

Planning Committee

22 March 2018

Reference:
APP/18/00018

Area Team:
South Team

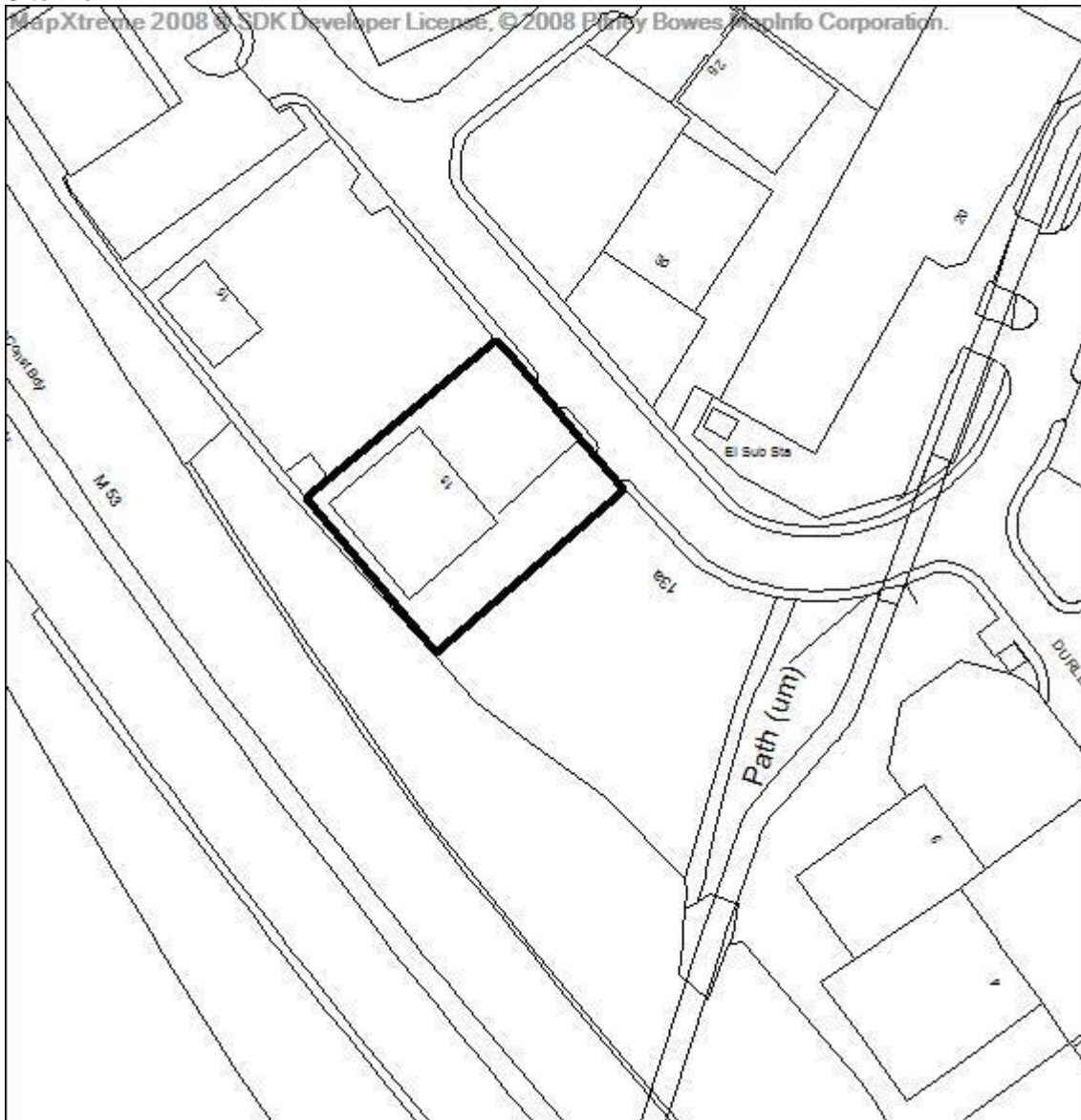
Case Officer:
Mr N Williams

Ward:
Prenton

Location: 13 PRENTON WAY, PRENTON, CH43 3DU
Proposal: Change of use to dog hotel and day care

Applicant: Mr Scott Williams
Agent :

Site Plan:



© Crown copyright and database rights 2018 Ordnance Survey 100019803 You are not permitted to copy, sub-licence, distribute or sell any of this data to third parties in any form.

Development Plan designation:

Primarily Industrial Area

Planning History:

There is no relevant planning history for this site

Summary Of Representations and Consultations Received:

REPRESENTATIONS

Having regard to the Council's Guidance for Publicity on Planning Applications, 6 notifications were sent to adjoining properties and a site notice was displayed near the site. At the time of writing, there had been no objections received.

CONSULTATIONS

Environmental Health - No objection

Highways - No objection

DIRECTORS COMMENTS:

REASON FOR REFERRAL

The application is a departure from the Unitary Development Plan.

INTRODUCTION

The application is for the change of use of 13 Prenton Way into a dog hotel and day care.

SITE AND SURROUNDINGS

The application site is a large, vacant industrial unit located on the North Cheshire Trading Estate, and has a large parking area to the front and further hardstanding to the side. The site is designated as a Primarily Industrial Area in the Wirral Unitary Development Plan, and the surrounding area contains a number of other similar units.

