



Welcome to our Virtual Exhibition



Introduction

On behalf of the joint Applicants, Richborough Estates in partnership with Lidl GB Ltd, thank you for taking the time to view our proposals at York Road, Market Weighton for a mixed-use development including new homes, employment, commercial and community floorspace and a new neighbourhood foodstore, accessed from York Road.

This virtual exhibition provides an opportunity to view and comment on the proposals before two planning applications are submitted to East Riding of Yorkshire Council. Planning applications are being prepared which include the following uses:

- Up to 120 new market and affordable homes on land allocated for housing;
- Up to 55,000 sq ft of employment and commercial development on land allocated for employment uses;
- Up to 14,000 sq ft of other commercial and community uses
- A 20,500 sq ft neighbourhood foodstore fronting York Road.

Once you have had an opportunity to consider the proposals, please fill in a feedback form and let us know what you think. Your views are important to help us develop our final proposals and are very much appreciated.



Land at York Road, Market Weighton

Who are we?



Richborough Estates was founded in 2003 and is one of the UK's most successful specialist land promotion businesses. Richborough works in partnership with a multitude of landowners and local stakeholders to bring forward land for housing and mixed-use development. Richborough is currently promoting more than 100 sites across England and Wales with the potential to deliver more than 30,000 new homes.

Richborough Estates take the time to carefully select the right opportunities and allow their specialist skilled team to successfully manage each project from inception through to completion. Richborough Estates' approach is about more than just providing housing, employment and retail development, they focus heavily on place-making, the local community and how the proposed developments will complement and enhance existing infrastructure. Richborough Estates are well-versed in planning and delivering high quality sustainable urban extensions, such as our proposals for land to the south-west of York Road.



Lidl has been developing stores throughout the UK since 1994 and currently operates over 800 stores nationwide. Lidl offers high quality products at low prices, as a result of the company's cross-European bulk buying power, and its efficient approach to store format, staffing levels. The new supermarket at Market Weighton forms part of the company's £1.3bn investment in its expansion across Great Britain in 2021 and 2022.

Lidl stores primarily serve the immediate local community in which they are located. Lidl stores create up to 40 (full time equivalent) jobs, with staff being drawn from their local community, so that they can offer both a friendly and familiar staffing service to customers. They do not operate zero-hour contracts and are proud of their training programmes which enables staff to progress their careers within the company. Furthermore, Lidl are committed to attracting customers from the local communities in which its stores are located and offer a free phone taxi service in each of its stores.

Lidl will be making their largest ever investment (£18 million) into the pay of all their hourly paid colleagues with the launch of the 'Lidl Wage'. In 2015 Lidl became the first supermarket to match the real living wage and have consistently increased salaries in line with the Living Wage Foundation's recommendations every year since.

The 'Lidl Wage' goes beyond even the real living wage. From March 2022, entry-level wages will increase from £9.50 to £10.10 an hour outside of London and £10.85 to £11.30 within the M25. This is more than both the government's National Living Wage (for over 23s) and that recommended by the Living Wage Foundation.



Professional Team

The proposals for Market Weighton have been developed in conjunction with a highly skilled professional team including the following:

Designers - nineteen47 - The design team at nineteen47 have experience of delivering carefully considered design proposals for residential and employment uses, from inception to detailed design stages and deliver commercially viable schemes that respond positively to the context and that are shaped by input received through consultation.



Planning - Asteer Planning is an independent, professional, and commercially focused Town Planning consultancy. Asteer Planning advises across the housing, commercial, urban regeneration, mixed mixed-use, leisure and care sectors and is experienced in securing planning permission for large scale mixed mixed-use developments.



Highways - HUB Transport Planning - Hub transport Planning advise clients across all built environment sectors where planning permission is required including residential, commercial, retail, care and mixed-use developments. Our team is highly experienced and we put considerable value on consultation feedback.



Ecology - Brooks Ecological is a highly respected Ecological Consultancy, with a reputation for providing clear, grounded advice on all aspects of ecology, arboriculture and environmental management. Our forward-thinking approach ensures we are at the forefront of an ever-evolving industry, allowing us to provide bespoke advice on the latest developments in guidance, protected species licencing and strategies such as Biodiversity Net Gain.



