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WALSINGHAM PLANNING

SPECIALIST PLANNING & DEVELOPMENT CONSULTANTS

Planning Statement

Unit 11, Former Fuel Depot, Bognor
Road, Chichester, PO20 1EJ

Proposed New Hotel Development

MARCH 2024

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APPENDIX I – OUTLINE PLANNING PERMISSION O/23/02329/OUT

I INTRODUCTION

- I.1 Walsingham Planning has been instructed by Premier Inn Hotels Ltd to prepare and submit a Reserved Matters planning application (layout, appearance, scale and landscaping) for the erection of a 3 storey, 82 bedroom hotel with ancillary restaurant and all associated works at Unit 11, Former Fuel Depot, Bognor Road, Chichester, PO20 1EJ (referred to in this Statement as 'the site'). This follows outline approval O/23/02329/OUT granted on 26 January 2024.
- I.2 Whitbread Plc's Premier Inn brand will operate the hotel which will include an ancillary restaurant, open to both hotel guests and non-hotel guests.
- I.3 Chichester District Council is the relevant local planning authority (LPA) to which this application is submitted.
- I.4 The application site is cleared and vacant. It forms part of the wider Cathedral Business Park site which received outline planning permission for a mixed-use development, including hotel use. This first received outline consent on 29 April 2021 (O/19/00619/OUT) and again under Section 73 on 26 January 2024 (O/23/02329/OUT). The principle of hotel development on the site has therefore already been firmly established.
- I.5 The internal layout, appearance, scale and landscaping are for consideration as part of this Reserved Matters application.
- I.6 The new hotel will provide Chichester and the surrounding area with much needed, high quality, year-round visitor accommodation in a sustainable location which will benefit the local economy and provide employment opportunities for local people.
- I.7 This Statement will describe the site and surroundings and assess the proposals against relevant planning policy and the National Planning Policy Framework (NPPF). The proposals comply with Development Plan policies and the NPPF. A recommendation for approval is therefore appropriate.
- I.8 In addition to this Planning Statement, the application is supported by the following documents:
 - Application Form
 - CIL Form

- Design and Access Statement – Axiom Architects
- Habitat Regulations Assessment (HRA) – South Downs Ecology
- Bat Activity Survey Update – South Downs Ecology
- Transport Statement (inc Vehicle Tracking Diagrams) – RGP
- Proposed Drainage Strategy Report – Simpson Associates
- Energy Statement – Thornley & Lumb Partnership
- Hard and Soft Landscaping Details – Indigo Landscape Architects:
 - Landscape Masterplan 1111-MP-01B
 - Landscape Proposals 1111-ST-01B
 - Detailed Planting Plan 1111-SW-01B
- Planning Drawings – Axiom Architects:
 - Site Location Plan 4011- P-001E
 - Proposed Block Plan 4011-P-002F
 - Proposed Site Plan 4011-P-100H
 - Proposed Ground Floor Plan 4011-P-101D
 - Proposed First Floor Plan 4011-P-102A
 - Proposed Second Floor Plan 4011-P-103A
 - Proposed Roof Plan 4011-P-104A
 - Proposed Elevations 4011-P-201A, 202A, 203A & 204A
 - Proposed Section A 4011-P-301A

2 SITE AND SURROUNDINGS

- 2.1 The application site has an area of 0.76ha (including the estate road) and lies on the north side of Bognor Road (A259) to the east of Chichester city centre. It is situated on the eastern edge of a roundabout which links the A259 to the A27 Chichester Bypass as well as Quarry Road and Bognor Road leading into the city centre.
- 2.2 The site is a former fuel depot, previously including underground fuel tanks used during WW2. All former structures and tanks have been removed from the site as part of authorised contamination remediation works.
- 2.3 The site (labelled Unit 11 on the recent minor amendment application drawings) forms the south-west corner of the larger (4.6 ha) Cathedral Business Park development. The business park is gradually being developed with construction of the central estate road complete along with the new bus stop and entrance/exit lanes to the business park. A builders' merchant occupies the north-west corner of the estate (approved under 21/03064/FUL) and construction of 8 storage and distribution units is underway in the central northern section of the site (approved under O/22/02041/REM).



Aerial photograph of the wider development site (September 2023)

- 2.4 To the north of the site is a railway line and to the east is Springfield Lorry and Caravan Park. Beyond the A27 to the west of the site is an industrial estate with a range of commercial uses in warehouse type buildings.
- 2.5 The supporting Design and Access Statement provides an in-depth analysis of the existing site and its surroundings, along with photographs.
- 2.6 The application site lies outside of Chichester's settlement boundary but is allocated for development in the District Council's Development Plan.
- 2.7 The site is not within a Conservation Area or the Green Belt. It is not within an Area of Outstanding Natural Beauty (AONB).
- 2.8 According to the Government's Flood Map for Planning, the site is entirely within Flood Zone I, the lowest level of flood risk.
- 2.9 The site is highly accessible from the local and regional road networks. Access to the site will be afforded from the new central estate road via Bognor Road (A259) which provides a principal route to the Chichester Bypass (A27) and into Chichester city centre.
- 2.10 A new bus stop has been provided immediately outside the site to improve the public transport accessibility of the new business park, along with a new pavement, linking into existing shared footway/cycleways to the west. Chichester train station is located approximately 2km to the west of the application site.
- 2.11 Full details on site access and accessibility are provided in the accompanying Transport Statement.

