

A NEW LIDL FOR BALSALL COMMON



Site Background

Lidl would like to bring a new store to Balsall Common at Kenilworth Road, located to the north of the A452 Roundabout where Kenilworth Road meets Hallmeadow Road. The site currently comprises undeveloped land. The site is bounded by Kenilworth Road to the west, a train track to the east, a small copse and Hallmeadow Road to the south, and an antiques shop and farm building to the north. Residential dwellings and a vehicle repair shop are located opposite the site on the other side of Kenilworth Road. The land to the west of the site is allocated for housing (230 homes) in the emerging Solihull Local Plan (reference: BC5).

Balsall Common village centre is located approximately 0.9 km to the south of the site.



The Proposal

The Lidl store will feature an attractive glazed and metal panel frontage with feature brick detailing, in addition to a car parking area and high quality landscaping.

The proposed site access would provide priority for right turners into the site across the southbound flow on Kenilworth Road. The southbound road has been realigned to the north of the site to provide a roundabout style access as shown. This arrangement will include an extension of the 30mph zone away from the village to reduce traffic speed in this location. The proposals also include an upgrade of the existing uncontrolled crossing of Kenilworth Road to the north of Hallmeadow Road roundabout to a Toucan-style crossing to assist with accessibility for and to improve the safety of pedestrians and cyclists.

The new store would extend to 2,277 sq.m gross internal area with a net sales area of 1,414 sq.m. A total of 120 car parking spaces would be created for the store,

including 7 disabled spaces, 9 parent & child spaces and 2 electric vehicle rapid charging spaces. 12 cycle parking spaces are also proposed.

It is proposed that the Lidl store will be open between the hours of:

- 8am to 10pm Monday to Saturday (including Bank Holidays); and
- 10am to 4pm Sundays.

The store would normally receive Only 1 to 2 HGV deliveries per day (with a maximum 3 deliveries during peak bank holiday periods), which also take waste (80% of which is recycled) back to the regional distribution centre at Wednesbury, helping to reduce the number of traffic movements and reducing emissions as a consequence.

