

P/14/0009/D3 [O]

HILL HEAD

FAREHAM BOROUGH COUNCIL
ESTATE

AGENT: FAREHAM BOROUGH
COUNCIL ESTATE

CHANGE OF USE OF AN AREA OF GRASSED OPEN SPACE TO SITE ICE CREAM
CONCESSION FOR THE PERIOD 1ST APRIL OR GOOD FRIDAY (WHICHEVER IS
EARLIER) TO 30TH SEPTEMBER EACH YEAR

CLIFF ROAD OPEN SPACE HILL HEAD FAREHAM HANTS

Report By

Emma Marks Extn.2677

Site Description

This application relates to open space land to the south of Cliff Road along the foreshore. The southern side of Cliff Road drops sharply down to a public car park and Hill Head Sailing Club.

This area of land subject to this application is located approximately 25 metres to the east of the public car park, opposite to the new toilet block.

Description of Proposal

Planning permission is sought for the change of use of an area of grassed open space to site a ice cream concession for the period 1st April or Good Friday (whichever is earlier) to 30th September each year.

A grassed area of approximately 40 square metres will be changed to a porous surface such as grasscrete to allow a van to park without destroying the grassed area.

Policies

The following policies apply to this application:

Approved Fareham Borough Core Strategy

CS14 - Development Outside Settlements

CS17 - High Quality Design

Fareham Borough Local Plan Review

DG4 - Site Characteristics

Representations

Six letters of representation has been received including one from the Fareham Beach Hut Association and Hill Head Sailing Club objecting on the following grounds:-

- It would alter the unspoilt, un-commercialised nature of Hill Head Harbour;
- Ice cream is available at the Haven Visitor centre;
- Air, fumes and noise pollution would be created as they have their engines running the whole time, presumably to keep their foods frozen;

- Access to and from the site is along a much used public footpath adjacent to public toilets giving rise to safety concerns;
- The site is also part of a grassed area much used for informal games and to exercise dogs and the site is regularly used to host events by the Hill Head Sailing Club all of whom would be inconvenienced by the concession;
- The grass area is the only area available for children to play along this stretch of coast;
- It will probably increase litter in the area;
- The council is taking a very short term view in proposing this. The financial reward will be minimal, whereas the long-term environmental impact will be great;
- It was understood that the provision of an ice cream concession was for a trial period. If so this planning application should also be for a limited period. To do otherwise is a breach of faith by the Council i.e to say one thing and then do another;
- This is a very popular area. Quite a contained area and a condition should be imposed about the constant sound in a quiet area of the engine running the freezer and for motor vehicle emissions. Some of the ice cream vehicles that come to the front are noticeably old and made before the modern pollution standards. In this location a catalytic converter or diesel particulate filter should be specified as a requirement;
- The Council is well aware of the problems of air pollution from stationary motor vehicles. There should be no compromise on the quality of the air, or from continuous engine noise in this very pleasant and popular location.

Representation has been received from County Councillor Christopher Wood who makes the following comments:-

I am very much opposed to any plan to place an Ice Cream Concession, or any other food outlet at this location. I am of this opinion for the following reasons:

1. Hampshire County Council intend to make all its country parks more self-sustaining, one means of achieving this is through admission prices, food and retail sales and car parking charges. Titchfield Haven will see a reduction in its food sales as a direct result of the placing of an Ice Cream Concession here.
2. There is no need for an Ice Cream Concession because the Titchfield Haven offers the same product.
3. No evidence has been provided by Fareham Borough Council that this Ice Cream Concession is wanted by the public. As the elected Member for this Division it is my belief that such a desire does not exist and I would very much like for any evidence of the public's desire for this planning application to be made publically available before any decision is made.
4. During the months when this Ice Cream Concession is planned to operate the car park in which it is situated often becomes full. The loss of either a disabled or general car parking bay is unacceptable and could result in further cars opting to park on the local roads. This comes at the same time when Hampshire County Council is planning to spend £7,000

removing many of the gravel lay-bys which have developed on Cliff Road. Forcing more cars to park on our local roads is unwelcome, could become unsafe and could result in Fareham Borough Council having to place parking restrictions on Cliff Road, which will cost more money.

5. For many Years The Hill Head sailing Club has used this space for training and during open meeting, any further encroachment upon or competition for this open space is most unwelcome and entirely unnecessary.

Representation has also been received from the Hill Head Residents Association with the following comments:-

As deputy chairman of the Hill Head Residents Association I have discussed the above planning proposal with the committee and we wish to lodge an objection to this proposal.

The access to and from the site is along a much used public footpath adjacent to public toilets giving rise to safety concerns particularly for children when the proposed Ice Cream concession vehicle reverses. The site is in the direct line of a slipway which would inconvenience those wishing to launch and recover dinghies and canoes. The site is also part of a grassed area much for informal games and to exercise dogs and the site is regularly used to host events by the Hill Head Sailing club all of whom would be inconvenienced by the concession.

The concession would be in direct competition with the Haven tea rooms whose income helps to support Hampshire County Councils Titchfield National Nature Reserve. This is one of Farehams top tourist attractions and any attack on its viability should be resisted.

For all the above reasons this proposal should be refused.

Consultations

Director of Planning & Environment (Highways):- No objection

Director of Regulatory and Democratic Services (Environmental Health):- Awaiting comments

Planning Considerations - Key Issues

In May 2013 a report was taken to the Executive proposing opportunities to provide income from the provision of additional trading concessions, other proposals and beach huts on land within the Council's ownership. This task was undertaken to deliver the increased income requirements as set out in the approved efficiency plan for the Council.

The site subject to this application was one of the sites agreed by the Executive to provide an additional ice cream concession pitch.

