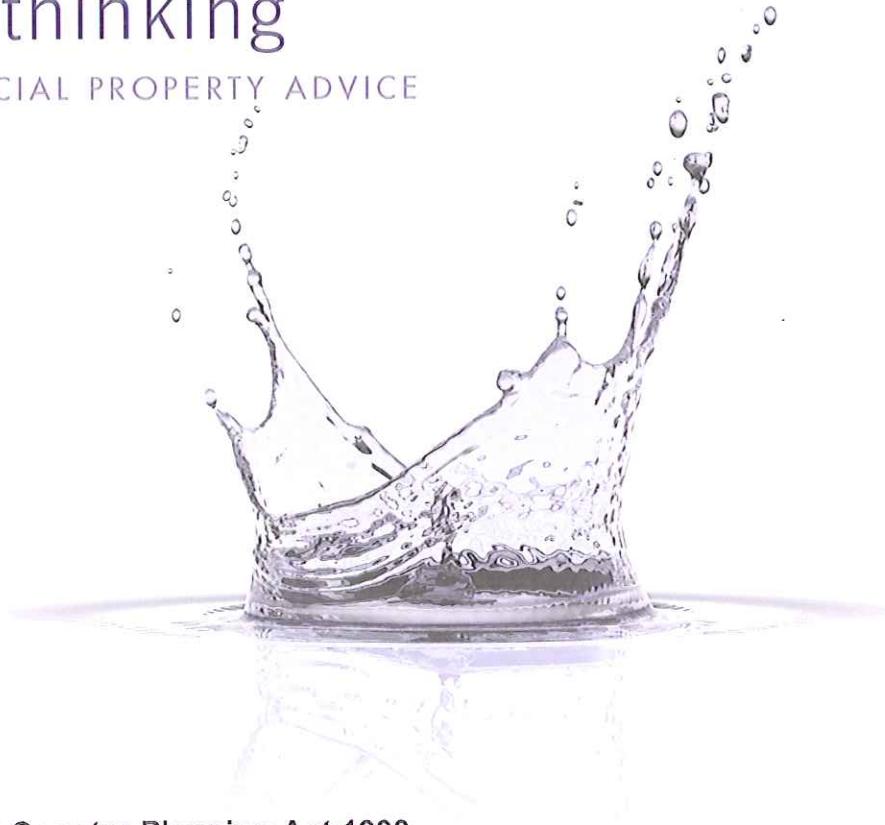


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Planning Statement Addendum

For: Proposed Mixed Use Employment, Leisure and Retail Development at former BAE site, Elettra Avenue, Waterlooville, Hants

On Behalf Of:
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EXECUTIVE SUMMARY

This Addendum Statement has been prepared in response to a request for additional information following discussions with Havant Borough Council.

This statement sets out additional analysis on the solus and cumulative impacts of the discount foodstore element of the proposal and demonstrates that it will not have a significant adverse impact on Waterlooville town centre. Further clarity is also provided in respect of the approach we have taken to assessing the impact of the proposed foodstore on the comparison goods turnover of existing facilities.

The impact of the leisure elements of the proposed development, namely the anticipated restaurant and café offer, is also addressed. Our analysis demonstrates that the offer of the town centre and that of the proposed development will serve the needs of distinctly different markets and will not result in significant adverse impact on the town centre.

Further analysis of the former Curzon Rooms site in Waterlooville town centre and the Blue Star site is provided in demonstrating the proposed development meets the sequential test in planning policy terms. In this regard, an additional site – ‘Newlands’ – planned to come forward within the Waterlooville Major Development Area has also been reviewed. In each case, it has been demonstrated that foodstore development would be unviable in the short term.

Finally, this statement also sets out a commitment towards creating employment and training opportunities for local people in Waterlooville (Section 4).

1.0 INTRODUCTION

1.1 This Addendum Report has been prepared by Harris Lamb Planning Consultancy (HLPC) to address additional matters raised by Havant Borough Council in respect of the submitted outline planning application for the former BAE site, Elettra Avenue, Waterloooville.

