



PLANNING VIABILITY REPORT

The Toat Café and Car Hand Wash Site, Stane Street,
Pulborough, West Sussex RH10 1DN

PROFESSIONALS | EXPERIENCED | MOTIVATED | FOCUSED | PASSIONATE | COMMITTED | QUALIFIED



Crickmay Chartered Surveyors is the trading name of Crickmay Ltd. A list of Directors' names is open to inspection at the Registered office 22 London Road, Horsham, West Sussex RH12 1AY. Registered in England No 04258882. VAT number GB-397667381.

Planning Department
Horsham District Council
Albery House
Springfield Road
Horsham
West Sussex
RH12 2GB

17th March 2026

Dear Sir / Madam,



22 London Road
Horsham
West Sussex
RH12 1AY

T: 01403 264259

F: 01403 270222

crickmay.co.uk

*Also at Brighton & Hove
and Haywards Heath*

The Toat Café and Car Hand Wash Site, Stane Street, Pulborough, West Sussex

I write in conjunction with the planning application submitted for the change of commercial use of the above-mentioned site into residential use. I write more specifically to provide an overview of the marketing activities we have carried out to date, along with my general observations in respect of the site, an analysis of the current commercial property development market generally and finally my recommendation as to the suitability of the site remaining in continued commercial use.

About Crickmay

Crickmay have extensive knowledge of the South-East property market having been established since 1984. From our offices in Horsham, Haywards Heath and Brighton & Hove we have a combined team of 10 Chartered Surveyors, 1 graduate surveyor and 1 trainee surveyor who act for a mix of occupiers, landlords, developers and investors on a multitude of commercial properties and commercial and residential developments.

We acquire, sell and let commercial property in addition to providing valuations, building consultancy, and property management, as well as providing advice on business rates, planning and landlord & tenant matters.

About the Author

Jonathan Mack BSc (Hons) MRICS is a Chartered Surveyor with over 18 years in the commercial property industry. Jonathan is a co-owner and director of Crickmay heading the agency departments across the company's Horsham, Haywards Heath and Brighton & Hove offices.

The Site

The subject site is situated 1 mile to the north-east of Pulborough, accessed off and fronting the main A29 (Stane Street) providing easy access to Billingshurst which is approximately 3 miles to the north-east, Petworth 5 miles to the west and Arundel 9 miles to the south. The site is approximately 6.5 acres (2.63 hectares), with just a small part of this site being occupied by a Hand Car Wash and Café, together with a hardstanding area principally utilised for car parking. The buildings presently on the site are portable by nature with the exception of one single-storey brick-built store.

Tenure

The whole site is understood to be owned on a freehold basis with the buildings on site understood to be presently owner occupied.

Planning

A small section of the site is presently in use as a Café (A3 use), with an adjacent Hand Car Wash facility. Despite this the subject site received support within the 2015-2031 Pulborough Neighbourhood Plan (November 2024) for commercial redevelopment to comprise the following commercial uses (Class B2 – general industrial; B8 – storage & distribution; C1 – hotels, guest & boarding houses; F1 – learning & non-residential institutions; F2 – community halls / outdoor sports/recreation areas indoor/outdoor swimming pools and/or skating rinks and E Class – a wide variety of uses including retail, financial & professional, services, café and restaurant, office, research & development of products and processes, clinics, health centres, creches, day nurseries, day centres and gymnasiums. In addition to these uses the neighbourhood plan also supports both motor sales showrooms and leisure parkland uses. In planning terms the site is therefore considered suitable for a wide variety of commercial uses, subject to the receipt of detailed planning consent.

Condition

As mentioned above the buildings on site are temporary and semi-permanent by nature and are in my opinion unlikely to be utilised for any other alternative use in the future.

Commercial Development Market Overview

The commercial development market in the South-East has experienced a noticeable moderation in activity over recent years. A combination of elevated construction costs and heightened financing pressures has tempered developer confidence and slowed the pace of new project starts. With costs for materials and labour remaining above historical norms, development viability has been squeezed, leading many stakeholders to reassess or delay schemes until market conditions become more favourable.

