WELCOME

Thank you for attending our exhibition on 17th November 2014. We intend to show Lidl UK’s proposals in relation to the redevelopment of the existing Riverdene Business Park, Molesey Road, KT12 4RG. It is our intention to create a new Lidl food store with 38 apartments over 3 floors above the store.

The exhibition is intended to give members of the public and local businesses the opportunity to comment on these proposals at an early stage in advance of the submission of a planning application. It is also a good opportunity to discuss the scheme directly with members of Lidl’s property team, to gain an understanding of the benefits it will bring to the Hersham area and also learn about Lidl.

Your feedback will be reviewed and your comments will be taken into consideration during the detailed design process prior to the determination of the planning application.

THE SITE AND SURROUNDINGS

The site is accessed on the eastern side of Molesey Road and the rear of the property bounds the western side of Mole Road.

The surrounding built environment varies in terms of land use, building design and materials. Residential properties are situated along Mole Road (east), Thrupps Avenue (south) and Molesey Road (west). A petrol filling station and commercial buildings back onto the north of the site.

Riverdene Business Park is designated as strategic employment land and comprises a mix of single and two storey light industrial properties with associated car parking. Some of the units are currently occupied whilst some are vacant.
The proposed development comprises the demolition of the existing buildings and the erection of a 4-storey building to accommodate a Lidl food store at ground floor level and 38 apartments at first, second and third floor.

Vehicular access for the Lidl food store is directly off Molesey Road while residential parking is via Mole Road. Lidl’s delivery vehicle will utilise the access from Molesey Road, drive into the site in forward gear and reverse into the loading bay. All store waste will be collected during store deliveries, thereby minimising daily HGV movements in and out of the site.

The retail parking allocation includes 6 disabled spaces and 4 parent and child spaces which are positioned close to the customer entrance. For the residential parking there will be 4 designated disabled spaces.

The customer store entrance is located close to the access off Molesey Road with a full height glazed shopfront extending the width of the sales area which provides an active frontage when entering the site. The retail element of the scheme can also be reached via a pedestrian access on Mole Road. Adjacent to the store entrance are cycle racks to encourage customers to use a sustainable mode of transport. Trolley bays are positioned opposite the store entrance and within the customer car park.
DEVELOPMENT PROPOSALS

Our proposals for the redevelopment of the site comprise the following:

- Demolition of the existing buildings
- Full site remediation and enabling works
- A bespoke mixed-use development comprising a Lidl foodstore at ground level (1,421m² sales area) and 38 apartments over three floors above the store
- A mix of tenures including private and affordable housing
- Provision of 90 retail car parking spaces and 41 residential parking spaces
- Provide a high quality design through the use of sustainable construction methods
- Landscaped communal amenity area for residents at first floor
- Private balcony space for all units
RESIDENTIAL

1. 38 apartments comprising 12 x one beds, 22 x two beds and 4 x three beds
2. A balanced mix of tenures split between affordable and private housing
3. The affordable units comprising a mix of general needs rent and shared ownership.
4. Separate private and affordable entrance cores from Mole Road
5. All apartments finished to a high quality specification
6. Generous landscaped communal amenity area at first floor level
7. Designated residential parking
8. Residential cycle store to encourage greener modes of transport
DESIGN

The proposed building has been designed to respond to the local context and buildings within the immediate built environment. The overall height of the building has been limited to four storeys in order that it relates to its surrounding uses. A quality palette of materials will be used, which not only reflects selected elements of Lidl’s corporate specification, but also recognises the materials used within the surrounding area.

The high quality, contemporary design will provide a remarkable and aesthetically pleasing development at the gateway to Hersham. The shopfront visible from Molesey Road will be glazed to achieve an active frontage when entering the site and provide natural light into the store. The design, massing and articulation of the building responds sensitively to the surrounding area and addresses any perceived impact on neighbouring properties.

To respect the properties along Mole Road, the siting of the proposed development is set back from the existing building line and significant areas of soft landscaping are introduced by the boundary to enhance this view.

BENEFITS

The redevelopment of the site will provide many benefits to the local area through:

• redeveloping a brownfield site;
• attracting more inward investment into Hersham;
• improving local shopping amenity;
• increasing consumer choice for food retail;
• creating up to 40 new retail jobs for local residents;
• providing 38 new homes (including family accommodation) comprising a mix of affordable and private units.
TRANSPORT / HIGHWAYS

A Transport Assessment will be carried out to consider the potential effects of the scheme on the adjacent highway network during peak hours and to formulate appropriate mitigation measures where necessary. A Travel Plan will also be prepared to encourage people to travel sustainably to and from the site.

The site is readily accessible by active modes of travel with footways connecting to nearby residential and employment areas and a network of on-road marked cycle lanes connecting to the wider area. The site is also accessible by public transport with bus routes along Esher Road to the north and Molesey Road to the west providing access to Walton-on-Thames, Esher and the residential areas of Ashley Park and Rydens.
ABOUT LIDL

Lidl’s history goes back to the 1930’s, when the company was founded in Germany as a grocery wholesaler. Today, Lidl is one of the largest food retailers in Europe and our extensive network of stores is unmatched in the discount sector. Lidl commenced trading in the UK in 1994 and currently has over 600 stores nationwide.

