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Heading

43/2013/0914
218 High Street
Prestatyn



Application Site



Date 2/9/2013

Scale 1/1250

Centre = 306772 E 382635 N

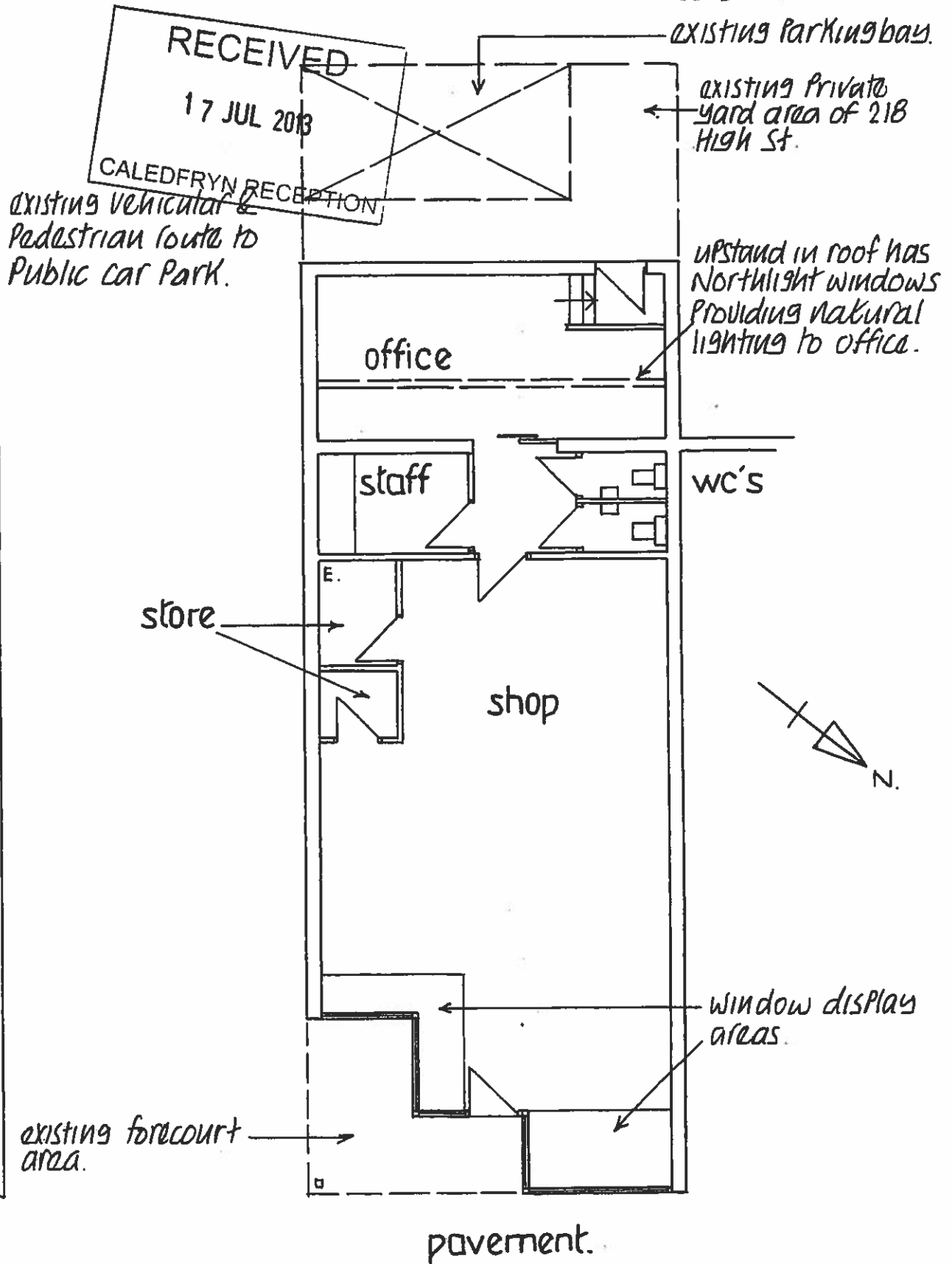
This plan is intended solely to give an indication of the LOCATION of the application site which forms the subject of the accompanying report. It does not form any part of the application documents, and should not be taken as representative of the proposals to be considered, which are available for inspection prior to the meeting.



