

Agenda Item A5	Committee Date 18 th September 2017	Application Number 17/00534/FUL
Application Site Aldi Marine Road West Morecambe Lancashire	Proposal Demolition of existing supermarket, bowling alley and retail units and erection of a replacement supermarket with associated car parking and hard and soft landscaping	
Name of Applicant Mr Phil Isherwood	Name of Agent Mr Lee Shaw	
Decision Target Date 29 August 2017	Reason For Delay Amended Plans and ongoing discussions with County Highways	
Case Officer	Mr Mark Potts	
Departure	No	
Summary of Recommendation	Approval	

1.0 The Site and its Surroundings

- 1.1 The site is located to the south of Morecambe Town Centre approximately 135m to the south of the Midland Hotel. On the southern portion of the site lies an existing Aldi food store constructed in the early 2000's, with associated car park, and beyond this is the former Frontierland site. To the north of existing Aldi Car park lies Morecambe Superbowl which also includes a number of retail units such as a bedroom furniture shop and also a piercing and hair studio. To the north of the site lies Central Drive with Morecambe Platform, Reel Cinema and KFC located further to the north. To the east lies the car park associated with Morrison's. Marine Road West is located to the west of the site, with Morecambe Promenade and Morecambe Bay beyond this.
- 1.2 The site lies within the Morecambe Area Action Plan and is located 25m to the south of the Morecambe Conservation Area. The nearby Midland Hotel is a Grade II* listed building and is located 115m to the north of the northern boundary of the site. The Platform is a Grade II listed building and located 50m to the north of the proposal. Morecambe Bay is designated as a Special Protection Area (SPA), Special Area of Conservation (SAC), Site of Special Scientific Interest (SSSI) and a Ramsar Site, and is located 40 metres to the west of the proposed development.

2.0 The Proposal

- 2.1 The scheme proposes the demolition of the existing Aldi foodstore, the Superbowl building and the remaining retail units within the Superbowl building. The site would be cleared and a new Aldi store is proposed on a similar footprint of the existing Superbowl building, proposing a gross internal floor area of 1,893 m², measuring 62m in length, 37m deep with a height in the region of 8m. The building is proposed to be a mixture of stonework (likely to be a reconstituted stone), cladding and buff render. To the east of the building would be the delivery bay. To the south would be the location of the new car park providing 117 car parking spaces (7 of which would be accessible, 10 parent and child and 5 motorcycle bays). The scheme provides cycle parking along the frontage with Marine Road West together with an associated trolley park. Landscaping is proposed to the north of the site and the scheme provides for access to the adjacent Morrison's car park for pedestrians.

3.0 Site History

3.1 The most relevant site history is noted below.

Application Number	Proposal	Decision
16/01370/PRETWO	Demolition of existing foodstore and retail units and erection of a replacement foodstore with access, servicing and hard and soft landscaping	Advice Provided
01/01060/FUL	Erection of Class A1 retail store with associated access servicing parking and landscaping at Empire Buildings Marine Road West Morecambe.	Approved
93/00371/FUL	Demolition of existing empire cinema complex and erection of bowling alley formation of new shop units and refurbishment of existing shop units	Approved

4.0 Consultation Responses

4.1 The following responses have been received from statutory and non-statutory consultees:

Consultee	Response
Morecambe Town Council	Objection - No contribution to Morecambe's economy; loss of the leisure facility; diversion of trade away from the town centre; the scheme is contrary to planning policy.
Lancashire County Highways	Initially objected due to the lack of data regarding modelling of two-way traffic flows and residual queuing (signalised junction modelling, potential queue lengths and analysis of vehicle movements around Marine Road West/Central Drive roundabout). Following ongoing discussions between the County and the applicant's highways consultant, including a meeting in August, No objection has now been received on the proviso that the existing signal operation is amended post-development to cater for the different travel patterns created by the development and provision of a construction management plan.
Environmental Health	No objection , recommends a condition associated with contaminated land.
Conservation Officer	No objection however recommends the proposed new building to be curved along Central Drive, and use lighter coloured panels along this elevation which has some synergies with the Midland Hotel.
Engineering Team	No observations received within the statutory timescales.
Fire Safety Officer	No objection .
Lead Local Flood Authority	No observations received within the statutory timescales.
Natural England	No objection , recommends a condition is attached with an environmental management plan to mitigate any impacts on Morecambe Bay.
Property Services	No specific comments however some of the land involved is Council land.
Lancaster Civic Society	Object to the development ; consider that the scheme should be reconsidered to provide family entertainment and if the Aldi store is to be enlarged it is moved from the south west to the north east and landscaping introduced and the building materials to be more in keeping with the area.
Unites Utilities	No objection ; however foul and surface water should be drained on separate systems and a surface water drainage scheme based on SUDs principles should be conditioned should a scheme be approved.
Historic England	Offer no comments on the application
Tree Protection Officer	No Objection , recommends a condition regarding maintenance and implementation of landscaping

