

**Convenience Store
239-243 Eastwood Road, Rayleigh**

**Appeal Statement on behalf of Geoff Bray
(Rayleigh) Limited – Planning Application
Reference 11/00085/COU**

APP/B1550/A/11/2153393

July 2011

PREPARED BY

GL Hearn

Property Consultants

**20 Soho Square
London
W1D 3QW**

**Tel: +44 (0)20 7851 4900
Fax: +44 (0)20 7851 4910
Email: info@glhearn.com
www.glhearn.com**

Ref: J:\Planning\Job Files\J023859-239 Eastwood Rd\Appeal Statement (11.00085.COU) - July 2011.doc

Date: July 2011

Contents

| Section | Page No. |
|---------------------------------------|----------|
| 1 INTRODUCTION | 3 |
| 2 SITE AND SURROUNDINGS | 5 |
| 3 PLANNING HISTORY | 6 |
| 4 CONTENT OF THE PLANNING APPLICATION | 10 |
| 5 PLANNING POLICY CONSIDERATIONS | 11 |
| 6 APPELLANTS CASE | 14 |
| 7 CONDITIONS | 17 |
| 8 CONCLUSIONS | 19 |
| 9 LIST OF DOCUMENTS | 20 |

Figures

- 1 Aerial Photograph of Site
- 2 Planning Application Site (05/00627/FUL)
- 3 Quantum of A1 use approved under planning application 05/00627 'as proposed' under the proposed change of use application

Appendices

- A Parking Standards Design and Good Practice SPD Extract (December 2010)

Quality Standards Control

The signatories below verify that this document has been prepared in accordance with our quality control requirements. These procedures do not affect the content and views expressed by the originator.

This document must only be treated as a draft unless it has been signed by the Originator and approved by a Director or Associate.

Date
July 2011

Originator
David Brown
Senior Planner

Approved
Paul Manning
Planning Director



Limitations

This document has been prepared for the stated objective and should not be used for any other purposes without the prior written authority of GL Hearn; we accept no liability for the consequences of this document being used for a purpose other than for which it was commissioned.

1 INTRODUCTION

1.1 This Grounds of Appeal relates to a site identified as 239-243 Eastwood Road, Rayleigh, Essex.

1.2 The planning application was submitted to Rochford District Council (the Council) on 9th February 2010. The description of development was set out as follows:

"Part change of use of existing car showroom and ancillary retail use to retail use including car parking provision for 6 no. customer car parking spaces – Resubmission of planning application 10/00748/COU, including revised vehicular access off Eastwood Road".

1.3 The planning application was submitted on behalf of Geoff Ray (Rayleigh) Limited (the appellant) and registration was confirmed by way of formal letter from the Council. This letter sets out that the Council would determine the planning application by 19th April 2011, within the 8 week statutory time period. The planning application was given LPA reference 11/00085/COU.

1.4 The content of the planning application is set out in section 4 of this statement.

1.5 The planning application was determined by Members of the Planning Committee with the planning application was refused on 14th April 2011. The planning application was recommended for approval by Officers however was refused subject to two reasons. The reasons for refusal of planning permission are:

Reason 1

"The proposal cannot accommodate the required number of parking spaces at the preferred bay size for the development as recommended in the adopted Parking Standards Design and Good Practice Supplementary Planning Document (Adopted December 2011). The lack of adequate parking provision and independently accessible provision for delivery vehicles may lead to short term parking taking place within Eastwood Road on the footway or in The Chase to the detriment of pedestrian and general highway safety."

Reason 2

"The proposal would give rise to harm to residential amenity to occupiers of properties in the neighbouring vicinity by way of increased noise and disturbance with particular reference to

the increase in proposed opening hours compared to the existing use at the site and nearby retail store; and the intensification of use of the site and nearby retail store; and the intensification of use of the site which would result in change to the character of the area and in a level of harm to residential amenity which would be unacceptable.."

- 1.6 This statement is submitted in accordance with the planning appeal procedures and follows the submission of the appellant's grounds of appeal.

2 SITE AND SURROUNDINGS

- 2.1 A full description of the site and surroundings is identified within the Planning Statement supporting the original application however will be repeated for completeness.
- 2.2 The site is currently occupied by a modern two storey car showroom consisting of both sales and office space. The area is largely characterised as residential however an existing convenience store is located to the west of the planning application site.
- 2.3 The existing showroom benefits from ample car parking to the western boundary while a forecourt sales area lies to the south of the application site.
- 2.4 The entire building extends almost two thirds of the plot width and depth and lies within close proximity of the eastern boundary.
- 2.5 The part of the building subject to this planning application is located to the east of the site – as identified at **Figure 1** below.
- 2.6 Vehicular access is served via Eastwood Road to the south of the site.



Figure 1 – Aerial photograph of site

3 PLANNING HISTORY

3.1 The relevant planning history for the site is identified within the Planning Statement. For completeness however it will be included below and updated to take into account a separate application at this site that is being appealed simultaneously following a further refusal.

3.2 The following planning application(s) identified at the site are considered to be relevant to the convenience store proposal:

- 05/00627/COU – Change of use workshop (B2) to retail/office (A1/B1). Total refurbishment of premises, layout external areas and small single storey rear extension. GRANTED (22.09.2005)
- 07/00258/FUL – Retention of Amended Fenestration to North Elevation, Retention of Air Duct and Screening, Valet Bay Extension and Car Wash Enclosure (Amendment to 05/00627/FUL). GRANTED (09.05.2007)
- 10/00479/FUL – Construct new vehicular access onto Eastwood Road. GRANTED (22.09.2010)
- 10/00490/LDC – Proposed Lawful Development Certificate For Change Of Use In Accordance With Approved Planning Application 05/00627/COU To A1/B1 On Part Of Site (Continuing Implementation of 05/00627/COU). CERTIFICATE ISSUED (21.09.2010)

Planning Application Reference: 05/00627/COU

3.3 Planning permission was granted in September 2005 for the change of use of a workshop (B2) to retail/office (A1/B1). The change of use equated to c.223sqm of floorspace, of which there were no conditions delineating or specifying the quantum of A1 (net sales) or B1 space.

3.4 The planning application site subject to this application is identified at **Figure 2** below.

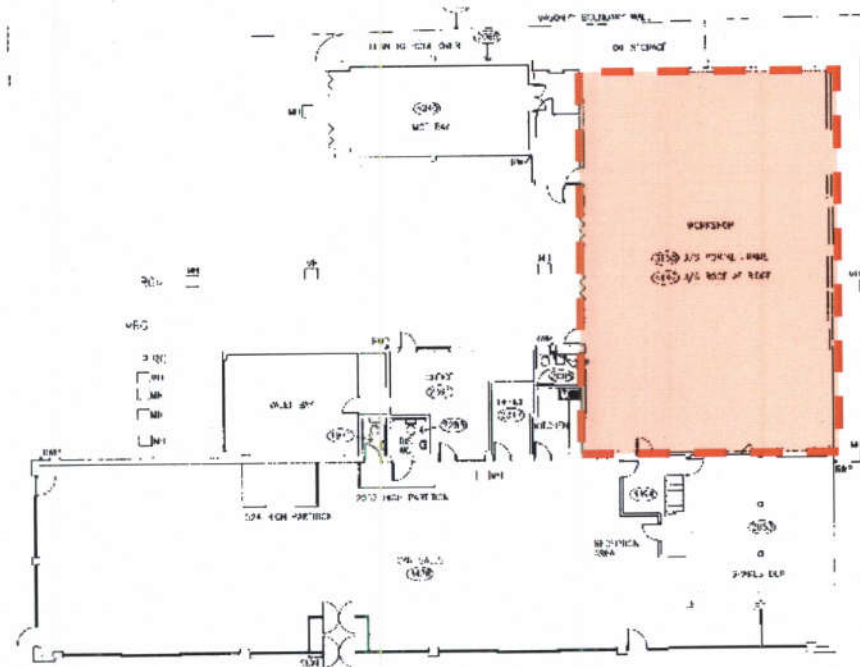


Figure 2 – Planning application site (05/00627/FUL)

