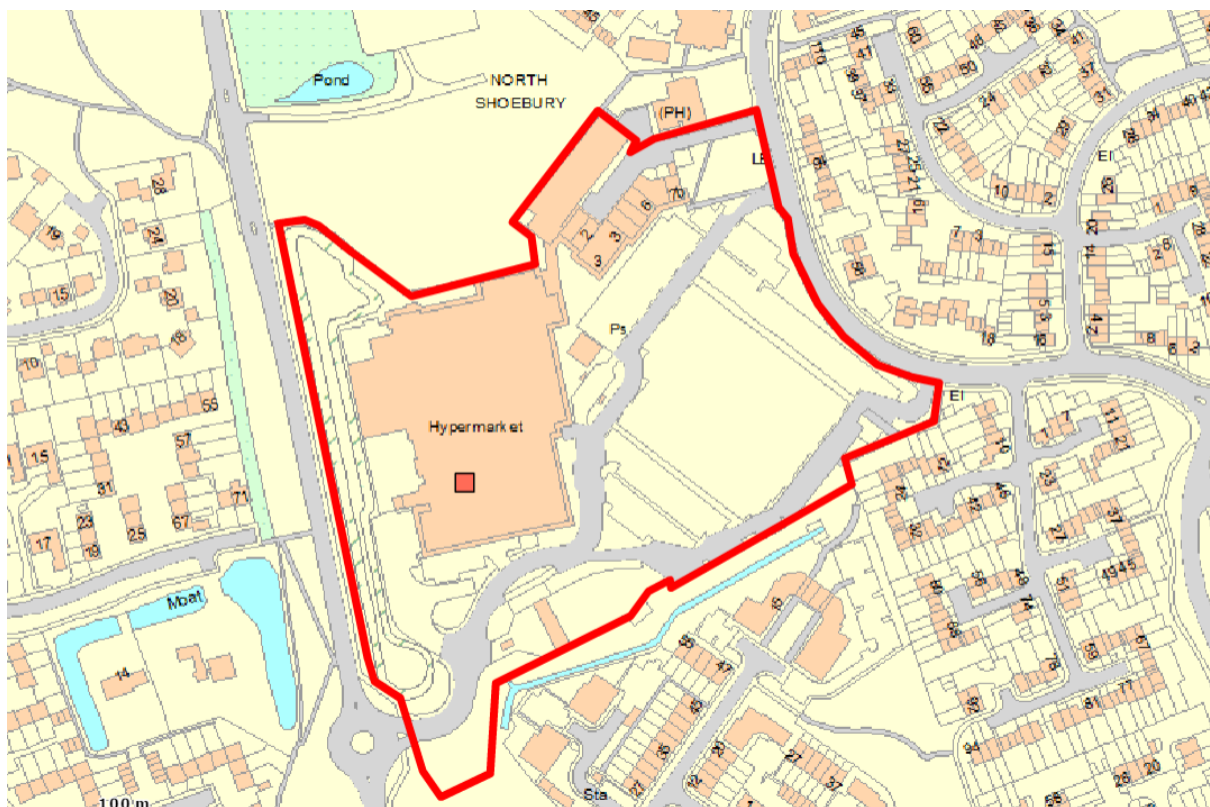


Reference:	17/00559/FULM	
Ward:	Shoeburyness	
Proposal:	Demolish existing two lane shopping collection point to the side and install a five lane shopping collection point to the side and alter vehicular access and erect new canopy	
Address:	Asda, North Shoebury Road, Shoeburyness, Southend on Sea, Essex	
Applicant:	Asda Superstores Limited	
Agent:	Whittam Cox Architects	
Consultation Expiry:	14.06.2017	
Expiry Date:	08.08.2017	
Case Officer:	Janine Rowley	
Plan Nos:	PL_01A Site Location Plan; PL_02B Proposed external Drive Thru; PL_03 Existing click and Collect Canopy	
Recommendation:	GRANT PLANNING PERMISSION	