Landscape and Arboricultural - Tyler Grange is a leading UK practice offering expert consultancy services in landscape, ecology and arboriculture. Their work covers a broad range of projects in both urban and rural contexts and includes complex urban extensions, major infrastructure proposals, and commercial development.



Flood Risk and Drainage - PJS Consulting Engineers provide Land Development, Geotechnical Engineering, Civil and Structural Design services across the residential, commercial and industrial sectors. Our experienced team have worked both directly in construction and consultancy and pride themselves in developing high quality, deliverable solutions.



Acoustic and Air Quality - BWB Consulting is a multi-award winning engineering and environmental design consultancy with a proven reputation for technical excellence. BWB work across a diverse range of public and private sector projects.



Retail - Lichfields - Town centres and retail/leisure development are key areas of Lichfields' business and over 40 employees specialise in town centre, retail and leisure work. The company serves both public and private sector clients throughout the UK, advising on a wide range of issues. These include town centre and retail studies, health checks, retail/leisure need and impact assessments, sequential site assessments, regeneration studies and transformational town centre projects.

The proposed development site is situated to the west of Market Weighton within the authority boundary of East Riding of Yorkshire Council. The land is currently in agricultural use and there are no existing buildings or structures within the site boundary.

This site comprises two principal parcels of land:

1. Land South West of York Road (Local Plan Allocation Reference MW-F) - approximately 3.3 hectares and is bounded by York Road to the east, Becklands Park Industrial Estate to the south and scrubland to the west. To the north is further open land forming part of the MW-F allocation which has an extant planning permission for employment development, beyond which is the Britcom truck dealership.
2. Land North of Holme Road (Local Plan Allocation Reference MW-B) - approximately 4.4 hectares bounded by residential development (Chapman Drive) and an open field to the south, Wold View farm buildings and the Becklands Park Industrial estate to the east and scrubland to the north. The A1079 Giant Bradley Way borders the western boundary.

Both sites are currently accessed from an agricultural access off York Road.

The site is undeveloped land and does not have any relevant planning history. However, a masterplan that included the site was submitted to East Riding of Yorkshire Council as part of the Linden Homes planning permission (reference 16/01441/STPLF) which shows how the wider housing allocation could come forward.



