

ITEMS RECEIVED AFTER THE PRODUCTION OF THE REPORT
FOR THE PLANNING COMMITTEE
TO BE HELD ON 12 DECEMBER 2024

Page	Application	Location	Item No.	Description
	2022/00907/FUL	Land at Bridge House farm, Llanmaes, Llantwit Major	1.	Additional representations of support and objections
			2.	Additional representations of Agent response
	2023/01161/FUL	Land at Drope Road, St Georges Super Ely.	3.	Comments from Councillor Perry

MATTERS ARISING FOR COMMITTEE

COMMITTEE DATE : 12 December 2024

Application No.: 2022/00907/FUL	Case Officer: Mr. Robert Lankshear
Location: Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major	
Proposal: Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development	

From: Additional letters of representation received from third parties. Examples of support and objection attached for members information.

Summary of Comments:

Circa 50 additional representations have been received including 10 objections, 3 comments and the remainder in support.

Support

- Retention of Llantwit Major resident shopping in Llantwit and benefits to other retailers
- Existing retailers in Llantwit Major charge high prices and have a monopoly
- Low price option in Cost of living crisis
- Amended design sympathetic to environment
- Need in Llantwit Major owing to growth
- Well located and accessible for less mobile
- Reduction in travel to supermarket
- Council inconsistent in decision making
- Job creation
- Status as candidate site within RLDP

Objection

- Inappropriately sited at odds with small country town or environment
- Stores available in nearby towns
- Detrimental to existing retailers
- Needed but in wrong location – brownfield land or alternatives such as Bro Tathan Access Road or Picketston Business Park should be considered
- Highways impacts including proximity to unsafe junction
- Heritage impacts
- Drainage
- Impact upon setting of Llanmaes
- Unlikely people will walk to the store
- Unfairness of applicant sending letters to Llantwit Major residents and Llanmaes residents not being included in pre-application consultation
- Impacts on the riding club opposite have not been properly considered within the submissions
- Impact upon neighbouring properties

- Precedent for further development on adjacent countryside land
- Blocking of access to Tremain Farm opposite
- Inadequate consideration been given within the proposals for horse and pony risers

Officer Response:

The site has been put forward as a candidate site for retail within the consultation stage of the replacement local development plan. However, this has no adopted status and the application is being considered in line with current adopted local and national planning policy.

Impacts upon the local highway network have been considered by the Council Highway Development section in consideration of the highways matters including issues at the junction and on neighbouring uses.

The sequential approach undertaken by the applicant has found that no other suitable sites would be available closer to Llantwit Major town centre. However, whilst alternative sites elsewhere within the local vicinity maybe available, the application has been considered on its individual planning merits.

The submitted pre-application consultation document was considered to meet the relevant requirements. Furthermore, the Council cannot control additional letter distribution by the applicant.

The other points raised within the representation are considered to be fully covered within the officer report prepared for members consideration.

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Miss Tina-louise Baxter
Address	47 Heol-y-fro, Pentr-cwrt
Type of Comment	Objection
Type	neighbour
Comments	I am against Lidl building a store in Llantwit Major because we live in a small country town which the store does not fit with. Bridgend and Barry are close by for all good stores and we have three stores close by plus delivery. It would not fit in with our environment and I'd not necessary.
Received Date	06/12/2024 11:06:41
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mr Robert Banks
Address	Tresaith, Highmeadow, Llantwit Major, CF61 1RQ
Type of Comment	Support
Type	neighbour
Comments	I remain fully in support of this application. It will also encourage residents of Llantwit Major and environs to remain within Llantwit Major for all their shopping benefitting all other small retail outlets within the town.
Received Date	06/12/2024 17:53:23
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mrs Susan Banks
Address	Tresaith, High Meadow, Llantwit Major
Type of Comment	Support
Type	neighbour
Comments	I fully support this application. I have lived here for over 40 years and have always objected to the cartel of high prices. I would rather shop locally, (also better for the environment) than drive weekly to shop in Bridgend or Barry. The high local prices are so unfair on lower income families. I would love to see fair completion come to this area.
Received Date	06/12/2024 18:02:29
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Ms Rebecca Welch
Address	6 Tresilian Close, Llantwit Major
Type of Comment	Support
Type	neighbour
Comments	<p>With the growth of Llantwit Major and St Athan, more choice and more competition is needed for residents in terms of supermarkets. We cannot rely on the in town supermarkets in Llantwit anymore as being able to sustain the current level of need. Furthermore in a cost of living crisis the residents should have the option of choice on their doorstep. I consider the amended design plans to be sympathetic to the environment and it is laughable VOG council raise this issue after subjecting residents to the blocks on Eagleswell.</p>
Received Date	07/12/2024 07:43:27
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mr Edward Jones
Address	6 Tresilian Close, Llantwit Major
Type of Comment	Support
Type	neighbour
Comments	In support of Lidl's application.
Received Date	07/12/2024 07:44:54
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	<input type="text" value="2022/00907/FUL"/>
Location	<input type="text" value="Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major"/>
Proposal	<input type="text" value="Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development"/>
Case Officer	<input type="text" value="Mr. Robert Lankshear"/>
Organisation	<input type="text" value=""/>
Name	<input type="text" value="Mrs Jennifer Young"/>
Address	<input type="text" value="13 Gaskell Close, Llantwit Major"/>
Type of Comment	<input type="text" value="Support"/>
Type	<input type="text" value="neighbour"/>
Comments	<input type="text" value="In support of this much needed supermarket."/>
Received Date	<input type="text" value="07/12/2024 08:01:27"/>
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mr Iain Mawson
Address	62 Illtyd Avenue, Llantwit Major, Vale of Glamorgan, CF61 1TH
Type of Comment	Comment
Type	neighbour
Comments	Exactly what Llantwit Major needs but situated in the wrong location. The majority of customers will have to drive anyway and therefore should be located on Bro Tathan Northern Access Road. With plans to build many houses there and access roads already exist. The main Llantwit Major access road via the Llanmaes junction with access to Eagleswell Road will become a bottle neck and encourage access via alternative routes, Boverton, High Street or through Llanmaes. If the long term plan is to develop Bro Tathan, then let this be the start.
Received Date	07/12/2024 10:49:46
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mrs Pamela Horne
Address	31 Fairfield Rise, Llantwit Major
Type of Comment	Support
Type	neighbour
Comments	This application should be approved as Llantwit is a growing community that needs more affordable and competitive supermarkets in closer proximity than Barry or Bridgend. It will also bring employment to the town
Received Date	07/12/2024 11:11:27
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation Name	
Name	Mr James Graham
Address	21 Rhodfa'r Hurricane ,St Athan,Barry,Vale of Glamorgan
Type of Comment	Support
Type	neighbour
Comments	<p>The people of Llantwit Major and surrounding areas are hostage to the expensive retailers such as Filco and Co-op with the only option of travelling to shop in cheaper stores. St Athan alone is getting over 1000 new builds and no increase in infrastructure, adding to already unreliable public transport and poor road conditions making travel to purchase groceries difficult. Bu continually denying these applications the residents have no trust in the council, who are seen to do as they wish when it comes to planning permission for other endeavours, or sighting 'environmental concerns' about the area as a way to deny the Sainsburys/Lidl applications, while a thousand new builds are being built in the same areas with little concern for the local environment. The residents are desperate for a new retailer to offer better value for money in these very expensive times, without it we are forces to pay extortionate prices for goods available cheaper elsewhere. Our council tax goes up each year as the benefits dwindle.</p>
Received Date	07/12/2024 12:19:27
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation Name	
Name	Mrs Caroline MacIver
Address	29 The Old Station ,Gileston,Barry
Type of Comment	Support
Type	neighbour
Comments	<p>I wholeheartedly support this planning application. A much needed service for residents who have to travel to Barry to do their shopping and those who are unable to travel to Barry such as the elderly and disabled this would make a huge difference to them. As we know the amount of new homes being built in the St Athan area, Gileston area and Llantwit it is about time that the necessary facilities were made available. The B4 road into Barry is often choked with traffic as public transport is in short supply. Hopefully if planning is aloud this will possibly alleviate some of the need to travel so far.</p>
Received Date	07/12/2024 12:44:25
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mr Peter Littlejohn
Address	Cassatina Cottage, Llanmaes
Type of Comment	Objection
Type	neighbour
Comments	The location of the application is poorly considered. The junction adjacent is unsafe and blind from a bypass to a narrowing road. Access and roadways more recently placed due east would surely offer a safer location for pedestrians and traffic.
Received Date	07/12/2024 12:48:35
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mr David Morris
Address	18 Eagleswell Road,Boverton,Llantwit Major
Type of Comment	Support
Type	neighbour
Comments	<p>This application by Lidl needs to be supported by the Planning Committee. Simply, it will provide cheaper groceries etc for the people of Llantwit Major when many are going through difficult times. We are a Country and Local Authority of sanctuary so the least we can do is provide choice and cheaper groceries to enable those seeking sanctuary to flourish. There prices within Llantwit are expensive so this shop is needed. It will help save the planet and reduce traffic - less journeys, less carbon, help save the planet. Why would this ever be turned down. So many positives to help people and help save our planet.</p>
Received Date	07/12/2024 13:04:44
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mrs Shirley Morris
Address	18 Eagleswell Road,Boverton,Llantwit Major,Vale of Glamorgan,
Type of Comment	Support
Type	neighbour
Comments	<p>I am a person of few words but feel I must support this application. Put simply - it will provide cheaper groceries for all but this is so important for those struggling financially. Food bank use in Llantwit Major is growing the building of Lidl should help pressures on individuals and on the food bank stocks? Barry, Cowbridge, Penarth have supermarket competition while Llantwit have no competition to keep prices low. The people of Llantwit deserve that choice. Llantwit keeps growing in population so need more shops. It will help reduce car traffic on our roads. People travelling to Barry or Bridgend to seek cheaper groceries can stay local. Less car journeys, less carbon and CO2 in the air helping to lower emissions and save our planet. It must be supported.</p>
Received Date	07/12/2024 13:14:51
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mrs Donna Lewis
Address	6 Millands Park Llanmaes
Type of Comment	Support
Type	neighbour
Comments	This Lidl store is very much needed in this area especially for people struggling with the cost of living and do not drive. The site is very well planned out and will create much needed jobs.
Received Date	07/12/2024 13:19:34
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mrs Katie Lewis-Davies
Address	39 Cae Brewis ,Boverton ,Llantwit Major
Type of Comment	Support
Type	neighbour
Comments	Whilst Llantwit Major has grown considerably as a result of an increase in residential properties over the past decade, our local amenities have remained large unaltered over the years. If a main shop is required, there is no alternative to the expensive smaller shops unless a trip to Barry or Bridgend is made. We would fully welcome a Lidl's in the local area and whilst this would likely increase traffic in the area, the benefits far outweigh the negatives.
Received Date	07/12/2024 14:50:01
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Miss Anna Chad Nixon
Address	10 Anglesey Close, Boverton, Llantwit Major
Type of Comment	Objection
Type	neighbour
Comments	Not suitable place, would be an eyesore and cause chaos in an already busy junction. Plenty of better places for it to go further down the road
Received Date	07/12/2024 15:58:38
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Ms Jayne Bell
Address	43 Plasnewydd Walk ,Llantwit Major
Type of Comment	Support
Type	neighbour
Comments	<p>I feel very strongly that a town the size of Llantwit Major and its' surrounding villages needs a supermarket such as is proposed in this application, to challenge the current monopoly. The chosen site is within a few steps of bus stops and walkable for those fit enough. I fail to see how the "appearance" is reason to reject the application; the design looks as sympathetic to the surroundings as possible. I am fed up of having to drive a 40-minute round trip to get an affordable weekly shop. I feel a wider consultation with all residents of the area would show you that there is widespread support for this development in the community. This can be easily evidenced by a check of social media pages where the vast number of people are very excited by the possibility of choice.</p>
Received Date	07/12/2024 16:28:23
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	<input type="text" value="2022/00907/FUL"/>
Location	<input type="text" value="Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major"/>
Proposal	<input type="text" value="Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development"/>
Case Officer	<input type="text" value="Mr. Robert Lankshear"/>
Organisation	<input type="text" value=""/>
Name	<input type="text" value="Mr Ian George"/>
Address	<input type="text" value="4 south view"/>
Type of Comment	<input type="text" value="Comment"/>
Type	<input type="text" value="neighbour"/>
Comments	<input type="text" value="Looking at the plans I welcome this application think it will be great for the area the one thing that concerns me is the access into the site being close to the traffic lights, personally I think the entrance to be as far away from the traffic lights as possible so people coming out of the site will not be directly on the lights causing congestion"/>
Received Date	<input type="text" value="07/12/2024 19:59:11"/>
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mrs Charlotte Snelson
Address	Osklands, St Mary Church, Cowbridge
Type of Comment	Support
Type	neighbour
Comments	I think Lidl would be a fantastic addition to the area. It is a more reasonable, affordable choice than anything else we have in the rural vale.
Received Date	07/12/2024 20:04:29
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation Name	
Name	Ms Trudy Moce
Address	1 St Michaels Close, St Athan
Type of Comment	Support
Type	neighbour
Comments	<p>Can I please urge you to support this planning application. Llantwit and its surrounding community that I live in has considerably grown in the past ten plus years with lots of new houses. As a larger growing town and community we desperately need more amenities and a supermarket would be very welcome. It's of a scale not to be too intrusive and of a design harmonious with the area. It is adjacent to a major road and the main turn off for Llantwit and Llanmaes. Opposite a large modern estate of houses, given its local it is within keeping of the area. The nearest parts of Llanmaes are again made up of modern housing, and it's a good way away from the "old parts" of both Llantwit Major and Llanmaes and will not have a visual detrimental effect on either. This is a development much needed in Llantwit and the immediate community. We currently have to drive to either Bridgend or Barry to visit a larger lower cost supermarket. There is a very large estate of social housing within Llantwit, and indeed a large estate for refugees just been built, lower cost food within walking distance would be of great social benefit. There are also a number of housing estates being built around St Athan also that welcome this business to our community to bring much needed value for money shopping. The UK Government has urged for more building to take place and is in the process of relaxing the planning laws. This development needs to go ahead for current and future people of this community.</p>
Received Date	07/12/2024 20:32:01
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mrs Anne Dean
Address	10 Heol y Felin, Llantwit Major
Type of Comment	Support
Type	neighbour
Comments	I support a Lidl in Llantwit Major. Filco and the Coop are too expensive for the main weekly shop. The wider range of products at a more affordable price locally would save so many residents having to travel to Barry or Bridgend. It would also bring jobs to Llantwit. A Lidl store is long overdue.
Received Date	07/12/2024 20:32:38
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mr Tom Rees
Address	10 Brecon Street
Type of Comment	Objection
Type	neighbour
Comments	<p>Concerned that this large development is unnecessary and unhealthy to local businesses. People currently drive into town centre for shopping - it would impact all the jobs and businesses in this area. Surely this land would be better purposed for residential demand given the excess of retail options and its residential adjacencies. Concerned about the increase of traffic to main road passing our home - the main one on Llantwit perimeter. Would they provide additional screening to this road to compensate for noise pollution caused. The entry junction to Llantwit has a lot of heritage character surrounding it. It would just overall spoil the small town feeling. It's not the 60s-80s anymore, people want to be moving away from big development like this. No one needs another superstore</p>
Received Date	07/12/2024 20:46:23
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	<input type="text" value="2022/00907/FUL"/>
Location	<input type="text" value="Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major"/>
Proposal	<input type="text" value="Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development"/>
Case Officer	<input type="text" value="Mr. Robert Lankshear"/>
Organisation	<input type="text" value=""/>
Name	<input type="text" value="Mr Simon Collings"/>
Address	<input type="text" value="8 Heol y Fro Llantwit Major"/>
Type of Comment	<input type="text" value="Support"/>
Type	<input type="text" value="neighbour"/>
Comments	<input type="text" value="I sincerely hope that this application is successful. Llantwit Major needs a full size supermarket so residents don't need to drive to either Barry or Bridgend to shop. Hopefully we will be able to do a full shop locally soon."/>
Received Date	<input type="text" value="08/12/2024 00:34:18"/>
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Ms Heather Hart
Address	16 Daniel Hopkin Close,,Llantwit Major
Type of Comment	Objection
Type	neighbour
Comments	Despite claims otherwise, the majority of people in llantwit are simply not going to walk to this proposed store. They will drive- it's too far away from the main town centre for people to combine it with other errands Therefore, there is no need for it to be on green belt land, completely spoiling the area and opening up the area for further development Put it on the industrial land at Llandow.
Received Date	09/12/2024 08:23:09
Attachments	

