

LONDON BOROUGH OF ENFIELD

PLANNING COMMITTEE

Date : 16th March 2010

Report of

Assistant Director, Planning &
Environmental Protection

Contact Officer:

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Ward: Southbury

Application Number : TP/09/1497

Category: Retail Distribution and
Servicing

LOCATION: 232, GREAT CAMBRIDGE ROAD, ENFIELD, EN1 1SQ

PROPOSAL: Demolition of existing unit and erection of two retail units involving alterations to car park, access and servicing area.

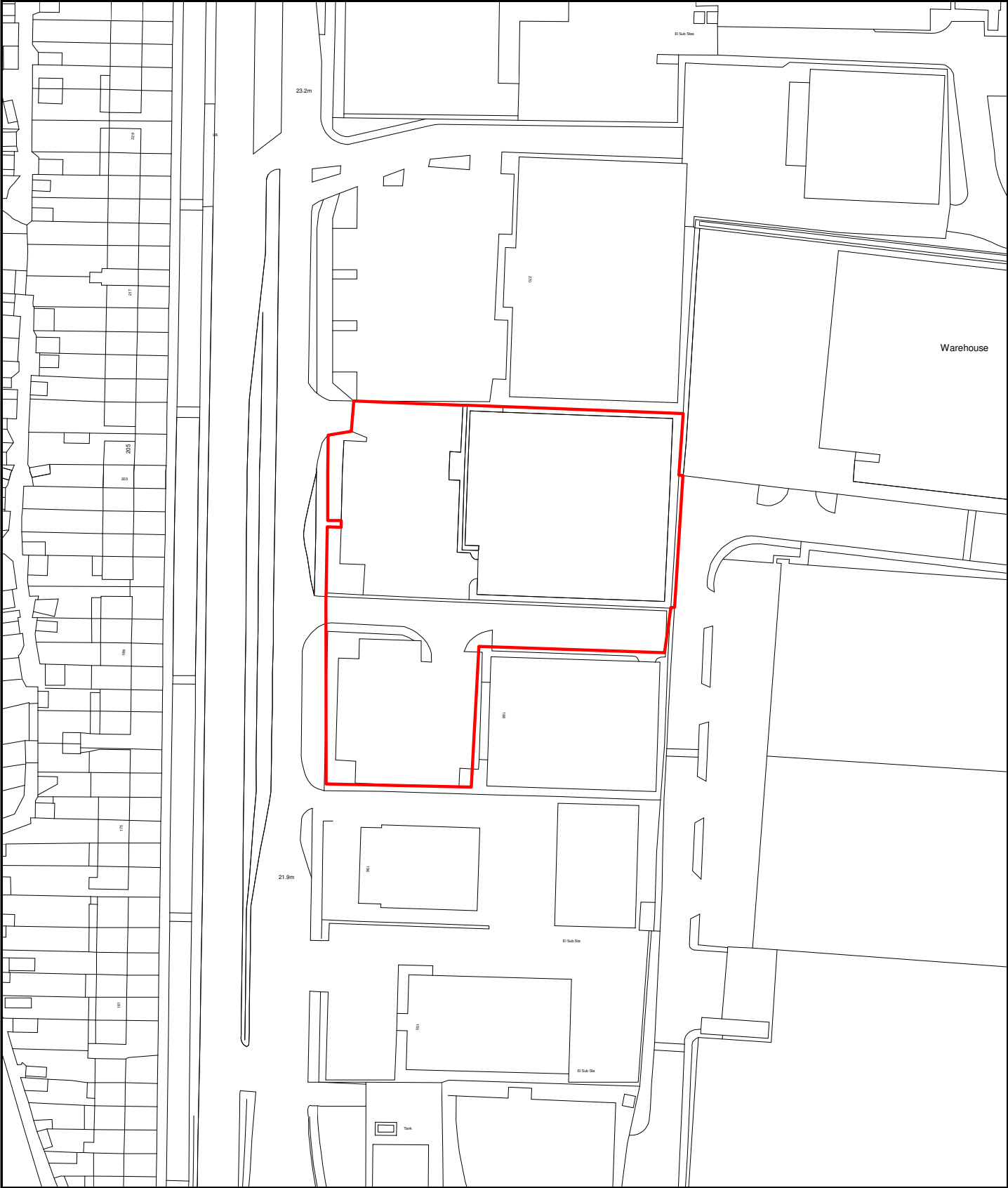
Applicant Name & Address:

Scottish Widows Investment Partnership
Edinburgh 1,
60, Morrison Street,
London,
EN3 8BE

Agent Name & Address:

Mr Tim Miles,
Montagu Evans
6-12, Clarges House
6-12, Clarges Street
London
W1J 8HB

RECOMMENDATION: That, subject to any views from the Government Office for London following referral of the application as a departure from the provisions of the Unitary Development Plan, permission be **GRANTED** subject to conditions.



