



DESIGN AND ACCESS STATEMENT

PROPOSED LIDL FOOD STORE

GREAT NORTH ROAD, MILFORD HAVEN

AUGUST 2021



PROPOSED DEVELOPMENT - GREAT NORTH ROAD, MILFORD HAVEN

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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 Design and Access Statement has been prepared in line with the requirements of the 'Town and Country Planning (Development Management Procedure) (Wales) (Amendment) Order 2016, which are as follows:

1. "Explain the design principles and concepts that have been applied to the development;
2. Demonstrate the steps taken to appraise the context of the development and how the design of the development takes that context into account;
3. Explain the policy or approach adopted as to access, and how policies relating to access in the development plan have been taken into account; and
4. Explain how any specific issues which might affect access to the development have been addressed".

The Design and Access Statement forms an integral part of the application submission and should be read in conjunction with the Architectural Drawing Package. The DAS is informed by other documents submitted with the application including: Planning and Retail Statement; Transport Assessment; Ecological Assessment; Drainage Strategy; and Landscape Strategy. The conclusions of these reports have been taken into account in preparing the Design

and Access Statement.

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 Consultee's 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

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

Evaluation

An evaluation of the information is collected before the "Assessment" and "Involvement" stages 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.

Design

Once the development options have been evaluated and any potential conflicts resolved, the design solution is developed.



PRINCIPAL CLIENT



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PRINCIPAL DESIGNER



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This Design & Access Statement has been prepared on behalf of Lidl Great Britain Ltd to support a planning application seeking full planning permission for the demolition of existing, vacant industrial buildings at the former lidl, residential and Enterprise car rental; redevelopment of the site to provide a new Lidl food store (Use Class A1) with associated car park, landscaping and a new access to the site.

The neighbouring site occupiers include a filling station and a residential dwellings. The Lidl development is proposed to serve the Milford Haven area, whilst creating extra jobs, alongside redeveloping and enhancing a former retail site.

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.

Given Lidl's commitment to invest in Milford Haven the proposed development will, if consented, be constructed at the earliest opportunity and will therefore continue to maintain the local area's retail offering.





Lidl, founded in Germany in the 1930s, commenced trading in the UK in 1994 and now operates over 800 stores nationwide. Lidl's ambitious and successful expansion strategy is credited to its retail philosophy centred on principles of simplicity and maximum efficiency at every stage of the business, from supplier to consumer. This focus enables the company to sell high quality products from a limited range of exclusive own-brand and well-known labels at the lowest prices.

Lidl stores sell around 2,500 carefully selected product lines and are able to offer these high quality products at low prices due to the combination of a pan-European bulk purchasing policy and directly owning a number of their key supply chains. This affords Lidl the advantage of immense buying power, enabling the company to achieve significant economies of scale that translate into low prices for the customer.

Evidence of Lidl's success is not only proven through its expanding customer base and customer loyalty but is also compounded by the numerous accolades achieved in recognition of both Lidl's high quality and affordability. Amongst others, Lidl have been voted IWSC Retail Innovator of the Year 2019, Retail Week Awards Best Value Retailer 2019 & Loved by Parents Supermarket of the Year 2019.

This year Lidl have already succeeded in being awarded a multitude of awards.

These include:

Good Housekeeping Reader Recommended 2020 - In-Store Bakery and other products.

World Whiskey Awards 'Own Brand Supermarket of the Year'.

World Vodka Awards 'The Country Winner' for the Rachmanioff vodka.

World Gin Awards 'Own Brand Gin Supermarket of the Year' & 'Supermarket of the Year'.





SITE SIZE AND TOPOGRAPHY

The application site extends to approximately 1.80 Acres/0.72 Hectares.

The principle frontage is to Great North Road.

It is proposed that the levels of the food-store & associated car park will be adjusted to improve pedestrian & vehicular access & circulation.

CURRENT USE OF SITE

At present the application site currently contains a lidl store, residential and commercial units, extending to approximately 7294 sqft in total.





Application Site

(Image taken from LDP)



Application Site

(Image taken from LDP)

Planning Policy Appraisal

This section of the report outlines the planning policy framework relevant to the planning application. It sets out the policy context at both national and local levels' focusing in particular on those policies relating to design and access.

Future Wales: The National Plan 2040

Future Wales sets out a spatial strategy as a guiding framework for where large-scale change and nationally important development will be focused over the next 20 years.

Policy 1 – 'Where Wales will grow' indicates the Welsh Government supports sustainable growth in all parts of Wales. Milford Haven is situated outside of the identified National and Regional Growth Areas and is considered a rural settlement in this context. As such, Policy 1 states "Development and growth in towns and villages in rural areas should be of appropriate scale and support local aspirations and need". Additionally, the supporting text indicates in respect of communities in rural areas, "the aim is to secure sustainable economic and housing growth which is focused on retaining and attracting working age population and maintaining and improving access to services".

Policy 6 - 'Town Centres First' indicates significant new commercial, retail, education, health, leisure and public service facilities must be located within towns and city centres. They should have good access

by public transport to and from the whole town or city and, where appropriate, the wider region.



PEMBROKESHIRE LOCAL DEVELOPMENT PLAN

Policy SP1 – ‘Sustainable Development’ indicates that all development proposals must demonstrate how positive economic, social and environmental impacts will be achieved and adverse impacts minimised.

Policy SP4 – ‘Promoting Retail Development’ identifies Milford Haven as a town centre within the retail hierarchy. All new retail and leisure development should be consistent in scale and nature with the size and character of the Centre and its role in the retail hierarchy. Proposals which undermine the retail hierarchy will not be permitted.

Policy SP12 – ‘The Settlement Hierarchy’ identified Milford Haven as a Hub Town.