Planning Application Reference: 10/00490/LDC

- 3.5 A Lawful Development certificate was issued in September 2010 confirming the quantum of possible A1 floorspace following the implementation of planning application 05/00627.
- 3.6 Although the principle of A1 floorspace was established through the Certificate, it was confirmed by the Council that this floorspace remained part of the car showroom and that should the A1 floorspace be used independently as a separate planning unit that an application seeking a change of use would be required.
- 3.7 The Certificate application also confirmed that the quantum of retail sales space sought under planning application 05/00627 is not too dissimilar from that proposed under this planning application – the difference being 57sqm.
- 3.8 **Figure 3** below identifies the quantum of A1 floorspace granted under planning application 05/00627 however arranged 'as proposed' under this application (identified in red). **Figure 3** also identifies an area to be allocated for 'back of house' - ancillary to the A1 use (identified in blue); and finally the 'additional' net sales space above and beyond that granted under planning application 05/00627 (in yellow).

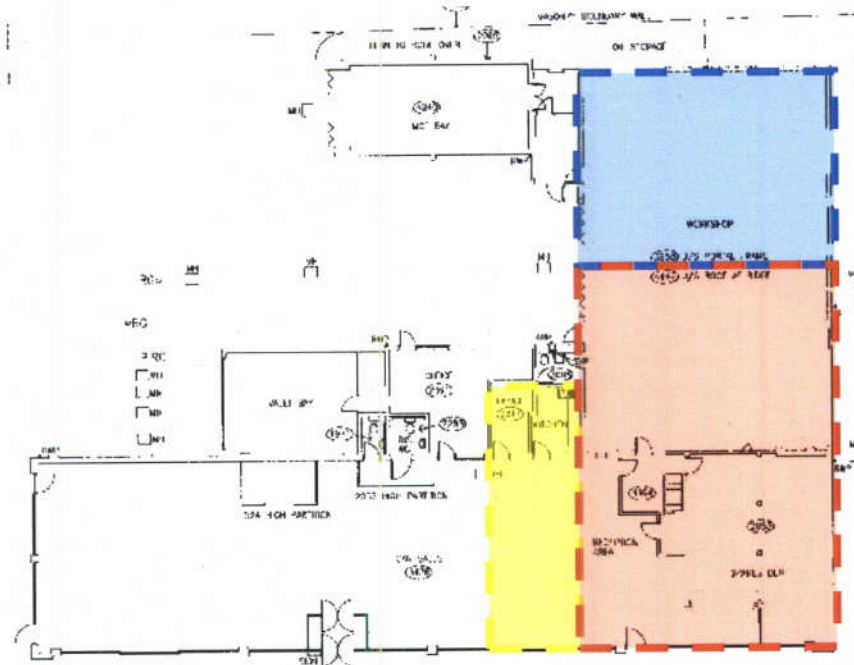


Figure 3 – Quantum of A1 use approved under planning application 05/00627 ‘as proposed’ under the proposed change of use application

Planning Application Reference: 10/00479/FUL

3.9 Planning permission was granted in September 2010 seeking to create a new vehicular access at the site. Permission was granted to relocate the existing vehicular access to the eastern end of the site, a short distance to the west of the existing. The proposal also sought to reinstate the existing access.

3.10 It was accepted by the Local Highway Authority that the relocation of the access would improve upon the existing access.

Planning Application Reference: 10/00748/COU

3.11 Planning permission was refused on 19th January 2011.

3.12 The application was refused under delegated powers and for a single reason based upon inadequately sized parking spaces and an overall under provision of car parking. A copy of the Decision Notice was provided with the submitted appeal.

3.13 Leading up to and following refusal the applicant engaged in dialogue with Essex County Council with an aim of overcoming this reason for refusal.

Planning Application Reference: 11/00085/COU – Subject of this appeal

- 3.14 Following the pre-application discussion identified above, the planning application had an officer recommendation for approval. Furthermore, the application received support from the local highway authority – Essex County Council.
- 3.15 Planning permission was refused however at the Development Committee on the 14th April 2011. The application sought the same development as planning application 10/00748/COU aside of a revised car parking layout.
- 3.16 The planning application was refused for two reasons, namely:

Reason 1

"The proposal cannot accommodate the required number of car parking spaces at the preferred bay size for the development as recommended in the adopted Parking Standards Design and Good Practice Supplementary Planning Document (Adopted December 2010). The lack of adequate parking provision and independently accessible provision for delivery vehicles may lead to short term parking taking place within Eastwood Road on the footway or in The Chase to the detriment of pedestrian and general highway safety."

Reason 2

"The proposal would give rise to harm to residential amenity to occupiers of properties in the neighbouring vicinity by way of increased noise and disturbance with particular reference to the increase in proposed opening hours compared to the existing use at the site and nearby retail store; and the intensification of use of the site which would result in change to the character of the area and in a level of harm to residential amenity which would be unacceptable."

- 3.17 In refusing the planning application, the Council make specific reference to the County Council's updated Park Parking Standards Design and Good Practice SPD and **policies EB1, EB6, SAT1, SAT2, SAT8** of the Rochford District Council Adopted Replacement Local Plan.

Planning Application Reference: 11/00100/ADV

- 3.18 Advertisement consent was granted on 11th April 2011 seeking the relocation of an existing totem sign fronting the site.

4 CONTENT OF THE PLANNING APPLICATION

4.1 The planning application subject to this appeal was submitted with the following documentation:

- Planning, Design and Access Statement (including matters of car parking bay size and the quantum of car parking space)

4.2 Matters of signage (advertisements) pertinent to the future occupier would be submitted independently once the principle of the use has been established.

4.3 The drawings determined under the planning application are identified below:

- Covering letter dated 09/02/2011
- Planning application forms (including certificate B and agricultural holdings certificate)
- Planning Statement prepared by GL Hearn
- Site location plan (scale 1:1250)
- 1901/PL12 existing plan
- 1901/P12A existing site plan
- 1901/P13 existing elevations
- 1901/P11E proposed retail unit
- 1901/P14 proposed elevations

4.4 The appellant wishes to highlight that at no point were further plans requested seeking amendments to the scheme as originally proposed.

5 PLANNING POLICY CONSIDERATIONS

5.1 This Section of the Statement will refer to relevant national and local policy or guidance considered in determining the planning application.

