

COMMUNITY UPDATE

NEW MORRISONS ON STONY LANE - PLANNING APPLICATION SUBMITTED



Artist's impression of the proposed foodstore and roundabout on Stony Lane

Simons Developments, in partnership with Morrisons, has submitted a planning application for a new foodstore and associated car parking on the Beagle Technology Group site, Stony Lane, Christchurch.

The plans also include a new pedestrian link to Bridge Street creating an easy access for people walking to and from the town centre.

The plans have received an overwhelmingly positive response from the public. The majority, (91%) of respondents, said they supported the proposals and were happy to see the Stony Lane site redeveloped into a Morrisons.

BEAGLE AIRCRAFT

Due to recently won contracts, Beagle Technology Group needs to move to better-suited premises and has found a relocation site within Christchurch. The sale of the site to Simons and Morrisons will enable this relocation as well as furthering existing training initiatives for Beagle employees.

"This is an exciting time for all of us at Beagle. Following our recent contract wins we have expanded our workforce by 50 per cent and are looking forward to moving to new, modern premises"

John Taylor, Managing Director,
Beagle Technology Group

THE PROPOSALS

There is a need for a wider choice of foodstores within Christchurch. The new Morrisons would provide residents with access to a well-known operator not currently within the town. The proposals include:

- A new foodstore with a 30,000 sq ft sales floor and customer café
- 376 parking spaces (including at least 19 Blue Badge spaces and eight parent and child spaces)
- A new pedestrian link with two commercial units providing access to Bridge Street and towards the town centre
- Around 300 new jobs.

The location close to the town centre will also help boost retail trade by increasing the number of shoppers coming to Christchurch.

To encourage shoppers to spend time in Christchurch, free car parking is proposed for customers for three hours. As the new foodstore will be a short walk from the town centre, this will allow shoppers visit Morrisons and the high street in one trip.

CONSULTATION

Simons and Morrisons have engaged in extensive, public consultation around the proposals.

5,000 leaflets giving detail of the proposals and publicising two public exhibitions were distributed to local residents and businesses. The exhibitions were well attended, with over 260 feedback forms received at the events, via the consultation website and by post.

The feedback has been very positive. The most common response was that people liked Morrisons or had heard that it was a good place to shop and they were looking forward to a new foodstore opening in town.

Many local people also commented it would save them travelling to the nearest Morrisons in New Milton.

There was consensus that increased choice in Christchurch would help drive down prices. There were some concerns over a possible increase in traffic on Stony Lane.

Simons is working closely with Dorset County Council to explore potential improvements to the A35/Stony Lane roundabout and to the pedestrian crossing at the Stony Lane/Bridge Street Junction to help ease traffic flow.



A series of meetings have been held with local residents and community stakeholders. At all the meetings, attendees welcomed the principle of development and Morrisons as a prospective foodstore for the site. While some concerns were raised around delivery times and arrangements, Simons and Morrisons have worked with Christchurch Borough Council to address them.

Photo taken at one of the well attended public exhibitions held in October 2011 showing the proposals

CONCLUSION

We are committed to ongoing dialogue with the local community to help deliver a successful scheme for all.

There is a need for a wider choice of foodstores within Christchurch.

Morrisons will offer convenience and quality. Additionally, with this site so close to the town centre, it will help to keep shoppers in Christchurch and attract new ones to the High Street.

With its new contracts, Beagle's buildings are no longer fit for their purpose. The redevelopment of the site for Morrisons will help facilitate a move to a more suitable site.

The overwhelming majority of feedback has been positive. 91% of respondents said they favour a new foodstore on Stony Lane and look forward to a new Morrisons opening in Christchurch.

Artist's impression of the proposed development from corner of Bridge Street and Stony Lane



The planning application has been submitted to Christchurch Borough Council. Its application number is 8/11/0535 and the plans can be viewed at www.dorsetforyou/planningapplications.

If you would like any further information about our proposals or consultation, please do not hesitate to contact **Jessica Stewart** on **0207 357 6606** or jessica.stewart@localdialogue.com. Please also visit our website: www.stonylane-consultation.com