URBANEDGE
architecture / landscape / masterplanning

Lidl Food Store
Broughton Northern Quarter
Design & Access Statement

2960-URB-BRO-XX-DA-A-2A3750-P00

January 2026

Content

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Introduction

Introduction

This Design and Access Statement has been prepared by Urban Edge Architecture on behalf of British Land Company PLC in support of a planning application submitted to Flintshire County Council, Broughton North Ward. The application seeks consent for the construction of a food retail store, associated car parking, and related landscaping works on land located to the north of the existing Broughton Shopping Park, Chester Road, Bretton, Chester.

The Statement forms an integral component of the full planning submission and should be read in conjunction with the accompanying architectural drawings and the suite of technical reports prepared by the wider consultant team. The proposals have been developed through a coordinated and considered design process, informed by site context, planning policy, and technical assessment.

The project team comprises the following consultants:

- Architects: Urban Edge Architecture
- Landscape Architects: Urban Edge
- Planning Consultant: Carney Sweeney
- Highways Engineers: TTP Consulting
- Drainage Engineers: SWF Consulting
- Ecology Consultant: Greengage Consulting
- Survey Consultant: Survey Operations

Scheme objectives

The proposed development seeks to deliver a high-quality, contextually responsive scheme that enhances the character and functionality of the area. The key objectives of the scheme are as follows:

- To create a new development that is contemporary in its design approach while remaining sympathetic to, and reflective of, the established character and scale of the surrounding area.
- To establish a more legible and attractive retail focal point at the junction of Chester Road and the existing northern access to Broughton Shopping Park, reinforcing the site's role as a gateway location.
- To strengthen physical and visual connections between the proposed development, Broughton Shopping Park, and the adjacent public transport hub, encouraging permeability and ease of movement for pedestrians.
- To support and enhance existing district-level retail and commercial uses, contributing positively to the vitality of the local community and the wider catchment area.
- To improve the architectural quality and overall townscape through the application of high-quality architectural detailing and a coordinated landscape strategy.
- To generate employment opportunities for local residents both during the construction phase and upon completion of the development.

01_

Site location

Site location

Latitude: 53° 10’ 14.0” North / Longitude: 2° 58’ 29.7” West

The site lies within the settlement of Broughton, which is situated in the County of Flintshire, North Wales, close to the Wales–England border. Broughton forms part of the community of Broughton and Bretton and is a well-established residential and commercial area.

The site is located approximately 4.5 miles south-west of the city of Chester and around 13 miles north-east of Wrexham, placing it within a strategically important cross-border location that benefits from proximity to key urban centres and employment areas.

Broughton benefits from strong regional and national transport connections. The site is well connected to the strategic road network via the A55 North Wales Expressway, which provides direct links to the M53 and M56 motorways, facilitating access to Chester, Liverpool, Manchester, and the wider North West of England. This high level of accessibility supports the suitability of the site for a proposed food store development serving both local residents and the surrounding catchment area.

Site context

The application site is situated immediately to the north of Broughton Shopping Park and occupies a prominent position at the junction of the A5104 Chester Road and the principal access and service road serving the shopping park. The site is bounded by Chester Road to the north and the retail park access road, car park, and service yard areas to the south, with the large roundabout linking these routes forming a key feature of the surrounding highway infrastructure.