5.2 The appeal should be assessed in light of relevant (adopted) Government guidance that includes:

- PPS1: Creating Sustainable Communities (February 2005);
- PPS4: Planning for Sustainable Economic Growth (December 2009);
- PPG13: Transport (April 2001)
- PPG24: Planning and Noise (October 1994)

5.3 The Council did not cite PPS1, PPS4, PPG13 or PPG24 within the Decision Notice (i.e. forming the reasons for refusal) and as such, with the exception of PPG13 this Statement will not report on the above further.

PPG13: Transport (2001)

5.4 The key aim of PPG13 is to seek to achieve a reduction in motorised journeys, encourage alternative means of travel that have less environmental impact and reduce reliance of the private car. The guidance puts particular emphasis on the promotion of public transport and discouragement of trips by car.

5.5 The objectives of PPG13 are to promote sustainable transport choices for people and moving freight; promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and reduce the need to travel especially by car.

5.6 With respect to addressing mobility issues, PPG13 dictates that local authorities, developers and transport providers should work together to seek to meet the accessibility needs of disabled people by taking account of their needs, in terms of access arrangements and parking spaces – including the provision of adequate numbers of suitably designed parking spaces for disabled people.

5.7 The appeal will be assessed in light of the Development Plan for the area which comprises The Rochford District Replacement Local Plan (2006).

Rochford District Replacement Local Plan (adopted 2006)

- 5.8 The Rochford Local Plan was adopted in 2006. The relevant policies to the proposal (as identified upon the decision notice) will be considered in turn below:

Retail Policies

- 5.9 **Policy SAT1** (New Retail, Commercial & Leisure Development) – States that the Local Planning Authority shall adopt a sequential approach to consider the suitability of proposals for retail, commercial, public offices, entertainment, leisure and other such proposals. The preferred location for such proposals shall be within the Town Centre boundaries of Rayleigh, Rochford and Hockley, indicated on the Proposal Maps, followed by edge-of-centre sites, district and local centres, and out-of-centre sites. Having demonstrated a need for any retail development proposals, applications for retail and other such development as covered by this policy outside a town centre, will be determined having regard to the following factors:

- i. *"The availability of any alternative site or sites (whether allocated for the proposed use, or otherwise) within a Town Centre. Applicants must be flexible in terms of format, design and scale of their development"*
- ii. *the quantitative and qualitative need for the amount of floorspace proposed*
- iii. *the likely impact of the development on the vitality and viability of existing town centres, including the evening economy, and on the rural economy*
- iv. *the accessibility of the application site by a choice of means of transport*
- v. *the likely effect of the proposal on overall travel patterns and car use; and*
- vi. *the likely harm of the proposal to the foregoing strategy"*

- 5.10 **Policy SAT 2** (District & Local Shopping Centres & Shops) – Identifies that in the urban areas outside the town centres of Rayleigh, Hockley and Rochford new retail development will be permitted if:

- i. *"The proposals is within or adjacent to an established local shopping centre;*
- ii. *The proposal will serve an identifiable local need;*
- iii. *It is of a size appropriate to the scale and character of the centre;*
- iv. *It would not adversely affect the vitality and viability of the centre or other centres;*
- v. *It would be readily accessible by public transport, bicycle or on foot."*

- 5.11 The Council also make reference to policy policies **EB1** (Existing Sites & the Allocation of New Sites), **EB6** (Landscaping) and **SAT 8** (Shopfronts: Design and Security) within their decision notice, however as these matters were not considered contentious they will not be referred to.

- 5.12 The Council specifically refer to the Essex County Council Parking Standards Design and Good Practice SPD (December 2010).
- 5.13 The SPD provides guidance with respect to car parking standards and identifies that A1 food stores should provide a maximum of 1 standard car parking space per 14sqm.
- 5.14 The SPD also identifies that a lower provision of vehicle parking may be appropriate in urban areas where there is good access to alternative forms of transport and good car parking facilities.
- 5.15 Page 24 of the SPD identifies that the preferred bay size for cars is 5.5m x 2.9m. The SPD stipulates that the preferred bay size should be used and that the minimum bay size may only be used in exceptional circumstances as determined by the LPA. The minimum permitted bay sizes as recognised at page 24 are identified to be 5m x 2.5m. An extract from this SPD is attached as **Appendix A** of this statement.
- 5.16 Paragraph 3.2.2. states that any smaller than the above minimum bay size and an occupant might be unable to get in or out of an average sized family car parked in the bay with cars parked adjacent and consequently bay sizes smaller than the minimum stated above will not be considered a usable parking space.

6 GROUNDS OF APPEAL

- 6.1 As identified within Section 1 of this Statement, the planning application subject to this appeal was refused upon two grounds. For completeness, the reasons for refusal are set out below and will be addressed individually within this Section:

Reason 1

"The proposal cannot accommodate the required number of car parking spaces at the preferred bay size for the development as recommended in the adopted Park Parking Standards Design and Good Practice Supplementary Planning Document (Adopted December 2010). The lack of adequate parking provision and independently accessible provision for delivery vehicles may lead to short term parking taking place within Eastwood Road on the footway or in The Chase to the detriment of pedestrian and general highway safety."

- 6.2 As identified at Section 3 of this Statement (and within the Appeal Statement supporting planning appeal APP/B1550/A/11/2153394), pre-application discussions were had with Essex County Council as the local highway authority. Appendix 5 of the submitted Planning Statement confirms that no objection was raised by Essex County Council with respect to the proposal.
- 6.3 It was identified through the consultation period that the Council (as a preference) required the car parking space standards to meet those of the September 2009 Essex County Council SPG (since superseded). It was identified that the request came from Essex County Council acting as the local highway authority.
- 6.4 Pre-application discussions with Essex County Council confirmed that the car parking dimensions of 5.5m x 2.5m were deemed acceptable. This is confirmed at page 57 of the Officers Committee Report wherein a condition is suggested by the local highway authority insofar that *"the parking layout, as shown on the submitted drawing 1901/11E shall be marked out on the ground and suitably signed"*.
- 6.5 It must therefore be assumed that in considering the adopted Parking Standards Design and Good Practice SPD the proposal forms an exceptional circumstance insofar that the reduced size bays would be acceptable upon the assumption that the local planning authority (Rochford District Council) are in agreement.

- 6.6 As identified at Section 3 above, planning application 11/00085/COU was recommended for approval by Rochford District Council in agreement with Essex County Council acting as the local highway authority.
- 6.7 For further justification over the proposed bay sizes please refer to the supporting "Response to Highway Reason Refusal" technical note as prepared by Vcl2.

Number of spaces

- 6.8 In turning to the quantum of car parking provision proposed, the applicant refers the Inspector to the supporting "Response to Highway Reason Refusal" technical note as prepared by Vcl2.
- 6.9 The proposal can accommodate the number of parking spaces required to cater for the parking demand associated with the expected trip generation which has been assessed following a standard methodology using industry standard travel survey databases. As such, the proposal will not cause short term parking on the footway of Eastwood Road or in The Chase and there will be no detriment to pedestrian and general highway safety as a result.

Reason 2

"The proposal would give rise to harm to residential amenity to occupiers of properties in the neighbouring vicinity by way of increased noise and disturbance with particular reference to the increase in proposed opening hours compared to the existing use at the site and nearby retail store; and the intensification of use of the site which would result in change to the character of the area and in a level of harm to residential amenity which would be unacceptable."

