

Item 9

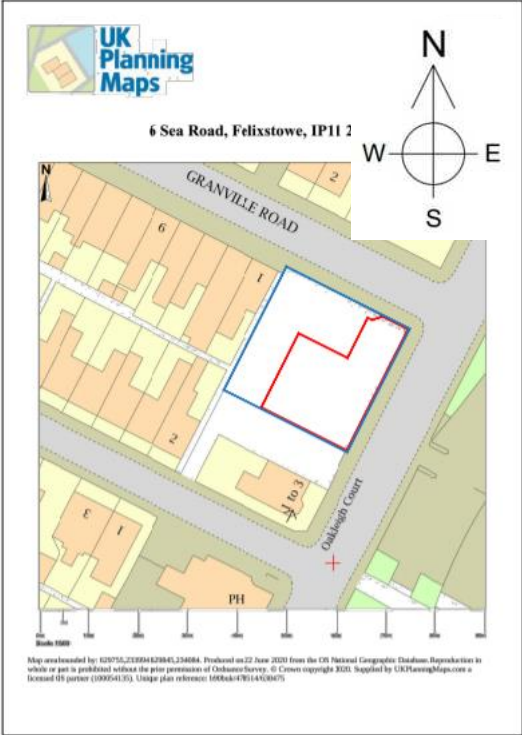
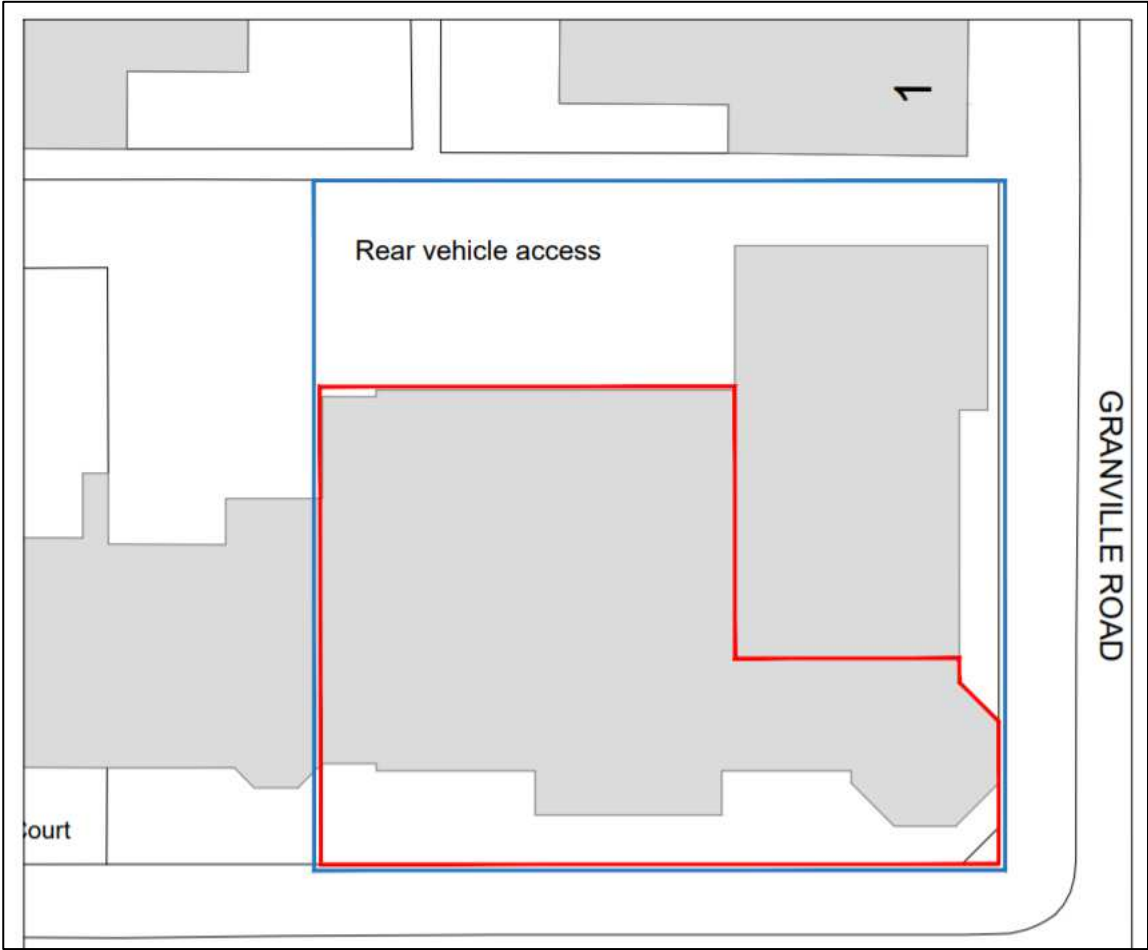
DC/21/1549/FUL

