

EXTRAORDINARY FROME TOWN COUNCIL MEETING

Thursday 23 January 2014, 7pm

Assembly Rooms, Christchurch Street West, Frome. BA11 1EB

Members of Frome Town Council are:

Dave Anderson; Eve Berry; Adam Boyden; Carole Bullen; Graham Burgess; Adrian Dobinson; Toby Eliot; Pippa Goldfinger; Tricia Golinski; Damon Hooton; Claire Hudson; Peter Macfadyen; Dickon Moore (Chair); Helen Sprawson-White; Helen Starkie; Mel Usher; Nick White
and
Cara Honey (Mayor for Young People); Alex Shingler (Deputy Mayor for Young People)

This is an extraordinary meeting of Frome Town Council to discuss the planning application for Saxonvale submitted by Frontier Estates Ltd. The agenda has been designed to try and enable as many people as possible to engage in the process.

Therefore, the first two hours of the evening will comprise structured discussions around tables with feedback. There will be seats for 100 people to contribute so please arrive in good time. The formal meeting of the Council will follow.

7:00pm

PUBLIC ENGAGEMENT

Welcome and introduction
Around table discussions
Feedback and summary

9:00pm

AGENDA

1. Questions, comments and information from the public and county and district Cllrs
2. Apologies for absence and declaration of members' interests
3. FTC Cllrs to agree on a formal response to MDC on the outline planning application from Frontier Estates Ltd
4. The next meeting will be at 7pm on Wednesday 19 March (venue to be confirmed)

Yours sincerely



Dickon Moore, Chair of Frome Town Council
Frome Town Council, 5 Palmer Street, Frome. BA11 1DS
16 January 2014

AGENDA

1. Questions, comments and information from the public and county and district Cllrs
2.
 - a. Any apologies for absence?
 - b. Cllrs to declare any interests on the agenda
 - c. The minutes from the meeting on 8 January 2014 will be available for the meeting on 19 March 2014
3. For Decision – Development proposal for land at Garsdale: Frontier Developments
Author: Town Centre Regeneration Manager

Summary

Frontier Developments have submitted a planning application relating to land between Garsdale and Saxonvale. The application was accepted as valid on 13 November 2013 and will be considered by Mendip Planning Board in due course. This report provides an overview of the application and the key issues to help inform Council's recommendation to Mendip District Council (MDC). Councillors will also receive a verbal report on a community survey exercise that the Council has conducted and will have an opportunity to take account of the opinions emerging from the public debate at the meeting before they take their decision.

It is proposed to recommend refusal.

The application

Frontier's application is related to the land owned by Notts Industries and Mendip District Council and comprises the currently unused factory buildings and surrounding land on the Notts Industries site, along with the car park and abattoir building next to Saxonvale. Although the Silk Mill is within the overall site boundary, it is specifically excluded from the application. The application site is 2.5 hectares in area and the proposed site layout is shown in Appendix 1. Land owned by Terramond and Frome Town Council is not included in this application. The application is outline, with only approval for access being sought at present.

From the submitted planning application form the applicant proposes the following:

Type	Area (square metres)
A1 Retail	4794*
A3 Restaurants and Cafes	880
B1 Office	1285
Hotel	1899 (35 rooms)
Non Residential Institutions	530
Area lost	
B2 General Industrial	5842
"Other"	444

*Note, the figure of 4794 sq. m. for A1 retail is described as “net tradable area” not gross floor area; in the documentation various other wording relating to area occurs and this causes some confusion.

The floor area figures are ambiguous; this is not aided by the wording on the standard application form where total internal floor area is required but for A1 the figure to be given is “net tradable area” which is normally less than the footprint of the building as storage areas are excluded. The place to clarify this would be the planning statement, and ideally all statements related to the application should contain the same basic information regarding floor area in order to be transparently accurate. No two sets of figures appear to be the same as illustrated by the table below:

Table 1: Various floor space figures (in square metres) from the submitted application documents

Use	Application form	Planning Statement	Transport Statement
Food retail	4,749	2,323	4,494
Non-food		2,426	3,750
A3		880	
Total retail/A3	5,629	5,629	8,444
Other uses	788 +35 bed hotel	788 +35 bed hotel	788 +35 bed hotel
Site total	9,343	9,343	12,185

This report assumes that the planning statement refers to net tradable area and the transport statement refers to gross internal floor area. However the documents are confusing and such assumptions should be explicit within the application and not left to be interpreted by consultees. This confusion in itself is a good reason to object to the application and has been drawn to the attention of the District Council.

