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Development Management
Adur & Worthing Councils,
The Shoreham Centre,
Pond Road,
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BN43 5WU

18 May 2021
Ref: RH/Let/P1823

Dear Sir / Madam,

Full Planning Application and Advertisement Consent for the *'Proposed Change of Use of ground and first floors from Chiropractic Clinic to Office (Use Class E) and advertisement consent'* at 1-3 Ham Road, Shoreham-by-Sea, West Sussex, BN43 6PA.

This application has been submitted on behalf of **Patrick O'Donoghue** in support of the proposed change of use and display of advertisement application at 1-3 Ham Road in Shoreham.

This application has been submitted via the Planning Portal under reference **PP-09636621** and is supported by the following documentation and drawings, in addition to the relevant fee:

- **Planning Application Forms and Notices;**
- **Planning Covering Letter;**
- **Existing and Proposed Drawings;**

The Site

The site is situated to the north of Ham Road, within the built-up area boundary of Shoreham. Adur's adopted Policy Maps further reveal that the site is situated within the Town Centre Boundary of Shoreham and within a Primary Shopping Area. Additionally, the site is situated within the Old Shoreham Conservation Area. Refer to the Location and Block Plans for further information.

The site comprises a vacant, two storey, detached building which was last operated as a Chiropractic Clinic following receipt of planning permission in 2005 under reference SU/261/04/TP/21617. This is discussed in further detail below.

Planning History

The Council's online planning register has been reviewed and the following is considered to be the most relevant to the current application; the application detailed below is not an exhaustive list of planning history for the site.

Reference SU/261/04/TP/21617. Change of Use from Shop (Class A1) to Chiropractic (Class D1). Permitted 12 January 2005.

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As set out previously, the above application received consent to change the ground and first floors of the premises from Shop (Class A1) to Chiropractic Clinic (Use Class D1).

Since receiving planning consent, the Use Classes Order has been amended from 1 September 2020. In terms of Use Class D1, Class D has been revoked and has now been split out and replaced. For Use Class D1, this has been split out and replaced by the new Classes E(e-f) and F1. A Chiropractic Clinic would therefore now be classified as Use Class E(e).

It should however be noted that application reference SU/261/04/TP/21617 contained the following condition which seeks to restrict the change of use of the building without prior consent from the Local Planning Authority:

> ***'Condition 2 – The premises shall be used only for a Chiropractic Clinic and for no other purpose within Class D1 of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (or in any provision equivalent to that Class in any Statutory Instrument revoking and re-enacting that Order with or without modification). '***

This application therefore seeks to change the use of the vacant building to a use which would otherwise be considered entirely acceptable. This is discussed in further detail later within this letter.

Proposals

The proposed application seeks the change of use from Chiropractic Clinic to Office (Use Class E). The Applicant seeks to operate his business as a Recruitment Consultancy from the building as set out on the proposed floorplans.

The Recruitment Consultancy is a family-run business called 'Hunters Recruitment & Training Ltd' which provides a professional service supplying temporary and permanent staff to local businesses. The business has been trading in Shoreham-By-Sea since 1998 and the current rented office is located on the High Street in Shoreham.

As set out within the Application Forms, it is proposed that the change of use will accumulate 3no. full time employees and 2no. part time employees.

In terms of hours of operations, the proposed use is proposed to operate Monday to Friday, 08:30 to 18:00.

The unit has a gross internal area of approximately 100sqm. There are no changes proposed to the amount of existing floor space.

The proposals do not seek consent for any external alterations which will remain as existing. The internal alterations are considered to be very minor and are necessary to facilitate the change of use.

In terms of the advertisement consent, the application seeks consent to implement a new entrance fascia to replace the existing externally lit fascia. The new fascia has been designed to associate with the Hunters Recruitment brand. A 'Signage Proposal' document has been submitted along with this application which details the technical specifications of the advertisement signage. The existing external lights will remain in situ as a result of these proposals.

Planning Policy and Appraisal

A key role of the planning system is to regulate the development and use of land in the public interest. At the heart of the planning framework are Statutory Development Plans, which seek to guide the decision making process. Section 38 (6) of the Planning and Compulsory Purchase Act 2004 requires, that where the Development Plan contains relevant policies, an application for planning permission shall be determined in accordance with the Development Plane, unless material considerations indicate otherwise.

In this case, the Development Plan comprises the Adur Local Plan (2017).

This section considers how the proposed change of use complies with both National and Local Planning Policy.

National Planning Policy Framework (NPPF)

The NPPF was adopted in 2012 with a revised version published in July 2018, and updated in February 2019. At its heart is the presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking (paragraph 11). There are three dimensions to sustainable development: social, economic and environmental which is identified at paragraph 8.

The relevant sections of the NPPF include building a strong and competitive economy, promoting sustainable transport, achieving well-designed places and protecting and enhancing the historic environment. The relevant paragraphs have been reviewed and it is considered that the proposed change of use and advertisement proposals would be entirely acceptable.

National Planning Policy Guidance (NPPG)

The National Planning Practice Guidance (NPPG) was published by the Government in March 2014 and is regularly updated. The NPPG supplements those overarching objectives of the National Planning Policy Framework. The guidance provided by the NPPG has been fully considered in the creation of this application and the proposed change of use is seen to be fully compliant with it.

Adur Local Plan 2017

The Adur Local Plan (ALP) was adopted on 14 December 2017 and sets out the strategic development and land-use priorities for Adur (outside of the South Downs National Park) up to 2032, and contains the policies against which planning applications will be made. The ALP replaces the saved policies of the Adur Local Plan (1996).

The relevant policies have been reviewed and the proposed change of use is considered to be entirely acceptable.

It is important to note that the change of use only requires planning consent due to the restrictive condition attached to the previous approval (reference SU/261/04/TP/21617). The use would otherwise be entirely acceptable as both uses fall within Class E which is flexible. It is therefore considered that the proposed change of use is acceptable and will retain the building as a commercial, employment generating use, which is in accordance with Paragraph 80 of the NPPF which requires significant weight to be placed on the need to *'support economic growth and productivity, taking into account both local business needs and wider opportunities for development.'*

In terms of the design and appearance of the proposals, the scale of the building would not change as a result of these proposals as there is no additional floorspace proposed.

The accompanying Signage Proposal document details the proposed advertisement signage which is to be erected on the front elevation. The proposed signage is considered to be entirely appropriate for the proposed commercial unit. As set out in the attached, the proposed sign would be externally lit, as per the existing (refer to Figure 1).



Figure 1 - Photograph of Existing Front Elevation

Conclusion

To conclude, the proposed change of use to an Office (Use Class E) in association with the Applicant's business (Hunters Recruitment & Training Ltd), and advertisement consent, has been assessed against all relevant National and local planning guidance, policies and all other material considerations have been found acceptable.

This change of use represents an opportunity to occupy a currently vacant commercial unit to provide a suitable office unit for a growing and local business.

As set out within this letter, the proposed advertisement details are considered to be entirely acceptable and would not have a detrimental impact on the surrounding Conservation Area.

To conclude, the proposals are considered to be consistent fully with the aims and objectives of the National Planning Policy Framework and the Adur Local Plan.

It is therefore requested that this application is approved without delay.

If you have any further queries or require further information please contact me on 01903 248777.

Yours sincerely
ECE Planning



Chris Barker MATP MRTPI
Managing Director