

# Key player in decision will consider options in guiding committee

WHEN Cornwall Council sits to decide the applications in March, planning case officer Jeremy Content will be a key player.

Mr Content will guide the committee and make recommendations in each case. This will be based on policy and the reaction of a host of public bodies, many of which have yet to state their position.

Uppermost in his mind will be the government's PP4 sequential test, a policy designed to reduce car journeys and revitalise town centres.

This obliges planners to favour the centre over outskirts when deciding superstore applications.

But with developers no longer required to prove there is an economic need for a store, it is theoretically possible that all four could be given the green light.

However, Mr Content reiter-

ated his previous assertion that in 'reality' only one is likely to be approved.

There is also the potential added complication of pinpointing the exact location of Hayle's town centre - or centres, as some assert that Foundry and Copperhouse constitute two separate hubs.

Arguments over whether schemes are located at the centre, the edge of centre, the edge of town or out of town, could lead to the relevance of the policy being questioned.

## Preferred site

"Just being in the sequentially preferable site doesn't make it the best site for a supermarket," Mr Content added.

Prior to last week's town council meeting, he revealed that Cornwall Wildlife Trust, the council's environment service, Natural England and

the Environment Agency had so far raised objections to the Sainsbury's scheme.

He added that traffic concerns had led the Highways Agency and the council's highways department to express concerns, though they had stopped short of an outright refusal.

None of the statutory consultees had yet delivered their verdicts on ING's application, though the Commission for Architecture and the Built Environment were said to be informally 'not impressed'.

Mr Content, who is also involved in ING's 'masterplan' to reshape the harbour, said the company's refusal to provide the pedestrian bridges linking Penpol Terrace to the quays was 'a major weakness'.

"They were told at the outset of the need to link the development to the Foundry area yet they submitted the plans

## Fears: Traders speak of concern

MOST traders in the Foundry area fear that allowing a superstore on South Quay would "sound the death knell" for independent local businesses.

Councillor Clive Polkinghorne, who represents the area, said business owners were "petrified" of the plans and more than half feared they would be driven out of business.

A recent survey of 22 busi-

nesses, conducted by the Chamber of Commerce, showed that 17 were in favour of the plan and five against.

When asked about alternative schemes, 20 respondents favoured a development at Marsh Lane, the area earmarked by Sainsbury's and Asda.

Planning Officer Jeremy Content said he would be interested in the view of local traders.

Cllr Polkinghorne has urged shop owners to register their comments either to him at 42 Hayle Terrace, TR27 4BT or directly to Mr Content at Cornwall Council.

Chairman Jeremy Joslin said the Chamber of Commerce did not have a particular preference for a company or location.

"I don't care where it is as long as people want it and it is a foodstore and not a one-stop-shop selling everything which will put every business out of existence," he said.

"These large stores are just as likely to sell surfing gear, extreme sports equipment, flowers, white goods gifts, cards, ironmongery and can even include a pharmacy.

"They say the stores will create jobs but how many good local business jobs will be replaced by part time positions, which could also get to people in other towns."



Artists impression of how a supermarket may look on South Quay - the final design will be down to the company which buys the land.

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