WYG Planning & Design



Sequential Assessment

158 Hart Plain Avenue, Waterlooville

On Behalf Of
158 Hart Plain Avenue Limited

March 2011

Document Control

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Contents

1.0 Introduction

2.0 Site Location

3.0 Planning Policy

4.0 Methodology

5.0 Site Analysis

6.0 Conclusions

Appendix Contents

1 Site Location Plan

2 Core Strategy Proposals Map

3 Area of Search

4 Potential Alternative Sites

1.0 Introduction

1.1 WYG Planning and Design have been instructed by 158 Hart Plain Avenue Limited to prepare a sequential assessment to accompany their planning application for the redevelopment of The Brewmaster public house, Hart Plain Avenue, Waterlooville, to include a convenience store (Use Class A1) of around 3,000 sq ft in addition to 11 residential units. This store is aimed to provide for the day-to-day needs of local residents.

1.2 Planning policy relating to retail development promotes a sequential approach to its location, where it seeks to direct such uses to sites within defined centres wherever possible and where this is not possible would then promote sites on the edge of centres before out of centre sites are considered.

1.3 Discussions with Planning Officers have been established that, based on the requirements of Policy EC15 of PPS4 and Policy CS4 and its supporting text of the Havant Borough Core Strategy, a sequential assessment is required to be submitted to accompany the application for the proposed development.

1.4 This report will analyse the defined local and district centres within close proximity to the proposed development site to identify any vacant 'in centre' or 'edge of centre' sites. Each alternative site identified will then be assessed, providing comments on their suitability, availability and viability, in accordance with the principles of PPS4, to determine whether there are any sequentially preferable sites to The Brewmaster public house.

2.0 Site Location

2.1 The application site is located at Hart Plain Avenue within the urban area of Waterlooville, in an area called Wecock. This is a principally residential area, accommodating a range of housing styles.

2.2 The site (identified on the plan attached at Appendix 1) is located in a corner position and accommodates the former public house building named The Brewmaster which is currently vacant and in a deteriorating condition. To the north of the site is a highway with residential bungalows beyond and the buildings and grounds associated with the Rachel Madocks School beyond. To the south of the site are two commercial premises fronting Hart Plain Avenue with residential properties beyond. To the east of the site are flats and to the west, on the opposite side of Hart Plain Avenue are further residential properties.

3.0 Planning Policy

National Planning Policy

3.1 Government Planning Policy relating to economic development is set out in Planning Policy Statement 4: Sustainable Economic Growth (PPS 4). Paragraph 4 of PPS4 identifies that economic development includes "*development within the B Use Classes, public and community uses and main town centre uses. The policies also apply to other development which achieves at least one of the following objectives:*

- *provides employment opportunities*
- *generates wealth or*
- *produces or generates an economic output or product"*

3.2 Policy EC10.1 of PPS4 states that *"local planning authorities should adopt a positive and constructive approach towards planning applications for economic development. Planning applications that secure sustainable economic growth should be treated favourably."*

3.3 Policy EC14 of PPS 4 sets out at paragraph EC14.3 that:

"A sequential assessment (under EC15) is required for planning applications for main town centres uses that are not in an existing centre and are not in accordance with an up to date development plan. This requirement applies to extensions to retail or leisure uses only where the gross floor space of the proposed extension exceeds 200 square metres"

3.4 Policy EC15 relates to sequential assessments, this sets out that:

"EC 15.1 In considering sequential assessments required under policy EC14.3, local planning authorities should:

a. *ensure that sites are assessed for their availability, suitability and viability*
b. *ensure that all in-centre options have been thoroughly assessed before less central sites are considered*
c. *ensure that where it has been demonstrated that there are no town centre sites to accommodate a proposed development, preference is given to edge of centre locations which are well connected to the centre by means of easy pedestrian access*
d. *ensure that in considering sites in or on the edge of existing centres, developers and operators have demonstrated flexibility in terms of:*

(i.) scale: reducing the floorspace oft heir development;
(ii.) format: more innovative site layouts and store configurations such as multi-ii. storey developments with smaller footprints;
(iii.) car parking provision; reduced or reconfigured car parking areas; and iii.
(iv.) the scope for disaggregating specific parts of a retail or leisure development, iv. including those which are part of a group of retail or leisure units, onto separate, sequentially preferable, sites. However, local planning authorities should not seek arbitrary sub-division of proposals

EC15.2 In considering whether flexibility has been demonstrated under Policy EC15.1.d above local planning authorities should take into account any genuine difficulties which the applicant can demonstrate are likely to occur in operating the proposed business model from a sequentially preferable site, for example, where a retailer would be limited to selling a significantly reduced range of products. However, evidence which claims that the class of goods proposed to be sold cannot be sold from the town centre should not be accepted"

Havant Borough Core Strategy

3.5 The application site is located within the jurisdiction of Havant Borough Council. Havant Borough Council adopted its Core Strategy on 1 March 2011, and consequently the sequential assessment has been prepared to accord with these newly-adopted policies.

