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Email: mshearman@firstplan.co.uk
Date: 28th February 2014

Havant Borough Council
Public Service Plaza
Civic Centre Road
Havant
PO9 2AX

Dear Sir/ Madam,

APPLICATION TO VARY CONDITION 1 ATTACHED TO PLANNING PERMISSION 00/53856/008, TO EXTEND THE PERMITTED HOURS OF DELIVERY AT THE WAITROSE FOOD STORE, DUKES WALK, STAKES HILL ROAD, WATERLOOVILLE, PO7 7HS

We have been instructed by our client, Waitrose Ltd, to submit a Section 73 planning application for the variation of condition 1 attached to planning permission 00/53856/008 to allow for an extension to the existing permitted delivery window at the above Waitrose store.

The application is required to extend the store delivery window to allow for deliveries for an additional hour in the mornings and evenings on Mondays to Saturdays (to allow for deliveries from 06:00 - 22:00), and from 08:00 - 20:00 on Sundays. This extended delivery window is required to ensure there is enough time for Waitrose Partners to unload products - particularly fresh, short-life produce, before store opening - and for the first and last Waitrose online deliveries of the day to be undertaken.

The application is submitted online via the planning portal (ref: PP-03193998) and is comprised of the following documents:

- Completed application forms;
- Completed Certificate B;
- Site location plan.

The requisite planning fee of £195 has been paid online via the Planning Portal.

Site and Surrounding Area

The Waitrose store is located in Waterlooville town centre, at the corner of Dukes Walk and Stakes Hill Road. It forms part of the purpose-built Dukes Walk shopping parade. This benefits from a dedicated customer car park which the Waitrose store - and the rest of the Dukes Walk shopping parade - faces onto. This car park is accessed via a dedicated road off Stakes Hill Road, and the Waitrose store also benefits from a large, exclusive service yard just off this access road, on the south-eastern side of the store. The nearest residential properties are located to the south-east on Stakes Hill Road, a busy street which leads out of the town centre to the south, towards the A3(M) motorway.

Planning History

The store was originally granted consent (ref: 98/53856/3) in 1999, as part of the wider Dukes Walk development. This permission included a condition restricting delivery hours. This condition was subsequently varied in 2000 under permission ref: 00/53856/0008, to allow for deliveries on Sundays. Condition 1 attached to this consent now therefore sets out the operative restriction in respect of delivery hours to the store, and states that:

“no deliveries or collection shall be made to the Waitrose supermarket except between the hours of 0700 - 2100 Monday to Saturday and 0900 - 1700 on Sundays, or to the Units 12-14 between the hours of 0700-2100 Monday to Saturday only.”

It is relevant to note that there are no conditions relating to the store which restrict trading hours, and the store could therefore in theory open 24 hours a day without recourse to the planning system.

Application Proposal

This application seeks permission for the relaxation of Condition 1 attached to **00/53856/008**, to allow deliveries to take place from 06:00 until 22:00 on Mondays to Saturdays, and from 08:00 until 20:00 on Sundays.

The Waitrose store is a popular and busy supermarket, and is the main foodstore in Waterlooville town centre. It acts as a key anchor for the town centre's overall retail offer. In order to continue to meet the demands of the store's customers and enable the effective and efficient operation of the associated Waitrose online delivery service, it is essential that the store is allowed a sufficient delivery window to enable it to be properly and adequately stocked in advance of opening. This is particularly essential in order to allow Waitrose Partners to move the perishable stock (which involves a large number of cages of fresh produce including fresh bread, patisserie, meat, BBQ products, milk and salads each day), from the delivery vehicles to the shop floor shelves in time to provide the early customers with the fresh produce they expect of a Waitrose store, and without obstructing the customers with stock trolleys. The extended hours are also required in order to enable the home delivery service to provide better availability of fresh produce to customers in the morning and evening.

The existing delivery window does not provide sufficient time to allow this process to be undertaken properly, and is therefore constraining the efficiency of the store's operational management and negatively affecting the shopping experience of both in-store and online Waitrose customers. In order to ensure that Waitrose can continue to compete with the other out-of-centre foodstores in Waterlooville - including the recently approved Sainsbury's store at Hambledon Road - it is essential that the store can overcome these operational issues so that it can respond to and meet customer requirements. As such, a limited extension to the store's delivery window is sought, to allow for deliveries from 06:00 until 22:00 on Mondays to Saturdays, and from 08:00 until 20:00 on Sundays. It is therefore proposed to vary the wording of condition 1 attached to 00/53856/0008 to read as follows:

“No deliveries or collection shall be made to the Waitrose supermarket except between the hours of 0600 - 2200 Monday to Saturday and 0800 - 2000 on Sundays, or to the Units 12-14 between the hours of 0700-2100 Monday to Saturday.”

