Have Your Say

We are holding a public exhibition on Monday 16\textsuperscript{th} October 2017 at E57 Social Club, 699 Alcester Road South, Kings Heath, Birmingham, B14 5EY from 1pm to 6pm.

Please come along and share your thoughts...

Site Background

The application site comprises the former Wester Power Depot and lies at the western end of a commercial/industrial area enclosed by Limekiln Lane to the northern side and Warstock Road to the southern side. The site consists of a two storey, flat roofed building located in the south eastern corner of the site and it extends to 0.73ha in size.

The wider areas to the east consist of a mixture of commercial and industrial uses, ranging from self storage units, a carpet warehouse, tyre fitters and a boatyard. To the north of the site is Cocks Moors Woods golf course and a leisure centre. To the west of the site, on the opposite side of Limekiln Lane is an Esso Service Station and to the south, on the opposite side of Warstock Road is a residential neighbourhood.
The Proposal

Godwin Developments propose to demolish the existing buildings and erect a new Lidl store with associated parking. The new unit will feature an attractive, single storey glazed frontage to Warstock Road, with car park extending to the west, north and north west of the store.

The Lidl store will extend to 2,125 sq. metres, with a net retail sales area of 1,324 sq. metres. The new store will feature a dedicated in-store bakery close to the main entrance. The delivery bay will be located to the north of the store.

A new access will be created to the site and will be taken from Warstock Road along the site’s southern boundary. The car park will provide 121 standard parking spaces, with 6 disabled spaces, and 8 parent and child spaces, which will be positioned close to the customer entrance.

A new pedestrian access will be created from Warstock Road giving direct access to the store entrance and the car park. Bicycle parking will be provided under the entrance canopy on the western elevation, close to the store entrance and pedestrian access route.

It is proposed that the store will be open between the hours of:
- 8am to 10pm Monday to Saturday (including Bank Holidays); and
- 10am to 4pm Sunday.

Normally there will be a maximum of two HGV deliveries to the store per day. All store waste will be collected at the same time as the deliveries, therefore minimising HGV movements within the site.

Benefits of the Proposed Development

- Improved shopping choice and provision of a new mainstream discount retail operator for Kings Heath;
- A new brand store that will provide a clean and fresh shopping experience to meet the needs of customers;
- A dedicated in-store bakery;
- A contemporary building design that will complement the surrounding area;
- 40 employment opportunities for local residents; and
- Living Wage Foundation rate for all eligible employees and no zero hours contracts.

Site Plan
Have Your Say

We hope you can attend our exhibition and that you find it useful and informative to meet with the Godwin Developments team. However, if you are unable to make it on the day, our proposals are available to view online at: https://rapleys.com/consultation/lidlkingsheath

We would welcome your comments on our proposal by 20th October 2017, as all feedback received will be taken into consideration when finalising the design proposal.

Please provide your feedback by completing the form below and returning this to us in the pre-paid envelope.

You can also write to us using the following email address: lidlkingsheath@rapleys.com

Alternatively, if you would prefer to submit your comments by post, please use the following address:

Lidl Kings Heath
Rapleys LLP
55 Spring Gardens
Manchester
M2 2BY

Please support our proposal by signing our online petition: http://www.gopetition.com/petitions/lidl-kingsheath.html

We will consider all feedback returned to us and, where possible and appropriate, use it to make changes to our plans.

We hope to submit a planning application for the site to Birmingham City Council towards the end of October 2017.

We Value Your Views

We know that Lidl’s success depends on the people they work with and the people who choose to shop at Lidl. Lidl recognise that providing high quality products at industry leading prices is only part of the story; the environment in which Lidl’s customers do their shopping completes the experience. We would like to invite you to provide us with your thoughts on our proposal to develop a new Lidl store at Warstock Road, Kings Heath.

Do you support the proposal in principle?

Yes ☐ No ☐ Not Sure ☐

Are you happy to see the addition of a dedicated in-store Bakery?

Yes ☐ No ☐

In terms of your shopping habits, do you tend to do a regular weekly shop or do you generally prefer to top up throughout the week as required?

Weekly ☐ Top up ☐ Both ☐

Additional comments:

We would like to thank you for taking the time to complete this pre-paid feedback card and look forward to receiving your response.

Data Protection: The details provided on this form will not be passed on to any third parties outside of the Godwin Developments team. All sensitive data will be treated in accordance with the Data Protection Act 1998.
About Godwin Developments

Godwin Developments is a property development & investment company with a portfolio of sites in all sectors of the property industry with offices in Nottingham, Birmingham and London.

About Lidl

We opened our first Lidl supermarket in Germany in 1973. Following positive customer feedback, we quickly expanded and by the 1980s, Lidl had become a household name.

Our first Lidl in the UK opened in 1994 and we now have over 670 stores across Britain.

Lidl takes pride in providing top quality products at the lowest prices. Our stores are operated by a network of dedicated store staff, helping to establish and develop the success of the company.