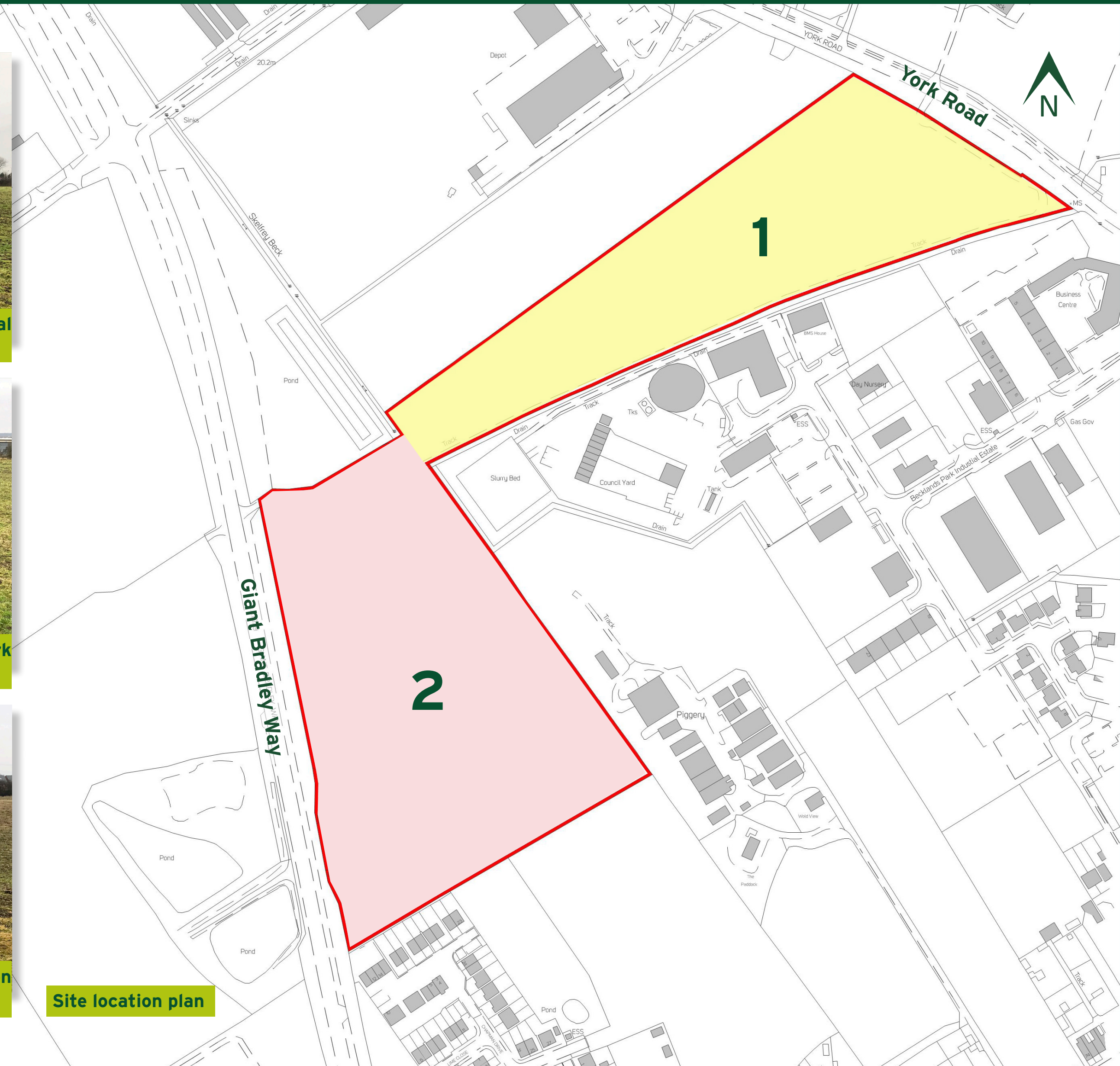
View from boundary with Becklands Park Industrial estate looking to the north west



View from northern boundary toward Becklands Park industrial estate



View from northern boundary toward new housing on Chapman Drive



Site location plan

Draft Local Plan Key Open Areas _ENV2

Draft Local Plan Allocations_March_2021

- Existing Commitment
- Residential
- Mixed Use
- Employment
- Retail
- Education
- Open Space
- Utilities
- Operational Port Area (S8)
- Transport
- Rejected Site

Extract from the Emerging Local Plan Update Proposals Map

Extract from the Emerging Local Plan Update Proposals Map

There are a number of key opportunities and considerations at the site which have been considered throughout the design process and incorporated into the proposals.

Opportunities:

- Deliver a mix of market and affordable housing to meet Market Weighton's housing need;
- Deliver employment and retail uses to contribute towards the Borough's economy;
- Provide new cycle and pedestrian links across the west of Market Weighton;
- Provide a tree-lined spine road through the development;
- Provision of new green and blue infrastructure including open space, landscaping and drainage.
- Create a development framework for the site that allows for future connectivity with the adjacent allocated housing land;
- Provide access to new areas of open space for the new and existing community, potentially inclusive of new children's play.

Considerations:

- Understanding the relationship between the application site and surrounding uses (for example the pig unit to the east);
- Identifying an appropriate access solution for cars vehicles;
- Ensuring enough car parking can be delivered on site so as not to result in parking congestion for existing residents and businesses;
- The belt of trees along the western boundary provide physical and visual containment to the site and the northern periphery of Market Weighton from the wider landscape;
- A watercourse flows across the site between the eastern and western areas within an existing culvert. An existing pond is in the southern corner of the site;
- The presence of great crested newts has been identified, within ponds in and close to the site. It is anticipated that existing hedgerows and ditches around the site boundary will need to be retained by development proposals to maintain connectivity between habitats;
- Noise from traffic on York Road and the A1079



The outline planning application proposes:

- Up to 120 new market and affordable homes
- Up to 55,000 sq ft of employment development
- Up to 14,000 sq ft of other commercial and community use

The full planning application proposes:

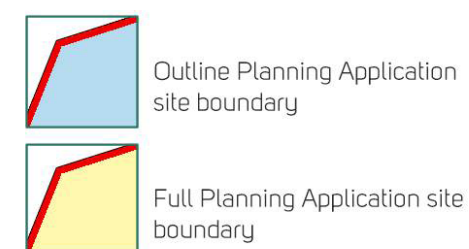
- A 20,500 sq ft neighbourhood foodstore to be occupied by Lidl

The scheme proposes a new Lidl store which will provide a spacious and attractive shopping environment for local residents in a convenient and accessible location.