1.2 As an overview, this report provided additional information on the following:

- Solus and cumulative impacts on the convenience and comparison turnovers of relevant stores.
- Explanation of approach taken to assessing comparison retail impact.
- Review of impact on leisure offer of Waterloooville town centre.
- Additional investigation of identified sequentially preferable sites, including response to Savills' objection in respect of the Blue Star site.
- Additional matters, including commentary regarding the phasing of the development, and a commitment to local employment and training opportunities.

1.3 The above are set out in further detail within the subsequent sections of this report.

2.0 TOWN CENTRE IMPACT

2.1 As discussed with the Council, we provide additional information in respect of town centre impact matters arising from officers' consideration of the discount foodstore element of the proposal. This should be read in conjunction with the submitted Retail and Leisure Assessment, including superseded Tables 11 and 12 which provide an in depth breakdown of solus and cumulative impacts for convenience and comparison goods turnover. Notwithstanding this, it is important that the Council considers the level of impact in overall terms (i.e. on the identified centres as a whole).

2.2 For clarity, the table below sets out the estimated solus and cumulative impacts on relevant stores and centres.

Store / Centre	Solus Impact	Cumulative Impact
Asda, Maurepas Way, Waterlooville	-7.10%	-26.10%
Waitrose, Dukes Walk, Waterlooville	-1.70%	-22.90%
Iceland, Wellington Way Precinct, Waterlooville	-2%	-8.30%
Other Local Stores, Waterlooville Town Centre	-0.40%	-3.60%
Waterlooville Town Centre	-3.50%	35.50%
Lidl, London Road, Cowplain	-20.50%	-20.80%
Co-op, London Road, Cowplain	0.20%	-0.60%
Other Local Stores, Cowplain District Centre	0.00%	0.00%
Cowplain District Centre	-8.40%	-11.30%
Co-op, Hambledon Road, Denmead	-5.90%	-5.90%
Co-op (Post Office), Hambledon Road, Denmead	-5.50%	-5.50%
Other Local Stores, Denmead Local Centre	-1.10%	-1.10%
Denmead Local Centre	-4.60%	-4.60%
Asda, Larchwood Avenue, Bedhampton (Leigh Park)	-0.90%	-14.20%
Tesco, Solent Road, Havant	-0.30%	-4.60%
Morrisons, Lakesmere Road, Horndean	-3.70%	-36.50%

- 2.3 The above table updates the information previously set out in Tables 11 and 12 of the submitted Retail Impact Assessment. Additional analysis for relevant stores as discussed with the Council is provided below, and should be read in conjunction with the submitted Retail and Leisure Assessment.
- 2.4 It should be noted that the cumulative impact figure identified for Waterlooville town centre is expressed in 'positive' terms. This is because the addition of the Sainsbury's store and Wellington Retail Park commitments increases the overall retail turnover of the town centre, which must be taken into account when calculating the overall level of impact. As set out in the submitted Retail and Leisure Development, the additional turnover created by these developments counters the trade draw impact on existing facilities.

Co-op Stores, Denmead Local Centre

- 2.5 It is confirmed that an additional Co-op store was recently opened in Denmead Local Centre, which also accommodates the village Post Office. This joins the existing Co-op store on Hambledon Road, which is also within the local centre. As there is no market share information available for the new Co-op store, it is considered reasonable to assume that approximately 50% of the trade attracted to the established Co-op store will be diverted to the new store.
- 2.6 The above would remedy the over-trading position which we previously identified for the established Co-op store, resulting in both stores trading at 75% of their benchmark turnovers. Notwithstanding the inclusion of the Post Office in the new store, the range of goods sold is generally consistent with that of the established store, so we have taken a cautious approach in assuming that the market share will be consistent.
- 2.7 With the impact of the Aldi, both stores are expected to see a very small decrease in turnover, and will continue to trade at around 70% of their benchmark. Given the operator's decision to continue trading two stores

across the road from each other, it is considered that both stores can continue to trade viably on their lower turnovers.

- 2.8 The size of the two Co-op stores means that they will continue to perform as top-up shopping facilities which are afforded a strong walk-in catchment. As such, the primarily main-food shopping role of the proposed Aldi, and its location nearer to Waterloo town centre, means that its impact on the two Co-op stores will be negligible.