3 PLANNING HISTORY

- 3.1 A hybrid application for a discount food retail unit and approximately 8000m² of B2/B8 floorspace along with an element of roadside catering was granted in 2016.
- 3.2 Later in 2019, the site was allocated for employment use in Policy CC7 of Chichester District Council's Development Plan.
- 3.3 A subsequent outline planning application (ref: O/19/00619/OUT) was approved in April 2021, subject to conditions and S106 Agreement for:

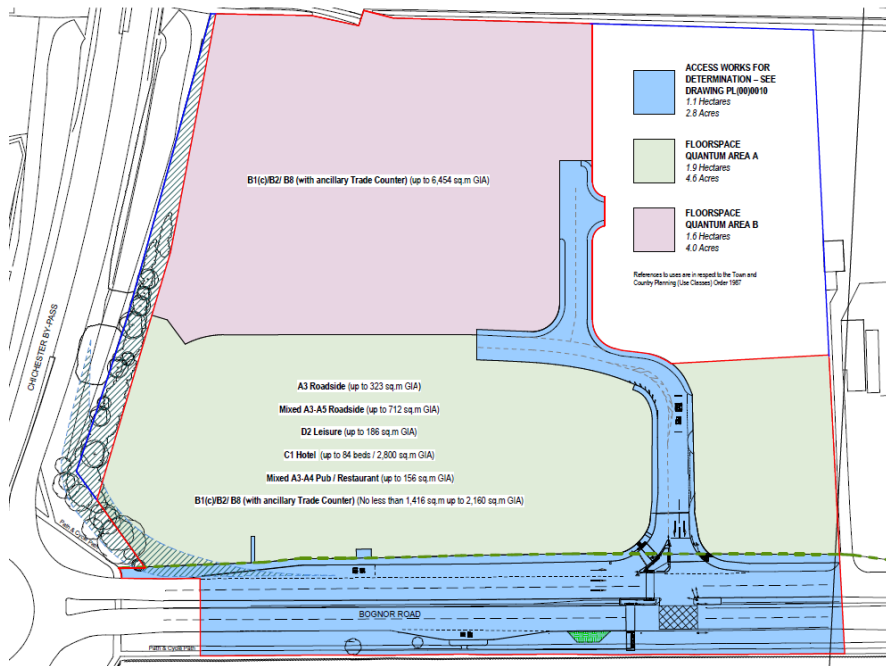
“Mixed use redevelopment of the site, comprising of Class B1(c)/B2/B8 (with ancillary Trade Counter) employment, an Hotel, Class D2 Leisure, Class A3, mixed A3-A4 and mixed A3-A5 Food and Drink Establishments, together with associated car parking landscaping and infrastructure works.”

- 3.4 The full details of the hotel and restaurant element of the proposals were initially submitted (hence the detailed drawings) as part of a Hybrid Outline/Full application but later changed to purely outline for all elements due to economic uncertainties arising from the coronavirus pandemic. The hotel and restaurant drawings were not approved documents but showed a 4-storey hotel building and single storey Beefeater with 111 parking spaces serving both.
- 3.5 All matters in the outline application were reserved apart from access, maximum GIAs and building heights. Maximums included 84 beds / 2800 sqm for the hotel and 615 sqm for the adjoining restaurant as per the approved Floorspace Distribution and Quantum Parameter Plan. Maximum building heights for the hotel site include 9m in Development Zone 1 and 11m in Development Zone 2 as per the approved Development Parameters and Building Heights Plan (shown below).



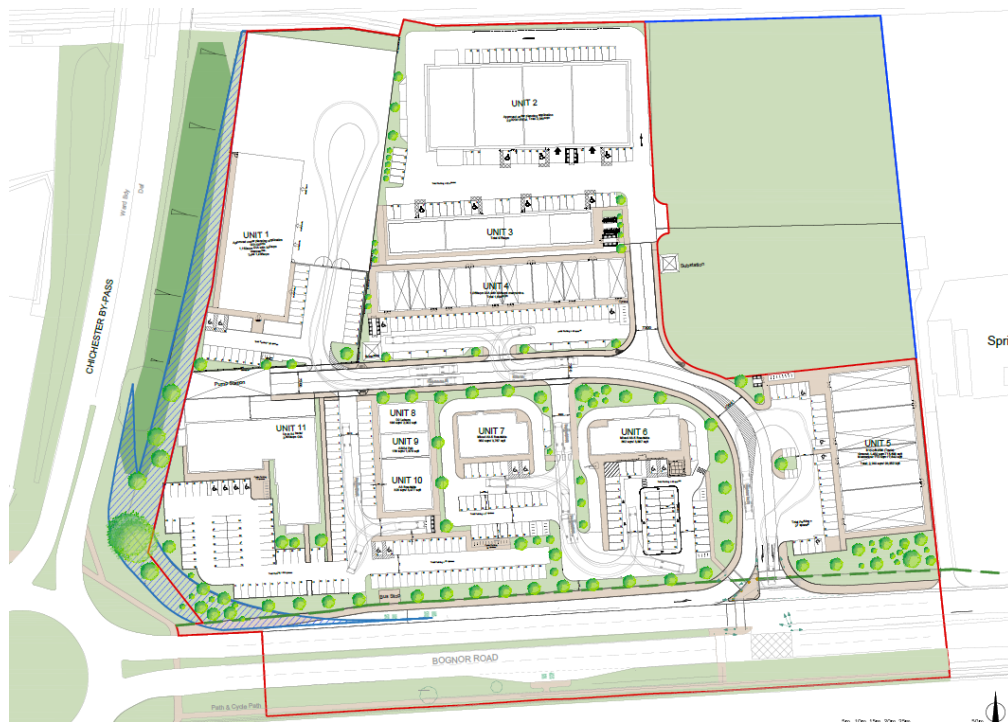
Development Parameters and Building Heights Plan O/19/00619/OUT

- 3.6 Since the outline permission was granted, there have been two non-material amendments (refs: O/21/01838/NMA and O/22/00022/NMA) granted. Non-material amendment O/21/01838/NMA secured amendments to the wording of Conditions 1, 6 and 10 to allow for remediation and infrastructure works in advance of any reserved matters submission and to allow for the phased delivery of the wider development. Non-material amendment O/22/00022/NMA secured alterations to the alignment of the internal access road.
- 3.7 Most recently, on 26 January 2024, a S73 amendment to the outline permission were granted planning permission (ref: O/23/02329/OUT) to redistribute floorspace between the approved uses to improve the flexibility of how the approved uses were positioned around the wider site. However, this did not impact the hotel element.
- 3.8 As part of this amendment application, an updated version of the Floorspace Distribution and Quantum Parameter Plan was approved (Revision H shown below).