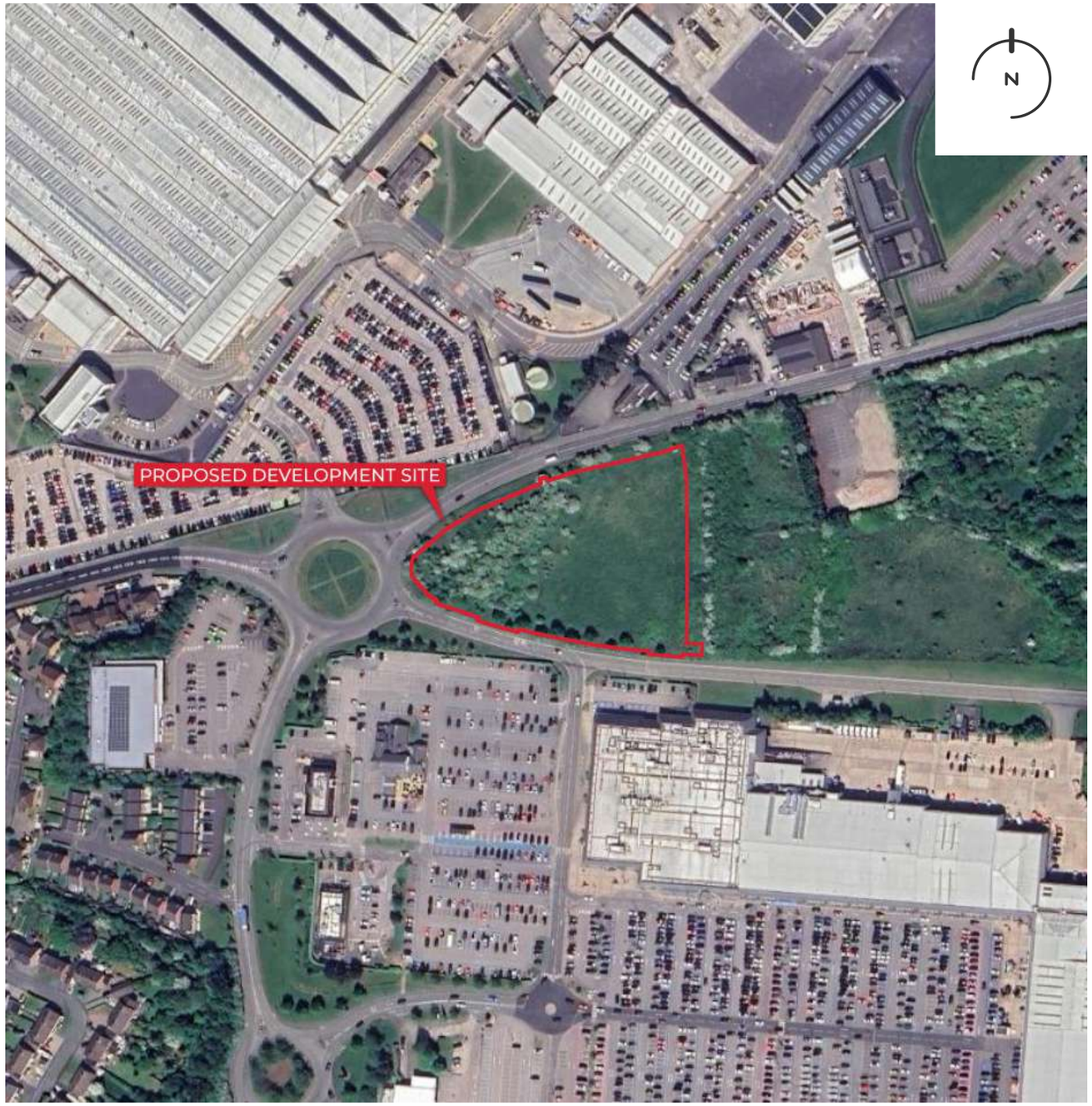
To the immediate south of the site lies Broughton Shopping Park, including the adjoining Tesco superstore. This southern boundary abuts the shopping park’s northern car park access route and service yard, incorporating back-of-house servicing and operational areas. These uses give the southern context a predominantly commercial and service-oriented character.

The land to the north of the site is occupied by the Airbus Operations manufacturing complex, which comprises large-scale industrial buildings, warehouses, associated parking areas, and operational infrastructure, including the adjacent airport runway. This creates a strong industrial context to the north, characterised by extensive built form and vehicular activity.

To the west of the site is an Aldi food store, beyond which lies an established residential area consisting predominantly of two-storey dwellings. This transition introduces a more domestic scale and character in the wider western context. To the east of the site is an area of scrubland and a vacant former office site, which has been demolished and now comprises a small area of disused hardstanding, giving this edge of the site a more open and transitional character.

The site itself is currently undeveloped and consists primarily of coarse grassland and scrub vegetation. Along the southern boundary is a double row of mature street trees, predominantly lime trees, planted in the early 2000s, which provide a degree of visual screening and contribute positively to the streetscape.

On the opposite side of the southern access road, serving Tesco and the wider retail park, the roadside landscaping includes a mown grass verge with a well-maintained hedge. In the vicinity of the roundabout, the verge widens and incorporates a number of multi-stemmed specimen trees, reinforcing the landscaped character of this prominent junction.



Site location (Image courtesy of Google)

