DELEGATED REPORT

FILE REFERENCE : 10/00021/FUL	DECISION : REFUSE TOWN/PARISH COUNCIL LETTER : YES

PUBLICITY/REPRESENTATIONS :

Town/Parish Council: No comments received.
Planning Policy: Objects, due to the fact that insufficient information and marketing has been submitted and undertaken respectively
Countryside: No comments received.
Environmental Health: No objections, subject to conditions.
Severn Trent Water: No comments received
Neighbours: No comments received.
Site notice displayed: 20/07/10
Consultation expiry: 18/08/10
Pre-application advice: None sought.

CASE OFFICER ASSESSMENT :

The proposal is for a full planning application for the conversion of an existing holiday unit into full residential occupancy (C3).The site is located on land defined as Special Landscape Area in the Staffordshire Moorlands Local Plan and is within a group of existing properties, but by definition it situated in the open countryside. A planning application 00/00572/FUL was approved on 18th July 2000 to convert the building from shop/office to tourist accommodation.

Principle: The applicant has provided very little information to justify the proposal, although some financial information has been provided from 2001/02 to 2007/08 (not 2008/09 as shown on the covering letter) that shows losses in years 1 & 2 and profits in years 3 to 7. The application does not provide enough details to show the property has been marketed for its current use and what extent the applicant has gone to in order to promote the current use i.e. via the internet / tourist publications etc. Also, no log has been submitted to show the level of occupancy or lettings over the demand. In addition, the application does not provide any evidence of a prior marketing exercise that has been undertaken in order to demonstrate that alternative uses such as commercial, agricultural and community were not viable.

Visual Amenity: The proposed conversion does not significantly alter the appearance of the existing property

Residential Amenity: The proposal presents no concerns with regards to the impact on the residential amenities in the area due to its siting and the distances maintained from neighbouring properties.

The application is recommended for refusal as it does not accord with the following policies

Staffordshire Moorlands Local Plan "Saved Policies"

B21 – Conversions of Rural Buildings
N8 – Special Landscape Area
N9 – Special Landscape Area

National Policies

PPS.7
PPS.4

PLAN NOS : 1, 2 & 3

RECOMMENDATION :

REFUSE for the following reason:

1. Insufficient information has been provided to support the conversion from holiday accommodation to a residential use. No evidence of a prior marketing exercise has been submitted to demonstrate that either the current use or alternative uses such as commercial, agricultural or community are viable. The scheme is thus contrary to the provisions of policy B21, N8 and N9 of the Staffordshire Moorlands Local Plan as well as National Planning Policy Guidance in the form of PPS.4 – Planning for Sustainable Economic Growth, PPS.7 – Sustainable Development in Rural Areas.

DATE 17/8/10 **SIGNED** ..... **CASE OFFICER**

DEVELOPMENT CONTROL MANAGER COMMENTS :

DATE 17/8/10 **SIGNED** .....