- 6.10 It should be noted at this stage that the planning application subject to this appeal was heard before the Members of the Development Management Committee on the 14th April 2011. The planning application was reported with a recommendation for approval.
- 6.11 Members were advised that the planning application formed a resubmission of planning application 10/00748/COU that was refused under delegated powers in January 2011. Members were also advised that the proposal remained largely unchanged aside of the revisions to the car park layout and quantum of car parking spaces provided. Members were also advised that planning application 10/00748/COU was refused upon a single ground relating to the size and number of car parking spaces provided.

-
- 6.12 The appellant argues that the proposal (with respect to the change of use itself) is immaterially different to that refused in January 2011. As such it is unreasonable to expect that a change to the car park layout and small number of spaces alone is likely to create a marked increase in noise and/or disturbance.
- 6.13 The Inspector is therefore urged to consider the changes made to the car park alone and to base their recommendation upon the likely uplift in impact as a direct result of these amendments.

7 CONDITIONS

7.1 Should the Inspector be minded to allow the appeal, the following conditions have been suggested:

1. The development to which this permission relates must be begun not later than the expiration of 3 years from the date of this permission.
2. The materials to be used in the construction of the external surfaces of the extension(s)/building(s)/dwelling(s)/development hereby permitted shall match those used in the existing building.
3. The parking spaces within both the land edged red and within the land edged blue shown in a hatched area on the approved plan drawing number 1901/11E shall be available for use at all times by customers of both the retail unit and the car showroom.
4. Prior to the store opening, the parking layout as shown on the submitted drawing 1901/11E shall be marked out on the ground and suitably signed and shall remain so in perpetuity.
5. Prior to the store opening the new dropped kerb vehicular crossing shown on the approved plan drawing number 1901/11E shall be constructed and the existing access adjacent the boundary to No. 245 Eastwood Road shall be suitably and permanently closed to the satisfaction of the Local Planning Authority, incorporating the reinstatement to full height of the highway footway kerbing to the satisfaction of the Highway Authority.
6. Before the use commences (the building envelope) (specified area of building) shall be insulated against the egress of internally generated noise, in accordance with a scheme to be submitted to and agreed in writing with the L.P.A. Such agreed works shall be fully implemented prior to the commencement of any use hereby permitted and shall be maintained in the approved form while the premises are in use for the permitted purpose.
7. Prior to the commencement of any development, details of any external equipment or openings in the external walls or roofs of the building proposed at any time in connection with the permitted use, shall be submitted to and approved in writing by the L.P.A. before the machinery is installed or the opening formed. The equipment shall be installed or the openings formed as approved and shall be maintained in the approved form while the premises are in use for the permitted purpose.

8. Prior to installation, details of all fume extraction and ventilation equipment shall be submitted to and approved in writing by the L.P.A. The equipment shall be installed as approved and shall be maintained in the approved form while the premises are in use for the permitted purpose.
9. No waste material shall be stored outside the building hereby approved for retail use unless details of waste storage are submitted to and agreed in writing by the Local Planning Authority. If agreed any external waste storage shall be stored in accordance with the details agreed.
10. The use of the site hereby permitted, shall not open to customers outside the hours of 0700 and 2300 hours on any day.
11. The existing windows and door in the rear elevation shall be infilled as indicated on the approved plan drawing number 1901/PL14 prior to the retail use hereby permitted being opened to the public and the window in the rear elevation which would not be infilled shall remain in obscure glass. No fenestration shall be inserted into either the rear or side elevation of that part of the building in which the retail use hereby permitted will operate other than those shown on the approved plan drawing number 1901/PL14.

8 CONCLUSIONS

8.1 In summary of the above, the following conclusions can be made in support of the appeal:

- The appellant has worked with both Planning Officers and Essex County Council acting as the local highway authority in agreeing a proposed car parking layout; confirmation of the acceptability was submitted at Appendix 5 of the Planning Statement supporting the application;
- The appellant worked with both Planning Officers and Essex County Council acting as the local highway authority in agreeing a proposed car parking space size;
- The planning application was recommended for approval by Officers at the Development Management Committee held on 9 December 2010.
- The change of use has been accepted by the local planning authority by virtue of them not objecting to the proposal upon this ground.
- The supporting technical notes as prepared by Vcl2 and Mouchel confirms that the expected trip generation can be accommodated on site and the development would not give rise to short term parking taking place within Eastwood Road on the footway or in The Chase to the detriment of pedestrian and general highway safety.
- The appellant has demonstrated through the submission of plan 1901/PL14 that the scheme can accommodate individual bay sizes measuring 5.5m x 2.5m, which is above the minimum size requirement as identified within the Essex County Council adopted (and recently superseded) Supplementary Planning Document.
- The appellant has identified that the local planning authority have accepted individual bay sizes measuring 5.5m x 2.5m in recommending planning application 11/00085/COU for approval upon the advice of Essex County Council as local highway authority. Upon this basis the local planning and highway authorities have accepted that the site forms an 'exceptional circumstance' wherein the minimum car parking dimension of 5m x 2.5m are deemed acceptable.

8.2 On the basis of an objective application of the policy and factual analysis of the site and surroundings, we respectfully request that the appeal is allowed and that planning permission is granted for the proposal.

9 LIST OF DOCUMENTS

9.1 The following documents (or extracts) have been provided as part of the appeal submission unless otherwise stated: -

- Planning Policy (not provided)
 - PPS1: Creating Sustainable Communities (February 2005);
 - PPS4: Planning for Sustainable Economic Growth (December 2009);
 - PPG13: Transport (April 2001)
 - PPG24: Planning and Noise (October 1994)
 - Rochford Development Plan Policies
- Documents submitted as part of the application (*submitted when appeal lodged*):
 - Planning Application Forms and Certificate B
 - Planning Statement – GL Hearn
- Drawings submitted as part of the application (*submitted when appeal lodged*):
 - Site location plan (scale 1:1250)
 - 1901/PL12 existing plan
 - 1901/P12A existing site plan
 - 1901/P13 existing elevations
 - 1901/P11E proposed retail unit
 - 1901/P14 proposed elevations

Rochford District Council

December 2010

Parking Standards Design and Good Practice Supplementary Planning Document

Adopted December 2010



EssexWorks.

For a better quality of life



Parking Standards

Design and Good Practice

September 2009

Working in partnership with



Essex County Council

3.2 Vehicles

Parking Bay Size

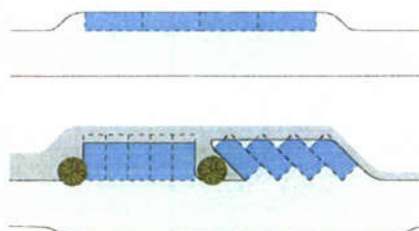
| | | |
|--------|---|--------------|
| 3.2.1 | Preferred bay size for cars | 5.5m x 2.9m |
| | (Parallel parking bay length) | 6.0m |
| | Minimum bay size (only used in exceptional circumstances) | 5.0m x 2.5m |
| Notes: | | |
| | Minimum bay size for vans | 7.5m x 3.5m* |
| | Minimum bay size for HGVs: | |
| | Articulated | 17.0m x 3.5m |
| | Rigid | 12.0 x 3.5m |

* To allow for the trend of increasingly long vans (e.g. Mercedes-Benz Sprinter, up to 7345mm, Fort Transit, up to 6403mm)

- 3.2.2 Principally the preferred bay size should be used. The minimum bay size may only be used in exceptional circumstances as determined by the LPA.
- 3.2.3 Any smaller than the above minimum bay size and an occupant might be unable to get in or out of an average sized family car parked in the bay with cars parked adjacent and consequently bay sizes smaller than the minimum stated above will not be considered a usable parking space.

