

EXTENSION TO SAINSBURY'S SUPERMARKET AT STADIUM WAY, BENFLEET, ESSEX, CASTLE POINT BOROUGH COUNCIL

1 SUMMARY

- 1.1 To consider the report of the Head of Planning Services regarding a consultation received from Castle Point Borough Council in respect of the following planning application

2 PLANNING APPLICATION DETAILS

- 2.1 Castle Point Borough Council has consulted Rochford District Council on the above submission in order to obtain comments prior to formally determining the proposal.
- 2.2 The main element of the scheme involves the demolition of the existing vacant 'Texas' store to the rear of the existing Sainsbury's store at Stadium Way, Benfleet to be replaced by a new extension to the Sainsbury's store. The overall increase in gross floor area will be in the region of 38% (1148sqm (12,352sq ft)).
- 2.3 Other changes to the site relate to:-
- the modifications to the servicing of both the Sainsbury and Homebase stores via a new slip road off Phoenix Way, to allow all service vehicles to turn within the site.
 - Create a new entrance feature to the store.
 - Creation of 151 additional car parking spaces to be provided at first floor level above the proposed store extension. This car park will be fully disabled accessible.
 - Pedestrian access through the car park to the bus stop onto Rayleigh Road has been improved.
 - A deceleration lane has been incorporated into the access to the car park from Stadium Way

3 IMPLICATION S FOR ROCHFORD DISTRICT COUNCIL

- 3.1 VISUAL IMPACT - The demolition of the existing vacant building and its replacement extension and the remodelled entrance will improve the appearance of the site within the street scene. However, given the scale and design of the proposals and the distances to the boundary with Rochford District Council, the proposals are unlikely to have any visual impact.
- 3.2 RETAIL IMPACT - No retail impact assessment has been supplied with this application. However, given the distance to the commercial centre of

Rayleigh, the size of the proposal in relation to the existing Sainsbury's store and other uses on this and neighbouring sites, it is considered that the 'retail pull' of this extended store in terms of attracting new customers is likely to be such that the proposal would be unlikely to have any long term discernible impact upon the retail function, health, viability or vibrancy of the Rayleigh commercial centre.

- 3.3 TRANSPORT - It is considered that the proposed highway works are all fairly minor. However, their implication when added together would assist in both highway and pedestrian safety for the users of the site. When assessing the level of car parking provision at the site against the Local Plan policy for Rochford for this type of proposal there would be an excess of parking spaces. This is considered not to be an issue given the shared site with other users.

4 CONCLUSION

- 4.1 It is considered that the proposal would improve the operational efficiency of the existing store and site, without having any material impact upon Rochford District Council's administrative area

5 RECOMMENDATION

- 5.1 It is proposed that the Committee **RESOLVES**

That Castle Point Borough Council be informed that Rochford District Council has no objection to the proposed extensions, alterations and modifications to the store and the site.

Shaun Scrutton

Head of Planning Services

Background Papers:

Consultation from Castle Point Borough Council

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