Development Control



Scale - 1:1250
Time of plot: 14:37

Date of plot: 23/02/2010

1. Site and Surroundings

- 1.1 The application site is located on the eastern side of The Great Cambridge Road (A10), on the southbound carriageway and comprises of the Magnet store and the car park in front of the Carpetright store immediately to the south.
- 1.2 The two sites (Magnet and Carpetright) are currently served by separate access points, each located at the northern end of their respective sites. Servicing for the Magnet store takes place at the front of the site, within the car park, whilst that for the Carpetright store takes place towards the rear within a service yard.
- 1.3 The existing Magnet store is served by 26 parking spaces and the Carpetright store is served by 55 parking spaces.
- 1.4 The Martinbridge Industrial Estate is located to the rear of the site, accessed via Lincoln Road. North of the Magnet site is the DFS site, and north of this is Morrisons supermarket. South of the Carpetright site are office buildings (TNG and IKON) and beyond this, on the corner with Lincoln Road is Stephen James BMW.
- 1.5 The site is designated within the Unitary Development Plan (UDP) as being in a Primary Industrial Area (PIA), suitable for B1-B8 uses, and is also safeguarded in the London Plan as a Strategic Industrial Location (SIL).

2. Proposal

- 2.1 Permission is sought for the demolition of the existing unit and erection of two retail units involving alterations to car park, access and servicing area.
- 2.2 The proposal involves the demolition of the existing Magnet store, which comprises of approximately 2,000sqm of gross floor space, and its replacement of two units of 510sqm and 929sqm of gross floor space.
- 2.3 The car parking arrangements will be rationalised with that of the Carpetright store to the south, providing a parking area that will serve both units, access via the retained access point serving the Magnet store. A total of 107 parking spaces, inclusive of 6 disability spaces, are proposed.
- 2.4 The reduction in the footprint of the proposed units allows for a dedicated servicing area at the rear of the buildings that will also serve the Carpetright store.
- 2.4 The applicant is seeking a restricted consent which would allow the sale of bulky goods, comprising of: furniture and furnishings; carpets and floor coverings; white goods and large appliances; DIY goods and gardening products; and automotive goods and cycles.

3. Relevant Planning Decisions

- 3.1 Planning permission was granted in 1983 for the redevelopment of the existing buildings by the erection of a warehouse building with ancillary showroom and offices (ref: TP/83/1564). Conditions were imposed to restrict the use of the unit go the storage and sale of timber products and ancillary

items and to limit the size (no more than 15%) of the total retail trade of the premises. A restrictive condition was imposed:

- The units hereby approved shall only be used for the retailing of furniture and furnishings (Category 05.1.1,05.2), carpets and floor coverings (Category 05.1.2), white goods and large appliances (Categories 05.3.1, 05.3.2, 05.4, 05.5, 08.2 and 09.1), D.I.Y. and gardening products (Category 04.3.1) and automotive goods and cycles (category 07.1.3) and not for any other purpose (expenditure categories as defined by the classification of individual consumption by purpose, (COICOP)).

3.2 An application for the change of use and extension to existing premises to provide a retail (A1) (non-food) store (comprising 3065 sq. metres floorspace) together with ancillary parking facilities (ref: TP/93/0565) was granted planning permission in May 1993. One of the conditions imposed restricted the type/ nature of goods that could be sold and the floor area given over to some of the goods sold:

- That the premises shall be used for the retailing of: (i) DIY and garden improvement products, building materials and builder's merchants goods, and/or (ii) self-assembly furniture and fittings applicable thereto, and/or (iii) pre-made kitchen furniture, bathroom furniture and bedroom furniture but restricted to a maximum floor area of 465 sq.m. Reason: to ensure that the proposed development does not prejudice the vitality and viability of existing shopping centres in the Borough.

3.3 In November 1996, permission was granted in respect of an application (ref: TP/95/0746) for the redevelopment of site to provide 4,273 square metre retail warehouse (A1 non-food) use, and 1,347 square metre trade warehouse (B8) with ancillary car parking and servicing areas and rearrangement of accesses to Great Cambridge Road, in respect of Nos.198, 232 and 290 Great Cambridge Road. One of the imposed conditions being that no more than 465sqm of the warehouse building could be used for the retail sale of kitchen and bedroom furniture.

3.4 In October 2004, permission was granted for the demolition of existing retail unit and erection of two retail units with associated car parking and service area at 198/232, Great Cambridge Road.

3.5 In September 2005, permission was granted for internal alterations to facilitate increase in retail showroom area, together with external alterations/refurbishment consisting of replacement entrance doors, rendering of existing brickwork and cladding and 5 floodlights to front elevation (ref: TP/05/1471) at the Magnet store.

4. Consultations

4.1 Statutory and non-statutory consultees

LBE Highways Department

The Head of Transportation Planning advises that there are no objections providing that there are improvements to the parking area in terms of reducing the number of parking spaces and improving pedestrian access.

Environment Agency

Not applicable.

ESSP Sustainable Communities

The Head of Economic Development advises that given the designation of the area as an Industrial Area and having regard to the planning history of the site, a condition should be imposed restricting retail activities to bulky goods only so as to prevent general retail activities affecting the town centres.

