

**Repositioned Access and Parking Forecourt at  
The Store  
Porthmellon Industrial Estate  
St.Mary's, Isles of Scilly  
for  
Wright Construction Ltd**

**PLANNING STATEMENT**

January 2021



**1. Background**

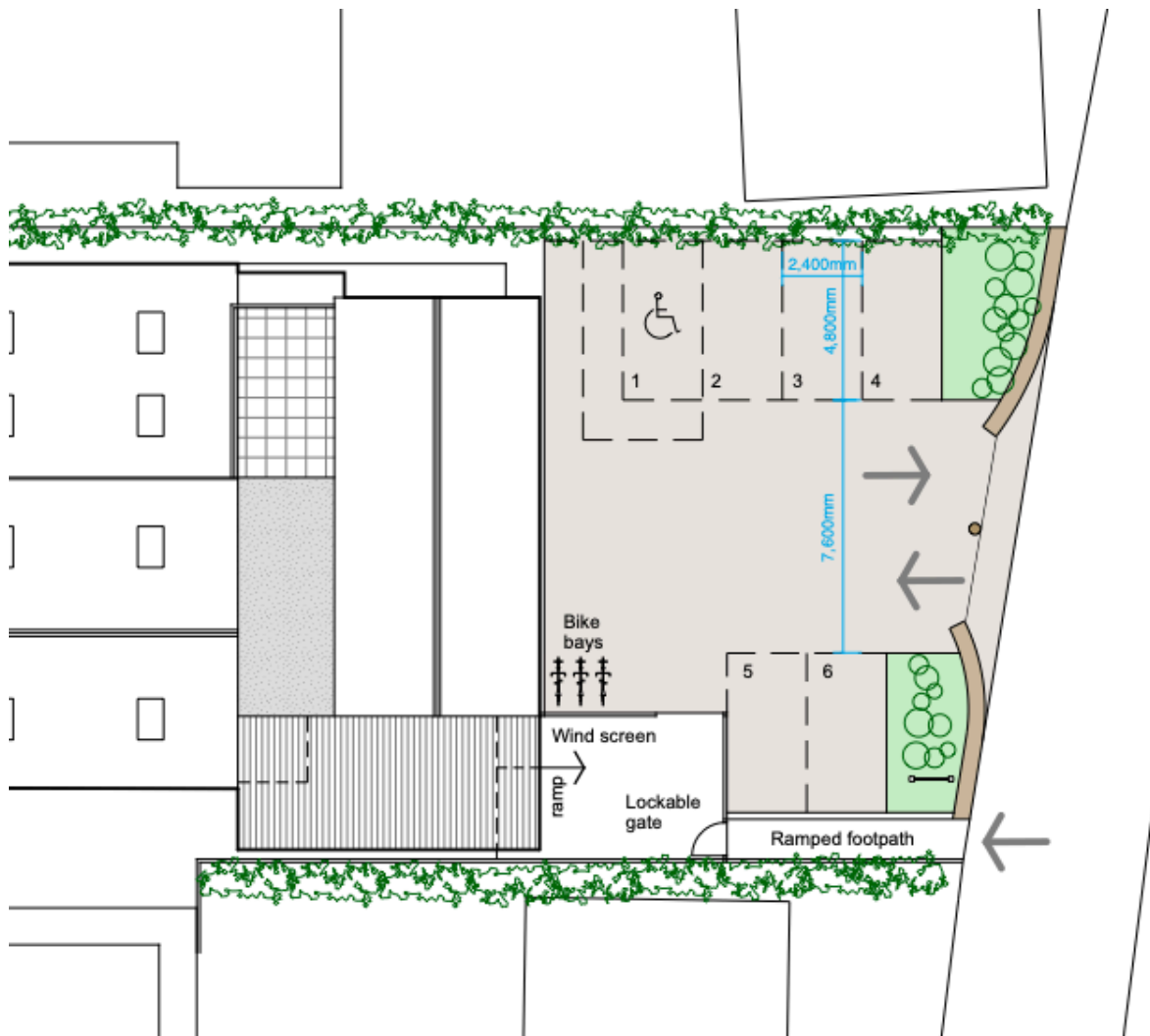
In October 2019, a planning application was submitted to the Isles of Scilly Council for a range of alterations and extensions to the property now known as 'The Store' on the Porthmellon Industrial Estate. The application – reference number P/19/064/FUL – was approved on 27 March 2020. When the application was submitted, one of the elements was the repositioning of the Telegraph Road entrance (see photo above) and creation of a customer car park. However, this proposal was reluctantly removed from the application following concerns raised by the Council's Highways consultant. Although the objections raised were disputed by the applicant and his technical advisor, the one area of concern was withdrawn, and the application documents amended accordingly so that the bulk of the planning application could be approved. At the time, the applicant told the planning case offer that a follow-up application for the improved entrance location and customer car park would probably be made.

