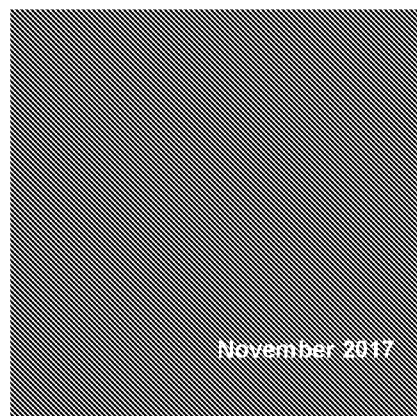
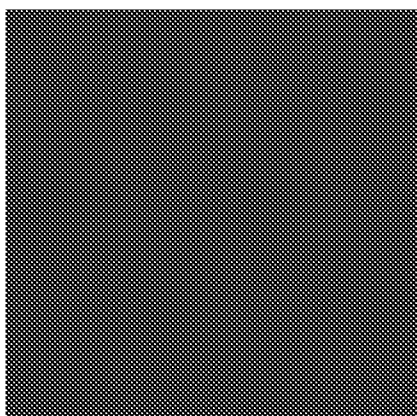
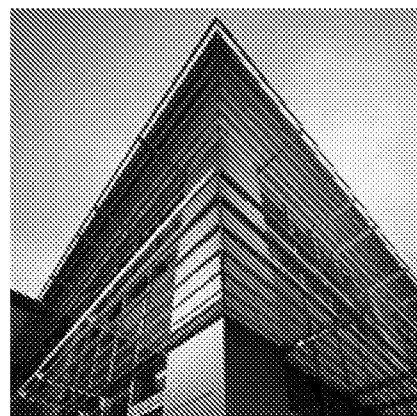
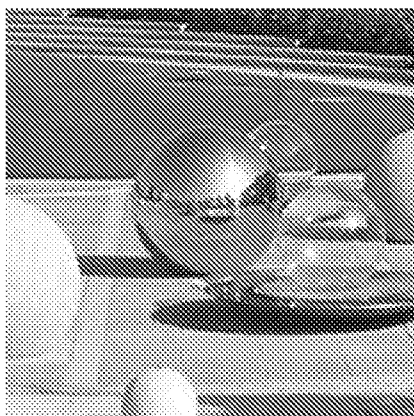
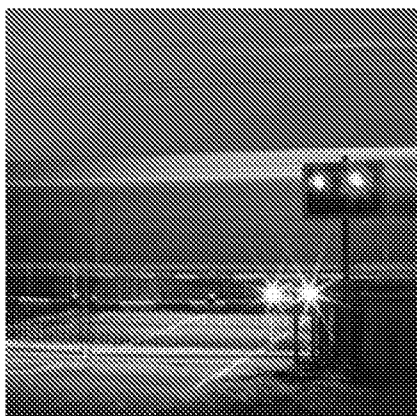
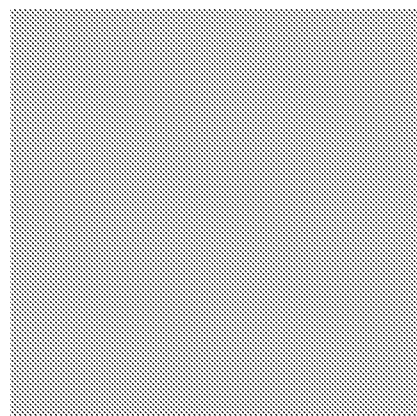
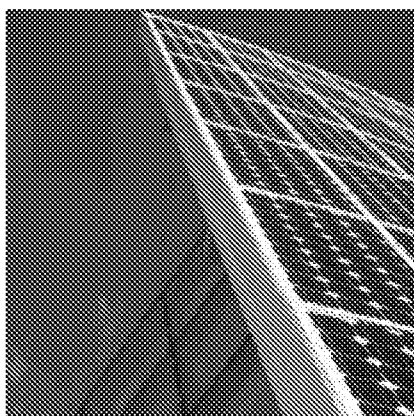
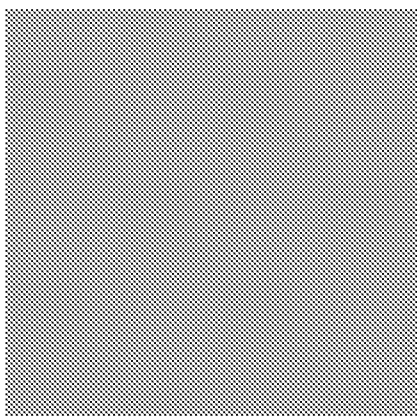


Planning Statement

Change of Use of Ground floor and Minor Alterations

93 Hawthorn Road, Bognor Regis,

On behalf of Harbourne Maine Ltd & Papa Johns (GB) Limited



November 2017

Quality Management

Prepared by:	Tim Partridge/Polly Mathews
Authorised by:	Tim Partridge
Date:	23 January 2018
Project Number/Document Reference:	JBB7404/C1092

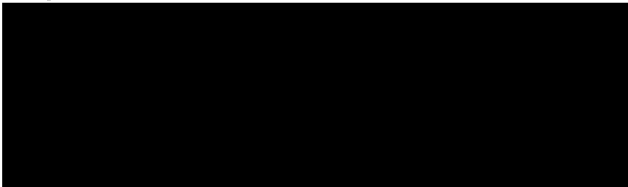
COPYRIGHT © RPS

The material presented in this report is confidential. This report has been prepared for the exclusive use of Harbourne Maine Ltd and shall not be distributed or made available to any other company or person without the knowledge and written consent of RPS.