Thames Water

No objections are raised in relation to both sewerage and water infrastructure.

Conservation Advisory Group

Not applicable as the site is not within a Conservation Area.

LBE Environmental Health Department

It is advised that there are no objections. A list of suggested conditions has been provided.

English Heritage (GLAAS)

It is advised that the present proposals are considered to not have an effect on any significant archaeological remains, therefore the requirement for pre- or post-archaeological assessment/ evaluation in respect of the current application can be waived.

The following have not responded to the LPAs consultation:

Enfield Disablement Association

Metropolitan Police

4.2 Public response

- 4.2.1 Letters were sent to the occupiers of 25 adjoining and nearby properties in addition to site and press publicity. No comments have been received.

5. Relevant Policy

5.1 London Plan

Policy 2A.5	Opportunity areas
Policy 3B.1	Developing London's economy
Policy 3B.4	Strategic industrial locations
Policy 3B.5	Supporting innovation
Policy 3B.11	Improving employment opportunities for Londoners
Policy 3C.1	Integrating transport and development
Policy 3C.3	Sustainable transport in London
Policy 3C.16	Tackling congestion and reducing traffic
Policy 3D.14	Biodiversity and nature conservation
Policy 4A.17	Water quality

5.2 UDP

- (I)E1 To foster Enfield as a location for business

(I)E2	To enhance and bring into use and normally retain those areas of the Borough that generates industrial and distributive employment.
(I)E3	To pay particular regard to the need to retain and provide accommodation for small-scale business developments
(II)E2	To retain and enhance areas designated as Primary Industrial Areas.
(II)E13	Opportunities for attainment of measures arising from B1, B2 & B8 proposals
(II)E15	Noise generated by industrial and warehouse premises
(I)GD1	New developments to have appropriate regard to their surroundings.
(I)GD2	New developments to improve the environment.
(II)GD1	New developments to be appropriately located.
(II)GD3	Design
(II)GD6	Traffic generation
(II)GD8	Access and servicing
(II)GD12	Flood risk
(II)GD13	Surface water attenuation
(I)S3	Safeguard vitality and viability of local shopping centres.
(II)S17	New retail development outside of town centres
(II)T19	Provision for cyclists

5.3 LDF

5.3.1 The Planning and Compulsory Purchase Act 2004 requires the Council to replace the Unitary Development Plan with a Local Development Framework. At the heart of this portfolio of related documents will be the Core Strategy, which will set out the long-term spatial vision and strategic objectives for the Borough.

5.3.2 The Enfield Plan – Proposed Submission Stage Core Strategy document was published for public consultation on 14th December 2009. Following this stage of consultation, the Council will submit the Core Strategy to the Secretary of State who will appoint a Planning Inspector to consider whether the Strategy meets legal requirements and that it passes the tests of soundness. The following policies from this document are of relevance to the consideration of this application.

- SO1: Enabling and focusing change
- SO2: Environmental sustainability
- SO6: Maximising economic potential
- SO7: Employment and skills
- SO8: Transportation and accessibility
- SO10: Built environment
- CP1: Strategic growth areas
- CP13: Promoting economic prosperity
- CP14: Safeguarding strategic industrial locations
- CP20: Sustainable energy use and energy infrastructure
- CP21: Delivering sustainable water supply, drainage and sewerage infrastructure
- CP24: The road network
- CP25: Pedestrians and cyclists
- CP28: Managing flood risk through development
- CP30: Maintaining and improving the quality of the built and open environment
- CP31: Built and landscape heritage

5.4 Other Relevant Policy

PPS1:	Delivering sustainable development
PPS4:	Planning for Sustainable Economic Growth
PPG13:	Transport
PPG16:	Archaeology and Planning
PPS23:	Planning and Pollution Control

6. Analysis

6.1 Principle

- 6.1.1 The use of the site for retail purposes, although sited within an area designated as a PIA, is accepted given the surrounding retail developments and the existing use of the site.
- 6.1.2 PPS4 sets out retail policy for new retail development and the considerations that should be applied by the LPA and demonstrated by the applicant.
- 6.1.3 Policy EC11 of PPS4 advises that in determining planning applications for economic development other than for main town centre uses which are not in accordance with the development plan, local planning authorities should:
 - a. weigh market and other economic information alongside environmental and social information
 - b. take full account of any longer term benefits, as well as the costs, of development, such as job creation or improved productivity including any wider benefits to national, regional or local economies; and
 - c. consider whether those proposals help to meet the wider objectives of the development plan
- 6.1.4 The acceptability of the proposed scheme will rest upon, amongst other material considerations, the provision of adequate parking and servicing and overall design.

6.2 Impact on Character of Surrounding Area

6.2.1 *Density*

- 6.2.1.1 Not applicable.

6.2.2 *Site Coverage / Scale*

- 6.2.2.1 Considered appropriate within the context of the area.

