



To: Executive Councillor for Climate Change & Growth:
Councillor Clare Blair
Report by: Head of Planning Services
Relevant scrutiny committee: Environment Scrutiny Committee 15/03/2011
Wards affected: All Wards

**INFORMAL PLANNING POLICY GUIDANCE ON FOODSTORE PROVISION
IN NORTH WEST CAMBRIDGE
Key Decision**

1.0 Executive summary

- 1.1 Cambridge City Council and South Cambridgeshire District Council (SCDC) have been working jointly to produce Informal Planning Policy Guidance (IPPG) on Foodstore Provision in North West Cambridge. This is in relation to three major development sites; the University site, NIAB sites and Orchard Park. The Councils decided that the guidance was necessary because the amount of housing now proposed in this area is nearly 2,000 units greater than was originally envisaged when the Councils were preparing their formal planning policy documents. In addition proposals for foodstore provision have emerged from discussions with the developers of the three sites. The purpose of the IPPG is to ensure that both new and existing residents of North West (NW) Cambridge have adequate and easily accessible food retailing facilities available and that there is a consistent and coordinated approach across the sites. The County Council have provided input with regards to transport matters.
- 1.2 The process of developing the IPPG has involved preparation of relevant evidence base and public consultation on different options. The representations received have helped to guide the development of the IPPG.
- 3.1 The IPPG sets out a strategy for foodstore provision in NW Cambridge of two medium sized supermarkets of 2,000 sq m net floorspace, one in the local centre at the University site and one in the local centre at the NIAB site, and one small supermarket in the local centre at Orchard Park. It confirms that the centres will all be local centres, which is consistent with current policy. The IPPG also sets out a number of development principles relating to the proportion of

convenience and comparison floorspace in the foodstores, how to achieve vibrant local centres, transport matters, design quality, sustainable design and construction, and phasing.

2.0 Recommendations

The Executive Councillor is recommended:

- 2.1 To agree the responses to the representations received to the Options Report on Foodstore Provision in North West Cambridge provided in Appendix A.
- 2.2 To agree any changes to the 'Informal Planning Policy Guidance on Foodstore Provision in North West Cambridge' which have arisen from SCDC's Portfolio Holder's Meeting on 8th March 2011 (these will be reported verbally to Committee).
- 2.3 To adopt the 'Informal Planning Policy Guidance on Foodstore Provision in North West Cambridge', provided in Appendix B, as a material consideration in the determination of planning applications.

3.0 Background

Purpose of the IPPG

- 3.2 Large scale development is proposed in the North West (NW) quadrant of Cambridge at the University Site (covered by the North West Area Action Plan NW AAP, 2008), NIAB sites and Orchard Park. The amount of housing now proposed is nearly 2,000 units greater than was originally envisaged when Cambridge City Council and South Cambridgeshire District Council were preparing their formal planning policy documents. In addition proposals for foodstore provision have emerged from discussions with the developers of the three sites. The Councils considered that they needed to jointly investigate the food retailing needs of this part of Cambridge further to ensure that both new and existing residents have adequate food retailing facilities available and that there is a consistent and coordinated approach across the sites. The County Council have provided input with regards to transport matters.
- 3.3 The plan led system would normally require a revised statutory planning policy to be prepared where a new approach to development is proposed. However, in the context of current developer aspirations and the need to increase the overall supply of market and affordable housing in Cambridge, both Councils agreed that the most appropriate policy approach was to develop IPPG and for this to broadly follow the

same process to that of developing an SPD (see section below). It is intended that the policy approach in this IPPG is incorporated into the Councils' Local Development Frameworks (LDFs) at the earliest opportunity in order to provide a robust policy to support future retail development in NW Cambridge.

- 3.4 The IPPG provides additional guidance on retail policies in existing plans – 'saved' policies in the Cambridge Local Plan (2006), South Cambridgeshire Local Development Framework (Core Strategy (2007) and Site Specific Policies Development Plan Document (2010)) and the joint North West Cambridge Area Action Plan (2009). The IPPG provides a framework for foodstore development in the North West of Cambridge and it will be a material consideration in determining any foodstore planning applications on the three sites.

Development of the IPPG

- 3.5 In order to give the IPPG as much weight as possible as a material consideration in the determination of planning applications, its preparation has been similar to that for an SPD. A wide and detailed evidence base was put together. Consultants were commissioned to produce a Supplementary Retail Study (SRS) for North West Cambridge (Nathaniel Lichfield and Partners, June 2010, which is supplementary to the Cambridge Sub-Regional Retail Study, GVA Grimley, 2008), and a Retail Transport Study (Atkins, June 2010). The Councils also carried out additional work in relation to planning and design matters.
- 3.6 An Options Report was produced from an analysis of the evidence base, and presented to the City Council's Development Plan Steering Group Committee on 13th July 2010, and South Cambridgeshire's Portfolio Holder's Committee Meeting also on 13th July. This set out four possible options for foodstore development in North West Cambridge:
- Option A - Planned Development Only i.e. local foodstores in each of the three Local Centres (this is the policy baseline situation, with the committed and pipeline floorspace and no further foodstore provision)
 - Option B – Two supermarkets of 2,000 sq m net floorspace (1,500 sq m net convenience), one at the University site and one at NIAB and the committed floorspace at Orchard Park.
 - Option C – One superstore of 3,500 sq m net floorspace (2,500 sq m net convenience), at the University site and the committed / pipeline floorspace at NIAB and Orchard Park

