

PETER D KYTE ASSOCIATES

[A SISTER BUSINESS OF ENABLING PROJECTS LIMITED]

**LEISURE/RESTAURANT
PLANNING & SITE
FINDING PROJECTS**

PDK ASSOCIATES LEISURE/RESTAURANT PLANNING AND SITE FINDING PROJECTS

THIS DOCUMENT DETAILS THE LEISURE AND RESTAURANT PLANNING AND SITE FINDING WORK UNDERTAKEN BY PETER D KYTE ASSOCIATES, A FIRM OF TOWN PLANNERS SPECIALISING IN THE UK LEISURE & RESTAURANTS SECTOR.

THERE ARE FOUR ELEMENTS TO OUR WORK:

- ◆ ***SITE IDENTIFICATION*** is undertaken as a very initial stage to the development process. We run Targeted Site Finding (TSF) programmes for multiplex led schemes and for smaller A3 sites. This work, tailored to meet the needs of the operator client, has proved successful. TSF raises benefits for the operator: desired locations are achieved and the our client is more able to successfully compete with other operators in establishing sites.
- ◆ ***RESOLVING PLANNING PROBLEMS:*** Much of our work is focused on resolving client's planning problems. The cases listed below are examples where the operator client confronted significant planning hurdles, which were overcome by effective presentations, well positioned negotiations and expert planning appeal submissions. Our in-depth understanding of operator's requirements makes a significant difference to the outcome of difficult planning cases. It should be noted that as A3/D2 sites become more marginal, the value of having a leisure orientated planning consultancy involved increases.

- ◆ ***NEGOTIATING WITH KNOWLEDGE:*** As we have had much experience in the leisure sector, any planning negotiations that we are involved with are progressed with an in-depth knowledge of operator's requirements and needs. This approach is crucial in obtaining planning consent, not only for a good quality building but in agreeing trading times and appropriate operator related planning conditions.

- ◆ ***ADDING VALUE:*** We are in a position to add value for our clients. Where permission has never before been obtained for a leisure/restaurant use the value of the property tends to greatly increase when consent is obtained.

FURTHER INFORMATION: If you require more detailed information on the listed cases, or have any other queries on how we work, please contact PETER KYTE at the office address listed on the end of this brochure. We would be pleased to make a presentation at your offices, if you feel this is appropriate.

We would also be pleased to look at any of your current projects which might fall within the scope of our work. We will give an initial, no obligation opinion on the best way forward for the scheme.

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CLIENT	SCHEME/ BRAND	SITE ADDRESS	TYPE OF WORK	FLOOR AREA	RESULT
<i>MEPC (UK)</i>	<p><i>Hoyts 6 screen cinema, with mix of restaurant and pub uses, contained within architectural landmark building in prime town centre location.</i></p> <p><i>Redevelopment of under-utilised site, identified by PDK Associates as good leisure destination</i></p>	<i>Spouter's Corner, Wood Green Town Centre, Haringey</i>	<i>Introduction of site after initial planning assessment, assistance in securing key operators, advice given on scheme content and design, advice to architects, formulation of planning statements, advice on planning strategy, submission of outline and detailed applications and their negotiation; completion and submission of Traffic Impact Assessment; planning objections to competing schemes within catchment area, assessment of other leisure schemes in the area by way of Scheme Comparison Framework. Ongoing planning advice over a 5 year period.</i>	<i>6,100 sq.m. (65,660 sq.ft.) plus parking facilities</i>	<p><i>Outline consent obtained November 1996, subject to agreed conditions</i></p> <p><i>Detailed consent April 1997</i></p> <p><i>Ongoing operator negotiations and further planning applications to secure later opening times.</i></p> <p><i>Scheme now constructed</i></p>

CLIENT	SCHEME/ BRAND	SITE ADDRESS	TYPE OF WORK	FLOOR AREA	RESULT
HOYTS CINEMAS (EUROPE)	<i>Hoyts 12 screen cinema, situated in the Bluewater retail and leisure scheme. The cinema forms an anchor use in one of the UK's best known regeneration projects. Situated near Dartford in Kent, Bluewater has well over 15 million visits a year.</i>	<i>Bluewater, Dartford in Kent</i>	<i>Hoyts' flagship UK operation was threatened by an out of centre leisure proposal. This involved a very large amount of leisure space and a 16 screen multiplex cinema proposal. We were brought in at a late stage in the objections to the scheme. The public inquiry had been completed and the Inspector asked for additional comments. We teamed up with a demographic consultant, Chris Morton Associates. And produced a detailed report showing how the proposed multiplex would result in excess capacity, would not meet a defined cinema need and would harm the town centres in the area. Capacity studies and customer surveys were involved in the preparation of a highly detailed, in-depth report.</i>	<i>Cinema of 5,200 sq.m. (55,974 sq.ft.)</i>	<i>The outcome was highly successful with the Inspector refusing permission and in so doing placing weight on our representations. Our work will help to establish the Bluewater cinema as the main destination cinema venue in the area.</i>