Both applications will include:

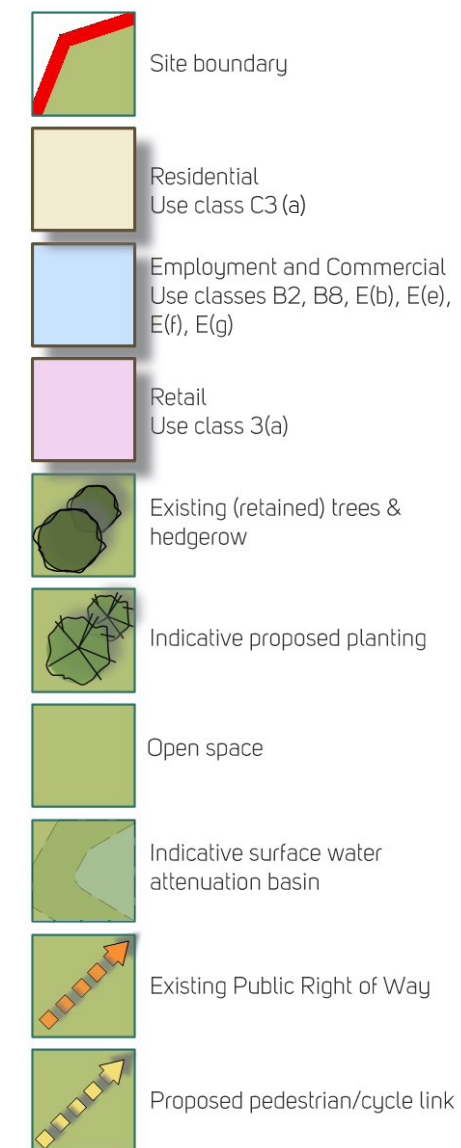
- New vehicular access from York Road
- Vehicular, pedestrian and cycle links from the retail and employment development to the new homes
- New landscaping, ecology areas, car parking spaces, drainage and supporting infrastructure.

Key



Site location plan

Key



1. Proposed new vehicular access from York Road
2. Tree-lined primary street
3. Secondary streets including an "edge lane" typology forming internal loop within residential zone
4. Buildings, landscape and public realm defining gateway at arrival in residential zone
5. Green-infrastructure network inclusive of retained existing pond, sustainable drainage strategy and areas of biodiversity enhancement
6. Formal area of open space potentially contributing to the wider provision of the adjacent proposals
7. Potential/indicative connections to the adjacent proposals



Masterplan

The emerging East Riding Local Plan Update proposes to expand the scope of the site's existing allocation to include retail use. This takes into account the conclusions of the East Riding Town Centres, Retail and Leisure Study (2019), which concludes that there is scope for Market Weighton to accommodate further retail floorspace, of a size comparable to that of a small supermarket or discount foodstore.

This is partly because of the trading performance of the Tesco store in Market Weighton, which is achieving a level of custom and turnover, greater than a typical Tesco store of this size would be expected to achieve.

Aside from Tesco, other existing convenience uses in Market Weighton District Centre are small in scale and aimed at meeting top-up and more specialist needs. Given the limited range of provision currently serving Market Weighton, there is a need to bring forward new facilities which enhance the existing choice of foodstores, including those catering for main/weekly shopping needs.

The proposed new Lidl foodstore would help to meet both the need for enhanced consumer choice in Market Weighton and the capacity for new convenience retail floorspace identified in the Council's latest retail study. The new Lidl foodstore would provide more effective competition for the existing Tesco store and reduce the need to travel to stores located further afield.

The proposed new Lidl would complement, rather than compete directly with, existing smaller traders in the centre. Whilst some trade would be diverted from the Tesco store on Southgate, as set out above, this store is currently performing strongly and would continue to trade well following the opening of the new Lidl.