Policy SP13 – ‘Settlement Boundaries’ indicates settlement boundaries define the areas within which development opportunities may be appropriate. Within Hub Towns, boundaries define the physical, functional and visual extent of the settlement, ensuring that development takes place in sustainable locations.

Policy SP14 – ‘Hub Towns’ indicates development will encourage communities and complementary relationships between the Towns by promoting each of the following:

1. Development in locations which support and reinforce the roles of the

- towns within the Hubs;
2. High quality accommodation that supports diversity in the residential market;
3. Opportunities for new commercial, retail, tourism, leisure and community facilities;
4. Appropriate land uses which are well-related to a Settlement Boundary; and
5. Accessibility to services by a range of sustainable modes of transport.

Policy GN.1 – ‘General Development Policy’ provides a comprehensive criterion for new development and includes (inter alia) considerations such as:

- The location, siting and scale of proposals and their compatibility with the character of the area;
- Impacts upon local amenity in terms of visual impact, loss of light, privacy etc;
- The impact upon landscape character;
- The impact upon the natural environment including protected habitats and species;
- The accessibility of the proposed site location, the impact upon highway safety and the ability to incorporate sustainable transport and accessibility principles
- The impact on health and safety;
- Provide appropriate services, access and car parking.

Policy GN.2 – ‘Sustainable Design’ pro-

vides a comprehensive design criteria and indicates development will be permitted where (inter alia): it is of a good design which pays regard to local distinctiveness; is appropriate to local character; is resource efficient and climate responsive; achieves flexible and adaptable design; creates an inclusive and accessible environment; provides good quality public realm and provides well designed outdoor space.

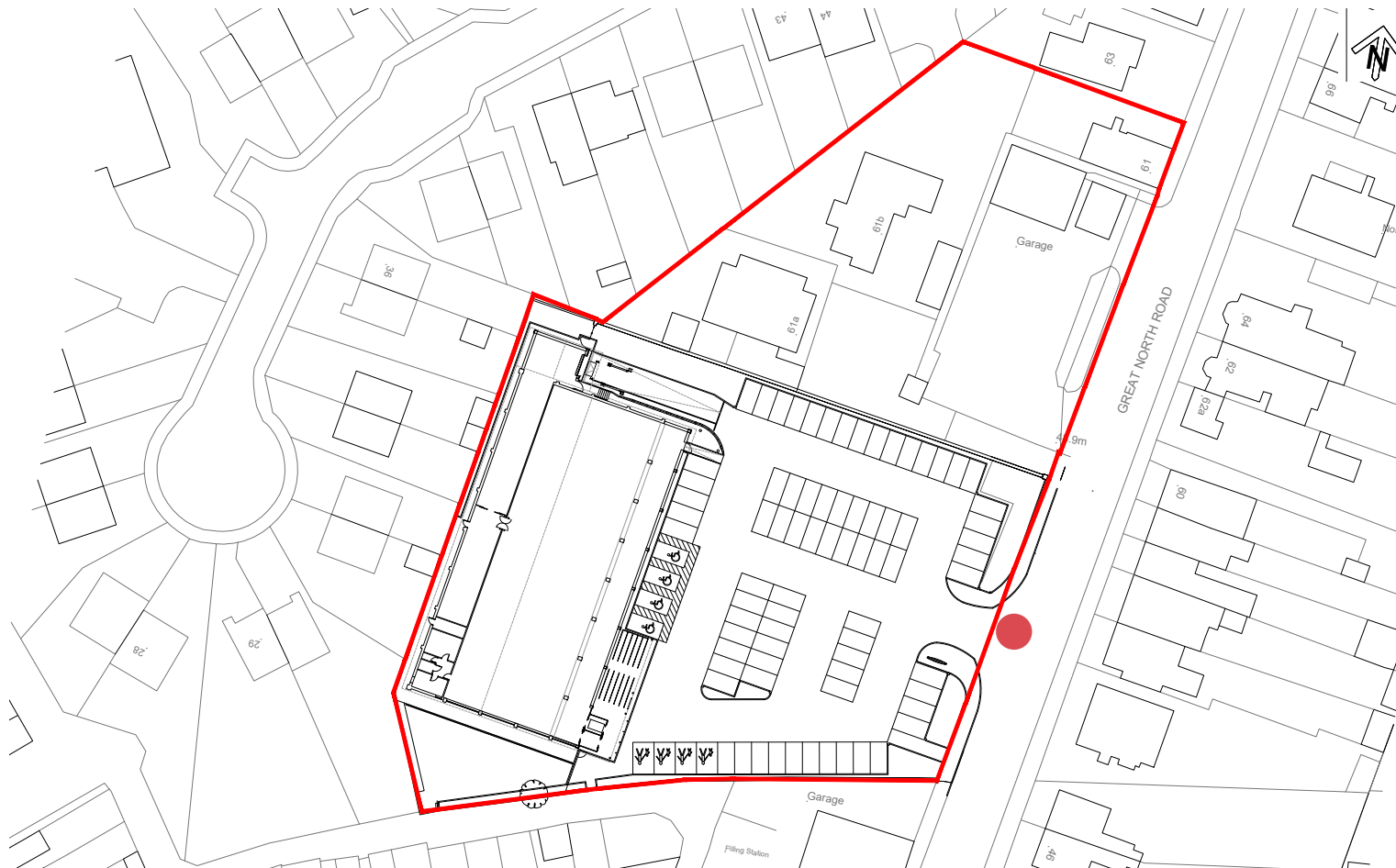
Policy GN.3 – ‘Infrastructure and New Development’ indicates Where development generates a directly related need for new or improved infrastructure, services or community facilities and this is not already programmed by a service or infrastructure company, then this must be funded by the development.

