

A new Lidl for Colchester



Have Your Say

We are holding a public exhibition on 30th April 2018 at Oak Tree Centre, Acorn Hall, 252 Harwich Road, Colchester, CO4 3DH from 1.30pm to 6.30pm.

Please come along and share your thoughts...

Site Background

The site is located to the south of St Andrew's Avenue and to the east of Ipswich Road and the railway line, and is currently occupied by Homebase. The site is roughly triangular in shape, with the retail unit occupying the north western part of the site.

The surrounding area is characterised by large residential areas to the north, east and north east of the site and a commercial/mixed-use area with a Waitrose superstore located across St Andrew's Avenue and commercial/employment areas to the south and south west (across the railway line).

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The Proposal

Lidl propose to develop a new store on the site, which will feature an attractive, single storey glazed frontage to St Andrew's Avenue, with the car park extending to the north, east and south of the store. The new store will extend to 2,125 sq. metres gross internal area (GIA), with a net retail sales area of 1,325 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.

The existing access will be retained from St Andrew's Avenue along the site's eastern boundary. The car park will provide a total of 202 standard parking spaces, with 7 disabled spaces, and 8 parent and child spaces, which will be positioned close to the customer entrance.

Dedicated pedestrian access will be provided from St Andrew's Avenue to the east of the site. Bicycle parking will be provided under the entrance canopy on the eastern 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.

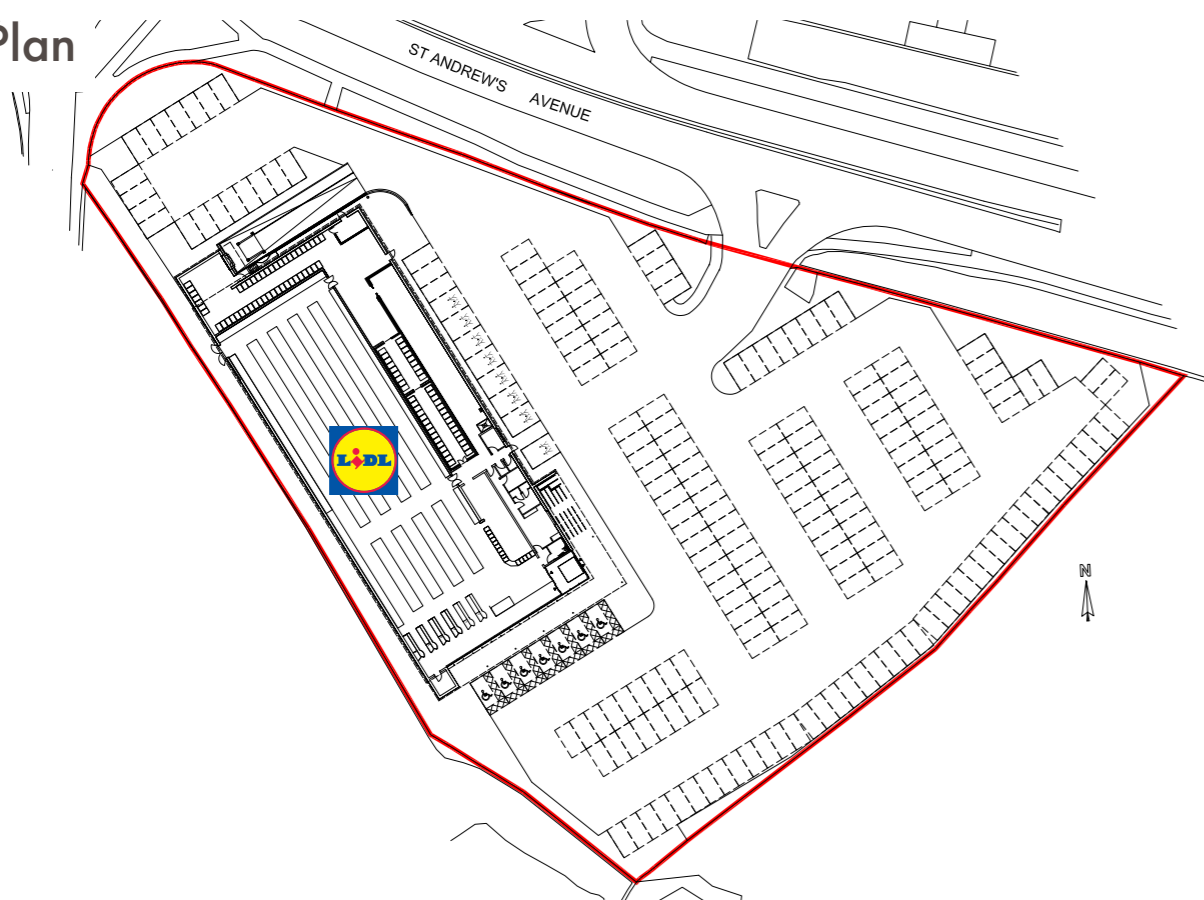
Normally there will be a maximum of two HGV deliveries to the store per day. All store waste will be collected at the same time as the deliveries, therefore minimising HGV movements within the site.

Benefits of the Proposed Development

The new Lidl store will provide the following benefits to the local area:

- A brand new store that will provide a clean and fresh shopping experience to meet the needs of customers;
- A contemporary building design that will complement the surrounding area;
- A dedicated in-store bakery;
- 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 Lidl team. However, if you are unable to make it on the day, our proposals are available to view online at: <https://rapleys.com/consultation/lidcolchester>.

We would welcome your comments on our proposal by 7th May 2018, 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: lidlcolchester@rapleys.com

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

Lidl Colchester
Rapleys LLP
55 Spring Gardens
Manchester
M2 2BY

Please support our proposal by signing our online petition: <http://www.gopetition.com/petitions/lidl-colchester.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 Colchester City Council towards the end of May 2018.

Please cut here ✂

We Value Your Views

At Lidl we know our success depends on the people we work with and the people who choose to shop with us. We recognise that providing high quality products at industry leading prices is only part of the story; the environment in which our 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 St Andrew's Avenue, Colchester.

Do you support the proposal in principle?

Yes No Not Sure

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:

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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 Lidl team. All sensitive data will be treated in accordance with the Data Protection Act 1998.

www.lidl.co.uk

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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 700 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.



Please cut here ✂



Title: First Name: Surname:

Address:

Postcode:

Phone:

Email:

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