From: Lankshear, Robert
Sent: 09 December 2024 09:02
To: Planning
Subject: FW: Llanmaes Lidl application

Hi can this be logged on applica•on 2022/00907/FUL please?

Thanks

Robert Lankshear
 Principal Planner / Prif Gynllunydd Ceisiadau Regenera•on and Planning / Adfywio a Chynllunio Vale of Glamorgan Council / Cyngor Bro Morgannwg tel / •dn: 01446 704663 mob / sym:
 e-mail / e-bost: rlinkshear@valeofglamorgan.gov.uk

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 Ystyriwch yr amgylchedd. Peidiwch ag argra•u'r neges hon oni bai fod gwir angen.

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Ewch i'n gwefan yn

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Correspondence is welcomed in Welsh or English / Croesewir Gohebiaeth yn y Gymraeg neu yn Saesneg.

-----Original Message-----

From: [REDACTED]
Sent: 07 December 2024 16:29
To: Lankshear, Robert <rlinkshear@valeofglamorgan.gov.uk>
Subject: Llanmaes Lidl applica•on

[You don't o•en get email from [REDACTED] Learn why this is important at
 h• ps://aka.ms/LearnAboutSenderIden•ca•on]

Dear Mr Lankshear

Thank you for the agreeing with our village and I understand that you are recommending a refusal of the Lidl applica•on that is due to be heard at the next planning committee.

I thought you may like to know that last night and it has been con•rmed by someone else today, that Lidl did a mass delivery of le•ers to residents in LLantwit Major about the proposal and urged them to agree.

It may be of interest to know that despite residents in Llantwit Major getting this letter, no one in Llanmaes received one. This is shocking as it is our rural village that the development is proposed.

There is an imbalance as the population of Llantwit is approx 15,000 and in Llanmaes about 400 and whilst over 40% of our residents have responded I believe only 6% of Llantwit have and we are dismayed about this and hope it can be brought to the committee attention that Lidl representatives have been tactically sending out this document and I have also seen it on Facebook.

Please can you let the committee know of the unfairness and disproportionate to only send to LWM and not letting us have this letter to respond to.

I also understand the picture in the letter has been photoshopped to remove the lane going to the riding stables and residents. That is opposite the proposed site.

Yours sincerely

Alison Leach

2 Grove Cottage

Llanmaes

Vale of Glamorgan

CF61 2XR

Letter of support for Lidl Planning Application - [2022/00907/FUL](#)

I have sent this letter to the Planning Committee Members in the hope they will disagree with the Planning officer's decision to recommend refusal of the Lidl application on the grounds that the site is classed as Open Countryside and Agricultural Land. And also, that they will agree that the addition of over 2,000 houses in the Llantwit area, justifies the requirement for an additional retail supermarket as required by TAN4. It would also serve Welsh Government & Council policies of reducing overall car use by enabling more residents to shop locally. It would also help reduce congestion within the town center.

I trust that the Planning Committee will also see from the number of positive comments received by the VOGC about the proposed Lidl supermarket, that not only do the majority of comments show that not only is another Supermarket required, but its presence would actually help to reduce the number of shopping trips made by residents to Bridgend etc. I hope the Planning Committee will see the logic of approving the Lidl Planning Application.

I would contest most of the arguments against the planning application for a Lidl Store, arguments which I believe the owner of Filco and Cllr Gwyn John are mistakenly using to prevent any Local retail competition from another supermarket, in this case Lidl. They had also opposed earlier proposals for the building of a 'Tesco's' & 'Sainsbury's' supermarket. A residents' survey of the later was carried out a few years ago to gauge support for it the results of surveying 1,000 households showed that 80% of these households wanted the supermarket.

Reference to the Candidate Site Register - When Lidl initially submitted their Planning App for a store at Llanmaes, there was no reference within the LDP/RLDP to any Housing Development on the Bridge House Farm site, the site was subsequently included in the initial Candidate Site Register for Retail Use, as per the following link, to open, cut & paste in your browser:

<https://valeofglamorgan.oc2.uk/docfiles/26/BP17%20VoG%20Candidate%20Site%20Register%202022-2023.pdf> (Page No 28 refers) Extract also below;

Site ID No/Rhif Adnabod y Safle: 379

Site Name / Enw'r Safle

Land at Bridge House Farm/Tir ar Fferm Bridge House

Settlement / Setliad

Llantwit Major/Llanilltud Fawr

Gross Site Area (Ha) / Arwynebedd Gros y Safle (Ha)

1

Existing Use Category / Categori Defnydd Presennol

Agricultural Land/Tir Amaethyddol

Proposed Use Category / Categori Defnydd Arfaethedig

Retail / Manwerthu

Area / Ardal

Coastal Vale (Rhoose, St Athan & Llantwit Major) / Glannau'r Fro (Y Rhws, Sain Tathan a Llanilltud Fawr)

Site ID No/Rhif Adnabod y Safle: 379:

•
North



> East

In addition, the site to the East of Bridge House Farm, that currently is used as stables, has been used as part of an argument to refuse Lidl's planning application. These same riding stables on this Green Field site are now also proposed for housing development as shown in pages 22 & 23 of the following link: [CS Register - 2nd Call for Sites v2](#)

This revised edition of the Candidate Site (CS) Register now states there

are two options on the Bridge House Farm site, both of these options are on land that is currently Open Countryside and Agricultural Land. However, the delegated Planning Officer has recommended that the Planning Committee refuse the Lidl application as the site is Open Countryside and Agricultural land, that said, the VOGs CS register (V2) has recently changed the sites use from Retail to Housing. So as the site is still being considered for development, surely this means that the Planning officer is wrong to recommend the refusal of Lidl's application so his recommendation of refusal should be ignored!

Filco objection

This objection was created by, CWP Planning, on the instructions of Filco, and while it mentions TAN4, it conveniently fails to mention of the massive increase in local population due to the 2,000+ new houses that have been/are being built in Llantwit Major and the surrounding areas including St Athan. So basically, they are ignoring the obvious need for new retail unit in an attempt to continue profiteering from their shoppers, i.e. Filco's prices for many items are much more than Lidl and other supermarkets.

Further, the objection from CWP Planning also fails to mention the requirement and impact of a number of Welsh Government policies including Active Travel. It also fails to mention the Governments requirement to reduce car use to help reduce CO2 emissions. The impact of these will require changes to current Environmental policy and should have/will result in changes to the LPA planning policies.

The CWP Planning document also effectively mentions that Lidl does not sell quality goods!!!, however, this would be refuted by Lidl and many of Lidl's shoppers. The CWP Planning document also mentions TAN4 which states that the LPA should therefore require robust evidence demonstrating a need for the proposed new Lidl, so does the addition of over 2,000 houses in the Llantwit area, an addition that increases the population by over 5,000 people not constitute a need, as per the requirement of TAN4, especially as the increase equates to at least a 20% increase in the local population and the No of vehicles?