Vehicular access for the bulk of the development is proposed to be via Garsdale, with only those elements of the proposal that lie on the abattoir site having access via Vicarage Road.

Background

The site has a long and chequered history that is not covered in detail here. A brief timeline is shown in Appendix 2. Key policies and other background information that Councillors should be aware of are summarised below.

a) Planning Brief

The Brief covers not only Saxonvale but also the adjoining Garsdale area and the location is shown in Appendix 3. Much of the Garsdale area has now been developed for residential purposes. A summary of the Brief prepared by the Frome & District Civic Society can be found via this link: [Planning Brief link](#)

Some guiding principles in the Brief that are relevant to this application include:

- A mixed use, high density scheme including housing, retail accommodation, employment and open spaces
- A comprehensive approach
- A seamless extension to Frome town centre
- A development where the car does not dominate
- Provision of a cohesive and coordinated network of streets and spaces designed appropriate to their use and the site terrain
- Off-site works to mitigate any traffic impact generated
- The highway infrastructure must incorporate a main vehicular access for the Saxonvale area via Garston Road
- High foot and bicycle accessibility across the site and to surrounding areas and local facilities, in particular the town centre and public transport

b) Draft Frome Neighbourhood Plan

Details can be viewed via the following link: [Neighbourhood Plan link](#)

The Plan which has just been through its first stage of public consultation builds on the Vision for Frome Community Plan 2008 and the Frome Town Council Strategy for Success 2011-2015. Amongst other things, the latter document focuses on 'building a sustainable economy' and developing a 'thriving town centre.' It also has a 'golden thread' of promoting 'environmental sustainability.'

Policy TC5 of the Neighbourhood Plan states that plans for this site should seek to achieve the overall vision for redevelopment based on the 2005 Planning Brief.

The Plan promotes:

- An exemplar model of low impact and low carbon living
- Energy efficient homes of mixed price and tenure
- New incubator and grow-on space for small and medium sized businesses
- Integrated retail, hotel and leisure facilities
- Replacement training facilities for Somerset Skills and Learning
- Artisan workshops and creative studio space
- An urban park alongside the River
- Improved traffic management in Vicarage Street, Christchurch Street East and the surrounding road network

c) Mendip District Local Plan

MDC has now submitted its Draft District Local Plan to the Secretary of State. The key policy is Core Policy 6 that states that town centre developments including Saxonvale will collectively deliver:

- A medium scale food store (the current version of the draft no longer states an actual size but simply this ambiguous term “medium” which can be interpreted in many ways)
- Up to 7,000 sq. m. of additional non-food retail space in a range of unit sizes
- Uses that enhance the attraction of the town to visitors and as an evening destination
- Creative and imaginative public realm improvements as well as new urban spaces which integrate new development areas with the town’s historic centre and incorporate and enhance the River Frome as a feature within the town centre
- At least half of the 11,500 sq. m. of flexible office/studio space requirement including a permanent site for FETE (Saxonvale Training Centre) within the Saxonvale area

d) Other background information

On 6 November 2013, the Council received a presentation on the outline application from Frontier and their agents and heard from interest groups and other members of the local community. The response was mixed but amongst the invited local interest groups, the Frome Chamber of Commerce, Civic Society and Keep Frome Local were united in their concerns about the size of the supermarket and its impact on the town centre and the impact of increased traffic. Frome for All felt the master plan produced by Frontier was constructive and showed they had listened to the feedback they received from people during Frontier’s earlier public consultation especially the need for a greater range of affordable shopping outlets. This is a point that also emerged from the Participate Frome engagement exercise organised by the Town Council later in November. At the Council meeting on 6 November, Councillors considered that, given the sensitive nature of the location within and adjoining a conservation area, a full application or more detailed outline application was necessary and recommended that MDC insist on either. Neither was forthcoming.

Commentary on the application

Although this is an outline application that considers only access, there are issues of principle at stake. The issues are:

- The piecemeal nature of the application
- The scale of the application in relation to the town centre
- The potential impact on the town centre
- Traffic, parking and access
- Non-conformity with the Draft Neighbourhood Plan and the Planning Brief

Other issues, for example noise and flood risk, are assumed to be capable of resolution at the detailed application stage.

