

September 2019

RETAIL
PLANNING
STATEMENT

ERECTION OF PETROL FILLING STATION, INCLUDING
NEW SHOP BUILDING, CANOPY, JET-WASH AND
BELOW GROUND STORAGE TANKS AT LAND ON
CORNER OF BRADLEY ROAD/TITHE HOUSE WAY,
BRADLEY ROAD, HUDDERSFIELD HD2 1QD

Ref: 2625

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CONTENTS

PAGE NO

CONTENTS	i
SECTION 1: INTRODUCTION AND BACKGROUND	1
SECTION 2: REVISED PROPOSALS	1
SECTION 3: EVOLVING ROLE OF THE PETROL FILLING STATION	2
SECTION 4: SERVING THE LOCAL COMMUNITY	4
SECTION 5: CONCLUSION	4

SECTION 1:INTRODUCTION AND BACKGROUND

- 1.1 This Statement has been prepared to support a planning application for the erection of petrol filling station, including new shop building, canopy, jet-wash and below ground storage tanks land on corner of Bradley Road/Tithe House Way, Bradley Road, Huddersfield (Ref: 2019/92233).
- 1.2 Planning consent was granted for the development of this site in January 2014 (Ref: 2013/92453), which comprised erection of a petrol filling station, including a new shop building, pump islands with canopy over and parking islands.
- 1.3 Since that planning permission was approved, the applicant has failed to find an operator for the site due to it not being considered viable. Following feedback from operators the proposed scheme now addresses these concerns.

SECTION 2: REVISED PROPOSALS

- 2.1 As set out above the previously approved scheme was not considered viable for potential operators for the site. This application has been submitted with an amended proposal, with a larger retail unit comprising more sales area and more storage area, to address the concerns raised by potential operators.
- 2.2 The table below shows a comparison between the scheme approved in 2014 and the current proposals.

	OLD SCHEME	NEW SCHEME	DIFFERENCE
Gross building footprint	260.80sqm (2807.2sq ft)	288.19 s qm (3102 sq ft)	+27.39sq m (294.8sq ft)
Gross building area	260.80 sq m (2807.2 sq ft)	363 s qm (3907.3 sq ft)	+102.1sq m (1100 sq ft)
Gross sales	138.9 sq m (1495.1sqft)	197.7 s qm (2128 sq ft)	+58.9 sq m (633.99 sq ft)
Storage areas	121.9 sq m (1302.43sqft)	165.3 sq m (1779.2 sq ft)	+43.4 sq m (467.15 sq ft)
Net sales (Excluding console and hot food where provided)	126.7 s qm (1363sqft)	169sqm (1819.1sq ft)	+42.3 sq m (455.3 sq ft)

- 2.3 The size of the retail unit remains below the threshold for an impact assessment set out in the National Planning Policy Framework as well as the Local Plan as the site is more than 800m from the boundary of a Local Centre, District Centre or Town Centre.

- 2.4 In terms of the sequential assessment the principle of retail development to support the petrol filling station was established with the approval of the previous planning approval for this site. Whilst the floor space has increased, the principle remains the same and there is no further requirement for a sequential assessment than with the previous application.