Layout of Parking Areas

- 3.2.4 The location and overall design should encourage maximum use of the parking areas in order to minimise the risk of on-street parking problems. As well as taking into account design features such as security and landscaping, adequate bay sizes that are easy to enter and exit and clear directional markings such as exit signs, will increase the appeal of the parking area.
- 3.2.5 There are a variety of parking styles including:
- Square Parking (or 90° Square Parking)
 - Angled Parking
 - Parallel or 'End to End' Parking



On street parking options
ref: p163 Essex Design Guide 2005
Essex County Council

239-243 Eastwood Road, Rayleigh

Planning appeal

(APP/B/550/A/11/2153393 - 10/00085/COU)

Response to highways reason for refusal

Prepared on behalf of Geoff Bray (Rayleigh) Ltd

July 2011

vcl2

Contents

| | | |
|----|--------------------------------|--------|
| 1. | Reason for refusal | Page 3 |
| 2. | Grounds of appeal | Page 3 |
| 3. | Response to reason for refusal | Page 3 |
| 4. | Other considerations | Page 7 |
| 5. | Summary | Page 8 |

| Prepared | Date | Issue | Recipient |
|--------------|-------------|------------|---------------------------|
| Kieron Burke | 13 Jul 2011 | v1 - Final | Planning appeal statement |

1. Reason for refusal

1.1 Planning consideration

The planning consideration which forms the basis of Rochford District Council's (RDC) reason for refusal is that of parking provision, specifically the number and preferred size of spaces, included as part of the proposal. This consideration can be broken down to 'problem', 'effect' and relevant highways policy as set out following in order to establish the grounds of appeal and to fully respond to the reason for refusal.

1.2 Problem no. 1

"The proposal cannot accommodate the required number of parking spaces at the preferred bay size for the development as recommended in the adopted Parking Standards Design and Good Practice Supplementary Planning Guidance (Adopted December 2010)."

1.3 Problem no. 2

"The lack of adequate parking provision [as for Problem 1 above] and independently accessible provision for delivery vehicles..."

1.4 Effect

"...may lead to short term parking taking place within Eastwood Road on the footway or in The Chase to the detriment of pedestrian and general highway safety."

1.5 Relevant highways policy

No highways / transport policy cited.

2. Grounds of appeal (as previously submitted)

"The appellant can demonstrate that the quantum of car parking spaces identified meets with standards and can comfortably be accommodated on site as identified up plan no. 1901-11E. The appellant can demonstrate that the trip generation and associated parking demand as a result of the proposed A1 use can be accommodated by the proposed level of on-site parking provision and will not lead to short term parking taking place within Eastwood Road on the footway or in The Chase to the detriment of pedestrian and general highway safety. The appellant can demonstrate that an independently accessible provision for delivery vehicles is not required and will not lead to short term parking taking place within Eastwood Road on the footway or in The Chase to the detriment of pedestrian and general highway safety. Further justification to support the appellant's case will be addressed within the supporting information."

3. Response to reason for refusal

3.1 Context

The proposal, as illustrated by Hone Edwards drawing no. 1901/11E (included as part of the original planning application), includes the provision of:

- 5 general use parking bays (5.5m length by 2.5m width); and
- 1 disabled use bay (5.5m length by 2.5m width, with an additional 1.2m safety / access zone).

The proposal was submitted as planning application 11/00085/COU following discussions with Essex County Council (ECC) as Highway Authority (HA) for Eastwood Road in relation to Planning Application 10/000748/COU. The Appellant considered that submitting a new

application was the most straight forward way to respond to ECC's requirements in terms of the proposal's parking provision.

It should be noted that in addition to the above noted 6 parking bays, future customers of the convenience retail use would be permitted to use the existing 5 parking bays located in front of the western side of the application site's building. These existing 5 spaces will effectively be shared with the car sales customers. The existing bollards will be removed and the existing gantry sign relocated to the western end of the site in order to facilitate ease of vehicular movement across the full extent of the front forecourt as required by ECC.

3.2 Car parking provision - number of spaces

Mouchel technical note TN01 was prepared in support of the proposal submitted as part of Planning Application 10/000748/COU following post submission discussions with ECC. It did however not form part of the Planning Application (11/00085/COU) submission. The reason for this is that the Appellant deemed the inclusion of the technical note as unnecessary on the basis of the fact ECC had at that time already given written approval (ECC email to Mouchel dated 9 February 2011) to the car parking provision as illustrated by Hone Edwards drawing no. 1901/11E. Notwithstanding the fact TN01 was not included as part of the Planning Application 11/00085/COU submission or indeed the appeal submission, it is however included as part of the appeal statement submission on the basis that it underpins the proposal's level of parking and provides complete oversight in terms of methodology. It therefore by definition does not constitute new evidence. The note was prepared in order to:

- *"Describe the expected highway impact arising from the proposal;*
- *Demonstrate that the proposal complies with relevant highway planning policy; and*
- *Demonstrate that the proposal will not result in any adverse impact on the highway network or be to the detriment of pedestrian and general highway safety."*

Expected highway impact - trip generation

The expected highway impact has been assessed based upon the proposal's potential for trip generation using the industry standard travel survey databases TRICS and TRAVL.

The methodology that has been used is transparent and follows a standard process. The most comparable data sets (i.e. previously surveyed sites) available in the travel survey databases have been chosen rigorously using the site characteristics of GFA, location and PTAL (for sites in TRAVL only) as selection criteria. The comparable data sets have been averaged to derive a maximum trip rate (to represent a robust 'worst case scenario') which has then been applied to the proposal's 381sqm GFA floorspace.

The above methodology has yielded a maximum expected vehicular trip generation of up to 71 2-way trips per hour during the busiest hour. Assuming an even spread of arrivals and departures, if a 'worst case' (i.e. longest) dwell time of 10 minutes is applied there would be 5.92 vehicles arriving and departing within a given 10 minute interval during the busiest hour. This figure of 5.92 is derived by dividing 71 by 6 (the number of 10 minute intervals per hour) and then in turn by 2 for arrivals and departures. This figure of 5.92 arrivals represents the maximum likely parking demand and therefore informs the number of parking spaces required for the 381sqm GFA food retail use.

The expected level of parking demand of 5.92 is below the level of parking provision of 11 spaces included as part of the proposal. The implication therefore is that the expected level of parking demand can be accommodated on site and will not result in any adverse impact upon the highway network or be to the detriment of pedestrian and general highway safety.

Neither RDC as the Local Planning Authority (LPA), or critically ECC as HA for the application at either Officer and Committee level has raised any issue or concern with Mouchel's trip generation methodology. Furthermore, neither Authority has provided any alternative trip rate data which could have been used to form the basis of a sensitivity test to serve as a check on Mouchel's work and therefore in turn the proposed level of parking.

It is unclear as to what exactly RDC / ECC's opinions on the proposal's level of car parking are based upon. It is unclear as to whether the Authorities have adopted a standard practice evidence based approach in citing part of their reason for refusal as being an insufficient number of parking spaces.