Iceland, Wellington Way Precinct

- 2.9 The Iceland store at Wellington Way precinct in Waterloo town centre has been assessed. It should be noted that the proportion of comparison floorspace has been corrected from that shown in the previous impact tables. This results in solus and cumulative impacts of -2% and -8.3% respectively.
- 2.10 The Verdict Company Briefing Report for Iceland, published in November 2012, identifies the proportion of net sales floorspace allocated for frozen food. This identifies 34.9% of Iceland's total net sales floorspace per store allocated for frozen food. This compares with just 7.6% of net sales floorspace for Aldi. Iceland also has almost 4 times the amount of space allocated to the sale of chilled foods than Aldi (12.3% compared with 3.1%). Iceland.
- 2.11 The format and offer of Iceland's stores is such that they primarily serve the frozen and chilled food market sector, offering a much greater choice of frozen and chilled products than Aldi. The majority of products offered by Iceland are household brands, which the operator is able to sell at the value end of the market. Conversely, the majority of Aldi's much smaller range of frozen and chilled products is own-brand. These will be sold at prices that are comparable with those of Iceland, which means that there will be little incentive for Iceland shoppers to switch to Aldi.

- 2.12 Notwithstanding the above, our assumptions on trade diversion from the Iceland store also take into account the free home delivery service that it offers on all shopping worth £25 or more which is undertaken in store. This is a particular benefit for shoppers who are reliant on public transport and / or like the convenience of their shopping being delivered to them. In contrast, Aldi does not offer a home delivery service and is likely to appeal to a greater proportion of car-borne shoppers who are able to take their shopping away with them.
- 2.13 In consideration of the above, we expect the level of trade that would be diverted from the Iceland to the Aldi would be very low. This would only marginally decrease the Iceland store's turnover, from an estimated 69% of benchmark at present, to 67% with the trading of the Aldi. Even with the Sainsbury's and Wellington Retail Park commitments, the Iceland would still trade at 63% of its benchmark turnover.
- 2.14 Whilst a store trading at around 35% below benchmark level can be sensitive in some contexts, it is important to note that the Iceland store at Wellington Way is trading viably. In accordance with the PPS4 Practice Guidance, a degree of caution must be exercised in using benchmark turnover to assess viability, as this does not take into account the variance in overheads for different stores.
- 2.15 In this context, we expect the Iceland store at Wellington Way to be trading with low overheads, having regard to current rents being achieved in the precinct centre (averaging £16/ft² for retail floorspace). These are very low in relative terms and as such, the Iceland is able to trade viably on a lower level of turnover than would otherwise need to be achieved at stores in other locations.
- 2.16 In view of the above, the resultant cumulative impact from the Aldi store and commitments would only marginally reduce the Iceland store's turnover below that at which it is currently trading. It is considered that the identified impact can be sustained without affecting the Iceland store's viability.

Waitrose, Dukes Walk

- 2.17 As identified in the submitted Retail and Leisure Assessment, the solus impact of Aldi on the Waitrose store at Dukes Walk is expected to be just -1.7%. This represents a trade diversion of £0.27m, which is negligible in the context of the Waitrose store's total turnover and would be cancelled out with just 20 months' forecast expenditure growth.
- 2.18 It is important that the above is taken into context when considering the cumulative impact of the Aldi with the Sainsbury's and Wellington Retail Park commitments (-22.9%). Given the negligible level of trade which we expect to be diverted to the Aldi, the cumulative impact exercise undertaken in respect of the Waitrose store is 'academic'. This is because the vast majority of trade expected to be diverted from the Waitrose (93%) will be to the committed Sainsbury's and Wellington Retail Park stores, as already accepted by the Council in granting planning permission for those stores.
- 2.19 As set out in the submitted Retail and Leisure Assessment, Waitrose does not compete on a like-for-like basis with the discounters, and enjoys a high level of brand loyalty amongst its customers. It should also be borne in mind that the range of goods sold at Aldi would not compete with the more extensive offer of Waitrose, unlike the Sainsbury's whose respective offer has a greater propensity to attract customers at the premium end of the market.
- 2.20 In view of the above, the trading of the Aldi store will not lead to a significant adverse impact on the Waitrose store at Dukes Walk.

