

Public Consultation For The Redevelopment Of The Former Pulse Packaging Factory In Saffron Walden

The proposal

Endurance Estates (Saffron Walden) Ltd is preparing a planning application for a comprehensive redevelopment of the former Pulse Flexible Packaging factory located on Radwinter Road, Saffron Walden. The purpose of this leaflet is to provide an opportunity for local residents, businesses and community representatives to learn about our proposals and provide comments to help shape the preparation of a planning application.

The scheme proposes the demolition of existing building and redevelopment of the site to deliver a new discount foodstore operated by Lidl, a care home operated by Care UK and retirement living apartments block by Churchill Retirement Living. The proposal also includes car parking and a high-quality landscape scheme to improve the visual amenity of the site.

Site background and context

The proposed development site comprises the former Pulse Flexible Packaging factory on Radwinter Road, Saffron Walden located approximately 1.2km to the east of Saffron Walden High Street. The site is located in a predominantly residential area with housing to the north and east. There are also industrial properties to the south and a cemetery to the west.

The site currently comprises a large industrial unit with associated car parking and landscaping, measuring approximately 2 hectares in size. The site has an existing access to the north from Radwinter Road which will be utilised as part of the redevelopment. The site has been vacant since 2017 when Pulse Flexible Packaging Ltd went into administration.

Through marketing of the site by the administrators and their selling agent, there has been little demand for Industrial use class in this area and therefore the site is falling into disrepair and therefore offers an excellent opportunity to redevelop a currently redundant previously developed, brownfield site for a mixed use development.



Retirement Living Proposals - Churchill Retirement Living

Churchill Retirement Living pride themselves on building quality apartments in desirable locations across the UK for those looking for an active and independent retirement. Churchill Retirement Living developments are designed to take away some of the hassle and fears that can be experienced by older people and replace them with a new lifestyle that provides security and companionship.

Retirement Living Apartments offer wide-reaching benefits that meet the three pillars of sustainable development (Economic, Environmental and Social). The development of retirement housing supports investment and makes important economic contributions through local spending.

Retirement developments include a number of safety and security features that help alleviate anxieties often experienced by older home buyers. They are well located to shops and essential services, reducing the need to travel by car.

The proposal is for 48 one and two bedroom retirement living apartments located to the north east of the site. The building is of a traditional design, with contemporary features.

Retirement Living developments have specific requirements including an owners lounge, reception, lodge managers office, guest suite, internal refuse room and required to be in one single apartment block. The proposed building would be three to four stories in height with the fourth storey responding to a change of level across the site, linking the three storey elements either side.

The development would include 24 car parking spaces along with mobility buggy spaces and cycle parking. A high quality visual landscape amenity is proposed.



Site Layout Plan



Proposed North Elevation (facing Radwinter Road)



Proposed Western Elevation (facing Horn Brook)

Care Home Proposals - Care UK

Care UK have been delivering health and social care services throughout the UK for more than 30 years. They have more than 110 care homes across the UK, including, many new, state-of-the-art homes with their own cinemas, coffee shops and hair salons.

All Care UK homes include compassionate and dedicated teams providing a wealth of care services to older people, from residential and nursing care to respite, end of life care and care for people who are living with Alzheimer's disease and other forms of dementia.

The proposed Care UK care home will be located in the south eastern corner of the site. The care home will comprise 70 no. bedrooms split across ground, first and second floors and will be supported by a total of 26 car parking spaces for employees and visitors.

The home would provide a mix of residential, dementia and nursing care, and generate 70 full time and part-time equivalent jobs.

The home is designed to Care UK's high standards, to ensure the compassionate, effective and efficient delivery of care in a high-quality environment. This includes an external layout with well and appropriately designed amenity spaces and internal layouts that encourage residents out of their bedrooms to a variety of day spaces. The proposal will be supported by high quality landscaping area for its residents and visitors.



Proposed Northern Elevation (facing Churchill Retirement Living)

Site Layout Plan



Proposed South Eastern Elevation (facing Horn Brook)

Discount Foodstore Proposals - Lidl

Lidl opened their first Lidl supermarket in Germany in 1973. Following positive customer feedback, they quickly expanded and by the 1980s, Lidl had become a household name.

