

A NEW LIDL FOR DAGENHAM



Have Your Say

We are holding a public exhibition on 27th June at Becontree Heath Leisure Centre, Althorne Way, Dagenham, RM10 7FH from 2pm to 7pm.

Please come along and share your thoughts...

Site Background

The application site comprises the land off Whalebone Lane South, Dagenham, London, RM8 1AJ. The site is located to the north Dagenham Town Centre and to the south of Chadwell Heath. The site is broadly rectangular in shape and currently comprises the existing Texaco PFS with a forecourt and canopy, sales buildings, car wash and hardstanding and measures 0.44 hectares.

The surrounding area is predominantly mixed-use in nature comprising of residential and commercial areas. Directly to the north there is a residential area along Rosemary Gardens with more residential dwellings located to the south west across the school playing fields. To the east is Whalebone Lane South which is aligned with ground floor commercial/retail uses and residential on upper floors. There are further residential areas beyond that to the west, north west and south east. To the south is a tyre shop followed by residential dwellings and beyond that is a commercial/retail area around the Becontree Heath junction.

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The Proposal

The proposed planning application will seek full planning permission for the demolition of existing PFS and erection of a new Lidl foodstore with associated car parking, servicing and landscaping to the east of the site along with associated works and new access to serve the foodstore.

The new food store will extend to 1,751 sq. m gross internal area (GIA) with net sales of 1,104 sq. m. The new food store will be supported by 58 car parking spaces, including 5 dedicated disabled spaces and 4 parent and child spaces. Secure covered cycle storage will also be provided for 32 bikes.

Existing vehicular access from Whalebone Lane South (A1112) will be retained and will accommodate all traffic to and from the proposed foodstore.

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

- 7am to 11pm Monday to Saturday (including Bank Holidays), and
- 10am to 6pm Sunday.

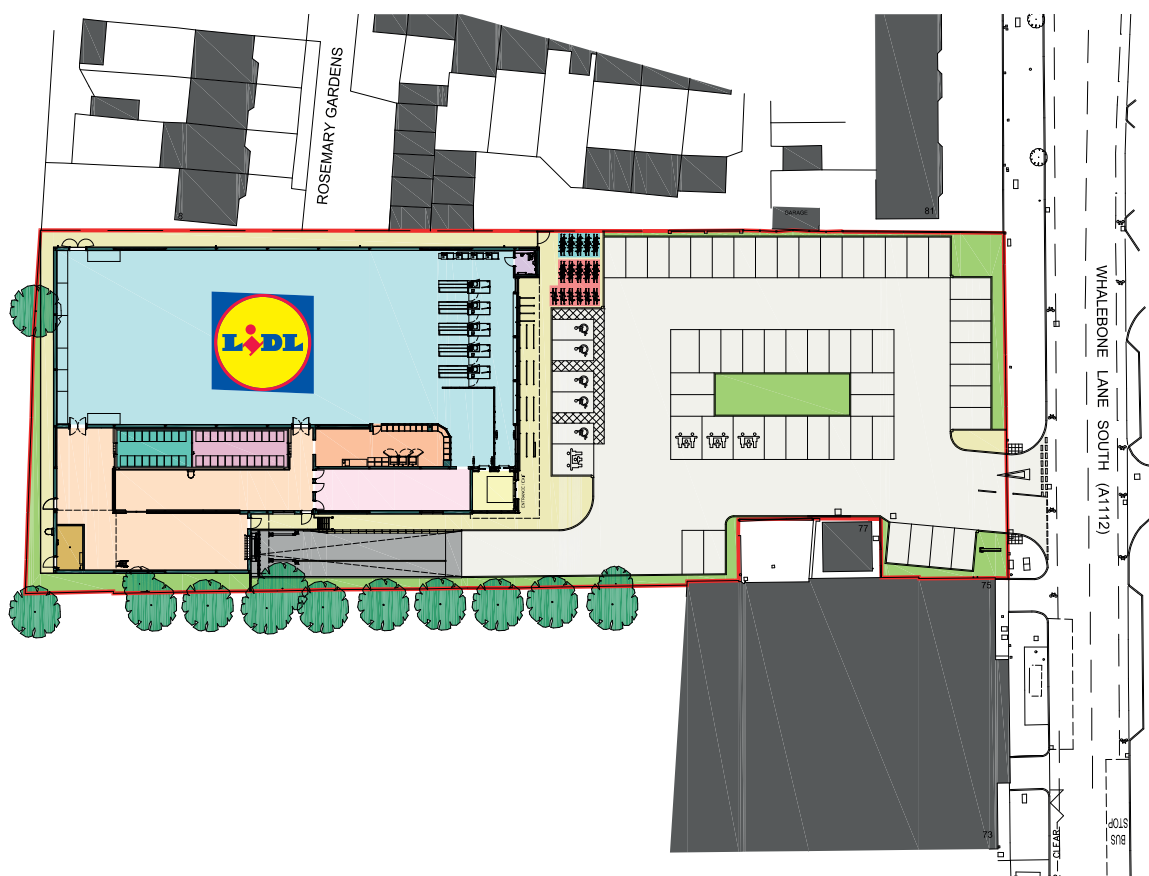
Normally there will be a maximum of two HGV deliveries to the store per day. All store waste will be collected at the same time as the deliveries, therefore minimising HGV movements within the site.

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 dedicated in-store bakery;
- Improved shopping choice and provision of a new mainstream discount operator for Dagenham and the surrounding area;
- A contemporary building design that will complement the surrounding area;
- 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/liddagenham>.

We would welcome your comments on our proposal by July 2019, 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: liddagenham@rapleys.com

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

Lidl Dagenham
Rapleys LLP
55 Spring Gardens
Manchester
M2 2BY

Please support our proposal by signing our online petition: <https://www.gopetition.com/petitions/support-lidl-dagenham.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 the London Borough of Barking and Dagenham during July 2019.

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 the land off Whalebone Lane South, Dagenham, RM8 1AJ.

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

How do you usually travel to your current foodstore?

Car only Walk only Car and walk

Cycle Public Transport

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.

Details on this form will be passed to third parties instructed by Lidl to be processed. We can confirm that all information whether sensitive or otherwise, will be treated in accordance with GDPR and the UK Data Protection Act 2018.

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 750 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 ✂



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Title: _____ First Name: _____ Surname: _____

Address: _____

Postcode: _____

Phone: _____

Email: _____

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