The Proposal

- 1.1 Planning permission is sought to demolish an existing canopy and two lane, shopping collection drive through point, to side of the existing supermarket and install a five lane shopping drive through collection point, with a new canopy and alteration to the vehicular access. The applicant states the proposed development is in response to customers demand for the “click and collect” service offered by Asda.
- 1.2 The proposed canopy is 20m wide, by 4.6m deep, by 3.8m high and constructed from a lightweight profiled steel low pitch roof sheets in a grey colour. Lights will be installed to the canopy and wall mounted lighting on the side of the canopy also.
- 1.3 The proposed vehicle access is 19.2m wide to enable five vehicles to park while picking up for “click and collect” of goods from the supermarket.
- 1.4 The application is accompanied by a Design and Access Statement and a Transport Statement.
- 1.5 The supporting information accompanying this application states customers are able to book a specific time slot to collect their online shopping order.

2 Site and Surroundings

- 2.1 The site contains a supermarket and associated parking and is located to the northeast of North Shoebury Road. North Shoebury Road also runs through the site linking to Frobisher Way to the east. The wider surrounding area is residential in character. To the north of the existing car park is a mix of commercial units including retail, beauty salon, public house and church.

3 Planning Considerations

- 3.1 The main considerations in relation to this application are the principle of the development, design and impact on the character of the area, parking and highway safety and impact on residential amenity.

4 Appraisal

Principle of Development

National Planning Policy Framework; Development Plan Document 1 (Core Strategy) 2007 policies KP1, KP2, CP2, CP3, CP4; Development Plan Document 2 (Development Management) 2015 policies DM1, DM3, DM13 and DM15 and the Design and Townscape Guide SPD1 (2009)

- 4.1 The proposal is considered in the context of the National Planning Policy Framework, Core Strategy policies KP2 and CP4, Development Management policies DM1 and DM13 and the Design and Townscape Guide.

These policies and guidance generally support new development but require that any new development respect the existing character and appearance of the surrounding area and ensure the highway network and highway safety are protected. This is dealt with in more detail below.

- 4.2 No objections are raised in principle to the reconfiguration of the parking layout to create five spaces and a new canopy to the south of the existing supermarket. This area is already used as a pick up point for “click and collect” from the supermarket albeit less intensely.

Design and impact on the character of the area

National Planning Policy Framework; Development Plan Document 1: (Core Strategy) 2007 policies KP2, CP4; Development Plan Document 2 (Development Management) 2015 policies DM1 and DM3 and the Design and Townscape Guide SPD1 (2009)

- 4.3 It is not considered that the alterations to the layout of the vehicular access to the south of the site to enable 5 drive through lanes onto the existing road within the Asda site will harm the existing character. The proposed canopy is to be positioned above the five drive through lanes opposite the existing petrol station to the south. The overall design and scale of the canopy is considered acceptable given the scale of existing development on site. It will not harm the surrounding character and appearance of the area.

Traffic and transportation

National Planning Policy Framework; Development Plan Document 1 (Core Strategy) 2007 policy CP3; Development Plan Document 2 (Development Management) 2015 policy DM15 and the Design and Townscape Guide SPD1 (2009)

- 4.4 The existing access to the supermarket is from the west via North Shoebury Road and Frobisher Way to the east. The existing “click and collect facility” located to the immediate south of the supermarket opposite the petrol station. Currently there are two lanes and this application seeks alter the layout providing five lanes facing the existing road serving the supermarket.
- 4.5 The proposed layout will enable vehicles to access to enter the shopping lanes from the west and exit to the south. Customers accessing the new pick up facility will utilise the same access point as the current collection point. Vehicles will be loaded with shopping and exit in a forward gear. The location of the collection points provides good visibility in both directions to ensure customers can make a safe exit. The access to the store will remain from North Shoebury Road to the west and Frobisher Way to the east.
- 4.6 In light of the above, it is not considered the reconfiguration of existing collection facility from two lanes to five lanes will result in any harm to the existing highway network.

