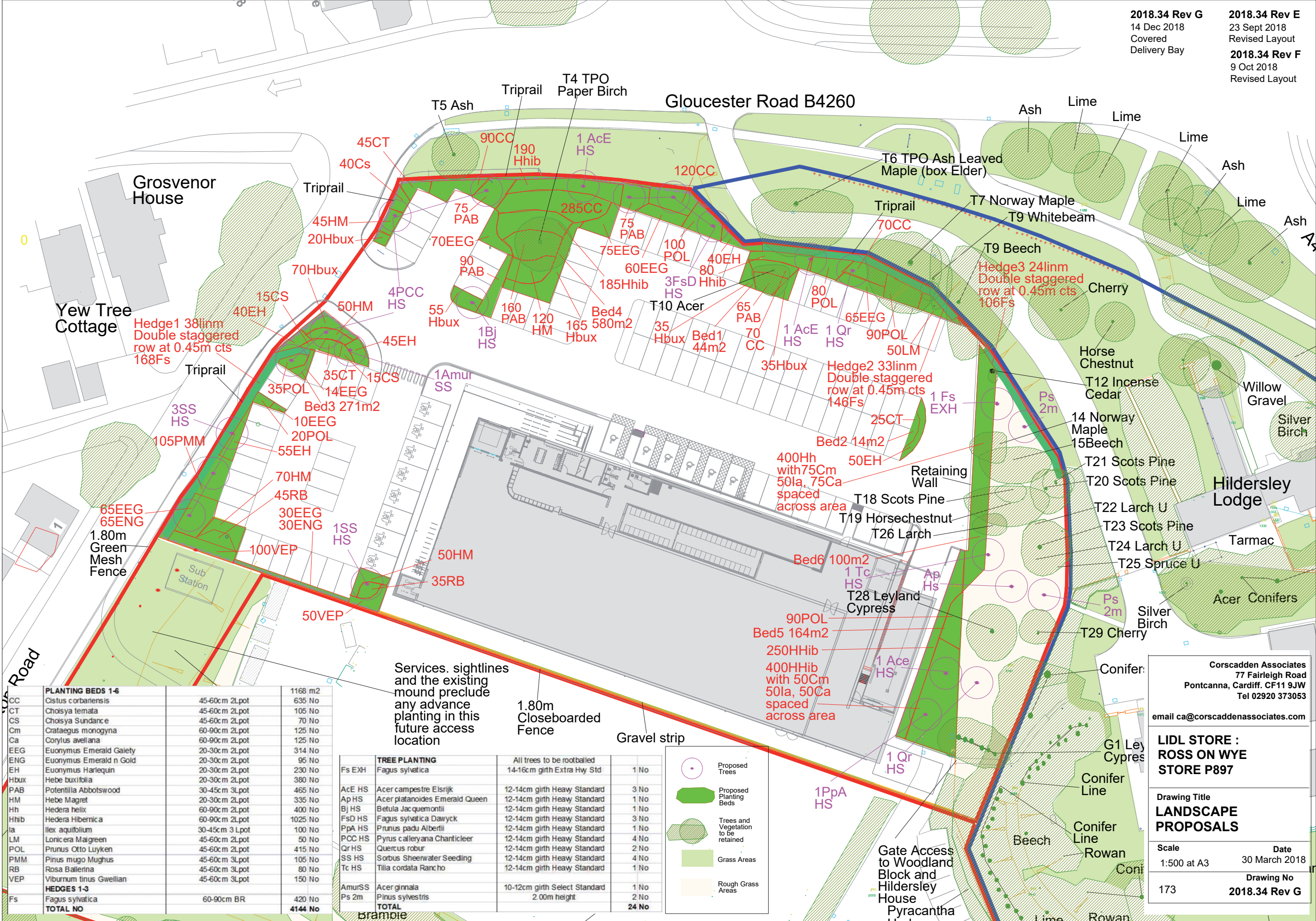




2018.34 Rev G  
14 Dec 2018  
Covered  
Delivery Bay

2018.34 Rev E  
23 Sept 2018  
Revised Layout

2018.34 Rev F  
9 Oct 2018  
Revised Layout



PLANTING BEDS 1-6			
CC	Cistus corbariensis	45-60cm 2L.pot	635 No
CT	Choisya temata	45-60cm 2L.pot	105 No
CS	Choisya Sundance	45-60cm 2L.pot	70 No
Cm	Crataegus monogyna	60-90cm 2L.pot	125 No
Ca	Corylus avellana	60-90cm 2L.pot	125 No
EEG	Euonymus Emerald Gaiety	20-30cm 2L.pot	314 No
ENG	Euonymus Emerald n Gold	20-30cm 2L.pot	95 No
EH	Euonymus Harlequin	20-30cm 2L.pot	230 No
Hbux	Hebe buxifolia	20-30cm 2L.pot	380 No
PAB	Potentilla Abbotswood	30-45cm 3L.pot	465 No
HM	Hebe Magret	20-30cm 2L.pot	335 No
Hh	Hedera helix	60-90cm 2L.pot	400 No
Hhib	Hedera Hibernica	60-90cm 2L.pot	1025 No
la	Ilex aquifolium	30-45cm 3L.pot	100 No
LM	Lonicera Maigreen	45-60cm 2L.pot	50 No
POL	Prunus Otto Luyken	45-60cm 2L.pot	415 No
PMM	Pinus mugo Mughus	45-60cm 3L.pot	105 No
RB	Rosa Ballerina	45-60cm 3L.pot	80 No
VEP	Viburnum tinus Gwellian	45-60cm 3L.pot	150 No
