

Briefing for Christchurch Planning Control Committee

Proposed Morrisons, Beagle Technology Group site (Stony Lane)

REF: 8/13/0366



We have worked hard to address the previous concerns and now have a much improved scheme

Previous reasons for refusal and what we've changed

Impact on town centre

- ↳ Total benefit to Christchurch in spin off trade potentially worth **£6million** through Town Centre Action Plan (*Officer's report*, 7.6) and **£1.5million** in S106 contributions
- ↳ **This is the only scheme that will draw trade back into the town centre.** "The Beagle site is likely to generate more linked trips than out of centre sites that are not within walking distance of the town centre, these being the Bailey Drive and Meteor Retail Park sites." - *Officer's Report*, 6.62
- ↳ Morrisons is first and foremost a food retailer and it only offers half the usual amount of non-food goods such as clothes and books

Impact on Conservation Area

- ↳ **Building height reduced** from three storeys to two and rotated 180 degrees to provide active frontage to Stony Lane
- ↳ **No light spillage over the Site of Special Scientific Interest (SSSI)** as a result of improved design to remove windows from western elevation
- ↳ Existing second hand car site replaced with **two attractive new shop units** which will improve the street frontage of Bridge Street

Loss of residential amenity

- ↳ **Relocated service yard** well away from any residential properties
- ↳ **Enhanced public realm** and landscaped car park

Loss of industrial land

- ↳ "There is potential for re-provision of employment land in the immediate area as identified in Policy CH1 of the Core Strategy and wider economic benefits in job creation associated with the super-market to consider. As such it is considered that **the proposed development, in terms of the loss of industrial land, has an acceptable impact**" - *Officer's Report*, 7.3

No objections received from key statutory consultees

- **Dorset County Council Highways:** “Due to capacity and safety issues at Stony Lane roundabout as well as a desire to provide safe pedestrian and cycle link between Burton and Town Centre, DCC has long term aspiration to improve this junction. The scheme proposed delivers a major element of this aspiration and is complementary to further implementation of plans to provide controlled pedestrian/cycle crossing of the A35”
- **Environment Agency:** No objection subject to maintained flood defence scheme access

Additional benefits

- **This is the closest site to the town centre. The Council’s Retail Assessment shows it will help to generate “linked trips” to the town centre and draw people into local shops, whereas other supermarket sites are more likely to take trade away**
- “Based on NLP’s retail assessment, the amount of spin off trade per annum ranges from £2.08 million to £8.32 million” - *Officer's Report, 6.59*
- **This is the only site in Christchurch where Morrisons will open a store and they are legally committed to it. They will not open a store on Bailey Drive or Meteor Retail Park**
- This development will secure by means of a legally binding agreement, the relocation of Beagle Technology Group to a new site in Christchurch, safeguarding 80 jobs and creating an additional 90 new high-skilled jobs in the Borough. It will also allow regeneration of the existing site on Stony Lane & Bridge Street car garage site
- **The state of the art “Fresh Format” Morrisons foodstore will create over 310 jobs with a commitment to local recruitment and training**
- **Strong support from Job Centre Plus and the Skills Academy with an agreed Local Employment Strategy document**
- The wildlife habitat in the lake area between the proposed store and the river will be protected as it will be transferred to a local conservation group who will own and manage it
- **Over £1 million of much needed highway improvements on the A35. These are agreed with Dorset County Council Highways which it estimates will reduce accidents by over 25%**
- The site **cannot** be developed for residential use due to flood risk issues

Key facts:

- Potential £7.5m benefit for Christchurch
- Food store net sales area: 30,000 sq ft (2,787 sq m)
- 2 separate A1/A2 units: 1,065 sq ft and 1,658 sq ft (99 sq m and 154 sq m)
- 355 car parking spaces (plus cycle parking)
- Jobs created (Morrisons & Beagle): 400
- Jobs safeguarded (Beagle): 80

Local support:

481-signature petition & 799 letters

- “Sustainable and accessible store creating choice for local people; healthy retail competition”
- “Significant highway improvements which will improve traffic flow”
- “Enhances town centre/Bridge Street area: within walking distance so customers can support existing businesses”

The images shown below are created by a specialist visualisation company and are scaled and verified as to how Morrisons will appear when built.

Existing view from Stony Lane



Proposed view from Stony Lane



Existing view from Bridge Street



Proposed view from Bridge Street



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