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**From:** Ed Kemsley  
**Sent:** 31 August 2017 21:06  
**To:** enquiries <[enquiries@saltash.gov.uk](mailto:enquiries@saltash.gov.uk)>  
**Cc:** 'Ben Ellis Quora'  
**Subject:** Callington Road, Saltash  
**Importance:** High

Dear Saltash Town Council

You may recall we contacted you in July to discuss the emerging proposal on the site at Saltash Industrial Estate at which Tesco previously planned to develop a foodstore. As you are aware Tesco are not proceeding with the development, however we act on behalf of Quora Developments who intend to bring forward a new retail led development.

Please see attached pack of information which confirms the final layout / scheme for the above site, as well as notes in respect of planning and highways. The current proposals include a Aldi store (Unit A), Home Bargains (Unit B), as well as a Costa (Unit C) and McDonald's (Unit D) Drive Thru units. Quora have taken the difficult decision to drop 'Pets at Home' from the previous scheme due to the comments received during the consultation process undertaken in July. The Costa unit has been brought on board by way of replacement, however you will note this is a small unit by comparison.

The attached pack includes a 'Planning Briefing Note' which provides a summary of the retail impact of the current proposals when compared to the approved Tesco scheme. This confirms that the proposed retail element of the scheme (i.e. Aldi and Home Bargains) will result in a much lower turnover than the approved Tesco scheme due primarily to the nature of the discount retailers. Whilst it will result in significantly less impact on Saltash Town Centre Quora accept the need to provide an appropriate town centre contribution in order to mitigate this likely impact. Based on our assessment we consider the contribution will be in the order of £222,000. Quora are keen that this is directed towards existing and emerging town centre initiatives. We would welcome early discussions on where this money can be directed to. Please note that we also intend to discuss this matter with the Chamber of Commerce, Ward Members, as well as Council officers during the application process.

The attached 'Highways Appraisal' provides a useful summary of the highways and transportation implications in relation to the proposed scheme when compared against the approved Tesco scheme. It confirms that the layout of the access and site is similar to the approved Tesco scheme and as such it does not introduce any additional highway issues. The works necessary to make the highway effect of the Tesco scheme acceptable have been carried out at the Carkeel Roundabout (which is currently having a further improvement).

On the basis of the trip analysis we consider that the proposals will provide a highway benefit as a result of delivering a less trip intensive development when compared to the approved Tesco scheme.

Finally, in addition to the town centre contribution, we have been discussing with the Chamber of Commerce the possibility of introducing signage on the site which seeks to advertise Saltash Town Centre. The attached 'Signage Proposals' illustrate 4 potential options which we have put to the Chamber for comment, however we would welcome any comments you may have on these.

In terms of timescales going forward, we intend to lodge the application by the end of this week and we hope to move towards achieving a decision on the application by early December. We note that once the planning application is lodged and validated that the Town Council will be formally consulted by Cornwall Council. We would be happy to attend the Town Council's Planning Committee meeting in order to discuss the proposals and to answer any questions you may have. In light of this please let us know when the next available meetings are due to take place?

We look forward to hearing from you

Many thanks

**Ed Kemsley**

Director







**PLANNING BRIEFING NOTE:**  
TESCO SUPERSTORE SITE, SALTASH

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**Introduction:**

This planning note sets out the context to the above site and focusses on the key planning issue of retail impact and mitigation by way of a Section 106 agreement.

**Background & New Scheme:**

Quora's proposed planning application seeks permission for a proposed new retail scheme which will replace the approved 'Tesco Scheme' (Application ref: PA10/04741). The Tesco Scheme was approved in January 2014 and all pre-commencement conditions were discharged in December 2016. A 'material start' was made on site in January 2017 and Cornwall Council have confirmed this permission was implemented by issuing a certificate of lawfulness in April 2017 (Ref: PA17/01314). As such the permission remains extant in perpetuity.

The Tesco Scheme was considered acceptable subject to a Section 106 agreement securing contribution of £530,000 towards mitigating the impact on Saltash Town Centre (in addition to contributions towards highways improvements). This is based on similar contributions secured in respect of the Waitrose store (to the north of the A38) and the Lidl store (to the south). In light of this Quora accept that a new contribution from the proposed new scheme will be required to mitigate the impact on Saltash Town Centre. This will be informed by our assessment of retail impact, compared to the impact of the approved Tesco Scheme.