6.2.3 *Design*

- 6.2.3.1 The design of the new units is considered acceptable and appropriate within the context of the site and surroundings and having regard to relevant policy and guidance.
- 6.2.3.2 The applicant has agreed that the parking layout could be amended to incorporate improved pedestrian access and landscaping. A suitably worded condition would be imposed to achieve this.

6.2.4 *Height / Massing / Proximity to Boundaries*

6.2.4.1 Considered acceptable and appropriate within the context of the site and surroundings.

6.3 Impact on Neighbouring Properties

6.3.1 *Distancing*

6.3.1.1 Not applicable in relation to residential properties, as the nearest is approximately 80m to the west and separated from the application site by the A10.

6.3.1.2 In relation to the other industrial and commercial units, it is considered that the proposal is acceptable.

6.3.2 *Loss of Light / Outlook*

6.3.2.1 No impact on residential properties for reasons discussed above. In addition there is no impact on the other industrial and commercial properties.

6.3.3 *Overshadowing*

6.3.3.1 Not applicable, as the development is within an established industrial/commercial area and surrounded by buildings of a similar scale.

6.4 PPS4 considerations

6.4.1 The Retail Impact Assessment (s5.3-6.14 of the Retail and Planning Statement), whilst based upon now-expired national guidance (PPS4 replaced PPS6 in December 2009, with the planning application received in October 2009), is still considered sound when assessed against PPS4. Moreover, the proposal does not introduce a retail activity but seeks to reduce the amount of retail floor space and the subdivision of that proposed floor space.

6.4.2 The NLP report advised that the developments which were the subject of their study would not harm the vitality and viability of existing centres if the range of goods sold is restricted to bulky comparison goods and that the absence of retail need or impact would not be sustainable reasons for refusal. It is therefore considered, that the conclusions of the NLP Report could be similarly applied to the application site.

6.4.3 The applicant has confirmed at s3.3 of the Retail and Planning Statement that a condition restricting the sale of retail goods in accordance with condition 1 of a previous application (ref: TP/03/1385), is being sought.

6.5 Highway Safety

6.5.1 *Access and Traffic generation*

6.5.1.2 The two sites (Magnet and Carpetright) are currently served by separate access points, each located at the northern end of their respective sites. The proposal will involve the retention of the Magnet access point, which would

also lead to the servicing yard at the rear of the two proposed units. The common service area would also serve the retained Carpetright store.

6.5.1.3 The proposed arrangement is an improvement on the existing situation on the Magnet site as lorries were also utilising the parking area to the front of the building, leading to potential conflict with small vehicles.

6.5.2 *Parking*

6.5.2.1 Parking provision should be made in accordance with the guidance in the London Plan, which suggests a total of 92 spaces in total. Therefore, the proposed spaces can be considered an overprovision.

6.5.2.2 The applicant has agreed to reduce the proposed level of parking and this will be achieved through the provision of addition/improved pedestrian access and additional landscaping.

6.5.2.3 A suitably worded condition requiring details of the parking layout to be submitted for approval could be imposed.

6.5.2.4 Cycle parking is proposed for x6no. bicycles through the provision of x3no. 'Sheffield' cycle hoops. This level is considered to not be sufficient and an increase in number can be sought by way of a condition.

6.5 Housing Mix and Affordable Housing

6.6.1 Not applicable, as the scheme is for a commercial development. Moreover, the provision of housing on this site would not be acceptable in principle.

6.7 Sustainable Design and Construction

6.7.1 *Energy*

6.7.1.1 The London Plan stipulates that an Energy Assessment must form part of any major proposal. The assessment should demonstrate expected energy and carbon dioxide emission savings (20%) from energy efficiency and renewable energy measures incorporated into the development (Policy 4A.4).

6.7.1.2 It has been estimated that overall CO2 emission could be reduced by 9% prior to renewable systems are considered. This is achieved through:

- Addressing heat loss through the fabric of the building,
- Large amount of glazing on the west façade reducing the amount of artificial lighting required
- The provision of shading (through signage, overhang and louvers) on that same facade

6.7.1.3 Various means of renewable energy have been investigated, with GSHP considered the most feasible of the various measures. This is however subject to suitable ground conditions.

6.7.1.4 The applicant has proposed a condition at s3.5 of their Retail and Planning Statement.

6.8 S106

6.8.1 Not applicable.

7. Conclusion

- 7.1 The proposed development would be consistent with previous permissions granted on this site.
- 7.2 The design of the proposed units is compatible with surrounding developments and through the use of appropriate conditions, will improve the appearance of the site.
- 7.3 Access, servicing, and parking arrangements are acceptable.

