

Application Number:	P/FUL/2024/06886		
Webpage:	Planning application: P/FUL/2024/06886 - dorsetforyou.com		
Site address:	7 The Axium Centre, Dorchester Road, Lytchett Minster, BH16 6FE		
Proposal:	Change of use to veterinary clinic class E with minor alterations to facilitate the change		
Applicant name:	The Pet Health Partnership Ltd		
Case Officer:	Cari Wooldridge		
Ward Member(s):	Cllr Brenton, Cllr Robinson and Cllr Starr		
Publicity expiry date:	24 December 2024	Officer site visit date:	N/A – Familiar from previous application
Decision due date:	28 February 2025	Ext(s) of time:	28 February 2025
No of Site Notices:	1 – At entrance to unit parking 2 – At entrance to The Axium Centre		
SN displayed reasoning:	The site notices have been displayed in prominent positions in the interest of maximising awareness of the application.		

1.0 This application comes before the planning committee at the request of the Committee Chair.

2.0 Summary of recommendation:

REFUSE planning permission

3.0 Reason for the recommendation:

The applicant has failed to demonstrate that the unit was realistically marketed in accordance with adopted planning policy. It cannot be determined that there is no reasonable prospect of the light industrial premises being retained for a light industrial use, and that the proposed change of use to a veterinary clinic would not result in the loss of needed employment land on a safeguarded employment site.

The identified public benefits are not considered to outweigh the reason for refusal.

4.0 Key planning issues

Issue	Conclusion
Principle of development	Not acceptable – contrary to adopted local plan policy.

Issue	Conclusion
Impact on the Green Belt	Acceptable.
Scale, design and impact on the character and appearance of the area	Acceptable.
Impact on the amenity of neighbouring properties	Acceptable.
Highway impacts and car parking	Acceptable - subject to condition.
Other considerations	Acceptable in respect of trees, contaminated land and animal licensing.
Public benefits	The identified public benefits are not considered to outweigh the departure from adopted local plan policies which seek to retain safeguarded employment land.

5.0 Description of Site

- 5.1 The Axiom Centre is a modern business / employment park consisting of six buildings divided into smaller units on the site of the former Pikes Farm. The site is located in open countryside that forms part of the South East Dorset Green Belt and is situated on the south side of the A35, close to the Wareham Road and Organford junction. The site is remote from any residential properties, the nearest being in Wareham Road to the west of the site.
- 5.2 Unit 7 is located in the north-east section of the employment site and forms a low level yet two storey building constructed of red brick with cladding at first floor level and a tiled roof. Courtyard parking is provided to the front of the unit with an open grassed area and landscaping to the rear. The northern boundary is enclosed by the side elevation of the unit and a boundary wall.
- 5.3 Despite the Axiom Centre forming a safeguarded employment site, neighbouring uses are varied and include offices (accountants, solicitors etc), a dental clinic, childcare, and retail.

6.0 Description of Development

It is proposed to change the use of 7 The Axiom Centre to a veterinary clinic with minor alterations to facilitate the change.

7.0 Relevant Planning History

- 7.1 There are a variety of planning applications for the site since 1990 which all relate to developing the site for business use. One is specifically relevant to this planning application:
- 7.2 6/2006/0830 – Erect six buildings for class B1 Business use with associated car parking and form new vehicular access (approved).

The application unit is identified in the approved plans as 'Unit D'. Condition 2 of the consent restricts the use of the business premises to Class B1 (Business) only:

2. The business premises hereby permitted shall only be used for purposes defined in Class B1 (Business) of the Schedule to the Town and Country Planning (Use Classes) Order 1987 or any subsequent revocation or re-enactment.
Reason: Any other class of use would be inappropriate having regard to the location of the site and the amenity of the locality.

B1 Business – Uses which can be carried out in a residential area without detriment to its amenity. This class was formed of three parts:

- B1(a) Offices - Other than a use within Class A2 (see above)
- B1(b) Research and development of products or processes
- B1(c) Industrial processes

B1 Business was revoked from 1 September 2020. It was effectively replaced with the new Class E(g):

E(g) Uses which can be carried out in a residential area without detriment to its amenity:

- E(g)(i) Offices to carry out any operational or administrative functions,
- E(g)(ii) Research and development of products or processes
- E(g)(iii) Industrial processes

7.3 Planning permission was retrospectively granted in January 2020 (6/2019/0643) for the formation of 4 car parking spaces in a previous soft landscaping area adjacent to office building which had contravened the requirements of condition 4 on the consent which restricts the creation of further areas of hard surfacing without the consent of the Local Planning Authority.

