



WALSINGHAM PLANNING

SPECIALIST PLANNING & DEVELOPMENT CONSULTANTS

Bourne House, Cores End Road, Bourne End, Bucks SL8 5AR

T 01628 532244 F 01628 532255 E bourne.end@walsingplan.co.uk

www.walsinghamplanning.co.uk

PLANNING, DESIGN & ACCESS STATEMENT

To support a planning application for change of use from a vacant Class A2 retail unit to a mixed Class A1/A3 Costa Coffee shop and an advertisement consent application for 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign at:

**10-12 High Street
Emsworth
Hampshire
PO10 7AW**

December 2015

1 INTRODUCTION

- 1.1 Walsingham Planning has been instructed by Premier Coffee Ltd to submit a planning application to change the use of part of the vacant ground floor unit at 10-12 High Street in Emsworth from Class A2 to mixed Class A1/A3 to accommodate a Costa Coffee shop.
- 1.2 The applicants will operate the premises as a franchise from Costa Coffee. The applicants are running a small business and should not be mistaken for Costa itself, which is part of the Whitbread Group plc.
- 1.3 This statement will describe the site and surroundings, document the site's planning history and assess the proposals against relevant planning policy and the National Planning Policy Framework. A Design and Access Statement is included.
- 1.4 It is concluded that the proposal would support the function of Emsworth High Street by sustaining and enhancing its vitality and viability, which is the objective of local and national policies and suitable in all other respects. A recommendation for approval is therefore appropriate.

2 SITE & SURROUNDINGS

- 2.1 The application property is a ground floor Class A2 unit located on the east side and in the centre of Emsworth's High Street. It has been vacant for approximately one year and previously traded as a bank. The unit will be formed from the subdivision of the former bank unit and will provide 276m² of floor area.



Front elevation of 10-12 High Street, Emsworth

- 2.2 The unit forms part of the ground floor of a modern three storey building which has an aluminium shopfront with two large windows and double entrance door. It has a brick finish at first floor level with render on the first and second floors above. It benefits from level access on the left hand side of the unit from a wide pavement.



Double entrance door to the left of the unit

- 2.3 To the north of 10-12 High Street is The Crown public house and inn which is a Listed Building. To the south is a charity shop. High Street is characterised by a mixture of shops and services at ground floor level along a two-way carriageway. Further south along the High Street is St Peter's Square.



Emsworth High Street looking from the north towards St Peter's Square



Emsworth High Street looking from the south

- 2.4 The unit's town centre location ensures easy access on foot, by bicycle and on public transport. A bus stop is located on St Peter's Square approximately 100m south of the unit. A long stay public car park is located to the north of High Street off North Street. Short stay parking is available along High Street and surrounding roads.
- 2.5 The property lies within Emsworth Town Centre Conservation Area but is not listed. It is not located within a floodplain.



10-12 High
Street

Emsworth Town Centre

Planning History

- 2.6 Planning permission was granted in October 2015 (ref: APP/15/00706) for the conversion of office space on the building's first floor to two apartments.
- 2.7 The bank which previously occupied the unit was granted advert consent (ref: APP/11/01391) in October 2011 for two internally illuminated fascia signs and one internally illuminated projecting sign.
- 2.8 In 2006, two externally mounted air conditioning units and an acoustic screen were granted planning permission (ref: 06/50723/010) following a previous refusal earlier that year (ref: 05/50723/009).
- 2.9 In 2004, the bank was granted planning permission (ref: 03/50723/008) for the creation of a level access into the building, removal of existing handrails and relocation of the ATM on the building's front elevation.