Approved Parameters Plan O/23/02329/OUT

3.9 The extent of uses within the wider site was also shown indicatively on the below Indicative Site Layout Plan. This plan is not an approved document but is helpful in that it shows an indicative layout of the hotel site within the wider site and associated infrastructure.



Indicative Site Layout Plan O/23/02329/OUT

- 3.10 The amended outline consent O/23/02329/OUT provides the new Decision Notice on which the Reserved Matters and conditions for the hotel element will be sought and discharged against. It does not however alter the long-stop date for submission of all the Reserved Matters, which remains 29 April 2024.
- 3.11 Reserved Matters (ref: 22/02041/REM) for the first phase of the outline proposals were submitted in August 2022 and approved in January 2023. This relates to B1, B2 and B8 uses in the north part of site.
- 3.12 Prior to this, full detailed planning permission (ref: O/21/03064/FUL) was granted for the erection of a building for use as a builder's merchant. This has now been implemented and is evident in the northwest corner of the wider development directly to the north of the hotel site and west of the Phase I site. A Reserved Matters application in line with the outline consent was not applicable for the proposed development because a builders' merchants was considered by the LPA to comprise a mixed, *sui generis* use rather than one of the permitted uses. However, the proposal was considered consistent and compatible with the wider outline permission for the site.
- 3.13 Springfield Park to the east of the wider site also has outline permission for 9,000m² of B1/B2/B8 floorspace.

4 PREMIER INN

- 4.1 The proposed hotel will be operated by Premier Inn, which is owned and managed by the Whitbread Group PLC. Premier Inn is the largest provider of hotel bedrooms in the UK, with over 800 hotels and over 80,000 rooms. Premier Inn has won awards from TripAdvisor and at the Business Traveller Awards as well as being a “Which? Recommended Provider” for eight years in a row.
- 4.2 Premier Inn has a web-based booking system available, in addition to the more conventional phone booking arrangement, and more than 99% of stays are arranged directly with the brand. Potential guests can book by requesting any named Premier Inn, or they can search for the nearest Premier Inn, using location/postcode information. The website service offers immediate and up-to-date information on room availability and price.
- 4.3 As mentioned, Premier Inn has its existing Chichester South (Gate Leisure Park) hotel to the south of the city. Premier Inn is however keen to add to its existing hotel provision due to its continued high occupancy rate.
- 4.4 Premier Inn offers good, reliably high-standard overnight accommodation at modest cost, and with a guarantee of a full refund if any guest is not satisfied with any aspect of the accommodation. It is this consistently high level of service and good quality that attracts many business and leisure guests year-round.
- 4.5 Premier Inn is passionate about delivering great hotels into new locations and aspires to make a positive difference to the towns and communities that it becomes a part of.

Job Creation and Development Opportunities

- 4.6 Whitbread is committed to investing the communities where it operates. As one of the UK’s largest employers, operating across the UK, the company recognises that it can make a difference within its communities. The company needs capable, dedicated employees to sustain the growth and success of the business and it is passionate about, recruiting, up skilling and retaining great people. Whitbread want people to feel empowered and grow long term careers within the business.
- 4.7 For many years, Whitbread has worked closely with government and industry leaders to help influence continued investment in nurturing skills and developing careers within the hospitality sector. Whitbread believe this will support fledgling careers, break down barriers for young

people, and provide opportunities for people not in employment and without education or training.

4.8 Whitbread employs over 37,000 people in the UK and has been rated as a ‘Top Employer’ by the Top Employers Institute for 13 consecutive years. It runs an award-winning career and talent development programme investing £12 million every year on training its teams. The fundamentals for its people and jobs story are:

- No zero hours contracts – all its team members have full time or flexible contracts.
- Whitbread always recruits locally – Whitbread partners with Job Centre Plus to advertise and fill roles, ensuring the benefits of our new developments are retained locally.
- Whitbread has a focus on attracting people from NEET backgrounds – it targets 50% of new site roles to be taken by.
- Whitbread is a flexible employer – it offers returning to work initiatives, split shifts, and packages to suit its team members.
- All Premier Inn employees are paid at or above the National Living Wage.
- Whitbread’s Pay for Progression model enables team members to be rewarded for developing skills and abilities through tailored training programmes.

4.9 In addition to the above, Whitbread offers a broad range of qualifications and apprenticeships from level 2 through to the new level 5 programme. Its apprenticeship programmes, delivered in partnership with training provider Lifetime, provide opportunities for people to enter the workplace and benefit from training and development whilst they work. To date, more than 3,300 full-time apprenticeships, 4,150 work experience placements and 3,750 employment placements have been set up across Premier Inn and Whitbread restaurant brands.

4.10 The proposed development is expected to create around 50 net additional jobs during the construction phase and 30 FTE jobs when operational. Whitbread will always seek to recruit staff from the local area and operating town of the hotel, in this case from Chichester and the surrounding towns and villages.