8. Recommendation

- 8.1 That, subject to any views from the Government Office for London following referral of the application as a departure from the provisions of the Unitary Development Plan, permission be **granted** subject to conditions.
 - 8.1.1 The development shall not commence until details of the external finishing materials to be used have been submitted to and approved in writing by the Local Planning Authority. The development shall be constructed in accordance with the approved details.
Reason: To ensure a satisfactory external appearance.
 - 8.1.2 The development shall not commence until details of the surfacing materials to be used within the development including footpaths, access roads and parking areas and road markings have been submitted to and approved in writing by the Local Planning Authority. The surfacing shall be carried out in accordance with the approved detail before the development is occupied or use commences.
Reason: To ensure that the development does not prejudice highway safety and a satisfactory appearance.
 - 8.1.3 The development shall not commence until details of the construction of any access roads and junctions and any other highway alterations associated with the development have been submitted to and approved in writing by the Local Planning Authority. These works shall be carried out in accordance with the approved details before development is occupied or the use commences.
Reason: To ensure that the development complies with Unitary Development Plan Policies and does not prejudice conditions of safety or traffic flow on adjoining highways.
 - 8.1.4 The development shall not commence until details of trees, shrubs and grass to be planted on the site have been submitted to and approved in writing by the Local Planning Authority. The planting scheme shall be carried out in accordance with the approved details in the first planting season after completion or occupation of the development whichever is the sooner. Any planting which dies, becomes severely damaged or diseased within five years of planting shall be replaced with new planting in accordance with the approved details.
Reason: To provide a satisfactory appearance and ensure that the development does not prejudice highway safety.

- 8.1.5 The development shall not commence until details of refuse storage facilities including facilities for the recycling of waste to be provided within the development have been submitted to and approved in writing by the Local Planning Authority. The facilities shall be provided in accordance with the approved details before the development is occupied or use commences.
Reason: In the interests of amenity and the recycling of waste materials in support of the Boroughs waste reduction targets.
- 8.1.6 During the construction period of the approved development an area shall be maintained within the site for the loading/unloading, parking and turning of delivery, service and construction vehicles.
Reason: To prevent obstruction on the adjoining highways and to safeguard the amenities of surrounding occupiers.
- 8.1.7 The development shall not commence until details of facilities and methodology for cleaning the wheels of construction vehicles leaving the site have been submitted to and approved in writing by the Local Planning Authority. The approved facilities and methodology shall be provided prior to the commencement of site works and shall be used and maintained during the construction period.
Reason: To prevent the transfer of site material onto the public highway in the interests of safety and amenity.
- 8.1.8 No plant, machinery, goods, products or waste material shall be deposited or stored on any open part of the site unless otherwise agreed in writing by the Local Planning Authority.
Reason: In the interests of amenity and the appearance of the site.
- 8.1.9 The use shall not commence until the details of any external lighting to be provided have been submitted and approved in writing by the Local Planning Authority. The lighting shall be implemented in accordance with the approved details.
Reason: To ensure that the development does not prejudice the visual amenities of the surrounding area.
- 8.1.10 That each unit hereby approved shall be occupied as one business unit and shall not be subdivided and occupied by separate businesses unless otherwise agreed in writing by the Local Planning Authority.
Reason: To ensure that the development complies with the adopted parking and servicing standards and in the interest of protecting established Shopping Centres.
- 8.1.11 Notwithstanding the provisions of the Town and Country Planning (Use Classes) Order 1987, or any amending Order, the two approved units shall only be used as retail units for the sale of goods restricted by Condition 09 of this permission, and shall not be used for any other purpose within Use Class A1, or for any other purpose.
Reason: To ensure that the proposed development does not prejudice the vitality and viability of established shopping centres in the Borough in accordance with the aims of the Unitary Development Plan and having regard to PPS4: Planning for Sustainable Economic Growth.
- 8.1.12 Notwithstanding any submitted plans and documentation, the development shall not commence until detailed plans of a revised layout of the parking area, to be provided in accordance with the standards adopted by the Local Planning Authority, have been submitted to and approved in writing by the Local Planning Authority. The detailed plans shall include details of levels, parking spaces, pedestrian links and landscaping. The parking area

shall then be constructed in accordance with the approved detail before the development is occupied and shall be maintained for this purpose.

Reason: To ensure that the development complies with the Development Plan Policies and does not prejudice conditions of safety of pedestrians and traffic within the site and on the free flow of traffic on the adjoining highway.

- 8.1.13 The use of the premises hereby approved shall not commence until such time as a Travel Plan incorporating the components set out in 'Guidance for workplace travel planning for development' published by Transport for London, March 2008 is submitted to and approved in writing by the LPA. The approved Travel Plan shall thereafter be implemented and adhered to.

Reason: In the interests of sustainability and to ensure that traffic generated from the site is minimised.

- 8.1.14 Prior to commencement of the use hereby approved, details of cycle parking shall be provided to the Local Planning Authority for approval in writing. The cycle parking shall be implemented in accordance with the approved details prior to occupation of any one of the approved units and permanently retained thereafter.

Reason: In the interest of promoting sustainable modes of transport.

- 8.1.15 The retail unit hereby approved shall only be used for the sale of non-food bulky goods comprising DIY/hardware, furniture, furnishings, carpets, floor coverings, household textiles, motor vehicle and /or cycle goods, electrical goods including computers, audio-visual equipment and pet supplies.

Reason: To ensure that the retail activity and sales from the premises do not prejudice the viability of the established shopping centres in the Borough having regard to the objectives of the Unitary Development Plan and PPS4: Planning for Sustainable Economic Growth.