01_
Site location

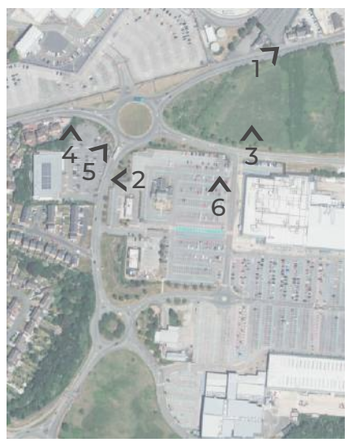
Site photographs

1 View looking West along Chester Road

2 Adjacent Aldi foodstore

3 View of the site from Broughton Shopping Park looking North

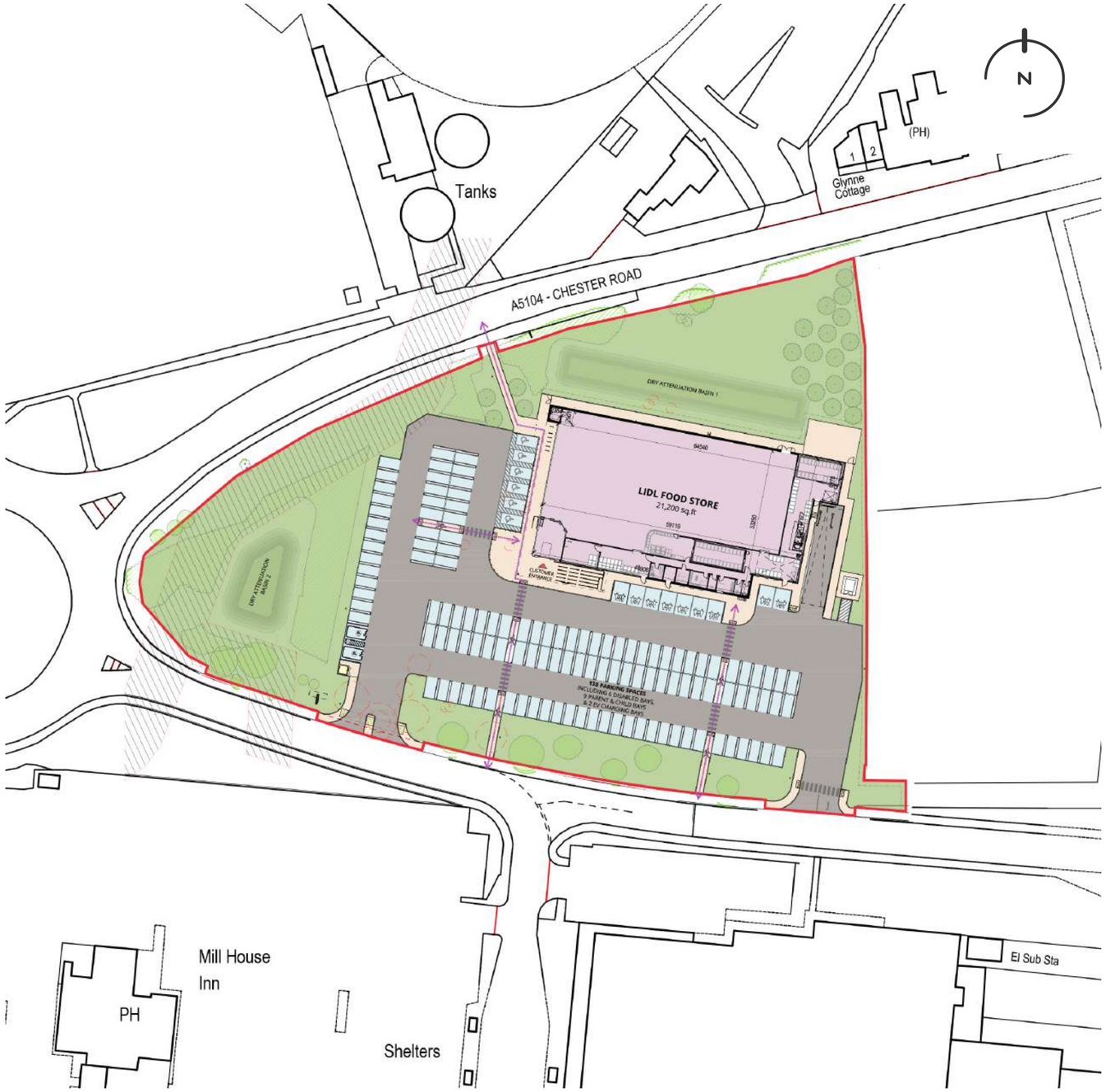
4 View of the Airbus facility



▲ Key Plan

5 View of the site from Chester Road roundabout looking West

6 View towards the site from Broughton Shopping Centre car park looking North



▲ Proposed site plan

Use

The proposed development of the site will be for open retail use Class A1.

A total floorspace of 1,971 sq.m (GIA) which comprises of

Sales Area:	1,347 sq.m
Warehouse:	397 sq.m
Ancillary:	225 sq.m
Total GIA:	1,969 sq.m
GEA (exc canopy) :	2,059 sq.m
GEA (inc canopy) :	2,230 sq.m

138 car parking spaces including 6 no. disabled spaces, 9 no. parent and child spaces and 2 no. electric car charging spaces will be provided.

Site layout principles

The site layout has been carefully developed to ensure safe, legible and efficient access and egress for all users, while establishing a strong active frontage to publicly visible elevations. The arrangement promotes clear pedestrian connections to the existing Broughton Shopping Park, nearby public transport facilities and the Airbus manufacturing facility to the north, ensuring the development integrates seamlessly with its wider context.

A number of alternative layout options were explored during the design process, including an arrangement where the building was positioned along the southern boundary of the site facing north. This option was discounted as it resulted in weak connectivity with the existing Broughton Shopping Park, with the rear elevation of the food store facing the retail centre. Such an arrangement would have created a poor level of activity and compromised the quality and legibility of pedestrian linkages between the two destinations.