7.4 Planning application P/FUL/2024/04189 to change the use of the unit to a veterinary clinic with works to facilitate the change including changes to windows and doors was refused on 19/09/2024. Reason for refusal:

1. The applicant has failed to demonstrate through the current planning application that there is no reasonable prospect of the light industrial premises (former use class B1 now E(g)) being retained for a light industrial use or any other permitted use within the new use class E(g). As such, it cannot be determined that the proposed change of use to a veterinary clinic (*sui generis*) would not result in the loss of needed employment land on a safeguarded employment site, and the proposal is contrary to policies EE1: Employment Land Supply and EE2: Planning for Employment of the Purbeck Local Plan 2024.

8.0 List of Constraints

Legal Agreements S106 – 6/1990/0150 – *consent not implemented.*
TPO (PDC/TPO 288)
Poole Harbour Nutrient Catchment Area
Poole Harbour Recreation Zone
Higher Potential ecological network
Dorset Heathlands - 5km Heathland Buffer

Greenbelt: Bournemouth Greenbelt

EA - Poole Harbour Catchment Area

Radon: Class: Class 1: Less than 1%

Site of Special Scientific Interest (SSSI) impact risk zone

Natural England Designation - RAMSAR: Poole Harbour (UK11054); - Distance:
2697.8

Natural England Designation - RAMSAR: Dorset Heathlands (UK11021); - Distance:
4580.08

9.0 Consultations

All consultee responses can be viewed in full on the website.

Consultees

1. Dorset Wildlife Trust

No comments received.

2. Dorset Council - Environmental Services - Animal Licensing

No objection.

3. Dorset Council - Trees (East & Purbeck)

No objection.

5. Dorset Council – Highways

Will be served off existing access with areas of parking within site.

No objection subject to condition.

6. Dorset Council – Waste Team

No comments received.

7. Lytchett Minster and Upton Town Council

No comments received.

8. Lytchett Matravers and Upton Ward– Cllr Brenton

Site not fully used for employment and seems to be fast turnover of unsuccessful businesses.

Veterinary clinic would bring in business and would not disturb neighbours.

Alterations do not change character of site.

Email to officers dated 12th January 2025 confirming support of proposal.

9. Lytchett Matravers and Upton Ward– Cllr Starr

No comments received.

10. Lytchett Matravers and Upton Ward – Cllr Robinson

No comments received.

Representations received

No representations were received.

10.0 Duties

s38(6) of the Planning and Compulsory Purchase Act 2004 requires that the determination of planning applications must be in accordance with the development plan unless material circumstances indicate otherwise.

11.0 Relevant Policies

Development Plan

The following policies are considered to be relevant to this proposal:

Policy V1: Spatial strategy for sustainable communities

Policy V2: Green belt

Policy E12: Design

Policy EE1: Employment Land Supply

Policy EE2: Planning for Employment

Policy I2: Improving accessibility and transport

Policy I3: Green infrastructure, trees, and hedgerows

Material Considerations

Emerging Local Plans:

Paragraph 49 of the NPPF provides that local planning authorities may give weight to relevant policies in emerging plans according to:

- the stage of preparation of the emerging plan (the more advanced its preparation, the greater the weight that may be given);
- the extent to which there are unresolved objections to relevant plan policies (the less significant the unresolved objections, the greater the weight that may be given); and
- the degree of consistency of the relevant policies in the emerging plan to the NPPF (the closer the policies in the emerging plan are to the policies of the NPPF, the greater the weight that may be given).

The draft Dorset Council Local Plan

The Dorset Council Local Plan Options Consultation took place between January and March 2021. Being at a very early stage of preparation, the relevant policies in the draft Dorset Council Local Plan should be accorded very limited weight in decision making.