4.11 In addition, Premier Inn has a target for 50% of new jobs in hotels to be taken by those not in employment, education, or training (NEETs) aged 16 – 24 years old.

5 THE PROPOSED DEVELOPMENT

5.1 This Reserved Matters application is for:

“Application for approval of reserved matters (layout, appearance, scale and landscaping) following outline approval O/23/02329/OUT for erection of a 3-storey hotel with ancillary restaurant and all associated works.”

5.2 Associated works include car and cycle parking, hard and soft landscaping, service/delivery bay, drainage works, plant enclosure and rooftop solar panels.

5.3 Signage proposals will follow later as part of a separate advertisement application.

5.4 Applications to discharge relevant conditions from the outline consent will also follow (see Section 8 of this statement). Details such as materials, EV charging, cycle parking, drainage and sustainability are covered by the outline permission’s conditions but have been provided as part of this Reserved Matters submission to demonstrate how they have informed the detailed design and layout of the development. It is acknowledged that they will need to be discharged separately.

5.5 The applicant is Premier Inn Hotels Ltd and the proposed hotel would be a Premier Inn branded hotel with ancillary restaurant.

Site Layout

5.6 The building’s location within the site has been chosen to reflect the Indicative Site Layout Plan from the outline permission and assimilate well with both the existing surrounding development and Cathedral Business Park as it develops over the coming years.

5.7 To make efficient use of the land and for operational reasons, the hotel building is proposed as a single 3-storey block but in an ‘L’ shape to fit within the site and break up the massing of the building.

5.8 Access into the hotel site is from the north, providing access to 82 car parking spaces, including four disabled spaces located close to the hotel entrance. There will be electric vehicle charging available for 6 vehicles in the southern section of the car park and passive provision for a further 11 spaces. These are located away from the hotel building to comply with the applicant’s fire safety requirements.

- 5.9 A delivery bay will be provided to the north of the hotel with direct access from the central estate road to the hotel's back of house facilities.
- 5.10 A pedestrian route will be provided into the site from the Bognor Road pavement, close to the new bus stop.
- 5.11 External cycle storage is proposed with six covered Sheffield stands (delivering 12 spaces) in a highly visible location, adjacent to the restaurant (and covered by CCTV).
- 5.12 Premier Inn also allows guests to store their bicycles within their rooms, essentially providing covered and secure storage for every guest. The external cycle storage is therefore primarily aimed at staff and restaurant users. Staff are also provided with changing and shower facilities to promote cycling as a viable commuting option.



Proposed Site Plan

- 5.13 The main entrance to the building is located towards the middle of the south elevation to allow for ease of access from the site's car park, external cycle store and pedestrian walkways. Back of house and service access is to the rear (north elevation) to allow efficient access from the servicing/delivery bay to the appropriate internal stores. Fire exits are provided at either end of the building.
- 5.14 A bin store and air conditioning plant compound are also located to the north of the building to allow for easy access/maintenance and collection.

Building Layout

- 5.15 The ground floor will provide 16 hotel bedrooms, the hotel entrance, reception, back of house and staff areas, refuse and recycling store and WCs. The ancillary restaurant would also be on the ground floor and operated by Premier Inn for both hotel guests and non-hotel guests.



Proposed Ground Floor Plan

- 5.16 The remaining 66 hotel bedrooms and supporting linen rooms would be provided across the first and second floors. Rooms will be a mix of double, triple, Premier Plus and accessible rooms. Four accessible rooms are included on the ground floor. The rooms would be accessible via an internal staircase (plus two fire exit staircases) and two lifts. The new hotel will be fully accessible.

- 5.17 Where the building's height limit (as specified in the outline consent) has allowed, solar panels are proposed on the flat roof together with lift overruns. A green roof is proposed on the first floor flat roof.

External Appearance

- 5.18 The building's elevations have evolved through a careful study of the site, its historic use, the surroundings, wider development, local vernacular, approved parameters and the Landscape and Visual Appraisal from the Outline permission.
- 5.19 The accompanying Design & Access Statement provides a detailed explanation of the design evolution from form and massing design, through façade composition and material palette. The resulting design would comprise dark grey brickwork sections with corten cladding to the staircores to add visual interest. The fenestration design has a horizontal emphasis, befitting of this edge of settlement location and providing long views beyond the site.
- 5.20 Flat roofs at first floor level over the restaurant and waste and recycling stores would include biodiverse design.



Proposed South/Front Elevation visualisation

- 5.21 Windows and doors are proposed to have powder coated aluminium frames. Rainwater goods will also be powder coated aluminium.

Hard and Soft Landscaping

- 5.22 Hard landscaping at the site will comprise buff coloured paving setts to the pedestrian pathways around the building and permeable grey coloured paving setts to the parking bays. The circulation routes will be tarmac.
- 5.23 The soft landscaping scheme will have a significant bias towards native planting to improve habitat potential and will incorporate native thicket planting to the south and west boundaries, along with semi-ornamental planting around the building with native trees and specimen shrubs.
- 5.24 Flat roofs at first floor level over the restaurant and waste and recycling stores would include biodiverse design.

6 PLANNING POLICY

6.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications for planning permission are determined in accordance with the Development Plan unless material considerations indicate otherwise. The duty is therefore for the LPA to exercise its judgement and consider many (sometimes) conflicting issues to decide whether planning permission should be granted. This will mean examining the Development Plan as a whole and taking material considerations which apply to the proposal into account. These must be properly considered otherwise the decision of whether to grant permission may be unlawful. This process is often termed the “Planning Balance”.

6.2 In this case, the adopted Development Plan comprises policies from the Chichester Local Plan: Key Policies 2014-2029 (2019) and Site Allocation Development Plan Document 2014-2029 (2019).

