

17036 - Yeomans Head Office Expansion, Worthing
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Design, Access & Planning Statement



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EXECUTIVE SUMMARY

Yeomans are a family owned and run Motor Group with a turnover of £220,000,000 per annum. The business currently has 20 Motor Dealerships spanning from Plymouth in Devon to Bexhill on Sea in East Sussex, representing Abarth, Citroen, DS Automobiles, Fiat, Honda, Hyundai, Nissan, Peugeot and Toyota. The group currently employs 460 people.

These proposals represent a further significant investment within the Arun District as the company looks to expand its operations leading to both existing employment security as well as employment growth, with a new state of the art facility to combine their existing Head Office functions to a single, prominent location with excellent access and facilities.

Yeomans have operated from Ferring (Worthing) for many years. Combining Honda with the existing Peugeot site will lead to exciting opportunities for the Group and has the support from the highest levels within the manufacturing brands (including Phillip Webb, United Kingdom Head of the Honda Motor Europe Ltd.)

Having recently secured planning approval to combine Honda with the existing Peugeot site, alongside Head Office facilities (ref.: FG/39/18/PL), this new application looks to further build on the commitment from Yeomans to the Ferring area with a flagship facility to meet the company's evolving needs.

Introduction

This Design, Access and Planning Statement has been prepared following guidance within CABE's document; 'Design and Access Statements, How to Write, Read and Use them'. It has been prepared to support the planning application, illustrate the process that has informed development, and to explain and justify the scheme. This document is to be read in conjunction with the associated drawings, reports and documents prepared as part of this application.

Yeomans Group (Applicant)

Yeomans, first formed in 1985, is a successful long-standing Vehicle Retailer across the southern counties, and are a major employer across the south, including Farnham & Waverley.

They operate Showrooms, Workshops and New & Used Car Sales areas that are designed to provide their customers with a relaxed, comfortable and efficient environment and journey. Yeomans' also provide Approved Vehicle Services and Maintenance by fully trained professional technicians.

Their franchises include some of the biggest names in the industry including Nissan, Hyundai, Peugeot, Abarth, Fiat, Citroen, Toyota, Honda and is one of only four dealers in the UK that specialised in Honda NSX.

Project Description

The expansion to the entry consented building (ref.:FG/39/18/PL) of Yeomans Head Office in Ferring, Worthing. Expansion of Head Office to be located above consented Workshop area, providing additional Office space and supporting facilities.

This application seeks consent to further extend the Yeomans Head Office facility that has been consented in application (ref.FG/39/18/PL). The extension of Office space will allow for additional employment opportunities at this Head office, benefitting the local area by enhancing its economic contribution.



Illustration of previously consented scheme (ref.: FG/39/18/PL) – currently on site.

Planning

Planning Statement

The proposals on the site as outlined in consented application (ref:FG/39/18/PL) seek to further develop and extend the existing Peugeot dealership to include a new Head Office for Yeomans Group as well as a new Honda car showroom with workshop facilities and Parts Storage (classed as a combination of sui generis and similar in nature to B1, B2 and B8 uses).

This application seeks to further expand the Head Office facility so to maximise the site potential and increase employment opportunities on the site.

This section provides a review of the proposals in the context of the relevant presiding National and Local Planning policy and guidance. An assessment of the key planning considerations arising from the development has been undertaken to demonstrate the acceptability of the proposals in the context of national and local planning policy.

Planning History

- Planning records indicate that the site has been in use since at least the 1940's. Its initial use was as a restaurant with on-site dwellings. During the 1950's it was earmarked for development as a petrol station, this was ultimately refused, and it remained in use restaurant, with dwellings, until the mid-1990's.
- In 1996 it gained approval for its current use as a car showroom, workshop and offices. It was acquired by Yeomans group in 1998 who successfully obtained permission to extend a workshop to the rear of the premises in 1999.
- In 2013 an enlargement of the forecourt was approved and carried out.
- In 2018 consent was given to demolish existing property and outbuildings to be replaced with a new Motor Dealership with Showroom, Offices and Motor Vehicle Workshop (including MOT) and new Head Office Facility adjoining the existing Peugeot building on site - all with associated hard and soft landscaping and associated supporting facilities. (ref.:FG/39/18/PL)

Planning Policy Context

The proposals have been assessed primarily against the:

- National Planning Policy Framework (NPPF)
- Arun Local Plan (2011-2031) *Version October 2014*
- Arun Local Plan (2011-2031) Publication version showing modification - March 2017
- Parking Standards SPG (October 2000)

The relevant policy assessments are detailed in the context of each of the key planning considerations identified below. Design matters are considered in detail within this Design, Access and Planning Statement.