Emerging Neighbourhood Plans

N/A

National Planning Policy Framework

Paragraph 11 sets out the presumption in favour of sustainable development. Development plan proposals that accord with the development plan should be approved without delay. Where the development plan is absent, silent, or relevant policies are out-of-date then permission should be granted unless any adverse impacts of approval would significantly and demonstrably outweigh the benefits when assessed against the NPPF or specific policies in the NPPF indicate development should be restricted.

Other relevant NPPF sections include:

Section 4 'Decision making': Para 39 - Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available...and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible.

Section 6 'Building a strong, competitive economy', paragraphs 88 and 89 'Supporting a prosperous rural economy' promotes the sustainable growth and expansion of all types of business and enterprise in rural areas, through conversion of existing buildings, the erection of well-designed new buildings, and supports sustainable tourism and leisure developments where identified needs are not met by existing rural service centres.

Section 11 'Making effective use of land'

Section 12 'Achieving well designed places' This indicates that all development to be of a high quality in design, and the relationship and visual impact of it to be compatible with the surroundings. In particular, and amongst other things, Paragraphs 131 – 141 advise that:

The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development.

Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design.

Other material considerations

Dorset Council Interim Guidance and Position Statement Appendix B: Adopted Local Plan policies and objectives relating to climate change, renewable energy, and sustainable design and construction. December 2023.

Dorset County Council non-residential parking guidance.

District Design Guide SPD

12.0 Human rights

Article 6 - Right to a fair trial.

Article 8 - Right to respect for private and family life and home.

The first protocol of Article 1 Protection of property.

This recommendation is based on adopted Development Plan policies, the application of which does not prejudice the Human Rights of the applicant or any third party.

13.0 Public Sector Equalities Duty

As set out in the Equalities Act 2010, all public bodies, in discharging their functions must have “due regard” to this duty. There are 3 main aims:-

- Removing or minimising disadvantages suffered by people due to their protected characteristics
- Taking steps to meet the needs of people with certain protected characteristics where these are different from the needs of other people
- Encouraging people with certain protected characteristics to participate in public life or in other activities where participation is disproportionately low.

Whilst there is no absolute requirement to fully remove any disadvantage the Duty is to have “regard to” and remove or minimise disadvantage and in considering the merits of this planning application the planning authority has taken into consideration the requirements of the Public Sector Equalities Duty.

It is considered that the proposed development would not disadvantage persons with protected characteristics.

14.0 Financial benefits

What	Amount / value
Material Considerations	
Number of jobs	8 full-time and 12 part-time employees
Non Material Considerations	
Business rates	Current rateable value not expected to change £37,000
CIL contribution	N/A

15.0 Environmental Implications

15.1 As the veterinary practice is currently based in Upton, there will be some environmental impact associated with employees and customers accessing the relocated practice by vehicle due to its rural location.

16.0 Planning Assessment

16.1 The main considerations of this application are:

- Background
- The principle of development
- Impact on the Green Belt
- Scale, design and impact on the character and appearance of the area
- Impact on the amenity of neighbouring properties
- Highway impacts and car parking

These and other considerations are set out below.

Background to application

16.2 Former planning application P/FUL/2024/04189 to change the use of the unit to a veterinary clinic with works to facilitate the change including changes to windows and doors was refused on 19/09/2024. Officers considered that the proposed veterinary clinic use fell outside a defined use class and was therefore 'sui generis'.

16.3 The proposed change of use of the unit from a former B1 use (light industrial) (now class E(g)) to a sui generis use on a safeguarded employment site has been judged to represent a loss of employment land, contrary to Policies EE1: Employment Land Supply and EE2: Planning for Employment of the Purbeck Local Plan 2024. Policy EE2 permits alternative uses on safeguarded employment land where there is no reasonable prospect of a planning application being submitted for development within the use classes B2, B8 or former use class B1 light industrial (now E(g)) but criteria must be met. The applicant previously failed to demonstrate that there was no reasonable prospect of the light industrial premises being retained for a light industrial use or any other permitted use within the new Use Class E(g). As such, it was determined that the proposed change of use to a veterinary clinic (sui generis) would result in the loss of needed employment land on a safeguarded employment site, and the application was refused.

16.4 The current application is a re-submission following refusal which is currently at appeal. The applicant is arguing that the proposed veterinary clinic falls under Use Class E so accords with policy EE1 and the application is supported by information on the former marketing of the unit in 2024 required by policy EE2. The sections below consider both issues.