Expected highway impact - private vehicle travel demand

The proposal, as for all convenience retail is intended to serve a local community with a target catchment area being located within a reasonable walk distance. Being within walking distance is singularly the most important factor in controlling travel demand by private vehicle. The implication of such a catchment area is that most trips to and from a convenience store can reasonably be expected to be made on foot and this is the case that prevails at existing convenience stores across ECC and around the country. In fact, it has been stated by RDC's Planning Department via their Case Officer report (Planning Applications Weekly List No. 1067, dated w/e 14 January 2011) that *"(the site's)...surrounding area is built up in character such that there are a large number of potential customers within walking distance..."*.

Convenience retail, which is typified by comparably small floorspaces and limited product choice is not conducive to bulk weekly shopping commonly undertaken via car at a superstore. The implication of this is that in addition to it being reasonable to walk to and from the proposal at the application site, a customer would not need a car to transport the level of goods likely to be purchased there.

Although the application site's level of public transport accessibility is not categorised as being high, the proximal location of bus stops serving a relatively high frequency route will provide a viable alternative to private vehicles for travelling to and from the proposal at the application site for both staff and customers. It has been stated by RDC's Planning Department via the aforementioned Case Officer report that *"There is easy access to the site by bus and it is not anticipated that the proposal, given its location would result in change to travel patterns on a noticeable level."*

Similarly, the provision of cycle stands to be located conveniently for the store entrance where there will be a high level of visual surveillance for increased security, will maximise trips to the site by this mode at the expense of trips which could otherwise have been made by private vehicle.

Compliance with relevant parking standards

ECC states in its Parking Standards Design and Good Practice (September 2009) publication a maximum standard of 1 space per 14sqm GFA for A1 food stores. Applying this standard to the 381sqm GFA forming the proposal gives a maximum parking provision of 27.21 (rounded up to 28 as stated in section 2.4.2). The level of parking provision of 8 spaces included as part of the proposal is therefore compliant with this standard. The ECC publication also states that a minimum of 6% of the total car parking provision for a particular site needs to be dedicated for disabled use. Based upon 8 total spaces this equates to 0.48 disabled

spaces, meaning the single disabled space included as part of the proposal ensures compliance with this standard also.

It should be noted that ECC's car parking policy adopts the principle of maximum standards (as opposed to minimum standards, for 'destination' sites at least) in line with national policy, namely PPG13. PPG13's objective is to promote sustainable travel as opposed to travel by private vehicles. In order to assure sustainable travel is promoted the level of car parking available on a particular site needs to be set in line with its expected trip generation potential and associated parking demand. A level of car parking provision in excess of the established trip generation / parking demand will constitute overprovision and have the potential to encourage trips to be made by private vehicles in conflict with PPG13 and its objectives.

Adverse impact upon the highway

Based upon the trip generation and associated parking demand as set out, the proposal's impact upon the public highway will be negligible. Specifically, there will be no short term 'overspill' parking on Eastwood Road or The Chase at any time because the proposal includes a sufficient level of on-site parking. No overspill parking will mean that there will be no risk of drivers choosing to park on the footway of Eastwood Road or The Chase to the detriment of pedestrian and general highway safety.

3.3 Car parking provision - size of bays

ECC's publication refers to a 'preferred' bay size and a 'minimum' bay size for cars, with the latter only being permitted in 'exceptional circumstances'. The preferred bay size is 5.5m length by 2.9m width and the minimum bay size 5.0m length by 2.5m width. The proposal therefore complies with this standard and it should be noted that the minimum standard is actually exceeded as the bays are provided at 5.5m length. ECC's publication requires a minimum 'aisle' distance of 6m between the front ends of opposing perpendicular bays and the proposal is therefore compliant with this standard. ECC's publication also states that the minimum required disabled use bay size is 6.5m length by 3.9m width when demarcation is perpendicular to the access isle. The proposal therefore complies with this standard.

ECC's publication refers to a minimum bay size being permitted in exceptional circumstances as determined by the LPA (section 3.2.2), but fails to define when an exceptional circumstance applies. It should be noted that the proposal includes general use car parking bays with dimensions of 5.5m length by 2.5m width that were deemed as acceptable by both RDC (at least at Officer level) and ECC via their approval of drawing no. 1901/11E. On this basis, it can only be concluded that the application site (with its limited space available for car parking and at the same time requirement to ensure its car parking provision is maximised) under the proposal of 381sqm GFA of A1 food retail must in fact represent an exceptional circumstance. This is accepted by Appellant who has in design terms done everything possible in order to maximise the on site car parking provision whilst at the same time ensure compliance with policy.

In section 3.2.13 of its publication, ECC notes that it recommends general use parking bay sizes larger than that recommended in national guidance due to the increase in size of the modern car. Table 2.5 below sets out the ECC standard against 5 other current national standards of varying years of publication. The table illustrates that the proposal's parking bay dimensions of 5.5m length by 2.5m width are actually compliant with all relevant current national standards. Whilst it may be reasonable to claim that generally, modern cars are larger than those manufactured say 5 or 10 years ago, it is not reasonable to consider

the amended proposal's parking bays at 5.5m by 2.5m as being too small to be useable by modern cars. At 5.5m by 2.5m the bays are therefore fit for purpose and this is borne out by the fact ECC's minimum standard (which is pretty much in line with national policy) is complied with.

Table 3.3, parking bay standards

| Reference | Organisation | Date | Min L | Min W | Pref L | Pref W | Max L | Max W |
|---|----------------------|-------------|-------------------|-------------------|-------------------|-------------------|-------|-------|
| Parking Standards Design and Good Practice | Essex County Council | Sep 2009 | 5.0m | 2.5m | 5.5m | 2.9m | - | - |
| BS 830:2009 Design of buildings and their approaches to meet the needs of disabled people - Code of practice - Figure 2 | BSI | 2009 | - | - | 4.8m ¹ | 2.4m ¹ | - | - |
| The Building Regulations 2000 - Access to and use of buildings - diagram 2 | ODPM | 2004 | 4.8m ² | 2.4m ² | - | - | - | - |
| Inclusive mobility - section 5.3 | DfT | Sep 2002 | 4.8m | 2.4m | - | - | - | - |
| Manual for Streets - sections 8.3.49 & 8.3.51 ³ | DfT | 2007 & 2010 | 4.2m | - | 4.8m ⁴ | 2.4m ⁴ | - | - |
| The Traffic Signs Regulations and General Directions - diagram no. 1033 ⁵ | Central Government | 2002 | 4.2m | 2.0m | - | - | 4.2m | 2.5m |

¹ Dimensions referred to as 'standard designated parking space'

² Stated dimensions assumed to be minimums

³ Design guidance for residential developments however it is considered that the quoted standards can reasonably be applied to non residential uses as the vehicles likely to use them will be the same

⁴ Dimensions referred to as 'suggested' as opposed to preferred

⁵ Design regulations intended for public highway, however, it is considered that the quoted standards can reasonably be applied to off highway locations as the vehicles likely to use them will be the same

3.4 Independently accessible provision for delivery vehicles

The application site is physically constrained and will not permit the provision of an independently accessible access for delivery vehicles, notwithstanding the fact that such an access is not actually required in order to service the site. This is said as on the basis that the proposal's forecourt can be easily accessed and exited via its entrance (to be relocated in line with 10/00479/FUL) by service vehicles in a forward gear only. The use of the forecourt for servicing, subject to the management of some car parking spaces (i.e. coning off) during morning delivery periods, will ensure that all servicing activity takes place off public highway.

