



**CUSHMAN &
WAKEFIELD**



**DAVID LLOYD COVENTRY
ABBAY ROAD
COVENTRY
CV3 4LF**

JULY 2019

PLANNING STATEMENT

Contents

1. Introduction	3
2. Background.....	4
3. Site and Surrounding Area	5
3.1. Planning History.....	5
4. Proposal	6
5. Planning Policy Context	7
5.1. Coventry Local Plan (2017).....	7
5.2. Coventry Connected SPD (2019).....	7
5.3. National Planning Policy Framework 2019 (NPPF)	7
6. Planning Assessment	9
6.1. Principle of Development	9
6.2. Parking	9
6.3. Design	11
6.4. Amenity.....	11
6.5. Summary of Assessment	12
7. Conclusion	13

Appendix 1. David Lloyd Coventry Car Park Occupancy Survey

1. Introduction

On behalf of David Lloyd Leisure Ltd (David Lloyd), Cushman and Wakefield has been instructed to submit a planning application for a new outdoor pool at David Lloyd Coventry, Abbey Road, Coventry, CV3 4LF.

This document should be read in conjunction with the following documents and drawings submitted with this application:

- Cover letter - prepared by Cushman & Wakefield;
- Location Plan Ref. A-PL-001 (1:1250) – prepared by Hadfield Cawkwell Davidson;
- Existing Site Plan Ref. A-PL-002 (1:500) - prepared by Hadfield Cawkwell Davidson;
- Existing Ground Floor Plan Ref. A-PL-003 (1:100) - prepared by Hadfield Cawkwell Davidson;
- Proposed Site Plan Ref. A-PL-004 (1:500) - prepared by Hadfield Cawkwell Davidson;
- Proposed Ground Floor Plan Ref. A-PL-005 (1:100) - prepared by Hadfield Cawkwell Davidson;
- Proposed Elevation Ref. A-PL-006 (1:200) - prepared by Hadfield Cawkwell Davidson; and
- Design and Access Statement – prepared by Hadfield Cawkwell Davidson.

This supporting planning and need statement contains 6 sections:

- Section 2 of this statement provides a brief background into David Lloyd;
- Section 3 provides a summary of the site and the surrounding area and relevant planning history;
- Section 4 describes the proposal;
- Section 5 reviews the relevant national and local planning policy;
- Section 6 assesses the key planning considerations; and
- Section 7 provides a conclusion to the Statement.

2. Background

David Lloyd Leisure Ltd

David Lloyd Leisure Ltd (David Lloyd) is Europe's premier health, racquets and fitness provider.

David Lloyd has operated for over 30 years and owns some 98 David Lloyd clubs in the UK and a further thirteen across Europe, alongside three Harbour Clubs. David Lloyd also have ambitious European growth plans as they continue to look to expand and invest into their existing territories of Spain, Holland, Belgium, Ireland and Italy, as well as breaking into other new markets.

The business has some 570,000 members and is a significant employer in the health and fitness market, employing over 8,600 people, including an expert health and fitness team of over 2,000 professionals alongside more than 680 tennis coaches.

David Lloyd's racquets facilities are unrivalled in the UK, with some 1000 tennis courts, 400 badminton courts and squash courts.

In addition to the racquets facilities, across all clubs, David Lloyd has over 150 swimming pools and the company offers more than 10,000 exercise classes every week.

David Lloyd also provides significant coaching programs for children, both as part of the operation for the club and as 'outreach' to local schools, colleges and other organisations. It is estimated that every week some 25,000 children swim and some 16,000 are coached to play tennis at David Lloyd clubs.

In addition to the core activities of racquets and health and fitness, a number of clubs also benefit from health and beauty spas, lounges, food and beverage, crèches, nurseries and specialist sports shops.

3. Site and Surrounding Area

The David Lloyd Coventry is located wholly within the administrative boundary of Coventry City Council. The site sits adjacent to the Whitley Business Park and is accessed off Abbey Road. The site is situated to the south east of Coventry city centre, within the suburb of Whitley.

The site extends to approximately 2.6 hectares and consists of a detached two storey sports complex that is designed with a combination of pitched metal roofs and associated car parking (total capacity 313 spaces).

David Lloyd Coventry presently provides; gym facilities, studio space, 4 outdoor (including 2 newly resurfaced acrylic courts) and 6 indoor tennis courts, 4 squash courts, badminton courts, 25m indoor adult pool, kids' facilities, an on-site café/bar and a sports store. Access to the external facilities and outdoor courts is taken via the core building. The building also contains the existing Spa facilities, which includes a sauna, steam room and whirlpool and operates as a day Spa for both members and non-members.