Conversion of ground floor commercial unit to provide new homes, including minor ground floor infill.

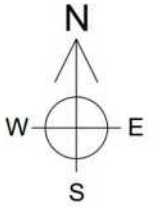
7 Sea Road, Felixstowe.



Site location

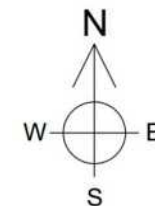


Aerial view

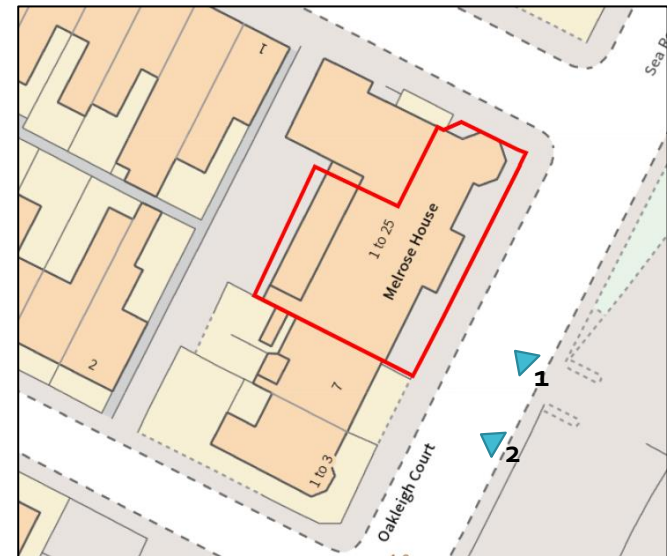


Photos 1 of 3

1

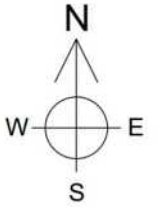


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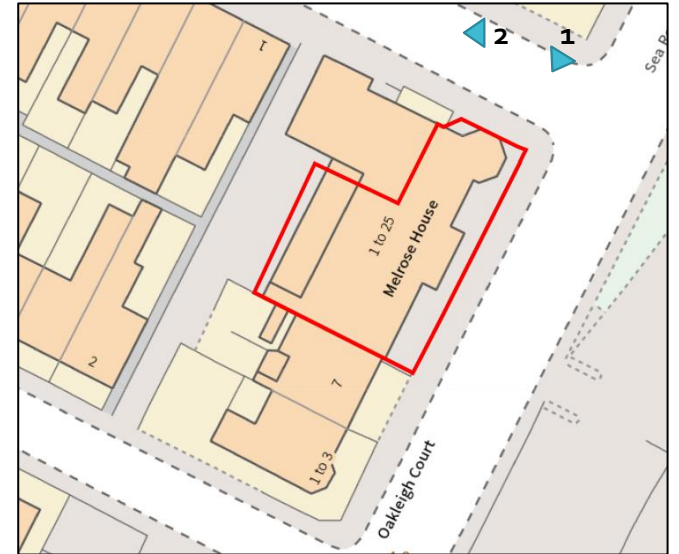


