

**Lizzie Harris**

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**From:** Julia Raven  
**Sent:** 23 September 2019 11:54  
**To:** Maria Philpott  
**Cc:** ZZZ - Development Control - Group PLL Admin Support (SNC)  
**Subject:** RE: Official South Northamptonshire Council email : Planning consultation/Information for application reference S/2019/1728/MAF at Towcester Conservative Club 152/154 Watling Street East Towcester NN12 6DB

Good Morning Maria

Please find below Economic Growth response to the above planning consultation.

Having reviewed the information presented in this application from an Economic Growth perspective the application cannot be supported, as it would result in the loss of commercial/employment space and is contrary to Policy E4 of the South Northamptonshire Local Plan Adopted October 1997:-

“Planning permission will not be granted for the change of use or redevelopment of a site or building currently or last used, and which remains suitable for, industrial or commercial purposes to a non-employment use. Exceptions may be made where the proposal is in accordance with Policy R1 or where the existing use can be shown to be in significant conflict with the criteria set out under Policy G3.”

For planning applications involving a change of use either from one commercial use to another or from a commercial use to residential, the applicant has a responsibility to demonstrate that the property is no longer commercially viable or suitable for lease or sale.

Please note, this is not a guarantee planning will be approved as other planning policies will fundamentally affect how an application is assessed, for example change of use from commercial to residential is only usually permitted when all other options for commercial use have been exhausted.

However, a clear and robust marketing exercise will be taken into material consideration.

The applicant needs to demonstrate that the site is/has been marketed for commercial use over the last 12 months, based on the details below.

When carrying out a marketing exercise the applicant will be expected to:

- Market the land for a minimum period of 12 months from an agreed start date
- Secure valuations by three reputable commercial agents and evidence of marketing at that value to ensure it is at a commercially realistic rate
- Produce a marketing strategy to be drawn up that includes advertising in local press and appropriate trade publications such as Estate Gazette as well as the internet and a “For Sale” board outside the premises unless demonstrated that it is inappropriate (e.g. where this might negatively affect the trade)
- Maintain a detailed record of viewings of the premises, including feedback from potential purchasers and any offers made to be submitted to SNC at the end of the agreed marketing period.

Kind regards

Julia Raven MSc MIED  
Senior Economic Growth Officer  
Planning and Economy

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-----Original Message-----

From: Development Management <Development.Management@cherwellandsouthnorthants.gov.uk>  
Sent: 13 September 2019 12:03  
To: Julia Raven <Julia.Raven@southnorthants.gov.uk>  
Subject: Official South Northamptonshire Council email : Planning consultation/Information for application reference S/2019/1728/MAF at Towcester Conservative Club 152/154 Watling Street East Towcester NN12 6DB

Official Planning document from South Northants Council. Please see the attached letter for details. (Do not respond direct to the email sender; this is an automated email. correspondence should be sent to [development.management@southnorthants.gov.uk](mailto:development.management@southnorthants.gov.uk) Jim Newton - Assistant Director for Planning and Economy

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