HEDGES 1-3			
Fs	Fagus sylvatica	60-90cm BR	420 No
TOTAL NO			4144 No

TREE PLANTING			
Fs EXH	Fagus sylvatica	All trees to be rootballed	14-16cm girth Extra Hwy Std
AcE HS	Acer campestre Elsrijk	12-14cm girth Heavy Standard	3 No
Ap HS	Acer platanoides Emerald Queen	12-14cm girth Heavy Standard	1 No
Bj HS	Betula Jacquemontii	12-14cm girth Heavy Standard	1 No
FsD HS	Fagus sylvatica Dawryck	12-14cm girth Heavy Standard	3 No
PpA HS	Prunus padu Albertii	12-14cm girth Heavy Standard	1 No
PCC HS	Pyrus calleryana Chanticleer	12-14cm girth Heavy Standard	4 No
Qr HS	Quercus robur	12-14cm girth Heavy Standard	2 No
SS HS	Sorbus Sheenwater Seeding	12-14cm girth Heavy Standard	4 No
Tc HS	Tilia cordata Ranch ho	12-14cm girth Heavy Standard	1 No
AmurSS	Acer ginnala	10-12cm girth Select Standard	1 No
Ps 2m	Pinus sylvestris	2.00m height	2 No
TOTAL			24 No

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Pontcanna, Cardiff, CF11 9JW  
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email ca@coruscaddenassociates.com