The site is open seven days a week, between 6.00am and 10pm Monday – Friday and 06.30am and 9pm on Saturday and Sunday.

The sport facility's is immediately bound by the River Sherbourne to the south and east, Hotel IBIS to the south and the junction of the junction of the A444 to the north, and beyond this there is Whitley Common Recreation Ground. The site is well separated to the south by the River Sherbourne and dense hedges and tree, but beyond this lies Whitley Business Park that comprises a mix of offices, retail and industrial units. The surrounding area is predominantly mixed use in nature. The nearest residential area dwellings are located to the east of the David Lloyd Club at Riverside Close, some 0.1km away.

The site is wholly unallocated according to the Coventry Local Plan policy map. According to the Environment Agency's online flood risk mapping tool, the application site is within Flood Zone 1. This means that there is a 1 in 1,000 annual probability of sea or river flooding at the site.

3.1. Planning History

We have undertaken an online appraisal of relevant planning applications available on the site using Coventry City Council's website.

Reference	Description	Decision	Date
FUL/2018/0233	Installation of Combined Heat & Power (CHP) unit.	Approval	19/03/2018

The site is already significantly developed, and the subsequent planning approval demonstrate that intensification of the leisure use is supported by the Council.

4. Proposal

David Lloyd Coventry currently has no outdoor pool facilities for the summer months and there have been considerable requests for this facility from existing club members.

The proposed pool area is to be located to the east of the existing leisure club, directly off to the main building. The existing car park forms the boundary to the south and west of the proposed pool location with a new link proposed off the main facility. It is proposed to build a new external pool in close proximity to the existing internal pool and changing rooms in order to provide ease of access to members.

The site currently comprises 31 existing car parking spaces that will be lost as part of the development and the topography of the site is predominantly flat. The location of the new external pool has been designed to flow from existing facilities and has been positioned to the east of the building as this site allows for direct access from the existing indoor pools and changing rooms to allow movement to and from these facilities as well as the existing external spa garden. The pool terrace will also be positioned in such a way to gain the most direct sunlight during the day.

The outdoor pool will be set within a new paved external terrace area inside a fenced enclosure. The development will require a small pool plant room which is to be positioned adjacent to the proposed pool and is to be screened by a fenced enclosure and landscaping.

The external pool terrace will be landscaped with concrete paving slabs bounded by a timber fenced enclosure for security and privacy. Brick faced retaining walls will be used to reconcile the different levels.

There will be some low-level aesthetic external lighting around the pool terrace perimeter. This is for security purposes and to provide a lit walkway around the pool.

There are no proposed changes to the site access for parking arrangements. There will be disabled access to the pool directly from the internal pool via ramps.

Detailed plans prepared by HCD Architects accompany this planning application. Information regarding design can be found in the Design and Access statement produced by HCD Architects, submitted with the planning application.

5. Planning Policy Context

In this section, we set out the key planning policies relevant to this planning application.

The Coventry Local Plan was adopted in 2017 and sets out development and growth priorities of the city up until 2031.

The Coventry Connected Supplementary Planning Document (SPD) (2019) is a material consideration in the determination of planning applications pertaining to transport and accessibility. This will be considered in section 5.2 below.

At the national level, the National Planning Policy Framework (NPPF) is a significant material consideration in the determination of planning applications, and those policies of relevance to this planning application are considered below in the first instance.

5.1. Coventry Local Plan (2017)

The Coventry Local Plan was adopted in December 2017 and sets out the development and growth priorities for the city up until 2031.

Policy DE1 (Ensuring High Quality Design) requires all development proposals to respect and enhance their surroundings, and to respect, among other things, the local distinctiveness of the site.

Policy AC3 (Demand Management) requires a Travel Plan or Transport Assessment to be provided with applications which generate significant additional trips on the transport network.

Policy CO1 (New or Improved Social, Community And leisure Premises) states that, among other things, proposals will be considered on the basis of its compatibility with nearby uses, appropriateness of its location in relation to its scale.

Policy CO2 (Re-Use of or Redevelopment of Facilities) requires the applicant to consider the suitability of the proposed development's location and having regard to other plans located within the plan.

5.2. Coventry Connected SPD (2019)

The Coventry Connected SPD was formally adopted in January 2019 and provides developers with guidance on the application of the policies contained within the Local Plan regarding traffic generation/impacts and accessibility.

Section 4.3.5 of the SPD states that car parking requirements are assessed on a site-by-site basis. Appendix 5 'Car and Cycle Parking Standards for New Development' illustrates the parking standards required for developments based on their Use Class and location – that is, inner or outer city.