The piecemeal nature of the proposal

The fact that the application only relates to the land owned by Notts Industries and MDC is an issue of planning policy. Both the adopted Planning Brief and the Draft

Neighbourhood Plan for Frome (Policy TC5 refers) promote the development of a comprehensive and sustainable regeneration plan for Saxonvale.

In particular, as part of that comprehensive development, the Planning Brief envisaged that any future development would incorporate land in the ownership of private interests which services the Kingsway Centre and Iceland. Whilst the applicant has identified the potential for a connection with this area, it is indicative only and does not form part of the formal application. The upshot is that the application does not generate any certainty with regard to the future connection with the town centre with the inherent risk that the development will not act as a seamless extension of the town centre in the way envisaged within the Planning Brief and which would provide both environmental and economic benefits. Securing such environmental and economic benefits are key principles within the Council's Strategy for Success.

Scale of proposed development

The documents submitted make relatively little reference to the existing offer in Frome Town Centre. However as a Council we have various figures from other applications and from the Mendip Town Centre Study commissioned by the District Council and published by Roger Tym & Partners in 2010. Taking each element in turn:

a) Convenience/food store

In practice, convenience and food retail are not quite the same thing although the various documents seem to use the terms interchangeably. In this context the proposals include a retail unit that will serve primarily as a convenience food store but in keeping with current practice include an element of non-food convenience and comparison shopping (goods not normally purchased on a daily basis), similar to Asda and Sainsbury's. MWA Consultants undertook an assessment of the retail statement submitted by Asda as part of their application for expansion of the Warminster Road site. The following table is drawn from that report.

Table 2: Convenience sales within Frome: Summary

Store	Net Sales area (sq. m.)	Convenience sales %	Net convenience sales area (sq. m.)	Turnover density (£ per sq. m.)	Total convenience turnover (£)
Asda	2854	63	1805	13621	24.6m
Sainsbury	4162	62	2594	10926	28.4m
Town Centre	1794	95	1704	4500	7.7m
M&S	859	90	773	9710	7.5m
Lidl	929	90	836	2494	2.1m
Other	1000	100	1000	4500	4.5m
Total	11598	75	8713	8576	74.7m

The above floor space figures relate to net sales area; for the food store element of the Frontier proposal this is assumed to be 2,323 square metres, an area approaching that of the current Asda Store on Warminster Road. We have had to assume that the figure given in the planning statement is the net sales area of the store and not the net sales area for food. If it is the latter, the store is even bigger and more akin to the Sainsbury at Wessex Fields.

At the moment the Town Centre provides a total of 2,653 square metres of convenience retail, the bulk of which is Marks and Spencer, the Co-op and Iceland, (making the assumption that Lidl is not part of the central area) with other small retailers making up the total. Significantly, whilst the total floor space in the town is rather larger than the proposed new store, and is comparable with Asda and Sainsbury, the turnover totals only around £15 million, compared with £24-£28 million for the bigger out of town stores. This doesn't necessarily reflect under-trading but the structural differences between small stores of a local appeal and large stores with a wider out-of-town catchment.

The assumption has to be that the proposed food store would achieve a turnover density at least similar to Sainsbury (Asda is known to be over trading and have permission to extend their store). The likely turnover of the store alone on this basis would be of the order of £24 million per annum, 160% of the existing turnover in the rest of the Town Centre combined.

It should be noted that the 2010 Mendip Town Centre Study did not identify a need for further food retail in Frome Town Centre.

b) *Comparison/non-food retail*

Taking the net sales area from Frontier's Planning Statement, the intention is to create 2,426 square metres of comparison retail. This is an area slightly larger than the proposed food store. However according to the Design and Access Statement this floor space will be split between a number of stores. Again, the MWA report referred to earlier gives figures for comparison floor space in Frome.

Table 3: Comparison Sales within Frome: Summary

Store	Net Sales area (sq. m.)	Comparison sales %	Net Comparison sales area (sq. m.)	Turnover density (£ per sq. m.)	Total comparison turnover (£)
Town Centre	8964	100	8964	4714	41.0m
Asda	2854	37	1049	8581	9.0m
Sainsbury	4162	38	1568	7536	11.5m
Other	6500	100	6500	2500	16.3m
Total	22210	80	17811	4366	16.3m

It can be seen in this context that the proposals will add around 25% to the comparison floor space available in the town centre. It is also likely to be in a small number of larger units, a type not generally available within the town at present. It is worth noting that the Mendip Town Centre Study noted a need for Frome Town Centre to accommodate larger units hosting some national chains to complement the local independent retail offer.