5.0 Neighbour Representations

5.1 The following responses have been received at the time of compiling this report:

To date there has been 18 letters of objection received in relation to the scheme;

- The loss of the Super Bowl should not occur;
- The loss of small business units such as Tongue n Groove and Bedland and Sofaland are long standing businesses within Morecambe;
- Already sufficient Supermarkets in Morecambe and given Frontierland is derelict why cannot the development be sited here;
- Rather than being demolished, it should be renovated to including a lazer quest and also provision for soft play.

5.2 To date there has been 4 letters in support;

- Morecambe Super Bowl is declining in popularity;
- Aldi is a great asset to Morecambe;
- Creation of new jobs;

5.3 Morecambe Business Improvement District support the development on the basis of;

- The existing buildings are looking tired and the new built form would be more pleasing;
- More local employment for the area and enables the relocation of the leisure facility to beyond Pleasureland.

6.0 Principal National and Development Plan Policies

6.1 National Planning Policy Framework

Section 1 – Delivering a strong and competitive economy

Section 2 – Ensuring the vitality of town centres

Section 4 – Promoting Sustainable Transport

Section 7 – Requiring Good Design

Section 10 – Meeting the challenge of climate change, flooding and coastal change.

Section 11 – Conserving and enhancing the natural environment

Section 12 – Conserving and enhancing the historic environment

6.2 Local Planning Policy Overview

At the 14 December 2016 meeting of its Full Council, the local authority resolved to undertake public consultation on:

- (i) The Strategic Policies and Land Allocations Development Plan Document (DPD); and,
- (ii) A Review of the Development Management DPD.

This enabled progress to be made on the preparation of a Local Plan for the Lancaster District. Public consultation took place from 27 January 2017 to 24 March 2017. Whilst the consultation responses are currently being fully considered, the local authority remains in a position to make swift progress in moving towards the latter stages of: reviewing the draft documents to take account of consultation outcomes, formal publication and submission to Government, and, then independent Examination of the Local Plan. If an Inspector finds that the submitted DPDs have been soundly prepared they may be adopted by the Council, potentially in 2018.

The **Strategic Policies and Land Allocations DPD** will replace the remaining policies of the Lancaster District Core Strategy (2008) and the residual 'saved' land allocation policies from the 2004 District Local Plan. Following the Council resolution in December 2016, it is considered that the Strategic Policies and Land Allocations DPD is a material consideration in decision-making, although with limited weight. The weight attributed to this DPD will increase as the plan's preparation progresses through the stages described above.

The **Review of the Development Management DPD** updates the policies that are contained within the current document, which was adopted in December 2014. As it is part of the development plan the current document is already material in terms of decision-making. Where any policies in the draft 'Review' document are different from those adopted in 2014, and those policies materially affect the consideration of the planning application, then these will be taken into account during decision-making, although again with limited weight. The weight attributed to the revised policies in the 'Review' will increase as the plan's preparation progresses through the stages described above.