Asda, Maurepas Way

- 2.21 As set out in the submitted Retail and Leisure Assessment, we expect the Aldi to divert £2.98m turnover from the Asda store at Maurepas Way in Waterlooville town centre. This includes £0.13m comparison goods turnover. Whilst the solus impact from the Aldi will be -7.1%, the cumulative impact

when including the Sainsbury's and Wellington Retail Park commitments will be -26.1%.

- 2.22 The cumulative impact figure must be taken in the context of how the Asda store is currently trading. As previously identified, this store will be overtrading at 2016, which is when we expect the Aldi store to be open and trading. With the over-trading taken into account, we expect the Asda to trade at 80% of its benchmark turnover. This would still enable the store to trade viably and would not result in its closure.

Lidl, Cowplain District Centre

- 2.23 As with the Asda at Maurepas Way, our market share analysis has identified that this store is currently over-trading. At 2016, the store will be overtrading by £1.36m (47%) which is significant and demonstrative of the lack of discounter representation in the study area. Again, the cumulative impact of the Aldi store and commitments, at -20.8%, must be taken in the context of Lidl's existing trading position. With this in mind, it is important to clarify that even with the trading of the Aldi and both commitments, the Lidl store will continue to over-trade by almost 20% (£0.55m). As such, there will not be a significant adverse impact on the Lidl store with the trading of the Aldi.

Co-op, Cowplain District Centre

- 2.24 Similar to the Lidl store at Cowplain District Centre, our analysis has identified that the Co-op store is also significantly over-trading. With the cumulative impact of the Aldi store and commitments (-0.6%), the store will continue to over-trade by £1m (69%). The level of impact will be negligible in this context.

Other stores

- 2.25 A very small diversion of turnover is expected from the Tesco store at Havant. This takes into account the considerable distance of the Tesco store

from Waterloooville, and its location which is outside the defined study area. The limited trade draw of the Tesco store within the study area is demonstrated in the market share analysis which has been provided in submitted Retail and Leisure Assessment. Even with the cumulative impact of the commitments (4.6%), the Tesco store will continue to trade at around benchmark level.

- 2.26 The submitted Retail and Leisure Assessment identifies the respective impacts on the Asda store at Bedhampton (also referred to as Leigh Park) and the Morrisons at Horndean. Whilst both stores are out-of-centre and, therefore, not protected in planning policy terms, they would remain viable and continue to trade without risk of closure.

Approach to Assessment of Comparison Impact

- 2.27 Whilst the impact figures identified above include the diversion of both convenience and comparison turnover from relevant stores, as discussed during our recent meeting with the Council, a different approach has been adopted for assessing impact on comparison goods turnover.
- 2.28 As the quantum of net sales floorspace allocated for non-food comparison goods in the Aldi store would be very small (225 m²), the corresponding level of comparison turnover would be insignificant to warrant the use of a trade-draw analysis based on the market share approach that has been adopted for the convenience impact assessment. Even with the committed Sainsbury's and Wellington Retail Park commitments taken into account, the proportion of comparison net sales floorspace would still be very small and would primarily compete with the ancillary comparison goods offer of similar stores.
- 2.29 The household survey data available does not enable a fine-tuned analysis of comparison turnover for individual stores; instead this is primarily measured for centres as a whole. To overcome this, it is appropriate to assess the level of comparison goods impact on the basis of individual

stores' comparison benchmark turnover. This is a widespread approach which has been accepted by local planning authorities and inspectors when considering the comparison impact element of a supermarket proposal. Indeed, this approach was adopted by consultants WYG in respect of the Sainsbury's application, and accepted by the Council. In essence, the approach to assessing comparison impact on benchmark turnovers is robust and can be endorsed by the Council in respect of this application.