SECTION 3: EVOLVING ROLE OF THE PETROL FILLING STATION

- 3.1 The key function of a petrol filling station (PFS) has always been to serve motorists and to intercept traffic from a wide catchment area. They are usually located on busy main routes or intersections and the range of services offered includes fuel, car cleaning facilities, air, water and a shop.
- 3.2 In particular, PFS shops have evolved in recent years in response to customer expectations and needs and now play a complimentary role to traditional shops in town and local centres, sometimes operating on a 24-hour basis and geared towards convenience 'top-up' shopping. Today's customers expect more and enjoy the convenience of linked trips for the purchase of fuel, car care and 'top-up' shopping. In this instance the hours of operation will be Monday to Friday 6:00am until 10:00pm and Saturday, Sunday and Bank Holidays will be 8:00 am until 9:00 pm.
- 3.3 It is also significant that the PFS market has consolidated over the years with the closure and sale of many stations and their redevelopment for higher value uses. Remaining PFS sites will inevitably cater for a wider catchment of motorists and serve broader needs than previously.
- 3.4 The rise of subsidised petrol prices at large supermarkets has meant that smaller petrol filling stations have been unable to compete on price. Smaller petrol filling stations have become more reliant on ancillary and convenience goods sales to remain in business. Even so the last 10 years have seen petrol filling stations in Kirklees continue to close, meaning motorists have to travel further to fill up with fuel. The proposed PFS is the first new PFS in Kirklees for many years; however, it will rely on sales from the shop to support the business.
- 3.5 Petrol filling stations have historically been supported by sales kiosks, which have not only been a location to pay for the petrol, but have been places where motoring accessories can be purchased, such as road atlases, motor oil, washing and cleaning equipment etc. Over the last 30 years, it has been acceptable to sell a range of top-up convenience goods such as confectionary, bread, milk and other daily consumables. There are strong sustainable planning arguments for these kind of sales as

motorists can purchase such goods during a linked trip with the purchase of petrol rather than making a separate journey to purchase these goods.

- 3.6 Whilst the range of goods has not increased significantly over the years the floorspace of these shops has increased. Older kiosks were small and cramped. Now the shops need wider aisles to meet the requirements of the Disability Discrimination Act 1995 and the Equalities Act 2010 as well as improving the experience for the shopper.
- 3.7 The shops still perform an ancillary role to the petrol filling station as most convenience goods purchases are made at the same time that petrol is bought. Very few trips are made to petrol filling stations to purchase convenience goods only. The fact that convenience goods are purchased at the same time as petrol should be regarded as sustainable development and in accordance with the NPPF should be supported by local planning authorities.
- 3.8 Larger stores accompanying petrol filling stations are now common place and have been accepted within Kirklees by a number of previous planning applications:

2006/90082 Oxford Road Service Station, Gomersal
Total floor area 363 sq m
Retail sales area 220 sq m

2007/90175 – Midway Service Station, Batley
Total floor area 190 sq m
Retail sales area 100 sq m

2007/94432 – Millbridge Service Station, Liversedge
Total floor area 236 sq m
Retail sales area 140 sq m

2009/91249 – Savile Road Service Station, Savile Town
Total floor area 230 sq m
Retail sales area 155 sq m

2016/94329 – Scar Lane Filling Station, Milnsbridge
Total floor area – 772 sq m
Retail sales are – not specified

SECTION 4: SERVING THE LOCAL COMMUNITY

- 4.1 Whilst we have set out that convenience goods sales at petrol filling stations are ancillary to the sale of petrol, there are occasions when petrol filling stations provide a valuable source of convenience goods provision for the local community.
- 4.2 The proposed development at Bradley Road is in a relatively high-density residential area. The nearest convenience goods shop is nearly 1km away on Leeds Road. The proposed development will therefore provide a valuable source of top up convenience goods within walking distance of a large number of homes who do not currently have access to such a facility within walking distance. Whilst inevitably some of these shopping trips will be made by car rather than on foot the journey by car will be shorter than to other convenience goods shops.
- 4.3 The location of the proposed development on Bradley Road (A6107) will mean that the store will pick up some passing trade from people living further afield. For this reason, the proposed development does include some car parking spaces. This is to ensure the forecourt is kept clear to allow easy access to the petrol pumps and to ensure there is no traffic impact on the highway network.

SECTION 5: CONCLUSION

- 5.1 The location of the proposed development will mean that people visiting the shop will be doing so as part of a linked trip to purchase petrol, as a local convenience store within walking distance of their home or whilst passing in their car. The location of the proposed development and the location of other top-up convenience shops in the area mean that the proposed development will not become a retail destination which creates unsustainable shopping patterns. The ancillary retail development provides a sustainable location for people to purchase top-up convenience goods and should therefore be regarded as sustainable development and in accordance of paragraph 11 of the National Planning Policy Framework should be approved.