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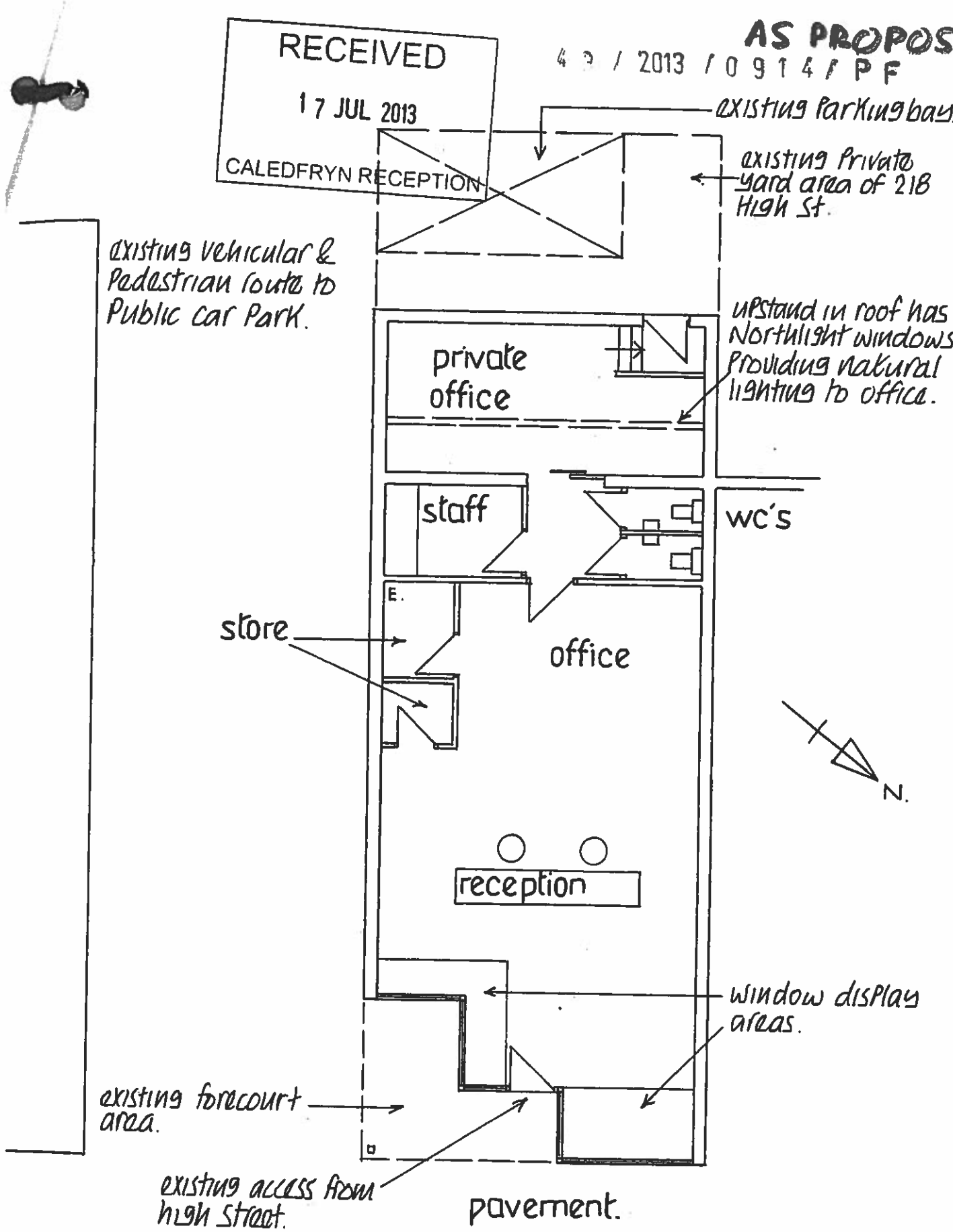
4 3 / 2013 / 0 9 1 4 / P F
AS EXISTING