- 8.1.17 Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) Order 1995 or any amending Order, no additional floor space shall be created through the provision of mezzanine floors, without the prior agreement in writing by the Local Planning Authority.

Reason: To ensure that the development complies with the adopted parking and servicing standards.

- 8.1.18 Prior to commencement of development, a scheme of renewable energy, accompanied by an Energy Assessment to justify the proposals, shall be submitted to and approved in writing by the Local Planning Authority. The units shall not be occupied until the agreed scheme of renewable energy has been implemented in accordance with the submitted details.

Reason: In the interest of sustainability.

- 8.1.19 Prior to development commencing, details for the reinstatement of the redundant vehicular access and the reinstatement of the footpath adjacent to the Great Cambridge Road (A10) shall be submitted to and approved in writing by the Local Planning Authority. Such detail to include existing and finished ground levels, and surfacing materials. The reinstatement of the vehicular access and footpath shall be carried out in accordance with the approved detail prior to occupation of the development.

Reason: To ensure that the development does not prejudice highway safety and a satisfactory appearance.

- 8.1.20 The low level boundary wall fronting the Great Cambridge Road shall be constructed and finished in materials to match the existing low boundary wall, as annotated on Drawing No.URB CG [08]0006 rev.P00.

Reason: In the interest of amenity and in the interest of vehicular and pedestrian safety on the adjoining highway and footway.

8.1.21 Development shall not commence until a construction management plan has been submitted to the Local Planning Authority for approval in writing. The construction management plan shall include details of:

- (i) The details of site compound enclosures;
- (ii) Hours of work;
- (iii) Arrangements for the parking of contractors vehicles;
- (iv) The management of dust and emissions (in accordance with 'London Best Practice Guidance: The control of dust and emissions from construction and demolition');
- (v) Construction vehicle wheel cleaning;
- (vi) Photographic condition survey of the roads and footways leading to the site of construction; and
- (vii) Details of tree root protection measures for any works within 1m of any retained trees.

The development shall then be carried out in accordance with the approved details unless otherwise agreed in writing by the Local Planning Authority.

Reason: In order to protect the amenities of nearby residential properties, to ensure access does not prejudice the free flow and safety of traffic and pedestrians along the adjoining highway, and to ensure that the construction process does not lead to damage to the existing roads and footpaths.

8.1.22 The development to which this permission relates must be begun not later than the expiration of three years beginning with the date of the decision notice.

Reason: To comply with the provisions of S.51 of the Planning & Compulsory Purchase Act 2004.

8.2 The application is recommended for approval for the following reasons:

8.2.1 The proposed retail units, by virtue of the existing use of the site and through the conditions imposed, would not adversely impact on the vitality and viability of existing centres having regard to Policies (I)S3 and (II)S17 of the Unitary Development Plan, and with PPS6 (Planning for Town centres).

8.2.2 The proposed development, having regard to its design, size and scale has appropriate regard to its surroundings and would not detract from the appearance of the surrounding area. In this respect the proposal complies with Policies (I)GD1, (I)GD2, (II)GD1 and (II)GD3 of the Unitary Development Plan, with Policy 4B.1 of The London Plan, and with PPS1: Delivering Sustainable Development.