Additional Impact Considerations – Leisure

- 2.30 Following discussions with the Council, further information is provided in respect of impacts emerging from the proposal's leisure elements on Waterlooville town centre.
- 2.31 Whilst it has been agreed in principle that there will be no impact on the town centre in respect of the proposed cinema, tenpin bowling and hotel elements, given the absence of such facilities at present, officers requested further clarity in respect of impact on café and restaurant provision.
- 2.32 For reference purposes, the proposed development will consist of the following restaurant elements:
- 4 no. Class A3 restaurants (370 m² gross per unit)
 - 1 no. Class A3/A4 restaurant / public house (555 m² gross)
 - 1 no. Class A3/A5 'drive-thru' restaurant (335 m²)
- 2.33 The Council will be aware that discussions are continuing to progress with a number of prospective operators who have shown keen interest in trading from the proposed units. In this regard, operators are expressing interest having regard to the wider mix of uses that would be created on the former BAE site, as well as the established employment uses in the surrounding area.

- 2.34 In the first instance, it is important to note that the extant planning permission for the former BAE site includes provision for Class A3/A5 use. This would chiefly be provided in the form of a drive-thru restaurant facility (300 m² gross) not dissimilar to that proposed in the current application. The extant permission also allows for ancillary Class A3 use to be provided as part of the hotel element, however, this is not quantified.
- 2.35 For the purpose of this note, it is helpful to examine the 5 no. Class A3 restaurants and the drive-thru restaurant facility separately; this takes into account the different customer-base that the respective restaurants are expected to attract.

Drive-thru Restaurant

- 2.36 The proposed drive-thru restaurant will not replicate the offer of any of the existing restaurants within Waterlooville town centre. The offer and appeal of a fast-food, drive-thru facility in this location will be demonstrably different to that of the town centre restaurants. Such a facility would cater specifically for the quick service consumption requirements of customers whose preference is to order and collect fast food en route.
- 2.37 With the above in mind, it is therefore important to note that the customer base of a standalone fast-food, drive-thru facility will be different to that of town centre restaurants. The latter will purposely seek a longer dwell time and experience; this will typically be combined with shopping and / or work at lunchtimes, and visits to bars and other entertainment facilities in the evenings. There is no evidence that a fast food / drive thru facility in this location would adversely impact upon trade levels in Waterlooville town centre.
- 2.38 Given the nature of a fast-food, drive-thru restaurant facility, the principal trade draw would be from other existing standalone fast food / drive-thru restaurants within the wider area. These include McDonalds at Larchwood Avenue, Bedhampton, and KFC at Park Way, Havant. Notwithstanding this,

such a facility would perform an ancillary role to the wider leisure development, serving customers going to and from the cinema and bowling complex in particular.

2.39 Whilst not determinable at this stage, the drive-thru restaurant could be operated as a franchise. Where a standalone fast-food drive-thru facility is opened by a franchisee, the agreement with the franchisor may preclude the operation of a particular brand within a specified distance of an existing branch. Whilst this may, in itself, be considered as a sequential test point, it nonetheless demonstrates that a restaurant of the same brand name could not trade at the site where an existing restaurant is trading in the town centre.

2.40 In consideration of the above points, there would not be a significant adverse impact on the existing restaurant offer of Waterlooville town centre with the trading of a drive-thru restaurant on the former BAE site.

Wider Restaurant Provision

2.41 To assess the impact of the proposed mix of restaurants, it is useful to establish the existing restaurant offer within Waterlooville town centre. This is set out in the table below.

Restaurant (including cafes and pubs)	Street
Blinkers Coffee House	115 London Road
Costa Coffee	4 London Road
Winnie's Chinese Restaurant	5 Queen's Parade
Café Havana	4 Queen's Parade
The Coffee Shop	17 Wellington Way
Café Moka	13 Wellington Way
Cinnamon Indian Restaurant	258 London Road
The Wellington Public House	73 Wellington Way
Butties Café	244a London Road
Pars Kebab and Pizza House Take Away	242 London Road

Royals Fish & Chips Take Away	240 London Road
Istanbul Grill Restaurant	280 London Road
Poppins Take Away	266 London Road
The Light Take Away	61 London Road
Massalla Hut Indian Take Away	244b London Road
Domino's Pizza Take Away	228 London Road
The Heroes Public House	123 London Road
The Denmead Queen	8-9 Queens Parade
Subway Sandwich Bar	4-5 London Road