We set out below a summary of the approved and proposed schemes in terms of floor areas, turnover and forecast impact on Saltash Town Centre.

**Table 1 – Approved and Proposed Retail Floor Areas**

	Approved Tesco Store	Proposed New Scheme *	Difference
Gross Floor Area	3,372 sq m	3,351 sq m	- 21 sq m
Net Sales Area	2,272 sq m	2,687 sq m	+ 415 sq m
Convenience	1,583 sq m	1,433 sq m	- 150 sq m
Comparison	372 sq m	1,254 sq m	+ 882 sq m

\*Please note that this excludes the proposed 'Drive Thru' Restaurant and Coffee Shop, which have a combined gross floor area of 709 sq m.



**PLANNING BRIEFING NOTE:**  
TESCO SUPERSTORE SITE, SALTASH

Table 2 – Approved and Proposed Turnover Figures

	Approved Tesco Store	Proposed New Scheme *	Difference
Convenience Turnover (2017)	£19.82m	£8.39m	- £11.43m
Comparison Turnover (2017)	£3.30m	£5.45	+ £2.15m
Total Turnover	£23.12m	£13.84m	- £9.28m

\*Please note that this excludes the proposed 'proposed 'Drive Thru' Restaurant and Coffee Shop as they are not included within the retail impact assessment.

Table 3 – Approved and Proposed Schemes – Retail Impact on Saltash Town Centre

	Forecast Retail Impact of Approved Tesco Store	Forecast Retail Impact of Proposed New Scheme	Difference
% of Trade Drawn from Saltash Town Centre	10%	7%	N/A
Impact on Saltash Town Centre (£)	£2.3m	£0.98m	- £1.32

Table 2 above confirms that the turnover of the approved Tesco Scheme and the proposed new retail scheme. It should be noted that the proposed new retail scheme will result in small net decrease in retail floor area (as confirmed by Table 1), however the proposed Aldi and Home Bargains units will trade at much lower levels due to the nature of the retailers. Table 2 above confirms that the proposed new retail scheme will have a turnover of around 40% less than the approved Tesco Scheme.

Cornwall Council forecast that 10% of the trade from the proposed Tesco Scheme (i.e. £2.3m) would be diverted from Saltash Town Centre. Furthermore we forecast that the impact of the proposed new retail scheme on Saltash Town Centre will amount to £0.98m i.e. 58% less impact than the Tesco Scheme.





**PLANNING BRIEFING NOTE:**  
**TESCO SUPERSTORE SITE, SALTASH**

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The main reason for the lower level of trade draw and impact on Saltash Town Centre relates to the nature of the retailers looking to locate to the site. We have forecast that 10% of the convenience turnover will be drawn from Saltash Town Centre, however the level of comparison turnover will be much lower (i.e. 2.5%). This is due to the fact that the Saltash has a very low comparison goods market share as many residents travel further afield to carry out their comparison shopping (e.g Plymouth). As a result we expect the new proposals to assist in clawing back trade lost to other centres and locations, instead of directly competing with Saltash Town Centre.

**Conclusion:**

Paragraph 27 of the NPPF indicates that when assessing the impact of a retail proposal the key issue to consider is whether it is likely to have a 'significant adverse' on :

- Existing, committed and planned investment in a centre or centres;
- Impact on town centre vitality and viability, including consumer choice; and
- Impact on trade in the town centre and the wider area.

A Retail Impact Assessment will be produced in support of the planning application and it will provide further detailed analysis of the approved Tesco scheme, the forecast impact of the proposed new scheme as well as a detailed health check of Saltash Town Centre.

In light of the above we consider that the new scheme will result in a scheme which will have significantly less impact on Saltash Town Centre and furthermore it will seek to claw back trade lost to other locations, in particular comparison shopping trips undertaken in Plymouth and further afield.

Given that the forecast impact on Saltash Town Centre we conclude that the proposed mitigation contribution will be in the order of £222,000 and that this can be directed towards specific town centre initiatives.

EK – 30/08/17



## **Highway Appraisal – Former Tesco Superstore, Saltash – July 2017**

### **Introduction**

This appraisal evaluates highways and transportation implications in relation to the proposed replacement of the implemented planning consent for a Tesco Superstore with a mixed-use development – Drawing 14709-05A.

