

THE WILLOWS, ROWRAH, FRIZINGTON

Planning Statement



PFK

Introduction

This Planning Statement has been prepared by PFK Land & Development on behalf of our clients, Mr and Mrs Watson, in support of their application for the change of use of land for the siting of a single holiday lodge on land to the west of The Willows, Rowrah.

The applicants own a small-holding and have a number of animals on the site including alpacas, horses, donkeys, chickens and dogs. They are keen to grow and diversify their rural business by developing a commercial enterprise that offers a range of activities with the animals and short-term visitor accommodation. The small-holding extends to approximately 18 acres of agricultural land.

The application is supported by the following information:

- Location Plan;
- Site Plan, and
- Examples of the Proposed Holiday Lodge.

Site

The application site is located on Chapel Row to the east of the village of Rowrah. There are a number of residential properties situated on Chapel Row which leads back to the main road that runs through Rowrah, the A5086.

The application site relates to a small-holding which is located immediately to the west of The Willows. The small-holding extends to approximately 18 acres (8.2 hectares) of agricultural land.

The site is located on a disused railway in close proximity to a mix of commercial uses, including the Ennerdale Brewery, Birkett's Fencing and Timber Yard, a bus depot and a sewage pumping station.

The application site is not located within a conservation area and there are no designated heritage assets within or adjacent to the site.

The application site is located in Flood Zone 1 and is not at risk of flooding. There are no known surface water issues affecting the site.





Project		Date: 3/12/19	 <p>P&K Land & Development 1000 T. Russell Business Park Oak Brook, Illinois www.pandkdevelopment.com (708) 586-0000</p>
Proposed Lodge The Willows, Winthrop		Scale: 1:200 Date: 07/2004 1000 Ry. Rd. 60214-4410	
Client: Winthrop	Tree: 3/12/19	Project: 001	
Owner: Planning			

Proposal

The application seeks planning permission for the change of use of land for the siting of a single holiday lodge on land to the west of The Willows, Rowrah.

The proposed holiday lodge will be sited on an area of open grass to the north-west of the small holding. The site is currently used for grazing horses and donkeys. Vehicle access will be provided from the existing lane off Chapel Row and suitable parking provision will be provided to the front of the holiday lodge.

The site is not densely developed and has generous amounts of open space and mature planting between each of the agricultural buildings and scattered around the boundaries.

The applicant's currently occupy a residential caravan adjacent to the application site. The proposed holiday lodge will not cause any harm to the applicant's residential amenity or the rural character of the area.

The additional holiday lodge will be well-integrated into the site with the existing landscaping and planting. The proposal will not increase traffic movement or adversely impact highway safety.

The holiday lodge will reflect the existing buildings on the small holding through the sensitive use of mass, scale, form, design and materials. The photograph below shows an example of the kind of holiday lodge that will be sited on the land.



Planning Policy

Copeland Local Plan 2013 - 2018 (Core Strategy and Development Management DPD)

The Copeland Local Plan 2013 – 2028 Core Strategy and Development Management Policies DPD was adopted in December 2013.

Policy ST1 Strategic Development Principles states that one of the key objectives of the Local Plan is to support the development of rural diversification and tourism in appropriate locations.

Policy ST2 Spatial Development Strategy explains that development outside of the defined settlement boundaries will be restricted to that which has a proven requirement for such a location. This includes land uses that are characteristically located outside of settlements, such as agriculture or forestry, farm diversification schemes or tourism activities requiring a countryside location.

Policy ER10 Renaissance through Tourism states that the Council will maximise the potential of tourism in the Borough and will seek to:

- Expand tourism outside the Lake District National Park boundaries, with a complementary offer that takes pressure off the National Park's busiest locations, and delivers economic benefits in the Borough;
- Locate new tourist accommodation, facilities and attractions where there is proven capacity for additional visitors to be accommodated without adverse environmental or amenity impacts;
- Support appropriate developments which improve and enhance the quality of the tourism product, and
- Wherever possible tourism providers will be required to ensure that accommodation and attractions are well connected to other tourist destinations and amenities, particularly by public transport, walking and cycling.

Planning Policy

Policy DM9 Visitor Accommodation explains that proposals for new or improved visitor accommodation will be supported subject to compliance with the principles of sustainable design outlined in Policies ST1 and ER10 and so long as their scale and character are appropriate to the location and setting.

Additionally, proposals for rural holiday homes, caravans, chalets, camping sites and beach-chalets will be permitted where:

- Proposals for rural holiday homes involve the conversion of existing buildings which are proven not to be suitable for other uses;
- Proposals for new holiday caravans, chalets and/or camping sites or extensions to existing sites have adequate access arrangements and possess a high level of natural screening which, where necessary, is capable of reinforcement and extension, and
- New beach-chalets are replacement only, are developed on the existing footprint and match the character of the replaced chalet.