Policy GN.14 – ‘Major Out-of-Town Centre Development’ indicates proposals for major retail development outside of the defined Town Centre boundaries will only be permitted where:

1. The development would not undermine the retail hierarchy set out in the Strategic Policies; and
2. The development either by itself or in combination with other permitted or allocated retail development would not undermine the vitality and viability of any of the Town Centres or Local Retail Centres.

Policy GN.37 – ‘Protection and Enhancement of Biodiversity’ indicates all development should demonstrate a positive approach to maintaining and, wherever possible, enhancing biodiversity.





ACCESS

The existing vehicle access into the site is from Great North Road, which allows a feasible ingress and egress.

A dedicated bus stop will be provided directly from the Great North Road, making this an accessible and sustainable location in terms of public and private transport.

Boundaries of the site are defined and comprise of:

- North boundary – Residential
- East boundary – Residential
- Southern boundary – Filling Station & Residential
- Western boundary – Residential

● Existing Site Entrance





VIEW OF THE CURRENT ACCESS ROAD



VIEW LOOKING TOWARDS THE SITE FROM THE NORTH.

SURROUNDING













The application site is located in an area containing residential and filling station buildings.

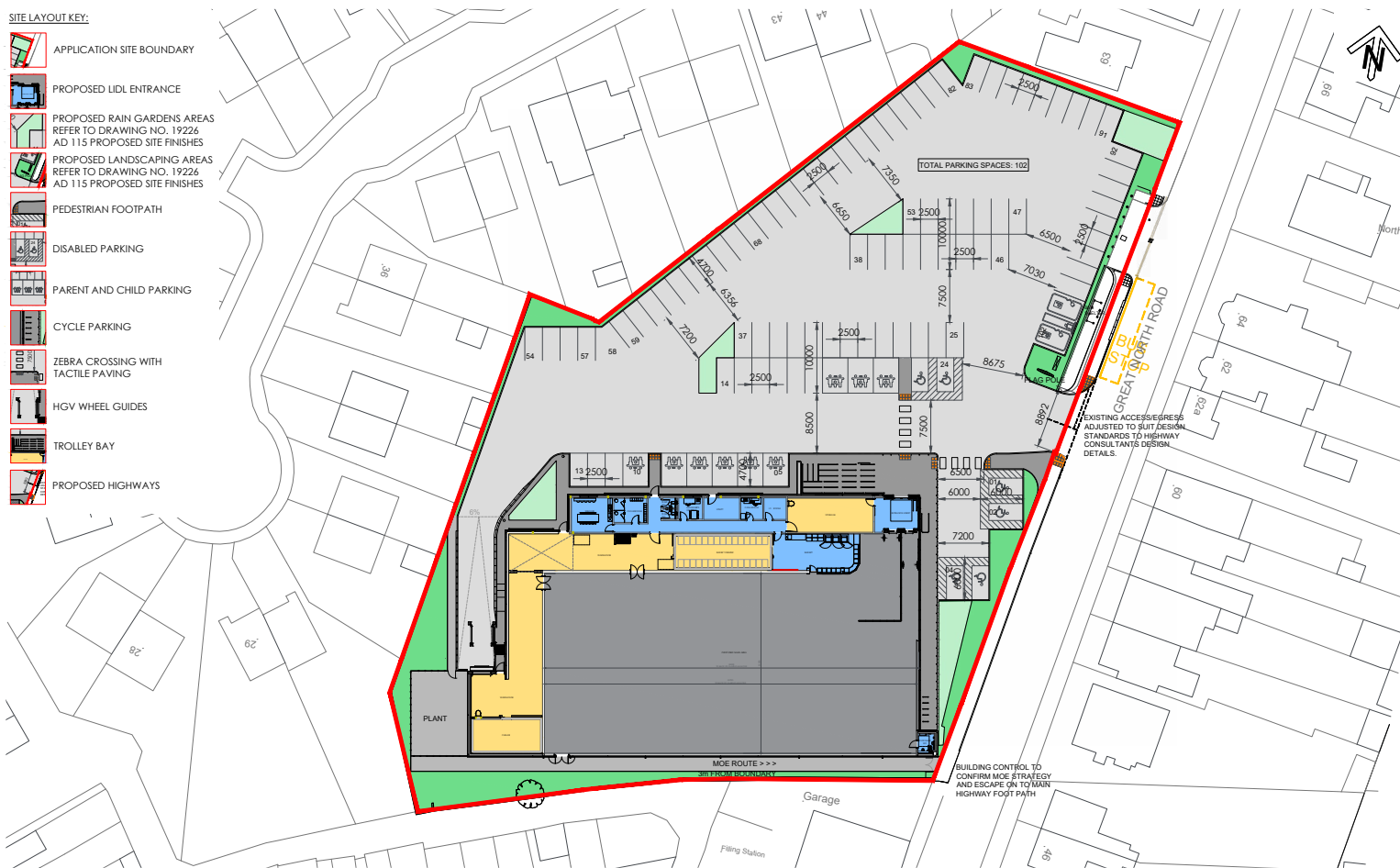
Adjacent land uses include, to the:

- North boundary – Residential
- East boundary – Residential
- Southern boundary – Filling Station & Residential
- Western boundary – Residential



SITE LAYOUT KEY:

-  APPLICATION SITE BOUNDARY
-  PROPOSED LIDL ENTRANCE
-  PROPOSED RAIN GARDENS AREAS
REFER TO DRAWING NO. 19226
AD 115 PROPOSED SITE FINISHES
-  PROPOSED LANDSCAPING AREAS
REFER TO DRAWING NO. 19226
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-  PEDESTRIAN FOOTPATH
-  DISABLED PARKING
-  PARENT AND CHILD PARKING
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OBJECTIVE AND PRINCIPLE

