

Proposed Lidl Foodstore, Eastern Way, Melksham Design & Access Statement

Prepared on behalf of Lidl GB Ltd
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Introduction

This Design & Access Statement (DAS) has been prepared by HTC Architects on behalf of Lidl GB Ltd ("Lidl"). It accompanies a full planning application for a new Lidl foodstore at Eastern Way, Melksham.

This document provides information on the proposals and has been assembled for the local planning authority, elected members, statutory and non-statutory consultees, and residents. The Design and Access Statement aims to provide information and construct an analysis of the application site. It will also show the surrounding areas and the positive links between the proposed site and the existing surroundings. Additionally, it identifies the constraints and opportunities relating to the development of the site, alongside key design principles.

Given Lidl’s commitment to investment, the proposed development will, if consented, be constructed at the earliest opportunity. As a direct consequence of this, it will boost the local area’s retail offering.

Purpose and Scope

The purpose of this Design and Access Statement is to explain the design process behind the development proposals and provide justification for the scheme. It forms an integral part of the Full Planning Application submission and should be read in conjunction with the other supporting documentation.

The DAS 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 Consultees and Elected Members.

This document has been prepared as part of a detailed application for a retail foodstore and should be read in conjunction with all documentation submitted with the application.

The Proposal

The proposed development incorporates:
A single storey building with a total floor space of 2184sqm (GIA) including a nett sales area of 1529sqm.
134 car parking spaces including 6% disabled provision, 9no. parent & child spaces and 2no. electric vehicle (EV) charging spaces.
A comprehensive landscaping scheme
SUDS drainage scheme.



Context

This section demonstrates the applicant's understanding of the physical characteristics of the site and its context. Context relates to the physical, social and economic characteristics of the area together with the planning history and planning policy context.

The Site

The site is located within the administrative boundary of Wiltshire Council, on the eastern extent of Melksham. The site extends to 1.89ha, comprising a relatively flat parcel of agricultural land bounded by the A3102, Sandridge Common to the north and Eastern Way to the west. The site is situated approximately 1.8km to the east of Melksham and is bordered by detached residential dwellings on the northeastern boundary of the site, extending along Sandridge Common, and open fields to the east, with a farm and associated barns beyond. Further open fields lie to the south and to the north of the A3102. Residential properties extending into Melksham are located to the west of Eastern Way. Land just to the east of the site benefits from Outline planning permission for a large residential-led mixed-use development.



Context

Architectural Context

The area to the west of the site location has recently been developed to predominantly residential use as part of an 'urban extension' to Melksham. The area has been carefully masterplanned to create a sense of place and identity. Consideration has been given to pedestrian connectivity throughout the masterplanned area.

The housetypes are of a traditional style and comprise of a varied materials palette including red brick, buff brick and weathered buff stone.

The area has been designated as the "21st Century Residential Character Area" as defined in the Melksham - Design Guidelines and Codes, dated July 2023 prepared by Aecom as part of the Neighbourhood Plan adoption.



Planning Policy Overview

This section provides an overview of the planning policy context and its implication for the proposals. For a detailed analysis, please refer to the Planning and Retail Impact Assessment prepared by Carney Sweeney

The NPPF

The National Planning Policy Framework 2024 (NPPF) was published in December 2024 setting out the Government's objectives for development in England.

The Development Plan

The application site lies within the jurisdiction of Wiltshire District Council and therefore the following documents comprises the Development Plan

- Wiltshire Core Strategy 2015
- Saved Policies
- Chippenham Site Allocations Plan
- Wiltshire Housing Site Allocations Plan

Core Strategy

The Wiltshire Core Strategy was adopted by Wiltshire Council on 20th January 2015. The policies of this adopted strategy that are most relevant to this proposal are highlighted in the above mentioned planning assessment.

Neighbourhood Plan

The site falls within the Melksham Neighbourhood Plan area. The Joint Melksham Neighbourhood Plan 2 was adopted in August 2025 and covers the period from 2020 to 2038

Emerging Local Plan

Wiltshire Council are in the process of producing a new Local Plan with Stage 2 hearings commenced in November 2025. Policies 17 and 18 identify allocations for 425 homes and 5Ha of employment land to the east of Melksham of which this site forms part of.

