

Planning Application Response of Planning Policy

Application No:	APP/14/00542
Site Address:	Broad Oak Hotel, Copse Lane, Hayling Island, PO11 0QB
Development:	Change of use from hotel (Use Class C1) to residential home (Use Class C3)
Case Officer:	D Eaves
Comments by:	Robyn Lyons
Date of Comments:	08 July 2014

Comments

From a policy perspective the principle consideration is the loss of the hotel facility. This comes in the context of tourism and jobs (economy).

Policies of particular relevance include: -

CS5 (Tourism)

DM3 (Protection of Existing Employment and Tourism Sites)

CS9 (Housing) in the context of one net dwellings being created (therefore not a significant consideration)

Other policies will also be relevant in determining more general matters associated with the proposal. Further advice from Planning Policy can be sought if required.

In relation to tourism Core Strategy Policy CS5 seeks to safeguard existing tourist facilities. Paragraph 3.59 of the Core Strategy is of note. It recognises the need for budget hotel accommodation and that there may be scope for a small boutique hotel development as part of the regeneration of Hayling Island seafront. Paragraph 3.64 expands on the protection of existing tourism facilities and accommodation where they are fit for purpose.

Policy DM3 (2) requires it to be demonstrated that the premises are not fit for purpose and that they are financially unviable for tourism use. This states that a 12 month marketing exercise should be undertaken.

The application submission includes a Marketing and Policy Statement. It is clear that the site is in a relatively unsustainable location only readily accessible by private vehicle. Originally a dwellinghouse, the conversion to hotel use was approved in 1990. It is clear that some of the original conditions on the permission may well have limited the potential financial returns of the hotel business.

It has been noted that the hotel has apparently been closed since 2004 (10 years) and that no staff have been employed since that date. On this basis I believe it would be unreasonable to suggest that the closure of the premises would have a negative impact on the tourism economy of the borough or in relation to job loss. I am therefore of the opinion that it would be difficult to argue that the proposal is contrary to policies CS5 and DM3.

Paragraph 3.59 of the Core Strategy refers to the potential demand for a budget hotel (which this facility is not) and a recent budget hotel has opened at Langstone. This paragraph also highlights that there may be scope for a small boutique hotel development, but this is as part of the wider regeneration of the more sustainable and prominent location at the Seafront.

The submitted Marketing and Policy Statement (paragraph 5.4) highlights that the Havant Hotel Futures Study did not include the Broad Oak Hotel as at the time of the report being produced (2008) it was already closed. This study acted as evidence base to underpin the adopted Local Plan.

With the above in mind I feel it will be difficult to justify a refusal of the proposal. This is due to the period of time that the hotel has been shut (and therefore not providing a tourism or employment function), the findings of the Council's Hotel Futures Study (which would indicate the demand for this type of hotel is not as strong as others) and the overall lack of sustainability of the site. However, technically **the proposal does not appear to have satisfied Policy DM3(2) in relation to the extent of marketing required.** Paragraph 5.17 of the submitted Marketing and Policy Statement refers to marketing undertaken in 2007. It would be useful if further information on this point could be provided to more satisfactorily address the requirements of Policy DM3.

If further information is sought from the applicant it would also be useful for them to provide a clear/concise overview of why the premises are not fit for purpose (the other requirement of DM3(2)).

With the period of the time the hotel has not been operating it may be arbitrary to seek fresh marketing of the site and the applicant has made a valid point in paragraph 5.19 of their report, referring to the governments stance on making use of underused employment buildings to provide dwellings. Although this is in the context of B uses, some of the principles arguably still apply particular when considering the period of time that the hotel has not operated.