CLIENT	SCHEME/ BRAND	SITE ADDRESS	TYPE OF WORK	FLOOR AREA	RESULT
City Centre Restaurants	Caffé Uno	Muswell Hill Broadway, N10	Research to confirm lawfulness of A3 use and advice to client	167 sq.m. (1,800 sq.ft.)	Lawfulness confirmed
Gibbs Mew	Bar Minerva - new pub/restaurant concept, involving a change of use from Inn/Hotel to Class A3 with staff accommodation above	Westgate Street, Bath	Instructions were taken on this job after the architects had encountered difficulties and the scheme was about to be refused or withdrawn. The client was advised to adopt a more assertive position with the Council, which included a more comprehensive submission. A planning statement, archaeological and noise assessments and a revised scheme were submitted. The scheme was secured on the basis of a customer capacity calculation which demonstrated that, although the floor area was being increased, the number of customers would decrease. This complex listed building and conservation area scheme was successfully negotiated in all respects.	1,096 sq.m. (11,800 sq.ft.)	Permission was granted subject to conditions on the A3 use and operating hours, as proposed by PDK Associates. A 12.30am closing was negotiated, the latest pub closing time in Bath. The high quality scheme represents a model pub/restaurant refurbishment, negotiated within a difficult framework of policy restraint and with a Planning Committee very much against the establishment of further pubs in Bath.

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<i>J. D. Wetherspoon</i>	<i>J. D. Wetherspoon's Public House</i>	<i>Wembley High Road, Wembley</i>	<i>Negotiation and advice on planning condition controlling the amount of trading space.</i>	<i>Circa 464 sq.m. (5,000 sq.ft.)</i>	<i>It was decided not to vary the condition, although this could be achieved at a future date.</i>
<i>ABC Cinemas</i>	<i>ABC Multiplex</i>	<i>Site in Nuneaton</i>	<i>Site introduction as part of PDK Associates' national search for leisure sites.</i>	<i>3,772 sq.m. (40,600 sq.ft.)</i>	<i>Site secured</i>
<i>City Centre Restaurants</i>	<i>Caffé Uno</i>	<i>Muswell Hill Broadway, Haringey</i>	<i>Research to confirm lawfulness of A3 use and advice to client on planning position.</i>	<i>232 sq.m. (2,500 sq.ft.)</i>	<i>Lawfulness confirmed. This avoided submitting a planning application, which would have been difficult in policy terms (the site being in a prime shopping frontage). Even if permission had been obtained, the Council would have imposed an 11.30pm closing, which did not occur using the lawful development route.</i>

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City Centre Restaurants	Caffé Uno	Margaret Street, Westminster	Submission and negotiation of planning application, including agreeing the ducting route and resolving design issues. This scheme was initially in danger of a refusal.	167 sq.m. (1,800 sq.ft.)	Officer's recommendation to grant achieved, which was supported by the Planning Committee.
City Centre Restaurants	Caffé Uno	Marylebone High Street, Westminster	Land use survey, advice to architect, supporting statement, planning negotiation. The site was successfully negotiated with officers but was turned down by the Planning Committee. An appeal was lodged and the site presented to an informal hearing.	306 sq.m. (3,300 sq. ft.)	Appeal by Informal Hearing conducted.
City Centre Restaurants	Caffé Uno	Chiswick High Road, Chiswick	Research into planning conditions on restriction of operating hours, centring around the issue as to whether customers should be out of the premises by 11.30pm or whether a reasonable eating up period was allowable.	260 sq.m. (2,800 sq.ft.)	On the basis of the advice given the client decided to reject the site in favour of another opportunity in the Chiswick area.

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City Centre Restaurants	Caffé Uno	Wood Street, Stratford upon Avon	Negotiation of planning permission and commuted parking payment; advice to client	255 sq.m. (2,750 sq.ft.)	Scheme successfully negotiated
City Centre Restaurants	Frankie & Benny's	18-22 Southchurch Road, Southend	Application to vary condition restricting A3 use and subsequent negotiation with the Council.	608 sq.m. (6,550 sq.ft.) on three floors	Permission obtained. This allowed the client to incorporate a drinks bar into the new scheme and permitted greater operational flexibility.
City Centre Restaurants	Garfunkels	Regent Street, Westminster	Listed building enforcement notice for unauthorised sign: lodging enforcement appeal and negotiating position with the City Council.	250 sq.m. (2,700 sq.ft.)	The appeal was never determined. The Council conceded in the proceedings that they had no case - they finally withdrew the appeal. The Council paid the appeal costs. An excellent outcome after City Centre had first believed that they would lose their prime location signage.

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City Centre Restaurants	Caffé Uno	Hill Rise & Petersham Street, Richmond	Research into lawfulness of A3 use. Submission of application for a Certificate of Lawful Development to confirm lawful use.	248 sq.m. (2,675 sq.ft.)	The Certificate was obtained and the lawful A3 use established. This enabled City Centre to take quick occupation of the site
Independent Operator	The Green Clover Public House	Northolt Road, South Harrow	Change of use from shop unit to Irish themed pub - planning appeal by written representations.	115 sq.m. (1,240 sq.ft.)	Appeal successful on the grounds that the pub would enhance the retail functioning of the shopping centre.
Independent Operator	Café des Arts	Hampstead High Street	Negotiation of complex scheme to obtain listed building and planning consents.		Problems resolved and scheme successfully negotiated.
Independent Operator	La Criche Italian Restaurant	Heath Street, Hampstead	Planning appeal against refusal for A3 use.	130 sq.m. (1,400 sq.ft.)	Successful appeal case ensuring A3 use for long vacant shop.

CONTACT DETAILS

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