Critically, it should be noted that the proposed servicing arrangements have not changed between application 10/00748/COU and application 11/00085/COU. The implication of this therefore is that the decision made by RDC's Planning Committee to cite anything associated with servicing as a reason for refusal of this proposal is flawed and indefensible. This is said not least in light of ECC as HA's approval of the proposed servicing arrangements and RDC's Officer approval, which has gone as far as to reference a not dissimilar arrangement recently approved at a for a Sainsbury's Local at West Street, Rochford.

4. Other considerations

Adjacent to the application site is a Cooperative convenience food store (no. 231-233 Eastwood Road) that provides 5 off street parking spaces located on its front forecourt. A measure of the Cooperative's GFA has been made (assuming the store occupies the whole of the ground floor of the building) based upon OS data adjusted to take account of the rear extensions indicating a floorspace of up to around 235sqm. The existing Cooperative

therefore has a ratio of car parking provision to GFA of up to 1 space to 47sqm GFA (235sqm GFA, 5 parking spaces), and this then is comparable with the proposed development which has a ratio of 1 space to 47.5sqm (381sqm GFA, 8 parking spaces). As such, the proposal is comparable to the existing Cooperative store in terms of its convenience use, location, public transport accessibility and parking provision to GFA ratio. On the basis the Cooperative store does not have an under provision of parking space that results in an adverse impact upon the highway to the detriment of pedestrian and general safety, then there is no rationale to assume that the proposal itself will have an under provision of parking space.

5. Summary

The proposal can accommodate the number of parking spaces required to cater for the parking demand associated with the expected trip generation which has been assessed following a standard methodology using industry standard travel survey databases. As such, the proposal will not cause short term parking on the footway of Eastwood Road or in The Chase and there will be no detriment to pedestrian and general highway safety as a result.

The expected trip generation and associated parking demand as cited will be achieved as the proposal minimises the demand for travel by private vehicle as a result of:

- It being intended to serve a local community with a target catchment area being located within a reasonable walk distance meaning that most trips to and from it can be expected to be made on foot;
- A car not being required to transport the comparably small amount of goods likely to be purchased;
- Bus stops serving a relatively high frequency route located close by providing a viable alternative to travel by car; and
- The provision of cycle stands in excess of the minimum standards to be located conveniently and securely providing a viable and attractive alternative to travel by car.

An existing convenience store at no. 231-233 Eastwood Road has been shown to be comparable with the application site in terms of use, location, public transport accessibility and parking provision to GFA ratio. On the basis the existing store does not have an under provision of parking space then there is no rationale to assume that the proposal itself will suffer from this.

The proposal is compliant with ECC's Parking Standards Design and Good Practice publication on the basis that:

- It includes parking bays at 5.5m by 2.5m which are fully useable at those dimensions; and
- It, by virtue of its physical site constraints and at the same time requirement to ensure its car parking provision is maximised, represents an exceptional case and this has been confirmed by both RDC (at least at Officer level) and ECC through their approval of the 5.5m by 2.5m bays proposed in drawing no. 1901/11B.

The application site is physically constrained and will not permit the provision of an independently accessible access for delivery vehicles, notwithstanding the fact that such an access is not actually required in order to service the site. Critically, it should be noted that the proposed servicing arrangements have not changed between application 10/00748/COU and application 11/00085/COU. with the implication being therefore that the decision made

by RDC's Planning Committee to cite anything associated with servicing as a reason for refusal of this proposal is flawed and indefensible.

Project: **239-243 Eastwood Road, Rayleigh (Geoff Bray Rayleigh Ltd)**

Title: **TN01 – highway impact assessment**

Prepared by: **Ian Baker / Kieron Burke**

Date: **27/01/2011**

Approved by: **Kieron Burke**

Date: **27/01/2011**

Version: **2**

1.0 Introduction

This note has been produced on behalf of Geoff Bray (Rayleigh) Ltd and is intended to:

- describe the expected highway impact arising from the proposed development of 239-243 Eastwood Road, Rayleigh (the 'application site');
- demonstrate that the development complies with relevant highway planning policy; and
- demonstrate that the proposed development will not result in any adverse impact on the highway network or be to the detriment of pedestrian and general highway safety.

2.0 Site description

The site is located on the northern side of Eastwood Road just east of its junction with The Chase and approximately 1.5km to the east of Rayleigh Town Centre. The area surrounding the site is urban in character. The premises on site currently operate as a car showroom (Use Class Sui Generis) with ancillary retail / office space (Use Class A1 / B1).

The site has front and side forecourt areas currently utilised for both used car surface display and customer car parking. The front forecourt area is accessed by vehicles via 'western' and 'eastern' dropped kerb footway crossovers. It should be noted that the existing eastern vehicular access is to be relocated around 7m west of its current location (in order to improve access / egress) in accordance with recently granted planning permission.

Eastwood Road is a two-way link operating as an urban clearway (no waiting or loading) 07:00-09:30 and 16:30-18:00 Monday to Friday which forms part of the A1015 which running east from Rayleigh town centre.

There is an eastbound bound bus stop located in a lay-by just to the west of the site with the westbound stop being located a short distance further west again. The stops are served by the number 9 bus route which connects Rayleigh with Shoeburyness and operates with a weekday frequency of approximately 5 buses per hour. The weekday Public Transport Accessibility Level (PTAL) for the application site has been calculated as being PTAL 2.

3.0 Proposed development

The proposed development of the site sees the formation of a separate unit of 381sqm Gross Floor Area (GFA) / 280sqm Net Sales Area or Retail Floor Area (RFA) which requires a change of use from the existing car showroom and ancillary retail use to retail use. The development sees no net increase in overall floorspace.

The development includes the provision for 8 car parking spaces (including 1 disabled space) which will be accessed via the relocated eastern access only and will replace an area in front of the existing building currently used for used car surface display. The car parking spaces have been designed in accordance with Essex County Council's (ECC) Parking Standards (2009) and exceed the minimum bay size. The proposal also includes the provision of 3 cycle stands (6 spaces).

4.0 Highway impact

4.1 Physical changes

No physical changes are proposed to public highway as part of the proposed development.

4.2 Parking provision

The level of parking provision provided as part of the proposed development is 8 spaces as noted.

4.3 Trip generation

4.3.1 Introduction

In order to assess the proposed development's potential for trip generation the industry standard travel survey database tools TRICS and TRAVL have been interrogated to establish trip generation rates for a convenience food store by using data collected at existing comparable stores. The methodology chosen and results subsequently obtained are discussed in the following sections. Please note that although the TRAVL database is designed specifically for use within London, comparable data is still referenced for the purposes of this exercise. Please note also that this note does not address any reduction in trips to the retained car showroom use which will occur as its level of respective floorspace is to be reduced to accommodate the proposed convenience store.

4.3.2 TRICS

The interrogation of the TRICS database has been carried out using the following criteria:

- GFA - selection criteria set to include only surveyed sites of GFA between 200sqm and 501sqm in order to be comparable with the application site; and
- Location - selection criteria set to discount any town centre sites in order to be comparable to the application site.