Interest rate levels and broader financing costs have also played a significant role in shaping the current environment. The tightening of lending criteria and higher cost of capital have made securing competitive development finance more challenging. This has been particularly acute for speculative commercial ventures, where lenders are increasingly selective and risk-averse in their underwriting. As a result, many developers have shifted focus toward securing pre-lets or forward funding agreements to de-risk projects and ensure income certainty before committing to construction, or the purchase of a site for commercial development.

Marketing Activities

Crickmay initially commenced marketing of the site in December 2023 where we carried out a targeted marketing campaign approaching a number (59 parties) formed of commercial developers in addition to potential end occupiers (assuming redevelopment of the site) in the hope of then being in a position to create an interest-led development masterplan, with the view to achieving pre-lets and eventually an investment / development sale. When marketing a development site on a conditional basis it is very difficult to pinpoint an exact quoting price, primarily as the value of the site will entirely depend upon the planning consent that is required / ultimately obtained, together with the site density, use etc. For this reason we have not advertised a specific price and have instead quoted 'on application'. When

liaising directly with parties we have advised that we are not quoting a specific price per acre and instead inviting parties to make proposals based upon the extent of land they require, the planning consent they would wish to obtain, together with their conditionality.

The end occupiers approached included but were not limited to Restaurant and Coffee Drive-Thru's, Automotive Dealerships, Food Supermarkets, Petrol Stations, EV Charging Operators, Hotels, Public Houses and Breweries, Retirement and Care Homes, Garden Centres, Self-Storage operators, Sports & Leisure Uses and other Retail and Trade Counter operators.

Given the nature of the site being fully open, visible and accessible to the A29 and bearing in mind we are inviting conditional offers, on a subject to planning basis such that little of what is presently at the site will remain, the parties that have expressed an interest to date have generally either visited the site when passing through, or have worked 'off plan' and via their respective development software when appraising the opportunity. For this reason no in-person viewings have been conducted, but it is very likely a number of the parties have been to site.

Initial feedback from those targeted above largely centred on the site's lack of sufficient local residential catchment. The supermarket operators were also concerned with the nearby competition commenting there is a large Sainsbury's and Tesco to the south in Pulborough together with further competitors to the north in Billingshurst. Other prospective roadside operators commented that 'passing traffic is only 10,500 vehicles daily, which would not be enough for a roadside scheme'.

Despite the above, one significant supermarket operator did provide initial positive interest stating at the time that they were 'working on a site in a neighbouring town but would consider Pulborough as an alternative' with their requirement being for circa 2 acres to provide a single building of 22,000 sq ft Gross Internal Area, together with 150 demised car parking spaces. We also received positive feedback from a roadside operator wishing to develop a Petrol Filling Station, EV Charging Points and a Coffee Drive Thru. This was in addition to a separate EV charging company, an automotive dealership, another Drive-Thru and a leisure operator seeking to build some padel courts. Each of the parties understandably stated that their interest was dependant upon other neighbouring occupiers along with an oversight of the masterplan covering the site as a whole, with the significant supermarket operator stating 'it is important to have sufficient critical mass to draw customers to the destination'.

Following provision of a masterplan to all of the interested end-occupiers listed above, whilst a few of the parties decided not to progress any further citing the site did not have enough draw, we did receive offers from the roadside operator, in addition to the EV Charging company. There were a number of conditions attached to the roadside operator's proposal which included the necessity to have 'a national supermarket operator Aldi, Lidl or equivalent'. The alternative EV Charging operator's offer also had conditionality being subject to contract, planning, confirmation of the level of power and the 'tenant line-up being suitable'.

Following these positive offers, regrettably the principal supermarket operator confirmed that having carried out further due diligence it was decided the site was not in an area of sufficient population with traffic movements not being as high as initially envisaged. With the above in mind and bearing in mind the offers received mentioned above requiring a principal anchor tenant, we received client instructions to commence open marketing of the site in early May 2024 in the hope of attracting another supermarket or anchor occupier.