The image adjacent is an extract from the illustrative masterplan prepared for the land to the south of Blackmore Farm. (Origin3 drawing 18-045 417C dated November 2024)



Constraints and Opportunities

This section of the statement identifies the constraints and potential opportunities in respect of the site and how these have influenced the development.

Constraints

The sites constraints include:

The proximity of residential properties to the north east of the site.

The existence and location of existing vegetation.

The wider setting of the area and impact on the views towards the east.

Opportunities

The opportunities presented by the site include:

Enhancement of the range of retail provision in the local area, increasing local choice and competition and reducing unsustainable shopping patterns.

The opportunity to develop a vacant site in a sustainable location within the emerging local plan and adjacent allocations.

Bringing forward a commercial use to serve the local community.

A new landscaping scheme including the planting of new trees and screening the development from its immediate neighbours.

The provision of additional rapid EV charging.

To provide a foodstore that will promote sustainable modes of transport including walking and cycling.



The Proposed Development

Key Design Principles

The following overarching design principles have been established based upon the analysis of the site and its context:

1. The need to provide a modern new Lidl foodstore of a size and appearance consistent with Lidl's branding and business model;
2. The need for a design quality which is appropriate to the site's setting.
3. The need to protect the amenity of the existing adjoining neighbours and future occupiers of the adjoining development;
4. The need to provide additional landscaping and screening.
5. The opportunity to capitalise on sustainable travel modes;
6. The shape, size and topography of the site;
7. The need to maximise natural surveillance and reduce potential for crime and anti-social behaviour; and
8. The need to minimise the carbon footprint of the development and utilise energy conservation and efficient methods where viable and feasible.

The Application Scheme

The scheme proposes a new Lidl foodstore, providing a spacious and attractive shopping environment for local residents and visitors in a convenient and accessible location.

Use & Amount

The proposed new Lidl foodstore will comprise Class E floorspace. Within the store itself, there will be a sales area, along with warehouse and delivery facilities, a freezer room and chilled room, bakery, an IT room, manager's office, welfare area and staff cloakroom.

The wider site will comprise car parking areas, along with a servicing area, pedestrian and vehicular accesses and associated landscaping

The proposals development will include:
A single storey building with a total floor space of 2184sqm (GIA) including a nett sales area of 1529sqm.
134 car parking spaces including 6% disabled provision, 9no. parent & child spaces and 2no. electric vehicle (EV) charging spaces.
A comprehensive landscaping scheme
SUDS drainage scheme.

Layout

The layout of the proposal has been influenced by an iterative design process with all technical consultants involved in the process.

The new Lidl store would be accommodated with the eastern part of the site. The entrance to the store would be on the north western corner facing

Sandridge Common and Eastern Way and would be linked to parking spaces in the western and northern parts of the site by dedicated pedestrian routes.

Externally the store will be modern in design, including a glazed shopfront, consistent with Lidl's corporate style.

The elevations facing the car park areas will include a buff brick to complement the materiality of the surrounding areas.

Vehicle access to the site is proposed to be taken via Eastern Way to the south of the store on the western boundary of the site. The vehicular entrance shall be sufficiently sized to accommodate HGV servicing as well as providing access to the future development site at the southern end of the site.

Pedestrian routes and crossing will provide a coherent route through the site and also provide connectivity to the housing development to the west and along the eastern side of Eastern Way.

The application scheme represents the optimum layout for the site and responds to all of the different factors mentioned above.