5.3. National Planning Policy Framework 2019 (NPPF)

The revised NPPF was published in February 2019 and is a material consideration in the determination of planning applications.

The focus of the revised document is on the delivery of new housing, as oppose to the granting of planning permission. It states that when assessing and determining development proposals, local planning authorities should apply the presumption in favour of sustainable development and determine applications in accordance with the Development Plan unless material considerations, including the policies of the NPPF, indicate otherwise.

Local authorities should support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate needs not anticipated in the plan and to allow a rapid response to changes in economic circumstances.

Paragraph 80 recognises the planning system 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. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future.

The Government recognises that the planning system can play an important role in facilitating social interaction, creating safe and accessible communities and enabling and supporting healthy lifestyles. The NPPF states that the planning system has a role in helping to create an environment where activities are made easier and public health can be improved. It acknowledges that access to opportunities for sport and recreation can make an important contribution to the health and well-being of communities (**paragraph 91**).

Paragraph 109 specifically, states that development proposals should only be refused on highways grounds where any such proposal produces an unacceptable impact on the highway safety and the highway network. **Paragraph 111** of the NPPF continues to state that where development proposals will generate significant amounts of movements, an appropriate Travel Plan or Transport Assessment / Statement must be provided to allow the proposal to be properly assessed.

The NPPF acknowledges that the planning systems 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 117**).

6. Planning Assessment

This section considers the proposals against the overarching development plan policy context for the site, set out in the previous section.

6.1. Principle of Development

This development proposal concerns the redevelopment and enhancement of an existing sport/leisure site of which is unallocated within Coventry's local plan, as per the adopted proposals map, and as such the proposal for a new outdoor pool is not a contentious development in these circumstances. There is also a need for an outdoor pool at this club as it does not currently provide such a facility and this proposal will improve the overall offering of the club.

The Coventry Connected SPD states that the amount of car parking will be decided on an individual case-by-case basis. In this instance, we consider the loss of 31no. car parking spaces acceptable as, in this particular case, such loss is not detrimental to the either the daily operation of the club or the club members. The 79% utilisation peak is advantageous in this instance because this demonstrates that, going forward, there also remains capacity in the car park for new members at the site.

Policy CO1 (New or Improved Social, Community and Leisure Premises) states that, among other things, proposals will be considered on the basis of its compatibility with nearby uses, appropriateness of its location in relation to its scale. The proposal being for an outdoor pool facility and associated garden means it will be an appropriate extension to the existing club and as the pool terrace has a very small footprint (0.06 hectares excluding the pool plant) it is not overbearing in any way to the existing club facility.

There are no design or amenity issues with the proposal. This is because the outdoor pool facilities will be enclosed by a 2.4m close-boarded timber fence to block out views looking into the terrace area. Furthermore, as the outdoor pool and terrace area are located within the site boundary, there are no nearby issues of businesses or residents overlooking into the pool – and thereby amenity is preserved.

6.2. Parking

As a result of the proposed new outdoor pool and terrace area, David Lloyd will need to remove a total of 31no. car parking spaces. This will bring the total number of car parking spaces down from 313 to 282.

TSP Ltd conducted a car parking accumulation survey on Saturday 15th and Monday 17th of June 2019, and the results of this parking survey are appended to this report. The purpose of the survey was to ascertain whether the reduction of car parking spaces led to any overspill of cars onto the public highway.

