

DORRIDGE AND DISTRICT RESIDENTS ASSOCIATION
Meeting with Sainsbury's on the Forest Court re-development 26th February 2009

Present

From Sainsbury's Bruno Moore, John Liggins, Simon Baker, Paul Hanafin Apology Sue Bailey.

From DDRA Ian Spencer, David Glanfield, Martin Lambert, Malcolm Shepherd.
Apology Phil Smith.

1. Sainsbury's said that the Consultation process had attracted a good response. Broad outcome remains as notified by Sue Bailey (circulated to DDRA Committee). This was in line with DDRA feedback. Broad consensus that Forest Court needs re-developing.

2. Sainsbury met with MADE (Midlands Architecture and the Designed Environment- they have a web site). Also discussion with SMBC. General support for the contemporary design concept. Dorridge does not have a dominant style and a pastiche of Station Approach was not appropriate. However the intention is to modify the initial design particularly where it meets the Station Approach buildings. Also to break up the uniform ridge line of the initial design although Sainsbury's emphasised that it did not exceed the ridge height of existing buildings. Also some changes to Forest Rd frontage and to service yard arrangements to limit the noise. Could be further discussion on these. Sainsbury's had been in touch with Forest Rd residents and were keen to try and minimise the problems caused to them both during construction and in the operation of the store.

DDRA said that many felt that the frontal view from Arden Square was somewhat brutal. Sainsbury said that the original drawings did not give an accurate picture and they had reworked the drawings as now on web site. There was more of a gap between the footpath and the main entrance than people thought. But further changes to frontage will be made.

The modifications following from the above were now being worked on by the Architects and will be made available for discussion.

Doctors and Health Authority have set out their requirements for new Surgery. Includes all treatment rooms on one floor and ambulance access.

3. Sainsbury's are in discussion with SMBC on highways and traffic issues and will shortly be carrying out an extensive survey. Will aim to identify existing traffic and what the new store will generate. However the current run down state of Forest Court meant that its traffic was below its potential. Survey will include speed of traffic, parking, public transport and pedestrians. A full report of this kind required by SMBC. DDRA will be kept informed.

Car park spaces. DDRA suggested modification to enable Surgery drop offs adjacent to lift. Generally considered that Surgery and Store peak parking will not coincide.

Parking (free) will be limited to two hours. No requirement for car park users to make a Sainsbury purchase. Can therefore be used by those going to other shops etc in Dorridge. Sainsbury's fully aware of need to enforce the two hour limit. They know that if parking

is a problem they will lose trade. Should be noted that SMBC policies limit the maximum number of parking spaces but no minimums.

Sainsbury's keen to encourage use of public transport and cycling. However SMBC says Dorridge is not part of their cycle network. Noted that DDRA seeking to change this. Discussion on making Station Rd a single carriageway. DDRA said that they had raised this with SMBC. What about the trees? DDRA tree wardens will investigate their condition.

4. Sainsbury's having on-going consultation with existing retailers and confident they can relocate all those with a viable business who want to stay. There is a commitment to providing accommodation nearby for the pharmacy during construction. The stand alone units are for real. Want to encourage other retailers onto the site.

5. Sainsbury's have no firm ideas on the use of the Community Facility. They are asking for ideas from DDRA etc. Sainsbury's clear they will not manage it on a day to day basis.

6. DDRA said that many people, although in favour of the re-development, considered that the store was too big and bigger than it needed to be. Reference made to Sainsbury's in Mell Square which gave the full food offer and also had space for significant non-food sales. Yet Dorridge was bigger than Mell Square (Sainsbury's will clarify how much bigger). A store of the proposed size will attract traffic from a wide area. Sainsbury's said that they had been clear from the outset that the size was fixed and this remained the case. They needed this size to give a modern shopping experience and to get the throughput. DDRA said that this remained an issue of concern in the community.

7. Sainsbury's intend to recruit their staff locally and in general supermarket staffs come from the locality.

8. Sainsbury's timetable is Planning Application late April early May.

9. Sainsbury's thanked for attending today. On going exchange of information to continue with further meetings as required.