The Proposed Development

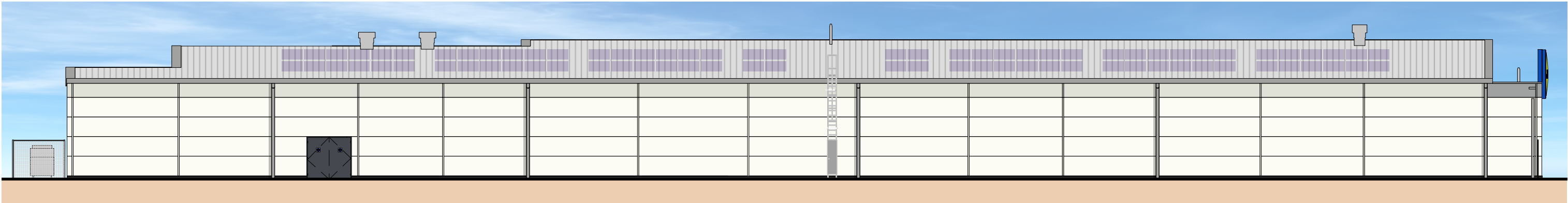
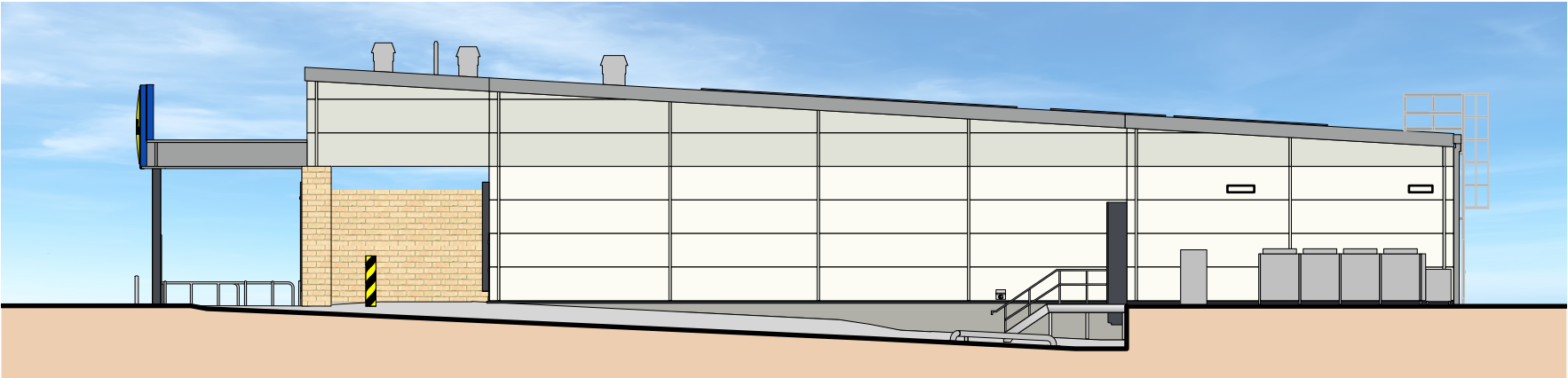
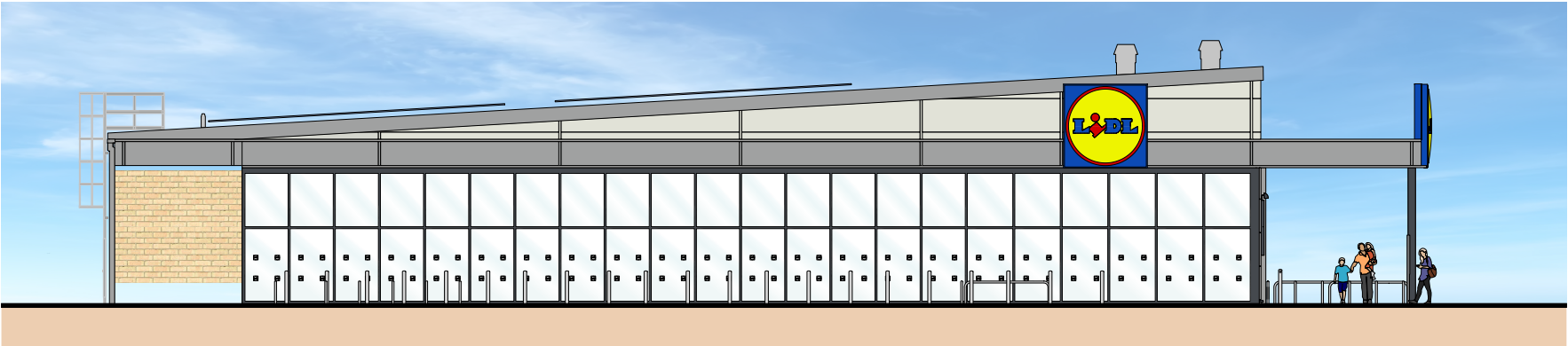
Appearance

The store will have a contemporary design that is in-keeping with Lidl's brand identity, yet also responds appropriately to the local context.

The proposed materials palette for the Lidl foodstore includes a grey colour metal composite roof, while the external walls have a mix of buff brick with expressed piers, and off-white / warm grey cladding panels over. This proposed tonality is designed to compliment its surroundings respect the principles within the Melksham Design Guide. A glazed shopfront is proposed on the store's north elevation. The shopfront also serves to facilitate natural light into the sales area.