The first Lidl in the UK opened in 1994 and we now have over 800 stores across Britain.

Lidl takes pride in providing top quality products at the lowest prices. The stores are operated by a network of dedicated store staff, helping to establish and develop the success of the company.

The proposed Lidl foodstore will be located in the south western corner of the site and which will feature an attractive glazed frontage with a car parking area to the north of the store.

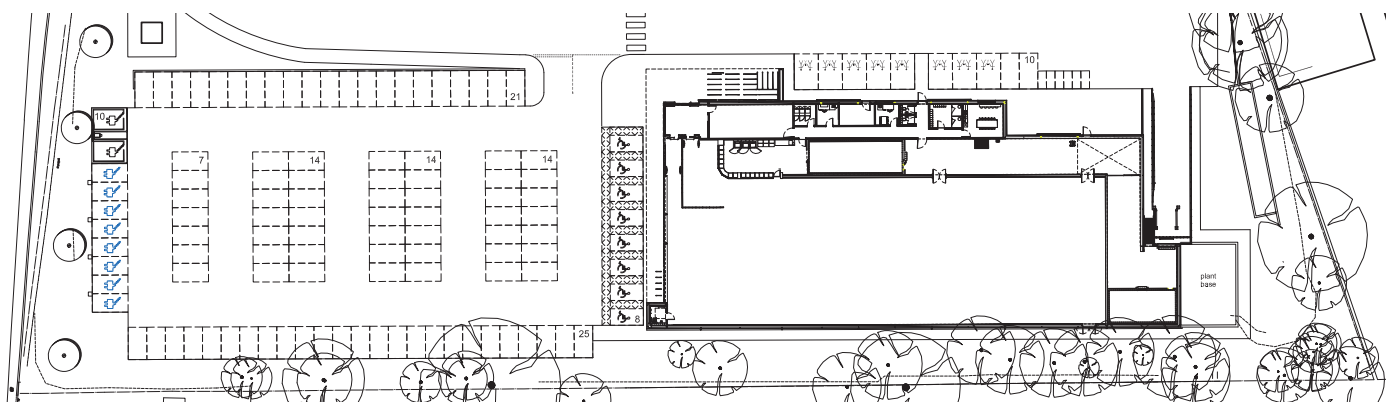
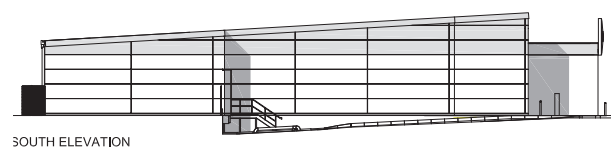
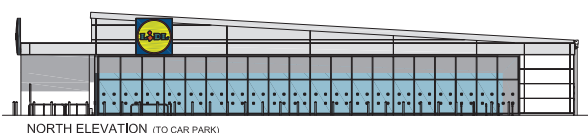
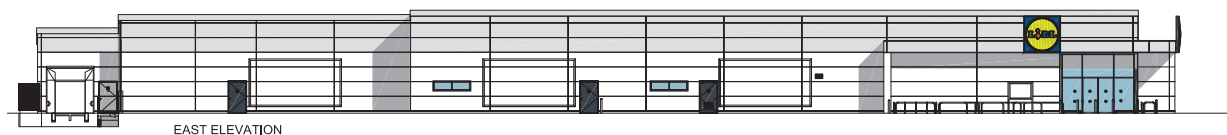
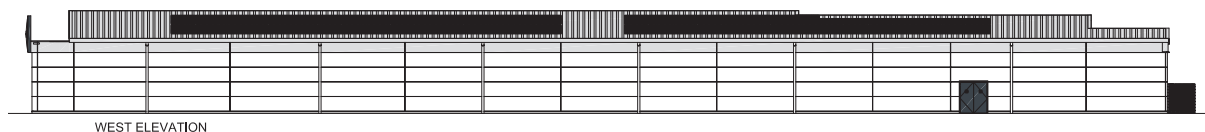
The foodstore will have a gross internal area (GIA) of 2,178 sq. m with net sales of 1,410 sq. m. The foodstore will be supported by a total of 123 car parking spaces, including 8 dedicated disabled spaces, 6 parent and child spaces, 2 electric vehicle charging spaces and future proofing for 8 more.