Principle of development

16.5 Condition 2 of Planning consent 6/2006/0830 restricts the use of the business premises subject of the current application to that of Class B1 (Business) only. Class B1 was revoked from 1 September 2020 and was effectively replaced with the new Class E(g) which includes uses which can be carried out in a residential area without detriment to its amenity including (i) offices to carry out any operational or administrative functions, (ii) research and development of products or processes, and (iii) industrial processes.

16.6 The Axium Centre is identified in Policy EE1: Employment land supply of the Purbeck Local Plan 2024 as an 'other identified employment site' which is safeguarded for employment uses including uses in classes B2, B8, or any other light industrial uses falling outside these classes. Whether or not the proposed veterinary use falls within Use Class E or is a sui generis use, as set out in the

previous planning report, the proposed veterinary clinic would introduce a use associated with some employment, but which does not fall within any of the safeguarded use classes. The supporting text provides context for the policy advising that:

Away from the strategic allocations there is a relatively limited supply of available employment land in many parts of Purbeck. The retention, renewal or intensification of existing employment sites and maintenance of current employment space is consequently important to ensuring the Purbeck Local Plan sets out a strategy to meet all of Purbeck's identified minimum need of 11.5 hectares of employment land over the plan period, together with supporting the wider national and regional economy through the continued development of the two strategic employment sites.

- 16.7 The supporting paragraphs also explain the need for industrial and office and research and development premises in the Eastern Dorset Housing Market Area. The proposal would result in the loss of land safeguarded for these uses.
- 16.8 In March 2024 an Employment Land Study jointly commissioned by Dorset Council and Bournemouth, Christchurch and Poole (BCP) Council was completed as part of the Dorset Local Plan evidence gathering. The Study assesses the existing and potential future supply of sites and compares it with estimated demand. It also makes recommendations to help prevent constraints to economic growth. Whilst the Study includes employment demand figures, they are assessed at the Functional Economic Market Area within which Dorset Council and the BCP Council areas lie in accordance with Planning Practice Guidance. The Study concludes (paragraph 9.26) that the total FEMA supply of around 267.4 ha is sufficient to meet the labour demand scenarios ranging from 199.6 to 264 ha. The Study provides some indication of how the supply would be met on 'key employment sites' and generic sites across the Dorset Council Area, but also identifies that the availability, viability and deliverability of sites is expected to be a significant key issue and may frustrate the delivery of commercial land in the long term. Due to the scale of the study, there is no breakdown of land supply at the former District Council area level.
- 16.9 Appendix 4 of the Study provides specific detail on sites within the land supply including the Axiom Centre (FERN-MILB). It notes that the site has high/medium market attractiveness, is well connected site near to the BCP urban area and forms a suitable employment site for retention, albeit with limited potential for expansion or intensification. Taking the Study into consideration, officers consider that the retention of existing employment uses on safeguarded employment sites – particularly on generic sites such as the Axiom Centre - will continue to support the employment land supply position across the wider Dorset Council area, especially if longer term delivery of employment sites proves to be an issue.
- 16.10 Notwithstanding this position, Policy EE2: Planning for employment of the Purbeck Local Plan 2024 does advise that '*where there is no reasonable prospect of a planning application being submitted for development in use classes B2, B8, or light industrial uses on the safeguarded employment land identified in Policy EE1 alternative uses may be permitted...*'. Such proposals for alternative uses are required to meet 4 criteria as assessed below:
- (a) *would not result in an excessive reduction in the supply of employment land for, B2, B8, and light industrial uses, taking into account:*
- i. *the overall amount;*

ii. range; and

iii. choice of available employment land for the remainder of the plan period; and,

The proposed veterinary clinic use would not result in an excessive reduction in the supply of employment land in the former Purbeck area.

(b) the impact of proposed development on European sites, alone or in combination with other existing and proposed development, will be screened for likely significant effects under the Conservation of Habitats and Species Regulations (amended) (EU exit), 2019 and/or any equivalent relevant legislation and regulation). Where there is a probability or risk of a significant effect, the proposed development will be subject of an appropriate assessment (taking into account the lifetime of the development). Development proposals should, therefore, be accompanied by information reasonably required to undertake an appropriate assessment, and demonstrate how the development will avoid or otherwise mitigate any adverse impact on the integrity of any relevant site(s) in the national site network; and

16.11 The site is located outside the 400 m Heathland Buffer Zone and there would be no likely significant effects in respect of nitrogen deposition or recreational impacts on Poole Harbour related to the proposed use. The proposed change of use from light industrial to a veterinary clinic is not considered to result in likely significant effects on European sites.