3 THE PROPOSAL

Costa Coffee

- 3.1 Costa Coffee started in 1971 and has its own roaster in London. The care and special attention that goes into selecting, preparing and roasting their beans is what makes the Costa Coffee distinctive and so popular. All stores have specially trained staff so that customers can enjoy a good product at its best.
- 3.2 Costa Coffee is the largest chain of branded coffee shops in the UK with over 1,800 outlets. Costa Coffee is Rainforest Alliance certified.
- 3.3 Costa Coffee has entered into franchise agreements with a limited number of small companies and individuals which has allowed Costa to continue its expansion into more towns and cities across the country. One of those agreements is with Premier Coffee Ltd, the applicants.
- 3.4 Costa Coffee has been voted “Best Coffee Chain by Customers”. A survey of thousands of customers using Costa Coffee, Starbucks, Caffè Nero and Coffee Republic was undertaken. This researched why customers were there, who they were there with, what they were buying and how they rate the store. The survey also gained an understanding of the customer’s experience inside the store. Costa Coffee came out top.
- 3.5 Costa Coffee has a bespoke training and development programme called the ‘Whitbread Model’, which is the first and largest employer led programme of its kind in the hospitality industry. The programme is a 6 month apprenticeship and available to all employees.

The Operation

- 3.6 The unit would sell coffee and other hot and cold drinks, sandwiches, filled rolls, cakes, pastries, coffee beans, cafetieres, percolators, coffee cups and mugs, and other related products. There would be retail display units and a food server/counter, together with internal seating.

- 3.7 There would be no cooking facilities at the coffee shop, though some sandwiches can be toasted on request. All sandwiches and cakes are prepared and packaged off-site and would be delivered to the unit each morning. As there would be no cooking on-site, the proposal does not give rise to any nuisance or disturbance from cooking odours. There is no kitchen extract in the conventional sense, as there is no kitchen.
- 3.8 All customers choose goods from the same range, and will choose whether to consume their goods on or off the premises. Either way, it will be the same product. There is no waiter service.

Mixed Use

- 3.9 The proposal is for a mixed A1/A3 use coffee shop. The mixed class A1/A3 approach to branded coffee shops has been accepted across the country and many appeals relating to this type of use have concentrated upon the nature of such uses and their role in the High Street.
- 3.10 There would be retail display units and a prominent counter/server from which these goods are sold. This represents a strong A1 use and these elements of the operation are located towards the front of the store. The A3 element allows for certain customers, purchasing exactly the same range, to consume the goods on the premises.
- 3.11 On this basis, planning permission is sought for change of use to mixed A1/A3 use. There would be a mixture of A1 and A3 activities with customers purchasing an item to either take away or consume on the premises. These activities are very closely related, making use of exactly the same products sold in the same way over the same sales counter. Whether the sale amounts to an A1 or an A3 activity will depend solely on the customer's choice to either sit down or walk out of the door. These different activities are inseparably linked and would take place within the same planning unit.
- 3.12 Local planning authorities have previously accepted the mixed Class A1/A3 approach to a coffee shop with a view that they contribute to the commercial success of central shopping areas.

4 DESIGN & ACCESS STATEMENT

Design

- 4.1 The ground floor premises provide 276m² of floorspace. The proposal is to change the use from Class A2 to mixed Class A1/A3 to accommodate a coffee shop. When facing the front of the store, the server and retail displays will be accommodated towards the front, along the right hand side of the store. Seating will be located in front, to the left and to the rear of this with two toilets, including one disabled toilet and back of house facilities to the rear.
- 4.2 Customer access to the proposed coffee shop would be via the existing level access and double doors in the same location as the existing.
- 4.3 The doors and shopfront will be made good and repainted Umbra Grey (RAL 7022). This does not require planning permission.



Existing shopfront

- 4.4 A new signage scheme is proposed. An internally illuminated fascia sign and an internally illuminated projecting sign are proposed on the unit's front elevation. Illumination of all the proposed signs will be static and similar to the bank's previous signage. Full signage details are shown on the Proposed Elevation drawings.