Our Ref: JBB7404/C1092

RPS Planning & Development

Highfield House
5 Ridgeway
Quinton Business Park
Birmingham
B32 1AF



Contents

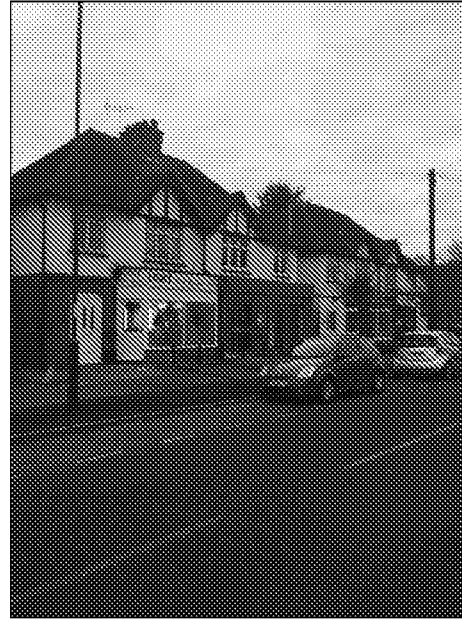
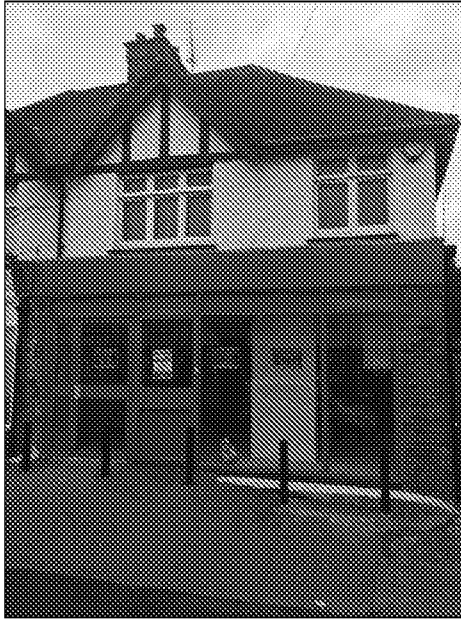
Quality Management	ii
Contents	iii
1 Introduction	1
2 Site Location and Description	2
3 The Proposed Development	5
Description of Proposals	5
Operational Characteristics	6
4 Planning Policy Framework	8
The Development Plan	8
5 Assessment of Proposal	14
Principle of use	14
Highway Safety	15
Residential Amenity	17
6 Design and Access Considerations	18
7 Conclusions	21

1 Introduction

- 1.1 This Planning Statement has been prepared on behalf of Harbourne Maine Ltd & Papa John's (GB) Limited (the applicants) to support a planning application for the change of use of the ground floor only of 93 Hawthorne Road, Bognor Regis from Use Class A1 (Shops) to a pizza takeaway and home delivery (A5 use) with minor external alterations. The existing first floor residential accommodation will be maintained.
- 1.2 The previous occupier, One Stop, closed in December 2016 and the unit has been vacant ever since. There have been no formal offers for the unit other than the applicant after a marketing period of 21 months. The local agent has confirmed that the viability of the unit for A1 use is seriously in question.
- 1.3 While details of the end user are provided the lawful use will be A5 Hot Food Takeaway, while the future user has particular operating practises these could be implemented at any A5 use building without the need for a change to the planning permission.
- 1.4 Papa John's is a pizza delivery and take-away company, founded in 1984 in Indiana, USA. The company has grown internationally and is now one of the largest pizza groups with more than 3,000 outlets in 29 international markets. There are currently over 280 outlets in the UK, and a major expansion programme is underway to meet demand from customers. Most outlets are owned and operated as franchises and provide up to 20 jobs.
- 1.5 Papa John's operate an outlet within Butlin's, Bognor Regis and locally at Chichester, Worthing and Portsmouth. The application proposal is considered to represent a logical expansion to the existing coverage, providing an outlet to serve the town and reduce the distance customers and delivery vehicles need to travel.
- 1.6 The purpose of this document is to provide Arun District Council with a detailed understanding of the application proposal; the application site and context; and the prevailing planning policy framework against which the application should be considered.

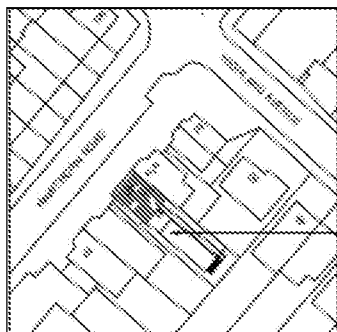
2 Site Location and Description

- 2.1 No. 93 Hawthorn Road is a vacant unit (former One Stop convenience store) within a small parade of shops. The unit has a ground floor footprint of approximately 128sq m and a two bedroom flat above. The unit benefits from an existing pedestrian access to the front of the unit via a level entrance. The unit has a long single storey rear extension covering much of any former garden area.



Site and adjoining uses

- 2.2 The site is within Hawthorn Road local centre and is located approximately 0.8km to the west of Bognor Regis Train Station and adjacent the Town Centre.
- 2.3 The site is therefore 'out-of-centre' in sequential terms. It is nevertheless situated in an established shopping parade close to a new Co-op store and public house. The centre clearly acts as an important focal point to meet the day to day needs of nearby residential areas.
- 2.4 The unit is the right hand (when facing) half of a semi-detached building which was presumably originally erected as traditional post war housing. To the right is a similar pair of semi-detached mixed-use units. To the left is a corner building in similar mixed use.