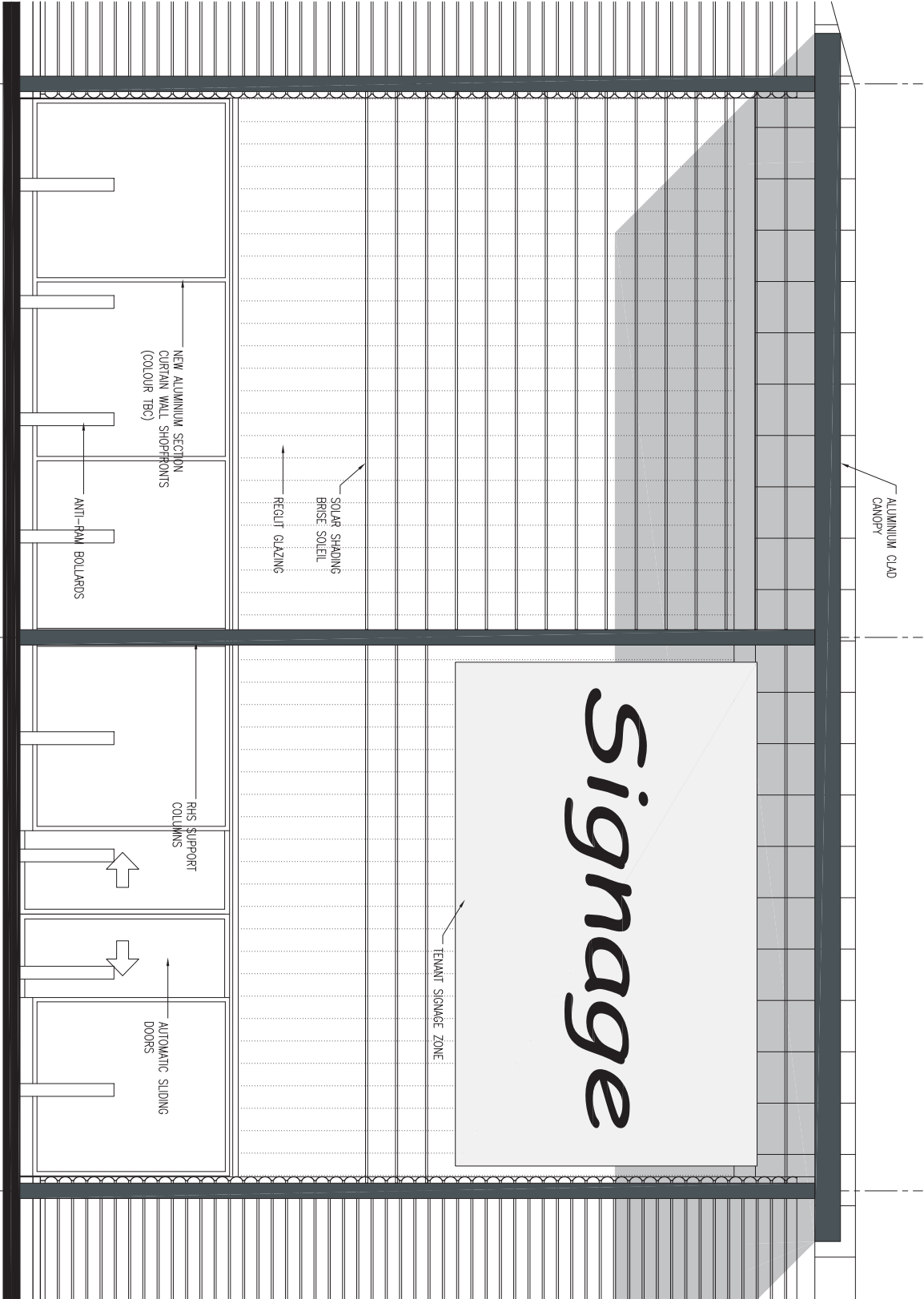
8.2.3 The proposed development is capable of meeting on-site parking requirements, loading and unloading facilities and should therefore not lead to conditions prejudicial to the free flow and safety of traffic on the adjacent highways. In this respect it is considered that the proposed development complies with Policies (II)GD6 and (II)GD8 of the Unitary Development Plan, with Policies 3B.4, 3C.1 and 3C.17 of The London Plan, and with PPG13: Transport.

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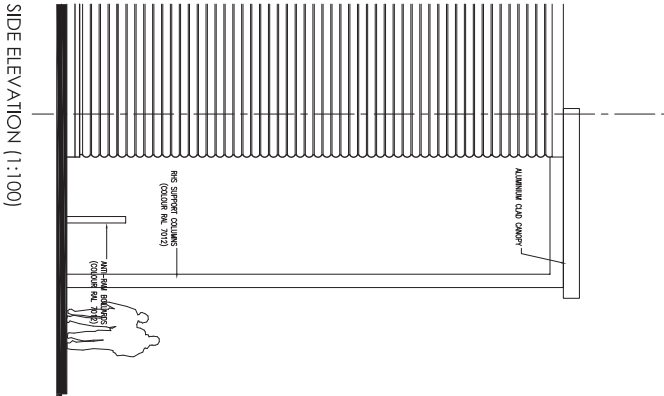
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FRONT ELEVATION (1:50)



SIDE ELEVATION (1:100)

PO	Planning Issue	22.09.09
Revision	Description	Date

URBANEDGE
ARCHITECTURE / MASTERPLANNING / DESIGN

Client
**SCOTTISH WIDOWS
INVESTMENT PARTNERSHIP**

Project
**GREAT CAMBRIDGE ROAD
ENFIELD**

Drawing
**PROPOSED
ENTRANCE FEATURE DETAILS**

Scale	VABES @ A3	Drawn	DH
Date	SEP 09		
Project No.	Drawing No.	Revision	
1165 URB CG	[08] 90 01	P00	

PLANNING

3.0 Development Proposals & Design

3.1 Use

The proposed development is to replace an existing A1 retail (Magnet), with two number new A1 retail units.

3.2 Amount of Development

The application proposals are for the demolition of an existing retail unit (GEA 2020sq.m) and construction of two number new retail units totalling 1,555sq.m (GEA) within the same site boundary. Additional works include the reorganisation of parking to the front of both the new units and existing Carpetright unit to create a total of 107 parking spaces (including 6 disabled spaces). A new servicing area is also to be created to the rear of the proposed units accessed via a new route along the northern boundary of the site.