Planning Assessment

The two main issues for consideration relate to a) whether the proposal would promote sustainable economic growth in accordance with the terms of the National Planning Policy Framework (NPPF) (published 27 March 2011); and b) whether, having regard to Circular 11/95 "The Use of Conditions in Planning Permissions" (published 20 July 1995) and NPPF Paragraph 206, the current wording of Condition 1 is reasonable, necessary and relevant to protect the living conditions of surrounding occupiers with regard to noise and disturbance.

a) Sustainable Economic Growth

The application site is a popular and established supermarket and is the anchor store for Waterloooville town centre. It is therefore an important part of the town centre's overall retail offer and also provides a significant number of jobs to local people.

The NPPF at Paragraphs 19 and 21 details the importance that the government places on promoting economic development. Paragraph 19 states:

"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."

The Framework at Paragraph 21 stipulates that investment by retailers should:

"not be overburdened by the combined requirements of planning policy expectations."

In this context it is important that retailers, such as Waitrose, are not so restricted that it undermines their ability to trade effectively or ensure that their store is adequately stocked at all times.

The proposed extension to the existing delivery window at this established Waitrose will help to ensure the store's continued viability, improving its retail offer in line with customer expectations and therefore contributing to the wider overall retail offer of the town centre. It is our view, therefore, that the application proposals comprise sustainable economic development.

b) Amenity and Highway Considerations

The Waitrose store is located in the heart of Waterloooville town centre and forms part of a modern, purpose-built shopping centre. The nature of this site is therefore primarily commercial.

Waitrose benefits from a dedicated, enclosed service yard off Stakes Hill Road. This is clearly delineated from the surrounding area by a brick wall and gate, whilst the access road to the shopping centre runs directly past the service yard and separates it from the residential properties to the south east. There is no restriction relating to the store's trading hours and, as such, the store could theoretically open to the public 24 hours a day without recourse to the planning system. It is our view that allowing a slightly extended delivery window at the Waitrose store will not have any detrimental impact on the amenity of any surrounding residential properties, as a result of the enclosed nature of the service yard and the busy, commercial nature of the surrounding area.

Stakes Hill Road is a busy thoroughfare and represents one of the main vehicular routes into and out of the town centre. It therefore generates a consistent flow of vehicular traffic. As such, it is unlikely that there will be any impact on the surrounding highway network, either by extending the

Sunday delivery window, or by allowing deliveries one hour earlier and one hour later in the morning and evening respectively on Mondays to Saturdays. Indeed, by allowing the proposed extended delivery window, it will reduce the need for deliveries to take place during peak periods in the morning and evening when the highways network becomes more congested.

In light of the above, it is our view that the proposed extension to the existing delivery hours (to allow for deliveries to take place from 06:00 until 22:00 on Mondays to Saturdays and from 08:00 until 20:00 on Sundays) will not have any detrimental impact either on the amenity of surrounding properties, or on the surrounding highway network. As such, it is our view that the proposals are acceptable in all respects.

Conclusion

This application proposes an extension to the existing permitted delivery window at the Waitrose store in Waterloooville, to allow for deliveries to take place from 6am until 10pm on Mondays to Saturdays and from 8am until 8pm on Sundays.

The proposed extension to the delivery window will help to improve the store's operational efficiency, allowing Waitrose Partners to ensure the store is adequately stocked with fresh produce each day. This will help the store to continue meeting the demands of both in-store and online customers, helping to ensure the ongoing success and viability of this popular town centre foodstore, and contributing to the wider overall town centre retail offer. This is particularly essential to ensure that the store can continue to compete with other, out-of-centre foodstores in the area, including the approved Sainsbury's store at Hambledon Road.

The proposed extension to the delivery window will not have any detrimental impact either on the amenity of the surrounding area and local residents, or on the surrounding highway network. As such, it is our view that the application scheme is acceptable in all respects and we therefore trust that officers will be able to support this application.

In the meantime, we trust the information attached is sufficient for you to register the application. Please do not hesitate to get in touch should you have any queries.

Yours faithfully



MARK SHEARMAN
Associate