The Principle of the Proposed Development

The **NPPF** acknowledges that the Government is committed to developing strong, vibrant and sustainable communities and to promoting community cohesion in both urban and rural areas. It promotes a strong presumption in favour of sustainable development.

In delivering sustainable development the Government advocates building a strong, competitive economy. Paragraphs 18-20 of the NPPF

state:

"18. The Government is committed to securing economic growth in order to create jobs and prosperity, building on the country's inherent strengths, and to meeting the twin challenges of global competition and of a low carbon future.

19. The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.

20. To help achieve economic growth, local planning authorities should plan pro-actively to meet the development needs of business and support an economy fit for the 21st century."

Paragraph 21 also acknowledges that Local Planning Authorities should:

"...support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area..."

The **Arun Local Plan (2011-2031) Version October 2014**, with modifications in March 2017, reinforces the NPPF and the aims of the proposed development through its economic policies;

Policy 8.1 Employment & Enterprise: policy background text states that;

'The Local Plan's policies aim to retain existing employment, accommodate future business needs and encourage local job growth. It includes the allocation of sufficient employment land in sustainable locations to encourage growth in the local economy.'

This proposal supports Arun District Council's strategy objective by enabling growth to a long standing existing business within the local authority area. This will provide an increased amount of employment within the area and also supports section **8.1.1** of the local plan by providing economic growth and reducing out-commuting from the district.

Use

Site Area

The red application line boundary equates to **0.67 hectares** and includes the area and uses consented in 2018. (ref.: FG/39/18/PL).

Existing Use

The Yeomans Group currently operates a long-standing Peugeot Car Showroom (Sui generis), office and workshop with parts storage (B2/B8 in nature). A large sales forecourt and customer parking area covers the southern part of the site.

Existing Use Classes;

- Sui generis
- B1/B2/B8 Uses

Proposed Use

The proposed use of the site will largely remain the same with additional office floor space constructed at first floor level.

Proposed Use Classes;

- Sui generis
- B1/B2/B8 Uses

Amount

The areas required have been driven by a balance of efficient and economical office floor space against Yeoman's need to rationalise and consolidate their existing office operations.

The "existing" footprint of the previously consented new Showroom, Workshop, Head Office and existing Peugeot Showroom represents approximately 21% coverage of the site, this new area takes this to 22% which is still considered a well-balanced area, which retains appropriate external space for vehicle parking and display - a key requirement for the proposed use, and substantial soft landscaping, such as structured planting.

This proposal will result in a total of 207m² of new build floor area (GIA)

Floor Area

Ground Floor	- 896m ² (as previously consented)
First Floor	- 392m ² (as previously consented)
Proposed Office expansion on first floor	- 207m ² (Proposed in this application)
Total Area	- 1,495 m²
Site Area	- 0.67Ha (as previously consented)

The proposal will not affect customer parking spaces, accessible parking bays and 'back of house' vehicle service and storage spaces as well as vehicle displayed in both existing and consented showrooms.

Scale

The consented building is set back from the main road and reflects a similar scale to the existing Peugeot Showroom element, with the parapet height similar to the roof level of the adjacent existing houses.

The proposed extension to the Head Office is to be located above the consented workshop area. This increase in floor area to the rear of the building will maintain the consented front elevation with the Head Office visually distinguished between the two-separate car dealership, yet be screened from all main view points, see drawings W900 and W901.

Please refer to proposed drawings listed below that demonstrate an appropriate scale for its context and its proposed height isn't overbearing to the surrounding buildings:

- 17036-HNW-00-XX-DR-A-P210 - Proposed Office (Expansion)
- 17036-HNW-00-XX-DR-A-W900 – Future Office Expansion Option View 1
- 17036-HNW-00-XX-DR-A-W901 - Future Office Expansion Option View 2

Material Scale

The proposed Yeomans Head Office expansion (this application) will use the same materials as previously consented, in order to create an overall coherence to the aesthetic of the existing and proposed elements of the building.

Layout

The proposed Head Office will maintain its layout and will expand the Office area above the Honda Workshop. This layout is discreet and to the south is screened from the wider view along Littlehampton Road/A259.

