
Site Address:	2 London Road, Purbrook, Waterloooville, PO7 5LJ		
Proposal:	Change of use from tattoo studio to A2 Financial & Professional services		
Application No:	APP/13/00901	Expiry Date:	05/11/2013
Applicant:	Mr Clanchy	Team:	Team 1
	TaxAssist Accountants		
Agent:		Case Officer:	Jenna Shore
Ward:	Purbrook		

Recommendation: **GRANT PERMISSION**

1 Site Description

- 1.1 The application site consists of a end of terrace, two storey building with a parapet roof and pitch behind. The last known use of the ground floor is as a tattoo studio (sui generis). The first floor is considered to be residential. To the front is a large shop front window with a door located to the centre. To the south is a used car sales forecourt and to the north a pharmacy. All commercial buildings have a shopfront at ground floor level.
- 1.2 To the north west is a parking area running parallel to the highway.

2 Planning History

APP/11/01361

Change of use from taxi office (sui generis) to tattoo studio (sui generis).
Permitted. 14/11/2011

3 Proposal

- 3.1 The application seeks a change of use from a tattoo studio to A2 use.

4 Policy Considerations

National Policies

National Planning Policy Framework

Core Strategies 2011 forming part of the HBLDF

Saved Policies of HBDWLP 1996 - 2011 forming part of HBLDF

CS4 (Cemeteries)

TC1 (Hierarchy of Centres)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer

No adverse 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: 11

Number of site notices: 0

Statutory advertisement: Not applicable.

Number of representations received: 0

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) Effect on the vitality and vibrancy of the Local Centre and the streetscene
- (iii) Effect on neighbours

(i) Principle of development

7.2 The application site is located within the defined urban area, consequently development is considered acceptable in principle subject to development control criteria. The unit is located within the Purbrook Local Centre, consequently saved Policy TC1 of the Havant Borough Local Plan along with Policy CS4 and emerging Policy AL3 of the Havant Borough Local Plan (Core Strategy) 2011 are a consideration.

(ii) Effect on the vitality and vibrancy of the Local Centre and the streetscene

7.3 Policies TC1, CS4 and AL3 fundamentally seek to ensure that pedestrian activity is generated within the Local Centre by encouraging commercial buildings to be open during the day and to actively contribute to the vibrancy of the centre by maintaining a well designed shop frontage. The design and access statement as included within the planning application indicates that a shop front is to be installed along with a fascia sign, however to date an advertisement application has not been submitted. In order to ensure that a shopfront is maintained to encourage footfall a condition can be added. Without a policy in place to safeguard Sui generis the only criteria to be fulfilled under policy CS4 and AL3 is the active shopfront which can be managed with a condition, the application therefore complies with local policies contributing to a prosperous and healthy Local Centre.

(iii) Effect on neighbours

- 7.4 The proposed use as financial services is unlikely to lead to an increase in noise or smells which could potentially arise from other uses such as A3 and A5. Maintaining an active shopfront at ground floor level as indicated under policy CS4 and AL3 increases levels of natural surveillance in comparison to a vacant unit. The use of the unit as A2 is considered to have a positive contribution to vitality and vibrancy and consequently then to neighbouring dwellings deterring anti social behaviour. The proposed use as an accountants to small business also indirectly helps build relationships with neighbouring business adding to the perception of the Local Centre being at the centre of the local community.

8 Conclusion

- 8.1 The proposal seeks to ensure that an active ground floor shop frontage is maintained contributing to the vibrancy and perception of vitality within the Local Centre. The proposal therefore satisfies policies CS4 and AL3 of the Havant Borough Local Plan (Core Strategy) 2011. The use of the unit as an accountants is also unlikely to lead to a detrimental impact to neighbouring commercial and residential neighbours.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT PERMISSION** for application APP/13/00901 subject to the following conditions

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date on which this planning permission was granted.
Reason: To comply with Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 The shop window shall at all times be retained and incorporate a window display maintained, with regular periodic changes, to the satisfaction of the Local Planning Authority.
Reason: In the interests of visual amenity and to ensure the continuity of the shopping facade and having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, policy DM21 of the Havant Borough Publication Local Plan (Allocations) and the National Planning Policy Framework 2012.
- 3 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan received by the Council 10th September 2013
Block plan received by the Council 10th September 2013
Floor plan received by the Council 10th September 2013
Shop front guide received by the Council 10th September 2013

Reason: - To ensure provision of a satisfactory development.