As part of our full marketing campaign, we prepared detailed site particulars (a copy of which I attach together with this report) which were circulated amongst a significant number of occupiers, investors and developers upon our database, together with all local, regional and national agents seeking development and roadside opportunities for retained clients. The availability of the premises has also been circulated regularly through both our website and other national commercial property listings to include Focus, P I Property, Commercial Property Database and the Gatwick Diamond Commercial Property Register, Estate Agents Clearing House, Zoopla Pro and Prime Location. The property details have also been sent a number of times to Horsham District Council's economic development team such that they can hopefully match with any active property requirements they are aware of. I attach together with this report snapshots of our present marketing on the above platforms which has been continuous since May 2024 (i.e. for nearly 2 years now).

Following a further period of marketing we received further interest from another national supermarket operator, in addition to a well-known drive thru restaurant. After a considerable amount of back and forth between these parties the supermarket operator decided not to proceed stating 'I regret to inform you that the Toat Café site in Pulborough did not make it through out first approval process. Whilst we do have an active requirement for a new foodstore within the Pulborough area, it was felt that the site is not viable'. Unfortunately, similar feedback was received from the drive-thru restaurant operator who stated 'without any immediate catchment and less than 10,500 vehicles per day it's not going to be a strong enough location to support a drive-thru'.

We continue to fully market the availability of the site (using all the methods listed above) but in the absence of securing an anchor tenant, the other offers received cannot be progressed and have now fallen away and as such we have now exhausted all enquiries received to date. This has now been the case for over 6 months with no new interest having come forward since.

Conclusion

Despite extensive marketing of the site for over two years, Whilst a small number of parties expressed initial interest, each required the presence of a major anchor occupier, along with other complementary occupiers to justify their inclusion within the scheme. The withdrawal of the principal supermarket operators following detailed due diligence confirming inadequate population density and lower than anticipated traffic movements removed the key tenant required to underpin a roadside scheme in this location. Subsequent open marketing failed to attract an alternative anchor tenant, and further enquiries from roadside and drive-thru operators ultimately concluded with the same concerns regarding location, catchment and viability.

The lack of proceedable interest following a significant marketing campaign targeting a wide range of national and regional operators and commercial developers leads me to conclude that the site is not commercially viable for continued or future commercial use. The consistent feedback has centred around the site's limited local catchment, and insufficient traffic flows, which have repeatedly been cited as fundamental barriers to the commercial viability of the site. Similarly, despite open marketing we have not received any interest from uses that don't rely on such passing trade – for example industrial, warehouse and logistics developers etc.

In light of the above, despite us having targeted all uses supported within the neighbourhood plan, along with all other commercial uses, it is clear that the site has not generated credible or deliverable interest from end occupiers and consequently has not been attractive to commercial developers. Policy 9 of the Horsham District Planning Framework (Nov 2015) requests that 'redevelopment of employment sites and premises outside Key Employment Areas , must demonstrate that the site /

premises is no longer needed and/or viable for employment use'. It is clear from our marketing that the site / premises is no longer needed and/or considered viable for employment use. In addition to this the HDC Validation Checklist Extract re: Marketing Information states 'where the proposed development would result in the loss of employment, retail and community units/uses contrary to Policies 9, 13 and 43 of the Horsham Development Planning Framework, evidence of marketing, including details of any feedback, for at least one year is recommended. We believe that our report provides this.

Given all of the above it is my professional opinion that there is no realistic prospect of the site being brought forward for viable commercial development and I therefore conclude that the proposed conversion of the site to residential use represents the only feasible and sustainable alternative for the future use of the site.

Meet the Commercial Agency Team



Jonathan Mack BSc (Hons) MRICS
Director



Alexander Mullett BSc (Hons) MRICS
Director



Daniel Lascelles BA (Hons) MPLAN
Surveyor



Hugh McShane BSc MRICS
Director



Phoebe Taylor
Trainee Surveyor



Adam Walker MRICS
Consultant

I trust this report helps to provide a detailed summary of our marketing activities carried out to date, however should you have any queries arising from any of the above, or if I can help to provide any additional information, please do not hesitate to let me know.