Photos 2 of 3

1

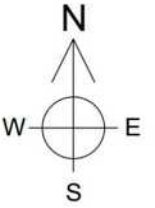


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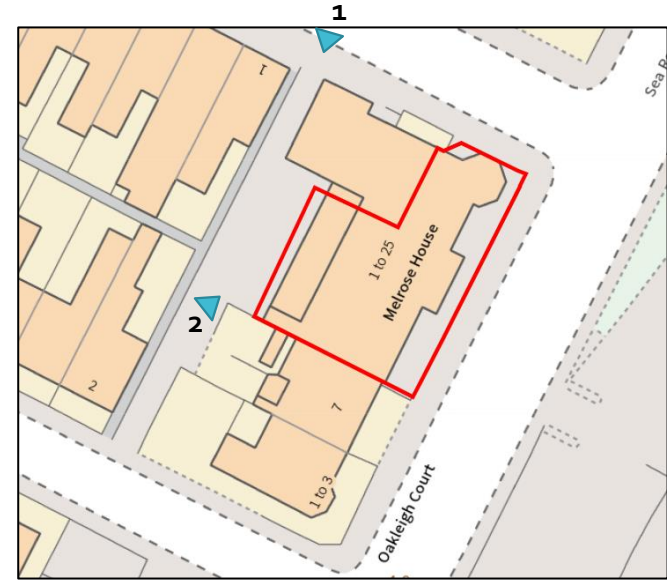


