

Design Justification Report

Project: Proposed Lidl Foodstore,
Kingsway, Rochdale, OL16 4PS



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Contents

1. Introduction	Page 2
2. Proposed Site Plan	Page 3
3. Existing Context	Page 4
4. Design Appraisal	Page 5
5. Pre-App & Urban Design Consultation Response	Page 6
6. Conclusion	Page 9

1. Introduction:

- 1.1 HTC Architects have been appointed by Lidl GB Ltd to provide a Design Justification Report for the Proposed Lidl Foodstore, located adjacent to the junction of Sir Isaac Newton Way, Michael Faraday Avenue and Wallis Avenue in Rochdale, OL16 4PS.
- 1.2 The application site is located within the Kingsway Business Park area of Rochdale and is bounded by Sir Isaac Newton Way to the south, Michael Faraday Avenue to the east and Wallis Avenue to the north.
- 1.3 Existing residential dwellings are located to the north, with large scale industrial units and commercial properties located directly to the east and west. A school is located to the south of the application site on the opposite side of Sir Isaac Newton Way. the South / West and North / East. Light industrial use to the North / East and South / East. The Mid-Cheshire rail line to the South.

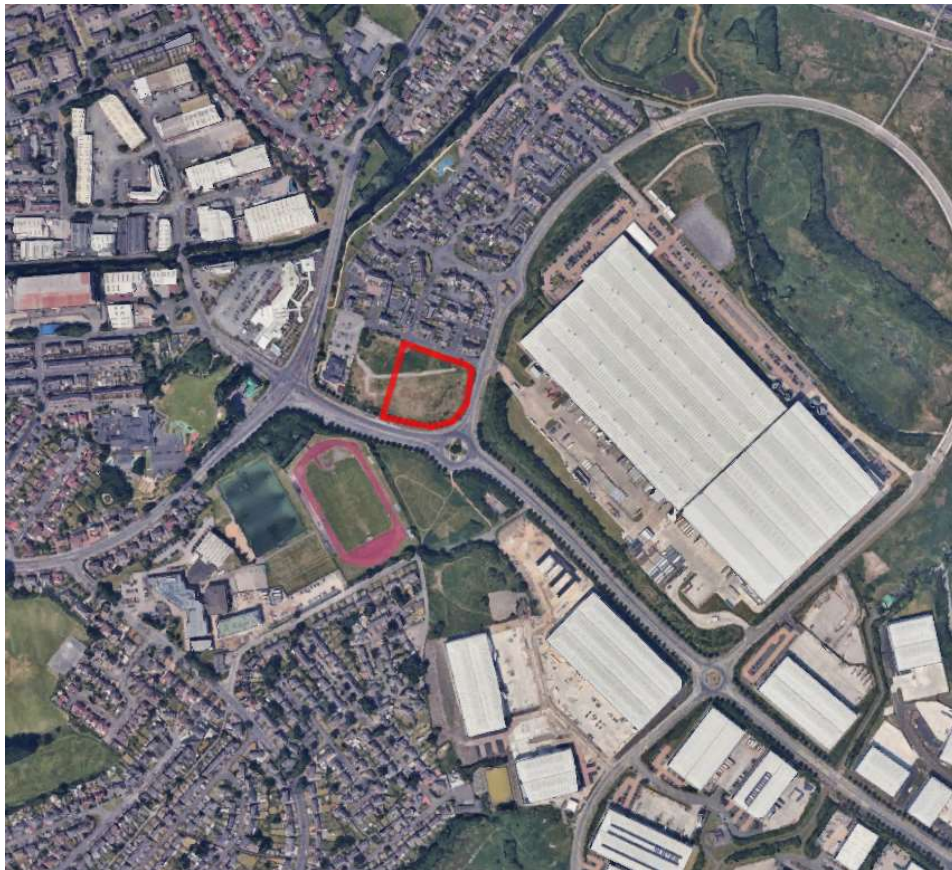


Image 1: Aerial map of the application site and surrounding context

- 1.4 This Design Justification Report has been produced to appraise the submitted planning application PL/2026/0649 proposals and respond to the Urban Design officers' comments from Rochdale Borough Council.

2. Proposed Site Plan & Elevations

2.1 This appraisal will examine the submitted Proposed Site Plan (P413C) and the Proposed Store Elevations (P200). Extracts of both are indicated below.

