

**SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL**

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**REPORT TO:** Planning Committee

02<sup>nd</sup> March 2011

**AUTHOR/S:** Executive Director / Corporate Manager – Planning and Sustainable Communities

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**S/2198/10 – GREAT SHELFORD  
Installation of plant and associated fencing – 36-38 Woollards Lane,  
for Tesco Stores Ltd**

**Recommendation: Approval**

**Date for Determination: 29<sup>th</sup> November 2010**

**A. Update to the report**

**Agenda report paragraph number 22 – Local Highway Authority**

The data upon the 'No Mill Road Tesco Campaign' website for the count of delivery vehicles undertaken at the Cherry Hinton Road, Cambridge store was for a limited two day count in 2008. The use of this data to extrapolate a delivery regime for the whole 15-hour opening period of the current application site is not a robust mythology of predicting traffic generation for any form of development. What this data shows, is that, assuming the floor areas of the two stores are very similar, that the information provided by the applicant may be optimistic in terms of absolute numbers.

One of the basic assumptions within the representation made by STAG is that the selling of frozen goods will increase the number of deliveries to the proposed site. No empirical data is supplied to support this assertion. From discussions with the applicant it is clear that the store will sell frozen goods as part of its normal range of goods, whether or not the proposed plant is installed. Under these circumstances it is difficult to justify the assumption that the plant will in and of itself generate more traffic.

The Highway Authority accepts that the use of the existing A1 store by a food retailer will increase the number of deliveries that will be served off Woollards Lane and given the nature of the street that this will increase risk and potential conflicts between highway users. However, the Highway Authority can see no grounds where it could object to the proposed installation of plant as this cannot be clearly demonstrated to increase traffic movements over and above those that would be generated by the legal use of the store as a food retail unit within the classification of A1 under the Town and Country Planning Act.

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