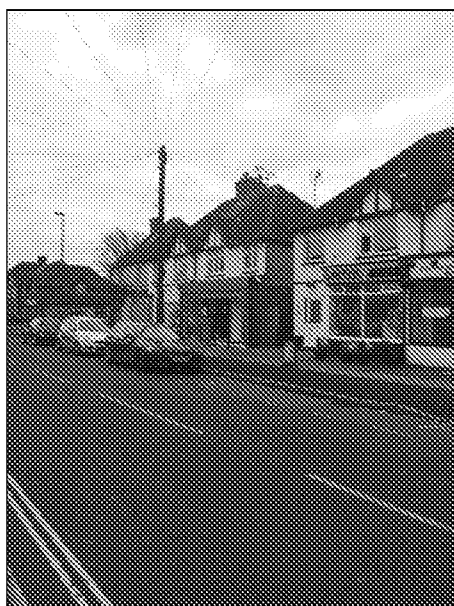


- 2.5 The first floor is in residential use and will remain as such with independent rear access. The adjoining semi has a similar arrangement as do other retail premises on the parade.
- 2.6 The semi-detached building itself was previously occupied as a One Stop convenience store with residential above. Following closure of the One Stop, as a result of the opening of the large Co-op nearby, the semi has been refurbished and split into two retail units with residential above. The left-hand unit has opened as a hairdresser (A1 Use). The right-hand pair is Hairdresser (A1) and Hot food takeaway (A5). The left-hand unit is a pie shop, Retail (A1) with some, presumably ancillary hot food takeaway. A road separates the pie shop from a public house. The Co-op is approximately 100 south of the site. Further retail premises are located further along Hawthorn Road.



Photo showing former One Stop Use

- 2.7 The road in front of the site has designated on street parking and it appears some parking occurs on the pavement frontage. Deliveries are from the road frontage. The surrounding area is residential with unrestricted on street parking.



On street designated parking

- 2.8 The site has good, prominent access from the highway network, and has a good level of parking provision which is well utilised during the day. Half of the businesses are closed outside of conventional working hours, and as such the peak hours of operation and demand for car parking spaces will not conflict with that of the proposed development.
- 2.9 The site has no planning history relevant to the current proposal according to the Council's online planning records.
- 2.10 The unit (and that of the one adjoining it) was previously occupied and operated by One Stop convenience store. One Stop had been in occupation for ten years and had traded successfully until recently. It is understood that its reduction in trade (leading to its eventual departure) was brought about by the increase in retail competition in the area – this includes the nearby Co-op store, which is less than 80 m away along Hawthorn Road. This reduction in trade occurred despite the fact that One Stop is owned by T&S Stores, whose parent company is Tesco PLC who would have provided considerable buying power and corporate support. One Stop's lease expired on the 19th June 2016 and took the commercial decision not to renew it. One Stop served notice on the 19th March 2016 and closed the store in December 2016. The unit has remained vacant ever since.
- 2.11 There is a similar small shopping parade closer to Chichester Road on Hawthorn Road. This contains a music shop, barbers, betting office, Spar, recruitment agency, a double fronted vacant unit, clothes shop and two takeaways. This parade has similar designated on street parking.

3 The Proposed Development

- 3.1 This section explains (i) the extent of works proposed by the planning application and (ii) details on the nature of the proposed use.

Description of Proposals

- 3.2 The application proposal comprises the change of use of the ground floor of 93 Hawthorn Road, from A1 (former convenience store) to a hot food takeaway (Use Class A5), with minor external alterations.
- 3.3 The amendments to the internal arrangements of the proposal are illustrated on the proposed ground floor plan. The entrance from the street will lead to a customer order and waiting area with a front sales counter. Behind the counter area will be the kitchen which will include a gas oven with extraction system, preparation tables, freezers and fridges. Further to the rear is the 'control hub' (the dispatch area), wash up area and staff toilet facilities.
- 3.4 Details of the proposed plant and extraction system are submitted with the planning application and should be referred to for technical specifications. In summary, the application proposal requires the installation of an extraction flue from the gas conveyor oven and a cold storage unit with associated new low-level condenser unit.
- 3.5 The elevational alterations proposed are modest. Alterations proposed to the front elevation consist of a replacement entrance door and replacement front glazing; these will not result in a material change in appearance. The side elevation will contain an extraction flue and intake louvre. A condenser unit will be installed on the flat roof of the single storey rear extension.



- 3.6 The application does not seek advertisement consent, an application for which will be submitted separately.

Operational Characteristics

- 3.7 As described in the introduction, Papa John's are a leading pizza delivery/takeaway business. Unlike other forms of food sold for consumption off the premises, the pizzas would only be prepared and baked on order.
- 3.8 The outlet will be serviced by delivery cars. A maximum of 6 vehicles will operate from the outlet, though the majority of time the number will be significantly lower, and not all the vehicles will be on site at the same time.
- 3.9 The majority of orders are placed by telephone or online and fulfilled by home delivery. A typical operation located outside of London would have in the region of 60-65% of delivery orders. The majority of deliveries take place between 6pm – 9pm, with fewer during lunch and the afternoon period. The post 9pm period is typically significantly lower than the 6pm-9pm peak.
- 3.10 There is ample car parking to serve the proposed unit both in terms of the minority of customers who collect their order and delivery/staff car parking. Such parking has served the parade and convenience store for many years. The peak hours of operation for the business will be in the evenings when the majority of other businesses will be closed and therefore not generating any parking demand.
- 3.11 The hours of operation proposed are from 1100hrs to 2300hrs, 7 days per week.
- The Jade Chinese takeaway at 97 Hawthorn Road (next door but one) trades from 5pm – 11pm.
 - The adjacent Salon 7 hairdresser trades during usual daytime hours.
 - The adjoining Linda's Hair Salon semi during usual daytime hours.
 - Turners Pies, another takeaway at 89 Hawthorn Road (next door but one) trades from 8am and closes at 4pm (on Saturdays it closes at 1pm and it is closed all day Sunday).
 - The Wheatsheaf pub at 85 Hawthorn Road opens from 10am every day and closes at 11pm (midnight on Fridays and Saturdays).
 - Co-op trades from 06.00 to 23.00 7 days per week.
 - The One stop formally traded every day 06.00 – 22.00.
- 3.12 It is not believed any of the units have any hours of operation or delivery time restriction.
- 3.13 Around 20 jobs will be created by the proposed development, which will be a mix of full and part time positions.