A modern mono-pitched roof design is proposed to reduce the building's presence and create a clearly identifiable store entrance for customers.

Illustrative advertisement signage is indicated on the application drawings. All signage will be subject to an application for advertisement consent which will be submitted at a later date.



Access

The application is situated in a sustainable edge-of-town location and is easily accessible via a range of transport modes including by foot, cycle, bus and private car.

Pedestrian, Cycle and Bus Access

The site occupies an accessible location less than 1km from the Verbena Court local centre (10 minute walk) and 300m from the bus stop at the junction of Skylark Road and Eastern Way (5 minute walk).

The site is conveniently accessible on foot from the surrounding residential areas, via a network of existing footways and paths.

Five Sheffield cycle stands will be provided along the northern elevation close to the pedestrian access serving Sandridge Common. These will provide space for 10 bicycles for use by customers. Lidl staff will be able to store bicycles in the back of house areas of the store.

Vehicular Access

Access to the proposed Lidl foodstore will be provided from a priority controlled T-Junction to Eastern Way along the western boundary. This junction will also facilitate access to the southern section of the site to serve a future residential development (by others).

With regards to servicing, the largest type of vehicle expected to access the site will be for deliveries. This will be a 16.5m long maximum legal length articulated HGV. These types of vehicles will be used to provide deliveries to the store and will use the servicing bay on the southern side of the store. Vehicle swept path analysis has been undertaken which has demonstrated that the proposed access arrangements and site layout can safely accommodate the movements.

The car park will have a total capacity for 134 spaces, including 8no. accessible spaces compliant with BS8300 and Approved Document M of the Building Regulations, 2no. EV charging spaces and 9no. Parent & Child spaces.

Full details of the proposed vehicular access, associated highways works and parking spaces are provided within the accompanying Transport Assessment and Travel Plans.



Sustainability

Introduction

Considering the current focus of Government and society on creating sustainable and energy efficient new developments, the issue has been at the forefront of the design process. Careful consideration has been given to the merits of making the building more efficient during the construction and operational phases of the proposed new build.

The modern design of the store, which benefits from simple clean lines, means it is ‘greener’ than pseudo-traditional designs. This is on the basis that fewer more sustainable materials are used and the construction time is shortened and more efficient.

The materials applied to the building are low maintenance and, in most cases, require no further applications. Quality facing materials are to be utilised on the proposed new store.

To ensure that the Lidl store does not waste energy through unnecessary lighting, all internal and external lighting would be remotely operated. This means that the lighting within ancillary areas uses sensors to turn on when someone enters the room and turns off after a specified period of inactivity. The lighting on the sales floor drops to one third the normal level when the alarm is set at the end of the day one hour after store closing only returning when the alarm is deactivated in the morning one hour before store opening.

A system Photo Voltaic (PV) panels are proposed on the roof of the store to generate on site renewable energy for use in store.

Energy efficiency is a long-term lifecycle issue, which should not only be addressed in the short-term build such as through materials but also, in the long term through the operation and maintenance costs.

Protection of Nature's Resources

The key to achieving sustainable development is to ensure prudent use of land and resources. This section details how Lidl have taken account of this during the design of the development.

Lidl have used materials that are highly rated within the Green Guide specification in the construction of this development.

Lidl is committed to training its staff on waste reduction and appropriate recycling and waste segregation. This training has enabled Lidl to achieve significant reductions in the amount of waste being taken from its stores to landfill sites

Should planning permission approval be granted for the proposed scheme, preference will be given to local suppliers, where possible, thus enabling the reduction of energy emissions from vehicles.

In terms of water usage, Lidl have several objectives which govern the Water use on site, these include;

Water is fully metered. Water usage monitored on a monthly basis. Water usage target of 13m³ per month. Installation of low water use fittings. All new toilets have dual-flush controls installed.

Energy

Lidl food stores are widely recognized as having a lower energy consumption than supermarket benchmarks with energy usage restricted to lighting, selective local heating and a small amount of refrigeration.

To achieve an energy efficient design, it is required to ensure optimum use of energy throughout a building's life. In this section, each component of the building will be discussed in terms of its energy efficiency.