The other proposed commercial/community uses would also help to improve the range and choice of facilities meeting local needs. Richborough are seeking flexibility over the nature and scale of the uses which could forward, but they could include, for example, restaurants/coffee-shops and other food-to-go facilities (including drive-throughs), a veterinary surgery, medical centre, health and fitness club and/or trade counters.



Visual of similar Lidl Store



HUB Transport Planning are advising on transport matters and are preparing a Transport Assessment and Travel Plan to support the planning applications.

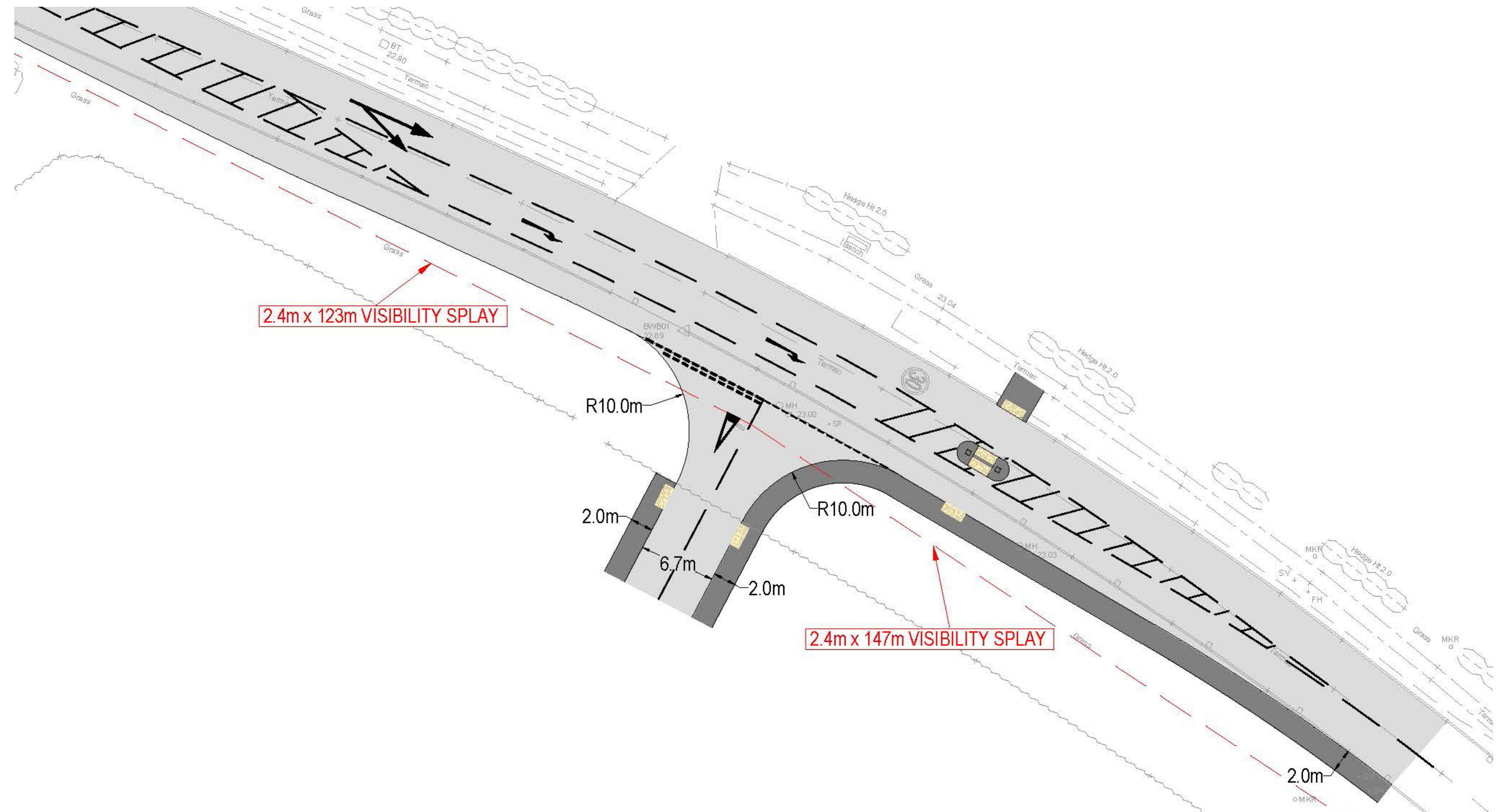
The site is situated in a sustainable and accessible location within walking distance of Market Weighton.