The Development Plan

6.3 The Development Plan contains many policies covering all aspects of development within the Chichester district. The key policies considered to be of most relevance to the proposed Reserved Matters development are summarised below.

Chichester Local Plan: Key Policies 2014-2029

6.4 The Local Plan recognises Chichester is a major tourist attraction and that the visitor economy, including hotels, is a significant employment sector within the district.

6.5 Policy 1 requires the Council to take a positive approach and a presumption in favour of sustainable development.

6.6 Policy 3 supports and promotes a high-quality tourism economy. Sustainable growth of the local economy will be supported through bringing forward new business premises on allocated and identified employment sites.

6.7 Policies 8 and 13 seek to encourage accessibility by sustainable modes of transport.

6.8 Policy 10 encourages development that enhances Chichester’s role as a sub-regional centre and visitor destination, contributes to meeting local needs, and conserves and enhances the city's historic character and heritage.

- 6.9 Policy 12 requires development in the Apuldram Wastewater Treatment Catchment to demonstrate no adverse impact on the water quality of Chichester Harbour. No surface water from new development shall be discharged to the public foul or combined sewer system.
- 6.10 Policy 30 states that proposals for tourism and leisure development, including tourist accommodation, will be granted where it can be demonstrated all the following criteria have been considered:
- 1) It is sensitively designed to maintain the tranquillity and character of the area;
 - 2) Is located so as to minimise impact on the natural and historic environment, including that of visitors or users of the facility, particularly avoiding increasing recreational pressures on Chichester Harbour AONB and Pagham Harbour and other designated sites;
 - 3) It provides a high quality attraction or accommodation; and
 - 4) Encourages an extended tourist season.
- 6.11 Policy 39 requires development to provide safe access, encourage sustainable transport modes and the level of parking provision to be in accordance with West Sussex County Council guidance.
- 6.12 Policy 40 requires development to demonstrate sustainable design and construction including energy consumption for non-domestic buildings.
- 6.13 Policy 42 requires all new development to ensure that, as a minimum, there is no net increase in surface water run-off. Priority should be given to incorporating Sustainable Drainage Systems (SuDS) to manage surface water drainage, unless it is proven that SuDS are not appropriate.
- 6.14 Policy 47 requires development to conserve and enhance the special interest and settings of designated and non-designated heritage assets. Development should respect distinctive local character and sensitively contribute to creating places of a high architectural and built quality.
- 6.15 Policy 49 requires development to protect, manage and enhance habitats and biodiversity.

Site Allocation Development Plan Document 2014-2029

6.16 Policy CC7 allocates 3.8 ha of the wider site for B1, B2 and B8 employment uses. It also allocates the 1ha northeastern corner for a waste transfer development in line with the waste the West Sussex Waste Local Plan (2014). The Policy requires development on the site to:

- ensure any significant negative traffic impact is mitigated on the local and strategic road network;
- provide a satisfactory means of access onto the A259;
- provide parking requirements within the site;
- provide appropriate landscaping and screening to minimise the impact of development on the setting of the city and the surrounding area;
- ensure that the design of the site takes account of part of the site (1ha), which is identified for waste uses in the West Sussex Waste Local Plan;
- consider the presence of minerals and the impact of sterilisation, as required by National Policy, as set out in the relevant safeguard policy. The Minerals Planning Authority should be consulted on development proposals; and
- investigate the extent and type of any contamination on the site and verification that where required any contamination can be dealt with by remediation.



Site Allocation Policy CC7

- 6.17 Policy CC7 continues that proposals including enabling non-business uses classes will only be permitted where it has been clearly demonstrated with substantiated evidence, which may include a sequential test, impact assessment and viability assessment, that proposals for only business uses (B1, B2, and B8) are not economically viable.

Community Infrastructure Levy

- 6.18 Chichester District Council adopted a Community Infrastructure Levy in 2015 but hotel and restaurant developments are not chargeable.

National Planning Policy Framework

- 6.19 The National Planning Policy Framework (NPPF) was first published in March 2012 with the aim of making the planning system less complex and more accessible. A revised version of the NPPF (NPPF 2) was published in July 2018 and minor amendments were incorporated in February 2019, July 2021, and December 2023. The NPPF is supplemented by the (ever evolving) Planning Practice Guidance (NPPG), first published in March 2014.
- 6.20 At the heart of the NPPF is a presumption in favour of sustainable development; development proposals that accord with the development plan should be approved without delay.
- 6.21 Paragraph 2 of this Framework states that it is itself a material consideration in planning decisions.
- 6.22 Section 2 of the NPPF puts emphasis on the importance of sustainable development. There are three dimensions to sustainable development: economic social and environmental. This section makes clear that planning should drive and support sustainable economic development and goes on to state (para.8) that the planning system should do everything it can to support sustainable economic growth and that economic growth should be given “significant weight”.
- 6.23 Paragraph 38 of the NPPF deals with decision making and states that *“local planning authorities should approach decisions on proposed development in a positive and creative way... and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision makers at every level should seek to approve applications for sustainable development where possible.”*
- 6.24 Section 6: Building a strong, competitive economy states that *“planning policies and decisions should recognise and address the specific locational requirements of different sectors”*.

- 6.25 Paragraph 85 states that *“Planning policies and decisions should help create the conditions in which businesses can invest, expand, and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.”*
- 6.26 Section 9: Promoting sustainable transport requires that *“opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised”*.
- 6.27 Section 11 is concerned with making effective use of land, and paragraph 123 states how *“planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions.”* Paragraph 120 states that planning decisions should *“promote and support the development of under-utilised land”*.
- 6.28 Section 12 concerns achieving well-designed and beautiful places, and paragraph 131 sets out that *“good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.”* Paragraph 135 highlights how developments must be *“sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities)”*
- 6.29 Section 14: Meeting the challenge of climate change, flooding and coastal change supports renewable energy and low carbon development.