A system Photo Voltaic (PV) panels are proposed on the roof of the store to generate on site renewable energy for use in store. 384 Photo Voltaic panels will be capable of providing 180kW at peak times.

Materials

In the construction of the proposed food store, Lidl is committed to using materials that are highly rated within the BREEAM ‘Green Guide’. This tool provides information relating to the environmental performance of building materials. Materials with a ‘Green Guide’ ranking of A or A+, will be chosen by Lidl where possible, thus having least environmental impact.

The materials applied to the building are low maintenance and, in most cases, require no further applications over time. Quality facing materials are to be encompassed on the elevations. The guttering and down pipes are a natural zinc finish and therefore do not require re-painting or maintenance.

Where appropriate, Lidl will seek to obtain building materials from suppliers that possess an accredited Environmental Management Systems (EMS) or similar standard. In doing so, this will ensure that the environmental impact from the use of such materials will have been fully considered throughout the procurement process.

Appliances, Chilled Cabinets and Display Cases

Refrigerated units within the retail store are typically accessed using transparent doors to reduce the required frequency of openings. Open front refrigeration units are fitted with night blinds to reduce cooling requirements when the store is not open.

Fridges, dishwashers and any other white goods that are installed for staff use are sized appropriately for their intended use and have an energy rating of at least “A”.

Lidl stores use manually operated “dock leveling” plates which are used in conjunction with a sloped loading ramp.

Sustainability

Glazing

As part of the refurbishment of the existing building, proposals for glazing to the main elevations are to be incorporated. Glazing will be used modestly around the building, and this allows natural light into the store reducing the need for artificial lighting. The windows have an aluminium frame which can be recycled at the end of its operational life. This material is also durable, having some of the longest replacement intervals according to the Green Guide.

The development optimises the window selection to maximise daylight, minimize heat loss, reduce solar gains and provide acceptable noise insulation and aims for an area weighted average U-value no greater than 1.1 W/m2K. All windows will be double glazed, with a minimum of 6mm thick glass and a 12mm gap.

Lighting

All lighting is connected to the Building Management System (BMS). The lighting within the sales area is controlled by timers, the other areas of the store use lights controlled by motion sensors. External lighting utilises a combination of light sensors and timers to minimize energy consumption through seasonal variations. Lighting levels vary depending upon the activity i.e. 1 hour after the store closing lighting levels reduce to only 30% and vice versa.

Heating

All Lidl stores use air conditioning systems that provide both heat and cool air. This allows the building to be effectively controlled with the same management system.

The small amount of hot water required will be provided by electric water heating to reduce losses from water storage.

Furthermore, Lidl will ensure that the food store will exceed the minimum Buildings Regulations standards for thermal performance, thereby reducing the heating requirements of the building. All windows will be double glazed, with a minimum of 6mm glass and 12mm gap between glazing panels to minimise heat loss from the building.

Air

The retail development is considered unlikely to give rise to any significant air quality issues. Techniques are applied during the construction period to minimize the potential for dust and local air pollutants. Best practice is used to control dust on construction sites.

Efforts are also made to reduce impact on air quality within the building. To achieve this, the development’s finishings are designed to be of low impact to human health. These include the use of low impact paints, where practical, including water-based paints that have low volatile organic compounds.

Air leakage through draughts at joints in the building such as windows, doors and poorly fitted cladding causes variations with the building’s temperature. It takes a significant amount of energy to control these leaks with measures to reduce such leaks being incorporated into the building design.

The number of openings within the building envelope have been kept to a minimum to reduce the areas where air leakage could occur. Appropriate seals will be used to reduce these draughts to a minimum. The roof space and any draughts created from the cladding around the roof space will not affect the temperature within the building.

Noise

During operation of the development, every effort is made to ensure noise does not compromise the health and well-being of building occupants as well as other potentially sensitive receptors.

Noise impacts to the surrounding receptors would be minimized through the appropriate layout and the installation of a landscape buffer. The Lidl store receives 1 -2 deliveries per day, which will usually be before the store opens, to ensure fresh stock is replenished daily.

Lighting

Impacts from lighting have been addressed during the design of the development. Light pollution emanating from the building at night may impede the view of the night sky and cause glare effects, both of which present potential harmful physiological and ecological effects. Lidl developments minimise light obstruction, including light trespass and sky glow by following appropriate guidance from the Institute of Lighting Engineers.

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