



Planning • Heritage

Specialist & Independent Advisors to the Property Industry

Business Park and ASDA Foodstore, Cheltenham

Client

Cheltenham Office Park Limited

Location

Cheltenham

Services Provided

Planning

Date of Completion

Ongoing



CgMs successfully secured planning permission in July 2010 for a mixed use development comprising a business park (7,608sqm of class B1) and an Asda foodstore (7,919 sqm of Class A1) at an out of centre brownfield site in Cheltenham.

Planning permission had already been obtained for the site to be redevelopment for 24,465 sqm of B1. Due to the economic downturn, the original scheme was no longer viable. A revised proposal including part retail and part B1 was put forward to address the viability issue.

The application was submitted in February 2010, two months after the adoption of PPS4. Under the new guidance, one of the principle concerns was whether the scheme would create any significant adverse impacts to the redevelopment of Coronation Square district centre which lies 2.5km from the application site.

In supporting the proposal, CgMs prepared a detailed Economic Development Assessment in accordance with PPS4 and the practice guidance. The findings were accepted by the council's retail consultant and the planning officers. The case officer concluded that *"the proposal is for a suitable mix of uses which comply with the objectives of Local Plan policy EM2 and following a significant level of analysis, no clear evidence has been presented that the proposed food store will have a significant impact on current trading of the district centres at Caernarvon Road or Coronation Square. Furthermore, in accordance with the requirements of Policy EC17.1 of PPS4, no clear evidence has been provided to demonstrate a significant adverse impact on the proposed regeneration of Coronation Square."*

The Asda store is a facilitator in the overall development enabling the B1 starter units to be built speculatively. The scheme contributed circa £1.9m towards local infrastructure and is anticipated to create 1,000 jobs.

This is a good example of a Local Planning Authority adopting a positive and constructive approach towards planning applications for economic development. The Council members agreed with the officers' recommendation and the scheme was approved by the committee member unanimously. The Government Office declined to call in the application under Circular 02/2009. The decision is a first indication that local decisions are being allowed to be taken locally.

CgMs consultant advised all of the planning issues.

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