It is proposed that the site will be accessed from York Road and an access has been designed which takes account of different types of traffic associated with the mixed-use nature of the development proposal. As part of the access proposals we are indicating a right-turn lane from York Road to the development site to minimise any delay to York Road traffic and provide a safe waiting area and enhancing footpaths. Provision of a new footway on York Road will also be provided.

Vehicular, cycle and pedestrian links will also be provided between the employment, commercial and retail area and the housing area.

The planning applications will be supported by Travel Plans which will set out how the proposed mixed-use development will seek to promote the use of active and sustainable modes of travel movement to/from the development. Measures will include consideration of how the development can promote; walking, cycling, use of public transport, car sharing, and promote the switch to use of cleaner electric vehicles. An example of the physical measures to promote walking is the provision of a footway to the site and the potential for a crossing of York Road.

Detailed traffic impacts of the development proposal will be provided within the submitted Transport Assessment, including any relevant highway mitigation measures. Although overall traffic impacts are predicted to be modest the Transport Assessment will consider the detailed modelling of impact at a number of junctions across the local highway network.



Proposed Access Arrangements from York Road

Landscape

Tyler Grange are advising on landscape and are preparing a Landscape and Visual Impact Assessment to support the planning applications.

The site is formed of two fields bound by gappy hedgerows with scattered tree groups at the boundaries. York Road runs alongside the eastern boundary of the site and forms the main location from which the site can be appreciated from the surrounding area. The Giant Bradley Way runs along the western boundary of the site. Following the alignment of Giant Bradley Way is a belt of trees which provides physical and visual containment to the site and the northern periphery of Market Weighton from the wider landscape.

The site adjoins various built-up aspects of Market Weighton, Becklands Park Business Park is located to the south along with the recently completed residential development at Oak Road while the Britcom Depot is situated to the north beyond the adjoining agricultural field. The main consideration of the landscape intervention will be the retention and enhancement of existing landscape features and the integration of the scheme to its setting.

Ecology

Brooks Ecological are advising on ecology matters and are preparing a Preliminary Ecological Appraisal and Biodiversity Net Gain Calculation to support the planning applications.

The site encompasses a parcel of former agricultural land, which has been left unmanned and allowed to vegetate naturally. The agricultural land is of low ecological value. The boundaries of the site include hedgerows and ditches are of slightly greater value and will be largely retained and available for ecological enhancement.

The main ecology consideration relates to the presence of great crested newts within both on and off-site ponds. The Applicant is working with Natural England to agree a mitigation strategy for the great crested newts, there are a number of different options which would be acceptable.



Site frontage along York Road



View from north western boundary across the site toward Chapman Drive



Tree belt along Giant Bradley Way

Air Quality

The site is not located in, or in the vicinity of, an Air Quality Management Area (AQMA) and local air quality monitoring in Market Weighton recorded pollutant concentrations well below relevant air quality objectives since monitoring commenced.

The site lies adjacent to the A1079 Giant Bradley Way which is considered the primary source of emissions in the area however, the development proposals feature a landscaping buffer on the western boundary between the road and residential dwellings. This buffer will minimise exposure of residents of the site to emissions associated with local road traffic. A detailed air quality assessment will be undertaken to determine any impacts associated with development-generated traffic on local air quality. Measures including Electric Vehicle charging points and new pedestrian and cycle routes will be included within the proposals to promote active and sustainable travel.

Noise

The key noise constraints which could impact the residential element of the development are road traffic on York Road to the east and the A1079 to the west. Noise associated with the commercial premises to the north and east will also require consideration for assessment.

A Noise Impact Assessment will be prepared and submitted in support of the planning applications. For the commercial elements of the development proposals, the assessment will consider noise generating elements associated with the development to demonstrate that the development does not significantly impact upon existing and proposed local receptors, such that they would be exposed to noise levels which may lead to disturbance, and that the site is suitable for adjoining uses.