The preferred layout positions the food store building towards the north-eastern part of the site, with customer parking located predominantly to the south and west of the building. This arrangement minimises walking distances between parking areas and the store entrance, providing a convenient and inclusive customer experience. The layout establishes strong visual and physical connections with the existing shopping park, supported by clear, direct and safe pedestrian routes. In addition, the positioning of the building affords excellent visibility from the adjacent primary roundabout and surrounding road network, enhancing wayfinding and reinforcing the store's presence within the wider retail environment.

Service and delivery functions have been deliberately located at the furthest point of the site from publicly accessible areas. The delivery bay and ramp are naturally screened by the building itself, reducing visual impact and ensuring that servicing operations do not detract from the quality of the public realm or customer experience.

Areas of the site have also been allocated for sustainable drainage features and landscape planting. These elements contribute to effective surface water management, enhance biodiversity and help soften the built form, ensuring the development responds positively to its surrounding environment.

Appearance

The architectural treatment of the proposed elevations has been carefully considered to deliver a contemporary, high-quality retail building that responds positively to its context and enhances the streetscape along Chester Road. The principal façades incorporate generous areas of modern glazing, which establish a strong visual connection between the internal sales area and the public realm. This transparency creates an inviting and active frontage, allowing views into the store and reinforcing a sense of openness and accessibility for customers. In addition, the extensive glazing maximises the penetration of natural daylight deep into the sales floor, reducing reliance on artificial lighting and contributing to a bright, comfortable internal environment.

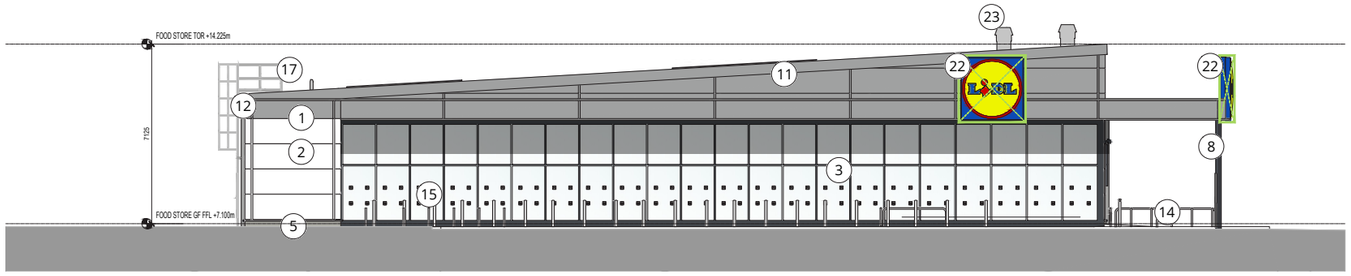
A feature canopy is proposed along the main glazed elevation to provide both functional and visual benefits. The canopy clearly defines the primary customer entrance, offering shelter from the elements while acting as a prominent architectural feature when viewed from Chester Road. Its horizontal emphasis strengthens the building's presence at street level and contributes to a coherent and legible façade composition, ensuring the entrance is easily identifiable from both pedestrian and vehicular approaches.

Servicing arrangements have been carefully integrated into the overall design to ensure operational efficiency while minimising visual and environmental impacts. The service yard and loading bay are located to the southeast side of the building, away from the primary public elevations and customer areas/entrance. This discreet positioning reduces their prominence in key views and prevents service activity from detracting from the overall appearance of the development. The layout also ensures safe and segregated access for delivery vehicles, contributing to the smooth operation of the store and improved safety across the site.

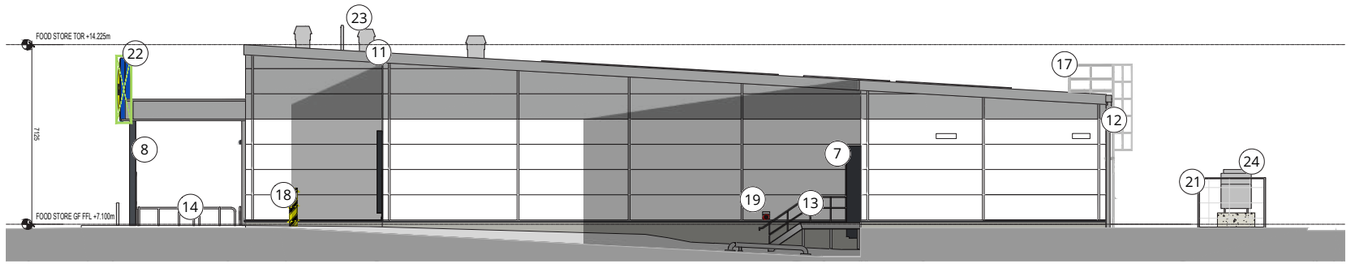
The external walls will be finished in a palette of high-quality white and grey cladding panels, selected for their durability, low maintenance requirements, and contemporary appearance. The use of two complementary, light-toned colours emphasises the building's horizontal form, helping to visually break down the mass of the structure and reduce its perceived scale.