Photos 3 of 3

1

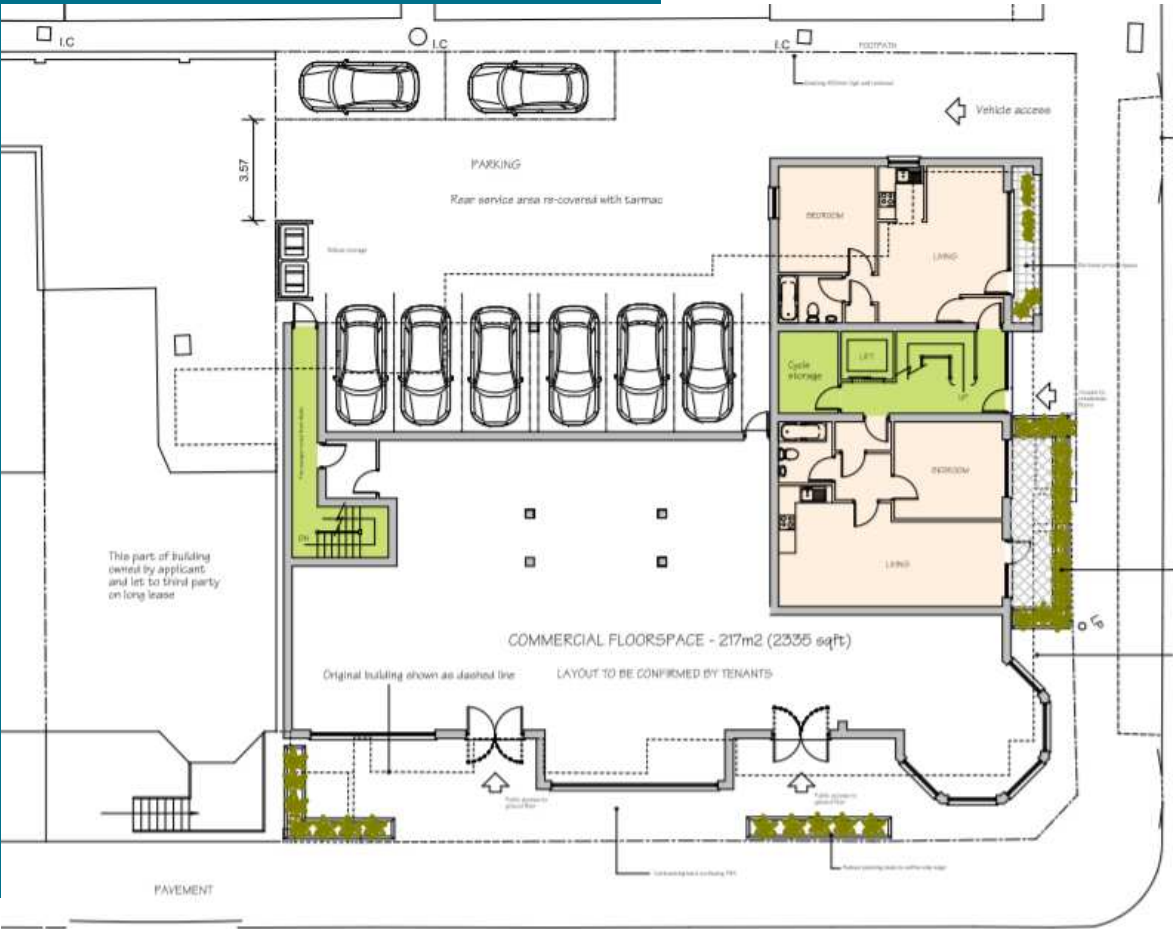


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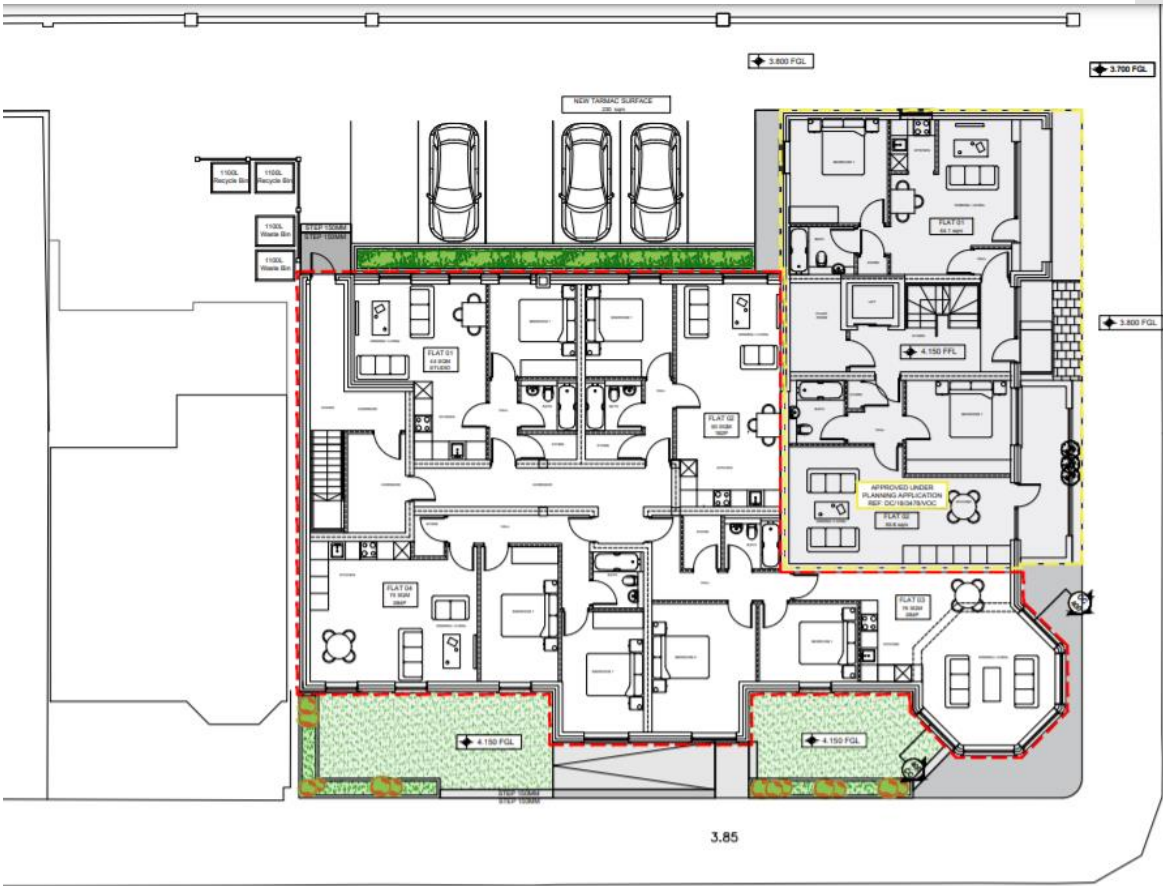