Impact on residential amenity

National Planning Policy Framework; DPD1 Core Strategy policies KP2 and CP4; Development Plan Document 2 (Development Management) 2015 policy DM1 and the Design and Townscape Guide SPD1 (2009)

- 4.7 It is not considered the proposed changes to the existing layout or the repositioning of the canopy will harm the amenities of residential properties given the separation distances to the west and south of the site. The proposal is found to be acceptable and compliant with the development plan policies and guidance on the protection of the amenities of neighbouring occupiers.

Community Infrastructure Levy

- 4.8 Given the proposal is for the reconfiguration of the existing collection point parking layout the application is not CIL liable.

Conclusion

- 4.9 The number of parking spaces serving the collection point facility on site will increase from two to five extending the new vehicle crossover to the south and the erection of a canopy. There are no objections on highway grounds and customers will be able to leave the parking lanes in forward gear and there is high visibility to the east and west of the site. The erection of a new canopy and associated lighting will not harm the amenities of nearby residential occupiers given the overall separation distance.
- 4.10 Having taken all material planning considerations into account, it is found that subject to compliance with the attached conditions, the proposed development would be acceptable and compliant with the objectives of the relevant development plan policies and guidance. The proposal would have an acceptable impact on the amenities of neighbouring occupiers, the character and appearance of the application site, the street scene and the locality more widely and the highways network. This application is therefore recommended for approval subject to conditions.

5 Planning Policy Summary

- 5.1 National Planning Policy Framework
- 5.2 Development Plan Document 1: Core Strategy (2007) Policies KP1 (Spatial Strategy), KP2 (Development Principles), CP2 (Town Centre and Retail Development), CP3 (Transport and Accessibility), CP4 (The Environment and Urban Renaissance)
- 5.3 Development Plan Document 2: Development Management (2015) policies DM1 (Design Quality), DM3 (Efficient and Effective Use of Land), DM13 (Shopping Frontage Management outside the town centre), DM15 (Sustainable Transport Management)

5.4 SPD1 Design & Townscape Guide (2009)

6 Representation Summary

Design and Regeneration

6.1 No comments.

Traffic and Transportation

6.2 No objections. The customers accessing the new pick up facility will utilise the same access point as the current collection point. Vehicles will be loaded with shopping and exit in a forward gear. The location of the collection points provides good visibility in both directions to ensure customers can make a safe exit.

7 Public Consultation

7.1 Two site notices were displayed on the 24.05.2017 and no letters of representation have been received in relation to this proposal.

8 Relevant Planning History

There is an extensive history relating to this site, the most relevant applications include:

8.1 2017- Car park alterations, relocation of lighting columns and associated works- Refused (17/00446/FULM)

8.2 Erect canopy to be used in association with waiting and loading area for customer grocery collection to south elevation- Granted (13/00571/FUL)

9 Recommendation

9.1 **Members are recommended to GRANT PLANNING PERMISSION subject to the following conditions:**

1 The development hereby permitted shall be begun not later than 3 years beginning with the date of this permission.

Reason: Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2 The development hereby permitted shall be carried out in accordance with the approved plans PL_01A Site Location Plan; PL_02B Proposed external Drive Thru; PL_03 Existing click and Collect Canopy.

Reason: To ensure that the development is carried out in accordance with the policies within the Development Plan.

- 3 The development hereby approved shall be carried out in accordance with details on drawing PL_02 Revision with respect to the materials used before it is brought into use.

Reason: In the interests of visual amenity and to ensure that the appearance of the building makes a positive contribution to the character and appearance of surrounding locality. This is as set out in DPD1 (Core Strategy) 2007 policy KP2 and CP4, DPD2 (Development Management Document) 2015 policies DM1 and DM3 and SPD1 (Design and Townscape Guide)

Informative

- 1 You are advised that as the proposed works will not result in the creation of internal floorspace in accordance with the Community Infrastructure Levy Regulations 2010 (as amended) and as such no charge is payable. See www.southend.gov.uk/cil for further details about CIL.

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework. The detailed analysis is set out in a report on the application prepared by officers.