
Site Address: 36 Park Parade, Havant, PO9 5AD
Proposal: New frontage to front and side elevations to include windows and door;
new recessed forecourt to south elevation with new low level wall.
Application No: APP/17/00815 Expiry Date: 20/09/2017
Applicant: Mr Smith
Agent: Mr Knight Case Officer: Harriet Pitney
 Knight Architectural Design
Ward: Battins

Recommendation: **REFUSE PERMISSION**

1 Site Description

The application site comprises a ground floor unit located within the designated district centre of Leigh Park. No.36 Park Parade holds a prominent position on the corner of Park Parade and Greywell Road. The unit is currently occupied as a restaurant/cafe establishment trading under the name of Bloomies.

The unit comprises a fascia sign to the south and west elevations with a fully glazed facade (excluding three panels on the western elevation which are UPVC) typical of that found within a designated shopping centre. This is reflective of other retail and commercial units evident within the surrounding locality.

The area in which the unit is located is very much commercial in nature comprising a variety of retail and cafe uses at ground floor level.

2 Planning History

02/60005/001 - Variation of Condition 4 of Planning Permission 98/60005/000 to allow for a change in the extraction/ filtration system to that approved., PERM,06/08/2002

98/60005/000 - Change of use of premises from a shop (A1) to a mixed use consisting of a restaurant (ground floor) assembly room (first floor) and offices (second floor), installation of new doors at first floor level on rear elevation and extraction duct from ground floor kitchen., REF,04/02/1999

06/60005/002 - Alteration of condition (ii) on approval at appeal dated 2/9/1999 to read 'The ground floor use shall not be open to customers except between 0800 and 2300 hours Monday to Wednesday, 0800 to 2400 hours Thursday, Friday, Saturday and 0800 to 2330 hours Sundays and Bank Holidays.', PERM,07/07/2006

APP/15/01402 - Proposed change of use at first floor from D1 to C3 to form 1No. 2 bed flat with new door and window to entrance and new door to proposed second floor flat (subject of a separate prior approval application) with new metal access staircase to second floor., PERM,11/02/2016

APP/15/01430 - Prior notification for change of use from class B1(a) office use to C3 residential use., PAYA,26/02/2016

3 Proposal

This application is for a new frontage to the south and west elevations of 36 Park Parade. On the southern elevation the existing shopfront is proposed to be replaced by a new window and door arrangement in a recessed position behind a forecourt enclosed by a low brick wall. On the western elevation the existing shopfront is to be bricked up with 5 new windows inserted.

4 Policy Considerations

National Planning Policy Framework
Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL3 (Town, District and Local Centres)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Crime Prevention -Minor Apps

No response received.

Economic Development - Retail and Town Centres

No comments

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 15

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
The property occupies a prominent	Please see section 7 of the officer report.

corner position The plans appear to show a substantial reduction in retail window frontage which will reduce the visual amenity of the area. This would also have an adverse effect on the retail offer of Park Parade which already suffering from a reduction in retail space.	
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7 **Planning Considerations**

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Principle of development
- (ii) Impact upon the character and appearance of the area
- (iii) Impact upon neighbouring amenity

(i) Principle of development

7.2 The application site is situated within an urban area where further development is considered to be acceptable in principle subject to the usual development management criteria. In this case the premises lies within part of the Leigh Park District Centre, and here Policy CS4 of the Local Plan (Core Strategy) looks to new development to help promote and enhance such centres through high quality developments which retain active ground floor frontages.

(ii) Impact upon the character and appearance of the area

7.3 As discussed above, 36 Park Parade is located within the designated shopping centre of Leigh Park in an area which is largely characterised by a mixture of retail and commercial uses at ground floor level.

7.4 Policy CS16 of the Local Plan (Core Strategy) states that planning permission will be granted for development which responds to, draws inspiration from, respects local context and identifies and responds positively to the existing features and characteristics of the local area. Furthermore, Policy DM21 of the Local Plan (Allocations) states that planning permission will be granted for shop fronts that are appropriate in size, scale and design to the character of the buildings and their surroundings.

7.5 No.36 occupies a prominent position within the designated District Centre, on the corner of Park Parade and Greywell Road. The unit benefits from a fascia sign (blue and cream in colour) to both the south and west elevations with a fully glazed facade (excluding three panels to the western elevation) which is typical of that found and commonly associated with a designated shopping centre. The proposed new facade to the south and west elevation would significantly alter the character and appearance of the existing unit through introducing elevations of brick construction with a recessed frontage to the south elevation, replacing the fully glazed element with 5 windows to the west and 1 individual window and door to the southern elevation. In the absence of a supporting statement explaining the rationale for the proposed changes, and in light of the fact that no pre-application advice was sought prior to the application being submitted, the application falls to be determined on its own merits.

7.6 The alterations as proposed would result in the removal of the defined shopfronts which currently exist to the unit by virtue of the introduction of the recessed forecourt and much smaller window and door arrangements, which would exhibit a more domestic/residential character and would diminish the commercial character of the unit and would result in the loss of its distinct appearance and characteristics commonly associated with the district centre. When viewed in context with the surrounding locality, it is considered that the alterations to the south and west elevations would not be in keeping with the surrounding commercial uses evident within the immediate vicinity, which are predominantly glazed in their entirety, by virtue of the domesticated design and proportions. Nor would the alterations respect local context, particularly the addition of a recessed front forecourt. Furthermore, the changes proposed would reduce the level of active ground floor frontage which would reduce the level of natural surveillance, particularly relevant in this case as the building holds such a prominent location at the junction of two streets.

7.7 On the basis of all of the above, it is considered that the new facade proposed to the south and west elevations would result in a significant adverse impact on the commercial character and vitality of the area and one which does not respect the local context and characteristics of the area. It is therefore considered that the proposed development does not comply with Policies CS4 and CS16 of the Local Plan (Core Strategy) and Policy DM21 of the Local Plan (Allocations).

(iii) Impact upon neighbouring amenity

7.9 Due to the nature of the proposed development, being wholly at ground floor in a defined District Centre, it is not considered that the scheme would result in any additional overlooking, loss of light, privacy, or appear overbearing to any of the adjacent neighbouring occupants (commercial or residential).

8 **Conclusion**

It is considered that the proposed development would result in a significant adverse impact on the commercial appearance of the premises, resulting in a detrimental impact on the vitality, character and appearance of the District Centre. The development is therefore considered to be contrary to Policies CS4 & CS16 of the Local Plan (Core Strategy) and DM21 of the Local Plan (Allocations).

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **REFUSE PERMISSION** for application APP/17/00815 for the following reason:

- 1 The domestic proportions and design of the proposed new façades would result in the loss of active display windows and would have a significant adverse impact on the vitality and visual amenity of established District Centre frontages which would not respect the local context and characteristics of the area. As such, the development is contrary to National and Local Planning Policies for the area, in particular the National Planning Policy Framework 2012, Policies CS4 and CS16 of the Havant Borough Local Plan (Core Strategy) 2011 and Policy DM21 of the Havant Borough Local Plan

(Allocations) 2014.