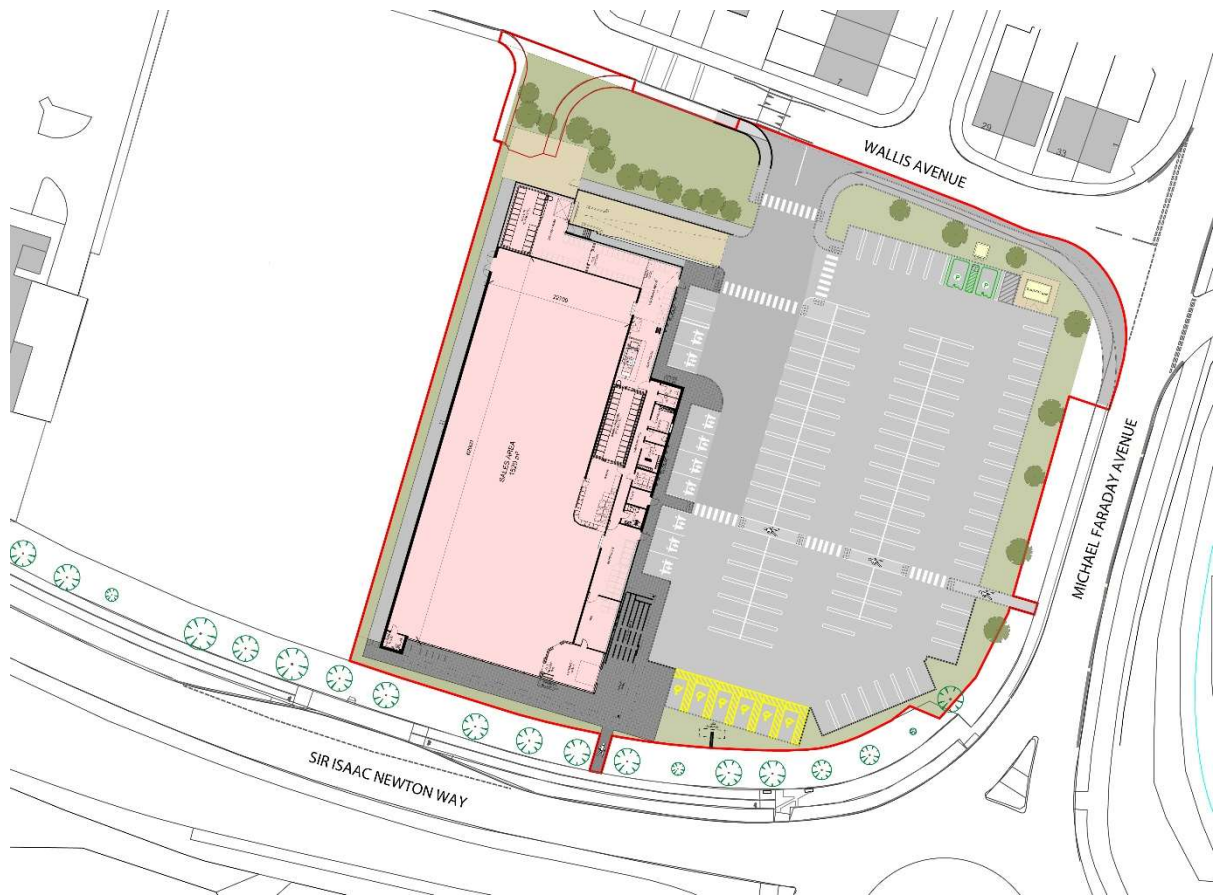


Image 2: Proposed Site Plan Extract Image (As Submitted)



Image 3: Proposed Elevations Image (As Submitted)

3. Existing Context

- 3.1 The application site is located on the edge of Kingsway Business Park, Rochdale. This area is predominately commercial use with the east and southeast areas primarily warehouse and commercial buildings. These include JD Sports Warehouse, Cleland McIver Lifestyle and Solotech. Danish Crown and Asda warehouses are located further south.
- 3.2 The Hornet public house is located immediately to the west of the site, however further commercial properties are located to the west on the opposite side of Rochdale Bypass. Residential dwellings are located to the north of the application site and to the wider south and southwest areas. Immediately south of the application site is Kingsway Park High School with residential properties beyond.
- 3.3 As a result of the mix of uses in the locality the existing urban grain is mixed, made up of brick-built dwellings, typically located to the north interspersed with the commercial developments to the west, east and south.
- 3.4 Residential buildings in the vicinity of the site are typically two storeys with pitched roofs. The material palette is primarily red brick with grey roof tiles, with some featuring buff brick.
- 3.5 The use of red brick is mirrored in the nearby Hornet public house, with added render feature elevations.
- 3.6 Many of the commercial buildings to the south and east consist of grey and white cladding with the JD Sports warehouse including buff brick to the corners.
- 3.7 The commercial properties to the west (opposite side of Rochdale Bypass) are grey/white cladding with feature red and buff brickwork. It is therefore sufficient to state that the predominate material palette within the vicinity is grey/white cladding and red brick.