The Tesco Store was considered acceptable subject to a S106 agreement securing a payment of £62,500 for sustainable measures and £83,284.48 to improve capacity at the Carkeel Roundabout, this improvement specifically provided a 3-lane approach on the eastbound A38 entry and the exit to 2 lanes. This work has been carried out as part of the Phase 1 and 2 works, Phase 3 the full signal controlled scheme works are now underway.

### **Site Location**

The site is located south of the A38 and the Carkeel Roundabout, east of Callington Road and North of Gilston Road, taking access from Gilston Road.

### **Existing Highway Attributes**

The A38 is a busy route connecting the key towns in Cornwall as well as to the M5. This is a busy section of carriageway and due to the seasonal nature of many routes in Cornwall suffers congestion with holiday traffic in the summer months.

Having compared the AADT data available at counter reference 38687 located East of the Carkeel Roundabout, traffic has reduced from 2010 to 2016 from 32349 to 28581. This shows that the situation may have improved as base data has shown a reduction in background traffic.

The TA that accompanied the application for the Tesco Superstore (3372 sqm GFA) was predicted to generate the following;

Peak Hour	Arrivals	Departures	Total
Friday PM Peak (16:30-17:30)	286 (7.907)	281 (8.350)	547 (16.257)
Saturday Peak (11:00-12:00)	281 (8.346)	264 (7.841)	545 (16.187)

Table 1

The following trip type proportions were agreed;

Trip Type	Percentage
New	10%
Pass-by	15%
Diverted	25%
Transferred	50%

Table 2

On the basis of the above, the level of trips would be considered as committed development in relation to every subsequent application made in the area.





### **Highway Appraisal – Former Tesco Superstore, Saltash – July 2017**

This site is therefore considered acceptable to produce and attract the same level of traffic outlined above subject to the S106 payment of £62,500 being made and the roundabout having a 3-lane entry on the eastbound A38 entry and the Eastbound exit being widening to 2 lanes. The Carkeel Roundabout now has both features, leaving only the payment related to new trips to be paid.

#### **Proposal**

It is proposed to provide a mixed-use development, offering food retail, a non-food retail unit and a drive thru unit.

#### **Accessibility by Non Car Modes**

The site is surrounded by a good footway network (offering a minimum width of 1.8m) linking the site to the Lidl food store immediately to the south and the residential area beyond, a pedestrian bridge provides access to the north to the Waitrose Store and Carkeel.

Uncontrolled crossing points with pedestrian islands exist in many cases over local roads including Callington Road.

There are many dedicated cycle paths in Saltash, with the majority connecting residential areas to the south of the site. A shared footway cycle way is present on Callington Road and links the site to retail and commercial land uses off Avery way. A cycle lane is present on a stretch of New Road (B3271) where the B3271 passes over the A38.

The site was regarded as accessible by all modes and Cornwall Council collected funds to enhance public transport holistically, previously at this site it was considered that each new vehicle trip would attract a fee of £1,136.36 in the PM peak.

The site falls within Zone 2 of the Plymouth City Bus network. Saltash is served via services 5, 11, 12, 12A and 72, with the B3271 and Callington Lane forming major public transport corridors in local area. Services 12 and 12A pass the site are accessible via stops located on Callington Road approximately 50m walk south of the site access. Pedestrian crossing facilities are provided on Gliston Road and Callington Road to enabling safe seamless access. The bus stops are provided with shelters and a timetable. Additional stops can be found on Burraton Road and Pillmere Drive offering access to services 72 and Saltash Maxi Bus.



### **Highway Appraisal – Former Tesco Superstore, Saltash – July 2017**

Number Route	Start /Finish	Weekday Frequency	Saturday Frequency	Sunday Frequency
12 Plymouth - Site - Bude	0530/2332	Hourly	Hourly	2 Hourly
12A Plymouth - Site - Downgate	0637/1750	2 Hourly	4 Services	No Service
72 Plymouth - Saltash - Looe	0820/1820	2 Hourly	2 Hourly	No Service
Saltash Maxi Bus	0900 / 1500	Hourly	No Service	No Service

Table 3

It is considered that the site remains accessible by all modes and that the accessibility fund is potentially not required given the change in trip generation.

#### **Vehicular Access**

The vehicular access would remain in the previously consented position, this takes due regard of the previously submitted road safety audits and comments from all highway bodies.