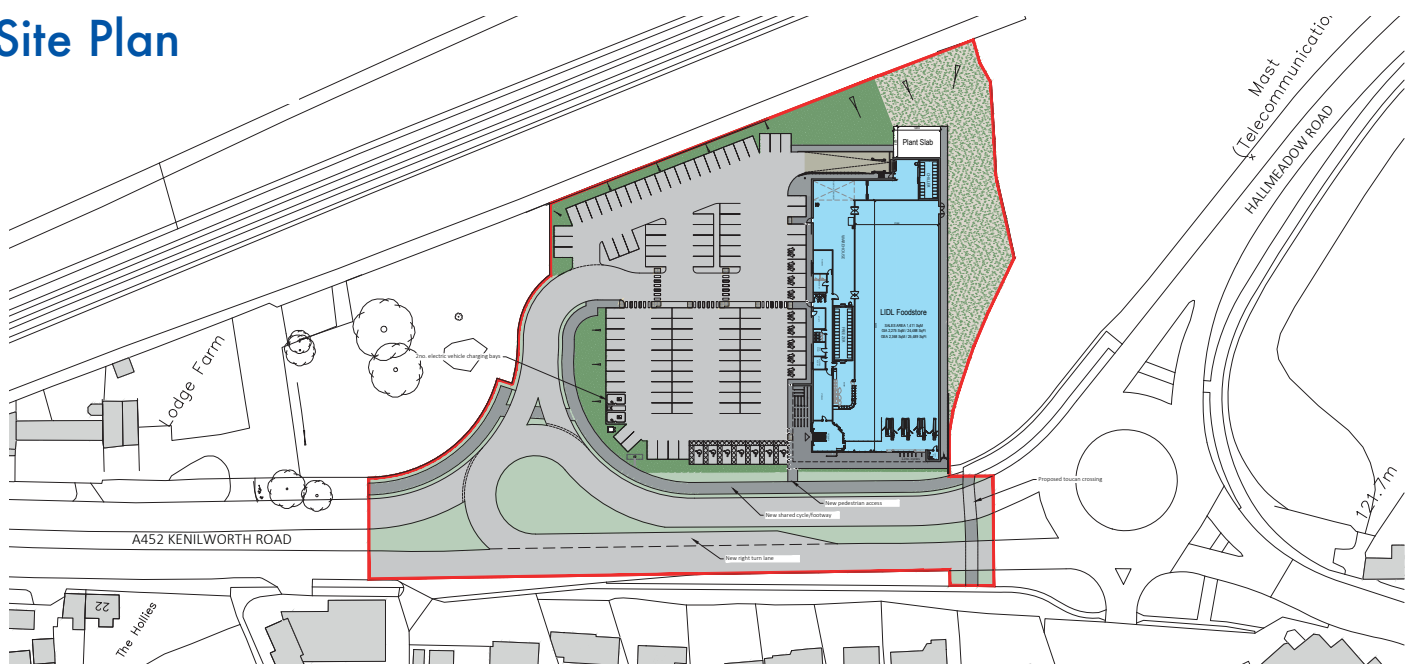
Benefits of the Proposed Development

- A store that will provide a new discount food shopping experience to meet the needs of customers and the expanding local community;
- A commitment to providing food from local and sustainable sources, with two in every three products within our permanent range coming from British suppliers;
- A dedicated in-store bakery offering freshly baked products throughout the day;
- A sustainable energy efficient store to include: roof mounted solar panels providing up to 25% of the stores electricity requirement; the use of highly efficient air source heat pumps to heat the store; and the provision of a Sustainable Drainage

System with under car park water storage to improve storm water management on site and reduce the risk of flooding;

- Up to 40 new high quality full time equivalent (FTE) jobs for local people, paying not less than the 'Lidl Wage' (£10.10 from March 2022 which is 60p per hour more than the National Living Wage for over 23s), and no zero hours contracts;
- Contemporary building design with glazed frontage and enhanced elevational treatments (red brick), going beyond the typical store specification; and
- Enhanced landscaping throughout the site and an improvement to the sites biodiversity value.

Site Plan



Register your comments: <https://rapleys.com/consultation/balsallcommon/>

Email us at balsallcommon@rapleys.com

Alternatively, you can also provide your comments via the return slip below or telephone using this number: **0800 089 0361**.

We would welcome your comments on our proposal by 12th December 2021, as all feedback will be taken into consideration.



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To have your say please complete the feedback form below and return it to us using the freepost envelope provided.

Do you generally support the proposals to bring a new, modern Lidl store on this site?

Yes ☐ No ☐ Undecided ☐

Additional comments:

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 ☐

How do you usually travel to your current foodstore?

Car only ☐ Walk only ☐ Car and walk ☐

Cycle ☐ Public Transport ☐

General Comments on the proposals:

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

Big on Quality, Lidl on Price

About Lidl

Lidl opened its first store 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 860 stores across Britain. Lidl Great Britain has experienced continued growth over the years as consumers flock to the supermarket to discover its great value products – more than two thirds of which are British sourced – ranging from quality fruits and vegetables to premium wines from its much-coveted Wine Tour collections.

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.



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Title: _____ First Name: _____ Surname: _____

Address: _____

Postcode: _____ Phone: _____ Email: _____

Privacy Policy:

Privacy Policy (Lidl GB Ltd): The data you provide is being collected by Lidl GB. By providing your personal data and comments, you agree that we will share this data with the local planning authority as part of the planning process and to verify that comments we receive are genuine. We may send you a follow up letter asking you to further support our proposal and contact you to update you on the progress of the application. We have a legitimate interest in processing your personal data to inform the local planning authority that you do or do not support the above-mentioned store and to provide you with an update on the process of our application. If our application was successful (or we have successfully appealed a rejected planning decision) and a store will be built in the above location, your personal data will be stored for 1 month after the store opening date. If Lidl no longer intends to build a store in the above location, any personal data processed during the consultation period will be retained for a maximum of one month following our decision not to appeal the planning decision. If you have provided your consent for future communication regarding our application, you can opt-out at any time by emailing.

☐ Please tick here if you do not wish to be contacted about the above proposal.