218 HIGH ST PRESTATYN DG1 1:100 EXISTING

RECEIVED
17 JUL 2013
CALEDFRYN RECEPTION

AS PROPOSED
43 / 2013 / 0914 / PF



David Roberts

ITEM NO: 15
WARD: Prestatyn Central
WARD MEMBER(S): Councillors Peter Duffy and Hugh Irving
APPLICATION NO: 43/2013/0914/ PF
PROPOSAL: Change of use from retail (Use Class A1) to insurance brokers (Use Class A2)
LOCATION: 218 High Street Prestatyn
APPLICANT: Mr Ron Pearson Townsends Insurance Brokers Ltd.
CONSTRAINTS: Conservation Area
PUBLICITY Site Notice - NoPress Notice - NoNeighbour letters - Yes
UNDERTAKEN:

CONSULTATION RESPONSES:

Prestatyn Town Council - No objection

RESPONSE TO PUBLICITY: None

EXPIRY DATE OF APPLICATION: 10/09/2013

PLANNING ASSESSMENT:

1. THE PROPOSAL:

1.1 Summary of proposals

1.1.1 The proposal is for change of use from A1 retail shop to A2 insurance brokers. No external changes to the building are proposed.

1.2 Description of site and surroundings

1.2.1 The site is a shop unit located on Prestatyn High Street.

1.3 Relevant planning constraints/considerations

1.3.1 The site lies within Prestatyn Conservation Area and the designated town centre.

1.4 Relevant planning history

1.4.1 Installation of roller shutters granted permission in 1993

1.5 Developments/changes since the original submission

1.5.1 None

1.6 Other relevant background information

1.6.1 The application is presented to Planning Committee as Councillor Hugh Irving has an ownership interest in the site.

2. DETAILS OF PLANNING HISTORY:

2.1 2/PRE/0158/93/P Installation of Roller Shutters GRANTED 22/06/1993

3. RELEVANT POLICIES AND GUIDANCE:

The main planning policies and guidance are considered to be:

- 3.1 Denbighshire Local Development Plan (adopted 4th June 2013)
 - Policy RD 1 - Sustainable Development and Good Standard Design
 - Policy PSE 1 - North Wales Coast Strategic Regeneration Area
 - Policy PSE 8 - Development within Town Centres

3.2 Government Policy / Guidance

Planning Policy Wales Edition 5 November 2012

4. MAIN PLANNING CONSIDERATIONS:

In terms of general guidance on matters relevant to the consideration of a planning application, Planning Policy Wales Edition 5, 2012 (PPW) confirms the requirement that planning applications 'should be determined in accordance with the approved or adopted development plan for the area, unless material considerations indicate otherwise' (Section 3.1.2). PPW advises that material considerations must be relevant to the regulation of the development and use of land in the public interest, and fairly and reasonably relate to the development concerned., and that these can include the number, size, layout, design and appearance of buildings, the means of access, landscaping, service availability and the impact on the neighbourhood and on the environment (Sections 3.1.3 and 3.1.4).

The following paragraphs in Section 4 of the report therefore refer to the policies of the Denbighshire Local Development Plan, and to the material planning considerations which are considered to be of relevance to the proposal.

4.1 The main land use planning issues in relation to the application are considered to be:

4.1.1 Principle

4.2 In relation to the main planning considerations:

4.2.1 Principle

Policy PSE 1 states that the Council will support proposals which retain and develop a mix of employment generating uses in Town Centres. Policy PSE 8 states that proposals will be permitted provided that they enhance the vitality and viability of Town Centres and do not result in an unacceptable imbalance of retail and non retail uses.

The existing unit has been unoccupied since 31st July 2013. The immediate locality has a mix of A1, A2 and A3 uses. The proposed business to be located in the premises has an existing shop on the High Street. The lease on the current unit is due to expire and the business is seeking alternative accommodation. The application states that the premises will support 4.5 full time jobs.

It is considered that allowing the proposed change of use will ensure an established use is supported within the town centre and will in turn secure employment provisions. It is also considered that the proposed change of use would enhance the vitality and viability of the town centre by ensuring that an established use is secured for a currently vacant use. It is considered that the loss of a retail use would not lead to an unacceptable balance of retail and non retail uses. Having regard to the above it is considered that the proposals are acceptable in principle.

5. SUMMARY AND CONCLUSIONS:

5.1 The proposal complies with planning policies and is therefore recommended for grant.

RECOMMENDATION: GRANT - subject to the following conditions:-

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

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

NOTES TO APPLICANT: None