#### **Parking and Internal Layout**

Cornwall Council parking standards are included within the Travel Plan Guidance, the following table illustrates the maximum cumulative parking standards, assuming no discount for linked trips. Cycle parking is not specified, however when discussed in the guidance it utilises anticipated modal share, this has been calculated on a pro rata basis against vehicle parking.



### Highway Appraisal – Former Tesco Superstore, Saltash – July 2017

Land Use	Maximum Parking Provision (Spaces)	Cycle Parking (Spaces)
Food Store (1797 sqm GFA; 50 staff)	129 1/14 sqm GFA	10
Non Food Retail Units (1626sqm GFA, 30 staff)	65 1/25 Sqm GFA	6
A5 Fast Food Drive Thru (542sqm GFA; 160 seats <15> staff) 206 sqm Public area	41 1/5 Sqm public area	8
A5 Fast Food Drive Thru (167sqm GFA; 45 seats <4> staff) 90 sqm Public area	18 1/5 Sqm public area	4
Total	253	28

Table 4

A total of 200 spaces are proposed, this is below the maximum threshold and is therefore considered acceptable in terms of policy.

The trip generation has been assessed to determine parking demand, the results are provided below;

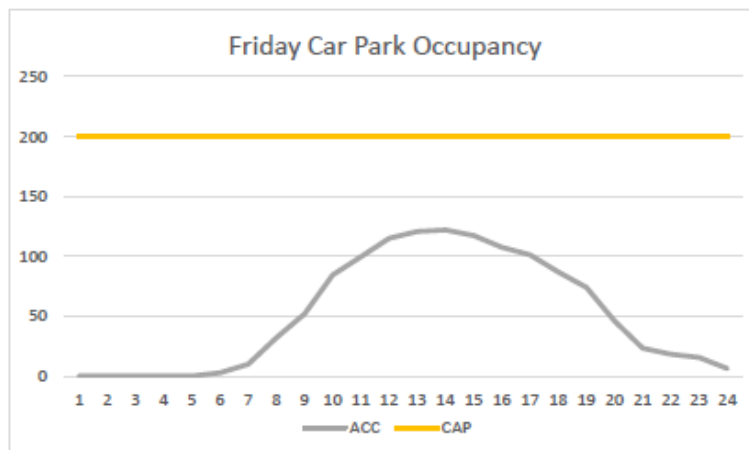


Figure 1 – Car Park Occupancy



### **Highway Appraisal – Former Tesco Superstore, Saltash – July 2017**

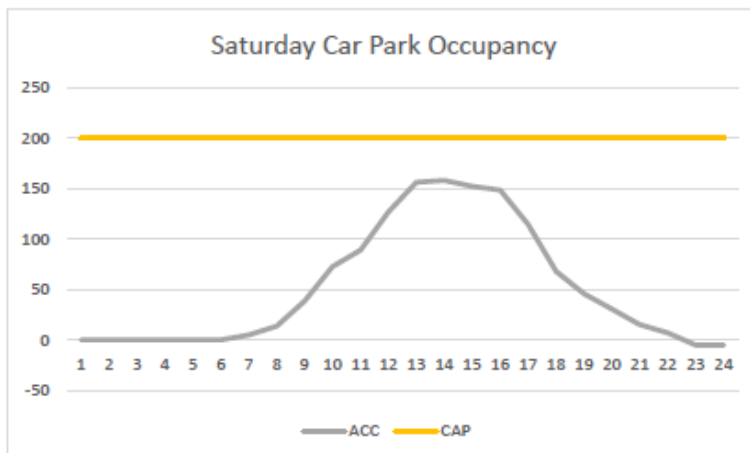


Figure 2 – Car Park Occupancy

It can be seen that on a Friday at peak time it is predicted that there would be a minimum of 78 spare spaces and 42 spare spaces on a typical Saturday. This spare 10% on a Saturday would easily accommodate peak periods within a peak. The parking layout would need to be set out to the required parking standards, these offer a minimum bay size of 2.4m x 4.8m supported by 6m aisle widths.

### **Highway Network**

The local highway network has capacity constraints during peak times, this is exacerbated during seasonal peaks. At present the Tesco Superstore is consented and could be built out generating an additional 55 new trips as well as altering the turning patterns related to some 492 vehicles that are already on the network in the PM peak.

The trip generation related to the proposed development has been estimated using TRICS survey data related to individual land uses. These rates were recently agreed at a development consented adjacent to a trunk road on the edge of a key town, and therefore directly comparable to the current proposal. No discount has been applied to account for linked trips between land uses, which will occur.



