

Epping Forest District Council Representations to the Draft Local Plan Consultation 2016 (Regulation 18)

Stakeholder ID	2169	Name	C	Huett	Sainsbury's Supermarkets Limited
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Method	Letter
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Date	2/2/2017
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Letter or Email Response:

On behalf of our client, Sainsbury's Supermarkets Ltd (SSL), we submit representations in respect of the Epping Forest District Council's consultation on the emerging draft of the Local Plan. SSL operates a number of supermarkets within the District at: Old Station Road, Loughton ; • The Broadway, Loughton ; and • Basons Lane, Chipping Ongar . • SSL is also due to open a new 'Local' format store in Church Hill, Loughton. These stores make a valuable contribution to the economic well-being of the District, as well as supporting the vitality and viability of these centres, often acting as an anchor store which supports smaller, more local business. SSL is supportive of the retail hierarchy outlined within draft policies SP2 and E2, but considers that the draft local plan could do more to support, protect and enhance these supermarkets. Draft Policies P2 and P4- Centre Specific Policies SSL is seeking to make representations on draft policies P2 and P4, which outline the town centre boundaries of Loughton High Road Town Centre, Loughton Broadway District Centre, and Chipping Ongar Town Centre. In addition to the town centre boundaries, the policies will also be used to identify key shopping areas, and the primary and secondary retail frontages within these areas. The National Planning Policy Framework (NPPF) requires local planning authorities to "recognise town centres as the heart of their communities and pursue policies to support their viability and vitality". The centre specific policies outlined within the emerging Local Plan should therefore be drafted in such a way to drive footfall to the centre, thus supporting viability and vitality. The NPPF defines primary shopping areas as areas of concentrated retail development which predominantly comprises the primary shopping frontages and those secondary shopping frontages which are adjacent and in proximity to the primary shopping frontage. It further defines primary frontages as ones that comprise a high amount of retail, including food stores, clothing and others. Secondary shopping frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses. It is important that any existing retail uses within the town or district centres are properly designated, otherwise the policies which seek to protect retail uses will not apply. Draft Policy P2 - Loughton High Road Town Centre According to the draft proposals map, the existing superstore at Old Station Road is to be within the town centre boundary, but will not form part of Key Shopping Area. The Old Station Road superstore plays an important role within the Town Centre, acting as a key shopping destination for rail commuters approaching the town centre, or returning to their vehicles, and as acts as a key 'anchor' store for the town centre. The store therefore makes a significant contribution to the retail footfall of the town centre, and its economic success. In light of this, SSL considers that the store should form part of the Primary Shopping Area and Primary Shopping Frontage. SSL also considers that the train station and car park should continue to form part of the town centre boundary, in recognition of the important transport links that they provide, and their

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contribution to the economic viability of the town centre. Draft Policy P2 - Loughton Broadway District Centre SSL considers that the existing superstore at Burton Road should be designated as being part of the Primary Shopping Area and Primary Shopping Frontage to ensure that the retail or commercial function of the site is protected from alternative uses. Draft Policy P4 - Chipping Ongar District Centre SSL is supportive of proposals to expand the Chipping Ongar District Centre through the inclusion of additional units to the south of the District Centre. SSL notes that the existing superstore at Banson's Lane is located within the town centre boundary, but falls outside Primary Shopping Area, and outside of the primary and shopping frontage. SSL considers that this store should form part of the Primary Shopping Area and, given the concentrated amount economic activity associated with the store, and should be designated as part of primary shopping frontage to acknowledge the contribution made by the store (and its associated car park) to the retail offer within Chipping Ongar, and to protect the retail function of the site. In conclusion, SSL considers that all three of the above stores were strategically positioned to be within the key town and district centres, and to form part of the Primary Shopping Areas. We trust that these representations will be taken into consideration when preparing the next stage of the Local Plan.