6.3 **Development Management DPD**

DM1 – Town Centre Development
DM2 – Retail Frontages
DM3 – Public Realm and Civic Societies
DM12 – Leisure Facilities and Attractions
DM30 – Development Affecting Listed Building
DM31 – Development affecting Conservation Areas
DM32 – The setting of designated heritage assets
DM35 – Key Design Principles

6.4 **Lancaster District Core Strategy**

ER4 – Town Centres and shopping
ER5 – New Retail Development
ER6 – Developing Tourism
SC5 – Achieving Quality in Design

6.5 **Morecambe Area Action Plan (MAAP)**

AS3 – Improve Key routes for pedestrians and cyclists
AS6 – Western seafront and beach
AS7 – Central seafront and beach
AS9 – Edge of Centre retail park
AS10 – Traffic Route Signage to and from central Morecambe
AS11 – Transport, parking provision and management
SP1 – Key pedestrian routes and spaces
SP2 – Investment incentives
SP3 – Morecambe main seafront and promenade
SP4 – Town Centre
DO2 – Sealand Headland, Central Promenade
DO5 – Festival Market and Area

6.6 **Other Material Considerations**

- Lancaster Commercial Leisure Study (July 2016)
- This part of Morecambe was designated as a Neighbourhood Plan Area Designation on 26th April 2016, however given the Neighbourhood Plan is at a very early stage little weight can currently be attributed to this.

7.0 Comment and Analysis

7.0.1 The scheme generates the following considerations;

- Principle of the development;
- The loss of Superbowl facility;
- Highway Implications;
- Design considerations;
- Ecology;
- Heritage;
- Landscaping;
- Other considerations.

7.1 Principle of Development

- 7.1.1 The regeneration of Central Morecambe is seen as a Regeneration Priority Area of sub-regional importance. For this reason, an Area Action Plan for Central Morecambe was embarked on to improve conditions for trading and allow for a growing economy. It also sought to maximise the natural assets offered by the Bay. It is fair to say that there had been little investment in Central Morecambe over the preceding couple of decades, (a point highlighted within the Area Action Plan), however over the last few years there has been a notable change, assisted by the successful delivery of the Bay Gateway.
- 7.1.2 The site lies outside of the main town centre boundary identified in the Development Plan (MAAP), but the replacement foodstore falls within Development Opportunity Site DO5 (Festival Market and Area). Where new retail development proposals are proposed outside of the town centre boundaries, a Sequential Assessment would often be asked for (in accordance with Policy DM1 of the Development Management DPD). No sequential assessment has been submitted by the applicant. It is considered that there are special circumstances in this case, given that the proposal involves the demolition of an existing foodstore (which has a net sales area of 827sq.ft with the proposed floorspace being 1,254sq.ft) and the associated Superbowl which contains ancillary units. Given there is already an existing retail use here (in essence this scheme proposes a replacement food store), coupled with the proposal being located within a Development Opportunity Area, no Sequential Assessment is necessary to support the scheme. The Aldi store proposes a floorspace of sub-2,500 square metres and therefore this is below the threshold where a Retail Impact Assessment is required.
- 7.1.3 Aside from the general encouragement offered for redeveloping Development Opportunity Site DO5 for main town centre uses (a foodstore would constitute this), MAAP Policy SP1 seeks to improve the network of key routes and spaces around Central Morecambe. In principle the re-development of the site is capable of being made acceptable assuming the scheme demonstrates good design and siting, be acceptable from a highways perspective and ensuring a high standard of pedestrian movement can be achieved.
- 7.1.4 There has been a strong objection raised by Morecambe Town Council. This is primarily based around the loss of the leisure facility; the impact that the development may have on the vitality of Morecambe Town Centre and also that the scheme will not contribute to the economy of Morecambe. Morecambe, like many other seaside towns, has taken a number of steps in recent years to try to diversify its' economy. The Superbowl facility, when constructed in the 1990s, was one of those projects. Other facilities delivered to date (either as replacement of facilities previously lost, or new) include the cinema; public art trail along the promenade, and surrounding area; Festival Market; The Platform performance venue; and – very recently, the Trampoline Park. New play areas along the seafront; and enhanced paving and other public realm improvements around the Arndale Centre and Victoria Street are all driven by the proactive policies contained within the MAAP. Additionally the Wave Reflection Wall project is delivering increased protection for the town whilst enhancing the physical appearance of the seafront. Further commercial and leisure proposals are also emerging, which are clearly aided by the improved access to Morecambe (and Heysham) provided by the Bay Gateway. There is therefore an understandable argument that any proposal which results in the loss of a positive facility like the Superbowl, would detract from the recent improvements to the town.
- 7.1.5 The loss of the Superbowl is documented in further detail in Section 7.2. The scheme does propose a sizeable increase in footprint in terms of net sales area and therefore inevitably the scheme will attract more customers to utilise the store than is currently the case. Given the offering made by Aldi (who do not have an instore bakery or café, unlike many supermarket operators) it is considered that the scheme would not be detrimental to Morecambe Town Centre, when compared to the existing situation. With regards to economic gains, it is expected that the store would operate with a similar number of staff compared to the existing use; however naturally there would be job losses as a result of the loss of the bowling facility and the associated retail units (and this is regrettable). There would be indirect benefits associated with the demolition and construction work and the approval of the scheme would support an existing business within the town seeking to build upon their success to date. The site falls within the Morecambe Business Improvement District (BID). Morecambe BID have made comment on the planning application, and they support the scheme on the premise that the existing buildings are visually unattractive, the new building would be more sympathetic and the scheme enables the relocation of leisure facilities to a more central location.