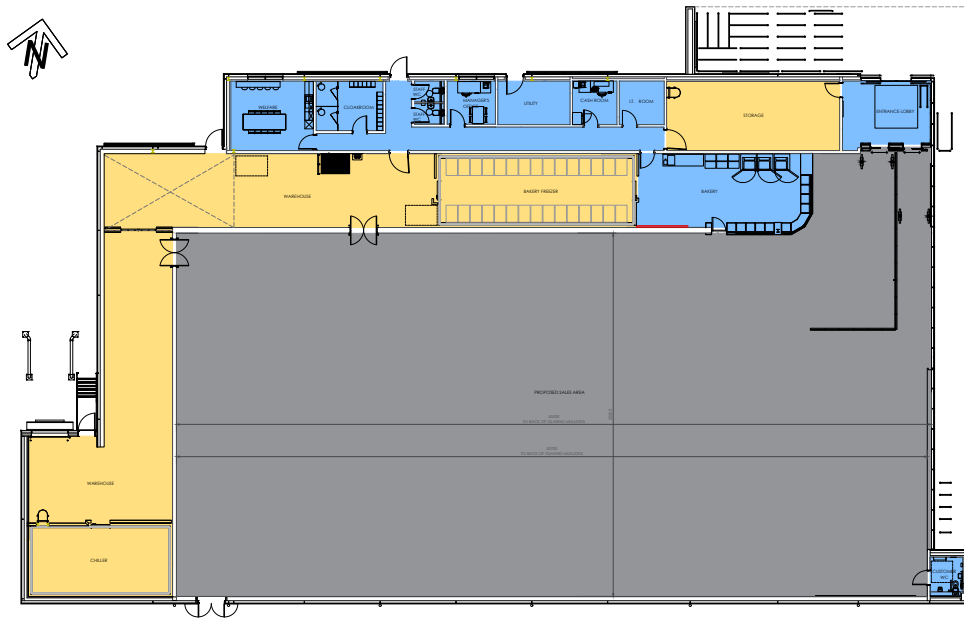
Lidl's proposed development will create a new neighbourhood foodstore with 1,399m² sales area (2,121m² gross internal floor area). The development will also provide a free customer car park and recessed loading bay to facilitate the delivery of goods to the store.

The store will be built in accordance with Lidl's brand new specification providing a lighter, more spacious sales area, with full height glazing to the front elevation, and with no suspended ceiling. Proposed elevations have been considerably designed along the main aspects, providing activity and identity to the public frontages which:

1. Respond to the geometry and topography of the site;
2. Maintain adequate clearances and safe distances to existing site boundaries;
3. Respect the urban edge and remain in keeping with other developments in the area;
4. Provide easy and safe vehicular and pedestrian access to the existing highway;




The proposals for the site layout and store will incorporate Lidl's corporate branding.





Proposed Ground Floor Plan

KEY:

-  Sales Area
-  Ancillary Areas
-  Warehouse Areas

PROPOSED LAYOUT

Customer parking will be accessed from the existing vehicular entrance off Great North Road. Pedestrian access will be retained as existing with a redesigned zebra crossing.

The car parking spaces have been positioned to the principle elevations of the store. The car park area has been designed to allow easy manoeuvrability of vehicles and also safe and easy access to and from the proposed store.

Disability and parent and child spaces are provided adjacent to the store entrance to provide easy access for these users. Electric vehicle charge points are also provided adjacent to the car park entrance.

Goods deliveries will be made via the recessed loading bay which is situated adjacent to the warehouse space. The store's dedicated delivery facility will be accessed via an HGV grade vehicle ramp directly in front of the delivery pod door.

A vehicle tracking exercise has been carried out which confirms a delivery vehicle can access the delivery area during trading hours without having any adverse effect to the car parking arrangements.

While designing the proposed development the following key factors were taken into consideration:

- Market demand
- Surrounding properties
- Site constraints
- Vehicular and pedestrian circulation within the site
- Design guidance





Example images of a typical Lidl store

APPEARANCE

The site aesthetic has been considered as part of the proposal with the planned use of a limited but considered material palette affording the design coherency.

The East elevation facing Great North Road will implement 4m glazing to provide natural light and to help modernize the visual appearance of the store. The shop front will wrap around a fraction of the north side elevation to comprise the customer entrance lobby. With the 4m glazing wrapping around the corner of the store, the entrance lobby will have a welcoming open atrium ambience for customers to the Lidl store.

The elevations will consist of white cladding panels, with grey rendered plinth beneath. This palette will be complemented by silver eaves guttering and rainwater pipes.

The loading dock gable north elevation at the front of the store will complement the other elevations through using the same material composites and colour palette. A rendered treatment with the silver metal composite panels above comprise this elevation. The silver metal composite panels will increase in depth along this elevation due to the rake of the mono pitch roof.

Each elevation treatment responds to its specific context, whilst also addressing the development as a whole by:

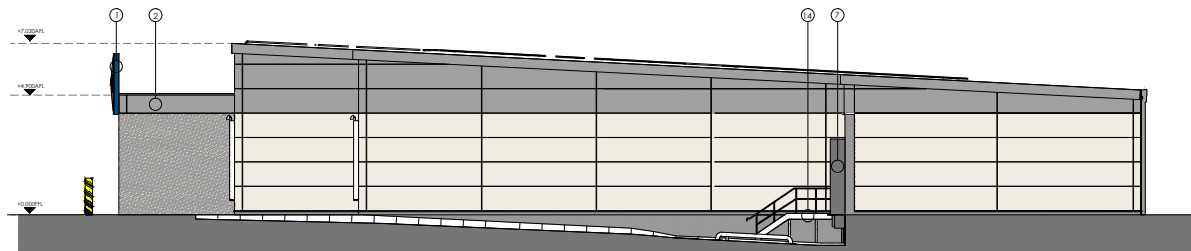
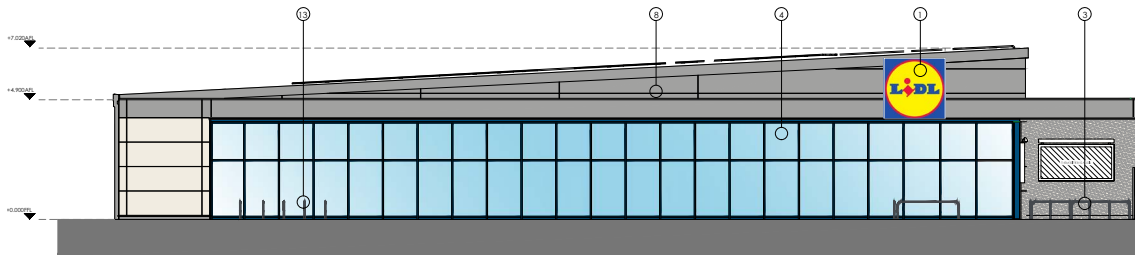
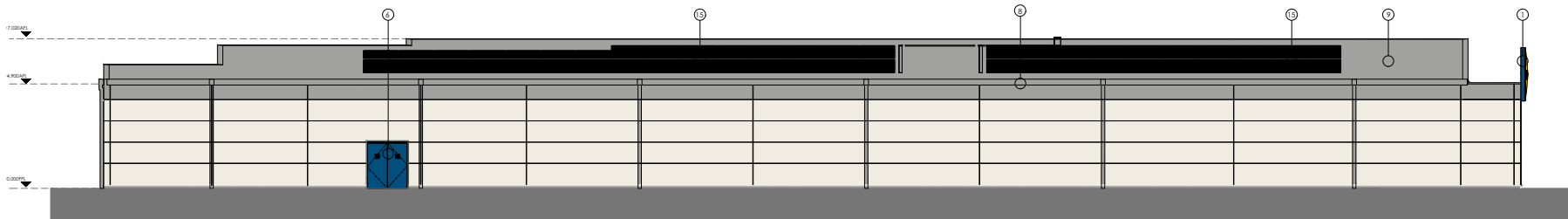
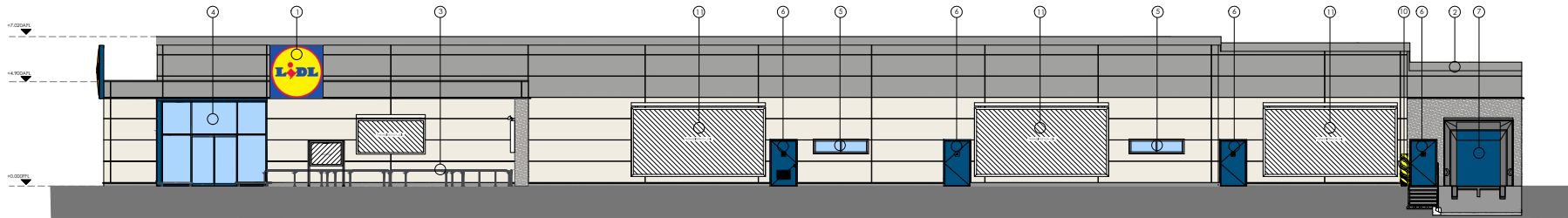
- 1) Using carefully selected robust and high quality architectural components
- 2) Using a well-chosen selection of robust and quality architectural components.
- 3) Using an appropriate architectural form
- 4) Referencing the scale of the building within the elevation treatments

While final confirmation of the exact material specification requires approval by the Local Authority, it is intended that the pallet of materials will consist of the following:

- Roof cladding – standing seam - RAL 9006 in silver
- Rainwater goods – aluminium - RAL 9006 down pipes silver
- High level eaves cladding, fascia and soffits colour silver - RAL 9006
- Upper external wall cladding - white - RAL 9010
- Lower external wall - plinth - Render grey - RAL 9006
- Doors/Windows/Curtain Wall - colour, blue - RAL 5010



PROPOSED DEVELOPMENT - GREAT NORTH ROAD, MILFORD HAVEN ELEVATIONS



PROPOSED MATERIALS FINISHES
SHOWN TO BE USED IN CONJUNCTION WITH LIDL SPECIFICATION.
MATERIALS INDICATED ARE ILLUSTRATIVE ONLY AND MAY NOT MATCH THE FINAL FINISH.

- ① NEW LED SEGMENT INTERNALLY ILLUMINATED 2500mm X 2000mm
- ② PARAPET CLADDING COLOUR SILVER RAL 9006
- ③ STAINLESS STEEL TROLLEY BAYS/RAILS
- ④ PROPOSED FULL HEIGHT CURBAIN WALL GLAZING COLOUR BLUE RAL 5010
- ⑤ PROPOSED WELFARE WINDOW COLOUR BLUE RAL 5010
- ⑥ PROPOSED DOOR/SHED DOORS/UTILITY ROOM COLOUR BLUE RAL 5010
- ⑦ PROPOSED DELIVERY DOCK SECTION DOOR COLOUR BLUE RAL 5010 WITH DOCK SHELTER
- ⑧ NEW METAL CLADDING TO SUPPORT FACIAL, NEW FINISH, FLASHING, GUTTERS AND RWP COLOUR SILVER RAL 9006 150 & RWP'S TO HAVE ANTI CLIMB GUARDS
- ⑨ PROPOSED COMPOSITE ROOF CLADDING TO BE RETAINED TO MATCH WALL CLADDING COLOUR: GREY RAL 7004
- ⑩ HIGH BOLLARD 1500mm HIGH BLACK AND YELLOW
- ⑪ WALL MOUNTED BOLLARDS SHOWN INDICATIVELY SUBJECT TO SIGNAGE APPROVAL
- ⑫ STAINLESS STEEL BOLLARDS TO BE DOWN TOP MARINE GRADE 316, 1000mm HIGH
- ⑬ GALVANISED SHEFFIELD CYCLE STANDS
- ⑭ GALVANISED STAINLESS STEEL DRIVERS STAIRS
- ⑮ ROOF MOUNTED SOLAR PV PANELS
- CLADDING PANELS IN WHITE RAL 9010
- CLADDING PANELS TO MATCH RAL 9006
- RENDERED FINISH TO MATCH RAL 9006