(c) would not have an adverse impact upon the amenity and operation of neighbouring properties and businesses; and

16.12 There are a wide range of uses within the Axiom Centre including offices, healthcare, light industrial, retail and a childcare facility. The proposed veterinary clinic would occupy one of the larger units with provision of off-road parking and turning within the courtyard area to the front. There is no reason to consider that the proposed change of use would result in an adverse impact upon the amenity and operation of the neighbouring businesses. No responses have been received from the neighbouring businesses following publicity of the application by way of site notices.

(d) demonstrates that the current use has been realistically marketed for a period of at least 9 months in the 12 months prior to the application.

16.13 Paragraphs 5.22 and 5.33 of the submitted planning statement summarise an email from Goadsby (Commercial Estate Agent) confirming that marketing of the unit took place from April 2024 to end of July 2024 during which time the unit was advertised on all search engines and details emailed to 200 prospective applicants. During this period, three companies enquired into the premises but did not arrange a viewing. The fourth company – the applicant – viewed the property and a news article on the Goadsby website dated 31st July 2024 confirms that the premises are let to The Pet Health Partnership.

16.15 Whilst officers acknowledge that the unit was marketed with a commercial letting agent, the period of marketing falls 5 months short of the 9 month marketing period in the 12 months prior to the submission of the application required by Policy EE2. In addition, no details of the specific marketing details are provided, and officers are unable to determine if it was sufficiently and realistically targeted at potential E(g) (former B1) occupiers. As such, the proposal has not fully satisfied the requirements of criterion (d) of Policy EE2 and, taking into account the importance of the Axiom

Centre in providing a generic employment land supply outside identified key employment sites within the Dorset Council area, officers are unable to support the loss of the employment land until criterion (d) has been satisfactorily addressed.

Impact on the Green Belt

- 16.16 Despite being located within the safeguarded employment site of the Axiom Centre, the entire employment site is located within the Green Belt. The proposed change of use of the existing building and the minor external alterations are considered to form appropriate development within the Green Belt as they would not harm the openness or conflict with the other purposes of the designation.

Scale, design and impact on the character and appearance of the area

- 16.17 The application site is located within the developed area of the Axiom Centre and no extensions to the existing building are proposed. However, to enable the proposed change of use and the altered internal layout, several external alterations to the fenestration are proposed including a new entrance door in lieu of large windows and the insertion of an additional window on the front elevation; the insertion of a new door on the rear elevation; and the insertion of a new obscure glazed window on the north elevation facing towards the A35. The finish of the windows and doors are to match existing. The proposed alterations are minor in scale and would not result in any harm to the character and appearance of the area and are considered to comply with Policy E12: Design of the Purbeck Local Plan 2024.

Impact on the amenity of neighbouring properties

- 16.18 The existing use of the property as Class E(g) (formerly B1) would allow the continued use of the unit for offices, research and development and light industrial processes that can be carried out in a residential area without detriment to its amenity. A wide range of uses already existing at the Axiom Centre and the proposed change of use to a veterinary clinic is not considered to result in any harm to the amenity or operation of the neighbouring units. There are no immediate residential properties that would be impacted by noise or disturbance associated with the proposed use.

Highway impacts and car parking

- 16.19 The unit is served by the existing access of the A35 and the Council's Highway Engineer has raised no objection to the proposed change of use subject to a condition on the decision requiring implementation and retention of the turning and parking detailed on the submitted plan.
- 16.20 The unit is currently served by 10 parking spaces, two of which are to be removed to allow for the new customer entrance to the unit. The Council's non-residential parking guidance does not include a guideline for veterinary clinics. However, it does include a guideline for the former D1(b) use of clinics / health centres / surgeries which is considered to require a comparable level of provision. This use requires 2 spaces per consulting room and 1 space for every full-time member of staff:

Consulting Rooms x 3 = 6 spaces

Full time members of staff = 8 spaces

Total parking requirement = 14 spaces

Parking deficit = 6 spaces

- 16.21 The location of the unit in a rural location combined with the nature of the proposed use is likely to require car reliant journeys for both employees and customers. Parking provision elsewhere on the site is allocated to each unit and no additional visitor parking is understood to be available. Any overspill parking would therefore be on road/ verge around the estate to the detriment of other neighbouring units. However, it is also noted that a wide variety of uses could take place in the unit within the remit of the existing E(g) use over which the Council would have no control, and that this could result in a similar pressure on parking provision. Therefore, on balance, officers consider that the deficit of parking provision would not be so demonstrably harmful as to form a reason for refusal of the proposal.
- 16.22 In summary, the proposal is considered to acceptable in accordance with Policy I2: Improving accessibility and transport of the Purbeck Local Plan 2024.

Other Considerations

Impact on trees

- 16.23 The Axiom Centre is covered by a Tree Preservation Order in respect of mature trees on its southern and western boundaries. The proposed change of use of the existing use would not result in any additional harm to the trees. The Council's Tree Officer has confirmed that they have no objection to the proposal.

Contaminated Land

- 16.24 The application site is located in an area identified as contaminated land – likely associated with its former use prior to redevelopment as an employment site. The Council's Environmental Protection Team was consulted on the former application and confirmed that they had no comment to make on the application.

Animal Licensing

- 16.25 A consultation was sent to the Council's animal licensing team who confirmed that they have no objection to the proposal.

Public benefits

- 16.26 The submitted planning statement advises that the applicants have undertaken an extensive search for appropriate premises and suitability has proven difficult. Where potentially suitable premises have been identified in terms of location and amenity, the increase in space from their Upton practice is not sufficient enough to accommodate the growing number of clients and their commitment to providing the best possible veterinary care. A list of 10 alternative sites and reasons for them being discounted from the premises search is provided in the appendices of the supporting statement.
- 16.27 The supporting information also advises that the proposed clinic would employ 8 full time and 12 part-time employees. This number of employees could be similar to that of an E(g) (former B1 Business) use within the unit. However, the unit is currently vacant, and no information is provided by the applicant on the number of employees previously occupying the unit.
- 16.28 Local ward member Cllr Brenton has confirmed that she has no objection and supports the proposal, noting that the site is not fully used for employment and that there seems to be a fast turnover of unsuccessful businesses. Cllr Brenton

comments that a veterinary clinic would bring in business and would not disturb any neighbours.

16.29 The above benefits are not considered to outweigh the departure from Policies EE1 and EE2 of the Purbeck Local Plan 2024 and the need to retain safeguarded employment land on allocated employment sites across the Dorset Council area.

17.0 Conclusion

For the above reasons, refusal is recommended.

18.0 Recommendation: Refuse permission for the reasons set out below:

1. The applicant has failed to demonstrate that the unit was realistically marketed for a period of 9 months in the 12 months prior to the submission of the application as required by Policy EE2: Planning for Employment of the Purbeck Local Plan 2024. As such, it cannot be determined that there is no reasonable prospect of the light industrial premises (former use class B1 now E(g)) being retained for a light industrial use or any other permitted use within the new use Class E(g) and that the proposed change of use to a veterinary clinic would not result in the loss of needed employment land on a safeguarded employment site. The proposal is contrary to policies EE1: Employment Land Supply and EE2: Planning for Employment of the Purbeck Local Plan 2024.

Informative Notes:

1. The plans that were considered by the Council in making this decision are:

22208-00-01 C The Location Plan

22208-00-06 B Site Plans as Existing and Proposed

22208-00-04 B Proposed Floor Plans

22208-00-05 B Proposed Elevation Plans

2. National Planning Policy Framework

In accordance with paragraph 39 of the NPPF the council, as local planning authority, takes a positive approach to development proposals and is focused on providing sustainable development. The council works with applicants/agents in a positive and proactive manner by:

- offering a pre-application advice service, and –

- as appropriate updating applications/agents of any issues that may arise in the processing of their application and where possible suggesting solutions.

In this case:

-The applicant/ agent did not take the opportunity to enter into pre-application discussions.

-The applicant was advised that the proposal did not accord with the development plan and that there were no material planning considerations to outweigh these concerns.