4. Design Appraisal

- 4.1 The submitted site layout places the proposed foodstore to the western boundary of the application site with the rear elevation running parallel to this boundary. The prominent glazed front elevation faces south towards Sir Isaac Newton Way. This location and orientation allow the store to be clearly visible from both Sir Isaac Newton Way and Michael Faraday Avenue, creating an active frontage and visibility between the store and the surrounding highways, including from the junction of Sir Isaac Newton Way and Rochdale Bypass to the west.
- 4.2 The proposed store is set back circ. 10m from the edge of the footpath on Sir Isaac Newton carriageway with existing landscaping between the store and footpath retained.
- 4.3 The car park is strategically located to the east of the store, with existing and proposed landscape buffer located along the southern, eastern and northern boundaries.
- 4.4 The Lidl site access is taken from Wallis Avenue and conveniently located for easy and safe customer, staff and delivery vehicle access and egress.
- 4.5 Three pedestrian footpaths are conveniently provided throughout the site. A path is provided from the Wallis Avenue to the north connecting to the centre bank of parking spaces and then crossing adjacent to the parent and child spaces. A second path from Michael Farraday Avenue crosses the car park via zebra crossings and pedestrian islands within the car parking bays terminating at the store trolley bay. The third footpath connects the existing footpath of Sir Isaac Newton Way with the store entrance. The three pedestrian footpaths create a permeable site, with level access and safe means of accessing the site from all surrounding areas.
- 4.6 A 2m Paladin fence is proposed along the rear of the store to the western boundary, with a 3m acoustic timber fence located around the plant equipment compound and HGV delivery ramp to the north. The remaining boundaries are to be open with no boundary treatment proposed.
- 4.7 Existing mature landscaping around the perimeter of the site is to be maintained. Additional, strategically positioned proposed planting is to be implemented to the south, east and northern boundaries. This existing and proposed landscape planting will soften the effect of the hard surface car parking area.
- 4.8 The design of the proposed store elevations has been carefully considered to tie in with the existing brick-built dwellings to the north and the predominately cladded surrounding commercial buildings.
- 4.9 Lidl standard specification elevations consist of white and grey cladding throughout, as indicated by the image below. The inclusion of red brick around the customer W.C projection at ground floor on the front elevation reflects the red brick used on the majority of residential buildings and the public house on adjacent sites. This red brick extends around the side of the store entrance under the trolley bay canopy area. The metal cladding proposed for the upper sections and rear elevations of the store, whilst not matching adjacent dwellings, does reflect the local commercial developments.
- 4.10 The store mono pitch roof follows the style of the commercial buildings.



Image 4: Standard Specification Elevations

5. Pre-App and Urban Design Consultation Response

- 5.1 Both the Pre-App and Urban Design Officers response to the submit planning application, refer to a local centre being provided within the application site and the adjacent land between the proposed Lidl foodstore and the Hornet public house.
- 5.2 Policy E1 of the Core Strategy relates to establishing thriving town, district and local centres seeks to reinforce the retail hierarchy, whilst promoting high-quality design to a scale which is appropriate to the size of the centre, taking into account the most up to date retail capacity figures. The policy also states that it will identify new local centres through the Allocations DPD, including at Kingsway Business Park.
- 5.3 It is noted that while the Allocations DPD is not currently being progressed, the most recent Outline permission for the wider area (Application Ref. 14/00542/OUT), identifies the planning application site for retail use (Plot U2) in line with the policy aspirations of Policy E1. In this context, it is considered that the development of a Lidl store in this location will support the delivery of a Local Centre in this location, by providing a convenience shopping facility for the local area. This use will complement the existing Hornet Public House, which sits to the west. The plot that sits between the planning application site and the Hornet Public House, also provides an opportunity use to come forward, in due course, which will complement the supermarket and pub. This will, in effect, create a Local Centre, in line with the policy aspirations of Policy E1.
- 5.4 Furthermore, Lidl foodstores generally serve a localised catchment area (0-5 minutes drivetime), providing more of a local convenience shopping facility compared to other larger format convenience retailers. The store is therefore, intended to serve the immediate local area, as opposed to attracting customers from further afield.

