

## Site No 2 Land off Victoria Close, Frome.



### Location

The Snelgrove's site is accessible from Victoria Road, which is linked to the A362 Portway. The surrounding uses are mixed with residential along both sides of Victoria Road and Minty's Nursery to the West. The site is close to Merchants Barton Industrial Estate. This site is located approx 0.5 miles to the Town Centre and 0.3 miles to Frome train station.



### Description

The site is currently occupied by John Snelgrove Ltd who use the site to operate as a car workshop. The site includes a concrete blockwork garage with yard space, and a free standing stone built office unit. The track/yard is in poor condition. The site is approximately

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0.68 acres (0.28 ha) (29705 sqft). Approximate site cover is 4881 sqft (16.43%).



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### Ownership

After discussions with Mr John Snelgrove he has informed us that he is the freeholder, and he lives on the site in a dwelling he had built (Application 106674/006).

### Planning

#### Subject Site History

There are no live applications on or near to subject site.

There are no recorded planning restrictions or Tree Preservation Orders affecting this site.

In 1994, Application 026574/008 was made for the erection of a single storey office block on the subject site. This has since been implemented.

#### Subject Site Planning

This site does not contain any listed buildings.

There are no recorded planning restrictions or Tree Preservation Orders affecting this site.

Currently allocated for mixed use development under policy F5. This site is within the Area of High Archaeological Potential and also within the Conservation Area. Policies EN13, EN19, EN20, EN21 and EN22.

Land is allocated (together with adjacent land) under Policy F5 for a mix of uses including:

- Housing - a minimum of 110 houses;
- Food retailing - around 4,600 - 5,600m<sup>2</sup>;
- Non-food retailing - around 900-1,400m<sup>2</sup>;
- Business and General Industrial - 3ha.

#### Nearby Sites

Application 2011/0246, for the conversion and extension of an adjacent outbuilding for use as a double garage. (Approved August 2011).

Application 106674/006 requesting permission for the conversion of a storage building to a new dwelling (Approved October 2003). The site visit findings suggest this has been implemented.

These are of relevance as they are from the same land owner as the subject site and are adjacent.

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**Highway access and services**

The access to the site is off Victoria Road, which is off Portway A362. The access is restricted due to the curtilage of neighbouring land users. Any redevelopment which would increase the traffic onto site may be hampered by this access issue. This issue is amplified with Victoria Road being subject to double parking throughout the day.

However, Snelgrove's Garage offers servicing of commercial vehicles, so it is possible, though not ideal, for frequent commercial traffic.

**Ground conditions or contamination issues**

The site is currently developed and we are not aware of any environmental or ground condition constraints.

**Employment Suitability Comments**

This site is currently in employment use and falls within a wider redevelopment area which is allocated for mixed use redevelopment. The site cover is relatively low and in the absence of nearby dwellings could accommodate greater density of development.

It is possible this site could be merged with the adjacent Minty's Nursery site and then developed as a whole to provide a more holistic mixed use solution. Medium Risk of loss to more valuable non-employment uses.

**Assessment \*\***

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• <b>Central Location</b></li> <li>• <b>Proximity to transport links and Town Centre</b></li> <li>• <b>Affordability</b></li> <li>• <b>Current layout provides ample parking space</b></li> <li>• <b>Site is within existing land allocation, so redevelopment is supported by policy</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Constrained Site Access</b></li> <li>• <b>Basic Specification</b></li> <li>• <b>Track/Yard area in poor condition</b></li> <li>• <b>Long and thin site shape restricts redevelopment layout opportunities in isolation</b></li> <li>• <b>Inefficient use of space</b></li> <li>• <b>Victoria Road is congested with double parking</b></li> </ul>

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Opportunities	Threats
<ul style="list-style-type: none"><li>• Opportunity to further develop existing site due to existing low 'Site Cover'</li><li>• Opportunity to redevelop in conjunction with Minty's Nursery (site 3)</li></ul>	<ul style="list-style-type: none"><li>• Owner's suspected willingness to sell for housing redevelopment</li><li>• Compatibility of Employment uses with densely populated residential area</li></ul>