Access

- 4.5 Costa believes that it is not merely physical barriers that can cause difficulties for customers. Employees receive disability awareness sessions as part of their basic training, to understand the challenges customers with disabilities may face, and to ensure that their needs are met.
- 4.6 The unit's town centre location ensures easy access for a wide customer base by foot, by bicycle and on public transport. There is short stay on street car parking available along High Street and a long stay public car park off North Street, including disabled bays.
- 4.7 Access to the unit is via the existing level access from a well maintained pavement. The store's layout has been carefully considered in order to accommodate the needs of those who have a physical impairment. A disabled toilet is provided on the ground floor. Other facilities provided to assist customers include:
- Assistance dogs welcome
 - Assisted wheelchair users welcome
 - Non assisted wheelchair access
 - Assistance for the mobility impaired
 - Facilities for the hearing impaired
 - Induction Loop available
 - Staff assistance
 - Space for parents with pushchairs
 - Assistance for the visually impaired or the blind

5 PLANNING POLICY

The Development Plan

- 5.1 The Development Plan consists of policies within the recently adopted Havant Core Strategy (2011) and Allocations (2014) documents. Emsworth is designated as a District Centre. The site lies within Emsworth Town Centre Conservation Area and the District Centre's Primary Shopping Frontage. Relevant policies from the Local Plan are summarised below:

Policy CS4 – Planning permission will be granted for appropriate town centre development which encourages high quality, mixed-use development in designated centres that retain active ground floor frontages. It seeks to promote the vitality and viability of identified centres.

Policy CS11 – Planning permission will be granted for development that protects and enhances conservation areas and listed buildings.

Policy CS16 - Planning permission will be granted for development that is designed to a high standard, which helps to create places where people want to live, work and relax. Development should respect local context and maximise opportunities for mixed use developments in District Centres.

Policy DM5 – Planning permission will only be granted for A3 uses where:

- Measures are in place to mitigate the effect on nearby properties from the preparation of hot food and do not detract from the appearance of the building and surrounding area;
- Adequate provision for the disposal, storage and collection of waste are in place;
- There would be no adverse impact on parking or traffic movement;
- The development would not cause unacceptable disturbance to the occupiers of nearby residential properties; and
- Any marketing requirements are met.

Policy AL3 – Planning permission will be granted for main town centre uses within District Centres that:

- Contribute to their vitality and viability;
- Promote and enhance the shopping area of the Centre;
- Retain at least 50% of the units in an unbroken run of primary frontage as A1 use (exceptions may be made if more than 25% of units in the run are vacant);
- Generate pedestrian activity by opening during the day to visiting members of public; and
- Provide a shopfront with a well-designed and appropriate window display.

The supporting text to the policy recognises the important role that cafes play in centres and how they complement the retail offer.

Policy DM20 - Planning permission will be granted for development that conserves and enhances the historic assets of Havant Borough.

Policy DM21 – Shopfronts, signs and advertisements will be required to be of an appropriate size, scale and design to the character of the building and its surrounding area. They should result in clutter or impact on public safety. Illumination should not result in significant levels of light pollution and be detrimental to the amenity of the local area. Individually illuminated letters are preferable to entirely illuminated signs.

National Planning Policy Framework

- 5.2 The National Planning Policy Framework (NPPF) was published on 27 March 2012 and sets out the Government's aims for achieving sustainable development. Paragraph 14 states that where the development plan is absent, silent or relevant policies are out-of-date, planning permission should be granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole. Paragraph 17 sets out the core planning principles that underpin the planning system, including to proactively drive and support sustainable economic development and to encourage the effective use of land by reusing land that has been previously developed.