The above selection criteria yielded the following survey sites with the respective GFAs and RFAs noted for reference:

- Spar, Falkirk (GFA 300sqm / RFA 225sqm);
- Spar, Lincoln (GFA 350sqm / RFA 300sqm);
- Spar, Bushey (GFA 300sqm / RFA 250sqm);

- Cooperative, Newcastle (GFA 400sqm / RFA 250sqm); and
- Cooperative, Roehampton (GFA 400sqm / RFA 230sqm).

The day of the surveys varied between the selected sites in that the Spars in Falkirk and Lincoln were surveyed on a weekday, and the Spar in Bushey along with the 2 Cooperative sites were surveyed on a weekend. As such, the maximum expected two-way 'vehicle' trip rates have been averaged as weekday and weekend figures before applying to the 381sqm GFA proposed at the application site:

- 71 trips / hour ('vehicle' - weekday, 0700-0800); and
- 56 trips /hour ('vehicle' - Saturday, 1700-1800).

4.3.3 TRAVL

The interrogation of the TRAVL database has been carried out using the following criteria:

- GFA - selection criteria set to include only surveyed sites of GFA up to 1000sqm in order to be comparable with application site;
- Location - selection criteria set to include only surveyed sites with a location described as being 'Outer' London in order to be comparable to the application site; and
- PTAL - selection criteria set to include only surveyed sites with a PTAL of 2 or less in order to be comparable with the application site.

The above selection criteria yielded the following 2 survey sites with the respective GFAs, RFAs and PTALs noted for reference:

- Budgens, Sutton (GFA 520sqm / RFA 450sqm / PTAL 2); and
- Costcutter, Hillingdon (GFA 250sqm / RFA 250sqm / PTAL 2).

The day of the surveys varied between the selected sites in that the Budgens was surveyed on a Friday and the Costcutter on a Saturday. As such, a weekday and Saturday maximum expected 'car driver' trip rate as applied to the 381sqm GFA proposed at the application site are as follows:

- 36 trips / hour ('car driver' - weekday, 10:30-11:30); and
- 40 trips / hour ('car driver' - Saturday, 09:30-10:30).

4.3.4 Parking demand

Based upon the maximum two-way trip rate of 71 trips / hour (TRICS weekday data) and assuming an even spread of arrivals and departures, if a 'worst case' (i.e. longest) dwell time of 10 minutes is applied there would be 6 vehicles arriving and departing within a given 10 minute interval during the busiest hour. This figure of 6 is derived by dividing 71 by 6 (the number of 10 minute intervals per hour) and then in turn by 2 for arrivals and departures. An expected level of parking demand of 6 is below the level of parking provision of 8 spaces to be provided as part of the proposed development. The implication therefore is that the expected level of parking demand can be accommodated on site and will not result in any adverse impact upon the highway network or be to the detriment of pedestrian and general highway safety. Such adverse impact could include overspill parking which cannot be accommodated on carriageway either physically or in line with existing parking controls.

5.0 231-233 Eastwood Road

Adjacent to the application site is a Cooperative convenience food store that provides 5 off street parking spaces located on its front forecourt accessed from both The Chase and Eastwood Road. A measure of the Cooperative's GFA has been made (assuming the store occupies the whole of the ground floor of the building) based upon OS data adjusted to take account of the rear extensions indicating an floorspace of up to around 235sqm. The existing Cooperative therefore has a ratio of car parking provision to GFA of up to 1 space to 47sqm GFA (235sqm GFA, 5 parking spaces), and this then is comparable with the proposed development which has a ratio of 1 space to 47.5sqm (381sqm GFA, 8 parking spaces).

The proposed development is comparable to the existing Cooperative in terms of its convenience use, its parking provision to GFA ratio, and most obviously its location. On the basis the Cooperative store does not have an under provision of parking space and that its operations do not adversely impact the highway or are not to the detriment of pedestrian and general safety (no comment to this end has been made by either RDC or ECC), there is reason to assume these concerns should apply to the proposed development.

6.0 Highway planning policy

Both Rochford District Council (RDC) as Planning Authority and ECC as Highway Authority for the application site operate parking standards to help ensure that the level of parking provided for any new or redevelopment is appropriate.

For A1 food stores RDC states in its Local Development Framework (January 2007) a maximum standard of 1 car parking space per 20sqm GFA, but notes that an absolute maximum standard of 1 space per 14sqm may be applied. For A1 food stores ECC in its Parking Standards (September 2009) states a maximum standard of 1 space per 14sqm. Applying the standards of 1/20sqm and 1/14sqm to the 381sqm GFA proposed for the application site gives a maximum parking provision of 19.05 and 27.21 spaces respectively. The level of parking to be provided as part of the proposed development as noted is 8 and is therefore compliant with the respective standards.

ECC states in its Parking Standards publication that a minimum 6% of the total car parking provision for a site needs to be dedicated for disabled use. Based upon the 8 spaces proposed this equates to 0.48 disabled spaces, meaning the single disabled space to be provided ensures the proposed development is compliant with the respective standard.

ECC states in its Parking Standards publication that a minimum of 1 cycle space for staff and 1 space for customers is required for every 400sqm GFA. The 3 cycle stands (6 spaces) to be provided ensures the proposed development is compliant with the respective standard.

7.0 Sustainability

A convenience store is intended to serve a local community with its target catchment area being located within a reasonable walk distance of it. The implication of this is that most trips to and from such a store are made by the most sustainable mode of transport, walking. It has been stated by RDC's Planning Department that *"(the site's)...surrounding area is built up in character such that there are a large number of potential customers within walking distance..."*.

A convenience store which has a comparably small amount of floorspace and limited product choice therefore is not conducive to bulk weekly shopping commonly undertaken via car at a superstore. The implication of this is that in addition to it being reasonable to walk to and from, a customer does not need a car to transport the level of goods likely to be bought at such a store as proposed at the application site.

Providing a level of on-site car parking in line with the expected trip generation / parking accumulation will ensure that there is no overprovision which could in turn encourage travel to / from the future store by car.

Although the application site's level of public transport accessibility is not categorised as being high, the proximal location of bus stops serving a relatively high frequency route will provide a viable alternative to the car for travelling to and from the future store for both staff and customers. It has been stated by RDC's planning department that *"There is easy access to the site by bus and it is not anticipated that the proposal, given its location would result in change to travel patterns on a noticeable level."*

Similarly, the provision of visible and conveniently located cycle parking in excess of the minimum requirement will also mean that this mode presents a viable alternative to travel to and from the future store by car.

8.0 Conclusion

This note has described the expected impact arising from the proposed development at the application site using a clear stepwise methodology based upon industry standard travel survey database tools.

This note has demonstrated that the level of parking provision forming part of the proposed development will accommodate the expected level of demand and will therefore not result in any adverse impact on the highway network or be to the detriment of pedestrian and general highway safety.

This note has also demonstrated that the level of parking proposed is compliant with relevant highway planning policy and is comparable with an existing convenience store located adjacent to the application site whose operations do not result in any adverse impact upon the highway network.

Finally, this note has set-out the sustainability of the proposed development in terms of its convenience use and cycle provision, and the sustainability of the application site in terms of its accessibility by bus and its large potential customer base.