

Coffee shop with drive-thru lane, Bradford Road, Batley

July 2019



**Sequential Assessment Addendum (to be read in conjunction with
submitted Planning Statement)**

Sites in Dewsbury (as requested by LPA in email dated 28 June 2019)

Proposed coffee shop (A1 use) with drive-thru lane

Car Park to south of Gym / restaurant, Bradford Road, Batley

Prepared by

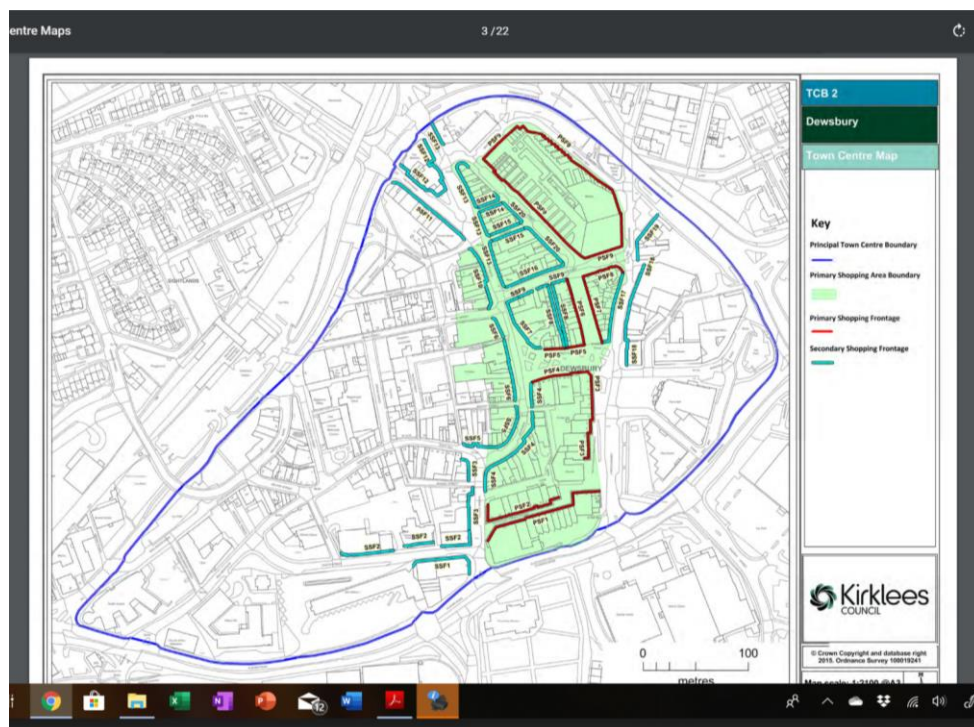


1.0 Introduction

- 1.1 This Addendum has been prepared following request by case officer on 28 June to look at potential sites in Dewsbury Town Centre.
- 1.2 This addendum also reiterates the business case for locating in Batley (see assessment under PLP13 below).

Search Area

- 1.3 The area searched was the designated town centre as shown in the plan below. Consideration was also given to any possible sites adjacent to the town centre boundary.



Methodology

- 1.4 The same methodology was followed as set out in the submitted Planning Statement, namely a site walkover (undertaken on 2 July 2019) and an online review of websites Zoopla, Rightmove and PrimeLocation (July 2019).
- 1.5 Local Plan policy PLP 13 refers to town centre development and the need to complete a sequential test. This policy has been reviewed below following the site search undertaken in Dewsbury.

The Sequential Assessment – Dewsbury Town Centre

- 1.6 Policy PLP 13 sets out a number of criteria in relation to Sequential Test. These are addressed below.

- *the business model for the development and appropriate catchment that the business would seek to serve in accordance with the Shopping Centre Hierarchy Table shown above.*

The proposed coffee shop with drive-thru is a clearly defined and well established business model relying on prominent / busy road side locations accessible to local residents and businesses together with roadside access for passing trips. The proposal therefore requires a minimum site size to be able to accommodate the building together with associated parking and drive-thru lane.

In summary the business drivers for this roadside development are:

1. 15,000 plus vehicle movement per day. The road currently carries 15,800 vehicles;
2. All ways access for vehicles;
3. Convenient walk in access;
4. Good residential densities;
5. Good concentration of surrounding commercial activity be that retail or industrial/distribution;
6. Brownfield development.

With regards 2 and 3, these are not only important for our customers but also staff who I am sure we can demonstrate will in part come from the immediate locality.

Batley was identified as a location within Kirklees where these requirements could be met. Bradford Road is a busy route to / from the M62 motorway and Dewsbury with existing commercial and retail uses close to the site including Red Brick Mill. As such Batley has the required characteristics in terms of busy roadside location with access to existing residents and businesses. In addition, Batley is sufficiently distant from other Starbucks located at Birstall, White Rose, Cleckheaton and Tingley to ensure adequate catchment can be secured.

When considering hierarchy, the proposed development is consistent with services expected in Batley.

In light of above it is considered the proposal complies with the first bullet point of PLP13.

- *an extensive audit trail of any sequentially preferable sites that have been discounted and robust justification given.*

A site walkover of Dewsbury town centre boundary has been undertaken together with a web based search (July 2019) on Zoopla, Rightmove and Primelocation. The web based search related to commercial land / buildings for sale and was wide ranging with no restrictions on price with location set at 'Dewsbury'.

Given the nature of the proposal in terms of site area required (0.2ha) to accommodate the drive-thru lane as well as roadside frontage to serve passing traffic.

The site survey undertaken identified no suitable sites.

The web based search also identified no suitable sites.

In light of the above it is considered that this bullet point has been.

- *any regeneration or economic benefits brought forward by the development;*

The proposed development will bring back into use a vacant piece of previously developed land along Bradford Road. The proposal will deliver a modern facility that will enhance the roadside frontage and compliment adjacent gym / restaurant / commercial uses along Bradford Road. In addition, the proposal will create 5 full-time and 15 part-time jobs. These regeneration and economic benefits weigh in favour of the proposal.

- *appropriate access/improvements to access by all travel modes, in particular by public transport, safe and convenient pedestrian and cycling routes, and provision of an appropriate level of vehicular and cycle parking;*

The proposal will have separate new vehicular and pedestrian accesses. Adequate on site parking is provided and cycle parking / ELC can be provided as necessary. In addition, the site is in a sustainable location on Bradford Road which is well served by public transport. There are bus stops adjacent to and opposite the site.

- *and connectivity to surrounding defined centres, and appropriate enhancements to these linkages.*

The site is well connected to the Town Centre to the north via Bradford Road with its bus services. In addition, the train station and bus station are both within walking distance of the site at 900m and 1200m respectively.

In light of the above it is considered the Sequential Test has been passed for the proposed development as there are no other suitable sites In Dewsbury town centre.