3.6 Policy CS4 relates to town, district and local centres and states

"The council will seek to accommodate approximately 13,000 square metres (net) of new comparison goods retail floorspace within town and district centres up to 2016.

Planning permission will be granted for appropriate town centre development proposals that:

1. *Promote and enhance the following hierarchy of identified centres as shown on the Proposals Map:*
   - *Town Centres - Havant and Waterlooville*
   - *District Centres - Cowplain, Emsworth, Leigh Park and Mengham/Gable Head*
   - *Local Centres - Bedhampton, Crookhorn, Grassmere Way, Hambledon Parade, Middle Park Way, Milton Road, Purbrook, Rails Lane, West Town and Widley.*
2. *Enhance the evening economy of the town and district centres.*
3. *Retain and enhance local markets.*
4. *Support small and independent businesses.*
5. *Encourage high quality, mixed-use development in designated centres that retain active ground floor frontages."*

3.7 Supporting paragraph 3.39 to Policy CS4 identifies that *"all applications for development of town centre uses and in particular new retail floorspace outside designated centres will*

need to demonstrate in a robust and transparent manner the application of the sequential approach to site selection, an impact assessment and all other relevant tests set in current government policies".

3.8 The relevant proposals map from the Core Strategy for the application site is attached at Appendix 2. This identifies that the closest defined centres are Milton Road Local Centre (approximately 1.0km from the site), Hambledon Road Local Centre (approximately 1.0km for the site) and Cowplain District Centre (approximately 1.2km from the site).

4.0 Methodology

4.1 Discussions have been undertaken with Planning Policy Officers at Havant Borough Council to agree the extent of the necessary area of search for this sequential assessment. Although the advice set out in PPS4 relates to town centres, the nearest defined centres to the application site are local centres. Planning Policy Officers have identified that in order to comply with the aims of Policy EC15 of PPS4 and Policy CS4 of the Core Strategy, the sequential assessment for this application should consider the two closest defined Local Centres (Milton Road and Hambledon Road) and the closest District Centre (Cowplain), including any edge of centre sites to these.

4.2 The search area for vacant alternative premises therefore includes properties within the defined Milton Road and Hambledon Road Local Centres and the defined Cowplain District Centre, including edge of centre sites. For the purposes of this assessment, edge of centre sites have been defined as those falling within 300m of the defined centre (which is consistent with the definitions set out at Annex B of PPS4). The search area also includes land between the application site and the identified centres. The plan attached at Appendix 3 identifies the extent of the area of search.

4.3 The parade of shops at the junction of Milton Road/ Hart Plain Avenue is not designated as a local centre in the Core Strategy and is not sequentially preferable to the application site. It was noted however during the site visit that there was no vacancy in this parade of shops.

4.4 The search includes all types of commercial property, industrial units and municipal sites.

4.5 A desktop review of local and national property agents' websites was conducted to find sites with potential in and around the search area, which included:

- Rightmove – www.rightmove.co.uk
- Hughes Ellard – www.hughesellard.com
- Lambert Smith Hampton – www.lsh.co.uk
- CB Richard Ellis – www.cbre.co.uk
- Savills – www.savills.co.uk

4.6 This was followed by a thorough site visit on 8th February 2011 which included a complete investigation of the area of search to identify any other potential alternative sites.

4.7 The sites identified are assessed Section 5. Each is assessed according to the following criteria:

- ***Availability***: is the site available now or will it become available within a reasonable period of time?
- ***Suitability***: is the site suitable for the use proposed, assuming a degree of flexibility is in operators requirements?
- ***Viability***: would a convenience store be viable on this site?