This element of Frontier's proposal should be seen as a positive step forward in terms of complementing the existing comparison floor space and would help address a general desire amongst many members of the community that would like to see an improvement in the range of comparison shopping facilities in the town. This was a point that emerged from the recent Participate Frome engagement exercise.

c) A3 Retail – Restaurants and Cafes

We do not currently have floor space figures for A3 retail in Frome: the Mendip Town Centre report highlights that Frome fairs well by Mendip standards but all Mendip towns are under-provided in this sector. The Mendip Town Centre Study recommends Frome for an expansion in this sector on a scale broadly in line with that proposed, at least in part to boost the evening economy of the town. In this respect, the proposal is in line with the objective within the Draft Neighbourhood Plan of encouraging greater evening activity.

d) Other uses

The application also seeks permission for office space, community buildings (which are assumed to be educational in the Design and Access Statement) and a 35 bedroom hotel. Whilst demand for offices has not been quantified, again the Mendip Town Centre Study cites a need for more space in part due to a requirement for more flexibility than is provided at least in the historic areas of the town centre.

The value of educational facilities is dependent upon an identified end user and no more comment is made here except that the replacement of training facilities for Somerset Skills & Learning is identified as a key policy in the Draft Neighbourhood Plan (Policy TC5 refers) and a commitment to this by Frontier would be welcomed.

With regard to the hotel provision the Town Council is currently developing ideas regarding tourism in the town but there is little doubt provision over and above that currently available would be useful and, if correctly marketed, would help Frome fulfil a role in the wider tourist economy of the area. However there is no particular evidence, either from the applicant or elsewhere that a small 35 bedroom boutique hotel at this location will assist in this. It could be argued that a more budget type hotel might be preferable.

Impacts on town centre retail

The major concern has to be the proposed supermarket. Frome already has two of the three largest supermarkets in Mendip, a position that is reinforced by the extension to Asda that now has planning permission. Whilst out of town retail is not entitled to protection from competition from a new, more central store the ongoing success of

the two large out of town stores does beg the question of where trade for the new store will come from.

It is reasonable to assume that the proposed store, if built, would not only roughly double the available convenience floor area in the town centre but would attract a turnover considerably larger than the rest of the town centre convenience offer put together. There has to be a serious question mark over whether the other convenience businesses in Frome can withstand that level of operation in the town centre. This concern has been voiced by the Frome Chamber of Commerce. In short, the new supermarket may do well, but that is not automatically a good thing for the rest of the town centre, particularly in the Westway and Kingsway centres.

The other aspects of the development do not in themselves present a threat to other businesses in Frome and can be regarded as complementary when considered in isolation as they will add to the overall retail offer. However, if the supermarket diverts convenience sales to the point where one or more of the existing outlets becomes unviable and closes then footfall patterns across the town would alter dramatically towards the new supermarket and to the detriment of comparison stores and A3 retail in other areas of the centre.

In summary, the presence of the supermarket in general terms, and the scale of it in particular, are likely to be deleterious to the rest of the town centre economy.

Highways, Parking and Access

Access is the only reserved matter being considered at this stage. Please see Appendix 4 for a plan showing the proposed street hierarchy. The golden thread of 'environmental sustainability' that runs through the Council's Strategy For Success, the guiding principles within the Planning Brief and policies within the Draft Neighbourhood Plan mean that there are some issues that need to be considered.

Vehicular access

The primary access for vehicles is via Garsdale which is preferable to Vicarage Street because Garsdale is better able to handle extra traffic, especially large goods vehicles. Overall access via Garsdale will have less negative impact on the central area.

A small number of vehicles will need access to the development site where the abattoir presently stands. This is indicated as the likely site of the hotel and educational buildings: parking for these facilities is indicated to be the main car park accessed via Garsdale but service vehicles will need to use Vicarage Street. The application states that The number of such vehicles will be very low, maybe two or three per day. It is unknown whether this is a reasonable estimate but could be argued that in reality it is likely to be far more than this.

Even so, the Transport Assessment forecasts a significant reduction in traffic on Vicarage Street and Saxonvale as existing traffic to the Merchants Barton Car Park is removed.