BOUNDARY PROPOSALS

The perimeter landscaping and the proposed landscaped areas within the scheme will provide a framework for the site. For detailed landscape proposals refer to the Landscape Architect's drawings. Also provided within the planning application are Boundary Treatments and Site Finishes Plans.

SITE FINISHES

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, western and south boundary of the store.













Please refer to the site finishes drawing 19226 AD 115 – Proposed Site Finishes for further details.

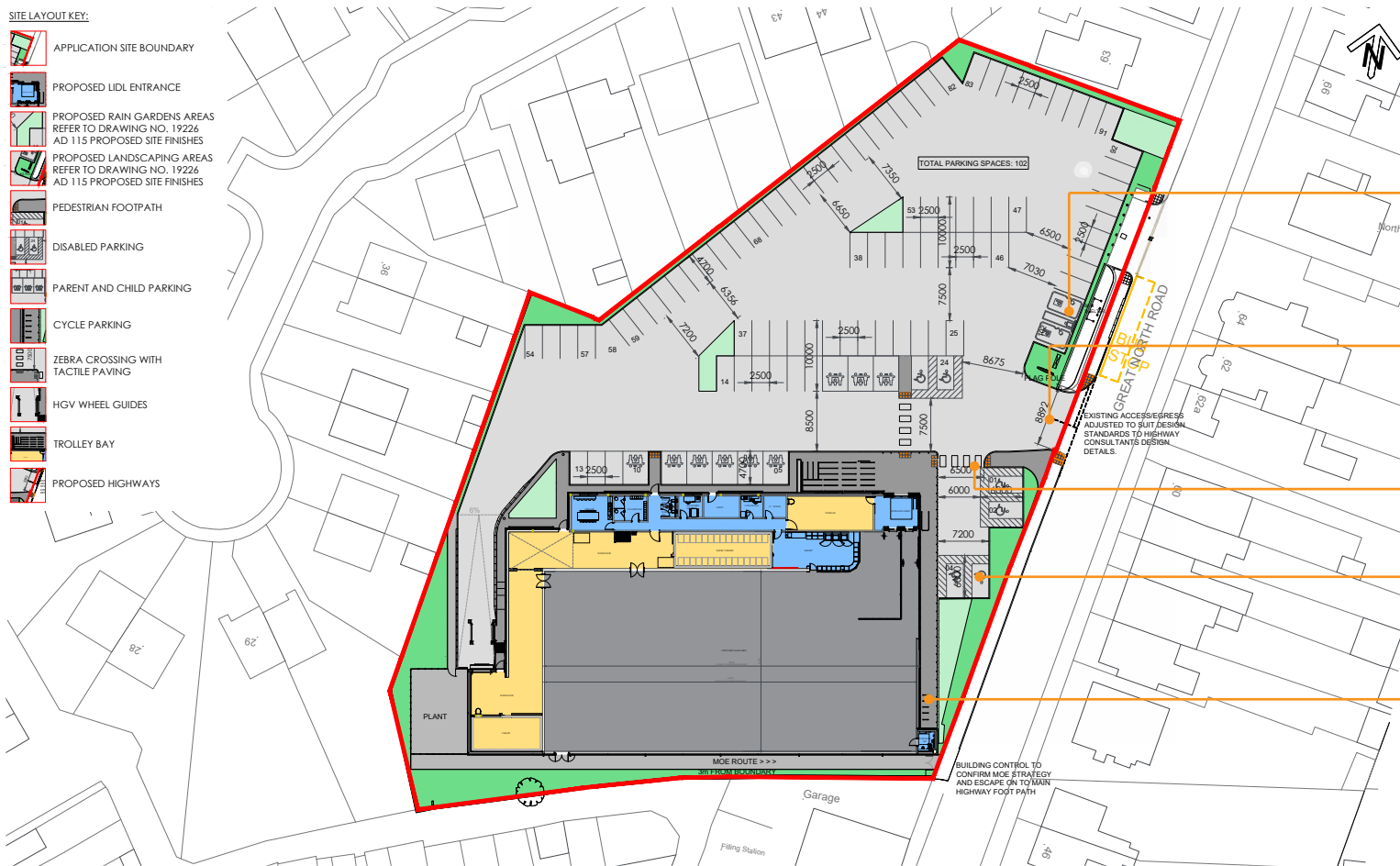


PROPOSED DEVELOPMENT - GREAT NORTH ROAD, MILFORD HAVEN

PROPOSED SITE PLAN

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-  PROPOSED HIGHWAYS



PROPOSED ELECTRIC
VEHICLE CHARGING
SPACE

EXISTING ACCESS/EGRESS
ADJUSTED TO SUIT DESIGN
STANDARDS TO HIGHWAY
CONSULTANTS DESIGN
DETAILS.