7.2 Loss of the Bowling Facility

- 7.2.1 The scheme proposes the demolition of the existing Superbowl venue which provides entertainment value for all age ranges. It is understood it operates 364 days of the year which would suggest there is still demand. The applicant entered into pre-application discussions with the local authority in 2016. During those discussions the Council advised that the applicant should consider an alternative location for the leisure facility, or a replacement similar leisure facility within the DO5 area. DO5 is a wide geographical land allocation that includes extensive parking areas, which present a significant opportunity for new town centre development (including leisure uses). Furthermore the MAAP describes the area as having “... *much potential as a leisure and entertainment hub*’ where, ‘... *development can augment the town centre*’.
- 7.2.2 The applicant’s submission initially contained little in the way of detail with respect to the viability of the Superbowl business. However additional information was requested and supplied. Of note is that in 2013 Taylors Cumbrian Amusements were granted hardship relief from the Council regarding business rates on the basis that the Council considered that the awarding of the hardship relief was in the interest of the local people (presumably to retain the leisure use). It also transpires that the owners of the business do not take a wage from the business, and the owner has considered investing further in the business to help make it viable. The applicant has stated that investment in the machinery associated with the bowling equipment is now required (given this is in the region of 45 years old – the cost of replacement bowling machines alone would be circa £500,000). Bank funding has been considered, however given the trading performance of the business it would simply not be sustainable, given the ability of the business to repay any loan is based on its turnover.
- 7.2.3 The Council accepts that there has been decline in the ten pin bowling sector over the last decade and there has been a gradual decline in the number of facilities. It is worthy of note that the current facility does attract a number of trips from those residing outside the district particularly from the north (as evidenced with the Commercial Leisure Study from July 2016). Whilst the ten pin bowling sector has declined, the provision of alternative, (generally smaller) in-centre ‘boutique’ bowling facilities with a focus on food and beverage is now a fashionable alternative to the traditional ten-pin ‘bowling alley’.
- 7.2.4 The loss of the facility here is a significant weakness of the proposal, and is certainly not underestimated in the planning balance. But given the viability of the business it is clear why there is no desire to relocate. Furthermore, a letter dated 18th April 2017 has been received from the Superbowl that forms part of the planning application which states that the leisure attraction would likely close in any event, and this should be given weight in the decision-making process. The growth of alternative entertainment (including trampoline parks; but also other forms of entertainment such as ‘escape rooms’ which are also becoming more popular) puts further pressure on large bowling alley operations, that need to diversify in order to commercially survive. There are plans for ten pin bowling to be introduced on the top floor above the Pleasureland Amusement Arcade on Marine Road Central (a planning application has recently been received; Ref: 17/01100/FUL, which indicates bowling lanes. This application is not yet validated). Of course the Council cannot pre-determine planning applications, and application 17/01100/FUL will be determined on its own merits, following formal consultation with the relevant bodies. However, should there be support for that application, then there is the possibility of a cluster of entertainment-type uses (Trampoline Park, Cinema, Bowling Lanes) in closer proximity to each other.