## 2. Planning Submission

This new planning application is similar to the October 2019 submission but there are some changes in response to the feedback received during the previous 6-month planning process. A new set of plans have been prepared and drawings 1997A-P01 to P03 should be read in conjunction with this statement. The Transportation Advisory Note (TAN) has also been revised and updated and is one of the planning documents.

Design changes can be summarised as follows:

- The parking spaces have been reduced from 9 to 6
- As a result, the planted areas inside the stone boundary wall have been increased in size thereby improving the appearance of the road frontage
- One of the spaces has been enlarged to create a wheelchair parking bay
- The visibility splay has been improved slightly as illustrated in the TAN
- The pedestrian pathway has been segregated from the parking area in the interests of customer safety
- Bicycle racks have been included



Above: The proposed site layout is an extract from Drawing Number 1977A-P03

### 3. Reasons for Planning Application

The previous planning application set out in some detail the reasons for creating a new general store on St.Mary's to provide a service for residents, businesses and visitors on Scilly. The Design and Access Statement also explained the importance of the new entrance and car park facing Telegraph Road.

For many years, the applicant has been frustrated by congestion on the industrial estate caused by increased vehicular activities. As 'The Store' is at the end of the estate road, this property is perhaps most vulnerable to traffic jams and congestion. As a result, customers are often physically unable to access the customer parking bay on the industrial estate side. Mark Wright has made representations to the Council on many occasions but during normal times (putting to one side the impact of the Covid 19 pandemic) but the situation only seems to have gone from bad to worse.



Above: View from the cab of one of the applicant's vehicles looking back towards a grid-locked estate road

The new application proposals would completely overcome the current difficulties. Customers would be able to arrive safely by car without the risk of waiting in queues or at worst face an abortive visit. To say that this would improve 'customer experience' would be something of an understatement. The car park is conveniently located close to the entrance to The Store via gentle ramps for easy accessibility or handling shopping trolleys. There is plenty space in the car park for loading shopping into cars and for manoeuvring into and out of parking spaces. There are many benefits to an out of town centre retail store but one of the essential ingredients



is the provision of easy access for all customers whether they arrive on foot, by bicycle or private motor vehicle. The technical aspects of the repositioned entrance and conversion of the staff parking area into a customer car park are dealt with by Jon Pearson, highways consultant, in his Transportation Advisory Note.

Another important benefit of this planning application is the improvement the new forecourt will make to the important street elevation. Telegraph Street runs past one of the most popular beaches on St.Mary's and is immediately next to the coast path. It is the obvious route from Hugh Town to the north of the island around Pelistry. At present the forecourt is used for staff parking, deliveries and storage of materials. The storage shed has been dismantled (a requirement of the previous planning application) and work has been carried out on some of the planning approved alterations. However, there is no incentive at present to re-surface the ground, change the current gated entrance or carry out other improvements.



Above: Photos of the road frontage taken in September 2020

By contrast, a new landscaped forecourt with an element of soft landscaping using locally sourced plants will transform the roadside elevation. The Store will have a much more obvious frontage, helping to attract new customers and encouraging existing ones to return. There will also be a knock-on benefit to the rest of the industrial estate as traffic flow through the estate will reduce. Planning conditions could be applied to a new planning approval to ensure that surfacing and landscaping is carried out in a sympathetic manner to the satisfaction of the local planning authority.

The applicant has spoken to a number of councillors about the new customer car park and has received some positive feedback. We hope that the planning department will appreciate the benefits of this proposal and will be prepared to support this planning application.

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