- 5.5 On a wider basis, a Lidl foodstore coming forward in this location would not prejudice the remainder of Plot U2 as other complimentary Local Centre uses could still come forward. There is ample space for the plot to be appropriately developed, and vehicular access could be provided off Wallis Avenue or through The Hornet Pub's site.
- 5.6 It is worth noting that the site benefits from an Outline approval for Local Centre uses since 2014 and has been earmarked for a new Local Centre since 2016. However, no development has since come forward. On the other hand, Lidl's viable development proposition means that it will be delivered as soon as possible, thereby stimulating investment and/or development on the adjacent site and bringing forward a Local Centre.
- 5.7 On this basis, it is considered that the proposed Lidl foodstore will support Policy E1's aspiration for the delivery of a Local Centre at Kingsway Business Park whilst attracting the delivery of a Local Centre coming forward on the plot.
- 5.8 Due care has been applied to the positioning of the proposed store. Lidl design specification indicates disabled and standard car parking installed to the front of the store. In this instance however these car parking spaces have been relocated to the east of the store entrance to allow the store to be positioned much closer to Sir Isaac Newton Way therefore providing an active frontage along the highway.

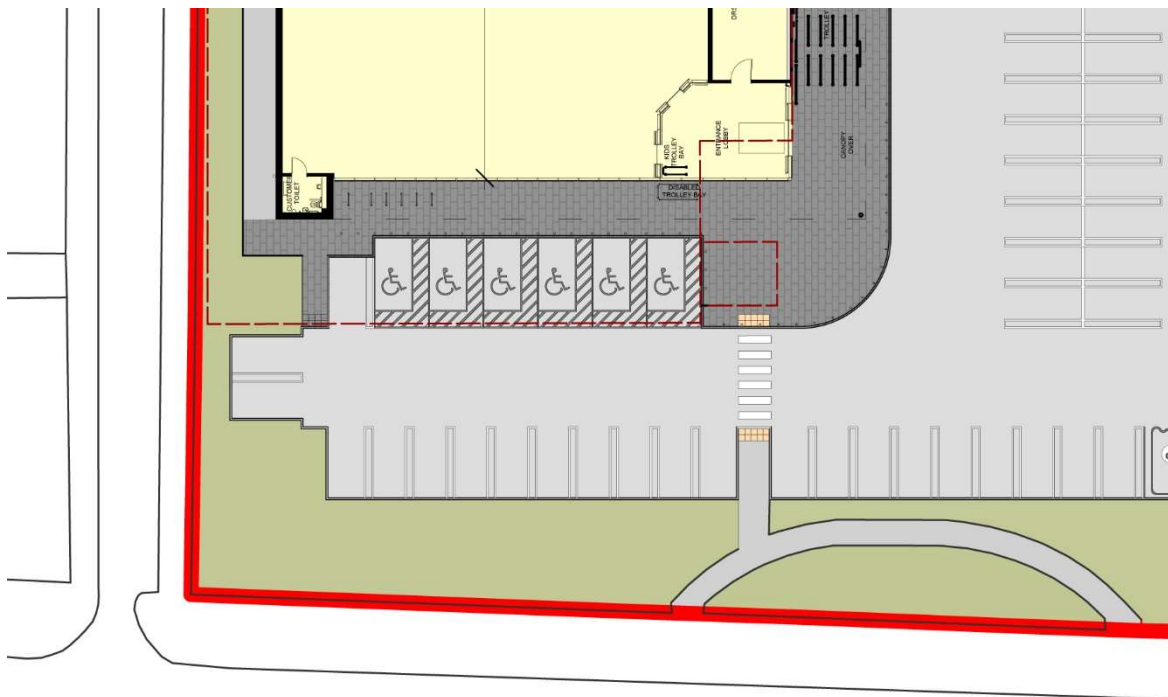


Image 5: Example of Lidl Specification car park layout to the front of store

- 5.9 The applicant has no control over any future planning application on the land between the store and the Hornet Public House. The land between could be brought forward for several different uses, including residential use. By positioning the front elevation of the store towards the southern boundary the layout provides good future connectivity links to any local centre or residential use.

