

Planning Application Response of Planning Policy / Urban Design

Application No:	APP/17/00140
Site Address:	26 North Street, Emsworth, PO10 7DG
Development:	Change of use from Class A2 to Sui Generis (Tattoo Studio).
Case Officer:	Mrs B Crawford
Comments by:	Lewis Ford
Date of Comments:	22nd February 2017

Policy Status: The Local Plan (Core Strategy) and the Local Plan (Allocations) provide the development plan for the Borough.

The following Policies are of particular relevance:

- CS4 – Town, District and Local Centres
- DM21 – Shopfronts, Signs, Security Shutters and Advertisements

Principle of Development: The site lies within the urban area as defined by Policies CS17 and AL2 of the Local Plan which seek to concentrate new development within the five urban areas of the borough.

The site falls within the Emsworth District Local Centre as defined by Policies CS4 and AL3. These policies generally support 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 local centres. Therefore, the development is supported by Policy CS4 and in this instance; Policy AL3.4 does not apply as the existing use is not A1.

Shopfronts and Signs: Policy DM21 states that planning permission will be granted for shopfronts and signs where:

- *“they are appropriate in size, scale and design to the character of buildings and their surroundings”;*
- *“they will not result in a cluttered appearance either on individual buildings or on the streetscene as a whole”.*

The application includes an image of a proposed shopfront with two signs; the top sign is inline with the surrounding streetscene and is thus appropriate in size, scale and design. The lower sign does not appear to relate to the top sign in terms of design or style and the result is not cohesive, either on the building itself or in the streetscene as a whole. . The proposed signage is not consistent with the provisions of Policy DM21.

Flooding: The site is not identified as flood zone 2 and/or 3.

Community Infrastructure Levy: As the application is for a change of use from class A2 to Sui Generis, the development will not be CIL liable and will not have to pay the Solent Recreation Mitigation Partnership (SRMP) contribution. Therefore, Policies CS21 and DM24 do not apply.

Recommendation: No objection in principle. However, the proposed frontage is contrary to the provisions of Policy DM21 and a revised frontage design should be considered.