- 5.3 Part 1 states the Government's commitment to securing economic growth and places significant weight on the need to create jobs and prosperity through the planning system.
- 5.4 Part 2 recognises the need to provide customer choice and a diverse retail offer to ensure the vitality and viability of town centres.
- 5.5 Part 7 promotes good design as a key aspect of sustainable development. New development should:
- Function well and add to the overall quality of the area;
 - Establish a strong sense of place to create attractive and comfortable places to live, work and visit;
 - Optimise the potential of the site to accommodate development;
 - Respond to local character and history, and reflect the identity of local surroundings and materials;
 - Create safe and accessible environments; and
 - Be visually attractive as a result of good architecture and appropriate landscaping.
- 5.6 Part 8 promotes planning decisions which offer opportunities for members of the community to meet.
- 5.7 Paragraphs 186 and 187 state that local planning authorities should approach decision-taking in a positive way to foster the delivery of sustainable development, working proactively with applicants, looking for solutions rather than problems and seeking to approve applications for sustainable development where possible
- 5.8 Part 12 relates to the conservation and enhancement of the historic environment. In determining planning applications, local planning authorities should take account of:
- The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
 - The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
 - The desirability of new development making a positive contribution to local character and distinctiveness.

6 ASSESSMENT OF THE PROPOSAL

Principle of Change of Use

- 6.1 The National Planning Policy Framework (NPPF) promotes sustainable economic development through focussing main town centre uses in existing centres. The document places substantial weight on re-using sustainably located buildings and land, securing economic growth and creating jobs and prosperity through the planning system. The proposed development would support these aims by bringing the property back into gainful use, adding an attractive new coffee shop to the centre of Emsworth and providing local employment. This is exactly the type of development that the Council should be supporting in light of the NPPF.
- 6.2 Coffee shops should be recognised for the positive role that they play in town and village centres and differentiating the High Street shopping experience with its opportunities for social interaction from online shopping. The future of town centres such as Emsworth is dependent on a flexible approach to retail planning which caters for all complementary town centre needs and not just pure retail uses. The proposal would draw members of the public into the town centre, increase 'dwell time', add to the interest, vitality and viability of this part of the centre and have a complementary relationship with other shops and services in Emsworth. The Local Plan recognises the important role that cafes can have in District Centres and how they can complement the retail offer.
- 6.3 As the unit lies within Emsworth's Primary Shopping Frontage and an element of Class A3 use is proposed, the tests within policies DM5 and AL3 apply. Policy DM5 sets out criteria to which proposed A3 uses must meet to be considered acceptable. I address each of these criteria in turn. There will be no cooking on the premises, other than the optional toasting of sandwiches. Refuse and recycling would be stored to the rear of the unit until collected by a private contractor. The proposal does not therefore give rise to any nuisance or disturbance from cooking odours and makes adequate provision for waste.



Bin store location to the rear of the unit

- 6.4 The unit's town centre location ensures easy access on foot, by bicycle and on public transport for both staff and customers. There is on-street short stay car parking along the High Street and a long stay car park within walking distance. The proposed use requires one or two deliveries per day. Deliveries would be timed to minimise any disturbance or inconvenience to other occupiers. The proposed use would therefore have no adverse impact on the safety and convenience of the highway.
- 6.5 It is understood that the unit has been vacant for approximately one year. It is therefore considered that all the criteria within Policy DM5 are met.
- 6.6 Policy AL3 addresses Use Class A1 presence and vitality and viability within Primary Shopping Frontages. It is considered that the change of use of the ground floor unit from Class A2 to Class A1/A3 would contribute to the aims of the policy. The proposal would include the introduction of a significant proportion of A1 use. Costa Coffee holds the view that its coffee shops contribute more to the vitality and viability of a centre than many retailers. They encourage people to spend their time and money in the High Street instead of other spending outlets. Linked spending, increased footfall and dwell time are all associated with the introduction of coffee shops in town centres such as Emsworth.