- 3.14 Refuse and recycling facilities will be stored in the rear yard to reduce the potential for amenity issues.

4 Planning Policy Framework

- 4.1 This section outlines the relevant planning policy framework applicable to the application site. Section 70 of the Town and Country Planning Act states that planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise.

The Development Plan

- 4.2 The Arun District Local Plan 2003 was adopted on the 17th April 2003 and covers the period up to 2011 when the new local plan takes over. It forms a statement of Arun District Council's planning policies, which will be used as a basis for decision making in planning applications. It consists of a written statement, and Proposals Map which itself includes several smaller 'Inset Maps'.

"POLICY GEN7 The Form of New Development

Planning permission will only be granted for schemes displaying high quality design and layout. Development proposals involving new buildings or significant extensions or alterations must be accompanied by an illustrated written analysis of the site and its immediate setting, together with its relationship with the relevant townscape, landscape, wildlife and movement characteristics of the wider area.

Development will be permitted provided it

- (i) makes efficient use of land or buildings and, in the case of new residential development, achieves net densities of at least 30 dwellings per hectare;***
- (ii) demonstrates that it responds positively to the identified characteristics and resources of the site and the area to create attractive places and spaces with the needs of people in mind and respects and enhances local distinctiveness;***
- (iii) promotes sustainable development, including the effective use and conservation of energy and reducing the need to travel, particularly by private car;***
- (iv) does not have an unacceptable adverse impact on adjoining occupiers, land, uses or property and, where relevant, facilitates the development of adjoining sites;***
- (v) takes account of any unacceptable adverse impacts that may arise from adjoining land uses or property;***
- (vi) retains significant open or wooded areas which, in their own right, make a material contribution to the local environment;***
- (vii) allows for the safe movement of pedestrians and vehicles, giving priority to pedestrians;***
- (viii) provides for vehicle parking in accordance with Policy GEN12 and Appendix 2 and open space in accordance with Policy GEN20.***

In all cases, the District Council will expect a high standard of design and layout and all applicants will be encouraged to improve the visual amenities of the

particular locality in scale, external appearance, hard and soft landscaping and materials.

POLICY DEV26 Criteria for Retail Development

The District Council will seek to maintain the existing hierarchy of retail centres within Arun. Retail development which accords with this objective will be permitted provided that:

- (i) it is of a high standard of design, materials and layout, and has due regard to the character of the site and its surroundings;*
- (ii) it is easily accessible by public transport;*
- (iii) it includes provision for access by cycle and on foot;*
- (iv) it includes appropriate provision to enable access for people with disabilities; and*
- (v) the design incorporates crime prevention measures.*

Applications for A3 uses will need to be accompanied by details of the provisions for the extraction of fumes and cooking odours and the provision of areas for the collection of waste.

POLICY DEV27 Retail Development Outside the Principal Shopping Areas

Proposals outside the Principal Shopping Areas, as defined on the Proposals Map, for non-food retail and food retail, including extensions, will be permitted provided that:

- (i) the proposal does not adversely affect the vitality and viability of the Principal Shopping Areas and local shopping areas, either as an individual development or cumulatively with similar existing or proposed developments;*
- (ii) it is easily accessible by the highway network and public transport;*
- (iii) it includes provision for access by cycle and on foot;*
- (iv) it includes appropriate provision to enable access for people with disabilities.*

Applications for major development will need to be accompanied by a full assessment of the potential impact on town centres and nearby centres. Applicants proposing retail development on out of centre sites will need to demonstrate that no suitable site can be found, firstly within the existing town centre or, secondly, on the edge of the centre.

Applicants will also be required to demonstrate that there is a need for additional facilities.

Where these criteria are satisfied and permission is granted it will be made subject to planning condition or legal agreement, as appropriate, to:

- (a) restrict the range of products sold, and*
- (b) restrict the units' size to a minimum of 1,000 m² (10,764 ft²) with no further sub-division allowed.*

POLICY DEV30 Local and Village Centres

Change of use from retail will not be permitted for shops which are located outside the defined Principal Shopping Areas. An exception may be made where it can be demonstrated that retailing is no longer a viable use, particularly where the premises have remained vacant for a long period and that reasonable attempts have been made to market the premises for retail purposes.

- 4.3 However, this document is now very dated having been adopted nearly 15 years ago. A replacement Local Development Plan is emerging and we have been directed to have regard to these policies.

Arun Local Plan 2011 - 2031 Publication Version

- 4.4 The Arun Local Plan 2011 – 2031 Publication Version sets out the Council's vision for the development of Arun up to 2031. The Plan covers the Arun Local Planning Authority Area (LPA). The LPA is Arun District Council administrative area excluding land within the South Downs National Park Authority boundary
- 4.5 Arun Local Plan contains strategic and development management planning policies which will shape the future of the area and will be used in the consideration of planning applications.
- 4.6 The unit is outside Bognor Regis Town Centre so primary and secondary frontage policy doesn't apply. It is also not in any other existing designated centre. The only policy that applies is in respect of parades and single shops. The Planning Officer at Arun District Council's Planning Team confirmed that the most relevant Policy is the emerging Local Plan Policy RET DM1.
- 4.7 The Use Classes Order distinguishes between A1 (Shops) which is generally a premises where the sale, display or service is to visiting members of the public and A5 (Hot Food Takeaways) premises for the sale of hot food for consumption off the premises. It does not refer to retail uses, clearly the sale of items is retail. The emerging local plan also does not refer to shops but refers to retail uses:

"Policy RET DM1***Retail development******1. Criteria for retail development***

The Council will seek to maintain the existing hierarchy of retail centres within Arun.

