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CT/JCC8223

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Planning and Regeneration
Cornwall Council
St Clare
Penzance
Cornwall
TR18 3QW

Dear Sir

Town and Country Planning Act 1990
Proposed Mixed Use Development at Hayle Rugby Club, Marsh Lane, Hayle
Application made on behalf of Asda Stores Ltd

We are instructed by our client, Asda Stores Ltd to submit a full planning application for the development of Hayle RFC's Memorial Park ground at Marsh Lane in Hayle for a mixed retail and business development.

In summary, the development proposals seek full planning permission for demolition of the existing buildings and the erection of a 5,529sq m gross (2,787sq m net) superstore with associated petrol filling station, car parking and servicing arrangements, together with eight Class B2 industrial units totalling 1,573sq m. The new Asda store will be provided in a modern building comprising a single trading floor, located towards the southern end of the site. A surface car park will be laid out to the north of the store with a pedestrian link provided through to the existing West Cornwall Shopping Park that is located immediately to the north. The total number of parking spaces to be provided for the store is 381. A petrol filling station is proposed as part of the scheme and will be sited at the northern end of the car park alongside the access road. To the south of the Asda eight Class B2 industrial units will be provided, served by their own car park with 61 spaces. The development will be accessed off the Marsh Lane roundabout the same as the existing rugby club and the West Cornwall Shopping Park, with a new traffic island to be provided within the site to allow traffic to either continue straight on to the business units or right to the store car park and PFS.

The development of the site will require the relocation of the rugby club and this is the subject of a separate application. The Club's new ground will be located off Carwin Rise, south of the A30 and to the east of the Shell Petrol Filling Station, only 500 metres away from the existing rugby club at Memorial Park. It will provide much improved facilities compared to the existing site, including two senior pitches; two junior pitches; training areas; a state of the art clubhouse; covered seating and dedicated car and coach parking.

As you will be aware, extensive pre-application consultations have taken place with officers at the Council in respect of these proposals, and we are now therefore pleased to



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enclose the following documents which comprise the planning application for the Marsh Lane site:

- The Application Forms and ownership certificates;
- The Application Drawings:
 - Location Plan ref. PL-41/A
 - Proposed Ground Floor Plan ref. PL-30/A
 - Proposed First Floor ref. PL-31/A
 - Proposed Roof Plan ref. PL-32/C
 - Proposed Store Elevations ref. PL-33/A
 - Petrol Filling Station Details ref. PL-35/B
 - Proposed Industrial Units Elevations ref. PL-36
 - Site Layout As Existing ref. PL-37
 - Site Layout As Proposed ref. PL-38/C
 - Site Sections As Existing ref. PL-39/A
 - Site Sections As Proposed ref. PL-40/B
 - Soft Landscape Proposals (sheet 1) ref. LS01
 - Soft Landscape Proposals (sheet 2) ref. LS02
 - Proposed Industrial Units Floor Plan ref. PL-50
- Design and Access Statement;
- Planning Statement;
- Retail Assessment;
- Transport Assessment & Travel Plan;
- Flood Risk Assessment;
- Noise Assessment;
- Ecological Report;
- Archaeology and Cultural Heritage Assessment;
- Preliminary Geo-Technical and Environmental Assessment Report;
- Utilities Statement;
- Statement of Community Involvement.

A cheque for £21,065 is enclosed in payment of the application fee.

As required, four hard copies of the application are enclosed, together with an additional 10 copies on CD-Roms.

The supporting documentation listed above demonstrates that the proposed development is in accordance with all relevant national, regional and local planning policies. Key conclusions are set out below:

- Retail – The proposed Asda will meet the acknowledged need for a large foodstore in Hayle and will address the leakage of local expenditure out of the area to superstores in other centres such as Pool and Penzance. The application site is the most appropriate location in the town given the two potential sites in the harbour area on the edge of the Foundry Centre are unable to accommodate a large format foodstore without adversely effecting the character of the World Heritage Site. The application site lies immediately adjacent to the West Cornwall Shopping Park, an established retail destination, and the development includes works to link the two sites to maximise the potential for linked shopping trips. It is intended that the Asda will trade 24 hours a day (from 0700 on Monday morning until 2200 on Saturday and then 1000 to 1600 on Sunday).

- Design – Through the sensitive design of the store building the development will blend into the topography and landscape setting of the site and sit comfortably alongside the existing Shopping Park and car showrooms on the adjoining land. A high quality development has been delivered through good and inclusive design, which incorporates the efficient use of resources, including natural materials such as local stone and timber cladding. It and other elements of the site will be constructed with an emphasis on sustainable materials. The development and its perimeter will be extensively landscaped with the visual barrier between the site and the A30 maintained.
- Highway and Accessibility – The store proposal will deliver improvements to sustainable modes of travel to the site with Asda intending to fund a free bus service linking Hayle town centre to the Shopping Park and the new store. In addition, improvements are proposed to the local highway network with significant changes to the A30 Loggans Moor roundabout to allow for an increase in road traffic to the site and to improve overall traffic flow in the area. A through lane, improved approaches and a new signalling and crossing system will be added to the roundabout, easing congestion and reducing journey time for all users, particularly during summer peak periods.
- Habitat – The existing habitat potential of the site has been thoroughly surveyed and species recorded. These exercises have established that the site has little ecological significance.
- Flood Risk – The risk of flooding on site has been thoroughly assessed and found to be negligible. The site lies outside the Environment Agency's flood zone. The development is therefore found to be in accordance with PPS25 and the development plan policy requirements.
- Social Cohesion and Inclusion – Through PPS1 the Government aims to develop strong, vibrant and sustainable communities by encouraging cohesion in urban areas. The proposed store will help to deliver this objective by meeting the needs of the community in situ whilst providing new employment and training opportunities. The development will improve access to jobs and facilities in a sustainable manner, not only within the foodstore but also the new business units that are intended to attract new employers into the town. The provision of much needed convenience floor space will address existing inequalities in delivery and improve accessibility, reducing the need to travel outside the local area for main food shopping. As part of the development the local rugby club will be relocated to improved facilities close by, which will assist them in securing the long term future of the club and encourage more of the community to take part in rugby and the other leisure activities the club provides.
- Economic Regeneration – In the Asda up to 270 new full and part-time jobs will be created that will be directly accessible to local people. As well as this net increase in jobs from the foodstore the development will also provide new employment floorspace to attract new firms and jobs into Hayle: this comprises eight units providing a total of 1573sq m of space, for occupation by uses within Class B2 of the Use Classes Order. Overall the development will involve a significant level of investment in Hayle that it is hoped will act as a catalyst for further developments within the local area. Given the poor economic status of the town, which is in the 10th most deprived areas in

Cornwall, the delivery of a range of flexible employment positions will contribute greatly to uplifting the economic characteristics of the town in accordance with the objectives of PPS4.

The benefits provided by the development are believed to be considerable and it accords with prevailing planning policies. It is therefore considered that the redevelopment of the site is acceptable and accordingly the application should be granted planning permission.

We trust that you will have sufficient information to register and commence consultation on the application, but should you require any additional information, please do not hesitate to contact me at the above telephone number or the email address below.

Yours faithfully



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Encs