- 5.10 An additional benefit of the store being located adjacent to the southern boundary is that the delivery area to the north of the store is situated some 27m to 33m away from the nearest residential dwelling. A large landscape buffer with new planting and a 3m acoustic timber fence are also proposed to screen these residential dwellings for the rear of the store.
- 5.11 Positing the proposed store in any other location on the site, either along the northern boundary or the eastern boundary would be incongruent with the surround built form and would result in the requirement for the proposed site access to be relocated from either Sir Isaac Newton Way, which is unachievable, or from Michael Faraday Avenue, which would be located too close to the existing roundabout junction.
- 5.12 Effort has been made to develop the design of the Lidl application site with the adjacent land in mind. As such, following the Urban Design Officer's comments relating to the rear elevation of the store, the proposed Paladin fence along the western boundary is to be replaced with a 2.1m close boarded timber fence, to soften this boundary. This revised boundary treatment will screen much of the rear elevation of the store from any future development. There are no windows on the rear elevation facing the western boundary therefore there is no issue with privacy to any future development.
- 5.13 The existing mature trees are to be retained, where possible, along with additional soft landscaping and trees between the store and the highway to soften the impact of the car park and store, as illustrated by the image of the front cover of this document. The submitted Landscape Masterplan provides detailed landscape proposals with much of the car park screened by the proposed ornamental shrub planting.
- 5.14 The position of the proposed access bellmouth cannot be relocated in response to residential amenity considerations. Its location is principally dictated by highway safety, the geometry of the surrounding road network and the need to provide a safe and appropriate connection to the existing highway.
- 5.15 In particular, the relationship between Michael Faraday Avenue and Sir Isaac Way imposes important constraints on the location of any new access. The proposed bellmouth has therefore been positioned to provide a safe and practical junction arrangement, taking account of appropriate visibility, vehicle tracking and junction separation requirements.
- 5.16 The location of the bellmouth has consequently been established having regard to the physical constraints of the site and the requirements for a safe and approvable highway arrangement. Alternative locations along Wallis Avenue would not provide an equivalent or acceptable highway solution. Its proposed position is therefore necessary to achieve a safe, practical and technically acceptable connection to the existing highway network.
- 5.17 A proposed electrical sub station is proposed adjacent to the Electrical Vehicle Charging (EVC) spaces. This is located on the corner of Wallis Avenue and Michael Faraday Avenue. The substations are usually green in colour and will be partially screened by a proposed tree and ornamental shrub planting. First impressions of the store will be from the roundabout on Sir Isaac Way, therefore the substation will have little visual impact.

- 5.18 The trolley storage is located at the store entrance under the store canopy to provide a secure and dry environment for customers. The trolley storage is located adjacent to both the disabled and parent and child spaces so that all customers have easy and direct access to them. Relocating the trolley storage would require all customers to navigate the car park to retrieve a trolley.
- 5.19 As previously stated within this report, the proposed elevations deviate for Lidl's 'typical and standardised' elevations with the inclusion of brick elements to key elevations. This deliberate inclusion is designed to connect the material palette of the adjacent residential dwellings and public house and the commercial buildings, blending the two design elements, while maintain Lidl's corporate design philosophy, to create elevations that act as a transition between the residential and commercial buildings.
- 5.20 Upon review of the Urban Design Officer's comments the elevations have been further improved by incorporating additional brickwork elements above the store canopy on the south and east facing elevations. Drawing from the examples provided by the local authority, the revised proposals will make a positive contribution to the local identity. Please see below an extract image of the revised elevations.



Image 6: Proposed Revised Elevations Image

6. Conclusion

- 6.1 The above Design Justification Report has been produced to appraise the submitted planning application PL/2026/0649 proposals and respond to the Urban Design officers' comments from Rochdale Borough Council while implementing changes to the boundary treatments and elevations.
- 6.2 The proposed development for a Proposed Lidl Foodstore, located adjacent to the junction of Sir Isaac Newton Way, Michael Faraday Avenue and Wallis Avenue in Rochdale, OL16 4PS.
- 6.3 Existing residential dwellings are located to the north, with large scale industrial units and commercial properties located directly to the east and west. A school is located to the south of the application site on the opposite side of Sir Isaac Newton Way. the South / West and North / East. Light industrial use to the North / East and South / East.

- 6.4 The site layout positions the proposed Foodstore to the western boundary of the application site with the rear elevation running parallel to this boundary. The glazed front elevation faces south towards Sir Isaac Newton Way. The car park is strategically located to the east of the store, with existing and proposed landscape buffer located along the southern, eastern and northern boundaries. The Lidl site access is taken from Wallis Avenue and conveniently located for easy and safe customer, staff and delivery vehicle access and egress.
- 6.5 The proposed Lidl store elevations include sections of feature brick to key elevations. This inclusion is designed to connect the material palette of the adjacent residential dwellings and public house and the commercial buildings, blending the two design elements, while maintain Lidl's corporate design philosophy.
- 6.6 The elevations have been further improved by incorporating additional brickwork elements above the store canopy on the south and east facing elevations. The rear boundary treatment to the western boundary has also been updated from a paladin fence to a 2.1m close boarded timber fence to improve the boundary with the future development land to the west.
- 6.7 On balance it is considered that the submitted layout is preferable in urban design terms and that the materials palette reflects the local character.