

REPORT TO THE DEVELOPMENT CONTROL COMMITTEE Report No.

Date of Meeting	25th February 2009
Application Number	08/02601/FUL
Site Address	J. Sainsburys PLC, Bath Road, Chippenham, SN14 0BJ
Proposal	Car park reconfiguration, new staff car park and store extensions and alterations
Applicant	Sainsburys supermarkets Ltd.
Town/Parish Council	Chippenham Without.
Grid Ref	389853 172029
Type of application	Full application

Reason for the application being considered by Committee

This application has been submitted to the Committee for decision under the scheme of delegation in force after the 8th April 2002 because 5 letters of objection have been received

Summary of Report

This application proposes the reconfiguration of the car park to give a better and safer flow to the traffic entering the store car park (although this will lead to 37 spaces being lost), to add a 823sqm extension (435sqm of net sales) and to create a specific 44 car space staff car park on land to the west of the store. The extensions are divided into 2 parts: an extension to the south west to provide restaurant and toilets and a 2 storey extension to the east to provide Sainsbury's online area with plant room above.

The issues are:

- Sequential test.
- Highway safety.
- Impact on residential amenity.
- Cycle path contributions.

Officer Recommendation

Delegate to the Development Control Manager to grant permission.

Contact Officer	Charmian Burkey	01249 706 667	cburkey@northwilts.gov.uk
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Proposal and Site Description

The proposal is to reconfigure the existing car park (resulting in the loss of 37 spaces), to add 823sqm extension and to create a 44 space staff car park on land to the west. The extension comprises a new restaurant and toilets and a two storey extension to provide a plant room.

Planning History		
Application number	Proposal	Decision
01/02614/FUL	Extension to food store	Permission

Consultations

Chippenham Without Parish Council object on the basis that the access should remain the same, access to the store on foot is not safe, insufficient disabled access, loss of car parking spaces, noise nuisance due to proposed first floor plant room, not enough lorry space.

Wiltshire County Council Highways have no objections subject to £20k being made available for cycleway improvements.

Spatial Plans after receiving further information accept the approach to the Sequential test and have no comments.

Environmental Health Principal Officer's comments are awaited

In support of the application, the agent writes that the extensions reflects the dynamics of the retail sector and Sainsburys objectives to improve the quality and range of offer. The proposed extension and internal improvements are required to remedy identified deficiencies. The agent provides an argument in favour of the extension in terms of Quantitative and Qualitative Need and the Sequential Test and this is available on the file.

In terms of Quantitative Need the agent demonstrates that the turnover of the additional floorspace, based on worst case scenario, represents a very small proportion of the overall expenditure capacity and the residual will support further floorspace and investment and investment in Chippenham and the district.

Qualitative Need is assessed against the benefit of increasing the range of comparison goods at the store, who will be able to purchase convenience durables and other non-food every day items alongside their main weekly shop. This has the benefit of saving the customer time and the need to travel. The extended store will continue its primary role in serving main bulk food shopping requirements in the catchment area, rather than assuming a market position that is in direct competition with comparison goods retailers.

The sequential approach is addressed by emphasising that the extension is to enable a broadening of the existing range and depth of comparison goods. For example a broadening of the cookware range. Furthermore, the extension is to provide qualitative improvements such as circulation space and provide more innovative displays. Spreading the components of the retail offer across more than one site does not meet this objective.

The information demonstrates that only 1% of trade will be diverted away from Chippenham Town Centre, ie there is a 1% impact on its vitality and viability.

Representations

8 letters of objection that have been received.

Summary of key points raised:

- No safe pedestrian access.

- There needs to be significant landscaping between the car park to the houses.
- Privacy and noise pollution
- Security of car park and usage.
- The service yard needs to be big enough to take all the home delivery vans and delivery vehicles

Planning Considerations

Principle of development

Spatial Plans have assessed the information submitted and have not raised an objection to the proposal in terms of policy R4 of NWLP 2011 and prevailing government advice. It is not considered that, due to the scale and nature of the development, there will be any significant effect on the vitality and viability of the town centre.

The site currently has 491 spaces (used for the general public and staff) and this will be reduced by 34 spaces. Wiltshire County Highways Authority has not objected to this reduction in spaces. The car park has been reconfigured by moving the parent/child spaces and bringing traffic in from the petrol station side in at the southern side of the car park and reducing traffic flow across the frontage of the store.

The staff car park will be for 44 spaces on land to the south of residential development and east of Leapfrog Day Nursery. Landscaping is proposed to the north and this will help screen the car park from the residential properties. The agent is to provide more information on the management of the car park to prevent its mis-use and also on its hours of use. The land is currently scrub land and subject to satisfactory screening and controls it is not considered that there would be any significant loss of amenity to neighbouring occupants.

Impact on amenity

Subject to no adverse comments from Environmental Health it is not considered that any parts of the proposal would cause loss of amenity. The extension and plant room extension are separated from the residential development by substantial landscaping and additional landscaping is proposed to the staff car park.

It is considered that the proposal complies with policies C3 and NE18 of the North Wiltshire Local Plan 2011.

Design and Scale of Development

The design and scale of the development is appropriate to the main store.

Highways and Access

Wiltshire County Highways Department has no objections and subject to a financial contribution of £20k to improvements to the cycleway network. The applicant is drawing up a unilateral undertaking for this.

Recommendation

Subject to receiving satisfactory information about the management of the staff car park Head of Development Control Services be authorised to secure a unilateral undertaking for the payment of £20k for improvements to the cycleway and grant permission subject to conditions.

Reason for Decision

It is not considered that the proposal would significantly harm the vitality and viability of Chippenham Town Centre and it would comply with policies C3, NE18 and R4 of the North Wiltshire Local Plan 2011.

Appendices:	<ul style="list-style-type: none">• NONE.
Background Documents Used in the Preparation of this Report:	<ul style="list-style-type: none">• 2.10, 2.02, 3.06, 4.02, 4.04, 4.07, 5.01