Not surprisingly, the applicant has suggested that the increased traffic using Garsdale will not create significant congestion problems at the junction with Christchurch Street East. However, there must be some doubt about this claim given the scale of the development proposal (see below). Frontier propose kerb realignment, parking restrictions and white lining to ease any issues with extra traffic here. However, these specific measures will have a negative impact on residents and those people using and trading from the post office and the fish and chip shop.

Also, the Transport Assessment prepared for Frontier by Callidus only provides traffic survey figures for the roads leading from the roundabout junction of Garsdale and Christchurch Street East. Thus no flows or forecast flows are presented for Wallbridge, Christchurch Street West, Bath Street or Butts Hill and no capacity analysis of any junction has been carried out. This is very disappointing and without such figures it is not possible to quantify the impact of any increase in traffic flow on any other junction. It is therefore reasonable to ask why this was not the case and equally reasonable to conclude that there is likely to be increased , congestion at the junction of Gorehedge with Christchurch Street (West), Butts Hill and Bath Street, and the junction of Wallbridge/Warminster Road/New Road junction. In the absence of this information we cannot assess whether the traffic impact at these locations is acceptable.

Overall, whilst the Transport Assessment appears to be in accordance with the normal guidelines and best practice there is something of a credibility gap that a development approaching the size of Asda at Warminster Road is stated to have no significant impact on an existing road junction, albeit with minor modifications, when both Asda and Sainsbury in Frome have large dedicated roundabouts for access off main highway.

A Travel Plan has been submitted with the Transport Assessment. This identifies a target of transferring 5% of car trips to other modes e.g. bus, walking, cycling etc. However, the Travel Plan does not identify any measures to encourage such a shift nor any penalties should this shift not be achieved. This is not in the spirit of the Neighbourhood Plan Policy TC5 which seeks to deliver an exemplar development in terms of low impact and low carbon living. Also one of the key objectives of the Plan is to give priority in the town centre to pedestrians and cyclists. Further Policy T2 in the Plan indicates that mixed use developments over 1 ha will be expected to provide a Travel Plan explaining how their developments will encourage the use of integrated sustainable transport options. Clearly, such a Travel Plan has not accompanied the application.

There are arguments for and against the impact of the traffic generated. Drawing a conclusion is difficult in view of the limited scope of the Transport Assessment but there is little doubt that Vicarage Street will benefit and users of Christchurch Street East and the Wallbridge area will find congestion increased. At a time when Wallbridge is flooding regularly, which would close one of the main routes from this development and would lead to traffic being diverted through the town centre via

Bath Street, consideration must be given to the wider transport impacts of this development.

In all, the Transport Statement is poorly prepared and does not give confidence that the impacts from the development are acceptable because it does not consider other junctions beyond Garsdale/Christchurch Road (East) and the conclusions of the assessment, whilst flowing logically from the content of the assessment, do not sit comfortably with reality.

Pedestrian and cycle access

The site is potentially very accessible on foot and by bicycle, being adjacent to the town centre with existing pedestrian routes via Cheap Street and Kingsway reaching the site boundary. To its credit the application proposes that pedestrian and cycle links to adjoining residential areas and the town centre are secured by specific provision along the river. This proposal accords with Policy POS1 in the Neighbourhood Plan which encourages the opening up of the Frome River Corridor and Policy TC5 which encourages the development of an urban park along the river.

However, much will depend on the detailed layout and how the site relates to existing pedestrian movements. The danger is that visitors arriving at the proposed development by car find either physical or perceptual barriers to visiting the rest of the town centre on foot. The outline application does not address this level of detail although the illustrations in the Design and Access Statement make some attempt. We are concerned that the integration with the existing town centre has not been addressed at this stage and needs to be. Council would need assurance of this.

In addition, the River Corridor Strategy, which is part of the draft Neighbourhood Plan, states that pedestrians and cyclists should be able to access this site from adjoining residential areas. There is no consideration of this in Frontiers proposals which is very disappointing.

Car Parking

The proposal removes 69 car parking spaces in Merchants Barton and provides 258 spaces as part of the development, an overall increase of 189 car parking spaces, or around 25% increase in the existing parking stock for the whole of the town centre.

There are two critical issues:

- As the proposed development will increase demand for parking in the town, and especially at this location, is this level of provision adequate?
- Will the car parking be managed as part of the town centre parking stock, not just for the benefit of the development?

