Planning Application Response of Planning Policy/Urban Design

Application No:	APP/18/00719
Site Address:	119 London Road, Waterlooville, PO7 7DZ
Development:	Change of use from Class A1 to Sui Generis (Tanning Salon)
Case Officer:	Mrs R McMurray
Comments by:	Gill Glover
Date of Comments:	3rd September 2018

Policy Status: The Local Plan (Core Strategy) and the Local Plan (Allocations), together with the Hampshire Minerals and Waste Plan provide the development plan for the borough. In addition, the Local Plan Housing Statement (LPHS) and its guiding principles, adopted December 2016, is also a material consideration. Also relevant to this proposal, though with limited weight, is the emerging Havant Borough Local Plan 2036, in preparation of which a Regulation 18 consultation took place in January and February 2018.

The following policies are of particular relevance:

- CS4 – Town, District and Local Centres
- CS6 – Regeneration of the Borough
- CS17 – Concentration and Distribution of Development within the Urban Area
- DM2 – Protection of Existing Community Facilities and Shops
- DM21 – Shopfronts, Signs, Security Shutters and Advertisements
- AL2 – Urban Area Boundaries and Undeveloped Gaps between Settlements
- AL3 – Town, District and Local Centres
- Waterlooville Town Centre KS2 – (Draft Local Plan 2036)

Also relevant is the following Supplementary Planning Document

- Havant Borough Council Parking SPD (July 2016)

Principle of Development

This site falls within the Waterlooville Town Centre as defined by Policies CS4, and AL3. These policies encourage appropriate town centre development proposals which support small and independent businesses. Moreover, Policy CS4 specifically seeks to promote the vitality and viability of the identified town and district centres. Criterion 2) of Policy CS4 also supports proposals which enhance the evening economy of the designated centres, and this proposal includes late night opening.

Waterlooville Town Centre has been identified as an area in need of regeneration in both the Adopted Local Plan (Policy CS6), as well as the Draft Local Plan 2036 (Policy KS2). Criterion d) of Policy CS6 states that the focus for Waterlooville Town Centre is a sustainable mix of uses.

Table 16 (page 56) of the Havant and Waterlooville Town Centres Study (October 2017) indicates that the site (119 London Road) forms part of primary frontage P4. As such, criterion 3) of Policy AL3 would apply. However, 29% of units are vacant therefore, criterion 3) of Policy AL3 will not apply.

Moreover, the vacancy rate in Waterlooville Town Centre was 17.95% in October 2017 (this has risen from 10.31% and 14.14% in October 2015 and 2016 respectively). This was much higher than the national and regional town centre vacancy rates of 9.3% and 7.2% respectively. As specified in paragraph 2.15 of the Local Plan (Allocations):

‘’*A large number of empty shops may indicate that a centre is in decline and in need of change to adapt to the future”*

As such, it is considered appropriate in policy terms to allow a change of use from a Land Use Class A1 to a Sui Generis use to keep vacant units to a minimum in the primary shopping area. .

As specified in paragraph 3.44 of the Draft Local Plan 2036;

‘*‘Non-shopping uses will be promoted in order to increase the level of activity in this part of the town centre”.*

Marketing:

For proposals on sites involving shops in the primary and secondary retail frontages, a marketing exercise for a minimum of 12 months should normally be conducted. The marketing exercise should be used to meet criterion 1) of Policy DM2 to demonstrate that the premises or land is no longer viable for its authorised use.

However, for this site in particular, the Planning Policy Team believes that a departure from Policy DM2 would be appropriate on the basis that vacancy rates are high. Therefore, a period of marketing would not be considered necessary for this site prior to accepting a change of use.

Shopfronts and Signs:

Policy DM21 seeks to ensure that new shopfronts and signage are not detrimental to the appearance of the individual building or the street scene. A consideration in the determination of this application should therefore be the design of the shopfront.

As the site is in the primary shopping area, criterion 6) of Policy AL3 and paragraph 2.16 of the Local Plan (Allocations) will also apply.

Parking:

Policy DM14 and the Havant Borough Parking SPD (July 2016) set out the minimum parking standards for new development in the borough. Paragraph 1.11 of the Havant Borough Parking SPD (2016) states that;

‘’The parking standards will apply to all developments for the provision of one or more residential units (gross) and all developments that result in the creation of non-residential floorspace.”

The planning application does not include extensions or alterations to the site therefore the standards set out in the Havant Borough Parking SPD (2016) do not apply.

Conclusion:

No objection in principle.