This restrained colour palette allows the building to integrate sensitively with the surrounding environment while maintaining a clear and modern architectural identity. The choice of materials and finishes reflects Lidl's established design standards and will deliver a robust, attractive building that enhances the overall quality of the site and contributes positively to the character of the wider area.

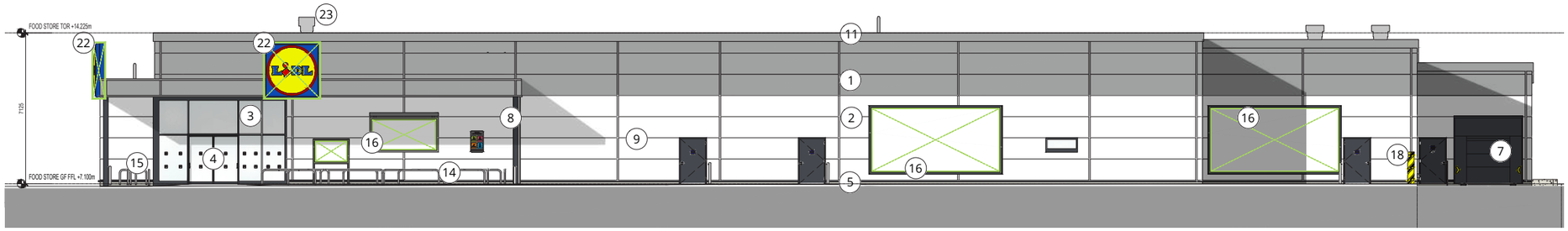
A contemporary mono-pitched roof form is proposed as part of the overall architectural strategy. This roof profile helps to reduce the perceived bulk and visual impact of the building when viewed from surrounding streets and neighbouring properties. The mono-pitch also reinforces the hierarchy of the elevations by subtly drawing attention towards the main entrance and principal façade. In combination with the glazing and canopy, the roof form contributes to a clear, welcoming, and easily legible building, supporting a positive and intuitive customer experience.



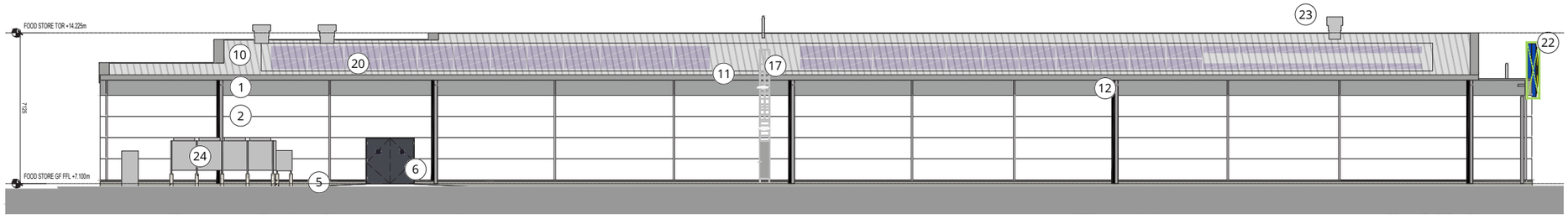
AA South elevation



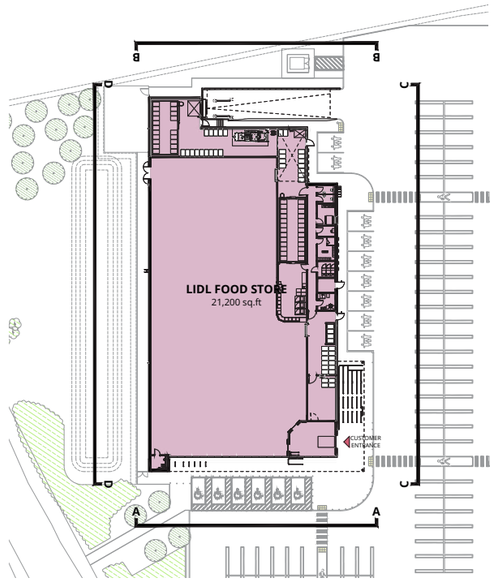
BB West elevation



CC East elevation



BB North elevation



02_
Proposals & Design

Photomontage 1

▲ Photomontage 2


Opening Hours
Mon to Sat 8am - 10pm
Sun 10am - 4pm
Toilets
Bakery
Customer Parking P

View 1

▲ View 2

03_

Landscaping

The proposed landscape strategy for the Lidl food store in Broughton aims to create a high-quality, visually cohesive, and ecologically sensitive environment that complements the surrounding area.

A key feature of the proposals is the retention of the majority of existing street trees along the southern boundary of the site. These trees will be preserved within a generous grass verge, designed to mirror the landscape treatment on the opposite side of the road. This approach ensures a consistent and harmonious streetscape, maintaining the character of the area while providing a green buffer between the road and the development.