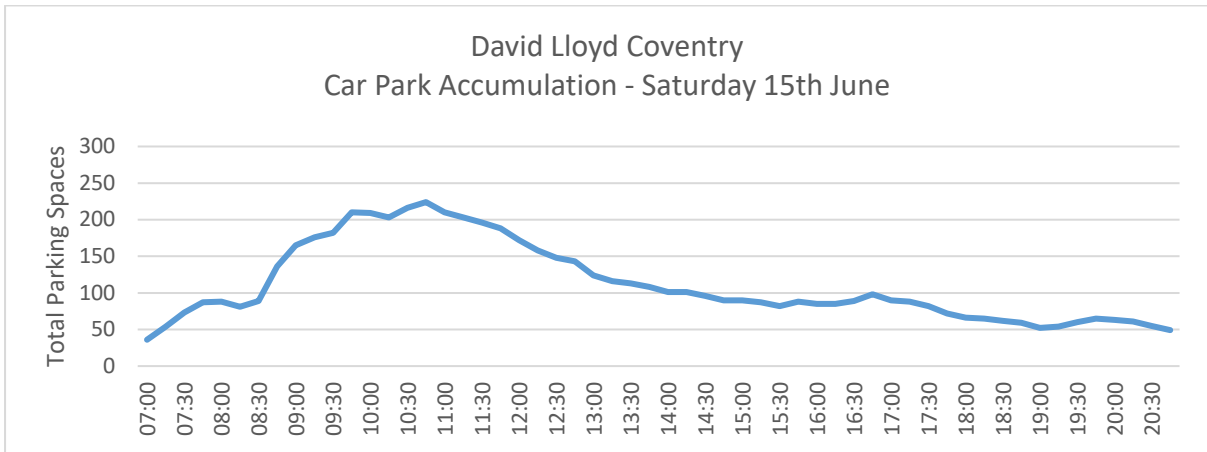


Figure 1. Car Park Accumulation Survey - 15/06/2019

As Figure 1 indicates, 15 cars were parked at the start of the survey which coincides with the vehicular demand from staff and is representative of the fact a number of members arrive just prior to opening. The peak car accumulation of demand was recorded to have occurred between 10:30 - 10:45 in the morning whereby a total number of 224 vehicles were on site, where the existing car park has a capacity to accommodate 313 cars. This demonstrates that at no point during Saturday 15th June did the car park reach or exceed full capacity.

This demand is representative of the existing popular classes which takes place on-site at this time of the morning. The number of cars on-site drops gradually between 11:100 and 15:00 to approximately 90, reaching a maximum afternoon peak of 98 cars at 16:45. TSP Ltd also identified that the car park only operates above 50% utilisation between 0900 hours and 1215 hours, and outside of these hours the car park remains half empty.

At no point on Saturday 15th June was it observed that there was any overspill parking on the highway.

This figure identifies the existing situation, with the proposed loss of 31 spaces, utilisation rate for the car park at its highest peak time at 10:45 would exceed from 72% to 79%. This loss does not represent a huge increase and the car park will only operate above 50% utilisation rate between 09:00 and 12:45. These times do not differ greatly from the current situation.

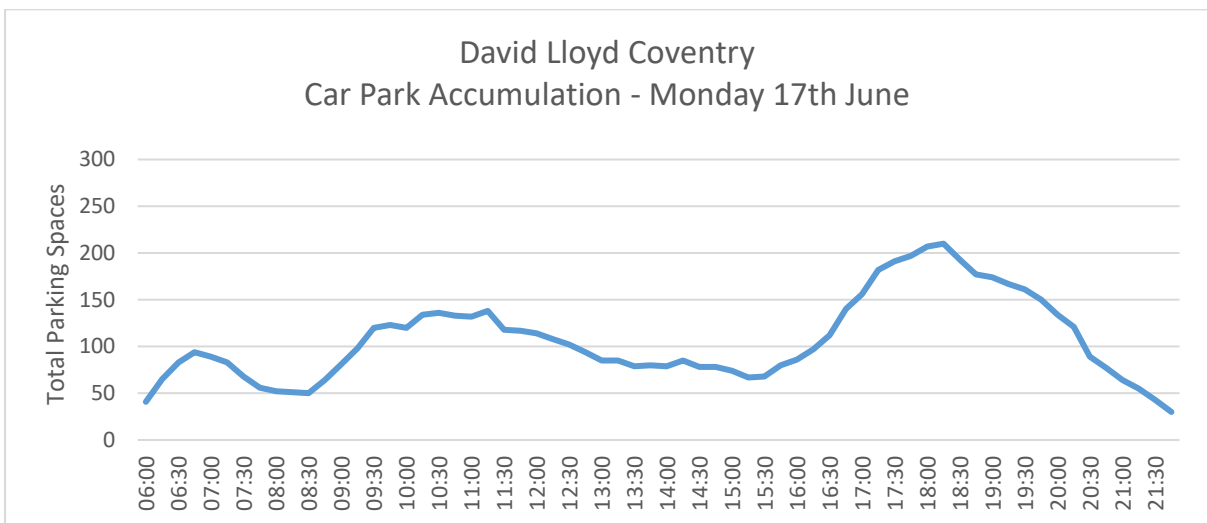


Figure 2. Car Park Accumulation Survey - 17/06/2019

As Figure 2 indicates, 17 cars were parked at the start of the survey (06:00a.m.) which

coincides with the vehicle demand from staff.

The maximum car parking accumulation on Saturday was observed to occur between 18:00 – 18:15 in the evening, whereby the maximum number of cars recorded on site was 210, 103 spaces away from the car park's maximum capacity.

The number of cars on-site increases to 136 between 10:30 to 10:45, and then decreases again until 16:30 where it begins to increase again, reaching a maximum evening peak of 210 cars on-site and utilisation of 67%.