Block plan

Existing

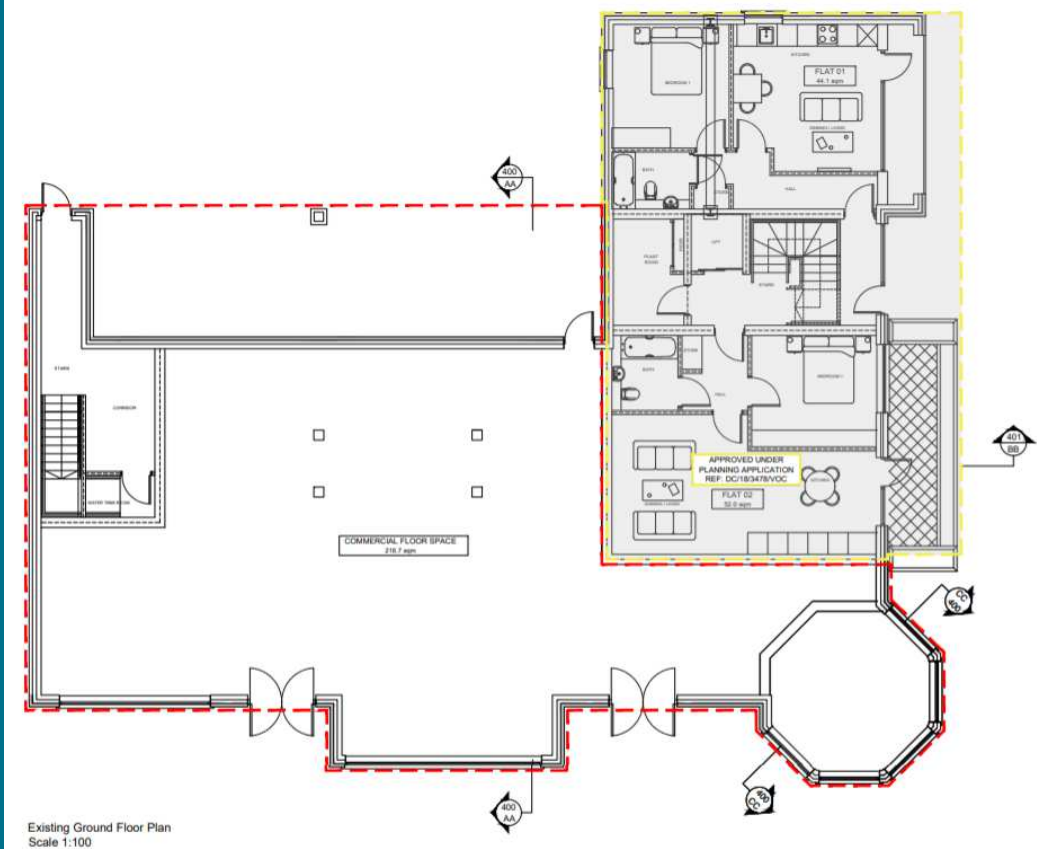


Proposed

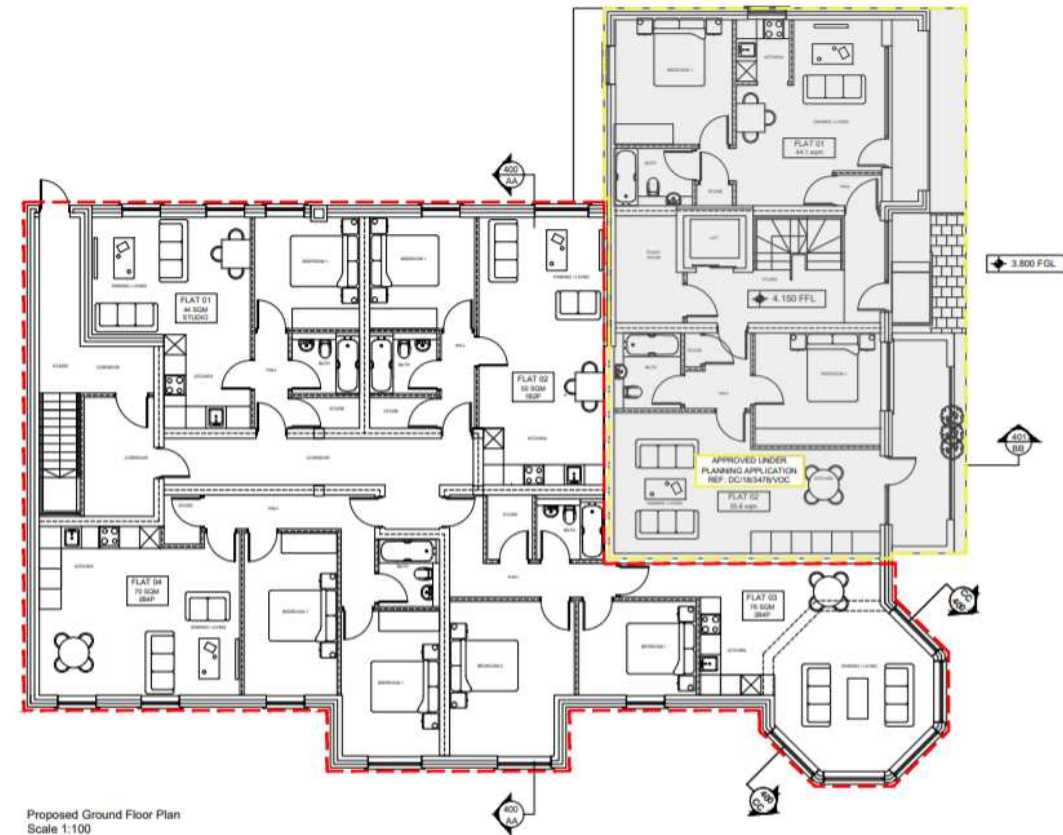


Floor plan

Existing



Proposed



Elevations

Existing

Proposed



Policy SCLP4.4: Protection of Employment Premises

Employment premises across the plan area will be protected for their established B class uses unless:

- a) Marketing evidence is provided which demonstrates that the premises have been marketed for a sustained period of 12 months in accordance with the requirements set out in Appendix E;
- b) There would be substantial planning benefit in permitting alternative uses; and
- c) The proposed use is compatible with the surrounding uses in terms of car parking, access, noise, odour and other amenity concerns.

Proposals for loss of employment premises to be used for residential use will only be permitted in exceptional circumstances where there is no current or long term need for the premises and the site is within the defined Settlement Boundary.

Marketing overview

Marketing period

- Commenced OCT 2019.
- Quoting rental rate dropped APR 2020.
- Marketing update provided SEPT 2021.

Marketing strategy

- Marketing boards/ national circular/ agent website/ property hosting websites.
- Target marketing (including 43 national and locally based occupants).
- Felixstowe Forward Change approached NOV 2019.
- Total marketing cost = £2338.00.

Occupant interest

- No interest.
- Reason: No desire to open a commercial business where footfall is low.
- Reason: High number of similar vacant commercial units that are better located.

Economic Development Team Responses