The overall justification for developments of this sort as being complementary to existing town centre businesses is that linked trips are practical and that car parking acts as part of the overall parking for the town. Thus it is possible to park at the location for destinations within the centre.

Whilst the provision of parking is justified in policy terms by reference to Somerset County Council Parking standards, no reference is made to how the car park will operate as part of the town centre. Given the loss of Merchants Barton, the car park is effectively only 189 spaces for a large supermarket and comparison shopping outlets of a similar size. A supermarket alone would normally have more spaces than this. Overall the development proposes to increase the retail floor space in the town centre by 40% and the parking stock by only 25%.

The effect of this is very likely to be that the car park for the development is unable to accommodate any parking beyond the requirements of the development itself, which will lead to pressure to reserve this parking for the sole use of the superstore or at least place time restrictions that make linked trips difficult. This will also put increased pressure on the remaining car parks in the town and could easily lead to more congestion. This already happens at the Marks and Spencer Car Park where parking is restricted to 90 minutes by Marks and Spencer. Thus shoppers using the facility will be discouraged from making a longer stay and visiting the rest of the town centre businesses.

This is not an argument for creating more car parking but for reducing the scale of the food store development to a size that will not create a negative impact on the town centre economy. The Planning Brief promotes a development where the car does not dominate. The Draft Neighbourhood Plan indicates that the development of Saxonvale is expected to deliver an exemplar model of low impact and low carbon living.

Conclusions

Leaving aside any considerations of what might form an “ideal” development for this site or for the whole area between Garsdale and Saxonvale, it is clear that the overriding issues with the proposal relate to the scale of the A1 retail unit proposed and the lack of connectivity with the rest of the town centre. Based on a best interpretation of the figures in the application, the unit will be slightly smaller than the existing Asda on Warminster Road, a store that currently has over 400 parking spaces. It is acknowledged that the Asda store is set to expand which will, paradoxically, result in a loss of parking spaces there but the fact remains that this is a proposal for a large food store with a relatively small amount of parking, parking that will prove inadequate given that it must serve the town centre as well.

In summary therefore:

- The supermarket proposed is too large for the town centre
- Mendip Town Centre Study in 2010 did not identify a need for any extra convenience retail at all in the town centre
- The car park will not be suitable for linked trips serving the town centre, which will inhibit the ability of the development to complement existing businesses
- The lack of comprehensiveness of the proposal and in particular the fact that it does not include the existing service areas around the Kingsway and Iceland that would make for a seamless extension of the town centre will have a similar impact

- The fact that the extra car and lorry journeys to the site will increase congestion in this part of the town but this is not acknowledged in the Transport Assessment; in particular it makes no attempt to address the impact of increased traffic on junctions other than the Garsdale/Christchurch Street East junction
- No attention has been paid to the importance of developing sustainable transport options to the site
- Too little attention has been paid to the importance of developing sustainable transport options on the site
- Whilst the hotel will add to the tourist offer of Frome, the applicant has presented no evidence that this is the right site for a hotel or that the proposed hotel meets the specific needs of the town
- It is acknowledged that the comparison retail has the potential to improve Frome's retail offer, but this does not outweigh the detrimental impact likely from the dominance of the major food store proposal and associated parking.
- The proposal is contrary to the policies within the Draft Neighbourhood Plan and the adopted Planning Brief

This is one of the most important decisions this Council will make for many years. With reference to the ambiguity and confusion around the floor space figures presented by the applicant, it would be a dereliction of duty to recommend approval of a scheme where there is so much uncertainty over what exactly is being proposed. The fact that the submission has not been corrected must leave some doubt about the good intentions of the applicant.

Recommendations

Permission be refused on the grounds that:

1. The proposed scale of the supermarket would have a negative impact on the town centre economy
2. The application does not demonstrate a seamless connection with the existing town centre
3. The increased traffic that will be generated by the development is likely to lead to congestion around a number of junctions but this is not adequately addressed within the Transport Assessment
4. The lack of assurance that parking will be managed to the benefit of the town rather than simply for the benefit of the development will result in a detrimental impact on existing town centre businesses
5. The application has not been accompanied by a Travel Plan that will deliver integrated sustainable transport solutions
6. The proposal is contrary to the policies in the Planning Brief and the Draft Neighbourhood Plan
7. There is insufficient or misleading information in the submission for the Local Planning Authority to make a considered judgement

4 The next meeting will be at 7pm on Wednesday 19 March (venue to be confirmed)