Yours sincerely

Jonathan Mack

Jonathan Mack BSc (Hons) MRICS

Direct line: 01403 756 510

E-mail: jm@crickmay.co.uk

TO LET / FOR SALE

COMMERCIAL BROWNFIELD DEVELOPMENT LAND ON MAIN A ROAD APPROX 6.5 ACRES (2.63 HECTARES)

Toat Cafe and hand car wash site, Stane Street,
Pulborough, RH20 1DN



Summary

Available Size	6.50 Acres
EPC Rating	Upon enquiry

Location

The site is situated to the north-east of Pulborough, accessed off the main A29 (Stane Street,) providing easy access to Billingshurst which is approximately 5 miles to the north-east, Petworth 6 miles to the west and Arundel 10 miles to the south.

Description

A prominent site which fronts the A29 (Stane Street) and is currently occupied by the Toat Cafe and a hand car wash.

Accommodation

The site comprises the following approximate gross external area, equating to approximately 6.5 acres (2.63 hectares):

Description	sq ft	sq m
Total approximate area	283,140	26,304.57

Planning

The site has been allocated for commercial development as part of the emerging Pulborough Neighbourhood Plan (NHP) for the following use classes; B2, B8, C1, E, F1, F2 and motor sales showrooms and leisure parkland.

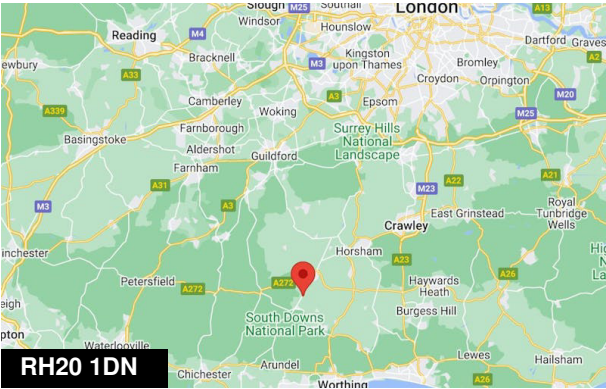
Tenure

Our clients are seeking initial expressions of interest on a freehold or leasehold basis, conditional on planning being granted, for part or all of the site in order to further shape a draft masterplan.

VAT may be applicable to any offer made for the site.

Legal Costs

Each party is to be responsible for their own legal costs.



Viewing & Further Information



Jonathan Mack
01403 756510 | 07557 562699
jm@crickmay.co.uk

More details @ crickmay.co.uk



Crickmay Chartered Surveyors
22 London Road, Horsham, West Sussex, RH12 1AY
T: 01403 264259 | crickmay.co.uk

Particulars contained herein are for guidance only and their accuracy is not guaranteed neither do they form any part of a contract. All figures quoted are exclusive of VAT if applicable.



Inclusion on our www.crickmay.co.uk website



Toat Cafe and hand car wash site

Stane Street, Pulborough, RH20 1DN



[Back to properties](#)
[Enquire about this property](#)
[Add to shortlist](#)

View shortlist (0)

Media

[Download Particulars](#)

Viewing & Further Information

For further information, or if you would like to arrange a viewing, please contact our agents:



Jonathan Mack
01403 756510
Contact agent

COMMERCIAL BROWNFIELD DEVELOPMENT LAND

ON MAIN A ROAD

APPROX 6.5 ACRES (2.63 HECTARES)

Status

To Let / For Sale

Location

The site is situated to the north-east of Pulborough, accessed off the main A29 (Stane Street,) providing easy access to Billingshurst which is approximately 5 miles to the north-east, Petworth 6 miles to the west and Arundel 10 miles to the south.

Inclusion on current availability list email to Horsham District Council

LC

Lisa Christie

To Julie Cavallo

 Instruction List for HDC.xls
90 KB

▼

Hi Julie

Please see our attached availability

Many thanks

Lisa

CRICKMAY

QUALIFIED SUBMITTERS

Lisa Christie

E: lc@crickmay.co.uk

😊

↩ Reply

↩ Reply All

➡ Forward





Thu 09/05/2024 11:38

Listing on the Excel spreadsheet:

Wisborough Green	Billingshurst Road	Former EP Clark Yard	n storage, site office and work	0.95 of an acre	£90,000 pax
INVESTMENT/DEVELOPMENT					
TOWN	STREET	ADDRESS 1	PROPERTY TYPE	SIZE	RENT / PRICE
Ardingly	High Street	16/16a	Retail and resi investment	4,373 sq ft	£550,000
Burgess Hill	Mill Road	75	self contained flat and HMO		OIRO £625,000
Burgess Hill	Station Road	33	Retail and resi investment	1,382 sq ft	OIRO £425,000
Burgess Hill	Station Road	35	Retail and resi investment	1,588 sq ft	OIRO £425,000
Crawley	High Street	5	Retail and resi investment	1,468 sq ft	£415,000
Crickmay	Longwood House	The Green Building	Office investment	2,700 sq ft	OIRO £450,000
Pulborough	Stane St	Toat cafe and hand car wash site	Commercial dev land	6.5 acres	Offers invited

Evidence of details being sent to all national commercial property agents via Perfect Information Property (PIP) paid for send out –

Toat Cafe and hand car wash site, Stane Street, Pulborough - Crickmay



Michelle Mitchell (PIP) <michelle@pipdistribution.co.uk>
To Jonathan Mack

Follow up. Completed on 08 May 2024.
If there are problems with how this message is displayed, click here to view it in a web browser.

 PULBOROUGH_TOAT_CAFE_AND_HAND_CAR_WASH_SITE.pdf
685 KB

Reply

Reply All

Forward



...

Wed 08/05/2024 11:20

Web Version



Hi Jonathan
COMMERCIAL BROWNFIELD DEVELOPMENT LAND ON MAIN A ROAD
Toat Cafe and hand car wash site
Stane Street
Pulborough
RH20 1DN

- To Let/For Sale
- Approx 6.5 acres (2.63 hectares)
- Total approximate area 283,140sq ft / 26,304.57sq m

Brochure attached. For further details please contact:
Jonathan Mack
01483 750510
07557 562699
jm@crickmay.co.uk

This email address is not manned, please do not respond to this message.
These details have been delivered to you by PIP's commercial property distribution service. If you would like more information on this service please contact us at PIP.
Kind regards,
Michelle Mitchell, michelle@pipproperty.co.uk

CoStar and Loopnet

BACK TO MY LISTINGS



Toat Cafe And Hand Car Wash Site - Stane St,
Pulborough RH20 1DN
Toat Cafe and hand car wash site

£0.00
Potential Agency Fee ⓘ

Updated Today
Confirm up-to-date

Listing

Status: Active

Sale Type: Investment

Tenure: Freehold

Sale Conditions: Select Sale Conditions

Lot Sale Details

Price: £

Lot Number: #

Lot Size: 6.50 AC

AC

Lot Description: A prominent site which fronts the A29 (Stane Street) and is currently occupied by the Toat Cafe and a hand car wash. The site comprises the following approximate gross external area, equating to approximately 6.5 acres (2.63 hectares).

256/250 characters used

ADD ANOTHER LOT

Sale Notes

Sale Notes: The site has been allocated for commercial development as part of the emerging Pulborough Neighbourhood Plan (NHP) for the following use classes; B2, B8, C1, E, F1, F2 and motor sales showrooms and leisure parkland.

Stane St - Toat Cafe and hand car wash site

6.5 Acres of Commercial Land in Pulborough RH20 1DN

Land Plots / West Sussex / Pulborough / Stane St, Pulborough, RH20 1DN



Save this listing!
Favourite this listing to get notified of price updates, new media and more



Investment Highlights

- Semi-rural location
- Good road links
- Amenities provided by nearby Billingshurst, Petworth and Arundel

Executive Summary

The site has been allocated for commercial development as part of the emerging Pulborough Neighbourhood Plan (NHP) for the following use

classes; B2, B8, C1, E, F1, F2 and motor sales showrooms and leisure parkland.

Attachments

[Brochure](#)

Property Facts

Sale Type	Investment	Property Subtype	Commercial
Tenure	Freehold	Proposed Use	Commercial
No. Plots	1	Total Plot Size	6.50 ac
Property Type	Land		

1 Plot Available

Plot

Total Plot Size 6.50 ac

A prominent site which fronts the A29 (Stane Street) and is currently occupied by the Toat Cafe and a hand car wash. The site comprises the following approximate gross external area, equating to approximately 6.5 acres (2.63 hectares).