The Lidl retail philosophy centres on simplicity and maximum efficiency at every stage of the business, from supplier to consumer, enabling the company to sell high quality products at the lowest prices. Lidl operates differently to other supermarkets by offering a selective range of approximately 1,400 own-branded product lines necessitating continued use of existing local retailers.

The quality of our products has recently been recognised in the UK retail sector with Lidl winning ‘Own Brand Range of the Year 2014’ for its premium product range, Deluxe, at the Oracle Retail Week Awards.

RETAIL IMPACT

In terms of Lidl’s impact upon existing town centres, findings from the Competition Commission confirm that Lidl provides a different offer to the main food retailers. The Competition Commission states that deep discounters or ‘Limited Assortment Discounters’ such as Lidl, do not impact to any significant degree upon other food retailers.

This is supported by numerous examples across the UK, where Lidl trade alongside local convenience stores and larger retailers such as Sainsbury’s and Tesco. This has also been acknowledged by the Secretary of State and Planning Inspectors in their decisions following public inquiries into Lidl schemes.

The Inspector, in a case in New Addington, Croydon (decision date 2nd June 2008) noted the significant expenditure leakage from the area and the benefits a Lidl store would provide in terms of reversing this:

“Although the proposal would take some turnover from the District Centre, it would also facilitate the retention of expenditure in the area to the benefit of the District Centre ... I therefore conclude that on balance the proposal would not be harmful to the vitality and viability of New Addington District Centre”.

In a further Lidl appeal decision (Uxbridge 29 February 2012) the Inspector concluded that:

“The principle that Lidl and other similar retailers present a different retail offering to the conventional supermarkets is well established, but this offering also differs to that of local convenience stores..... Overall I am satisfied that the impact on trade within the nearby centres would be low.”

RECENT LIDL PROJECTS

LIDL LEWISHAM
Completed November 2011
Food store plus residential accommodation

LIDL STOCKWELL
Completed October 2013
Food store plus residential accommodation

Our Deluxe brand - the proof is in the pudding.

Lidl's history goes back to the 1930’s, when the company was founded in Germany as a grocery wholesaler. Today, Lidl is one of the largest food retailers in Europe and our extensive network of stores is unmatched in the discount sector. Lidl commenced trading in the UK in 1994 and currently has over 600 stores nationwide.

The Lidl retail philosophy centres on simplicity and maximum efficiency at every stage of the business, from supplier to consumer, enabling the company to sell high quality products at the lowest prices. Lidl operates differently to other supermarkets by offering a selective range of approximately 1,400 own-branded product lines necessitating continued use of existing local retailers.

The quality of our products has recently been recognised in the UK retail sector with Lidl winning ‘Own Brand Range of the Year 2014’ for its premium product range, Deluxe, at the Oracle Retail Week Awards.

RETAIL IMPACT

In terms of Lidl’s impact upon existing town centres, findings from the Competition Commission confirm that Lidl provides a different offer to the main food retailers. The Competition Commission states that deep discounters or ‘Limited Assortment Discounters’ such as Lidl, do not impact to any significant degree upon other food retailers.

This is supported by numerous examples across the UK, where Lidl trade alongside local convenience stores and larger retailers such as Sainsbury’s and Tesco. This has also been acknowledged by the Secretary of State and Planning Inspectors in their decisions following public inquiries into Lidl schemes.

The Inspector, in a case in New Addington, Croydon (decision date 2nd June 2008) noted the significant expenditure leakage from the area and the benefits a Lidl store would provide in terms of reversing this:

“Although the proposal would take some turnover from the District Centre, it would also facilitate the retention of expenditure in the area to the benefit of the District Centre ... I therefore conclude that on balance the proposal would not be harmful to the vitality and viability of New Addington District Centre”.

In a further Lidl appeal decision (Uxbridge 29 February 2012) the Inspector concluded that:

“The principle that Lidl and other similar retailers present a different retail offering to the conventional supermarkets is well established, but this offering also differs to that of local convenience stores...... Overall I am satisfied that the impact on trade within the nearby centres would be low.”

RECENT LIDL PROJECTS

LIDL LEWISHAM
Completed November 2011
Food store plus residential accommodation

LIDL STOCKWELL
Completed October 2013
Food store plus residential accommodation

Our Deluxe brand - the proof is in the pudding.
NEXT STEP

We hope you found it useful and informative to view the proposals and meet with the Lidl property team.

We would like to hear your comments on the proposed development as all feedback received will be taken on board when considering the final design proposal.

Please take time to complete a feedback form at the public consultation today. There are a number of other ways you can provide your feedback:

1. Sign our online petition by visiting:  
   www.gopetition.com/petitions/support-lidl-in-hersham.html
2. Email your comments to us at: forlidlhersham@lidl.co.uk
3. Send a letter to Lidl: Lidl UK, Morden Property Office, 1st Floor, 33 Aberconway Road, Morden, SM4 5LN
4. Send a letter to or telephone your local Councillors, details of which can be found at: www.elmbridge.gov.uk

Alternatively, if you do not support our proposals you can e-mail us at: againstlidlhersham@lidl.co.uk with any comments that you wish to make.

Once we have received and considered your comments, our proposals will be finalised and a planning application shall be submitted to Elmbridge Borough Council.

If you have any further questions, please do not hesitate to contact

Abigaile Hiles
on
0208 543 2692
or by email at
londonsouth.property@lidl.co.uk