### Highway Appraisal – Former Tesco Superstore, Saltash – July 2017

Weekday PM Peak	Arrivals	Departures	Total
Food Store (1108 net RFA)	51 (4.583)	60 (5.388)	110
Non-food Retail Units (2185 GFA)	27 (1.631)	31 (1.908)	58
A5 Land Use (542 Sqm GFA)	52 (9.516)	50 (14.167)	102
A5 Land Use (167 Sqm GFA)	8 (4.758)	8 (4.574)	16
Total	137	148	285

Table 5

Saturday Peak	Arrivals	Departures	Total
Food Store (1108 net RFA)	74 (6.679)	69 (6.232)	143
Non-food Retail Units (2185 GFA)	57 (3.517)	48 (2.929)	105
A5 Land Use (542 Sqm GFA)	96 (17.689)	80 (14.732)	176
A5 Land Use (167 Sqm GFA)	15 (8.445)	12 (7.366)	27
Total	242	209	446

Table 6

	PM Peak	Saturday
Consented Development	547	545
Proposed Development	285	446
Difference	-262	-99

Table 7

The positive effect of the development is further enhanced as the trip types have not been applied. Assuming the same rates for the retail units would be appropriate; as the food and non-food element were not disaggregated as part of the Tesco application, however there would have been an element of food and non-food within the one unit.

Previously agreed HE and local authority trip types associated with the drive thru have been utilised in this appraisal, this differs between a weekday and a Saturday, with 21%



### **Highway Appraisal – Former Tesco Superstore, Saltash – July 2017**

being recorded as new on a weekday and 12% on a Saturday. This results in 42 new trips on a Weekday and 49 new trips on a Saturday. These are both lower than that already consented.

Trip linkage has not been included within the TRICS data utilised to determine the trip generation of the proposed development. Utilising TRICS report 5/1 for 'multi-use sites', suggests a minimum figure of 20% was applied to the trip generation to account for trip linkage, recent surveys suggest that this could be closer to 40% between a discount food store and a variety retailer. Data relating to drive thru's also suggest that linked trips are high at meal times.

This would further reduce the impact, as at present the assessment considers each retailer having exclusive trips which is a very robust stance.

### **Conclusions and Strategy**

The layout of the access and site is similar to the implemented Tesco Store, this does not introduce any additional highway issues based on the comments received from Highways England (Formerly Highways Agency) and Cornwall Council.

The works necessary to make the highway effect of the Tesco Store acceptable have been carried out at the Carkeel Roundabout, which is currently having a further improvement. This development will also improve the situation by replacing a high trip generator with a development predicted to generate significantly fewer trips. No further works will be required to make the development acceptable on the network.

On the basis of the trip analysis the applicant would be providing a highway benefit as a result of delivering a less trip intensive development, reducing turning movements associated with the current consented land use.

The NPPF is clear in that it states that "*Development should only be prevented or refused on transport grounds where the residual cumulative impacts of the development are severe*". A reduction in trips (existing implemented consent vs proposed development) cannot be regarded as severe and therefore there are no grounds for refusal.

A Transport Statement and Travel Plan will be required, this will outline the above and go into a detailed analysis in relation to trip types. The TS will provide the evidence behind the figures quoted in this appraisal and will provide a thorough comparison between the existing consent and the proposed development.