5.0 Site Analysis

5.1 The following 5 sites were found during the web search and site visit on 8th February 2011. Each is identified on the plan at Appendix 4. These have been assessed as follows:

Site 1: 329 Milton Road, Waterlooville

Type of site: In centre (Milton Road Local Centre)

Availability: Currently a vacant retail unit, although there is no agent's board or identified web advertisement indicating availability at present

Suitability: At around 80sq.m, this site is too small for the proposed use

Viability: Unknown

Conclusion: The site is too small to be suitable to accommodate the proposed convenience store

Site 2: Former Garage Site, 325 Milton Road, Waterlooville (junction of Eagle Avenue)

Type of site: Edge of centre (Milton Road Local Centre)

Availability: This is a vacant site measuring around 0.19ha which was in use as a petrol filling station. There is no agent's board or web advertisement identified indicating availability. Planning permission was granted in 2005 for the redevelopment of the site for 18 affordable units (04/50804/014). A planning application was submitted recently for a mixed-use redevelopment including retail and residential uses (ref: APP/10/00199) but was subsequently withdrawn. Given the likelihood that the site will be redeveloped for residential/retail use with a named retail occupier, the site is unlikely to be available

Suitability: The site is of a suitable size to be able to accommodate the proposed development

Viability: Unknown

Conclusion: Although this site is of a size suitable for the proposed development, it is not available and as such this could not accommodate the proposed development

Site 3: Former HSBC, 35 London Road, Cowplain

Type of site: In centre (Cowplain District Centre)

Availability: The site is currently vacant and available, being marketed as 'To Let'

Suitability: The agent's 'To Let' board identifies a combined ground and first floor area of around 175 sq.m, as such the site is too small to accommodate the proposed development

Viability: Unknown

Conclusion: The site is too small to be suitable to accommodate the proposed convenience store

Site 4: 4b Fernwood House, London Road, Cowplain (accessed via King's Road)

Type of site: In centre (Cowplain District Centre)

Availability: Currently a vacant retail unit, although there is no agent's board or identified web advertisement indicating availability at present

Suitability: At around 50sq.m, this site is too small for the proposed use

Viability: Unknown

Conclusion: The site is too small to be suitable to accommodate the proposed convenience store

Site 5: 87 London Road, Cowplain (first floor offices)

Type of site: In centre (Cowplain District Centre)

Availability: Currently a vacant first floor office unit, advertised to let

Appendix 1

Site Location Plan



The Brewmaster, 158 Hart Plain Avenue, Waterlooville	Drawn:	SA	This map is produced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. WYG Planning & Design, licence no: 100017603. This drawing is for illustrative purposes only and is subject to detailed topographical survey and site investigation, including ground conditions/ contaminents, drainage, design and planning/ density/ negotiation. The feasibility of the design shown, therefore, must not be relied upon. It has not been considered in respect of the CDM Regulations.	The Loft St Clair's Farm Wickham Road Droxford Hampshire SO32 3PW tel: 01489 872 929 fax: 01489 872 939 www.wyg.com
SITE LOCATION PLAN	Checked:	JH		
DWG N°: HP10018/001	Scale:	1:2,500 @ A4		
	Date:	19.07.2010		

