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Town Centre Assessment

**Proposed Drive Through Restaurant
on
Land on Shaftsbury Avenue,
South Shields,
NE34 9QD**

Prepared for:

Burney Midlands Ltd

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Ref: 3266

Dovetail Architects Ltd

Suite 4
Clocktower House
Horndon Industrial Park
West Horndon
Essex
CM13 3XL
t: 01708 225547

CONTENTS

1. INTRODUCTION.....	3
2. USE.....	4
3. IMPACT ON TOWN CENTRE VIABILITY	5
4. CONCLUSION.....	6



1. INTRODUCTION

- 1.1. This following Town Centre Assessment is in support of the planning submission for a Drive through Restaurant on land on Shaftsbury Avenue, South Shields, NE34 9QD.
- 1.2. The application site is currently occupied by an ARC car wash business with off-street parking spaces.
- 1.3. The site is located on the edge of the Simonside Industrial Estate and sits on the corner of a block of land fronting the A194 Newcastle Road dual carriage way which includes a drive through McDonalds and Tesco Superstore.
- 1.4. The site itself extends to approximately 1717 m2 and has a large frontage of approximately 75 metres facing Shaftsbury Avenue. The land is situated around half a mile from Simonside train station.



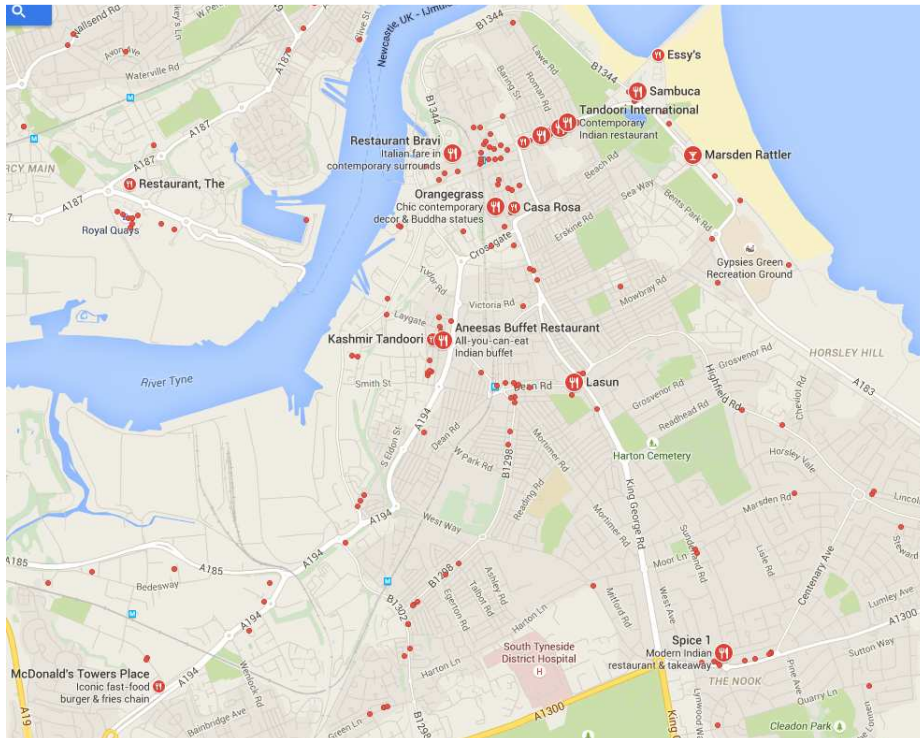
2. USE

- 2.1. The proposal is for use is for a Drive through Restaurant, thus a reasonable proportion of the trade will be from passing motorists on the busy A194 Newcastle Road dual carriage way. The site also benefits from the location next to the large Tesco supermarket and at the entrance to the Simonside Industrial Estate.
- 2.2. Although the use is A3 restaurant and so falls into Leisure / Entertainment Facilities a drive through restaurant is not suited to town centre use, the business model would fail as motorists are not encouraged in the town centre.
- 2.3. Traditional A3 restaurants are suited to Town Centres, but would need a much larger area of seating to be successful. If planners are concerned that this restaurant could revert to trading as a traditional restaurant, it would need significant extensions to change from a drive through model to a traditional restaurant and therefore this would be controlled by planning.
- 2.4. Despite the site being zoned as what is described as 'Predominantly Industrial Areas' in the South Tyneside Local Plan, the existing use a car wash (Sui Generis) does not conform to an Industrial use and neither does the Tesco (A1 Retail) and the McDonalds drive through (A3 Restaurant).
- 2.5. Therefore the proposed use fits very well will the neighbouring uses.
- 2.6. In fact given the two food uses allowed on the neighbouring sites an industrial use would not be recommended and may cause harm to members of the public using these neighbouring sites.



3. IMPACT ON TOWN CENTRE VIABILITY

- 3.1. The proposal is for use is for a Drive through Restaurant, thus a reasonable proportion of the trade will be from passing motorists on the busy A194 Newcastle Road dual carriage way. The site also benefits from the location next to the large Tesco supermarket and at the entrance to the Simonside Industrial Estate.



3.2. Map showing locations of restaurants in South Shields Area

- 3.3. It is clear from the map above that there is a good concentration of restaurants in the town centre and other local centres, even with the reasonable distribution on other typical sites along main roads close to residential estates.
- 3.4. The proposed site and restaurant is 2.7miles from the town centre and not large enough to pose a threat to town centre viability.
- 3.5. The restaurant customer base will come from shoppers visiting the large established Tesco supermarket, passing motorists, workers and visitors to the industrial estate and local residents from the nearby housing estates.

4. CONCLUSION

- 4.1 This Town Centre Assessment is in support of the planning submission for a Drive through Restaurant on land on Shaftsbury Avenue, South Shields, NE34 9QD.
- 4.2 Despite the site being zoned as what is described as 'Predominantly Industrial Areas' in the South Tyneside Local Plan, the existing use a car wash (Sui Generis) does not conform to an Industrial use and neither does the Tesco (A1 Retail) and the McDonalds drive through (A3 Restaurant).
- 4.3 Although the use is A3 restaurant and so falls into Leisure / Entertainment Facilities a drive through restaurant is not suited to town centre use, the business model would fail as motorists are not encouraged in the town centre.
- 4.4 It is clear from the map above that there is a good concentration of restaurants in the town centre and other local centres, even with the reasonable distribution on other typical sites along main roads close to residential estates.
- 4.5 The restaurant customer base will come from shoppers visiting the large established Tesco supermarket, passing motorists, workers and visitors to the industrial estate and local residents from the nearby housing estates.
- 4.6 The proposed site and restaurant is 2.7miles from the town centre and not large enough to pose a threat to town centre viability.
- 4.7 This report concludes that town centre viability will not be effected by this proposal.