## GILSTON ROAD, SALTASH TOWN CENTRE SIGNAGE PROPOSALS

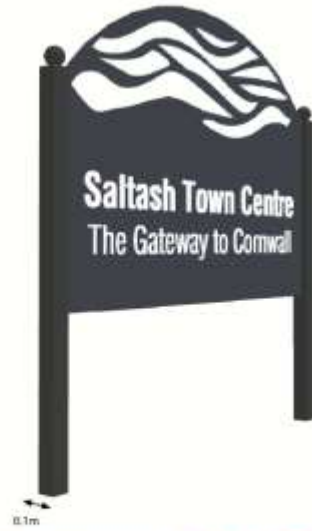
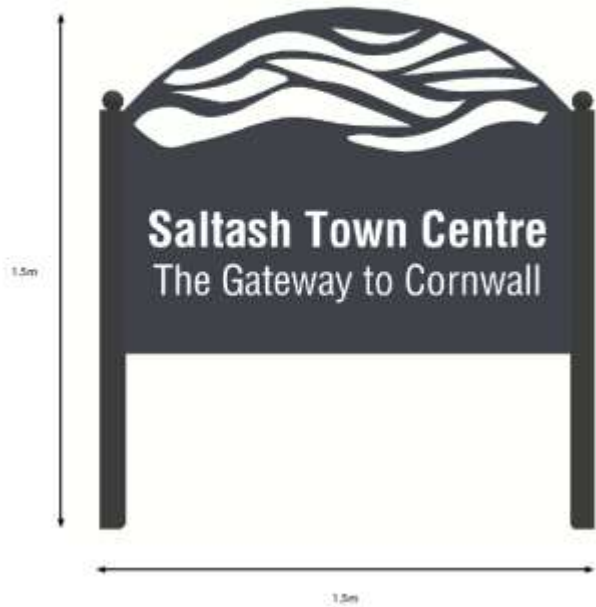
QUORA<sup>®</sup>

**vector**  
design concepts

14798 Saltash Town Centre Signage Proposals TCD1A  
25 August 2017 2:40 PM

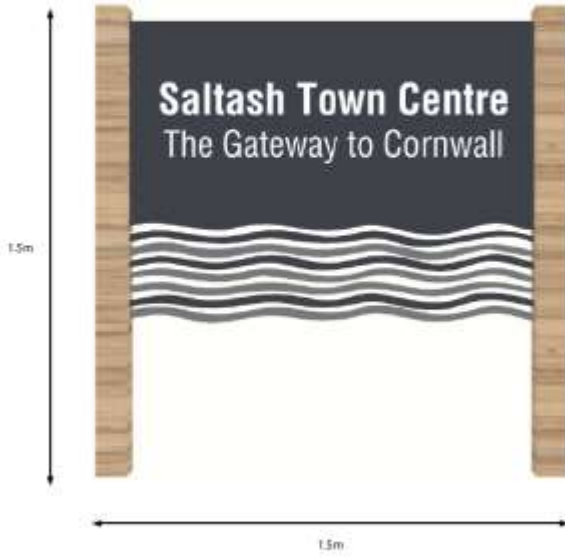
# OPTION 1

Metal poles with laser cut waves through metal panel at top.  
Height 1.5m x Width 1.5m x Depth 0.1m



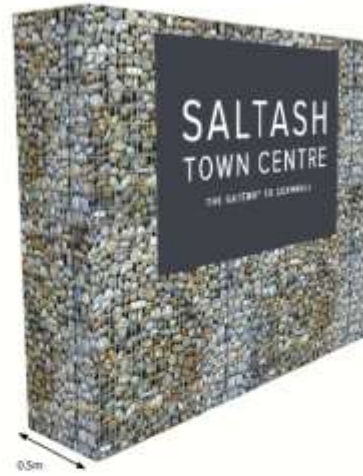
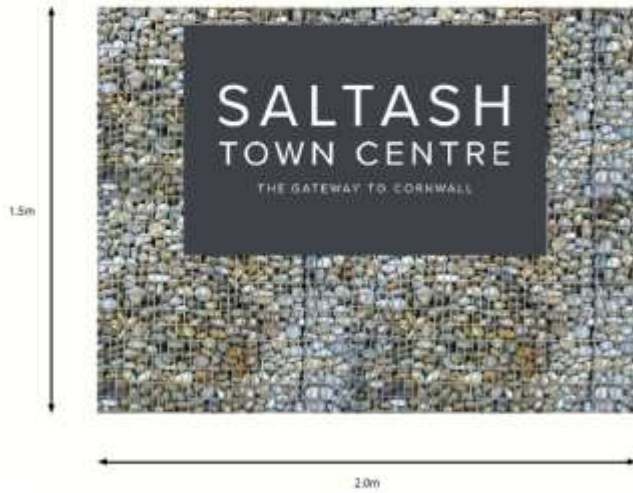
## OPTION 2

Timber poles, metal top panel with metal cut waves underneath.  
Height 1.5m x Width 1.5m x Depth 0.2m



### OPTION 3

Beach pebble filled gabion baskets with signage affixed to frontage.  
Height 1.5m x Width 2.0m x Depth 0.5m



# OPTION 4

Traditional stone entrance feature with signage affixed to frontage.  
Height 1.5m x Width 2.0m x Depth 0.3m (Approx)