[Cllr Gwyn John - Redacted](#)

While the Llantwit Major Town Council had no objection to the Lidl Application, one of its Councilors did, Cllr Gwyn John who happens to

also be a supporter and possibly a friend of the owner of Filco. As a Town Councilor and a member of the VOGC Cabinet, Cllr John has listed 9 paragraphs, objecting to this application, see the above link. For reference, Cllr John had also objected to other/earlier supermarket planning applications in this area, his objections effectively stated that we have enough supermarkets and don't need another! This mentality does not accommodate, either the Welsh Government or the VOGC's stance on reducing the use of private vehicles, or the impact of the proposed development of the **initial** 10 thousand new houses in the VOG.

I will list my responses to Cllr John's Objection to the Lidl Planning Application in the Annex below which also includes a link to his letter of objection.

As a result of all the new housing in-and-around llantwit major, the local villages and the Homeless housing on the Eagleswell site, the population of this part of the VOG has been increased significantly, the increase is estimated to be in excess of 5,000 people.

Many shoppers prefer to use larger supermarkets because of the additional range of goods/lower prices offered, to do this, shoppers currently travel further away to shop, e.g. Barry, Bridgend, Sarn or Cardiff. If these shoppers were restricted to local shops, i.e. Filco or the Co-op, they would be paying much more for and have a reduced range of goods. On the downside their travel further afield adds to the quantity of CO2 released to the environment.

However, if the Lidl planning application was approved, it would be a win, win, for many of the Welsh Government and VOGCs policies and shoppers, as many of these people who currently shop further afield, would be able to do much more of their shopping locally. This would therefore result in a reduction of car use and less CO2 emissions, and an increase in the use of cycling and walking.

I therefore call on the VOGC planning department to reconsider their recommendation to refuse Lidl's planning application, the apparent logic is flawed and is based on outdated information including that from the delegated planning Officer and Cllr John whose comments can be shown to be outdated and erroneous.

Residents believe that due to the massive increase in the local population the Town's shops will not actually suffer if a Lidl store is built. And, as parking in the town car parks is already over-subscribed, a Lidl store & Car Park would reduce congestion within Llantwit Major, this would be a major benefit to many of the residents, the majority of whom actually back the Lidl planning application.

I trust you will carefully and independently consider Lidl's planning application.

Yours Sincerely
Gordon Wilkie
64 Ham Lane South
CF611RN

Annex to Letter of support for Lidl's Planning Application

Cllr Gwyn John's objections to the planning Application from Lidl are listed in the following link: [Cllr Gwyn John - Redacted - Objections](#)

Gordon Wilkie's (GW) response to Cllr Gwyn John's objections:

Response to initial objection - Although the Bridge House Farm site does not meet the policies of the LDP, these same policies are on occasion ignored by the VOGC and Welsh Government!

Response to objections, (Compare each paragraph number with Cllr John's objections):

Para 1 - Neither was Eagleswell Temporary accommodation designated in the LDP, but the VOGC choose to build it!

Para 2 - The Candidate Site (CS) register (V1) originally listed the Lidl site as possible retail use. However, the CS Register (V2) now lists the same site for consideration as housing. As the delegated Planning Officer has recently recommended that the planning committee refuse the Lidl application as the proposed site is Open Countryside and Agricultural Land, will the Planning Officer also recommend refusal of any application to build housing on the same site?

Para 3 - By cutting funding to the bus companies the Government and VOGC have reduced sustainable modes of transport in the area. However, development of a supermarket would reduce the usage of private vehicles. Taxi firms would benefit as the usage of taxis would increase. It also helps the environment as people using vehicles will be doing much of their shopping locally, rather than driving to Bridgend etc. This aligns with current government policies of reduced vehicle use, active travel etc.

Para 4 Neither will the new houses match the surrounding natural environment, and they will be built on farmland! And for some mysterious reason, Policy MD2 and several other policies seemed to be null and void when the VOGC were constructing the Temporary Accommodation at Eagleswell!

Para 5 - Why is there no public transport, did someone reduce/stop funding subsidies? So where is the traffic management plan? The traffic will not be any more dangerous that it is on Ham Lane East which also has no public transport, or the surrounding roads due to the presence of three schools and several nurseries, the presence of which was agreed by Cllr John!

Para 6 - Exaggeration, there is little current traffic congestion and the Lidl

traffic plan and the VOGC and Welsh Government says that their proposed Active Travel Routes will reduce risk to pedestrians and cyclists! RE large delivery vehicles Lidl say they will manage deliveries to reduce risks to Road users & Pedestrians.

Para 7 - Due to the massive increase of over 2,000 of houses in Llantwit and the surrounding area, and the resulting problems parking in the town's car parks, the requirement for additional retail units is readily demonstrated. The corner shop may lose to competition from a new supermarket but did Cllr John object to the building of Filco? How many local businesses closed as a result of Filco being built?

As to surveys, a conducted a survey of a thousand households a number of years ago when Sainsburys were looking at opening a supermarket and petrol station in Llanmaes, the survey result showed that 80% of residents wanted another supermarket. And even the VOGC complete surveys, but normally they only survey a selected number of people.

Para 8 - As the town and surrounding areas have recently incurred a massive increase in the population, an increase that is still ongoing, so there are many more people whom require shopping. Some will do it locally, others will shop further afield e.g. in Bridgend, therefore a Lidl on our doorstep will encourage people to shop locally. It is pure speculation that businesses in the town will suffer if a Lidl is built here. The only reason the town center may suffer is when businesses become uncompetitive or when the Councils/Government increase charges excessively.

Other issues to consider:

Para 1 - The CS Register shows that the riding club site is currently being reviewed for Housing, this could mean that the owner may have submitted a proposal to sell/develop the site, if so, its use may change to Housing, but you can't blame Lidl for that!

Para 2 - Ham Lane East and the surrounding road were also safe before Cllr Gwyn John agreed to the closure of Eagleswell school and its merging with the primary school on Ham Lane East. And of course, there is also Ysgol Dewi Sant which Cllr Gwyn John agreed to. He also agreed with the Active Travel Plan on Llanmaes Rd, which he said will make it safer for cyclists and pedestrians!

Para 3 - Yes, the Welsh Government and VOGC declared a Nature Emergency several years ago, however, they also created the requirement to construct 10,000 new houses and want to build more. Just think about how much impact that has had on the environment and biodiversity!!! In addition, look at Model Farm where the VOGC want to build yet another business park on farmland! when they have yet to fully utilize Bro Tathan Business Park?

Para 4 - The proposed location of Lidl is sufficiently distant from the majority of Llanmaes residents, If I remember correctly, Llantwit Major was also rather quiet in the period before Filco was built. However, Cllr John's comment about a great increase in traffic within Llanmaes is total exaggeration and cannot be substantiated, especially as nearly all of the Lidl traffic will not enter Llanmaes.

Para 5 - Why should it not happen, why should Officers and Councilors obey the policies they adopted in 2017, when they can so easily ignore them to build something that is so contrary to these same policies i.e. Eaglewell Temporary Accommodation. One rule for them....

Para 6 - Why should Lidl go away and find another site when they have a suitable site that is located between, but outside of Llanmaes and Llantwit Major?

Comment for planning application 2022/00907/FUL

Application Number	<input type="text" value="2022/00907/FUL"/>
Location	<input type="text" value="Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major"/>
Proposal	<input type="text" value="Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development"/>
Case Officer	<input type="text" value="Mr. Robert Lankshear"/>
Organisation	<input type="text" value=""/>
Name	<input type="text" value="Miss Sharon Brindley"/>
Address	<input type="text" value="2 Nant-yr-Adar, Llantwit Major"/>
Type of Comment	<input type="text" value="Support"/>
Type	<input type="text" value="neighbour"/>
Comments	<input type="text" value="Llantwit Major desperately needs better shopping facilities. The Council has allowed the town (and nearby villages) expand rapidly, but has not allowed the necessary facilities to support this. It is disappointing that you seem intent on blocking any supermarket setting up business in the town, greatly to the detriment of residents such as myself. Your refusal to allow any supermarket in or around the town forces residents to drive considerable distances for no good reason and in contravention of your declaration of a climate emergency. I cannot drive, so I am deprived of choice and can only shop what I can carry on public transport!"/>
Received Date	<input type="text" value="09/12/2024 17:40:57"/>
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mrs Susan Tandy
Address	23 Tyle House Close, Llanmaes
Type of Comment	Objection
Type	neighbour
Comments	<p>We understand the desire for a large supermarket in the Llantwit Major area. However, does this construction have to be so large and on a greenfield site; particularly as the site preferred by Lidl would remove the only green wedge between Llanmaes and Llantwit Major.</p> <p>Furthermore, do you think that the roads customers would use to reach said site from the villages north of Llanmaes are in a fit state to absorb the extra traffic? Finally, if LIDL are granted planning permission for this site and for the size of hypermarket they would like to build, might this not set a precedent for other similar outlets along the B4256 thus causing serious congestion on that road.</p>
Received Date	09/12/2024 19:37:53
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mr Ifor Symmonds
Address	13 Heol y Felin ,Llantwit Major
Type of Comment	Support
Type	neighbour
Comments	<p>I fully support the application for a supermarket for inclusion in the Llantwit Major area, well over due. It will be an important part of service infrastructure that will alleviate pressure on Llantwit town centre. Also provide healthy competition to moderate food prices. It will reduce the need for residents of the area travelling 10 miles either side going to Barry or Bridegend to buy food this will reduce journeys and reduce traffic.</p>
Received Date	09/12/2024 21:14:21
Attachments	

From: Lankshear, Robert
Sent: 09 December 2024 09:50
To: Planning
Subject: FW: Letter of Support for Lidl's Planning Application
Attachments: Letter of support for Lidl Planning Application.docx

Another one for 2022/00907/FUL please

Robert Lankshear
Principal Planner / Prif Gynllunyydd Ceisiadau
Regeneration and Planning / Adfywio a Chynllunio
Vale of Glamorgan Council / Cyngor Bro Morgannwg
tel / ffôn: 01446 704663
mob / sym:
e-mail / e-bost: rlankshear@valeofglamorgan.gov.uk

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Correspondence is welcomed in Welsh or English / Croesewir Gohebiaeth yn y Gymraeg neu yn Saesneg.

From: Robinson, Ian <IRobinson@valeofglamorgan.gov.uk>
Sent: 09 December 2024 09:48
To: Lankshear, Robert <rlankshear@valeofglamorgan.gov.uk>
Subject: FW: Letter of Support for Lidl's Planning Application

Ian Robinson
Head of Sustainable Development / Prif Gynllunyydd Ceisiadau
Directorate of Place / Adfywio a Chynllunio
Vale of Glamorgan Council / Cyngor Bro Morgannwg
tel / ffôn: 01446 704777
mob / sym:
e-mail / e-bost: IRobinson@valeofglamorgan.gov.uk

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Correspondence is welcomed in Welsh or English / Croesewir Gohebiaeth yn y Gymraeg neu yn Saesneg.

From: [Redacted]
Sent: 09 December 2024 09:43
To: Robinson, Ian <[Redacted]>
 [Redacted]
Subject: Fw: Letter of Support for Lidl’s Planning Application

FYI, no home address so is the letter of support valid? ..

Kind regards
Mark

From: [Redacted]
Sent: [Redacted]
To: [Redacted]
 [Redacted]
 [Redacted]
 [Redacted]
 [Redacted]
 [Redacted]
 [Redacted]
 [Redacted]
 [Redacted]
 [Redacted]
Subject: Letter of Support for Lidl’s Planning Application

Some people who received this message don't often get email from [Redacted]

I humbly request that each member of the Planning Committee read the attached letter of Support for the Lidl Planning Application before deciding on the Lidl Planning Application.