It is the intention to provide the ice cream concession for a trial period for one summer season. If the trial is a success the concession will continue if not it will be brought to an end. It was considered prudent for the change of use application not to be temporary because if the trial is a success it will avoid having to submit a further application and incur additional fees. If the concession after the trial is not renewed the permission will still be in place and will enable the Council, if it chooses to do so to consider the merits of resurrecting the concession at a later date.

The application site is located on the southern side of Cliff Road to the west of the public car park adjacent to Hill Head Sailing Club. The site is designated as coast and countryside within the Local Plan. The area of land which is proposed to be used as the concession pitch would be accessed from the public car park along a footpath to an area which will be laid with a pourous surface to facilitate the parking of the vehicle.

Concern has been raised that when the van is navigating through the car park this could be dangerous. The Transport Development Management Officer has been consulted on the application and raised no highway objection subject to the parking area being altered to enable the vehicle to turn and thus avoid reversing along the footpath. Subsequently the angle of the area for the van to park on has been altered to allow the van to turn so it can leave in a forward gear.

Representation has been received raising concern that the ice cream van would alter the unspoilt, un-commercialised nature of Hill Head and have an impact on the trade of other businesses who sell a similar product. Officers are of the view that an ice cream van is commonly located within a coastal area and as the van is not a permanent structure it would be detrimental to the visual appearance of this coastal location. Commercial competition is not a material planning consideration and therefore cannot be considered whilst determining this application.

Notwithstanding the representations received, the application is considered acceptable and complies with the Adopted Fareham Borough Core Strategy.

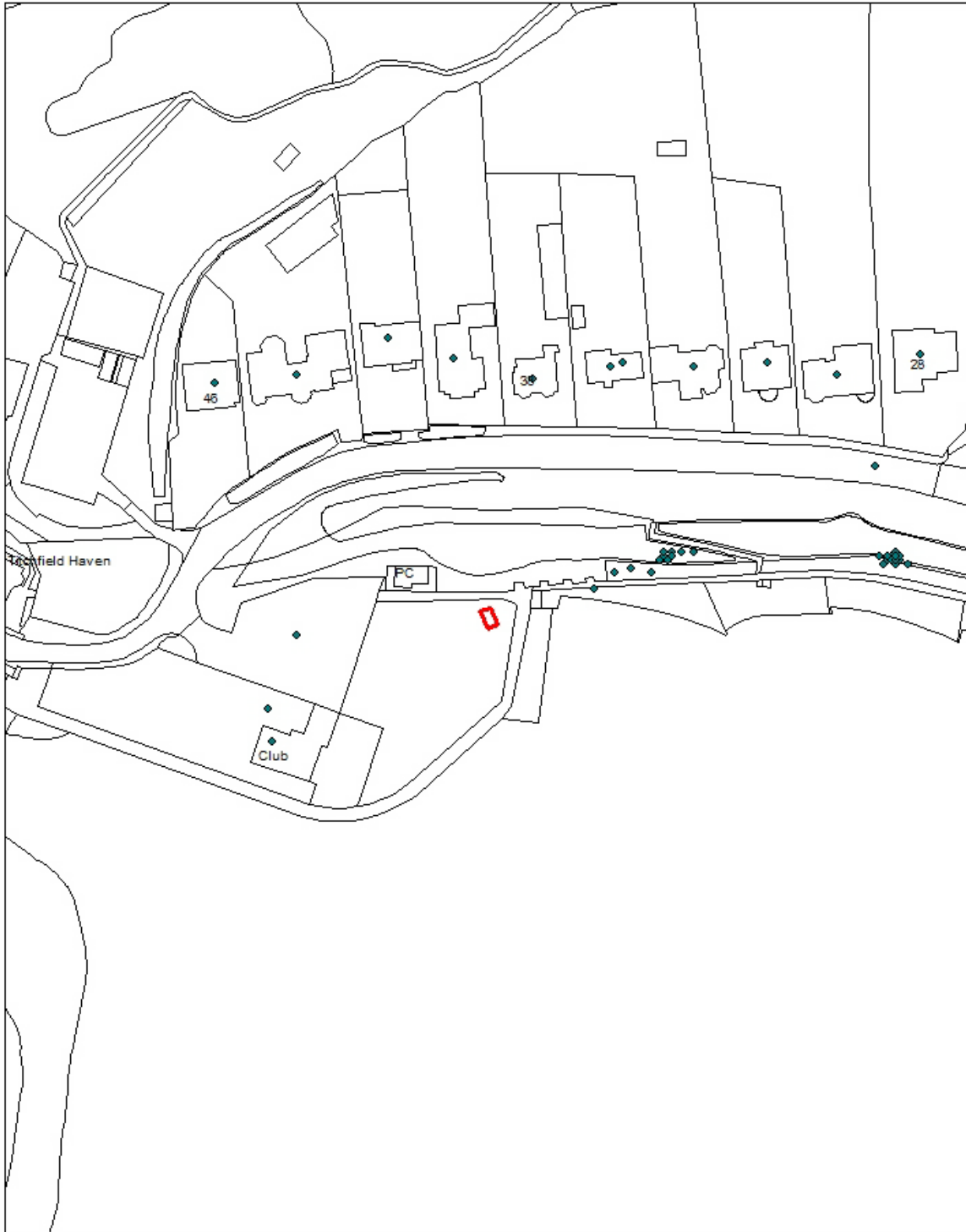
Recommendation

Subject to the comments of the Director of Regulatory and Democratic Services (Environmental Health);

PERMISSION: Pursuant to Regulation 3 of the Town and Country Planning General Regulations 1992

FAREHAM

BOROUGH COUNCIL



Cliff Road Open Space
Scale 1:1250



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