Retail development which accords with this hierarchy will be permitted provided that:

- a. The proposal is of a high standard of design, materials and layout and has due regard to the character of the site and its surroundings, however this does not limit the potential for outstanding or innovative design to enhance the character of the area;***
- b. It is easily accessible by public transport;***
- c. It includes provision for access by cycle and on foot;***

- d. It includes appropriate provision to enable access for people with disabilities; and*
- e. The design incorporates crime prevention measures.*

Applications for A3 Uses will need to be accompanied by details of the provisions for the extraction of fumes and cooking odours and the provision of areas for the collection of waste.

2. Retail development within primary and secondary shopping frontages

Along the primary or secondary shopping frontages, as defined on the Policies Map, proposals for retail (Use Class A1) will be permitted. Proposals for financial and professional services (Use Class A2) uses and food and drink premises (Use Class A3) will be permitted provided that:

- a. The proposal would not create a concentration of non-retail uses to the detriment of the vitality of the town centre;*
- b. Provision is made for a window display, appropriate to a shop front, which is in keeping with the character of the shopping area; and*
- c. There is no detrimental effect on the character or amenities of the area through smell, litter or noise.*

The Council will require evidence that the unit has not been made deliberately unviable, that marketing has been actively conducted for a reasonable period of time and that alternative retail uses have been fully explored.

3. Retail Development outside the Town Centres and Local Service Centres

Proposals outside the Town Centres and Local Service Centres, as defined on the Policies Map, for non-food retail and food retail, including extensions, will be permitted provided that:

- a. The scheme meets the impact tests of the NPPF;*
- b. The scheme is easily accessible by the highway network and public transport;*
- c. The scheme includes provision for access by cycle and on foot;*
- d. The scheme includes appropriate provision to enable access for people with disabilities.*

Applicants proposing retail development on out of centre sites will demonstrate that no suitable site can be found, firstly within the existing town centre or, secondly, on the edge of the centre.

Where these criteria are satisfied and permission is granted it will be made subject to planning condition or legal agreement, as appropriate, to restrict the range of products sold.

4. Village and suburban centres, parades and single units

Change of use from retail will not be permitted for shops which are located outside the defined Town Centres and Local Service centres. An exception may be made where it can be demonstrated that retailing is no longer a viable use, particularly where the premises have remained vacant for a long period and where reasonable attempts have been made to market the premises for retail purposes. The Council will require evidence that the unit has not been made deliberately unviable, that marketing has been actively conducted for a reasonable period of time and that alternative retail uses have been fully explored.

5. Reuse of redundant floorspace

Within the Principal Shopping Areas, proposals for the re-use of vacant floorspace on the upper levels for residential, commercial and community purposes will be permitted provided that:

- a. It can be demonstrated that non retail use of the upper floor will not inhibit business needs for workspace, storage or retail expansion;***
- b. The development has no significant adverse effects for the occupiers of neighbouring properties; and***
- c. The proposal reflects the need to minimise noise intrusion. Applications must be accompanied by details of noise insulation measures required.***

A reduction in the car parking standards will normally be acceptable provided that there is no adverse effect on the levels of traffic congestion and road safety.

6. Markets and car boot sales

Within town centres and large service centres temporary markets will be acceptable provided they add diversity and interest to the centres provision.

In the countryside proposals for outdoor markets and car boot sales will not be permitted unless they would make use of land already in non-agricultural/non-horticultural use, such as outdoor recreation.

Proposals should not have an adverse impact on the character, appearance and amenities of the area, taking account of factors including the likely level of activity to be generated, parking, road congestion on approaches to the site and access requirements.

Proposals for large scale permanent markets or car boot sales should not affect the existing hierarchy of retail centres.

Developments with respect to all of the above shall also be consistent with all other Local Plan policies."

- 4.8 Only Part 4 of RET DM1 is applicable.
- 4.9 "Change of use from retail will not be permitted for shops which are located outside the defined Town Centres and Local Service centres. An exception may be made where it can be demonstrated that retailing is no longer a viable use, particularly where the premises have remained vacant for a long period and where reasonable attempts have been made to market the premises for retail purposes. The Council will require evidence that the unit has not been made deliberately unviable, that marketing has been actively conducted for a reasonable period of time and that alternative retail uses have been fully explored."
- 4.10 In this case there will not be a change of use from retail. Papa John's will retail goods. That must be the starting position. The local plan is not clear about protecting A1 Shop Uses and refers extensively to retail uses. The policy also refers to exploring alternative retail uses, again Papa John's is an alternative retail use. Despite this starting position the application has demonstrated the exceptional circumstances in respect of viability and marketing.
- 4.11 In respect of adverse impact on character, appearance and amenities of the area, the unit was previously occupied by a convenience store and is located in a parade of similar retail uses. Parking and traffic is addressed below, however, whilst the operating characteristics of a particular user are described the application is for a general A5 use.

- 4.12 The policy is seeking to protect retail uses not shop (A1) uses. This is also true of Policy RET SP1:

“Policy RET SP1

Hierarchy of centres

The hierarchy of centres in Arun will be maintained by supporting and promoting measures which reinforce their role in meeting community needs and providing a focus for a range of activities including: retail, leisure, commercial, office, tourism, cultural, community and residential development. This range of activities will promote economic resilience for the vitality of our centres.

Village and Suburban Centres

Village and suburban centres, including shopping parades and standalone shops form an important resource for businesses, visitors and residents. The expansion and additional provision of such facilities to a scale appropriate to the existing settlement or the planned expansion of that settlement will be welcomed by the Council provided that it adds to the range and accessibility of goods and services.”

- 4.13 The National Planning Policy Framework defines main town centre uses as,

“Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).”

- 4.14 It is clear that A5 Hot Food Take-away is a main town centre use. However, it can also be seen that “retail” development includes drive-through restaurants, bars, pubs etc. It is clear therefore that A5 uses are “retail” uses.
- 4.15 Our view therefore is that the change of use within retail uses should not be resisted in principle. This approach is supported by viability evidence and the new use will maintain vitality and viability of the parade.