It is also worth noting that although one of the applications is for outline (residential and commercial / employment), the other application intended to be occupied by Lidl is for full planning. Therefore, a more detailed noise assessment will be undertaken for this application.

Odour

The site is located in the vicinity of a number of potential odour sources, primarily the piggery located immediately east. An odour assessment has been undertaken to consider the influence of odours from existing sources on amenity for future users of the site. An odour buffer has been incorporated into the housing area on the eastern boundary, with increased planting, to minimise the potential for odours to be detected in the site.

Flood Risk and Drainage

The site is shown by the Environment Agency to be entirely within Flood Zone 1 which means the site has a low probability of flooding. A watercourse flows across the site between the eastern and western areas within an existing culvert. An existing pond is located in the southern corner of the site.

The planning application will be accompanied by a Flood Risk Assessment to identify any risk of flooding and suggest mitigation if required. A drainage strategy will also be provided incorporating Sustainable Urban Drainage features to drain the development and maximise water treatment, ecology and amenity value.

Trees

A Tree Survey has been undertaken to ensure that existing trees and hedgerows are considered as part of the masterplan. No veteran trees, Ancient Woodlands or any protected trees are present on-site.

A detailed survey has been undertaken to ensure that existing trees and hedgerows have been considered as part of the initial design process. No veteran trees, Ancient Woodlands or any protected trees are present on-site and good quality trees will be retained wherever possible.

Ground Conditions

A Phase 1 Ground Report will be submitted with the planning applications. The risk of contamination to human health as a result of the proposed residential development is negligible.



Statue of historic local figure Giant Bradley



Benefits of the Proposals

The proposals for the redevelopment of Land at York Road will result in a number of economic, social and environmental benefits:

Social:

- The development will provide up to 120 new homes will contribute significant to ERYC's housing requirements. 25% of the homes will be designated as affordable;
- The new 1,900 sqm Lidl store will enhance the choice of foodstores catering for main/weekly food shopping needs, reducing the need to travel further afield;
- The new Lidl store will also provide more effective competition for the existing Tesco store in Market Weighton;
- The other commercial/community uses would also help to improve the range and choice of facilities meeting local needs;
- The delivery of housing would make a significant contribution towards the Council's housing land supply;
- The delivery of a high quality housing proposal delivering a good choice and mix of housing in a sustainable location with good access to jobs, services and facilities.



Environmental:

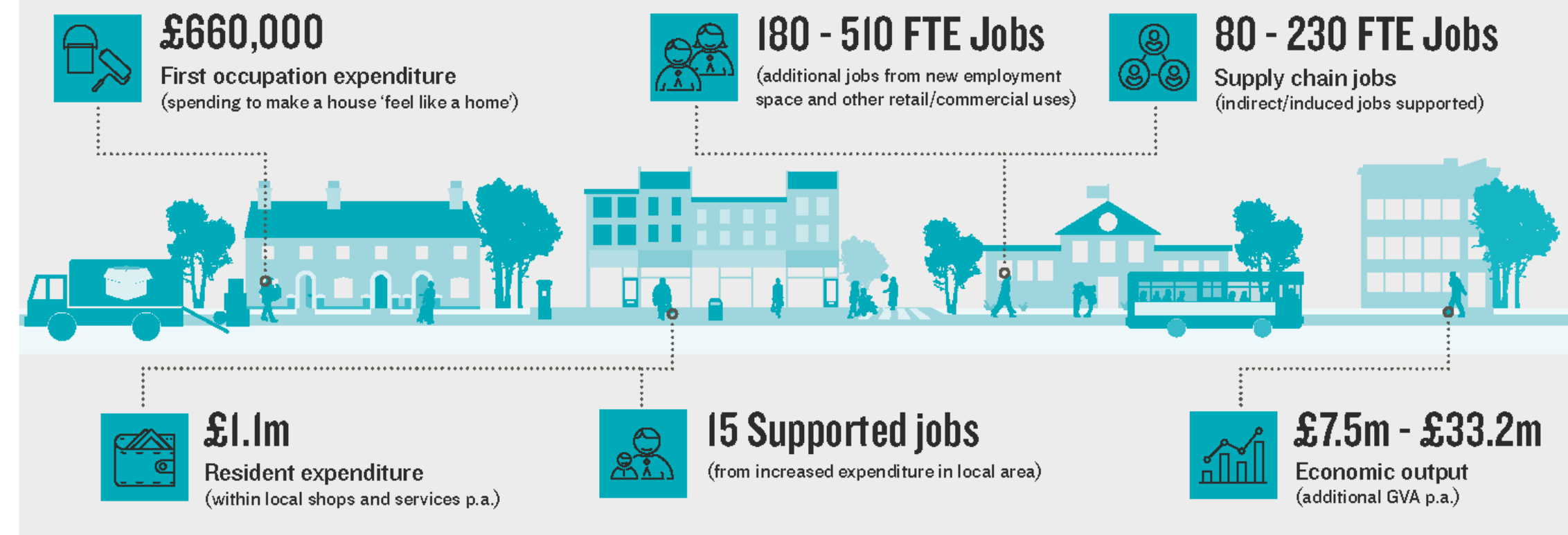
- On site open space provided for existing and future residents.
- A biodiversity net gain
- Planting of new trees and landscaping
- The site is accessible by a range of sustainable transport modes therefore, therefore, reducing the need for private car usage.