7 PLANNING ASSESSMENT

Principle of Development

- 7.1 The principle of a hotel at the application site has already been established in outline permission O/23/02329/OUT. The hotel would support the aims of Policies 3, 10 and 30 by promoting a high quality tourism economy and encouraging a year-round tourist season.
- 7.2 Access into the wider business park was also established at outline stage and has since been completed. This leaves the site's internal layout, appearance, scale and landscaping for consideration within this Reserved Matters application. The proposals for these have been set out in Section 4 of this statement and the supporting drawings and reports and are assessed below.

Socio-Economic Benefits

- 7.3 Premier Inn operates an existing hotel at its Chichester South (Gate Leisure Park) site to the south of the city. It is however keen to add to its existing hotel provision due to the existing hotel's continued high occupancy rate and demand for addition rooms. The proposed hotel would therefore run in addition to its existing Chichester hotel.
- 7.4 The need and importance of additional year-round hotel bedrooms in the area is also acknowledged in the Local Plan. The NPPF also places significant weight on supporting economic growth, especially when it seeks to address local needs.
- 7.5 Based on similar scale Premier Inn hotel proposals, the proposed development is expected to create around 65 full-time construction jobs, which will incorporate 35 full-time jobs within the Chichester District itself.
- 7.6 When the build is complete and the hotel is operational, the running of the hotel is expected to create 30-35 new and permanent jobs, of which 25-30 will be full-time equivalents (FTEs). These will be year-round posts (as opposed to seasonal jobs). Whitbread has an excellent recruitment and training programme with opportunities for training at all levels together with a career structure which offers good prospects for advancement.
- 7.7 The hotel will also generate further employment indirectly through the economic multiplier effect as well as attracting additional visitor spending in Chichester and the local area.

- 7.8 The proposed hotel is highly likely to generate new trips to the local area from guests who are loyal to the brand and who would not have previously considered staying in Chichester. It is estimated that the hotel could provide accommodation for between 25,000 - 30,000 additional overnight stays in Chichester each year.
- 7.9 Research has found that Premier Inn guests typically spend £137 externally on items such as entertainment, with £79/night (56% of the total spending) being spent in the local area within which their chosen Premier Inn is located. This spending figure relates to the average external spend per bedroom per night and excludes accommodation costs.
- 7.10 The hotel has the potential to attract substantial visitor spending of between £3.5 - £4 million per annum, of which around £2 million is expected to be spent in the local area, to the benefit of the local economy. It would also lead to additional tourism jobs in the local area.
- 7.11 The ancillary restaurant would be open to non-hotel guests, offering the opportunity to provide a local facility and meeting place.
- 7.12 Therefore, the proposal will generate significant socio-economic benefits for the area in accordance with Policies 3, 10 and 30 of the Local Plan.

Design and Appearance

- 7.13 The building's location within the site follows the Indicative Site Layout Plan from the outline permission and will assimilate well with both the existing surrounding development and Cathedral Business Park as it develops over the coming years.
- 7.14 To make efficient use of the land and for operational reasons, the hotel building is proposed as a single 3-storey block but in an 'L' shape to fit within the site and break up the massing of the building.
- 7.15 Policy CC7 requires development on the site to provide appropriate landscaping and screening to minimise the impact of development on the setting of the city and the surrounding area. In particular, and during the course of the outline application, it was emphasised that long distance views of the Cathedral spire must be protected and this was the key driver of the approved building height limits. The proposals are in accordance with the height limits and max floorspace/hotel bedroom limits.

- 7.16 The building's elevations have evolved through a careful study of the site, its historic use, the surroundings, wider development, local vernacular, approved parameters and the Landscape and Visual Appraisal from the Outline permission.
- 7.17 The accompanying Design & Access Statement provides a detailed explanation of the design evolution from form and massing design, through façade composition and material palette. The resulting design would comprise dark grey brickwork sections with corten cladding to the staircores to add visual interest. The fenestration design has a horizontal emphasis, befitting of this edge of settlement location and providing long views beyond the site.
- 7.18 The proposed hotel would achieve a high quality design, responding to the particular characteristics of the site and its surroundings, in accordance with Policies 10, 30 and 47.
- 7.19 The hotel will provide an attractive and sustainable new building, using high-quality materials which have been carefully selected to reference the site's historic use and to complement the surroundings. The proposals will sit sensitively within the landscape with planting to provide an appropriate level of screening.
- 7.20 The proposed hotel development is therefore seen as appropriate and in accordance with the aims and objectives of the outline permission and in accordance with Policies CC7, 10, 30 and 47.

