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**From:** Gareth Glennon [mailto:gareth@peacockandsmith.co.uk]

**Sent:** 23 June 2010 11:15

**To:** Internet - Built Environment

**Subject:** FW: Proposed Asda Foodstore (Ref: 10/00252/FUL) - Further Comments by Wm Morrison Supermarkets Plc

Dear Sir

We are instructed by Wm Morrison Supermarkets (Morrisons) to submit further comments regarding the above. As you will be aware, our client provided written comments regarding this application on 4 May 2010 and on 10 June 2010.

Policy EC15 of PPS4 requires proposals to be considered in the context of the sequential approach, and confirms that where there are no town centre sites, preference should be given to edge of centre locations before considering out of centre proposals. Para 6.8 of the Practice Guide to PPS4 also confirms that when comparing out of centre locations preference should be given to sites well served by a choice of means of transport, which are close to a centre and have a higher likelihood of forming links with a centre.

In our letter of 10 June 2010 we refer to the North Street/Portland Street site within Cheltenham Town Centre, which is allocated for mixed use development in the Local Plan. The North Street/Portland Street site is located within the defined Core Commercial Area of the town centre, and is approximately 80m from the defined Central Shopping Area. Our view is that this is an edge of centre location eminently suitable for the provision of a new foodstore. It is clearly a location that is sequentially preferable to the application site.

We do not consider that the North Street/Portland Street site has been properly considered within your 17 May 2010 Committee Report, and we are disappointed to note that there is no mention of it within your 18 June 2010 update, despite the comments we make on this site in our letter of 10 June 2010. The only assessment provided is a short quote within the 17 May 2010 Report which refers to the advice you have received from external consultants DPDS. This states:

*"Very briefly, North Street/Portland Place is not well connected and there are other priorities."*

We do not agree with DPDS's comment on the connectivity of this site, since it already functions as a town centre car park from which people are willing to walk into the centre, and is in close proximity to The Brewery development. We also note that the 2008 Development Brief for the site concludes that the site provides an excellent opportunity to form a new northern gateway to the town centre, and expand the core of the town centre.

Whilst the Development Brief currently only refers to the scope for small retail units, the recession has created a situation whereby schemes for many town centre development sites are being re-visited, and reviewed to ensure that they fit the economic circumstances. There is no indication within the Applicant's submission that the Council has been approached to seek its views as to whether food retail development would be considered on this site within a reasonable period of time. Nor is there any substantive commentary on the suitability of North Street/Portland Street for food retail development within your Committee Reports.

In our view it would be entirely reasonable to expect such a more detailed treatment of North Street/Portland Street to have been carried given the out of centre location of the application site. In the absence of such a robust assessment, we conclude that it is premature to approve this out-of-centre application until proper consideration has been given to the potential to locate a foodstore on North Street/Portland Place. Any such decision would be contrary to both Policies EC15 and EC17 of PPS4.

23/06/2010

In our view this application should therefore be either refused, or deferred to allow the Council to give further consideration to the North Street/Portland Street site.

We trust that the contents of this email are self-explanatory. We respectfully request that you circulate this email to Committee Members before a decision is made on the application.

Yours faithfully

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