Description

The site is situated to the north-east of Pulborough, accessed off the main A29 (Stane Street,) providing easy access to Billingshurst which is

approximately 5 miles to the north-east, Petworth 6 miles to the west and Arundel 10 miles to the south.

Call

Message

Contact

Jonathan Mack

CRICK MAY

[← Back to search results](#)



Share

Save

Crickmay

[View agent properties →](#)



01403 453068

Email agent



Freehold

Non quoting

Land for sale

Stane Street, North Heath, Pulborough RH20

283,140 sq. ft

Local area information



Calculate travel times

mins to [travel destination](#)

+ Add a travel destination

St Mary's Church of England Primar...	1.5 miles	West Chiltonton Community Primar...	2.4 miles
Pulborough	2 miles	Billingshurst	2.9 miles

These distances are calculated in a straight line. The actual route and distance may vary.

Features and description

- Freehold
- Expressions of interest invited on a freehold or leasehold basis

Location

The site is situated to the north-east of Pulborough, accessed off the main A29 (Stane Street,) providing

Prime Location



Find your dream home

[Sign in](#)

[For sale](#)
[To rent](#)
[Sold prices](#)
[New homes](#)
[International](#)
[Find agents](#)

[Back to search results](#)
[Share](#)



[3 Photos](#)
[Map](#)
[Street view](#)
[Shop the look](#)

Non quoting

Land for sale Stane Street, North Heath, Pulborough RH20

1,283,140 sq. ft

Freehold

Added on 23/10/2025

About this property

- ✓ Expressions of interest invited on a freehold or leasehold basis

Location

The site is situated to the north-east of Pulborough, accessed off the main A29 (Stane Street,) providing easy...

[Read full description](#)

Crickmay

[View agent properties](#) →

[Call agent](#)

[Email agent](#)

Advertisement



Get Mortgage Ready with your FREE Experian Credit Score

[Sign up today](#)

Advertisement



Comfortable & Pain-Free All-Day Comfort

Campaign send-out to our database

Campaigns

All My Campaigns Team Campaigns Manage views

Sent

Filters 2

Status	Campaign	Marketing List	Sender	Recipients	Opened	Clicked
Sent	🚩 Toat Cafe and hand car wash site - Wed 8 May Sent At: Wed 8 May at 10:34am	Requirement Mailer	 Lisa Christie lc@crickmay.co.uk	284	137	56
Sent	🚩 Toat Cafe and hand car wash site - Wed 8 May Sent At: Wed 8 May at 10:29am	Developers	 Lisa Christie lc@crickmay.co.uk	112	60	20
Sent	🚩 Toat Cafe and hand car wash site - Wed 8 May Sent At: Wed 8 May at 10:19am	Internal New Property	 Jonathan Mack jm@crickmay.co.uk	15	6	3

Results: 1 - 3 of 3 25 ▾ per page

Estate Agents Clearing House

From: Crickmay Chartered Surveyors <mailings@each.co.uk>
Sent: 09 May 2024 09:07
To: Daniel Lascelles <dl@crickmay.co.uk>
Subject: ACE: 6.5 ac Development at Toat Cafe And Hand Car Wash Site, Stane Street, Pulborough, RH20



REPLY to Jonathan Mack

Dear Daniel
A new Property

Development - Office...
Toat Cafe And Hand Car Wash Site, Stane Street, Pulborough, RH20



Ext:6.5 ac	
■FHold EPOA	
■Lease EROA	

The site is situated to the north-east of Pulborough, accessed off the main A29 (Stane Street,) providing easy access to Billingshurst which is approximately 5 miles to the north-east, Petworth 6 miles to the west and Arundel 10 miles to the south.

COMMERCIAL BROWNFIELD DEVELOPMENT LAND ON MAIN A ROAD
APPROX 6.5 ACRES (2.63 HECTARES)
A prominent site which fronts the A29 (Stane Street) and is currently occupied by the Toat Cafe and a hand car wash...





Crickmay Chartered Surveyors

Horsham

01403 264 259

 Jonathan Mack

01403 756 | 07557 562 699

510