Sustainability

- 7.21 The supporting Design and Access Statement and Energy Statement by Thornley & Lumb and provide details of the proposals' sustainability credentials.
- 7.22 Sustainability is at the core of the development with a high performing building envelope and the latest renewable technology utilised to deliver a building that will significantly exceed building regulations and reduce carbon emissions.
- 7.23 The hotel is targeting a BREEAM 'excellent' rating and will aim to achieve a 32.6% reduction in CO2 emissions when compared to Part L 2021 Baseline. In order to achieve this, the 'Be Lean (Energy Efficiency), Be Clean (decentralised Energy) and Be Green (Low or Zero Carbon Technologies) stages of the Energy Hierarchy have been followed.
- 7.24 The following measures and technologies have been incorporated into the design and building of the hotel to make these carbon savings:

- Using less energy through passive design such as high insulation levels to improve U-values; high efficiency glazing and reduced air permeability in line with an enhanced specification.
- The hotel is to be designed as fully electric with mechanical ventilation with passive heat recovery.
- Utilisation of energy efficient plant and equipment such as LED lighting; high efficiency heating and cooling, heat recovery ventilation and efficient fan motors.
- Use of photovoltaic panels.
- High quality materials with a green rating of A+/A that are designed to last.
- Sourcing materials for more local / sustainable locations.
- Dynamic thermal modelling, overheating mitigation to reduce the risk of overheating.
- Minimisation of waste.
- Recycling cooking oils.
- A gravity drainage system as opposed to relying and using additional energy on a mechanically pumped system.
- Dual-flush WCs and low-flow water fittings.
- Water sub-metering to monitor water use.
- On-site rainwater attenuation and drainage to a soakaway.
- Encouraging the use of sustainable transport methods.

7.25 The Energy Strategy concludes that these measures will provide a sustainable, low energy building which will reduce the total carbon emissions by 32.6% when compared to Part L 2021 Baseline in accordance with policies 8, 13, 39, 40 and 42 of the Local Plan.

Transport

- 7.26 Access into the wider business park site was established at outline stage (O/23/02329/OUT). The application is supported by a Transport Statement by RGP which addresses parking, access and servicing.

Parking

- 7.27 RGP has been working with Whitbread for a number of years and, because there are so many comparable sites, has a robust set of data available for Premier Inn and ancillary restaurant parking requirements.
- 7.28 There is a naturally 'good fit' between the parking requirements of the Premier Inn primarily requiring overnight parking and the restaurant requiring lunchtime and evening parking. Furthermore, there will be some 'dual use' of the site by customers/guests.
- 7.29 The hotel will be provided with 82 car parking spaces, including four accessible bays, representing one space per guest bedroom. Both Whitbread and RGP are comfortable that the number of car parking spaces proposed is sufficient to serve the proposed development.
- 7.30 There will be four designated disabled parking bays adjacent to the hotel entrance and EV charging for 10 vehicles in the southern section of the car park.
- 7.31 Whilst most guests are expected to arrive by car, sustainable transport methods are available as set out in the supporting Transport Statement. The outline permission also secured a £25k contribution towards a new bus stop, which is now in place.
- 7.32 External cycle storage will also be provided with six covered Sheffield stands (12 spaces) in a highly visible location in front of the hotel entrance. Staff have access to changing facilities and showers.
- 7.33 Premier Inn operates as a bike friendly hotel. As has been found to be preferred by Premier Inn hotel guests, guests will also be able to store their bicycles within their rooms, essentially providing covered and secure storage for every guest. The hotel also ensures basic cycle maintenance tools such as a bicycle pump and puncture repair kit are available at reception.

Access

- 7.34 Means of access into the wider site was approved at outline stage. The exit/entrance lanes at the site access on Bognor Road are complete, along with the central estate road.
- 7.35 Visitor and staff vehicular access into the hotel site is provided from the site's northern boundary providing access to the car parking spaces and hotel entrance.

Deliveries and Servicing

- 7.36 A dedicated delivery/servicing bay is also located along the site's northern boundary to accommodate all delivery and servicing activity generated by the hotel. The appended swept path drawings in the Transport Note demonstrate that safe HGV access would be achieved.
- 7.37 Overall, the proposals are in accordance with Policies CC7, 8, 13 and 39 and there are no transport planning or highway concerns which should prevent reserved matters being granted.
- 7.38 The Transport Statement concludes that:
- The proposed hotel and ancillary restaurant would generate a similar number of trips to those approved under the outline consent;
 - The development would be accessed via the approved means established through the outline consent(s), both within the wider development from its internal estate road and at its access with Bognor Road;
 - A separate delivery and servicing area would be provided for the respective activities at the hotel and ancillary restaurant, with sufficient turning space for vehicles to enter and egress in forward gear. Delivery and servicing activities associated with the proposed development would not be intensive and would be appropriately managed; and
 - A separate car parking area would be provided which would offer 82 spaces in accordance with the Class C1 hotel standard adopted by WSCC. An operational assessment using the bespoke Whitbread data that RGP holds indicates that the proposed parking provisions would be appropriate to accommodate the demands from the hotel and ancillary restaurant.

Amenity

- 7.39 There are no existing residential uses in close proximity to the application site and which would be impacted by the proposals. Furthermore, by their nature, hotels are not noisy land uses or inappropriate neighbours, especially when, like Premier Inn, the operators have a policy of refunding payments to guests whose sleep is disturbed or otherwise inconvenienced. Irrespective of this, the proposed development has been designed to respect its surroundings.
- 7.40 Other amenity impacts, such as dust and vibration are only likely to result from the construction phase, not the operational phase. These impacts will be temporary and will be controlled through Condition 6 (Construction and Environmental Management Plan) of the outline consent. There are therefore no amenity reasons to prevent reserved matters being granted.

Landscaping

- 7.41 The landscape strategy has been designed to respond to the priorities highlighted in the outline consent and bring wider environmental and biodiversity benefits.
- 7.42 The soft landscaping scheme will have a significant bias towards native planting to improve habitat potential and will incorporate native thicket planting to the south and west boundaries, along with semi-ornamental planting around the building with native trees and specimen shrubs. Flat roofs at first floor level over the restaurant and waste and recycling stores would include biodiverse design.
- 7.43 The result will be a landscaping strategy which enhances the hotel site as well as the wider business park and setting.