- Option D – One superstore of 3,500 sq m net floorspace (2,500 sq m net convenience), at the NIAB site and the committed / pipeline floorspace at the University Site and Orchard Park.
- 3.7 The Options Report was approved by both Committees for public consultation. Consultation was carried out for a six week period between 6th September and 18th October 2010 and provided an opportunity to gain the views of the public on the four options and to ask if there were any other possible options.
- 3.8 The consultation involved writing to statutory and general consultees, a Public Notice in the Cambridge Evening News on 6th September 2010, an article in Cambridge Matters magazine, which is delivered to all households in Cambridge, and South Cambs Magazine, which is delivered to all households in South Cambridgeshire. The Options Report was available on both Councils' websites, at the City Council's Customer Service Centre, SCDC's offices, Cambridge City Library and libraries in NW Cambridge. Exhibitions were also provided at the City Council's Customer Access Centre, SCDC's offices and Orchard Park Community Centre for the six week consultation period. A Drop-in Event was held at Orchard Park Community Centre on the evening of 22nd September 2010. Approximately 60 people attended and officers were on hand to provide further information and answer questions.
- 3.9 In total 172 representations were received, of which 51 were objections, 50 in support and 71 comments. The representations were from 41 respondents, 25 of which were private individuals and 16 were organisations or groups. Summaries of all the representations received and the Councils' proposed responses are provided in Appendix A of this report.
- 3.10 Option B (two medium sized supermarkets, one at NIAB and one at the University site) received the greatest number of responses in support (16 support, 5 objections). This option was thought to be the most sensible form of provision, appropriately addressing shoppers' needs whilst not being too dominant and easier to integrate into the design of the local centres. There were a smaller number of representations both in support and objection to Option A (maintaining the current planning position) (10 support, 10 objections). This included support for small shops and independent traders from local residents, but objections saying that this option would not meet the identified need. Options C and D (one large superstore on the University and NIAB sites respectively) had a greater number of representations in objection mainly due to the large size of these

stores (Option C had 3 support, 14 objections, Option D had 8 support and 13 objections).

- 3.11 A report was produced analysing the representations and setting out the proposed approach to developing the IPPG for discussion at Development Plan Scrutiny Sub Committee on 18th January 2011 and SCDC's Portfolio Holder's Meeting on 25th January. At these Committees it was agreed that Option B and a number of other development principles should be taken forward in the IPPG.

The IPPG

- 3.12 The IPPG is provided at Appendix B of this report. It provides a framework for foodstore development in the North West of Cambridge. It sets out the size of foodstores to be provided in each of the local centres, which is a medium sized store of 2,000 sq m net at both the local centre at the University site and the NIAB site and the pipeline small supermarket at Orchard Park. It confirms that the centres will all be local centres, which is consistent with current policy. The IPPG also sets out a number of development principles relating to:
- the proportion of convenience and comparison floorspace in the foodstores;
 - how to achieve vibrant local centres;
 - transport matters;
 - design quality;
 - sustainable design and construction; and
 - phasing.

Next Steps

- 3.13 SCDC will be taking the IPPG to their Portfolio Holder's meeting on 8th March 2011 and any changes which are put forward by their Members will be reported verbally at Environment Scrutiny Committee for consideration. Similarly any changes put forward at Environment Scrutiny Committee will also need to be considered by SCDC Members. Following final approval of the IPPG it will be published on the Councils' websites and will be a material consideration in the determination of any planning applications for the local centres or foodstore provision on the three sites in NW Cambridge.

4.0 Implications

- 4.1 There are no financial, procurement, staffing or community safety implications directly arising from this report. The development of the Informal Planning Policy Guidance should have environmental benefits by enabling new and existing residents of North West

Cambridge to carry out main food shopping in close proximity to their homes, thereby helping to reduce the need to travel further afield by car.

4.2 There are no direct equal opportunities arising from this report. An Equalities Impact Assessment was undertaken.

5.0 Background papers

These background papers were used in the preparation of this report:

- North West Cambridge Supplementary Retail Study, Nathaniel Lichfield and Partners, February 2010
- North West Cambridge Retail Transport Study, Atkins, June 2010
- Options Report - Informal Planning Policy Guidance: Foodstore Provision in North West Cambridge, Cambridge City Council & South Cambridgeshire District Council, September 2010
- Committee Report Development Plan Scrutiny Sub Committee, 18th January 2011: Foodstore Provision in North West Cambridge – Analysis of Public Consultation Responses and Proposed Approach for Developing Informal Planning Policy Guidance

6.0 Appendices

Appendix A: Summary of Representations to the Options Report and the Councils' Response

Appendix B: Informal Planning Policy Guidance on Foodstore Provision in North West Cambridge

7.0 Inspection of papers

To inspect the background papers or if you have a query on the report please contact:

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