5 Assessment of Proposal

- 5.1 This section evaluates the principle of proposal in the context of the prevailing policy background as well as an evaluation of the proposal in respect of detailed consideration relating to highway issues and amenity issues.

Principle of use

- 5.2 The application site is a vacant unit that was formerly in use as a convenience store (Use Class A1). The site is not located within a defined centre and therefore not subject to any policies which seek to protect ground floor units from being lost to other uses.
- 5.3 Notwithstanding, the proposed use is a commercial use which is appropriate in the context and will be complementary to other uses. At present there is an existing takeaway and public house as part of the centre during usual daytime hours.
- 5.4 The proposal will bring into beneficial use a vacant unit in a prominent location. The unit has been marketed for around 21 months with the proposed Papa John's use the only firm interest to date. A marketing report from a local agent is attached.
- 5.5 One Stop served notice in March 2016 and closed the store in December 2016. One Stop rented two separate adjacent ground floor units from separate landlords. Upon vacating the two ground floor units One Stop carried out their dilapidations to reinstate the dividing ground floor party wall and shop fronts.
- 5.6 The owners of 93 Hawthorn Road began marketing the unit as soon as notice was served in March 2016 and began formal marketing in early 2017 following the splitting and refurbishment of the unit.
- 5.7 There have been no formal offers for the unit other than the applicant after a marketing period of 21 months. The local agent has confirmed that the viability of the unit for A1 use is seriously in question.
- 5.8 While need is no longer a planning policy test, the consideration of 'need' is relevant to the sequential test in respect of defining a catchment to serve. There is considered to be a demonstrable qualitative need for the provision of pizza takeaway and delivery facilities in west Bognor Regis. The proposed use will offer enhanced competition and range of choice of takeaway facilities and reduce the need to serve this part of Bognor Regis from existing outlets further away.
- 5.9 Given the identified need, the proposal can only be reasonably be met in this location, and Hawthorn Road parade is considered to represent a logical, accessible and sustainable site for such a facility.
- 5.10 The proposed development will not have a material impact on any defined centres. An element of trade will be drawn from existing Papa John's outlets which currently service Bognor Regis as well as other takeaway premises. Clearly the applicant would not be progressing with this

application if it were to be significantly detrimental to the existing stores. A degree of impact will be placed on close competitors. The degree of impact is not considered to be significant, and would not result in closure or impact on the vitality and viability of any centre.

- 5.11 Given the above, the proposed use is acceptable subject to there being no unacceptable impacts in relation to highway safety or residential amenity.

Highway Safety

- 5.12 The proposal will not alter pedestrian access to the site. The parade of shops is well served by an existing wide pavement in front of the car parking area. The pavement links to a good pedestrian network connecting the site with surrounding residential and commercial areas, with several existing pedestrian crossing facilities at key locations.
- 5.13 The site benefits from good access onto the highway network for cycles and vehicles, with access to Hawthorn Road.
- 5.14 It is envisaged that there will be three stock deliveries per week to the premises. The unloading of deliveries is unlikely to take any longer than 20 minutes. Deliveries from the road are the accepted practice for the parade and were the method of delivery for the One Stop convenience shop.
- 5.15 There are around 8 car parking spaces for visitors to the shopping parade on Hawthorn Road. For the reasons detailed below, the demand for car parking spaces for visitors to the proposed unit is anticipated to be modest, and this coupled with the good availability of spaces means that there is considered no concern for parking demand, or associated highway safety.
- 5.16 As mentioned earlier in this statement, the proposed use will meet demand primarily through home delivery with orders placed via telephone or online. To illustrate the typical breakdown of deliveries and customer collection vehicle movements, the following tables identify the number of deliveries and deliver despatch time for a typical Papa John's operation (outside of London). It is expected that the proposed Cardiff operation will be similar.

Table 1: Weekly orders and deliveries

Day	Total Orders	Delivery Orders	Total Walk In Tickets	Collection Tickets	% of Deliveries
Monday	22	15	3	4	68
Tuesday	22	13	6	3	59
Wednesday	28	16	8	4	57
Thursday	20	13	1	6	65
Friday	95	55	21	19	57
Saturday	84	58	18	8	69
Sunday	53	36	12	5	68

Total	324	206	69	49	63
--------------	------------	------------	-----------	-----------	-----------

Table 2: Delivery dispatch times

	1100-1200hrs	1200-1300hrs	1300-1800hrs	1800-2100hrs	Post 2100hrs
Day	Morning Orders	Lunch Orders	Afternoon Orders	Peak Orders	Post 9pm Orders
Monday	0	0	5	10	0
Tuesday	0	0	7	10	1
Wednesday	0	0	4	14	5
Thursday	0	0	5	4	3
Friday	0	0	12	52	6
Saturday	0	1	14	32	4
Sunday	0	1	14	13	5

- 5.17 Table 1 illustrates that around 63% of the 324 weekly orders are fulfilled by home delivery, with 118 orders 36% collected by customers – this equates to around 16 customer visits per day. Of these collections, 71% are made after 6pm when the demand for parking from other uses is at its lowest. It should be noted that this figure includes both walk-in collections and collections by car.
- 5.18 To ensure an efficient delivery operation, staff are encouraged to deliver two orders each journey, with an achieved average of 1.5 orders per delivery. The 206 delivered orders each week would result in an average of 20 deliveries per day, the majority being made post 6pm when the highway network is generally quieter.
- 5.19 Up to 20 jobs will be created by the proposed development, of which a much smaller proportion will be on site at any one time. The site is at a highly accessible location for both walking and cycling and is well served by public transport.
- 5.20 Given the existing pedestrian and vehicular access and parking arrangements, the delivery orientated characteristic of the operation, and peak hours of operation, it is considered that the proposal will not have any detrimental impact on the highway network.