Please note: To open hyperlinks, highlight them, then right Click and select 'Open Hyperlink'.

Yours sincerely
Gordon Wilkie

From: [REDACTED]
Sent: 09 December 2024 13:53
To: [REDACTED]
Cc: [REDACTED]
Subject: 2022/00907/FUL FAO Mr Lankshear URGENT

Importance: High

You don't often get email from [REDACTED]

Dear Mr Lankshear.

I am writing on behalf of the Llantwit Major & District Riding Club regarding the planning application for a Lidl store at Llanmaes.

We understand this application will be going to committee on the 12th, and would like to apply to speak at this meeting, we appreciate we would only be allowed a short time, but have grave concerns that the impact to our club has been overlooked during the planning process.

We did engage in the consultation (even though as one of the nearest neighbours we were never notified) and made the developers aware of our concerns regarding access to Tremains Farm. We have searched the documents but it appears the developers nor consultants have never mentioned or highlighted the position of the access to Tremains, during the whole process.

Tremains Farm has been the clubs home since year 2000, and it is where we run all our activities. Our club has 170 members but we also cater for all equestrians from the local area and the wider Vale of Glamorgan with 851 followers on Facebook, many who regularly visit Tremains for training or competitions either with horse trailers, lorries or ride there via local country lanes, we also welcome other local clubs to share our facilities. Having invested (after saving for over 20 years) in a 'all weather' riding arena being finished in early 2021, our activities have substantially increased and are all year round. In addition, we have 11 liveries resulting in over 22 visits to Tremains every day. All of which will be required to cross the road leading to Llanmaes and potentially Lidl at the traffic lights. We have not been consulted to supply transport movements, and cannot mention of potential issues with blockage of the junction due to vehicles accessing Tremains.

We are currently writing a formal letter regarding what we feel is a significant gap in this planning application. However, in the meantime, we wanted to ensure that we could also book a slot to speak at the meeting to make the committee aware.

Many thanks

Ann

For Llantwit Major & District Riding Club Ltd
 [REDACTED]

Ann Barnaby
 11 Tathan Crescent
 [REDACTED]

[REDACTED]

From: [REDACTED]
Sent: [REDACTED]
To: Planning
Subject: 2022/00907/FUL planning application

You don't often get email from [REDACTED]

Dear Sir

St Athan and surrounding area is constantly being developed the need for additional supermarkets is growing with the additional planned houses for st athan . The Lidl application should be seriously considered . It will bring jobs to the area and much needed lower cost food which will help with carbon emissions and more the area more self-standability. we shop in both Barry and Bridgend currently and would welcome a local cost effective outlet . If the current proposed site is not suitable then their must be space at the st athan industrial park i.e, Picketston Business Park, St Athan CF62 4QR that would meet requirements.

We support the current plans but equally support one in picketston business park or other industrial land, there is substantial military land of the barry llantwit road that is under the welsh government control that could be used and where the visual appearance would have less impact and not affect higher priced houses of lanmeas as the area grows so our need for local supplies increases

Please do not turn this down out of hand but work with lidl to secure a cost effective supermarket for the area

Kindest regards

[REDACTED]

To: Planning[Planning@valeofglamorgan.gov.uk]
From: Lankshear, Robert
Sent: Mon 09/12/2024 9:01:37 AM
Importance: Normal
Subject: FW: LLanmaes Lidl application

Hi can this be logged on application 2022/00907/FUL please?

Thanks

Robert Lankshear
Principal Planner / Prif Gynllunydd Ceisiadau
Regeneration and Planning / Adfywio a Chynllunio
Vale of Glamorgan Council / Cyngor Bro Morgannwg
tel / ffôn: 01446 704663
mob / sym:
e-mail / e-bost: rlinkshear@valeofglamorgan.gov.uk

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Ewch i'n gwefan yn

<https://gbr01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.bromorgannwg.gov.uk%2F&data=05%7C02%7CPlanning%40valeofglamorgan.gov.uk%7C3b421df0833c421dc69808dd183016d0%7Ce399d3bb38ed469691cf79851dbf55ec%7C0%7C0%7C638693316995014225%7CUnknown%7CTWFPbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUslYiOilwLjAuMDAwMCIsIIAiOiJXaW4zMilslkFoljoiTWFPbCIsIldUljoyfQ%3D%3D%7C0%7C%7C%7C&sdata=9Ts0gjXXC479hTx%2FGqdhsDAq4BcQM0P24Dg2MfezPY4%3D&reserved=0>

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Correspondence is welcomed in Welsh or English / Croesewir Gohebiaeth yn y Gymraeg neu yn Saesneg.

-----O

From: [REDACTED]
Sent: [REDACTED]
To: Lankshear, Robert <rlinkshear@valeofglamorgan.gov.uk>
Subject: LLanmaes Lidl application

[You don't often get email from [REDACTED]
<https://aka.ms/LearnAboutSend> [REDACTED]

Dear Mr Lankshear

Thank you for the agreeing with our village and I understand that you are recommending a refusal of the Lidl application that is due to be heard at the next planning committee.

I thought you may like to know that last night and it has been confirmed by someone else today, that Lidl did a mass delivery of letters to residents in LLantwit Major about the proposal and urged them to agree.

It may be of interest to know that despite residents in LLantwit Major getting this letter, no one in LLanmaes received one. This is shocking as it is our rural village that the development is proposed.

There is an imbalance as the population of LLantwit is approx 15,000 and in LLanmaes about 400 and whilst over 40% of our residents have responded I believe only 6% of LLantwit have and we are dismayed about this and hope it can be brought to the committee attention that lidl representatives have been tactically sending out this document and I have also seen it on Facebook.

Please can you let the committee know of the unfairness and disproportionantate to only sen to LWM and not letting us have this letter to respond to.

I also understand the picture in the letter has been photoshopped to remove the lane going to the riding stables and residents. That is opposite the proposed site.

Yours sincerely

Alison Leach

2 Grove Cottage

LLanmaes

Vale of Glamorgan

CF61 2XR

From: [REDACTED]
Sent: 09 December 2024 01:49
To: Planning; [REDACTED]
Subject: Lidl store build

You don't often get email from [REDACTED]

There are 3 grocery stores in Llantwit Major, Co-Op small with limited choice, Filco outdated with inflated prices, Spar a small expensive convenience store, non suitable for a full weekly shop.

To avoid driving to a supermarket I have a regular delivery from Tesco. If Lidl is built I will be able to walk there like many other residents, and my husband a full-time wheelchair user will be able to go in his electric buggy. Better for the environment, my health-walking and our limited pensioner budget. Many new homes have been built in the Llantwit area with more planned but no provision of a large local supermarket.

Improved food shopping would support planned future housing growth in the Llantwit area. The majority of Llantwit shoppers travel to Bridgend, Barry and Culverhouse Cross indicating a need for improved local food shopping facilities. I understand the site is not 'designated' agricultural land and/or green belt land and the Welsh Government Agricultural Land Use & Soil Policy Advisor has been consulted and raises no objection to the proposed development in land use terms.

The LIDL store situation and design fit in well in the area especially as it is surrounded by trees and will have a living Green roof. There will also be provision to re-charge electric vehicles.

What possible reason is there to deprive the residents of such a needed local facilities?

It is an excellent proposal and much needed local facility which will become an asset to the community.

I fully support this proposal.

Margaret Marshall, Fairfield Rise. Llantwit Major

The benefits of the Lidl store schema are numerous:

- ✓ It will meet local shopping needs locally
- ✓ It will enhance choice and competition - quality products at affordable prices.
- ✓ The site is accessible with safe access - a short walk from the town centre.
- ✓ It will deliver around 40 full-time equivalent jobs.
- ✓ Sustainable Building Design includes a living Green Roof (the first Lidl store in Wales to have this) with PV-Solar Panels helping to power the store, Rapid Electric Vehicle Charging and sustainable drainage.
- ✓ Countryside Protection – comprehensive landscaping and ecological measures to preserve the wider character of the area
- ✓ S106 Contribution of £68,000 for active travel improvements for the local area, training and development contributions and public art for the site.

Unfortunately, the application is recommended for refusal on design grounds despite Lidl submitting a hugely improved design and living green roof which is more befitting to the location. BUT as Planning Committee members will ultimately make the final decision, YOU can help persuade them that there is huge support for a Lidl foodstore in the area by contacting your local Councillors, who's details are below:

Cllr Edward Williams - [REDACTED]

Cllr Sally Hunko - [REDACTED]

Cllr Gwyneth - [REDACTED]

Cllr Jayne Norman - [REDACTED]

Or you can email your new MP – Llanrhife-naryan@parliament.uk

With your support, we hope to get a successful planning outcome and deliver the scheme as soon as possible, so that all residents of Llanrwl Major have a more affordable food shopping option in the town, without having to travel further afield.

Thank you once again and we hope to build on your support, so please make your thoughts known!

Yours sincerely,

[REDACTED SIGNATURE]

Wendy Hurst
Senior Consultant, Acquisitions

Enox - how your new Lidl would look

[IMG_8715.jpeg](#)

[233.9kB](#)



Lidl Great Britain Limited
 Waterton Industrial Estate
 Off Cowbridge Road
 Bridgend
 CF31 3PH

Telephone: 01656 678291
 Email: property.bridgend@lidl.co.uk

03 December 2024

Dear Resident,

Lidl Great Britain Ltd
Development of a Lidl foodstore with access, parking, drainage, landscaping
and all associated development.
LPA Application ref: 2022/00907/FUL, Land at Bridge House Farm, Llanmaes
Road, Llanmaes

We write to update you on the above planning application, which you will be aware was submitted some time ago and is being considered by the Vale of Glamorgan Council. Since the application was submitted, we have been engaged in discussions with Council officers with the aim of delivering a development of the highest quality and one which is sensitive to its surroundings. Crucially, we now have a date for when a decision will be made on the application – **it will be presented to the Council's Planning Committee on Thursday 12th December at 4pm**. You are welcome to attend and show your support in person if you're able to and we would actively encourage this to help us. The meeting will be held at the Vale of Glamorgan Civic Offices on **Holten Road, Barry CF63 4RU**.

To all local residents who have previously expressed support for the proposals, we write to thank you. You will be encouraged to learn there has been a clear majority of support for the proposals in Llanwit Major expressed by local residents, and we need to continue this momentum.

Given the duration of time since public consultation was carried out, and with the planning application now nearing a final decision, we invite you to please contact your local Councillors to reaffirm your support.

It is crucial that when the time comes to make a decision, your voice is heard so that Llanwit gets the foodstore it needs. Please email or phone your Ward Councillor before 12th December!

Registered Office: Lidl House, 14 Kingston Road, London, EC3N 3TU. Registered in England No. FC02812429. VAT No. GB 914 706 009

I have sent this letter to the Planning Committee Members in the hope they will disagree with the Planning officer's decision to recommend refusal of the Lidl application on the grounds that the site is classed as Open Countryside and Agricultural Land. And also, that they will agree that the addition of over 2,000 houses in the Llantwit area, justifies the requirement for an additional retail supermarket as required by TAN4. It would also serve Welsh Government & Council policies of reducing overall car use by enabling more residents to shop locally. It would also help reduce congestion within the town center.

I trust that the Planning Committee will also see from the number of positive comments received by the VOGC about the proposed Lidl supermarket, that not only do the majority of comments show that not only is another Supermarket required, but its presence would actually help to reduce the number of shopping trips made by residents to Bridgend etc. I hope the Planning Committee will see the logic of approving the Lidl Planning Application.