7.3 Highway Implications

- 7.3.1 The scheme seeks to utilise the existing access/egress into the site and proposes 117 car parking spaces (Aldi currently have 67 car parking spaces and there are in the region of 10 informal spaces associated with the Superbowl). Appendix B of the Development Management DPD suggests that 1 car parking space should be provided for each 16sqm of gross floor area. The scheme proposes 1,893 m² of gross internal floor area and therefore the level of provision is consistent with the maximum thresholds.
- 7.3.2 The applicant has submitted a detailed Transport Statement in support of the scheme. The analysis has demonstrated that the proposed re-development of the application site will result in a net reduction of 50 two-way trips during the Weekday AM peak, a net reduction of 71 two-way trips during the weekday PM peak and a net reduction of 31 two way trips during the Saturday peak. Officers are

wary of the claim here as the applicant has used computer software (TRICS) to calculate movements based on the floor spaces of both buildings (Superbowl and the associated retail units equate to circa 3,000 sq.m) however in reality officers consider the Superbowl element would generate less movements given the Superbowl has a small informal car park accommodating in the region of 10 car parking spaces. It was apparent during site visits that vehicles enter the site, struggle to park and therefore leave the car park within a 5 minute period. The County had reservations with the submitted Transport Statement namely in terms of how the trip movements had been generated and have suggested that at various times of the day the Central Drive/Marine Road West roundabout suffer from excessive queuing and delay on the highway network. The County also considered that the submission did not assess the impact of the development in terms of whether or not the signalised junction operates within capacity. Junction modelling was also requested by County, as was 'Arcady' modelling as a means of accessing vehicle movements through the roundabout. It is worthy of note that the Aldi access was surveyed in 2013 as part of the Frontierland re-development (14/00388/FUL) and via analysis of the 'parking eye' system (which operates in the current ALDI car park) this has demonstrated that the TRICS (Trip Rate Information Computer System) data validates well against the observed data (via the use of 'parking eye'). This would appear to have allayed some of the concerns from the Highway Authority.

- 7.3.2 The County had mooted the idea that the applicants considered that MOVA (Microprocessor Optimised Vehicle Actuation) technology should be installed at the signalised junction (controlling the sites access), together with the removal of the pedestrian guard rail along Marine Road West. The County considered that the MOVA solution would mitigate the consequences of unforeseen queuing. A meeting to discuss these issues took place on 3rd August 2017 and the County subsequently confirmed that they are now satisfied that the installation of 'MOVA' would not be an appropriate means of mitigating against potential alternative vehicle travel patterns created along Marine Road West and Central Drive. The County have also confirmed that they are satisfied by the information provided by the applicant's Transport Consultant which demonstrates that the net peak vehicle movements are unlikely to significantly differ from existing movements in terms of numbers. However the development will generate differing travel patterns to the existing use on the site. The County Council therefore have requested an up to date survey of the signalised junction once the store becomes operational. Following this survey, the signals will need to be modelled and subsequent signal timing modifications undertaken to maximise the efficiency of the junction. It is the case that at present the site can be accessed off Central Drive, however this is for deliveries to the site. Notwithstanding this the current eastern access is not proposed to be stopped up as a result of this application, however bollards will be erected.
- 7.3.3 The existing car parking arrangement is secured by legal agreement (associated with the existing Aldi foodstore 01/01060/FUL), and allows for a maximum stay of 2 hours. It is noted that the existing signage on the car park allows for 90 minutes and dialogue is ongoing between officers and the applicant's agent in this regard, and Members will be updated verbally. Should members support this application then Aldi would need to make an application to remove the existing Section 106 Agreement. The extant car park was to serve Aldi, however to be utilised to allow customers to visit other shops, cafes, restaurants or public facilities to be of greater benefit to the area. Linked trips avoids un-necessary car journeys and it is recommended that the matter of the management of parking is addressed by means of planning condition. Whilst there is a current Section 106 in place covering the existing car park, officers consider the matter can be appropriately enforced.
- 7.3.4 In terms of connectivity the MAAP strives to assist with movement to the Town Centre. The existing covered walkway to the south of the bowling building is uninviting and in poor condition, however it does fulfil a critical role in allowing movement from the seafront to Morrison's, Next, Homebase (and potentially further afield towards the Rail Station and Victoria Street). A similar arrangement without the benefit of the covered walkway is proposed. There is currently a large planter that one would pass to walk towards the Morrison's, the width of this was originally in the region of 1.3m which for wheelchair and pushchair users was unacceptable, an amended plan has been provided with 2 metres now proposed but a condition is recommended ensuring this route remains open and not just during store opening times. The scheme proposes cycle spaces and is located in close proximity to high quality cycle links. There would have been benefit in securing a better standard of cycle lane provision associated with the existing roundabout however given it is not considered reasonable in the circumstances to ask for this given in essence this is a replacement foodstore.