POLICY CONTEXT

As the site is within a Primarily Industrial Area, the proposal is subject to Wirral Unitary Development Plan Policy EM6: General Criteria for New Employment Development; Policy EM7: Environmental Criteria for New Employment Development; and Policy EM8: Development within Primarily Industrial Areas. The National Planning Policy Framework is also relevant.

The proposal for a dog 'hotel' and day care is classed as a sui generis use and is therefore contrary to Policy EM6 and EM8, which both state that suitable uses within Primarily Industrial Areas are B1, B2 or B8 uses, or a limited number of other uses which are classed as sui generis, but does not include the proposed use. Policy CS17 in the emerging Core Strategy advises that non-industrial uses within an area such as this will only be permitted where the use proposed is compatible with the character of the surrounding area, an ongoing supply of available, suitable land would be retained and the unit has previously been marketed for employment uses.

The applicant has advised that the proposed business requires a large internal floorspace with private parking provision and a secure outdoor area. A large industrial unit or warehouse therefore fits this requirement, with the application unit measuring 450 square metres. An additional requirement is good transport links, and this unit has that, being in close proximity to Junction 3 of the M53 and located centrally within Wirral.

The applicant states that previous occupiers of this unit left due to lack of passing trade, although no clear evidence has been provided to support this. However, there are a number of other vacant units within the surrounding estate and evidence has been provided to show that these units, including the application premises, are currently available to rent. Bringing a currently vacant unit back into use is therefore to be supported. Additionally, whilst the proposed use does not fall into the definition of 'Employment Development' as defined within Policy EM6, it will nonetheless result in the creation of 6

full-time and 2 part-time jobs, which is to be welcomed and in line with the broader principles of employment development sites and the ethos of both Policy EM6 and EM8, and emerging Policy CS17.

An additional consideration is that this use would not be particularly compatible within a residential area given that there is potential for any increase in noise and disturbance to impact on residential amenity. The nearest residential property is almost 500 metres from the application site and this is more than sufficient to ensure that the proposal does not impact upon residential amenity. Additionally, the introduction of such a large commercial use would likely be inappropriate development within the Green Belt, whilst the use is also not considered to be suitable for a town centre location and even if it was, it is likely that there may not be any suitable buildings within a town centre location. It is therefore considered that the proposed location, within an established industrial area set away from residential areas and offering good transport links, is perhaps the most suitable for this type of use.

APPEARANCE AND AMENITY ISSUES

The proposal will require minimal changes to the building itself. Externally, the hardstanding area to the front will be retained as a parking area for both customers and staff, whilst an area of hardstanding directly to the side of the building will be utilised as an outdoor play area for dogs. The premises will be open 7 days a week, and 24 hours a day. Given the location of the premises, almost 500 metres from residential properties, this is not considered to cause any significant concern.

SEPARATION DISTANCES

Separation distances do not apply in this instance, as no residential properties will be directly affected by the proposed development.

HIGHWAY/TRAFFIC IMPLICATIONS

There are no Highway Implications relating to this proposal.

ENVIRONMENTAL/SUSTAINABILITY ISSUES

There are no Environmental/Sustainability issues relating to these proposals.

HEALTH ISSUES

There are no health implications relating to this application.

CONCLUSION

Whilst the proposal does not constitute a suitable use as set out in Wirral Unitary Development Plan Policy EM6 and EM8, the proposal will create new employment for the site, whilst the proposed use is considered to be more suitable for this location given the substantial distance from residential properties. The proposal is therefore considered to be acceptable and complies with the National Planning Policy Framework.

Summary of Decision:

Having regards to the individual merits of this application the decision to grant Planning Permission has been taken having regards to the relevant Policies and Proposals in the Wirral Unitary Development Plan (Adopted February 2000) and all relevant material considerations including national policy advice. In reaching this decision the Local Planning Authority has considered the following:-

Whilst the proposal does not constitute a suitable use as set out in Wirral Unitary Development Plan Policy EM6 and EM8, the proposal will create new employment for the site, whilst the proposed use is considered to be more suitable for this location given the substantial distance from residential properties. The proposal is therefore considered to be acceptable and complies with the National Planning Policy Framework.

Recommended Approve
Decision:

Recommended Conditions and Reasons:

1. The development hereby permitted shall be begun before the expiration of 3 years from the date of this permission.

Reason: To comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

2. The development hereby permitted shall be carried out in accordance with the approved documents received by the local planning authority on 15th January 2018

Reason: For the avoidance of doubt and to define the permission.

3. If the hereby permitted use ceases, the use of the premises shall revert back to its original use for B1, B2 and/or B8 purposes

Reason: To protect the integrity of the Primarily Industrial Area

4. The use hereby permitted shall be discontinued and the land restored to its former condition on or before ten years of the approval date in accordance with a scheme of work(s) to be submitted to and approved in writing by the Local Planning Authority.

Reason: To enable an assessment of the effect(s) of the development on the amenities of the character of the area, having regard to Policy EM8 of the Wirral Unitary Development Plan.

Further Notes for Committee:

Last Comments By: 21/02/2018 09:09:41
Expiry Date: 12/03/2018