I would contest most of the arguments against the planning application for a Lidl Store, arguments which I believe the owner of Filco and Cllr Gwyn John are mistakenly using to prevent any Local retail competition from another supermarket, in this case Lidl. They had also opposed earlier proposals for the building of a 'Tesco's' & 'Sainsbury's' supermarket. A residents' survey of the later was carried out a few years ago to gauge support for it the results of surveying 1,000 households showed that 80% of these households wanted the supermarket.

Reference to the Candidate Site Register - When Lidl initially submitted their Planning App for a store at Llanmaes, there was no reference within the LDP/RLDP to any Housing Development on the Bridge House Farm site, the site was subsequently included in the initial Candidate Site Register for Retail Use, as per the following link, to open, cut & paste in your browser:

<https://valeofglamorgan.oc2.uk/docfiles/26/BP17%20VoG%20Candidate%20Site%20Register%202022-2023.pdf> (Page No 28 refers) Extract also below;

Site Name / Enw'r Safle

Land at Bridge House Farm/Tir ar Fferm Bridge House

Settlement / Setliad

Llantwit Major/Llanilltud Fawr

Gross Site Area (Ha) / Arwynebedd Gros y Safle (Ha)

1

Existing Use Category / Categori Defnydd Presennol

Agricultural Land/Tir Amaethyddol

Proposed Use Category / Categori Defnydd Arfaethedig

Retail / Manwerthu

Area / Ardal

Coastal Vale (Rhoose, St Athan & Llantwit Major) / Glannau'r Fro (Y Rhws, Sain Tathan a Llanilltud Fawr)

Site ID No/Rhif Adnabod y Safle: 379:

△
North



In addition, the site to the East of Bridge House Farm, that currently is used as stables, has been used as part of an argument to refuse Lidl's planning application. These same riding stables on this Green Field site are now also proposed for housing development as shown in pages 22 & 23 of the following link: [CS Register - 2nd Call for Sites v2](#)

This revised edition of the Candidate Site (CS) Register now states there are two options on the Bridge House Farm site, both of these options are on land that is currently Open Countryside and Agricultural Land. However, the delegated Planning Officer has recommended that the

Planning Committee refuse the Lidl application as the site is Open Countryside and Agricultural land, that said, the VOGs CS register (V2) has recently changed the sites use from Retail to Housing. So as the site is still being considered for development, surely this means that the Planning officer is wrong to recommend the refusal of Lidl's application so his recommendation of refusal should be ignored!

Filco objection

This objection was created by, CWP Planning, on the instructions of Filco, and while it mentions TAN4, it conveniently fails to mention of the massive increase in local population due to the 2,000+ new houses that have been/are being built in Llantwit Major and the surrounding areas including St Athan. So basically, they are ignoring the obvious need for new retail unit in an attempt to continue profiteering from their shoppers, i.e. Filco's prices for many items are much more than Lidl and other supermarkets.

Further, the objection from CWP Planning also fails to mention the requirement and impact of a number of Welsh Government policies including Active Travel. It also fails to mention the Governments requirement to reduce car use to help reduce CO2 emissions. The impact of these will require changes to current Environmental policy and should have/will result in changes to the LPA planning policies.

The CWP Planning document also effectively mentions that Lidl does not sell quality goods!!!, however, this would be refuted by Lidl and many of Lidl's shoppers. The CWP Planning document also mentions TAN4 which states that the LPA should therefore require robust evidence demonstrating a need for the proposed new Lidl, so does the addition of over 2,000 houses in the Llantwit area, an addition that increases the population by over 5,000 people not constitute a need, as per the requirement of TAN4, especially as the increase equates to at least a 20% increase in the local population and the No of vehicles?

[Cllr Gwyn John - Redacted](#)

While the Llantwit Major Town Council had no objection to the Lidl Application, one of its Councilors did, Cllr Gwyn John who happens to also be a supporter and possibly a friend of the owner of Filco. As a Town Councilor and a member of the VOGC Cabinet, Cllr John has listed 9 paragraphs, objecting to this application, see the above link. For reference, Cllr John had also objected to other/earlier supermarket

planning applications in this area, his objections effectively stated that we have enough supermarkets and don't need another! This mentality does not accommodate, either the Welsh Government or the VOGC's stance on reducing the use of private vehicles, or the impact of the proposed development of the **initial** 10 thousand new houses in the VOG.

I will list my responses to Cllr John's Objection to the Lidl Planning Application in the Annex below which also includes a link to his letter of objection.

As a result of all the new housing in-and-around Llantwit major, the local villages and the Homeless housing on the Eagleswell site, the population of this part of the VOG has been increased significantly, the increase is estimated to be in excess of 5,000 people.

Many shoppers prefer to use larger supermarkets because of the additional range of goods/lower prices offered, to do this, shoppers currently travel further away to shop, e.g. Barry, Bridgend, Sarn or Cardiff. If these shoppers were restricted to local shops, i.e. Filco or the Co-op, they would be paying much more for and have a reduced range of goods. On the downside their travel further afield adds to the quantity of CO2 released to the environment.

However, if the Lidl planning application was approved, it would be a win, win, for many of the Welsh Government and VOGCs policies and shoppers, as many of these people who currently shop further afield, would be able to do much more of their shopping locally. This would therefore result in a reduction of car use and less CO2 emissions, and an increase in the use of cycling and walking.

I therefore call on the VOGC planning department to reconsider their recommendation to refuse Lidl's planning application, the apparent logic is flawed and is based on outdated information including that from the delegated planning Officer and Cllr John whose comments can be shown to be outdated and erroneous.

Residents believe that due to the massive increase in the local population the Town's shops will not actually suffer if a Lidl store is built. And, as parking in the town car parks is already over-subscribed, a Lidl store & Car Park would reduce congestion within Llantwit Major, this would be a major benefit to many of the residents, the majority of whom actually back the Lidl planning application.

I trust you will carefully and independently consider Lidl's planning application.

Yours Sincerely
Gordon Wilkie
64 Ham Lane South
CF611RN

Annex to Letter of support for Lidl's Planning Application

Cllr Gwyn John's objections to the planning Application from Lidl are listed in the following link: [REDACTED]

Gordon Wilkie's (GW) response to Cllr Gwyn John's objections:

Response to initial objection - Although the Bridge House Farm site does not meet the policies of the LDP, these same policies are on occasion ignored by the VOGC and Welsh Government!

Response to objections, (Compare each paragraph number with Cllr John's objections):

Para 1 - Neither was Eagleswell Temporary accommodation designated in the LDP, but the VOGC choose to build it!

Para 2 - The Candidate Site (CS) register (V1) originally listed the Lidl site as possible retail use. However, the CS Register (V2) now lists the same site for consideration as housing. As the delegated Planning Officer has recently recommended that the planning committee refuse the Lidl application as the proposed site is Open Countryside and Agricultural Land, will the Planning Officer also recommend refusal of any application to build housing on the same site?

Para 3 - By cutting funding to the bus companies the Government and VOGC have reduced sustainable modes of transport in the area. However, development of a supermarket would reduce the usage of private vehicles. Taxi firms would benefit as the usage of taxis would increase. It also helps the environment as people using vehicles will be doing much of their shopping locally, rather than driving to Bridgend etc. This aligns with current government policies of reduced vehicle use, active travel etc.

Para 4 Neither will the new houses match the surrounding natural environment, and they will be built on farmland! And for some mysterious reason, Policy MD2 and several other policies seemed to be null and void when the VOGC were constructing the Temporary Accommodation at Eagleswell!

Para 5 - Why is there no public transport, did someone reduce/stop funding subsidies? So where is the traffic management plan? The traffic will not be any more dangerous that it is on Ham Lane East which also has no public transport, or the surrounding roads due to the presence of three schools and several nurseries, the presence of which was agreed by Cllr John!

Para 6 - Exaggeration, there is little current traffic congestion and the Lidl traffic plan and the VOGC and Welsh Government says that their proposed Active Travel Routes will reduce risk to pedestrians and cyclists! RE large delivery vehicles Lidl say they will manage deliveries to reduce risks to Road users & Pedestrians.

Para 7 - Due to the massive increase of over 2,000 of houses in Llantwit and the surrounding area, and the resulting problems parking in the town's car parks, the requirement for additional retail units is readily demonstrated. The corner shop may lose to competition from a new supermarket but did Cllr John object to the building of Filco? How many local businesses closed as a result of Filco being built?

As to surveys, a conducted a survey of a thousand households a number of years ago when Sainsburys were looking at opening a supermarket and petrol station in Llanmaes, the survey result showed that 80% of residents wanted another supermarket. And even the VOGC complete surveys, but normally they only survey a selected number of people.

Para 8 - As the town and surrounding areas have recently incurred a massive increase in the population, an increase that is still ongoing, so there are many more people whom require shopping. Some will do it locally, others will shop further afield e.g. in Bridgend, therefore a Lidl on our doorstep will encourage people to shop locally. It is pure speculation that businesses in the town will suffer if a Lidl is built here. The only reason the town center may suffer is when businesses become uncompetitive or when the Councils/Government increase charges excessively.

Other issues to consider:

Para 1 - The CS Register shows that the riding club site is currently being reviewed for Housing, this could mean that the owner may have submitted a proposal to sell/develop the site, if so, its use may change to Housing, but you can't blame Lidl for that!

Para 2 - Ham Lane East and the surrounding road were also safe before Cllr Gwyn John agreed to the closure of Eagleswell school and its merging with the primary school on Ham Lane East. And of course, there is also Ysgol Dewi Sant which Cllr Gwyn John agreed to. He also agreed with the Active Travel Plan on Llanmaes Rd, which he said will make it safer for cyclists and pedestrians!

Para 3 - Yes, the Welsh Government and VOGC declared a Nature Emergency several years ago, however, they also created the requirement to construct 10,000 new houses and want to build more. Just think about how much impact that has had on the environment and biodiversity!!! In addition, look at Model Farm where the VOGC want to build yet another business park on farmland! when they have yet to fully utilize Bro Tathan Business Park?

Para 4 - The proposed location of Lidl is sufficiently distant from the majority of Llanmaes residents, If I remember correctly, Llantwit Major was also rather quiet in the period before Filco was built. However, Cllr John's comment about a great increase in traffic within Llanmaes is total

exaggeration and cannot be substantiated, especially as nearly all of the Lidl traffic will not enter Llanmaes.

Para 5 - Why should it not happen, why should Officers and Councilors obey the policies they adopted in 2017, when they can so easily ignore them to build something that is so contrary to these same policies i.e. Eaglewell Temporary Accommodation. One rule for them....

Para 6 - Why should Lidl go away and find another site when they have a suitable site that is located between, but outside of Llanmaes and Llantwit Major?

[REDACTED]

From: [REDACTED]
Sent: 06 December 2024 12:54
To: [REDACTED]
Cc: Planning
Subject: RE: Support for LIDL planning proposal

Ann,

Thank you for your email, I've copied it into planning for their consideration.

Regards
Eddie

Edward Williams
Councillor/Cynghorydd
Cabinet Member for Social Care and Health
Aelod Cabinet dros Ofal Cymdeithasol ac Iechyd
Vale of Glamorgan Council / Cyngor Bro Morgannwg
tel / ffôn: 0 [REDACTED]
mob / sym: [REDACTED]
e-mail / e-bost: EdWilliams@valeofglamorgan.gov.uk

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Ewch i'n gwefan yn www.bromorgannwg.gov.uk

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[Follow us on Twitter / Dilynwch ni ar Twitter](#)

Correspondence is welcomed in Welsh or English / Croesewir Gohebiaeth yn y Gymraeg neu yn Saesneg.

