

P/14/1052/FP

PARK GATE

SAINSBURY'S SUPERMARKETS
LTD

AGENT: WYG

PROPOSED INSTALLATION OF ATM; SHOP FRONT ALTERATIONS; INSTALLATION OF AIR CONDITION AND CONDENSER UNITS AND ALTERATION TO CAR PARKING LAYOUT

22 - 24 BRIDGE ROAD PARK GATE SOUTHAMPTON SO31 7GE

Report By

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Site Description

This application relates to a commercial unit located on the northern side of Bridge Road in Park Gate. The unit is situated between the Co-op food store to the west and mixed use commercial premises to the east. It is currently occupied by a trailer company.

Before the application was submitted a request to confirm the legal use of the unit was made. The Council's legal advisers concluded that the lawful use of the site is A1 (retail) and therefore planning permission was not required for the applicant to operate from the premises.

Description of Proposal

Planning permission is sought only for:

- the installation of a new shopfront,
- the installation of an ATM cash machine,
- the installation of air conditioning and condenser units,
- alteration of the existing car parking layout.

The use of the premises do not form part of the application and therefore cannot be considered.

Policies

The following policies apply to this application:

Approved Fareham Borough Core Strategy

CS17 - High Quality Design

Development Sites and Policies

DSP2 - Design

DSP4 - Impact on Living Conditions

Relevant Planning History

The following planning history is relevant:

P/14/1053/AD - Proposed new fascia signs, a totem sign, disabled parking sign and other signs associated with new supermarket - see following item on agenda

Representations

Two letters of objection and one letter of comment have been received raising the following concerns:

- the proposed Sainsburys would cause even more traffic congestion in Park Gate;
- will compromise and undermine public safety for pedestrians, bus users and drivers;
- increase in noise from supermarket activity and plant and machinery;
- inadequate car parking provision;
- the ATM machine is excessive and will enhance local crime;
- there is a perfectly good Co-op supermarket located right next door and other food suppliers within the district centre;
- the opening hours exceed those of the current business on that site;
- the pelican crossing by the proposed site would become clogged;
- additional signage to prevent exiting the site and turning right should be installed,
- the site usage will create a tremendous traffic problem which will need to be controlled.

Consultations

Director of Community (Environmental Health - pollution) - no objections.

Director of Planning and Development (Highways) - no objections.

Planning Considerations - Key Issues

The unit is commercial and benefits from a shopfront already. It is also located between two commercial premises. Given this urbanised context, it is concluded that the proposed shopfront would not appear out of place. The proposed level of illumination is low and would not be disturbing. Furthermore, the unit is set back from the public highway, therefore it is concluded that the new shopfront would not cause harm to pedestrians and road users.

The proposed plant and machinery would be located within the northern part of the car parking and would be surrounded by acoustic enclosures. It would be located away from residential properties, within a part of the site where noise from plant and machinery installed on the adjacent store together with road noise can be heard. A noise report has been submitted with the application concluding that the proposed plant and machinery would have no detriment to the environment. The Council's Environmental Health Officer was also consulted and raised no objection.

The proposed ATM cash machine would be installed in a public and well overlooked location and therefore it does not raise concerns over enhancement of local crime.

The proposed alterations to the car park would result in additional car parking spaces and provision of a designated disabled car parking space. Such a provision complies with the Council's adopted local car parking standards and therefore is considered to be acceptable. The Council's Highway Officer was consulted and raised no objections to the re-arrangement of the car parking spaces.

Whilst it is acknowledged that the activities associated with running a local food supermarket are different to the current use, the lawful use of the premises is A1 (retail) and therefore planning permission is not required for the premises to be used as a supermarket. Therefore, the activities associated with the local supermarket operation highlighted by the representations cannot justify refusal of this application.

For the reasons given above, it is considered that this application accords with the local development plan for Fareham and there are no other material considerations to justify

refusal.

Recommendation

PERMISSION: subject to standard conditions (time, in accordance with approved plans)