Appendix 2

Core Strategy Proposals Map

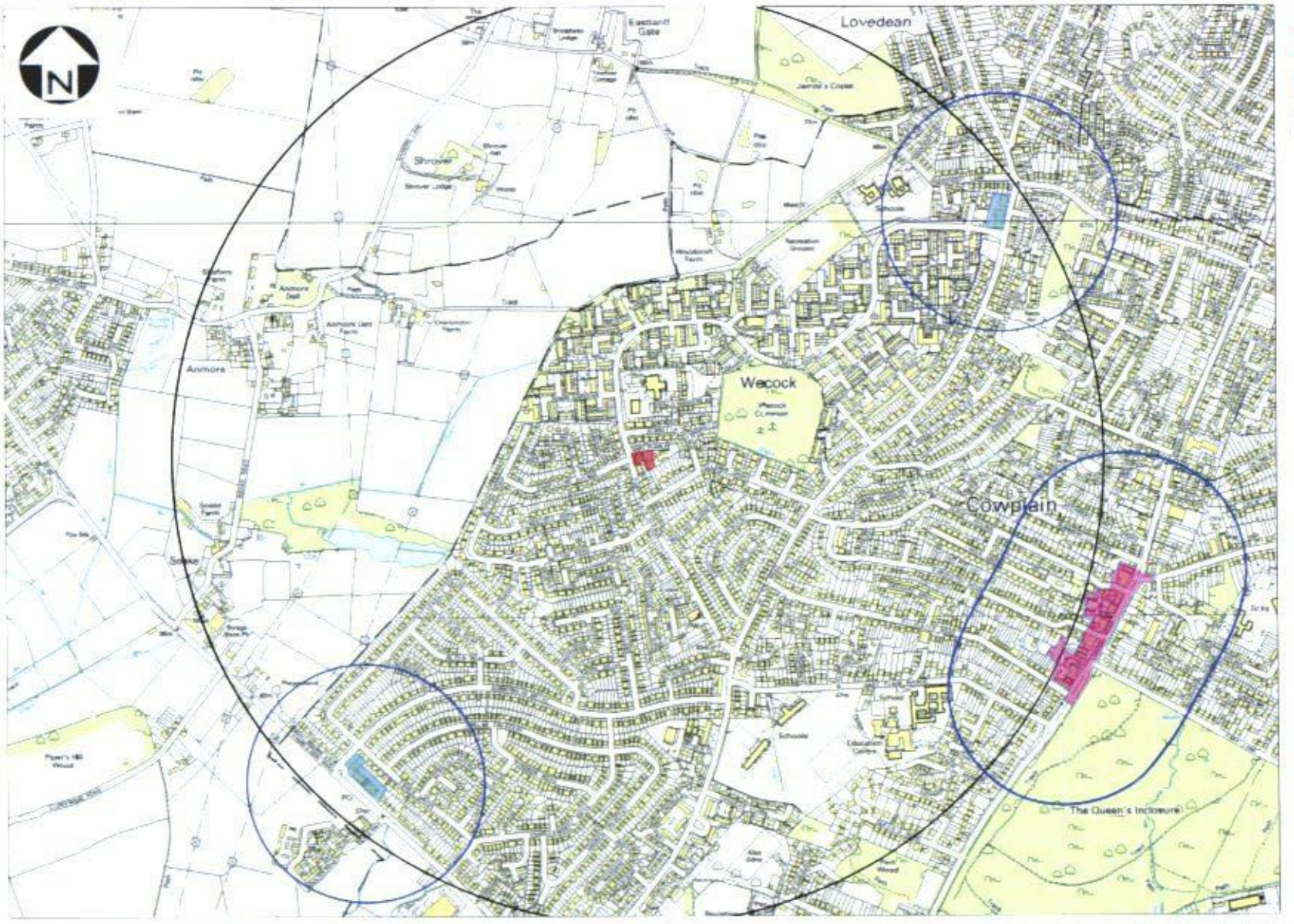
Map 1



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Appendix 3

Area of Search



Key

- The Site
- Local Centre
- District Centre
- Area of Search
- Edge of Centre Sites Area of Search

Drawn:	LA
Checked:	RC
Scale:	1:10,000 @ A3
Date:	10.02.2011

Notes:

Sequential Assessment area of search = 1.2km

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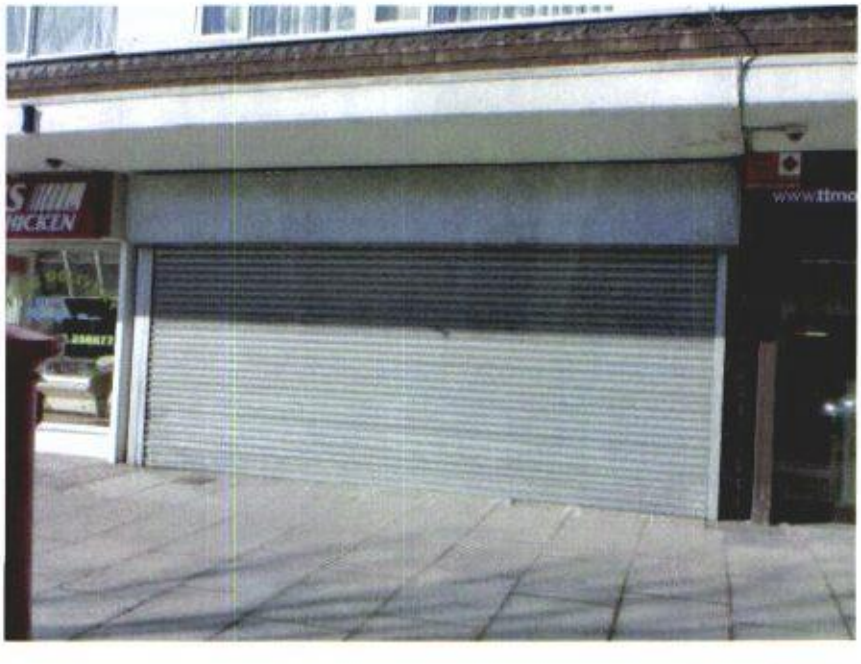
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Potential Alternative Sites Identified

Site 1: 329 Milton Road, Waterlooville





Site 2: Former garage site, 325 Milton Road, Waterlooville (junction of Eagle Avenue)





Site 3: Former HSBC Bank, 35 London Road, Cowplain





Site 4: Former Sands Tanning and Toning Salon, Fernwood House, London Road, Cowplain



Site 5: 87 London Road, Cowplain (first floor)