Between the retained street trees and the proposed store, a structured hedgerow is proposed. This will provide a clear and strong boundary to the site, while carefully designed to maintain visual connections to the supermarket, ensuring the building remains visible and welcoming from the street.

At the vehicular and pedestrian entrances to the site, areas of ornamental planting are proposed. These will include a mix of native and ornamental shrubs and perennials, creating attractive and welcoming gateways that enhance the sense of arrival for customers and visitors.

To support sustainable surface water management, two balancing ponds are proposed within the site. These ponds will be planted with wildflower meadow mixes suited to damp conditions, contributing both to biodiversity and to the visual amenity of the landscape. The ponds will provide valuable habitats for local wildlife, while also reinforcing the green infrastructure of the site.

Native, mixed-species hedgerows are proposed along the eastern boundary, to the north of the store, and along the boundary facing the nearby roundabout. These hedgerows will form strong, visually effective boundaries that are reflective of the local landscape character. In addition to their aesthetic function, they will offer important habitats for birds, insects, and small mammals, supporting local biodiversity.

A small cluster of native trees is proposed in the north-eastern corner of the site. This tree grouping will reinforce the visual edges of the development, create habitat for wildlife, and provide a focal point in this part of the site. The selection of species will be native and suitable for local conditions, ensuring they contribute positively to the landscape in the long term.

Overall, the proposed landscaping strategy seeks to balance the functional needs of the Lidl food store with the creation of a visually attractive, ecologically rich, and contextually appropriate environment that integrates seamlessly with the surrounding area.

Proposed landscape plan

04_
Access

Vehicle access

The proposed site layout has been designed to provide safe, efficient, and legible vehicular access for all users, including private cars, HGVs, and refuse vehicles. The design ensures that vehicle movements are intuitive, minimise conflict points, and are compliant with good practice in transport planning.

The main customer access is proposed at the south-west corner of the site, utilising the existing Broughton Shopping Park access road. The location of this entrance has been carefully selected to maintain appropriate separation from the nearby roundabout and the existing shopping centre car park, ensuring that the new access does not interfere with existing highway junctions or site entries. The junction is designed to accommodate left-turning vehicles entering the site, as well as allow vehicles to turn right to exit.To enhance pedestrian safety, the junction will include a central pedestrian refuge, providing a safe crossing point across the access road.

A secondary access is proposed at the south-east corner of the site, also connecting to the existing Broughton Shopping Park service road. This access is primarily intended for HGVs servicing the store, including delivery and refuse vehicles. By providing a dedicated service route, HGV movements are segregated from customer traffic, reducing the potential for vehicle conflicts within the main car park and improving overall operational safety. The service access is designed to accommodate articulated vehicles, with sufficient turning radii and swept paths for safe entry, manoeuvring, and egress.

Overall, the proposed access strategy prioritises safety, operational efficiency, and ease of movement for all vehicle types, while maintaining safe pedestrian connectivity within and around the site.

Pedestrian access

Given the site's close proximity to Broughton Shopping Park, the nearby Aldi store, and the Airbus manufacturing facility, ensuring high-quality pedestrian access has been a key consideration in the planning of the proposed Lidl food store. The site has been designed to provide safe, convenient, and direct pedestrian linkages to surrounding destinations, enhancing connectivity for both customers and employees.

The proposals include three dedicated pedestrian entrances. Two of these are located on the southern boundary of the site, providing direct connections to Broughton Shopping Park and the adjacent public transport hub, supporting sustainable travel and encouraging walking from nearby facilities. A third entrance is located on the northern boundary, linking the site to Chester Road and providing a convenient route for employees and visitors accessing the Airbus manufacturing facility.

Each entrance is integrated into clearly defined pedestrian routes through the site, including dedicated footpaths across the car park. These footpaths are designed to ensure safe, direct, and accessible movement for all pedestrians, minimizing potential conflicts with vehicles and supporting the overall safety and usability of the site. The layout promotes a seamless pedestrian experience, whether visiting the store, connecting with neighbouring facilities, or traversing the site on foot.

The site has been designed in accordance with inclusive design principles to ensure accessibility for all users, including those with mobility impairments, pushchairs, or other accessibility needs. Pedestrian routes are level, well-lit, and clearly signed, with dropped kerbs and tactile paving provided where appropriate to ensure safe and convenient access. This approach ensures that the site is fully compliant with current accessibility standards and promotes equitable access for all members of the community.

Cyclists

Cycle parking has been carefully considered and integrated into the overall scheme design to promote sustainable travel and provide convenient facilities for customers. A total of 12 cycle parking spaces, arranged as 6 Sheffield hoops, will be positioned immediately adjacent to the store entrance, beneath the building canopy, and directly alongside the shopfront glazing.