LIDL STORE :  
ROSS ON WYE  
STORE P897

Drawing Title  
LANDSCAPE  
PROPOSALS

Scale  
1:500 at A3

Date  
30 March 2018

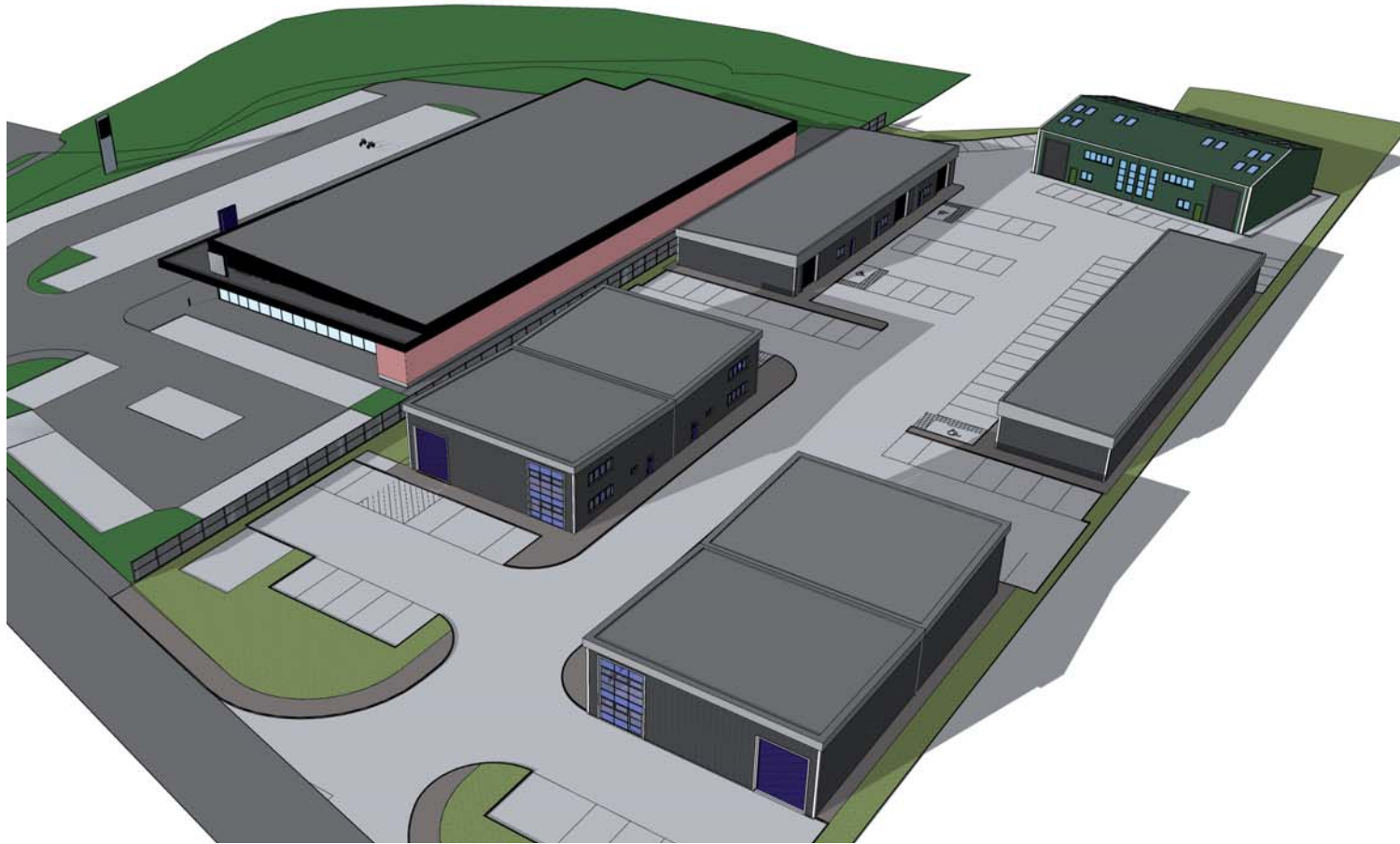
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2018.34 Rev G