Ecology

- 7.44 Ecological considerations have largely been dealt with during the outline stage. An Ecological Impact Assessment was submitted in support of the outline application which included the necessary surveys, impact assessment and mitigation and enhancement. Based on this Assessment, the outline permission requires the following conditions/details to be discharged/approved at Reserved Matters stage for each phase of development within the masterplan site:
- Condition 6 - Landscape and Ecology Management Plan (LEMP)
 - Condition 8 – Ecological Mitigation Strategy

- Condition 9 – Tree Protection Measures

- 7.45 Due to the proximity to Chichester Harbour SPA, a Recreation Disturbance Mitigation Contribution (specific to the hotel) was agreed within the outline consent S106 and this has been paid. In addition, a condition was applied to prevent guests from bringing pets to the hotel.
- 7.46 A Habitat Regulations Assessment has been provided with this reserved matters application. This concludes that the hotel would have no significant effect upon the on Singleton and Cocking Tunnels SAC, Chichester and Langstone Harbours Ramsar, Chichester and Langstone Harbours SPA, and Solent Maritime SAC.
- 7.47 Statutory Biodiversity Net Gain is not required here because this is a Reserved Matters application.
- 7.48 The reserved matters proposal would therefore comply with Policy 49 in protecting, managing and enhancing habitats and biodiversity.

Surface Water Drainage

- 7.49 Conditions 8 and 19 on the outline consent also require surface water and SUDS details. A proposed Drainage Strategy Report is therefore provided as part of this Reserved Matters application which outlines the strategy for the management of water within the hotel site. This demonstrates how it has informed the detailed design and layout of the development albeit, it is recognised that it will need to be formally approved via a discharge of condition application.
- 7.50 The surface water drainage initiatives are summarised as follows:
- The proposed hotel roof area, customer parking, and external hardstanding areas are shown to discharge surface water runoff to ground at a rate of 0.2988m/hr via a layer of porous sub-base beneath the proposed permeable paved car park.
 - The site has been subdivided into 6 catchments and within each catchment is a SuDS feature comprising either permeable paving or a combination of permeable paving and below-ground attenuation tanks to supplement the storage volumes.
 - The underside of each SuDS feature will be founded in the gravel strata at circa 0.8m bgl to ensure consistent infiltration rates.

- The porous sub-base depth has been designed to store and attenuate all excess flows up for rainfall events to and including the 1 in 100 year storm event, with an additional 45% allowance for climate change.
- A typical section through the proposed car park illustrating the composition of the permeable paving and below ground attenuation is included at Appendix E of the Drainage Strategy Report.
- The delivery yard will be drained to the foul water drainage system to minimise the higher pollution risk posed by commercial use.

7.51 The proposals therefore comply with Policy 42.

Foul Drainage

7.52 The submitted Drainage Strategy Report also details the foul drainage arrangements for the site.

7.53 The site's location is such that it is impacted by the Chichester and Langstone Harbours SPA/SAC nitrate/water quality issue. As part of the outline consent, it was therefore agreed that to prevent further nitrate issues caused by the creation of additional wastewater, the hotel element (the only element providing overnight stays) of the proposal would connect to the Tangmere Waste Water Treatment Works as opposed to the Apuldram Waste Water Treatment Works. Condition 20 of the outline permission requires details of this to be submitted and approved.

7.54 The proposals therefore comply with Policy 12.

8 PLANNING CONDITIONS

8.1 In addition to this Reserved Matters application, the hotel/restaurant element of the wider development is required to discharge the following conditions:

- 5 – Phasing Scheme / Infrastructure Works (should the hotel element commence prior to the substantial completion of the totality of the B-Class floorspace)
- 6 – Construction and Environmental Management Plan (CEMP)
- 7 – Site Level Drawings
- 8 - Surface Water Drainage Scheme
- 9 - Sustainability Strategy
- 11 - Ecological Enhancement Scheme
- 12 - Materials Schedule
- 14 - Noise Mitigation and Management Scheme
- 15 - Acoustic Performance Details
- 17 - Lighting Scheme
- 18 - Air Quality Assessment
- 19 – SUDS Maintenance and Management Details
- 20 – Foul Water Drainage Details
- 21 – Travel Plan
- 22 – Vehicle Parking Details
- 23 – Cycle Parking Details

8.2 Details such as materials, EV charging, cycle parking, drainage and sustainability have been provided as part of this Reserved Matters submission to demonstrate how they have informed the detailed design and layout of the development. It is acknowledged however that they will

need to be formally approved via discharge of condition applications. Applications to discharge these conditions will therefore be submitted separately.

9 CONCLUSION

- 9.1 Following outline approval O/23/02329/OUT for the erection of a three storey hotel with ancillary restaurant, Reserved Matters approval for layout, appearance, scale and landscaping is now sought.
- 9.2 The principle of a hotel within the Reserved Matters application site has already been established within outline consent O/23/02329/OUT. There is strong support for economic development and additional year-round quality visitor accommodation within Chichester. Premier Inn's existing hotel in the city centre has consistently high occupancy rates.
- 9.3 The design of the proposed hotel has been carefully developed to provide an attractive hotel building which responds to the local vernacular, sits appropriately within its setting and complements the development of the wider site.
- 9.4 Sustainability is at the core of the development with a high performing building envelope and the latest renewable technology utilised to deliver a building that will significantly exceed building regulations and reduce carbon emissions.
- 9.5 The application site is in an accessible location served by a new access road and bus stop. The proposal would include suitable car and cycle parking to serve both guests and staff, as well as electric vehicle charging.
- 9.6 The supporting drawings and reports demonstrate that there are no material considerations that indicate that Reserved Matters approval should not be granted.
- 9.7 The proposals are sustainable and comply with the provisions of the Development Plan and the NPPF, such that they should be supported, and planning permission granted by Chichester District Council.