

Joint Position Statement on Saxonvale

The Frontier planning application (2013/2260/OTS) should be refused by Mendip District Council (MDC).

Only access is being considered at this stage although drawings were submitted to show the likely layout, scale and massing of the proposed development.

Reasons for Refusal

- The application is contrary to NPPF, the Local Plan or Development Brief, and the developing Neighbourhood Plan
- It is piecemeal development of part of the site only, and would blight the development of the rest of Saxonvale
- Frontier's Transport Assessment is flawed. It does not give an accurate picture of the impact of the Frontier scheme on the road network and the town centre and the congestion and pollution it would cause
- The Frontier scheme fails to provide adequate links to and across the site for people on foot or cycling, using wheelchairs or buggies.
- There is no practical pedestrian access between the Frontier site and the town centre. Frontier propose to use the Kingsway Precinct which they do not own and cannot use.
- There is insufficient parking even for the supermarket alone – this would promote illegal parking on already congested roads
- Despite the Highway Authority raising the above concerns, Frontier has made no adequate proposals to address them
- The development will therefore impact negatively on:
 - the vitality and viability of Frome town centre
 - the quality of life on people living in Willow Vale, Rivers Reach, Vicarage Street, Christchurch Street, and Portway
 - Children and parents at St John's School
- The proposal would blight the remainder of the development land at Saxonvale by using all the available traffic capacity
- Protected trees along the River Frome and the riverside wildlife corridor would be lost.
- The development will harm the visual appearance and character of the Conservation Area
- Because of the insufficient parking and poor pedestrian links, the proposed development will not create positive effects through "linked trips"
- Any "new" jobs associated with the foodstore development are likely to be transferred from elsewhere in Frome as it would not create new demand

Any of the above would be sufficient grounds for MDC Planning Board to reject the application.

The Frontier proposal is a model past its sell by date. Since 2013 the retail sector has changed; the proposed supermarket is simply not viable.

If Outline consent was granted it would blight Saxonvale. It would not be built. It would prevent any other developer trying to proceed with any other scheme, whether for the whole or part of the site.

There are alternatives

Complicated development sites like Saxonvale need leadership. Local authorities and landowners need to work together openly with the community to deliver the vision set out in the Saxonvale Development Brief

Frome Town Council

Frome & District Civic Society

Frome & District Chamber of Commerce

Keep Frome Local

Vision 4 Frome