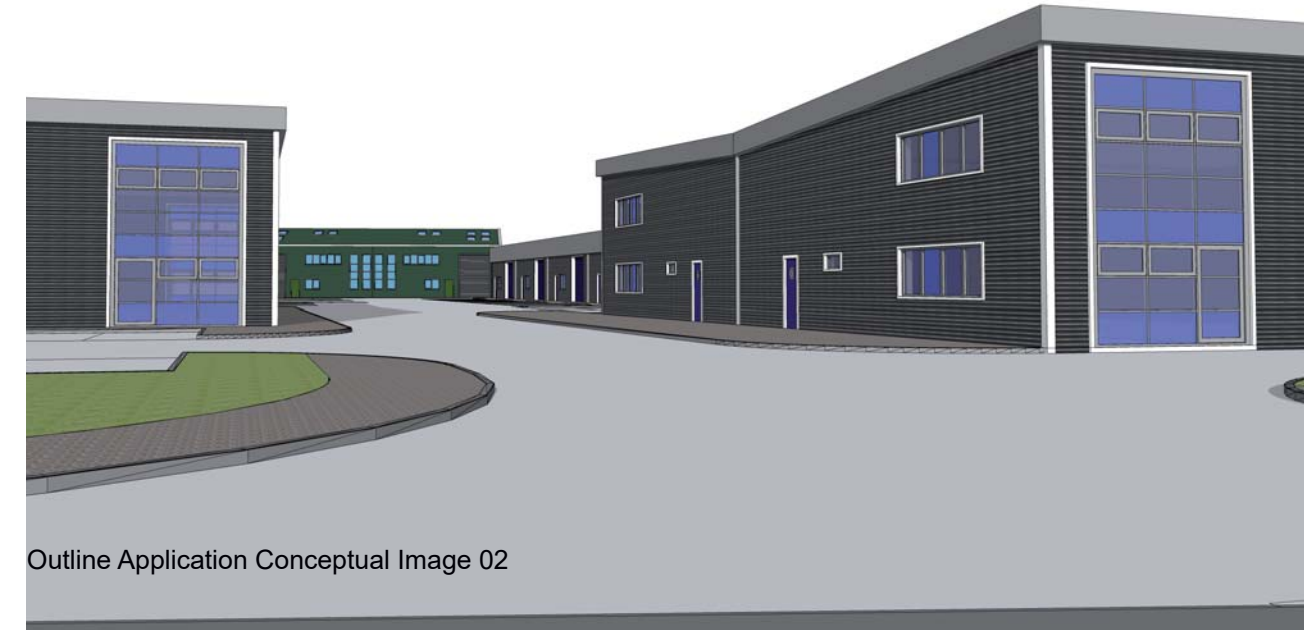


Artists Impression

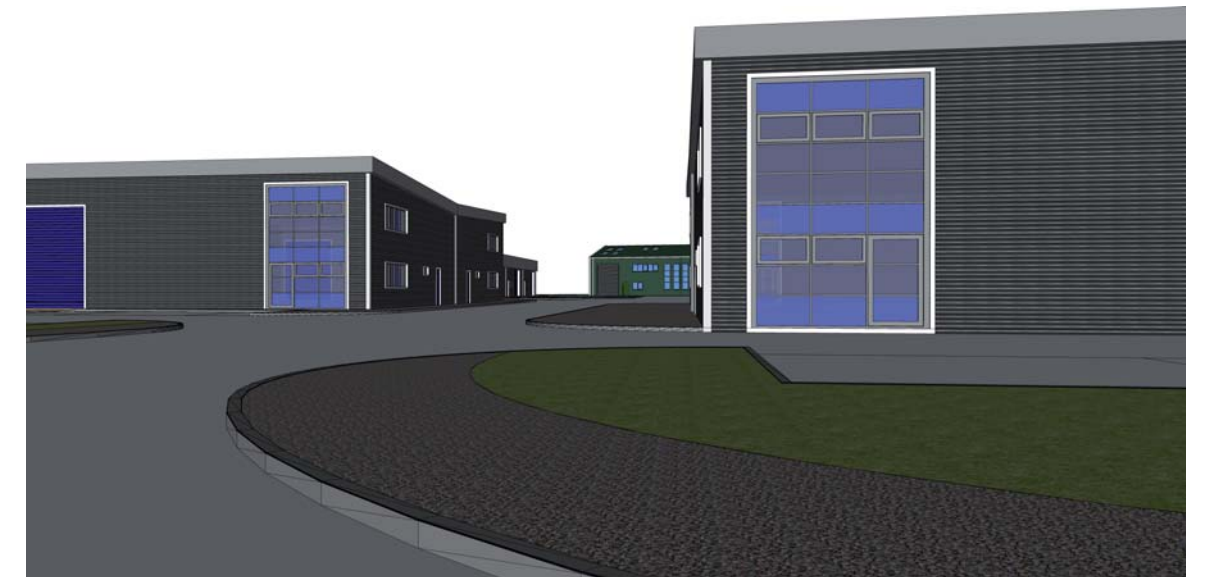




Outline Application Conceptual Image 01



Outline Application Conceptual Image 02



Outline Application Conceptual Image 03

boyesrees  
architects