- 2.42 In terms of the overall offer within Waterloooville town centre, the identified cafes, restaurants, take-away facilities and public houses comprise 6% in floorspace terms, or 9.7% of town centre fascias. In this regard, existing cafes and restaurants form an ancillary offer to the town centre, whose vitality and viability is not dependent on such facilities alone.
- 2.43 In considering the above facilities, it is clear that a number of them constitute Class A5 take-away uses, which will primarily serve customers whose sole intention is to purchase hot food for consumption at home. As such, there is unlikely to be any 'dwell time' within the wider town centre. Notwithstanding this, the proposed restaurant elements for the former BAE site would not compete the take-away facilities of the town centre, as their customers will be ultimately seeking a different offer and experience.
- 2.44 Of the existing restaurant offer in Waterloooville town centre, all three facilities are independent restaurants providing cultural cuisine. These restaurants will not be replicated in the format and type of offer envisaged at the former BAE site, not least because the latter will, with almost certainty, be operated by national restaurant chains.
- 2.45 Whilst the provision of additional restaurants at the former BAE site will widen the choice and range of facilities for local people, the primary purpose will be twofold; firstly to serve those experiencing the wider cinema and tenpin bowling offer (many of whom will be currently visiting facilities at Port

Solent and Gunwharf Quays), and secondly to provide support facilities for the adjoining business park. The provision of such facilities will enable companies at the park to entertain and meet with clients, both formally and informally, helping to strengthen the role and function of the area as an employment location.

- 2.46 The ability of the proposed leisure development to claw-back and attract trade from outside the Waterlooville area, means that visitors seeking a cultural, more independent restaurant offer as part of their trip to the cinema or tenpin bowling facility would be well placed to visit the existing town centre facilities identified. In this regard, there is likely to be a net benefit from linked-trip spend, which will help to bolster businesses within the town centre.
- 2.47 The above points are primarily relevant to the 'evening economy' as may be experienced in Waterlooville. However, there are a number of cafes identified within the town centre whose primary business is geared around daytime hours. With this in mind, it should be noted that such facilities comprise an ancillary element to the wider offer of the town centre, which is principally retail and employment-based.
- 2.48 The cafes and coffee shops identified within Waterlooville town centre will typically serve shoppers and employees based within the town centre, with peak trading levels in the early morning and at lunchtimes. For people working in the town centre, it is deemed highly unlikely that any would make the trip to the former BAE site to use a café facility, having regard to time constraints and convenience. Conversely, employees based within the vicinity of the former BAE site would not walk to the town centre to purchase food and drink during lunchtime hours.
- 2.49 It is clear the café offer of the town centre serves shoppers and employees based within the centre, whilst a café-type offer at the former BAE site would primarily serve employees within that area. The latter would also offer the ability for local businesses to make use of such facilities for informal client

meetings. In both instances, the respective offers of the town centre and former BAE site will be ancillary in nature, and will serve different customer-bases.

- 2.50 Taking into account existing provision within Waterloo town centre, its ancillary nature and existing customer-base, the proposed restaurant and café facilities proposed at the former BAE site will not result in a significant adverse impact.

3.0 SEQUENTIAL SITES

- 3.1 This section of the report examines in further detail the sequential sites identified by the Council. As part of this, we respond to representations made on behalf of the Grainger Trust in respect of land in their ownership referred to as the 'Blue Star site'.

Blue Star Site

- 3.2 As a point of clarity, Savills has incorrectly measured the distance of the former BAE site for the purposes of the sequential test. In accordance with the definition provided in the NPPF (Annex 2) and the PPS4 Practice Guidance (Paragraph 6.4), the definition of in-centre for retail purposes is the primary shopping area as defined in the development plan.
- 3.3 The Havant Borough Plan Allocations (Publication) development plan document, as endorsed by Cabinet on 2nd October 2013, meets this objective by defining the primary shopping frontage of Waterlooville town centre. This includes the entire frontage of buildings at Wellington Retail Park and it is from this point that the distance to the former BAE site should be measured. We calculate this distance to be 350 metres, which is a significant reduction in the distance calculated by Savills (663m), and indeed is only marginally further away than the Blue Star site, which Savills confirms as 332 metres.
- 3.4 It is clear from our review of the Blue Star site that its size (1.91 ha) falls considerably short of the former BAE site (5.3ha). Comprising an area of just 36% of that offered by the former BAE site means that it would be impossible for the proposed leisure development to be accommodated on the Blue Star site. It must be borne in mind that the layout of the proposed development is such that the utilisation of the former BAE site has been maximised, which also includes adequate car parking provision as required by the prospective operators. In view of these reasons, the Blue Star site is not a suitable alternative and must be discounted accordingly.