The foodstore will generate up to 40 full time equivalent jobs.

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

- 8am to 10pm 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.



Highways

Endurance Estates (Saffron Walden) Ltd have employed a specialist highway consultants, who is liaising with the local highway authority, to produce a suitable highways strategy. This will include providing a safe means of access into the site and ensures that the development will not adversely impact the surrounding road network.

It is intended that the access into the site will be provided by improvements to the existing vehicle access from Radwinter Road. From our studies this form of access is the safest and most appropriate way to enter the site.

The current building has been vacant since 2017, although the proposed development would increase the traffic generation from today's position, it would not increase that of the previous use of the site. If necessary we will also carry out local highway improvements to ensure that any impact on the highway network is minimised.

Enhancements to the local footpath and cycle network to encourage people to travel more sustainably are proposed along with bus stop improvements and new crossing facilities.

For further details a Frequently Asked Questions relating to Highways and Transport is available on the consultation website (link below).



View from Radwinter Road illustrating the vehicular and pedestrian access to the site

Design

The proposed site layout has developed throughout the design process in response to the context and to planning considerations. There has been careful consideration of the proximity to all site boundaries, the orientation of windows and changes in ground level. The proposal sets out to create a development which sits comfortably in its setting.

The scale and massing of the proposal has been carefully articulated to provide a contemporary design through the choice of materials and features, whilst aiming to optimise the development potential of the site.

Overall, it is considered that the design and layout of the development proposed is appropriate to the site's setting, the nature of the site and physical forms of neighbouring land uses. Further information on design is available on the public consultation website.

<https://rapleys.com/consultation/saffron-walden-redevelopment/>



View of the proposed development from the North West of the site

Benefits of the proposal

The new proposal will provide the following benefits to the local area:

- There is an identified need for older people housing, including both retirement living and care homes in the District and Nationally. Central Government has set out that the delivery of older people housing is critical;
- Benefits to the public at large (in particular through savings to the NHS) will arise as a result of residents in retirement housing enjoying better health and wellbeing;
- Retirement Living would allow independent living, reducing security worries for older people, reducing loneliness and isolation for older people by creating a community and having someone whom can be called upon in an emergency;
- A brand-new Lidl store that will provide a clean and fresh shopping experience to meet the needs of customers;
- The creation of jobs locally through the construction process and employment opportunities once the development has been completed;
- A traditional building with contemporary design for all developments which will complement the surrounding area and improve the existing visual appearance of the site;
- Economic and social benefits of older people using local shops, services and facilities. Residents are basket shoppers who support the local town centre;
- Bespoke and attractive living for older people which would free up family housing in the area. Research has found that an average 41-unit retirement development has been shown to generate 92 moves in the housing chain; and
- Maximises the use of a sustainably located previously developed brownfield site to reduce the use of greenfield sites for development.

How to provide your views

We welcome your comments on the information contained in this leaflet and we would be grateful if you could complete our online survey: <https://www.surveymonkey.co.uk/r/XVM97R9>

We have created a dedicated website with information about the proposal, full suite of plans, visuals and other useful information and the opportunity to give us your views. The details are as follows:



<https://rapleys.com/consultation/saffron-walden-redevelopment/>



saffronwalden@rapleys.com



Freephone number 0800 148 8911

We would ask that comments are sent back to us no later than the 17th July 2020. We will review all comments and look to take these on board as the planning application process progresses.

Please bear in mind, comments made to this consultation are not formal representations to the Uttlesford District Council. When a planning application is submitted in the future, there will be an opportunity to submit representations to the Council as the Local Planning Authority.

What happens next

Thank you for taking your time in considering the proposed development and providing your feedback. We will take account of all comments and suggestions provided to us as part of this consultation exercise.

A Statement of Community Involvement report will be prepared in response to this consultation to highlight the comments received and how these contributed to the details of this proposal. This would be submitted to the Council in support of any planning application.

Following this consultation exercise and once we have reviewed the feedback, we anticipate a planning application will be submitted in the near future to Uttlesford District Council.



View of the proposed development from the North East of the site



<https://rapleys.com/consultation/saffron-walden-redevelopment/>