7.4 Design Considerations

7.4.1 The scheme has been the subject of pre-application discussions where it was advocated by officers that any new building should be clean and contemporary, utilise active frontages and guide pedestrian movement (all key components of the MAAP). The initial submission proposed a scheme which lacked the curvature that was endorsed at pre-application stage and following discussions with the applicant the amended proposal contains a curved façade along Marine Road West and Central Drive.

7.4.2 A relatively simple palette of materials is to be utilised such as cladding, render and stonework. This is typical of the more recent stores that Aldi have constructed. Many modern day supermarkets do consist of elongated box-like designs, which can often feel uninspiring and even industrial. The applicant's proposed palette of materials along Marine Road West would consist of a mixture of glazing, cladding and stonework, and would feature a canopy running along the extent of the elevation. On the Central Drive elevation the scheme proposes a similar arrangement of stonework, plank cladding and glazing. The rear façade would be a mixture of stonework and buff render, with the entrance elevation consisting of mainly glazing, cladding and an element of stonework. A very narrow cladding is proposed and it considered that there may be benefit in utilising a larger panel as it appears a little fussy at present. With respect to the other materials to be used, it is considered that the detail of this should be secured by means of planning condition. Officers have some reservations regarding the canopy that has been proposed. Whilst there are some synergies with the existing covered walkway that exists, officers consider that the building would look cleaner and less cluttered if this was removed. There has been dialogue with the applicant on this point who consider that the canopy adds emphasis to the corner and assists with breaking the mass of the building, however there will be further discussions with the applicant on this, and Members informed verbally.

7.4.4 The existing buildings on the site are un-inspiring and rather tired looking (a point that has been made by the Morecambe Business Improvement District). Overall officers consider that there would be an improvement to the overall amenity of the local area, and therefore it is considered that the scheme is acceptable from a design and layout perspective.

7.5 Ecology

7.5.1 The site is 40 metres to the east of the Morecambe Bay SPA, SAC, Ramsar Site and SSSI. Natural England have raised no objection subject to appropriate mitigation being secured to protect the interest features for which the Morecambe Bay designated areas are allocated for. This mitigation will take the form of a construction method statement to address demolition and construction impacts such as dust, debris and run off affecting the designated sites.

7.6 Heritage Considerations

7.6.1 The proposal is located to the south of the Morecambe Conservation Area and is within the principal setting of both the Grade II listed Old Morecambe Railway Station (The Platform) and the Grade II* Midland Hotel. The Council's Conservation Officer has no objection to the scheme, however has requested that the prominent corner of the building should be curved. The Conservation Officer has also recommended that it would be prudent to introduce some lighter coloured panels and also using coursed stone rather than random coursed stone which better reflects the character of the station buildings. The applicant's plans appeared to suggest natural stone however following clarification this is likely to be a reconstituted stone. Whilst it would have been preferable for natural stone the scheme is not within the Conservation Area, however it is important to ensure that the material sample is acceptable from a colour and texture perspective and therefore samples are required. The scheme now provides the curved façade on the key corner of Marine Road West and Central Drive and matters of materials can be addressed by planning condition.

7.6.2 Whilst there would be a change to the setting of the Conservation Area it is considered that the development would enhance the character of the Conservation Area and also the setting of The Midland Hotel (Grade II*) and The Platform (Grade II). Given this, it is considered that the scheme complies with Policy DM31 and DM32 of the Development Management DPD and that due regard has been paid to Section 66 of the Planning (Listed Building and Conservation Area) Act 1990 and it is considered that the Conservation Area and nearby listed buildings would be preserved.