- 3.5 As set out in the submitted Retail and Leisure Assessment, we have investigated the scope to accommodate the discount foodstore element of the proposal on a more sequentially preferable site, in order to demonstrate flexibility through disaggregation of the development.

Accessibility

- 3.6 In the first instance, whilst we concede that the Blue Star site is marginally closer in distance - *as the crow flies* - to the defined primary shopping frontage, its connectivity with the shopping core of WaterlooVille town centre is not obvious due to the existence of the Asda store and adjoining development.
- 3.7 Despite the addition of a new crossing facility having recently been installed on Maurepas Way, it is still necessary to walk through the Asda car park and store to Swiss Road, which is not considered to be legible route in which to encourage meaningful linked trips.
- 3.8 In the context of the above, the former BAE site is located just 150 metres from the new Sainsbury's store which is currently under construction. Visitors will be able to walk or cycle the short distance (via the designated shared surface path) southwards along Hambledon Road and use the crossing facility to reach the Sainsbury's at Aston Road.
- 3.9 The Sainsbury's store will be clearly visible for visitors, from which the start of the primary shopping frontage at Wellington Retail Park can be readily accessed. This forms a linear extension of WaterlooVille's primary shopping area, which is lined along a continual access route running from the heart of the town centre. As the Council will be aware, this route is being further upgraded as part of the package of S106 obligations agreed for the Sainsbury's development.
- 3.10 Whilst the above points serve to demonstrate the good accessibility of the former BAE site with the town centre, it also highlights one of the key constraints in linking any form of retail development on the Blue Star site with the wider town centre. The Asda store and its immediate environs

continue to remain a barrier for effectively linking development on the Blue Star site with the town centre. As set out in the submitted Retail and Leisure Assessment, our discussions with Asda confirm that there are no plans for the store site's redevelopment at the present time.

Viability

- 3.11 In accordance with Policy W135 of the Havant Borough Local Plan (Allocations) Publication document (October 2013) the site is:

...“suitable for a mix of town centre uses at ground floor level with residential uses above”.

The policy identifies a requirement of 50 residential dwelling units to be delivered on the site. The policy requires development proposals to be consistent with the number of dwellings identified and identifies that these are delivered above town centre uses at ground floor level.

- 3.12 Whilst Policy W135 identifies sufficient flexibility for a range of town centre uses to come forward on the site, it is clear that this will only be deliverable as part of a wider residential development on the site. Thus far, Savills have been unable to demonstrate that the site owner, Grainger Plc, has been able to progress a development scheme on the site. Rather, Savills state only that:

...“a similar mix of town centre uses [are] being considered...for the development of the Blue Star site”.

- 3.12 No evidence has been put forward to demonstrate that there is any developer interest in bringing forward a suitable development scheme on the Blue Star site. Any prospective development scheme would need to be residential-led and delivered in the form of apartments to enable retail floorspace to also be delivered on the site. Whilst it is considered that such development could become viable in the medium to longer term (with a realistic possibility of being delivered latterly during the emerging

development plan period), there remains an inability of the site owners to secure a residential development partner, despite the site being available for some time. This provides a clear indication that market-led demand is not there to make this type of development financially viable in the short term.

- 3.13 Having reviewed the quantum of land required to support a standalone foodstore with adequate parking provision, access and servicing, it is not considered that the site is large enough to accommodate this alongside more traditional forms of housing development (i.e. terraced / semi-detached dwelling units). Whilst this form of development would not be consistent with that required by Policy W135, it would create significant constraints in terms of site layout and amenity impact, which may further inhibit residential development coming forward.
- 3.14 For the above reasons, the site is discounted as being neither viable nor suitable for the proposed foodstore.