Residential Amenity

- 5.21 The upper floor of no.93 Hawthorn Road is a residential flat. Other retail premises adjacent have upper floor residential. The parade is within a generally residential area with residential uses opposite. The amenity of the residents of these properties is a material consideration.
- 5.22 The application site is situated in an existing commercial area in a prominent location. In such locations, there is a reasonable expectation that commercial businesses will operate with flexible opening hours to meet the needs of local residents. The parade already contains takeaway uses and a public house operating at similar or longer hours. The immediate road network is relatively busy over a course of a day, and this results in a certain level of background noise at all times.
- 5.23 In terms of noise considerations, the proposed will be contained to the inside of the premises, and the opening hours can be appropriately controlled by the imposition of a condition to a planning consent. The extraction system and plant specification document submitted within the application confirms that the proposed condensing unit will produce only limited noise – estimated at 34 dBa at 10m away. The nearest window of any residential property (the flat above) will be around 10 metres from the unit, and furthermore will be screened by the cold storage unit extension. In combination with the background noise associated with the highway network it is considered unlikely to be audible to adjoining occupiers.
- 5.24 Noise disturbance by customers outside the store would be minimal as consumption of product on the street is unlikely and the proposed restricted operating times. Similarly, for the reasons detailed earlier, noise disturbance from customer or delivery vehicles is considered to be negligible.
- 5.25 The pizza delivery/takeaway will sell freshly baked hot food. There is neither a requirement for deep-frying nor any forms of cooking other than baking in a gas-fired conveyor oven. Therefore, smells and cooking odours are more akin to those generated by a small bakery. Nonetheless, the proposed ventilation system will remove cooking odours and fumes, treat them and exhaust them via an extraction flue. The flue is to be positioned on the rear elevation and is sited away from the windows of the first-floor flat. Furthermore, the top of the flue is positioned higher than the first-floor windows to ensure that the risk of odours entering the flat are minimised.

6 Design and Access Considerations

- 6.1 The proposal is for change of use to an established and appropriately located commercial property in a local parade. The proposal will contribute to the economy of Bognor Regis and the applicant, who is an experienced pizza take away and delivery business, has identified a need to satisfy growing demand in the area.

Design

- 6.2 The application proposes minimal external alterations to the building, no material alterations are visible from the public realm. Alterations are limited to extraction flue, louvre and condenser unit. The replacement entrance door and shop front is considered to be in keeping with the existing character of the commercial premises.

Amount

- 6.3 The existing building extends to approximately 128 sq m. this will not change.

Layout

- 6.4 The application does not propose any fundamental changes to the layout of the site.

Scale

- 6.5 No change to the scale of the existing building is proposed.

Appearance

- 6.6 The application proposes minimal external alterations to the building, there do not constitute material changes to the appearance of the building. It is therefore considered that the appearance of the proposal is acceptable.

Landscaping

- 6.7 There is no existing landscaping at the site and no opportunity to provide additional landscaping.

Community Safety

- 6.8 The application site is situated along a busy thoroughfare and will add vitality to the area in the evening, increasing natural surveillance.

Environmental Sustainability

- 6.9 The proposed use will incorporate energy efficient lighting, extraction and cooking appliances as far as possible.

Access

6.10 Papa John's has selected the premises at Hawthorn Road due to:

- Proximity to existing and potential new customers;
- Accessibility of the site by all modes of transport; and
- Ease of access for all staff and customers into and out of the buildings.

6.11 Papa John's approach has been to select a premises that is accessible to as many of its current and future customers as possible. A location close to customers in west Bognor Regis will reduce journey lengths and delivery times, resulting in reduced fossil fuel use and emissions and enhanced sustainability.

Site specific access issues

6.12 The site is relatively flat with gentle gradients towards all approaches to building entry points. The access of the previous convenience store is maintained.

Maintenance of features to ensure access to the development

6.13 Gentle gradients on approaches to building entry and exit points will be maintained.

6.14 Any access issues or barriers at the site that become obvious at the operational stage will be recorded, reviewed and removed or addressed as appropriate;

Consideration of the principles of inclusive design

6.15 The principles of inclusive design have been considered by Papa John's in selecting the application site for the proposed use, as follows:

- Entrances and exits are accessible and easy to find;
- Circulation routes and access to buildings are sufficiently level and firm, and that safe, accessible crossing points are available;
- Materials used in external features such as parking, open spaces, street furniture, external lighting and access routes are suitable for all users;
- Parking links safely with footpaths to avoid unnecessary vehicle / pedestrian conflicts, and storage areas (e.g. for waste bins) will not create obstructions;
- Accessibility by different modes of transport has been considered above; and
- Efficient, safe and convenient access exists for emergency, servicing vehicles and refuse trucks.

Appropriateness and inclusivity of the public realm in the vicinity of the site

- 6.16 Pedestrian infrastructure in the area is of a high standard. Well-lit footways are provided on Hawthorn Road and surrounding roads, which in turn connect with the wider pedestrian infrastructure.
- 6.17 While the proportion of customers visiting the site to collect orders via cycle is considered to be low, the site also benefits from excellent cycle provision. The surrounding topography to the south is also relatively flat, which will help to encourage travel via this mode.

Integration of the development into surroundings

- 6.18 The application site is already integrated into its surroundings and roads and footpaths into the site are linked and legible.

7 Conclusions

- 7.1 This Planning Statement has been prepared on behalf of Harbourne Maine Ltd and Papa John's (GB) Limited to support a planning application for the change of use of the ground floor only of 93 Hawthorn Road, Bognor Regis from Use Class A1 to a pizza takeaway and home delivery (A5 use) with external alterations to rear elevation including installation of cold storage unit.
- 7.2 The pertinent points to emerge from this statement are as follows:
- The proposal complies with the Development Plan and National Planning Policy.
 - The proposed development will primarily serve home deliveries of orders placed by phone or online. Only a modest proportion of collections will be made.
 - The use will meet a need to serve the west-central Bognor Regis area, and reduce the need for the company's delivery vehicles to travel across the city.
 - The highway network will not be materially harmed by the proposed development.
 - The proposal will not harm the amenity of residents.
 - The proposal will generate 20 jobs and bring a vacant unit back into beneficial use.
- 7.3 Given the proposal accords with the development plan, and that there are no material considerations to indicate that planning permission should be refused, we respectfully ask that planning permission should be granted.