This location has been chosen to maximise convenience, safety, and accessibility. Being adjacent to the store entrance ensures that cycle parking is within close proximity for all users, while its position near both the pedestrian and vehicular site entrances allows for intuitive, safe access from across the site. The shelter provided by the building canopy offers protection from the elements, supporting year-round usability, and the visibility from both inside the store and across key areas of the car park enhances security and encourages use.

The Sheffield hoop design has been selected in line with best practice guidance for cycle storage, providing secure, robust, and accessible facilities suitable for a wide range of bicycles, including those with child seats or cargo attachments. The layout supports efficient circulation for cyclists, minimising conflict with pedestrians and vehicles, and aligns with the Council's aspirations to encourage sustainable travel and active transport options for shoppers.

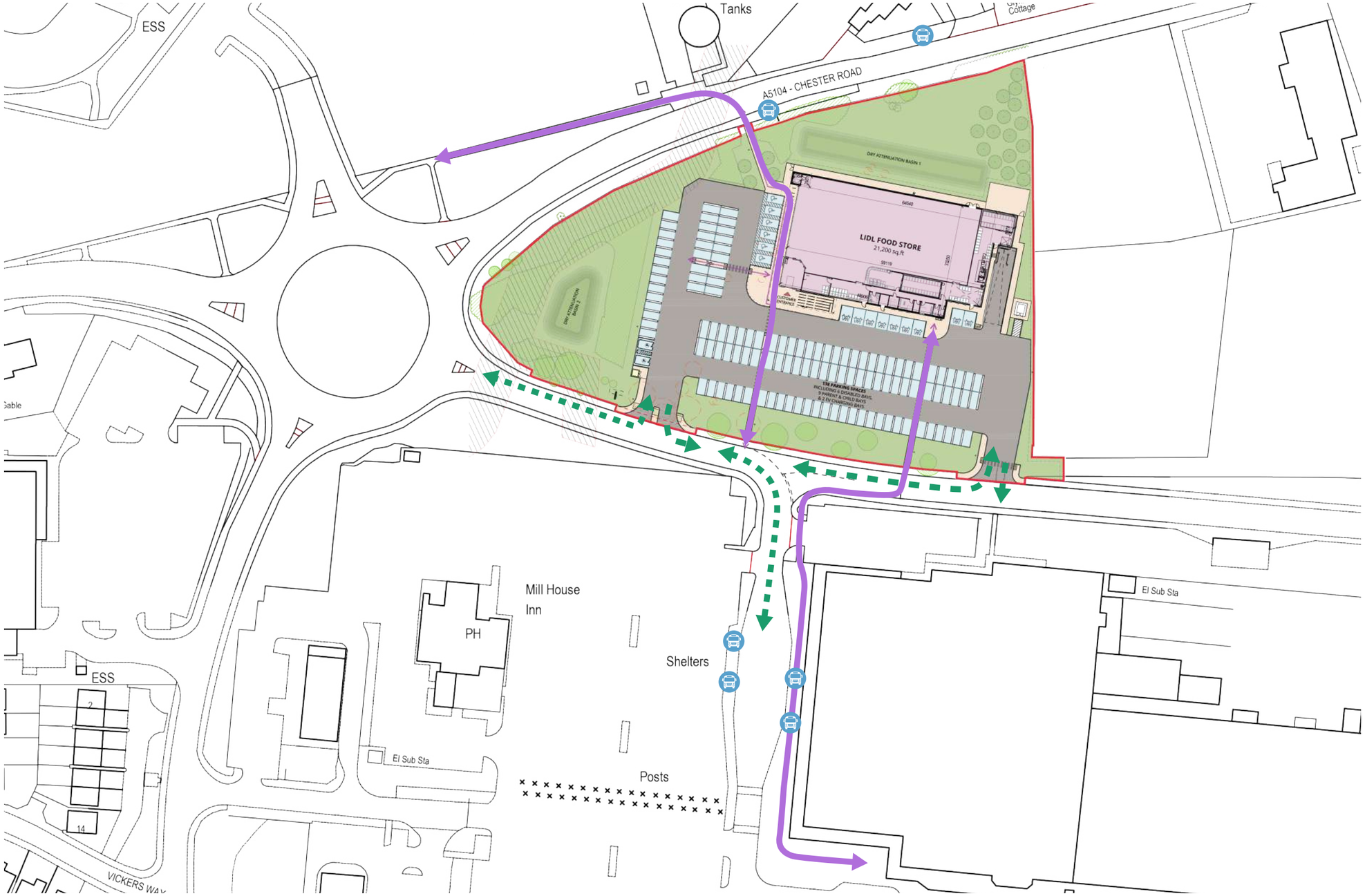
Public transport

The proposed site at Broughton Shopping Park benefits from excellent public transport accessibility, promoting sustainable travel for both customers and staff. The site is served by four bus stops within a short walking distance, two to the immediate south, within Broughton Shopping Park, and two to the immediate north, providing convenient access to services in both directions.