PROPOSED PEDESTRIAN
ACCESS

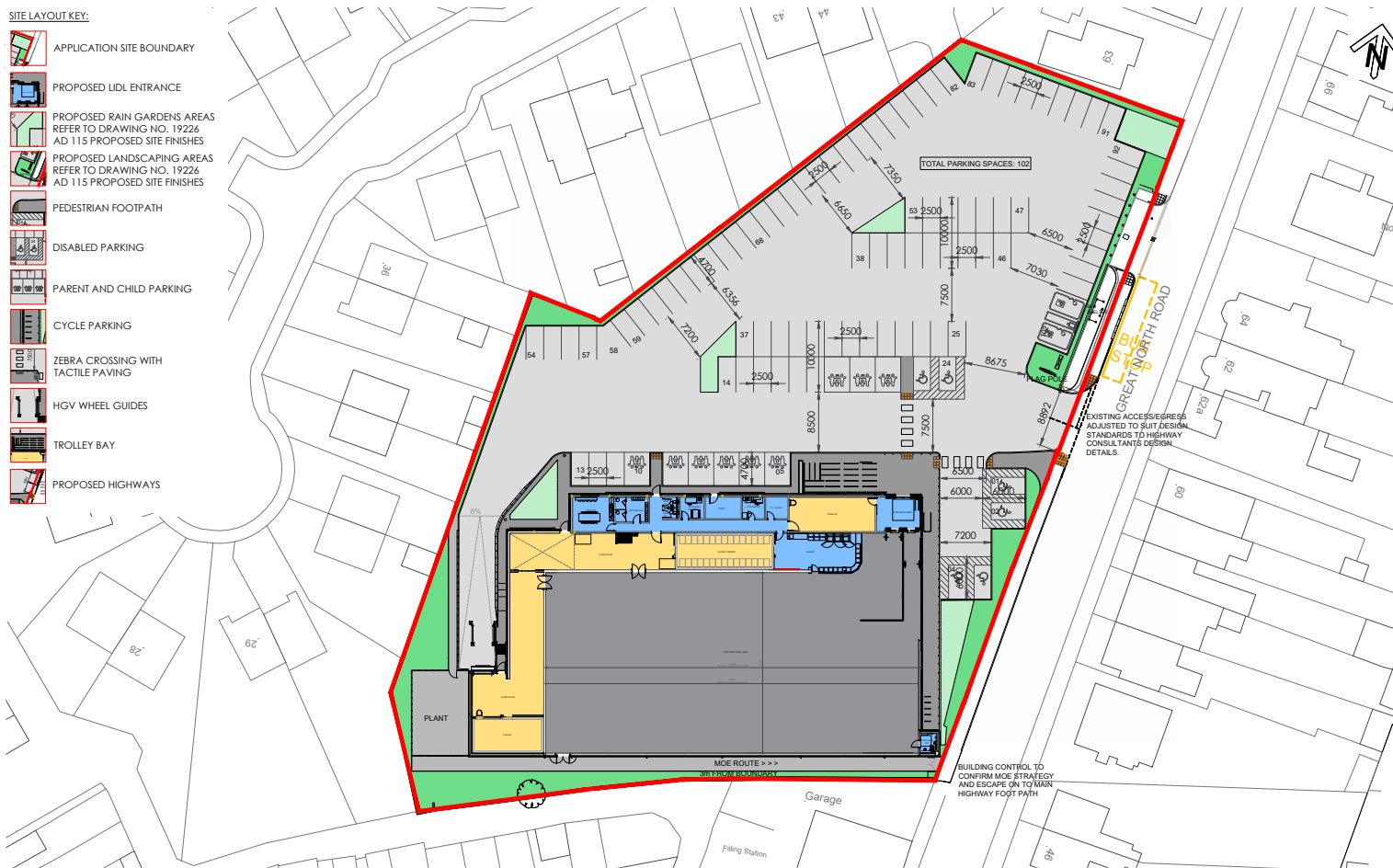
PROPOSED DISABLED
PARKING SPACE

PROPOSED CYCLE PARKING



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VEHICULAR ACCESS PROVISION

Existing vehicle access from Great North Road will ensure the provision of safe ingress and egress into the site. Adequate parking of 102 spaces has been provided and include Lidl spec standard, disabled, parent and child and electric vehicle charging car parking spaces.

Vehicle parking spaces provided are generously sized for improved customer access. Cycle storage is provided to the front of the store:

- Standard spaces - 5.0m x 2.5m
- Parent and Child - 4.7m x 3.6m
- Disabled - 6.0m x 3.6m
(including 1.2m hatching zone)
- Electric Vehicle Charging Spaces - 6.0m x 3.6m

PEDESTRIAN ACCESS PROVISION

Pedestrian routes are provided through the site and cycle storage areas are identified on the layout. The proposed development will ensure a maximum 2% gradient across the site to allow for those with mobility impairments having no difficulties in accessing the store. A maximum of 6% gradient will be provided for the delivery ramp. Level access thresholds are to be provided into all the main entrance points into the food store unit. The scheme will be fully DDA compliant, including WCs and disabled parking spaces.





Images of an internal Lidl store

LIDL ENVIRONMENTAL POLICY

The scheme will be designed to comply with the latest government guidance and the new Part L Building Regulations. In addition, various sustainable measures will be implemented. These include but are not limited to:

- Sustainable surface water drainage scheme.
- Solar panels installed on the roof.
- Electric Vehicle Charging spaces.
- Recycled materials in insulation and floor finishes.
- Use of water-based paints on steelwork.
- High efficiency LED lighting incorporated internally and externally.
- Lighting to be installed with movement detectors.
- Dual flush toilets.
- Sensor taps to reduce water consumption.
- Improved air leakage and enhanced U-Values where possible.
- Building management system controlled lighting by Lux sensors.
- Environmental waste removal and management policies.
- Delivery noise reduction through quiet, manually operated bridging plates and dock shelter, used in conjunction with sloped loading ramp.