From: [REDACTED]
Sent: Friday, December 6, 2024 12:47 PM
To: [REDACTED]
Subject: Support for LIDL planning proposal

You don't often get email from [REDACTED]

There are 3 grocery stores in Llantwit Major, Co-Op small with limited choice, Filco outdated with inflated prices, Spar a small expensive convenience store, non suitable for a full weekly shop.

To avoid driving to a supermarket I have a regular delivery from Tesco. If Lidl is built I will be able to walk there like many other residents, and my husband a full-time wheelchair user will be able to go in his electric buggy. Better for the environment, my health-walking and our limited pensioner budget. Many new homes have been built in the Llantwit area with more planned but no provision of a large local supermarket.

Improved food shopping would support planned future housing growth in the Llantwit area. The majority of Llantwit shoppers travel to Bridgend, Barry and Culverhouse Cross indicating a need for improved local food shopping facilities. I understand the

site is not 'designated' agricultural land and/or green belt land and the Welsh Government Agricultural Land Use & Soil Policy Advisor has been consulted and raises no objection to the proposed development in land use terms.

The LIDL store situation and design fit in well in the area especially as it is surrounded by trees and will have a living Green roof. There will also be provision to re-charge electric vehicles.

What possible reason is there to deprive the residents of such a needed local facilities?

It is an excellent proposal and much needed local facility which will become an asset to the community.

I fully support this proposal.

Ann Guise
Fairfield Rise
Llantwit Major

From: [REDACTED]
Sent: 07 December 2024 14:41
To: Planning
Subject: Re: Support for LIDL Llantwit Major planning proposal

You don't often get email from [REDACTED]

Dear LIDL planning committee,

There are 3 grocery stores in Llantwit Major, Co-Op small with limited choice, Filco outdated with inflated prices, Spar a small expensive convenience store, non suitable for a full weekly shop.

I have a regular grocery delivery from Tesco. If Lidl is built I will be able to walk there like many other residents, and my husband a full-time wheelchair user will be able to go in his electric buggy. Better for the environment, my health-walking and our limited pensioner budget. Many new homes have been built in the Llantwit area with more planned but no provision of a large local supermarket.

Improved food shopping would support planned future housing growth in the Llantwit area. The majority of Llantwit shoppers travel to Bridgend, Barry and Culverhouse Cross indicating a need for improved local food shopping facilities. I understand the site is not 'designated' agricultural land and/or green belt land and the Welsh Government Agricultural Land Use & Soil Policy Advisor has been consulted and raises no objection to the proposed development in land use terms.

The LIDL store situation and design fit in well in the area especially as it is surrounded by trees and will have a living Green roof. There will also be provision to re-charge electric vehicles.

What possible reason is there to deprive Vale residents of such needed local facilities?

It is an excellent proposal and much needed local facility which will become an asset to the community.

I fully support this proposal.

Ann Guise
Fairfield Rise
Llantwit Major

[Redacted]

From: [Redacted]
Sent: 09 December 2024 08:00
To: [Redacted]
Cc: Planning
Subject: RE: Lidl Store and Planning Meeting

Dai,

Your email is noted, cc'd to planning for their informa•on.

Regards
Eddie

Edward Williams
Councillor/Cynghorydd
Cabinet Member for Social Care and Health Aelod Cabinet dros Ofal Cymdeithasol ac Iechyd Vale of Glamorgan
Council / Cyngor Bro Morgannwg tel / •ôn: 01446 709491 mob / sym [Redacted]
EdWilliams@valeofglamorgan.gov.uk

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Ewch i'n gwefan yn

h• ps://gbr01.safelinks.protect•on.outlook.com/?url=h• p%3A%2F%2Fwww.bromorgannwg.gov.uk%2F&data=05%7C02%7CPlanning%40valeofglamorgan.gov.uk%7C201223f867b7469279df08dd18278cb3%7Ce399d3bb38ed469691cf79851dbf55ec%7C0%7C0%7C638693280326618568%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIslIAiOiJXaW4zMilslkFOljoiTWFpbCIsIldUljoyfQ%3D%3D%7C0%7C%7C%7C&sdata=jHroKjYuRkNMlVa9jgozxJwCJIXHLq1yqo%2F7aTDVs8%3D&reserved=0

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Correspondence is welcomed in Welsh or English / Croesewir Gohebiaeth yn y Gymraeg neu yn Saesneg.

-----O [Redacted]
From: [Redacted]
Sent: Friday, December 6, 2024 9:49 PM
To: [Redacted]
<[Redacted]>
Gw: [Redacted]
Subject: Lidl Store and Planning Mee•ng

Dear Councillors,

I am wri•ng to give my support to the applica•on by Lidl to build a store at the land at Bridge House Farm.

I understand this application is before the Planning Committee on the 12th December. As my local representatives I would appreciate your support in the canvassing of the Vale of Glamorgan Council planners to approve this application.

A store of this nature would provide cheaper everyday food and many other products to help with the cost of living crisis that many people face in Llantwit Major. The monopoly that is held by the two supermarkets within the town is not good for the community and the Lidl is sorely needed to provide cheaper shopping and to add some competition. We are seeing a rise in people using local food bank so any opportunity to reduce food costs locally must be supported.

It is not just the cost of goods being cheaper but the fact that many people drive to Bridgend or Barry to shop at Lidl currently, a local store would reduce travel, reduce carbon and help the environment. It's a no brainer!

This application needs supporting. This is the second large planning application affecting Llantwit Major this year. Let's please get this one right?

Kind regards

Dai Morris


[Redacted]
[Redacted]

From: [Redacted]
Sent: 09 December 2024 15:32
To: Planning
Subject: Lidl proposal for Llanmaes

Follow Up Flag: Follow up
Flag Status: Flagged

[You don't often get email from [Redacted]
https://aka.ms/LearnAboutSenderIdentification]

As a resident of Boverton, I would like to inform the planning committee that I am in favour of the Lidl application in Llanmaes.

Sincerely,
Susan O'Shea

Sent from my iPad

[REDACTED]

From: [REDACTED]
Sent: 09 December 2024 15:36
To: Planning
Subject: Lidl planning application at Llanmaes

Follow Up Flag: Follow up
Flag Status: Flagged

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To members of planning - Vale of Glamorgan Council

Please note that I wish to support the scheme to build a Lidl supermarket at the proposed Llanmaes site. With so many new houses having been constructed in the locality, plus the temporary accommodation units at the old Eagleswell school site where at least 300 persons will benefit from this store, it will be of considerable benefit to the town.

Yours sincerely
C.O'Shea
Penllwyn Cottage
Boverton
CF61 1UH

Sent from my iPad

From: [REDACTED]
Sent: 09 December 2024 16:59
To: Planning
Cc: Tina-Louise Baxter
Subject: APPLICATION 2022/00907/FUL - LAND AT BRIDGE HOUSE FARM, LLANAMAES ROAD, LLANTWIT MAJOR

You don't often get email from [REDACTED]

FOR THE ATTENTION OF:

MR L JONES - Operational Manager for Planning and Building Control

Dear Mr L Jones,

In recent days I have received an unsolicited letter from a Ms Wendy Hurst, Senior Consultant Acquisitions of Lidl Great Britain Limited, who has saturated Llantwit Major with completely unnecessary paperwork (with no respect for the environment) claiming existing support and need which I refute.

Your Office has rightly recommended refusal on the basis that it would impact on the appearance and character of the countryside and be incongruous with the surrounding area. That decision is clearly evidenced to be correct by the computer generated image of the new development attached to the letter of Ms Hurst. There are many other brownfield sites, such as LLandow, within easy reach. There is no justification whatsoever for encroaching on the countryside in such a manner.

In support of the Refusal, I set out below other considerations which will seriously and negatively impact upon the quality of life of those of us who live here and ask that they are please taken account of when the Application comes to Committee on December 12th 2024.

NEED : Contrary to the claim made by Lidl, Llantwit Major is already well and happily served by the Co-op, Philco and other smaller retail outlets.

SAFE ACCESS : Lidl claim 'the site is accessible with safe access - a short walk from the Town Centre'. This is not so. It is a very busy complex junction on a main thoroughfare with heavy traffic. Increasing footfall will result in overcrowding of the central reservation with pedestrians in most serious danger from passing traffic within very close proximity.

EMPLOYMENT : Lidl claim the development will deliver 'around 40 full time equivalent jobs'. This is not an area of low employment and what does around 40 and equivalent mean.

IMPACT UPON THE LIVES OF THOSE WHO LIVE HERE : The peace and enjoyment of our homes will be seriously disrupted for no justifiable reason with almost 24 hour delivery and maintenance vehicles; our once peaceful and loved homes will be devalued for no reason other than profit for Lidl. It is inequitable and not in the interests of man, woman, child nor beast, in this area of countryside, We will all be harmed and hurt by this completely unnecessary, unjustified and inequitable scheme if it goes ahead.

Thank you for listening Mr Jones and also for the excellent work and preservation of our countryside by your team in recommending refusal.

Yours sincerely,

Margaret Baxter

5 Clos Y Wiwer

Llantwit Major CF612sg



Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mr Chris Evans
Address	36 Ffordd Y Spitfire, St Athan,
Type of Comment	Support
Type	neighbour
Comments	This will bring much needed employment and retail services to expanding, but semi rural communities. I sincerely hope permission is given and works starts soon after
Received Date	10/12/2024 12:36:30
Attachments	

Huggins, Helen

From: [REDACTED]
Sent: 11 December 2024 11:51
To: Planning
Subject: Proposed Lidl Store Development
Attachments: paste.png; Planning Application No. 2022.00907.FUL(2) (1).pdf

Follow Up Flag: Follow up
Flag Status: Completed

You don't often get email from [REDACTED] [REDACTED]

Re: Lidl Development, Northwest of the B4265/Llanmaes Road junction, Llantwit Major

Dear Sirs

On behalf of the Llantwit Major & District Riding Club we wish to confirm our objection to this proposal as it stands. We are based and run all our activities at Tremains Farm, likely to be severely impacted due to the location of our access, only 1 metre north of the traffic lights on the Llanmaes side of this junction. Although we have engaged with and responded throughout the consultation/application process, our existence has barely, if at all, been acknowledged and the likely impact on access or traffic/horse and rider movements across and around the junction apparently ignored by the development proposers.

(i) We believe the proposers disingenuous in their estimates of the increased traffic volume the new development will undoubtedly generate, both at this junction and on the narrow road through Llanmaes village with its recognised traffic pinch-points.

The access to Tremains Farm and Frolics is regularly blocked by vehicles waiting at the traffic lights on the Llanmaes village side, though due to current low volumes this has never been a problem. However, with the farm access regularly used by large agricultural vehicles and horse trailers/lorries, there is hugely increased risk of tailbacks onto the B4265 as increasing numbers of vehicles visit and leave the proposed development, blocking this access at busy times. **This has the potential to snarl up the whole junction, with the consequent frustration and hazards to all road users.**

(ii) We are disappointed, though not really surprised, to note that, whilst mitigation has been allowed for vulnerable road users, ie. pedestrians and cyclists, absolutely no thought or allowance is made for the horse and pony riders, adults and young children, who regularly use the Llanmaes road, both through the village and across the junction, for access to Tremains farm. This is particularly disappointing given recent National Government guidelines, updated in the latest Highway Code, on allowances which should be made for people with animals on the roads. We have 170 members, plus cater for the wider equestrian community in the Vale of Glamorgan, many of whom are young riders, all accessing this site for training clinics, shows and to use our facilities. Simply checking and caring for those horses stabled on site generates at least 44 separate vehicular movements to and from the farm **per day.**

On these bases we hope you will support the Planning Department's recommendation the current application should be refused.

Should you want to find out more about the Club, please have a look at our website, below. The document attached contains more detail of the comments and objections we sent to Planning upon the proposers' original application, if that helps with your eventual decision.

