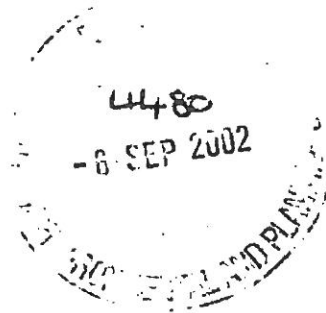


AH/md/JCC2018

6 September 2002

Mr M Hooker
Chief Planning Officer
Bridgend County Borough Council
PO Box 4, Civic Offices
Angel Street
BRIDGEND
CF31 1LX



Dear Mr Hooker

**On behalf of Asda Stores Limited and Fairfield Properties (Bridgend) Limited:
Outline Planning Application for the Erection of a new Asda Store at Cheapside,
Bridgend**

Further to our recent meeting I have pleasure in enclosing an outline planning application for the erection of a new 93,442 sq. ft. (8,680 sq. m.) gross Asda store and 460 space car park at Cheapside in Bridgend town centre, together with the construction of a new link road from Coychurch Road to Cowbridge Road.

The application comprises four sets of the following:

1. Planning Application Forms (Parts 1 & 2)
2. Certificate B
3. Agricultural Holdings Certificate
4. Site Location Plan JCC2018:01A
5. Application Fee Cheque
6. Illustrative layout plans

This application is submitted in outline with only access to the development for approval at this stage. However, at the request of officers, we have also prepared illustrative plans to indicate the intended configuration of the store within the site and how the store will integrate physically and visually with the town centre.

The store and car park will be situated on a site of approximately 2.8 hectares extending southwards from Cheapside to Coychurch Road. This falls within the defined Commercial Area of Bridgend town centre and is identified in both the adopted Local Plan and the emerging Unitary Development Plan as a town centre opportunity site where new retail development to support the town centre will be encouraged.

The Application Proposals

The Asda store itself will extent to 93,442 sq ft (8,680 sq m) gross and will have a total net sales area of 60,000 sq. ft. (5,574 sq. m.) including a 15,000 sq. ft. (1,394 sq. m.) mezzanine. The store will offer the full Asda range of food and non-food goods and will.

include an in-store café. The proposed store would be served by a dedicated surface level car park for 460 cars, including dedicated parking spaces for Asda colleagues.

Vehicular access to the store for customers and service vehicles will be from Coychurch Road to the south. As part of this application, Asda Stores Limited will construct this link road, to open prior to the opening of the new Asda store. Highway improvements are also proposed to the existing junction of Coychurch Road and Tremains Road.

The proposed highway and access works will be set out in detail in a comprehensive Transportation Assessment which is being finalised by Asda's highway consultants, Peter Evans Partnership. This Assessment will be submitted within the next two weeks. The enclosed Transportation Statement does, however, illustrate the key elements of the proposals, including details of the link road. Asda Stores Limited have also commissioned acoustic and ecological consultants to advise on the proposals and these reports will also be submitted shortly.

Benefits of the Application Proposals

The Asda application proposals are located in the town centre of Bridgend which in terms of Planning Policy Wales is clearly a preferable location to the out-of-centre site currently being promoted by Tesco at the Northern Distributor Road.

By attracting shoppers back into Bridgend town centre from out of centre foodstores such as Tesco and Sainsbury's and thereby encouraging linked trips, there will be significant 'spin off' benefits for other town centre retailers from the proposals. In this regard, Asda Stores Limited consider that the proposed store will act as a catalyst for the regeneration of the southern part of the town centre, to complement the successful regeneration efforts being progressed by the County Borough Council elsewhere in the centre.

Clearly, by meeting the identified need for a new foodstore in its entirety in a town centre location, Asda Stores Limited consider that there is no longer a need for the proposed foodstore allocation at the Northern Distributor Road. Indeed, Asda Stores Limited consider that to continue this allocation, or to grant consent for a foodstore in this location would undermine the identified benefits to the town centre that Asda will bring and would be contrary the aims and objectives of national and local planning guidance to sustain and enhance town centres and support new town centre investment.

The benefits of the proposed Asda and the relative disbenefits of the out of centre Tesco proposals will be considered in detail in a retail assessment which is currently being finalised and will be submitted shortly.

The proposed Asda store will also provide significant benefits in terms of the local highway network. The existing junction of Coychurch Road and Cowbridge Road currently experiences significant safety and congestion problems and it is a key objective of the emerging UDP to provide a new link road between these two roads across the Bridgend Town Football Club ground. This link road will be constructed by Asda as an integral part of the application proposals.

In terms of employment benefits, Asda Stores Limited are proud to have been named the 'Best Company to Work For' in the UK by a recent Sunday Times survey. The proposed

store will generate up to 500 new jobs providing significant new employment opportunities for local people.

Choice and Competition

The proposed Asda store will not only meet in full the identified quantitative need for a further foodstore to serve Bridgend. The proposed store will offer the full range of fresh food, grocery, clothing, home, leisure and entertainment goods and will introduce greater customer choice in an area currently dominated by Tesco. In addition, Asda will also introduce significant price benefits for local shoppers. The most recent independent weekly survey of 2000 lines found on average Asda were 11.2 per cent cheaper than competitors, and for the fourth year running Asda have been voted 'Britain's best value supermarket' by 'The Grocer'. There are also, therefore, clear qualitative benefits in providing a new Asda store in Bridgend town centre.

I trust the enclosed is complete and I look forward to receiving confirmation of receipt and screening of this application at your earliest convenience.

If you have any queries please do not hesitate to contact me.

Yours sincerely


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c.c.	Eddy Smythe	-	Smythe Associates
	Mark Chappell	-	Asda
	Paul Lowe	-	Asda
	Hopkin Joseph	-	Fairfield Properties
	Mike Swain	-	HMA
	Andrew Keynon	-	Peter Evans Partnership