7.7. Landscaping

7.7.1 Tree planting, and landscaping has been proposed to the north of the building, and whilst ordinarily this would be encouraged there are reservations as how resistant this would be to the strong coastal winds. The views of the Tree Protection Officer has been sought on the application who raises no objection. A hedgerow has been proposed which is intended to help in screening the servicing bays to the site and this is considered necessary. The car parking area would be seen as a stark mass of tarmac. Rather than introduce planting (which may fail), special consideration needs to be paid to surfacing materials for this area. This can be addressed by means of planning condition.

7.7 Other considerations

7.7.1 The Council's Contaminated Land Officer has requested conditions associated with a contaminated land and given its previously developed land this is considered acceptable. The Lead Local Flood Authority have been consulted on the application however to date have provided no response to the scheme. United Utilities have responded to the consultation with no objection on the basis that surface and foul water are drained on separate systems and that a scheme for surface water drainage is attached as part of any approval of the scheme, conditions are therefore recommended concerning surface and foul water. United Utilities also point out that water mains cross the site, and the applicant was asked for clarity to understand the positioning of the water mains as to whether this has any relationship with the new building, however the plans received show there would not be any impact of the new built form on utility infrastructure.

8.0 Planning Obligations

8.1 If approved, the applicant will need to apply to remove the existing legal agreement attached to the extant Aldi supermarket, however it is considered that parking management can be addressed by means of planning condition and therefore no obligation is therefore necessary alongside the current submission.

9.0 Conclusions

9.1 The scheme unfortunately proposes the loss of a visitor attraction in Morecambe in the form of the Superbowl. This facility would have had a part to play in the continuing regeneration of Morecambe, however through the evidence supplied by the applicant it is clear that the business has been suffering financially over a number of years now and is not a viable enterprise. It must be remembered that levels of investment to Morecambe are still comparatively low. It is regrettable the bowling facility and associated retail units are proposed to be lost; however a contemporary and visually appealing building is proposed in its place. Officers consider in general design terms there would be a general improvement to the amenity of the area as a whole. It is considered that approval of this scheme would not be detrimental to the vitality of Morecambe Town Centre, given that the supermarket operator already retails from a similar location, and from a highways perspective it is considered that the development is acceptable.

9.2 Whilst not within a Conservation Area, the site lies adjacent to one, and it is considered that the proposal would enhance the setting of the Conservation Area and nearby listed buildings. A number of planning conditions are proposed controlling materials, drainage, car parking arrangements, highway measures and drainage and it is considered that subject to the provision of these conditions the scheme is recommended to members for approval.

Recommendation

That Planning Permission **BE GRANTED** subject to the following conditions:

1. Time Limits
2. Approved Plans
3. Floorspace control
4. Materials (including boundary treatments, canopy and new store materials)
5. Hard and Soft Landscaping
6. Car Parking provision
7. Car Park Management Strategy
8. Motorcycle and cycle parking
9. Offsite Highway works to include existing signal optimisation works and removal of guard rails.
10. Separate Foul and Surface Water Systems

11. Surface Water Management to be based on SUDs principles and associated maintenance
12. Hours of opening 0800-2200 Monday to Saturday 0900-1700 Sunday
13. Deliveries and servicing 0600-2300 Monday to Saturday and 0800-1700 on Sundays
14. Contaminated Land Condition
15. Restriction on soils being brought onto the site.
16. Environmental Construction Management Plan to protect the special interests of Morecambe Bay
17. Scheme for CCTV and lighting
18. Scheme for ventilation ducts, fans and motors
19. Refuse Storage
20. Provision of pedestrian route through the site

Article 35, Town and Country Planning (Development Management Procedure) (England) Order 2015

In accordance with the above legislation, the City Council can confirm the following:

Lancaster City Council has made the decision in a positive and proactive way to foster the delivery of sustainable development, working proactively with the applicant to secure development that improves the economic, social and environmental conditions of the area. The decision has been taken having had regard to the impact of development, and in particular to the relevant policies contained in the Development Plan, as presented in full in the officer report, and to all relevant material planning considerations, including the National Planning Policy Framework, National Planning Practice Guidance and relevant Supplementary Planning Documents/ Guidance.

Background Papers

None