Yours sincerely,

A solid black rectangular redaction box covering the signature of Jonathan Hopkins.

Jonathan Hopkins (Chairman)

For and on behalf of Llantwit Major and District Riding Club

A solid black rectangular redaction box covering contact information for Llantwit Major and District Riding Club.

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mr Chris Hatcher
Address	42 Trebeferad,,LLANTWIT MAJOR
Type of Comment	Support
Type	neighbour
Comments	<p>Can I please urge you to support this planning application. Llantwit has considerably grown in the past ten plus years with lots of new houses. As a larger town we need more amenities and a supermarket would be very welcome. It's of a scale not to be too intrusive and of a design harmonious with the area. It is adjacent to a major road and the main turn off for Llantwit and Llanmaes. Opposite a large modern estate of houses, given its local it is within keeping of the area. The nearest parts of Llanmaes are again made up of modern housing, and it's a good way away from the "old parts" of both Llantwit Major and Llanmaes and will not have a visual detrimental effect on either. This is a development much needed in Llantwit and the immediate area. We currently have to drive to either Bridgend or Barry to visit a larger lower cost supermarket. There is a very large estate of social housing within Llantwit, and indeed a large estate for refugees just been built, lower cost food within walking distance would be of great social benefit. The UK Government has urged for more building to take place and is in the process of relaxing the planning laws. This development needs to go ahead.</p>
Received Date	07/12/2024 09:18:15
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mrs Rebecca Tucker
Address	24 Cambrian Avenue
Type of Comment	Support
Type	neighbour
Comments	<p>This is absolutely need in Llantwit and surrounding areas. The current local shops are far too expensive, which results in having to drive to reach a big supermarket. Having Lidl as our local shop, we'd be able to walk to buy groceries. There are many people in Llantwit, many more now with the Eagleswell development, who would benefit from more affordable groceries. My family are all in support of this fantastic proposal.</p>
Received Date	07/12/2024 09:31:41
Attachments	

Comment for planning application 2022/00907/FUL

Application Number	2022/00907/FUL
Location	Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major
Proposal	Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development
Case Officer	Mr. Robert Lankshear
Organisation	
Name	Mr Peter Granfield
Address	26,Llanmaes road
Type of Comment	Support
Type	neighbour
Comments	<p>Having seen the drawings for this development I must say that it looks very nice and blends in very well. There should be no reason for this store to be refused as it is needed for the community and surrounding villages. Why should we have to travel to Bridgend or Barry every week to do our shopping ???. It seems that the vale council and planners don't want anything good for our community as you go out of your way to stop progress in our town. Why would you stop this from going ahead when the majority of Llantwit want it. If you stop this from being built then shame on you all, People cant afford to shop in the supermarkets in town as they are charging rip of prices. It seems to me and everyone else that you all seem to be on the side of a certain shop owner in Llantwit Major for stopping progress and letting the community down badly.</p>
Received Date	07/12/2024 19:27:29
Attachments	

AJ Planning and Development Ltd

Office 14, 35 Stow Park Circle, Newport, NP20 4HF.

Tel: [REDACTED]

E-Mail: [REDACTED]

Head of Planning,
Vale of Glamorgan Council,
Civic Offices,
Holton Road,
Barry,
CF63 4RU.

Urgent: For the Attention of Mr Robert Lankshear (Planning Case Officer)

Monday, 9th December 2024

Dear Mr Lankshear,

LAND AT BRIDGE HOUSE FARM, LLANMAES ROAD, LLANMAES.

DEVELOPMENT PROPOSAL FOR THE ERECTION OF A CLASS A1 FOODSTORE WITH ACCESS, SURFACE LEVEL PARKING, LANDSCAPING AND ALL ASSOCIATED DEVELOPMENT (APPLICATION REFERENCE: 2022/00907/FUL).

I am writing to you, on behalf of my client, Llanmaes Residents Group (LRG), in presenting a final objection to the above major retail proposal as submitted by Lidl GB Ltd (the applicant).

LRG further highlight the applicant's recent and most unwelcome lobbying attempts, as deployed by Lidl in the last week, via a "resident" letter drop of last week. These matters are set out at pages 3 to 5 of this objection letter, with accompanying Lidl correspondence, Wendy Hurst letter of 3rd December 2024, attached for your information.

Firstly, LRG in review of your Committee Report wholeheartedly welcome your officer recommendation for refusal to be presented to Planning Committee on Thursday, 12th December 2024. The refusal ground presented reads as follows:

RECOMMENDATION REFUSE (W.R.) 1. By reason of its location, design, form, and scale, the proposals would unacceptably impact upon the appearance and character of the countryside and would be incongruous with the surrounding area. The proposals, inclusive of the impacts of ancillary elements including lighting and parking, would result an unacceptable urbanising form of development that would result in the confluence of the settlements of Llanmaes and Llantwit Major and be detrimental to the setting of the Llanmaes Conservation Area. As such the proposals would be at odds with Policies MD1, MD2 and MD8 of the Vale of Glamorgan Adopted Local Development Plan 2011-2026, the council's SPG on Residential and Householder Development, Planning Policy Wales (12th Edition) and Technical Advice Note 12 (Design).

The above ground for refusal echoes my client's long standing planning concerns namely:

- **Development Plan:** Lidl's proposal is flawed on land use planning grounds alone, being within 'countryside' designation, and outside of settlement boundary. In policy terms there is simply no justification and/or land use designation that promotes retail use on the application site land.

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- Location: In consideration of prominence and visually, the ill-conceived development proposal would have an irreversible adverse impact upon the natural environment in destruction of the established rural character of the local environs.

As above, the major retail scheme if approved would represent a departure from the development plan. Further, it is reasonable to assume that permission for the Lidl scheme would then potentially open the flood gates for further unwelcome development on the open land between the main road and village boundary. This would result in an unacceptable urbanising impact to the detriment of the conservation area and rural area.

LRG request that in addressing the Planning Committee this week you advise that: Should Committee Members ignore your professional recommendation this will establish a precedent for further development on adjacent countryside land, contrary to the adopted development plan.

- Village Setting: The Lidl proposal fails to respect the heritage setting of the small village of Llanmaes, noting that the development would have a considerable adverse impact on the settlement and village conservation area. The applicant's submission does not preserve or enhance the character setting, indeed if allowed it will destroy the open appearance of the land at the entrance to the small village of Llanmaes. The development proposal presenting an intrusion into undeveloped agricultural land and being of extremely poor and standard design.

Paragraph 3.4 of PPW advises that *“Design is an inclusive process, which can raise public aspirations, reinforce civic pride and create a sense of place and help shape its future,”* and *“Meeting the objectives of good design should be the aim of new development.”* On the above basis, as highlighted by LRG (ongoing), the development proposal for a large retail store, with significant car parking and token landscaping provision fails the test of good design.

LRG assert that the Lidl proposal is unwelcome in this location, on land adjacent to, and outside the small rural village of Llanmaes. In short, the development proposal is disrespectful to the sense of place and if the application were to be granted, by committee member vote, it would destroy and not create a sense of place in this isolated setting. The application proposal conflicts with local and national development plan policy accordingly and must not be approved!

Highways

Further to the above, noting earlier LRG concerns regarding highway safety and predicted trip generation, we are surprised that the suggested reason for refusal does not reference clear highway concerns. Nonetheless, the suggested wording of the refusal reflects the clear fact that from an accessibility perspective the site is not in an accessible location i.e. customers, staff would be reliant in the private car journey.

In review of the retail plans and appearance wise, LRG observe that the car park serving the unattractive retail store dominates the width of the site. The site lies a short distance from the main road junction, and on an unlit rural lane, we predict that at peak times this would cause chaos along the village lane, and at the main road junction.

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residents). LRG's confirmation being that the majority of Llanmaes residents are **not** in favour of this Lidl proposal. I politely request that you confirm this point to members within your committee representation.

- As set out in objection correspondence from Llanmaes village residents, including within the local resident objection letter of Mr Darren Green (letter to the LPA dated, 12th September 2022) many residents have reported to LRG that they did not receive a flyer/leaflet advertising the public exhibition. A general level of annoyance having been raised by several local residents of the village who consider that Lidl has committed to general lobbying in seeking support for the principle of a new store within the council area (Llantwit Major wider area) as opposed to guiding responses to site specifics – this matter evidently confirmed in review of proforma responses which appear to have been presented to you by the applicant during the currency of the application and uploaded to the planning website; this misleading position needs to be established within the Committee Report.
- LRG representatives attended a Llantwit Town Council (LTC) meeting, and I understand that this body has not expressed support for a Lidl retail development upon land at Bridge House Farm, Llanmaes. The claim made in the PAC Report that LTC are supportive of the Lidl proposal is inaccurate.

Lidl: Pre-Committee Lobbying Concerns

As noted in the introduction to my objection letter and further to the above, Lidl has issued a recent letter, dated 3rd December 2024, addressed "*Dear Resident*". In LRG's opinion this correspondence is a desperate and irresponsible "last throw of the dice" at marketing their ill-thought-out proposal.

We observe that the letter asks recipients to lobby five local representatives to ensure that "***Llantwit gets the food store it needs.***" This very statement shows the sheer lack of consideration of residents within Llanmaes village who are most affected by the major retail proposal.

We also observe the following points:

- a) In review of the letter, it is inappropriate to invite "residents" across an unknown letter drop area to contact elected members a week before consideration of the application by the Council. I would suggest that the council, post the PAC consultation in 2022, have conducted the due diligence in terms of consultations during the application period under their formal statutory duty. At a period 2 years post PAC for Lidl to confuse matters in the lead up to committee is very transparent.
- b) Further to point a) interested parties can register to speak at Planning Committee via the Council and the comment in the Lidl letter that "the resident" needs to have their voice heard is ridiculous! The Council having advertised the application in the appropriate manner.

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E-Mail: [REDACTED]

To reiterate strong concerns raised in previous objection correspondence, given most customers would visit by private means of transport, villagers would certainly not feel safe navigating the lane with shopping and increased traffic conditions, severe highway safety concerns are raised. In addition, the applicant has failed to duly consider the impact of additional transport movements through the village road as generated by increased traffic pressures, including delivery vehicle movements on a tight rural lane leading from the village settlement to the proposed store. The inevitable increase in traffic generation received from the Lidl store would also unreasonable adversely affect the quiet village setting.

LRG support and guide Committee Members to the very pertinent highway representations, as registered by Mr Aitken back in September 2022, the clear and well considered representation of the objector highlighted significant deficiencies in the Lidl store proposals access arrangements, noting conflict of commercial vehicles and customer parking; it identified dangers to vehicles exiting the proposed junction due to insufficient visibility splay distances; geometrical alignment for the new store did not meet Llanmaes Road at right angles, with junction radii being non uniform design; visibility splays across third party land to the south were observed, therefore, no control to cover appropriate safety; swept path details were noted as insufficient; the path entering site to narrow and widening affects inaccurate parking layout; no s106 was in place to deliver sustainable transport measures that are highlighted, and cycle/footways were not wide enough at 3m as shown on plans.

In retail policy terms, considering accessibility matters, the application is further flawed based on central government policy in Planning Policy Wales which requires a ‘town centres first’ approach, and evidence that all edge-of-centre or out-of-centre locations have been assessed. This key planning matter has not been addressed in review of the Lidl proposal, put bluntly this is due to the fact that a field on the edge of and outside of a small village in the Vale of Glamorgan is **not** the optimum location to locate a major food retailer’s new premises.

Design / Technical Matters

We have expressed considerable and ongoing concern regarding the poor design of the development; surface water drainage matters and ecological concerns which you have covered within your Officer Report. It is not the intention to repeat these concerns.