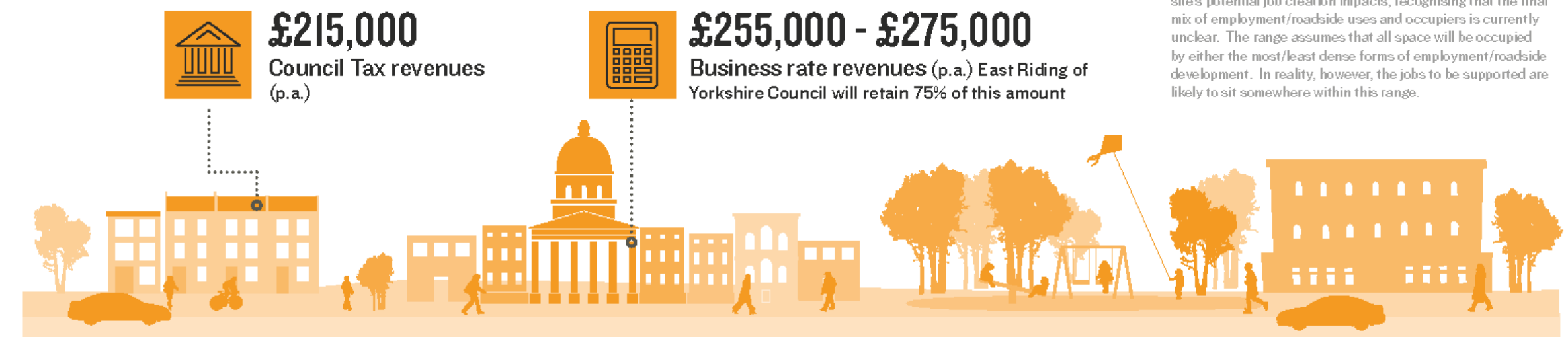
Economic



Operational and expenditure benefits



Local Authority revenue benefits



Construction benefits



Feedback

Richborough Estates and LIDL invite you to provide your feedback on the draft proposals for Land at York Road, Market Weighton.

Feedback can be provided by filling out the survey which is linked on our website or

 email to admin@asteerplanning.com

 telephone 07724 240 441.

To have your say on the proposals, please provide your feedback by Monday 20th December 2021.

There will be a further opportunity to comment on the final application proposals through the Council's formal consultation, once the planning applications have been submitted.

Next Steps

At the end of the virtual exhibition, the comments will be reviewed and considered before the scheme is finalised and the two planning applications submitted to East Riding of Yorkshire Council's planning department.

Subject to the feedback received from this exhibition and the Council's planning department through pre-application discussions, our intention is to submit the planning applications in December 2021.

Once the applications are registered, the Council will write to neighbours giving full details of the applications and information on ways to submit comments to the Council regarding the proposed development.

Thank you for your time.



Thank you for taking the time to take part in our virtual consultation. Your feedback is important to us and will be reviewed by the professional team so if you are able to please fill out our online survey or contact us via email or telephone.