- 6.7 The criteria within Policy AL3 also requires the retention of at least 50% of the units in an unbroken run of primary frontage as A1 use. The unbroken frontage runs from 4 to 16 High Street. The existing use of the unit is A2 and the introduction of a mixed Class A1/A3 use into one of the subdivided units would retain a 50% Class A1 occupancy rate, as shown by the below table:

Address	Use Class Existing	Use Class Proposed
4 High Street	A1 (hairdresser)	A1 (hairdresser)
6 High Street	A2 (estate agent)	A2 (estate agent)
8 High Street	A4 (public house)	A5 (public house)
<i>10-12 High Street</i>	<i>A2 (vacant)</i>	<i>A1/A3 (coffee shop)</i>
		<i>A2 (vacant)</i>
14 High Street	A1 (shop)	A1 (shop)
16 High Street	A1 (shop)	A1 (shop)
Number of A1 units	3 out of 6	3.5 out of 7
% of A1 units	50%	50%

(Retail survey carried out December 2015)

The proposal introduces a new A1 unit into Emsworth's Primary Shopping Frontage. The prolonged vacancy period of the unit should also be borne in mind. Its occupancy would create an active shopfront which would enhance the shopping area.

- 6.8 The benefits of the scheme are significant: re-use of a vacant sustainably located existing building; provision of local employment; active frontage; financial investment in the premises; customer attraction; establishment of a popular use which will bring linked benefits to other town centre operators; and improved customer choice. The coffee shop use would bring considerable benefits to the town centre in accordance with the provisions of the NPPF. The NPPF places significant weight on economic development and a presumption in favour of sustainable development. It would support economic development, reuse land that has been previously developed and create jobs and prosperity. There are no adverse impacts associated with the coffee shop use which would outweigh these significant benefits.

- 6.9 Under Permitted Development rights the applicant could operate up to 150m² of floorspace as a coffee shop for a period of two years without requiring planning permission.

Design

- 6.10 The proposals includes the making good and repainting of the shopfront and the provision of attractive, high quality new adverts which would respect the unit's location within Emsworth Conservation Area. The proposed fascia sign and projecting sign require advert consent due to their location within a conservation area. The signs are of an appropriate size and do not impair highway safety. The proposed materials, colours and illumination have been chosen to ensure the signs sit comfortably within this conservation area setting. The advertisements are in accordance with Policy DM21 of the Local Plan and Part 7 of the NPPF. The proposed signage would be consistent with what has previously been permitted on the unit and what is already in the High Street. It provides an opportunity to improve the appearance of the unit to the benefit of the High Street.

Operational Considerations

- 6.11 The unit's town centre location ensures easy access on foot, by bicycle and on public transport for both staff and customers. Access is via the existing double door and level entrance. Assistance will be provided for wheelchair users. As already mentioned, there is a surface car park within walking distance of the unit, as well as on-street parking. The proposed use requires one or two deliveries per day. Deliveries would be timed to minimise any disturbance or inconvenience to other occupiers. Refuse and recycling bins would be stored to the rear of the unit and be collected by a private contractor. The proposed use would therefore have no adverse impact on the safety and convenience of the highway.
- 6.12 The proposed opening hours are 7am to 6pm daily. It would not result in the loss of local amenity in terms of odour, light or noise. As previously stated, there would be no cooking on the premises. As there would be no cooking on-site, the proposal does not give rise to any nuisance or disturbance from cooking odours. It is therefore concluded that there would be no adverse impacts on neighbours.

7 CONCLUSIONS

- 7.1 Planning permission is sought for the use of the application premises as a Costa Coffee shop (mixed A1/A3 use).
- 7.2 A Costa Coffee in this location would bring the property back into active use following an extended period of vacancy, support the vitality and viability of the District Centre and bring associated economic benefits through linked spending in the surrounding area. The proposal will create employment opportunities for local people.
- 7.3 Costa Coffee is compatible with the existing shops and services in Emsworth, providing a use which shoppers have come to expect to be available. The coffee shop will be carefully managed in order to be a 'good neighbour'.
- 7.4 The proposed advertisements will improve the appearance of the building and enhance the character and appearance of the Conservation Area.
- 7.5 The proposed change of use and signage comply with the provisions of the Development Plan and the NPPF. A recommendation for approval is therefore appropriate.