

OBJECTION TO PROPOSED ALDI SUPERSTORE AT COURT FARM

BH2021/03511: Court Farm King George VI Avenue Hove BN3 6XJ

The Regency Society objects totally to the principle of a superstore at Court Farm. The site is not identified for retail in the City Plan or the Supplementary Planning Document. There is no lack of superstores in the city while there is a dire shortage of housing, for which the site has previously been granted planning permission.

A superstore would not be a good neighbour to the mainly residential mixed-use development proposed for the adjoining Toads Hole Valley. It would undermine the viability of the existing local shopping nearby and that proposed for Toads Hole Valley and would draw business from the more central parts of the city.

A superstore in this location can only lead to an increase in vehicular traffic, with its adverse environmental impact, contrary to the city's aspirations for zero net carbon, while being an unsuitable location for encouraging more sustainable and active forms of travel.

The Travel Plan does not take account of the increased traffic using the adjacent roundabout since the recent changes to Valley Gardens and London Road: traffic can already tail back a mile down Dyke Road Avenue from the roundabout. The additional traffic generated by the park and ride on Mill Road for matches at the Amex Stadium is likely to coincide with the peak traffic for a superstore at Court Farm.

Traffic congestion around the site will adversely affect the bus routes serving it. The bus stops for the 27 service on Dyke Road Avenue are an excessive distance from the site while the 21/21A service on Woodland Avenue only runs hourly and ceases in the early evening.

The cycle lanes on Dyke Road Avenue are narrow and unsuitable for the volume of traffic and cyclists would still have to negotiate the busy roundabout.

The necessary pedestrian crossing on King George IV Avenue will add to the congestion caused by the majority of the traffic having to turn right onto the site; even more so when Toads Hole Valley is developed.

The Regency Society is not named in the Statement of Community Involvement as one of the groups with which the applicants have engaged. Nonetheless, our current fundamental objections remain the same as the objections we made to the pre-app consultation.