DELEGATED REPORT

FILE REFERENCE: SMD/2016/0225

MAIN ISSUES:

Design considerations;
Impact on residential amenity.

PUBLICITY/REPRESENTATIONS:

Forsbrook Parish Council – No objection
Neighbours – No representations received

CASE OFFICER ASSESSMENT:

This application relates to a vacant retail unit positioned on the southern side of Uttoxeter Road, within the built settlement of Blythe Bridge. The site is located within a mixed use area and includes units comprising A1, A3, A5 and C3 uses. The property is a mid terraced to storey building

Planning approval is sought to change the use of the premises from A1-Retail to a sui-generis use to accommodate a tattoo studio. No external alterations are proposed and the internal floor layout is to remain the same. Opening hours are stipulated within the application and are stated as follows: Monday – Friday 10:00 to 18:00; Saturday – 10:00 to 16:00; and the business will not operate from the premises on Sundays and Bank Holidays.

Policy DC1 (Design Considerations) outlines that all development should be of a high quality and add value to the local area. Policy SS6a considers Blythe Bridge as 'Larger Village' and seeks to retain and enhance its role as a rural service centre. It is recognised that it is important that the larger villages are promoted as service centres.

This application relates to currently vacant unit located within a prominent frontage characterised by varying uses. It is not considered that the proposal to use the premises as a tattoo studio would significantly detract from the vitality or viability of the village. It is noted that there are a number of residential properties within the vicinity of the site. Taking account of the nature of the use proposed and the opening hours specified, it is not considered that the proposal would cause significant injury to residential amenity or the visual amenity of the site.

In accordance with policy DC1 the application site located within a sustainable location. No parking is provided at present and it is not considered likely that the proposal would generate significantly greater traffic movements over and above the historic use of the site.

No objections have been received and it is considered that the proposal sufficiently accords with local and national planning policy. Accordingly a recommendation of approval is provided.

RECOMMENDATION:

APPROVE

Date 21/06/2016 **Signed** _____
Lisa Howard

DEVELOPMENT CONTROL MANAGER COMMENTS:

Date **Signed** _____