Curzon Rooms Site, London Road

- 3.15 The Curzon Rooms site (310-310A London Road) has been cleared following a fire at the building in 2012. The site has since re-opened as a permanent car parking facility for shoppers and other users of Waterloo town centre (LPA Ref. 12/00872).
- 3.16 Following discussions with the Council to review this site's availability, we have made contact with the site owner's agents, Lambert Smith Hampton (Fareham office) and Hughes Ellard. Both agents have confirmed that the site was sold in 2012 and is currently not being marketed for redevelopment. It is understood, as referenced in the Planning Statement which was submitted in support of the car park application (Paragraph 1.3), that site is not likely to be redeveloped for a number of years, owing to market conditions.
- 3.17 As a short term development opportunity, the former Curzon Rooms site is not available. Notwithstanding this, it is noted that the quantum of gross

retail floorspace that could be accommodated on the site (900 m² gross) falls significantly short of that required for the discount foodstore.

'Site E1 ('Newlands'), Land to South of Brambles Business Park, Waterlooville

- 3.18 In accordance with the Council's request, we have also investigated this site as a sequential alternative to the former BAE site. The site has extant outline planning permission for a comprehensive urban extension to Waterlooville, forming part of the West of Waterlooville Major Development Area (MDA) (LPA Planning Ref. 10/00828) and comprises a total land area of circa 209 ha.
- 3.19 The outline planning permission is based upon an agreed land use parameter plan (Drawing Ref. SNUD183989/PO5 Rev H) which makes provision for the development of a new local centre within the centre of the site.
- 3.20 Having regard to the current status of the site, which is undeveloped, the planned local centre will not be delivered in the short-term and is not intended to come forward as a first phase of development. As such, its development will hinge upon the delivery of at least a first phase of residential development within the wider site, following the implementation of site infrastructure (i.e. roads, accesses and utilities).
- 3.21 In view of the above, the Newlands site is not considered a viable opportunity for the delivery of a foodstore in the short term. Notwithstanding this, the delivery of the proposed Aldi store on the former BAE site will not impact on the viability of a future foodstore at the Newlands site, should this form part of the planned local centre. There will be sufficient shopping expenditure generated within the wider MDA to support a foodstore facility, having regard to the significant increase in population.

4.0 ADDITIONAL MATTERS

- 4.1 In addition to the matters dealt with in respect of the impact and sequential assessments provided in support of this planning application, other relevant points are referred to below.

Marketing of Site

- 4.2 Following the Council's request for additional details to be provided on the marketing of the former BAE site, specifically of the scheme for which extant planning permission exists, a detailed note is to be provided under separate cover.

Employment and Training

- 4.3 During discussions with the Council, it was requested that the developer be obligated to advertise construction and operational jobs to the local jobs market, in line with the Council's Employment and Skills Plan. The intention would be to work with Job Centre Plus in providing jobs and training for local people.
- 4.4 Our client has confirmed that the above obligation, which would form part of the S106, is acceptable. This replicates the approach previously taken in respect of the extant planning permission for the former BAE site and presents no issue in terms the revised mix of development now proposed.

Phasing of Development

- 4.5 Following discussions with the Council, a non-binding approach to the phasing of the development is being reviewed and will be set out under separate cover of this report.
- 4.6 It is understood that the Council wishes to see reassurance that all of the proposed development will be ultimately delivered on the site, albeit through

a phased approach. This will avoid only the foodstore element of the scheme being developed.

- 4.7 Notwithstanding the above, it is important to note that, in planning terms, the retail case stands on its own merits and, subject to satisfying the impact and sequential tests in planning policy terms (and other development management issues), the Council should not apply any further test to control the Class A1 element.
- 4.8 In addition, by the nature of the application (i.e. the multi-use development proposed), it is evident that any associated consent will benefit a number of occupiers (rather than one end user). Consequently, the scheme will be developed in a phased manner in order to meet market interest, over time, in the respective uses. Any permission, therefore, must be sufficiently flexible to facilitate implementation.