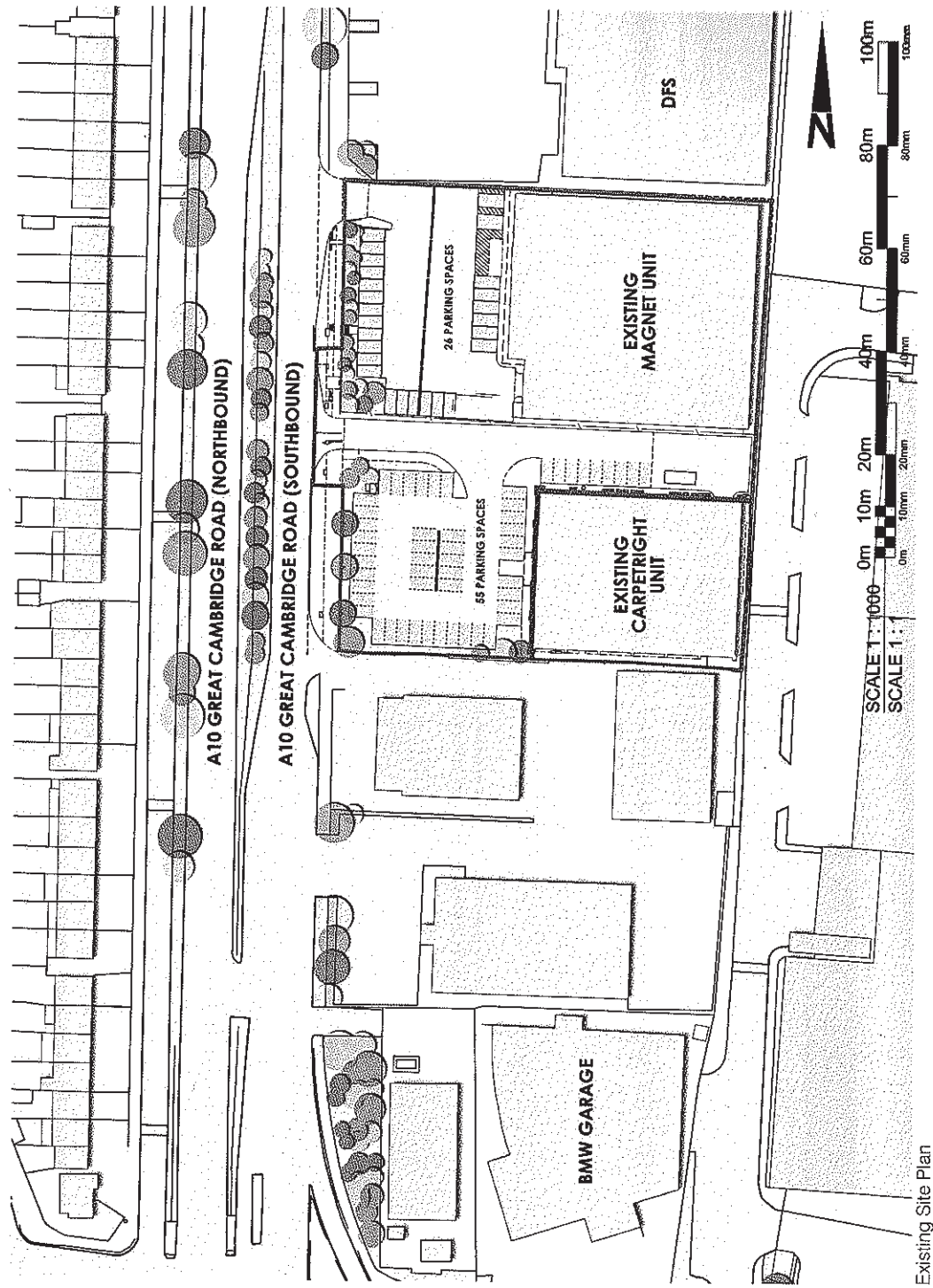
3.3 Site Layout Principles

The proposals contained within this document suggest a reconfiguration of two isolated retail units to create a new retail terrace building which modernizes and reconfigures the retail floor area, provides a new building aesthetic and servicing strategy suitable for today's modern retailer.

Two underused and poorly maintained areas of parking (81 spaces in total) will be reconfigured to create a car parking strategy which accommodates the new retail terrace and provides sufficient parking levels to the standards required by retailers and the public.

The proposed new retail units will benefit from good visibility due to its proximity to Great Cambridge Road, and the improvement of the site area to the front of the existing Carpetright unit will remove site elements currently causing obstruction to this unit improving its visibility also.

The existing site access to the Carpetright unit will be closed off as part of the development. The existing landscaped strip which runs along the western boundary of the site and creates a buffer zone between it and Great Cambridge Road will be retained and developed over this former access. The existing site access to the north of the site will be retained to allow a familiarity for the public and to provide the most sensible route for the access/egress of service vehicles, a new additional pedestrian access will be provided to the southwest corner of the site.



Existing Site Plan

The construction of two units of smaller floor space in place of the demolished Magnet unit allows the creation of a new service yard to the rear of the site, removing the requirement for service vehicles to use the front car park. This creates a distinctive separation between the public and operational requirements which brings with it the benefits of safety and improves the overall aesthetic appearance of the development.

