

Linden House 132 High Road Whaplode Spalding Lincs PE12 6TX

Proposed Change of Use of existing garages to create display showroom

PLANNING STATEMENT

The Proposal

This application seeks approval for the Applicants to relocate an established business from locally rented premises to their own residence on the outskirts of Whaplode. The property has only one adjacent neighbour and has good vehicular access from a layby parallel to the High Road, A151.

The proposal involves no additional building works as the showroom / display area would occupy a triple garage extension that formed part of major extension works to the dwelling as granted planning permission in 2016 under SHDC ref H23-0192-16.

Pre-App Consultation with SHDC

The Applicants have undertaken pre-app consultation with the Local Planning Authority in August 2020 in which they provided details of the business activity and the intended change of use to the existing garages.

The feedback from the LPA was positive and has given the Applicants the confidence to prepare and submit a formal Planning Application for the Change of Use.

The Application Site

Linden House occupies a very large residential plot on the edge of the village.

There is extensive parking within the site for the dwelling including the ability for vehicles to turn around within the site and leave the property in a forward gear.

The application site is located within the 30mph speed restriction area of High Road and has the benefit of being served by a layby before gaining access onto the A151 High Road.

Proposed Change of Use

The Applicants have successfully operated their business, Lincolnshire Pools and Spas Limited, for almost 5 years and are currently the only authorised dealers in Lincolnshire for the Jacuzzi range of products.

In common with many leisure industry businesses the pandemic has had a dramatic effect on the business and has led the Applicants to review their business strategy and look at ways of remaining competitive and sustainable.

The opportunity to operate the business from their own premises will reduce overheads of renting premises and provide greater direct control of the financial and customer service elements of the business.

The nature of the business is such that customers will only visit the showroom by prior appointment where they will be able to park their vehicle within the site. The appointments are for viewing of the product range and do not involve the customers collecting hot tubs from the premises.

The business already has an established online service whereby customers can purchase consumables without visiting the premises.

Provision is to be made for the existing building to be fully accessible in accordance with Part M Approved Document, to include wheelchair accessible wc facility.

Associated Works

The frontage of Linden House has a gated vehicular entrance with a 1.8m closeboard fence with a lower fence set at the back of the existing footpath. This lower fence is to be removed and the currently enclosed area between the fences is to be planted with groundcover shrubs.

Professionally designed and manufactured signage is proposed along the front boundary fence in the position shown on the proposed site layout. The signs will be duplicate, slightly angled to be visible from both directions of travel along the A151. Lighting to the signs will be suitable low energy illumination to avoid any adverse impact on the environment.

Conclusion

This proposed Change of Use will enable a local established business to operate more efficiently on their own premises with no detriment to neighbours or the wider locality. The premises are suitably located and of sufficient proportion to be suitable for a mixed use of residential and showroom facility.

There are similar mixed use sites along the High Road which are run by local small businesses, and their contribution to the local economy is to be encouraged.

This proposal has been considered under a Pre-Application consultation to be acceptable in principle and we therefore look forward to the earliest formal approval of this application which will enable the Applicants to plan the future of their established business.