11 JUN 2021 - *'The Economic Development team is concerned that 'conversion of ground floor commercial unit to provide new homes' would result in the loss of commercial space that has the potential to support sustained employment. As such, we would resist the loss of such space and its conversion for residential use. However, we do recognise the challenging economic climate of the last fifteen months and the impact on many, but not all, developers in finding suitable occupants for their premises. With this in mind, the Economic Development team would expect that the applicant has maintained a sustained marketing campaign throughout this period and exhausted all opportunities for securing a commercial occupant'.*

28 JUL 2021 - *'You referred to their marketing strategy during our conversation, and I agree that it is one of the more comprehensive I have seen'.*


4 OCT 2021 - *'...It would appear that they have done all that they can to find an occupier for the premises.'*

Main considerations

Impacts


- Loss of commercial floorspace in sea front location
- Loss of two parking spaces

Benefits

- Provision of four market dwellings
 - Removal of dead frontage along main route
- 
- A teal-colored decorative shape, resembling a stylized wave or a ramp, located at the bottom right of the slide.

Recommendation

APPROVE subject to the following planning conditions:

1. Standard time limit
 2. Approved drawings
 3. Materials (as submitted)
 4. Working hours for construction
 5. Refuse/recycling areas to be provided pre-occupation
 6. Construction in accordance with submitted flood resilience measures
 7. Implementation of submitted drainage strategy
 8. Submitted flood management plan to be issued to occupants prior to first use
- 
- A teal-colored decorative shape, resembling a stylized wave or a large triangle, is positioned in the bottom right corner of the slide.