In summary, the main building is very poorly designed and does not assimilate within a rural landscape. Within the grounds for refusal, you have correctly asserted that the development would detract from the conservation area, countryside and village setting. No revisions to the design of the scheme would overcome LRG’s concerns as raised in objection letters dated 14/09/22 and 31/05/23.

Lidl Consultations

LRG have documented concerns relating to the PAC Report which stated that there is “*an overwhelming majority of public support*” for the development proposal as claimed at Section 5.13 of their PAC Report. The considerable local opposition from villagers proves that such statements are flawed and misreporting. LRG advised you on the 15th of May 2024 that:

- It is evident that the applicant has sought general views within Llantwit Major area and further afield (population of 9486 within Llantwit Major) as opposed to that of the potentially affected residents of Llanmaes (a village population of approximately 403

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- c) LRG raise issue with the general assertions that are set out in bold at page 2 of the applicants' consultation letter. Factually, LRG do not consider the development to be accessible with safe access; it is inaccurate of the applicant to claim the scheme as presented offers 'Countryside Protection.'. To the contrary, the store proposal is located on an undeveloped field parcel with field gate access only.
- d) Lidl's statement that "*Unfortunately, the application is to be refused on design grounds, despite Lidl submitting a hugely improved design and living green roof which is more benefitting to the location*" is misleading.

In review of the committee papers and suggested ground for refusal, there is a fundamental planning policy ground (reference the approved LDP) to refuse the application namely that the site is not designated for retail use within the adopted local development plan, it is countryside designation and outside settlement boundary.

Furthermore, Lidl are correct in stating that the scheme is recommended for refusal on design grounds. Design being subjective, and LRG's assertion is that the building and associated development are out of keeping with the area. Furthermore, reference your officer report we agree that the scheme is poor design in consideration of scale, siting, and design though a fair and reasoned assessment of the site and local and historical assessment.

- e) Lidl's letter attaches an 3D image that shows the view of the overdeveloped site with its back to the village. Unfortunately, this further supports LRG's view that in presenting the proposal no consideration to the setting of the small rural village of Llanmaes (not shown on the image).

LRG are not surprised that no second image providing the backdrop of the village has been provided as this cannot be angled to support their case for siting a large retail store in this location, and on the doorstep of a small rural village protected in planning designation terms by a defined settlement boundary and conservation area designation.

In presenting this final objection, we request that the above matters be considered, including Lidl's confusing pre-committee lobbying of "residents" of 'Llantwit' wider area. As above, please ensure that this matter is reported within your officer presentation to Committee Members.

Finally, I request a copy of the Decision Notice following the committee meeting. We trust that Committee Members will vote in favour of your considered officer recommendation, thus further offering protection to the countryside area adjacent to Llanmaes.

Yours Sincerely,

[REDACTED]

Andrew Ayles
Director

AJ Planning and Development Ltd

Office 14, 35 Stow Park Circle, Newport, NP20 4HF.

Tel: [REDACTED]

E-Mail: [REDACTED]

C.c Client

MATTERS ARISING FOR COMMITTEE

COMMITTEE DATE : 12 December 2024

Application No.: 2022/00907/FUL	Case Officer: Mr. Robert Lankshear
Location: Land at Bridge House Farm, Llanmaes Road, Llanmaes, Llantwit Major Proposal: Erection of a Class A1 foodstore with access, surface level parking, landscaping and all associated development	

From: Rob Mitchell, Carney Sweeney, planning agent for application

Summary of Comments:

The letter seeks to provide clarification and counters points raised in the officer report.

- Officer report does not reflect the positive consultation responses and support for the proposals, including in bullet point summary.
- Height of building not 8 – 8.5 metres as quoted in report but circa 7m, and site levels strategy seeks to lower stores impact.
- Car parking area provides 117 spaces not 122 as quoted in report.
- Clarification that site has been submitted as a candidate site for food/retail within the RLDP and reiteration of points with regard to retail need.
- Responses to visual impacts assessment within officer report including that area is in a 'transition zone' between rural and urban as urban features are visible
- Proposals would not impact on conservation area
- Reason for refusal includes reference to the Council's adopted Residential and Householder SPG but this is not relevant in assessment of this application

Officer Response:

In terms of summary of responses, the report clearly details the proportion of objections/support and provides a summary of the points raised within the responses. Officers are satisfied that the report reflects the content of the letters, noting many representations raise common issues.

Reference within the report to heights of 8m-8.5m are clearly caveated that these are the height of the building above existing ground level and includes consideration of the need to raise the levels of the site by 1m-1.5m in places. No further comment in this regard.

Discrepancy in car parking levels noted although this is not considered to alter the assessment in the report. Members should note.

The submission of the site as a candidate site as part of the RLDP process is noted. Whilst

the Council's retail consultants have considered the site as the most sequentially preferable site to meet food retail headroom relative to Llantwit Major, it is not considered to outweigh other material issues as detailed within the report. It also does not preclude other potentially suitable sites being identified to serve Llantwit Major and other nearby settlements within the RLDP process.

Points with regard to landscape and conservation area impacts are considered to be fully covered within the officer report prepared for members.

It is acknowledged that the Residential and Householder SPG is not of direct relevance to the application and should be removed from the reason for refusal if members agree with officer recommendation.

Brunel House
2 Fitzalan Road
Cardiff
CF24 0EB

Our Ref: CSC1020
Date: 11 December 2024

Scrutiny and Committee Services
The Vale of Glamorgan Council,
Dock Office,
Barry Docks,
Barry,
CF63 4RT

App ref: 2022/00907/FUL – Planning Committee Representation

Dear Sir/Madam,

Lidl Great Britain Ltd

**App ref: 2022/00907/FUL Development of a Class A1 foodstore with access, parking, drainage, landscaping and all associated development
Land at Bridge House Farm, Llanmaes Road, Llantwit**

On behalf of the applicant, Lidl GB Ltd, we write in respect to the above referenced application, which is due to be determined at Planning Committee on Thursday 12th December 2024.

With specific regard to the published Committee report and the details and commentary therein, we wish to make the following comments so as to ensure Members are presented with the relevant facts and material.

Outcome of public consultation

The tone and content of the report is generally considered not to adequately reflect the positive consultation feedback to the application proposals. Those objecting to the scheme make-up a small percentage of all representations. The vast majority of representations are supportive responses to the application, c.70%+. However, the report's bullet point summary has a focus on points of objection. This is not considered to be fully reflective of the outcome to the public engagement.

Building height

We would ask Members to note that the building height from finished floor level is not between 8m to 8.5m as reported in the report to Committee. The height of the building reaches up to c.7m at its highest point, from finished floor level. This is comparable to a typical two-storey house in the UK.

In terms of topography the site sits at a lower level than the B4265 (between 1m-1.7m), and the site drops c.2.5m from south to north. The immediate topography and site levels strategy helps to lower the store's impact.

Considering the conclusions reached by the report, we feel it is important for the Committee to be advised on this, as it goes to the heart of the issues around scale and character.



Car Parking

Again, it is important to note the development does not propose 122 car spaces. The car park proposes 117 spaces in total.

Soft landscaping

There is reference at Page 81 of the report that existing/proposed soft landscaping will die. However, if granted permission a **Landscape/Planting Management Plan** can be secured by planning condition which would ensure monitoring and management of all soft landscaping. This ensures that should any specimens fail, they can/will be replaced. As a planning condition, such a management plan is easily enforceable through normal planning control. The applicant agrees to such a planning condition.

Candidate site

The report advises the site is not green wedge land. However, it has been submitted as a green wedge candidate site.

The site has also been submitted as a candidate site for food retail, as the most sequentially preferable site to meet identified local food retail needs. Indeed, the site has been independently assessed by the Council's consultants and found to be the most sequentially preferable site to accommodate identified food retail needs - need identified in the Council's most up to date Retail & Leisure Study, Nexus, June 2023 (Replacement LDP Background Paper 13).

On impact, it is noteworthy the Committee report finds at page 77:

"Noting the findings of the applicant and of the Council's appointed retail consultants in review of the RLDP, it is considered that having regard to the requirements of Policy MG13 of the LDP, that there is capacity for the proposal that has been established that cannot be provided within the district retail centre of Llantwit Major. Furthermore, noting the comments of Nexus [independent retail consultant], whilst it is acknowledged that there would be an impact upon Llantwit Major Town Centre and the identified retailers, this level of impact is not considered to be sufficient to represent an unacceptable impact upon trade or turnover."

Landscape character

At page 79 it is stated that the proposed development will constitute a significant change to the character and scale of the urban development visible from a number of viewpoints. The submitted viewpoints do not support the claim that there would be significant change. We agree that the selected viewpoints demonstrate that the development would be visible from publicly accessible locations, but this is the main criteria for the selection of those viewpoints. As discussed during meetings with officers, the distribution of the viewpoints shows how localised and well contained the visual envelope for the proposal would be.

At the second paragraph on page 80 an officer note suggests that the position of the footway and hedge on the photomontage appear to be incorrect. Comparison between the existing photograph and the photomontage shows that the footpath is shown pushed back into the site with the translocated hedge beyond. The neighbouring wall is outside the site and would be retained. In terms of how the translocated hedgerow is shown, the photomontage shows the proposed development 5 years after construction following its reestablishment.

The first paragraph on page 81 suggests the parking area is out of character with the general setting and backdrop. The parking area is visually very well contained and is only really a notable feature in views from the Bypass and entrance to the site.



The last paragraph on page 81 suggests the development would likely have a significant detrimental impact on the “intrinsic, verdant character of the countryside”. It is important to note in all locations where the proposed development is visible, urbanising influences are also visible. Landscape character does not change instantly at the settlement boundary to the “intrinsic, verdant character of the countryside” as claimed. There is a transition zone through which urbanising character steadily diminishes. This site is located within this transition zone.

Conservation Area

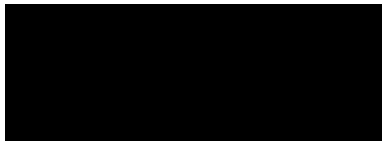
The report refers to the Llanmaes Conservation Area and the perceived impact. We consider that the development is sufficiently distanced and mitigated in landscape terms, sitting beyond intervening development, for there to be a harmful impact on the character and appearance of the Conservation Area.

Refusal reason

The reason states the proposals would be “at odds” with policies including the Council’s SPG on Residential and Householder Development. This SPG is not referenced as relevant at page 71. Indeed, as a commercial development with no technical, residential-related matters outstanding, this SPG is not considered relevant to the determination of this application. The report confirms at page 86 that the proposals would not give rise to any unacceptable impacts upon neighbouring properties.

We trust the above is helpful to Councillors’ consideration of the application.

Yours sincerely,



Rob Mitchell
Director
CarneySweeney

Cc. Wendy Hurst Lidl GB Ltd
George Ledward Lidl GB Ltd
Rob Lankshear Vale of Glamorgan Council



MATTERS ARISING FOR COMMITTEE

COMMITTEE DATE : 12 December 2024

Application No.: 2023/01161/FUL	Case Officer: Guy Watkins
Location: Land West of Drope Road, St. Georges Super Ely	
Proposal: Importing and spreading of inert material (topsoil and subsoil) to raise soil levels to assist with land husbandry	

From:

Councillor Perry on 6th December 2024

Summary of Comments:

He had received a complaint that water from the field is flooding the highway today.

Officer Response:

Members are advised this issue is covered in the report. The Council's Drainage Section require a condition for a surface water drainage scheme to rectify any issue from the application site.

Details of the issue were forward to Council's Highways to investigate, and Councillor Perry informed.

Councillor Perry responded the flooding was not as bad as has been in the past in places and no worse in others.

Action required:

No action required.