These stops are served by multiple regular bus routes, including 4, 4B, 11, 11A, 811, T8 TrawsCymru, and X4, offering connections to key destinations such as Chester, Mold, Corwen, Ruthin, Holywell, and Kelsteron. The availability of frequent and reliable public transport options supports a shift

Away from single-occupancy car trips, helping to reduce congestion and the site's overall environmental impact.
The proximity of these services also enhances accessibility for local residents and visitors, ensuring the store is well-integrated with the surrounding community and regional transport network. This accessibility contributes to the promotion of sustainable travel patterns, in line with local and national planning policy objectives for reducing reliance on private vehicles.

04_
Access



Legend

- Vehicle movement
- Pedestrian routes
- Bus stops

Access diagram

05_

Secure by design

The proposed development has been designed in accordance with the principles set out in Secure by Design. This guidance identifies six
core principles:

- Integrated approval;
- Environmental quality and a sense of ownership;
- Natural surveillance;
- Access and footpaths;
- Open space provision and management; and
- Lighting.

Natural surveillance is recognised as a fundamental design requirement and has therefore been carefully integrated into the scheme. The proposed layout ensures clear and unobstructed visibility across the site, which helps to deter anti-social behaviour and enhances users' perception of safety.

The design seeks to maximise safety and minimise opportunities for crime by promoting a strong sense of ownership through clearly defined public and private areas. Restricted areas will be securely screened. New soft landscaping is proposed along the site perimeter. In addition, a closed-boarded timber acoustic fence is proposed to enclose the plant area, incorporating absorbent acoustic cladding along the relevant elevation. These measures align with the recommendations of the noise assessment and ensure there will be no unacceptable impact on nearby residential properties.

A safe environment is further supported by a well-considered design approach. The emphasis on natural surveillance, combined with clear site visibility, contributes to discouraging anti-social behaviour and fostering a secure setting. Internal and external lighting will be provided to ensure the site is well illuminated, enhancing safety for both customers and staff.

Pedestrian and vehicular access routes within and around the site will be clearly defined, adequately lit, and regularly maintained to ensure safe and convenient movement for all users.

06_
Sustainability

Land is a finite resource, so it is vitally important to reclaim and redevelop underutilised space to bring them back into effective and beneficial use. We aim to deliver a development that is in accordance, as far as is practicable, with best practice principles of sustainable development, and the scheme has been designed to positively contribute to long term objectives of environmental protection and resource management.

The proposed planting on site, will contribute towards better stormwater management, improved air quality and contribute to a reduction in greenhouse gas emissions.

Several sustainable practices are proposed to be incorporated within the shell works. These include:

- All materials will where possible be obtained from sustainable sources and contain no CFC, HCFC and HFCs.
- The Main Contractor and site are to be registered with CCS and achieve a Considerate Constructors Scheme rating over 30 “a very good site”.
- The Main Contractor is to run the CSCS scheme on site to ensure all personnel on site are adequately trained in the relevant health and safety requirements.
- In decoration, water based/low VOC paints will be used in lieu of oil based paints where possible.

Air

The proposed retail development is not expected to result in significant adverse effects on air quality. During construction, appropriate mitigation measures will be implemented to limit the generation of dust and local air pollutants, with recognised best-practice dust control methods applied throughout the site works.

Consideration has also been given to maintaining good indoor air quality. Internal finishes will be chosen to minimise potential health impacts, with preference given, where feasible, to low-emission products such as water-based paints with reduced volatile organic compound (VOC) content.

Uncontrolled air movement through gaps at building interfaces, such as around windows, doors, or inadequately fitted cladding can cause internal temperature instability and increased energy demand. To address this, the building design incorporates strategies to limit air leakage. Openings within the building envelope have been reduced where possible, and effective sealing will be installed to prevent draughts. The roof structure and any adjoining cladding gaps will also be designed and constructed to ensure stable internal
thermal conditions.

Noise

During the operational phase, measures will be in place to ensure that noise levels do not adversely affect the health or comfort of occupants or nearby sensitive receptors. Potential noise impacts will be reduced through thoughtful site planning and the inclusion of landscaped buffers.

The Lidl store is expected to receive approximately one to two deliveries per day, which are generally scheduled outside of trading hours to allow for daily restocking while limiting disturbance.

Lighting

Lighting impacts have been carefully assessed as part of the design process. Artificial lighting can contribute to glare and light pollution, potentially affecting views of the night sky as well as human and ecological health.

To minimise these effects, Lidl developments are designed in accordance with best-practice standards and guidance from the Institute of Lighting Engineers, ensuring that light spill, sky glow, and unnecessary illumination are kept
to a minimum.

Site waste management plan

In accordance with current legislation we will be implementing a site waste management plan as required for the contractor and all materials removed from site will be reused and recycled
where possible.

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