Appendix 1

Our Ref: C11616



AUCTIONEERS
CHARTERED SURVEYORS
ESTATE AGENTS
PROPERTY MANAGERS

Property solutions
since 1825

RPS Planning & Development
FAO: Mr T. Partridge Senior Director
Highfield House 8, Ridgeway
Quinton Business Park
Birmingham, B32 1AF

Parsons Son & Basley, 88 Queens Road, Brighton, BN1 2YE
T: 01273 336171 & 01273 336172
www.parsonsb.co.uk

17th November 2017

Dear Mr Partridge

93 Hawthorn Road, Bognor Regis, West Sussex, PO21 2BE

Further to our discussions, I write to you to provide a full resume of the marketing history and our commentary in respect of the viability of the above mentioned unit on Hawthorn Road in Bognor Regis. A set of our marketing particulars are attached for your information.

The unit consists of open plan retail accommodation to the ground floor extending to approximately 128sq.m and a two bedroom flat above. The property has been refurbished both internally and externally so as to appeal to as wide an occupier market as possible.

In this report we give regard to the proposed change of use to A5 as well as the viability of the current, A1, use. In this instance a permitted change of use would allow for the continued occupation of the unit where the proposed tenant would be the national retailer, Papa John's (GB) Ltd.

The history of the unit (and that of the one adjoining it) is that it was previously occupied and operated by One Stop. They had been in occupation for ten years and had traded successfully until recent years.

We understand that their reduction in trade performance (leading to their eventual departure) was brought about by the increase in retail competition in the area - this includes the nearby, Co-op store which is less than 80 meters away and a bit further along Hawthorn Road. It is worth noting that this reduction in trade performance has occurred despite the fact that One Stop is owned by T&S Stores, whose parent company is Tesco PLC, and who would have had considerable buying power and corporate support from the parent group.

One Stop's lease expired on the 19th June 2016 and they took the commercial decision not to renew it. One Stop served their notice on the 19th March 2016 and closed the store in December 2016. The unit has remained vacant ever since.

Cont...



Parsons Son & Basley is a trading name of Parsons Son & Basley Limited and is a wholly owned subsidiary of Parsons Son & Basley Limited (registered in England & Wales, with registered number 1048038). The address of our registered office is 88 Queens Road, Fortstock, Hove, Brighton, BN1 2YE. Any notice to be served on Parsons Son & Basley Limited should be served on Parsons Son & Basley Limited, 88 Queens Road, Fortstock, Hove, Brighton, BN1 2YE.

Equal Housing Opportunity logo

The owners of the property began informally marketing the unit as soon as One Stop served their notice in March 2016 (some 21 months ago) but they were unable to successfully identify a replacement tenant and after 12 months seeking a tenant directly they sought to formally market it.

Again, the unit became vacant in December 2016 and in spring 2017 they formally instructed Parsons Son & Basley to openly market the unit. At this time sales/letting particulars were drawn up and an extensive and comprehensive marketing campaign began.

Initially, the unit was advertised as both To Let and For Sale with the focus latterly switching to a sale of the property as it quickly became apparent that there was limited interest from parties wishing to rent the unit (even though the rent was purposefully kept affordable at a minimal £15,000p.a to include both the ground floor unit and the first floor flat).

An open marketing campaign was undertaken and the availability of the unit has been featured in the Argus in Brighton on a weekly basis. The property has been advertised on, and remains advertised on, Rightmove, Zoopla and MoveHut. It has also been advertised on our own website. In addition to this, several comprehensive mailshots to all parties registered on our database have been undertaken and a To Let/For Sale board was placed on the property.

The response to the marketing from prospective occupiers and the expressions of interest received has been very disappointing and very limited in number. Given the lack of demand from possible tenants and/or purchasers, the owners of the property first reduced the asking price from £295,000 to £275,000 but even this substantial incentive was not enough to generate any interest and so the price was lowered further still. Down to OIEO £250,000.

To date there has been no formal offers received for the property other than that received by Harborne Maine Ltd whose proposed use is for a well-established, national retailer, trading with an A1 consent to open and trade as Papa John's (GB) Ltd. All other parties we spoke to during the marketing campaign felt the accommodation was either not the correct size or configuration, not in the right location or had concerns over the amount of competing uses within the vicinity.

Therefore, upon review – and after a prolonged marketing period of approaching 21 months (c.12 months informal marketing and an additional 9 months formally), after extensive advertising, after numerous mailshots and after offering substantial financial incentives to entice potential occupiers – our comprehensive marketing has not yielded any serious interest from any A1 occupier. Given this, and at the end of October after holding off on entering detailed negotiations with Harborne Maine Ltd, we gave our advice to our client to accept their Subject to Planning offer.

Finally, and to add further market commentary, it can be seen that the local area has undergone a lot of change in the last few years with several other commercial buildings being developed. This includes the Co-op store which, I understand, sells a wide range of A1 food and non-food goods and is less than 80 meters away from the property in question. Therefore – given the age, size, configuration and location of the property, coupled with the extent of the existing retail supply that currently caters for the local demand – we would suggest that the viability of the unit, if it is limited to A1 use, would be seriously in question. This much has been made clear throughout the extended marketing period that the property has undergone.

Cont...

I trust that this provides you with a comprehensive review of the marketing carried out and our view on the future of the premises.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Richard Lowrey', with a long horizontal flourish extending to the right.

Richard Lowrey

Commercial Agency Manager
Parsons Son & Basley
Tel: 01273 274028
Email: richard@psandb.co.uk