During the weekday, with the proposal to remove 31 parking spaces the highest utilisation rate of the car park based on the accompanying data would be 74%. Therefore, with the proposal it is assumed the car park would not exceed 75% capacity and as such there would be no impact on the surrounding highway network.

The survey data shows that peak time at the leisure centre occurs approximately in the morning on the weekend and early evening during the weekends, but during these times the car park does not reach full capacity (or over 80% utilised).

The purpose of the Parking Accumulation Survey is to demonstrate the loss of 31 spaces will have no detrimental impact on the surrounding highway or on the club itself. The difference between the existing and proposed scenario shows limited impact.

As a result of the proposal for a new outdoor pool facility, 31no. existing car parking spaces will be lost to make way for the outdoor pool and garden. Based on the car parking survey conducted by TSP Ltd – which is further explored in Section 6.2 of this report – the loss of these parking spaces is acceptable insofar as even at the busiest times of the busiest days for the Coventry club, the car park utilisation rate peaks at 79%. This figure clearly demonstrates that the loss of these parking spaces is not detrimental to existing members attempting to park their cars, and therefore the loss of 31no. parking spaces will not result in any overspill onto the public highway network. This proposal therefore complies with **Policy AC3 (Demand Management)**.

6.3. Design

Policy DE1 (Ensuring High Quality Design) requires all new development to respect, enhance and positively contribute to their surroundings and local context. It continues that all development must satisfy several key principles, *inter alia*, seeking a high quality of design and attention to detail over the lifetime of the development. The club currently does not have any outdoor pool facilities, and this has been repeatedly requested from existing members.

The outdoor pool facility will be enclosed by a 2.4m close-boarded timber fence and will provide 29no. seats for users of the new pool. The timber material is a high quality and sustainable material which “ages” well and will remain high quality over the longer term of the development.

Drawings demonstrating this have been produced by HCD and are included within this submission. Please refer to them for greater detail regarding design and amenity.

6.4. Amenity

The proposed pool is in compliance with council and national policies relating to the amenities of occupants and neighbours, including in terms of privacy, outlook, sunlight/daylight, and noise and disturbance. The proposed pool is being installed within the existing David Lloyd Coventry boundary where existing hard surfacing, tennis courts and lighting already reside,

thereby complementing the existing built-up area. Additionally, the plant area will be enclosed by fencing and is at a significant distance from any nearby residential properties.

Drawings illustrating this have been produced by HCD and are included within this submission. Please refer to them for greater detail regarding design and amenity.

6.5. Summary of Assessment

To conclude, members of David Lloyd Coventry have expressed significant demand for outdoor pool facilities. This proposal seeks to satisfy existing member demand and enhance the club's facilities which, in turn, increases the attractiveness of the Coventry club to prospective members.

The loss of 31no. car parking spaces has demonstrated it is acceptable in highways and transport terms. The results of the car parking survey show that even at peak times during the club's busiest days the car park utilisation rate does not reach or exceed 80%. This demonstrates that existing members will not be negatively affected by the loss of such spaces. Moreover, the fact the car park does not reach its full capacity means there will be no overspill onto the public highway as a result of losing 31no. car parking spaces.

It is in our view that the proposed outdoor pool will meet the significant demand displayed by existing members and the loss of 31no. car parking spaces is acceptable in highways and transport terms. The proposal also complies with both the existing Plan and the wider principles of the NPPF.

7. Conclusion

Cushman & Wakefield has been instructed to submit a full planning application for a new external pool at David Lloyd Coventry, Abbey Road, Coventry.

Local planning policy demonstrates the Council's commitment to enhancing existing social, community and leisure premises throughout Coventry. Both national and local planning policy requires developments to appropriately assess any potential impacts on the highways and transport network. This planning application does not generate greater vehicle movements to and from the club, does not significantly increase the utilisation rate of the existing car park, and not result in an overspill effect onto the surrounding public roads.

The proposed outdoor pool meets design and amenity policies as established throughout this report and the installation of an outdoor pool facility seeks to respond to existing member demand and attract new members to the Coventry club. The loss of 31no. car parking spaces will not significantly increase the car park utilisation rate and will not result in any negative transport impacts in terms of additional trip generation, off-site highway congestion or road safety. Therefore, David Lloyd would seek to implement the proposed use as soon as possible upon grant of planning permission.

If you have any further queries, please do not hesitate to contact Jodane Walters in the first instance on (Jodane.Walters@cushwake.com / 020 3296 4655) or Ellen Bailey on (Ellen.Bailey@cushwake.com / 020 3296 2307).