As a discount food retailer, Lidl's supply chain and long-term business success depends on the health of the natural environment. Lidl therefore takes its responsibility as a member of the community very seriously in ensuring it reduces its carbon footprint wherever possible.

Environmentally sustainable design solutions have been incorporated into various stages of the proposed development, affecting the internal design, external appearance and the foodstore's relationship with its context. Energy demand is reduced in the first instance through passive design and a consideration of efficient operational procedures ensures that the proposed foodstore's ongoing environmental impact is minimised.



'MOVEMENT TO, FROM AND WITHIN THE SITE'

The site is well located to encourage sustainable modes of travel for staff and visitors living in the surrounding residential areas of Milford Haven. The extended cycling, bus, and rail networks through the local area will also allow opportunities for sustainable travel for longer distance, or multi-modal trips.

Pedestrian Movement

Pedestrian access to the proposed development will also be provided at the new access. The proposals include improvements to the existing layout, with inclusion of tactile paving and a dropped kerb crossing, and provision of direct access into the existing footway network along the A4076 Great North Road. Milford Haven has an extensive footway network running through the town. The footways along the A4076 Great North Road are part of this pedestrian network, providing routes into the town centre and harbour / docks area to the south, and to the residential areas of the town to the north, east, and west.

Pedestrian access to the proposed development will also be provided at the new access. The proposals include improvements to the existing layout, with inclusion of tactile paving and a dropped kerb crossing, and provision of direct access into the existing footway network along the A4076

Great North Road.

Cycling Access

Cycling in the vicinity of the site is accommodated on-carriageway, with limited off-road routes available. The lack of traffic-free routes in the vicinity is not considered to be a barrier to cycle travel. As advocated by the walking and cycling charity Sustrans, providing simple road safety advice is adhered to, on-road cycling is safe. A total of 6 Sheffield cycle stands (allowing for parking for 12 bicycles) will be provided.

Public Transport

The nearest bus stop to the site is the Great North Road stop, located on the western side of the A4076 Great North Road carriageway, directly outside the existing Enterprise car rental site (less than a 5m walk from the site boundary). This stop operates via an on-road stop, with a pole marker and timetable.

As part of the pre-application discussions with Pembrokeshire County Council for this proposal, it has been identified that proposed improvements have been drafted for the Great North Road stop, which include widening and improvements to the footway in the vicinity of the stop, addition of a bus shelter, and addition of bus bay markings on the carriageway.

The nearest train station to the site is Mil-

ford Haven, approximately a 1.4km walk away from the site.

The site is therefore considered to be in a good location to offer staff and visitors to the site opportunities to travel via bus and rail.

Vehicular Access

Vehicular access to the re-developed site is proposed via a new access point along the A4076 Great North Road. The proposed access will be designed in accordance with DMRB design standards, given that the A4076 forms part of the trunk road network.

The proposed layout has been designed to ensure sufficient room for a max legal 16.5m articulated vehicle to safely enter, manoeuvre and exit the site in forward gear. A total of 102 parking spaces are to be provided including 6 spaces for disabled customers, 9 parent and child spaces and 2 electric vehicle charging spaces.

Conclusion

The design of the proposed development has been mindful of the access policies in the LDP including Policies SP14 and GN1. The site is well located to encourage sustainable modes of travel for staff and visitors living in the surrounding residential areas. The extended cycling and bus networks through the local area will also allow opportunities for sustainable travel

for longer, or multi-modal trips.

A Travel Plan will be agreed to maximise the potential for sustainable patterns of travel to and from the store. These measures will result in environmental benefits (less CO₂), social improvements (inclusive mobility and a healthier population) and economic benefits (less congestion).



COMMUNITY SAFETY

The proposed site layout has adopted the following 'core principles' of designing for community safety and which are intended to improve the design and management of the physical environment and to promote community cohesion.

1. Integrated Approach:

The proposed scheme has been designed to ensure a safe and accessible environment for customers arriving on foot, cycle and car, whilst ensuring that the site can be safely serviced by delivery vehicles.

2. Environmental Quality and Sense of Ownership:

The proposed re-development of the site will improve the environmental quality of the area, providing a significant improvement to the Great North Road street scene, providing an active frontage which promotes natural surveillance of the site and a sense of ownership.

3. Natural Surveillance

The position of the retail store on the southern boundary of the site ensures that the car and cycle parking areas are in full view from Great North Road. Internally, the glazed lobby area overlooks the car park.

4. Access and footpaths

The proposed development ensures that all pedestrian links through the site provide safe and dedicated pedestrian walkways and crossings.

5. Lighting

Lighting columns will be provided for car parking and pedestrian routes around the site to reflect their requirements.



REFERENCES

Supplementary documents that have been used to develop the scheme proposals include:-

- National Planning Policy Wales
- Pembrokeshire LDP
- CDM2015 requirements and future maintenance

LIST OF DRAWINGS

- 19226 AD 100 – Location Plan
- 19226 AD 101 – Existing Site Plan
- 19226 AD 102 – Demolition Plan
- 19226 AD 105 – Existing Elevations
- 19226 AD 110 – Proposed Site Plan
- 19226 AD 111 – Proposed Building Plan
- 19226 AD 112 – Proposed Roof Plan
- 19226 AD 113 – Proposed Elevations
- 19226 AD 114 – Proposed Boundary Treatments
- 19226 AD 115 – Proposed Site Finishes
- 19226 AD 118 – Proposed Site Topo Overlay Plan
- 19226 AD 123 – Proposed Site Section
- 19226 AD 126 – Proposed Street Scene
- 19226 AD 131 – Proposed EV Infrastructure Plan





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