Landscaping

As the proposal is the expansion of the first floor offices only, all landscaping will remain as the consented landscape plan (ref.:FG/39/18/PL).

Drainage (Foul & Surface Water)

The drainage for the proposal will use the already consented drainage systems of the Head Office and Honda proposal, as there is no greater built roof or site area.

Transport / Access

As outlined in the 'Amount' section of this Design, Access and Planning Statement, the vehicle numbers will not be affected by this proposal. The compound area and consented parking numbers of the previous application account for any minor expansion to the facilities on site. Vehicle Access therefore remains as the consented proposal (ref.:FG/39/18/PL).

Access to the proposed expansion will be from the consented first floor Head Office area. No further parking spaces are deemed necessary based on the (consented) existing site numbers and storage compound adjacent. There will be no adverse impact on the Highways Network from this very minor increase in floor area.

Appearance

The extended Yeomans Head Office will use materials of a similar palette of materials as the Honda and Peugeot dealerships to give the building a coherent appearance, yet remain smart and 'brand neutral'.

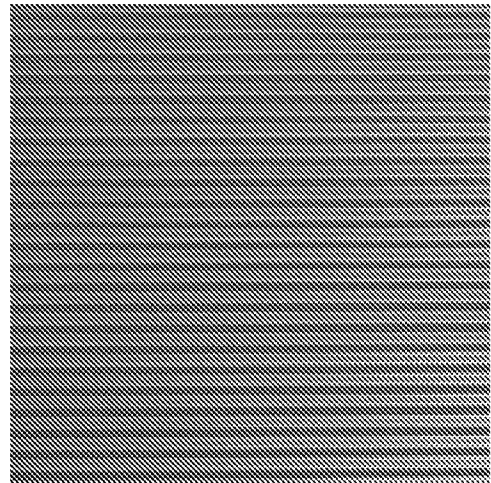
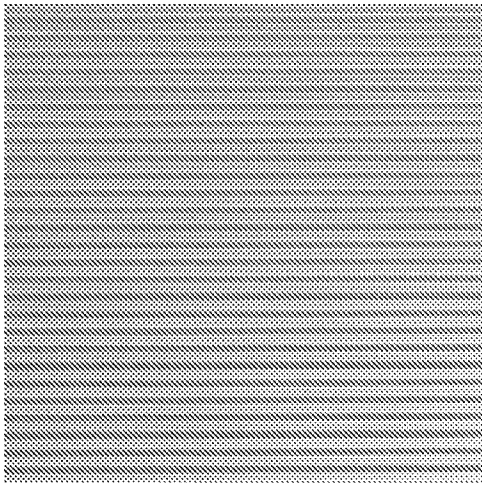
The following materials proposed have all been consented in previous application. (ref:FG/39/18/PL)

Schedule of Materials

The below Schedule of Materials is as included within the planning application form. Refer to elevations for material locations and further information.

YEOMANS HEAD OFFICE

- **Walls**
Composite architectural aluminium panels - Dark Grey
- **Roof**
Composite architectural aluminium panels - Light Grey
- **Windows / Doors**
PPC aluminium framed double glazing colour - RAL 9006 White Aluminium with glazed look-a-like panel.



Conclusion

In Summary, This proposal:

- Allows for expansion of Yeomans Group at their existing site.
- Improves the employment of the consented proposal.
- Considers mass and height so as to be appropriate
- Follows local planning policy and design guidance
- Is strongly supported by the NPPF

Schedule of Drawings

The following drawings as prepared by HNW Architects form part of this planning application and to be read in conjunction with this Design and Access Statement:

Reference:	Drawings Title:
17036-HNW-00-00-DR-A-P001	Site Location Plan
17036-HNW-00-XX-DR-A-P145	Site Plan As Existing
17036-HNW-00-XX-DR-A-P210	Proposed Office (Expansion) Plans & Elevations
17036-HNW-00-00-DR-A-P252	Existing Plans - Ground & First Floor
17036-HNW-00-XX-DR-A-P255	Existing Elevations
17036-HNW-00-XX-DR-A-W900	Proposed Perspective View 1
17036-HNW-00-XX-DR-A-W901	Proposed Perspective View 2

Other Supporting Documents:

17036_YEOMANS BIODIVERSITY CHECKLIST

17036_YEOMANS VALIDATION LIST