National Planning Policy Framework

The National Planning Policy Framework (NPPF) was published in 2018 (revised in February 2019) and sets out the government's planning policies for England and how these should be applied.

Paragraph 7 of this revised document confirms that the purpose of planning is to “contribute to the achievement of sustainable development”.

Paragraph 8 states that achieving sustainable development means that the planning system has three overarching objectives which are interdependent and need to be pursued in mutually supportive ways. These include an economic objective, a social objective and an environmental objective.

Paragraph 11 states that plans and decisions should apply a presumption in favour of sustainable development, which for decision-taking means “approving development proposals which accord with an up-to-date development plan without delay”.

Paragraph 83 explains that planning policies and decisions should enable the sustainable growth of all types of businesses in rural areas and the diversification of agricultural and other land-based rural businesses.

Planning Assessment

We consider that the holiday lodge is of an appropriate scale to the size, character and role of Rowrah. There is capacity for additional visitors to be accommodated without adverse environmental or amenity impacts. The principle of providing rural tourism activities within this location is supported by Policies ST1 and ST2.

The proposed holiday lodge, together with the rural enterprise, will enhance the quality of the tourism product and be well connected to other tourist destinations and amenities by public transport, walking and cycling.

Rowrah and Arlecdon have frequent bus services to Cockermouth, Keswick and Workington. These locations provide excellent access to the Lake District National Park, Solway Coast, Whitehaven Harbour and St Bees Heritage Coast. Furthermore, visitors will support the local businesses within Rowrah such as The Hound Inn and The Brewery Tap at Ennerdale Brewery which are within walking distance of the application site.

The small holding with its wide range of animal activities and the holiday lodge will improve and enhance the quality of the tourism product within this area. It will also relieve pressure on the sensitive areas of the Borough and Lake District National Park.

The site is considered to have adequate access and parking arrangements with an established lane from Chapel Row. The proposal will not cause any adverse impacts on the capacity or safety of the existing highway network.

The application site benefits from a high level of natural screening which protects sensitive viewpoints. This natural screening is also capable of reinforcement and extension where necessary. The natural landscape features will ensure that the holiday lodge is well-integrated into the site and will not have any adverse impacts on the local landscape or rural character of the area.

Planning Assessment

The area of Chapel Row is located immediately adjacent to the settlement boundary and contains a range of buildings and uses, which are not considered to constitute an open countryside location. Immediately adjacent to the application site, there is a largely commercial site, with small workshop and industrial units that provide a range of uses.

The proposal is for a temporary building (capable of being easily moved in planning terms) and therefore the use of the land is the primary consideration for this application. The holiday lodge will be screened from wider public view and is located in close proximity to a range of existing buildings and structures within the site. The site is not considered to be located in open countryside, and as such would not result in a 'significant intrusion'.

Although the site lies on slightly elevated ground, views into the site are limited and the location of the proposed development is well related to the existing built environment. That being said, the site retains a rural

character and the proposed development is not considered to have an adverse impact on this.

Both local and national policies support the growth and expansion of rural tourism and farm diversification. The applicants are keen to grow their small-holding into a viable rural business and currently have 3 agricultural students from Newton Rigg College volunteering on the small-holding 3 times a week. They have aspirations to employ 1 of these students full-time, providing employment opportunities for local people and benefitting the rural economy in Copeland.

There is clear support from local and national planning policy for quality tourism accommodation. We ask you to support this application for a holiday lodge and the applicant's aspirations to develop a small-scale rural tourism enterprise in this location.

Summary and Conclusion

The application seeks planning permission for the change of use of land for the siting of a single holiday lodge on land to the west of The Willows, Rowrah.

The application site is located on Chapel Row to the east of the village of Rowrah. The application site relates to a small-holding which is located immediately to the west of The Willows. The small-holding extends to approximately 18 acres (8.2 hectares) of agricultural land.

Both local and national policies support the growth and expansion of rural tourism and farm diversification.

The site is not considered to be located in open countryside and is well contained within the landscape. The proposed holiday lodge will not have any adverse impacts on the local landscape or rural character of the area. The holiday lodge will reflect the existing buildings on the small holding through the sensitive use of mass, scale, form, design and materials.

The applicants are keen to develop the small holding into a viable rural enterprise offering a range of animal activities and quality visitor accommodation. This will significantly improve and enhance the quality of the tourism product within this area.

Naomi Howard
Graduate Planner
PFK Land & Development
Rosehill Business Park
CA1 2RW

T: 01228 586805
E: NaomiHoward@pfk.co.uk

PFK