Expiry Date - 18/01/2011

Development Control – Delegated Officer Report

Application Number: ADC/0455/10 **Recommendation – Permit Application**

Site: **Homebase Holmbush Centre Upper Shoreham Road Shoreham-by-Sea West Sussex**

Proposal: **Alterations to elevations including shop windows and doors on front (west) and north side, new front facade, re-positioned rear and south side doors and high-level windows in south side**

The Application

The application relates to the former Homebase store at the Holmbush Centre which was granted planning permission in December 2010 for an extension to the mezzanine and reconfiguration of the delivery yard in connection with it becoming a Next Home and Garden store (ADC/0389/10). This application seeks permission for alterations to the shopfront.

The former store had a largely blank front elevation facing the car park with a central fully glazed entrance. The entrance had a large pitched roof portico containing the Homebase logo on a green background on the front of the portico roof.

The proposal seeks to radically alter the front elevation to remove the portico and introduce significant amounts of glazing along much of the elevation, with two entrances, separating the Home and Garden elements of the store. A glazed roof canopy will run along the frontage with metal louvres above. The elevation drawings also show Next signage which needs a separate consent and 'monoliths' at either end of the canopy containing a list of services on offer, which are also likely to require advertisement consent.

New openings are also proposed on the south side facing the car park with more extensive new openings on the north side facing the delivery yard and garden centre and a repositioned opening at the rear facing the dwellings in Hawkins Road.

Consultations and Representations

Consultations/Comments

Adur District Council – The Environmental Health Officer has no adverse comments to make

Third Parties

1 email received from the occupier of 37 West Street stating that they like the proposal but would like to see some covered cycle parking and a safer route for cycles from the crossing by the roundabout into the car park.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993 – 2006 (ADC 1996): AG1, AB20
PPS1 'Delivering Sustainable Development (ODPM 2005)

Planning Assessment

Policies

Policy AB20 relates to new shopfronts and states that they will be permitted where they are of a design and use materials which respect the character of the area and the building which they form a part.

Visual amenity and character

The proposed new shopfront and other external alterations to the building are considered to be an improvement over the rather bland appearance of the previous store. The increased glazing and introduction of metal louvres, glazed canopy and signage is considered to provide a more welcoming building which will enhance this part of the Holmbush Centre.

Residential amenity

The majority of the alterations are on elevations of the building which do not affect the residential properties at the rear. The only changes at the rear involve sealing existing doors and forming a new opening immediately adjacent. This will not result in any adverse impact on amenity.

Other matter

The issue of cycle parking and safe access is not a matter for consideration with this application. The previous consent for the mezzanine included a Travel Plan which referred, among others, to looking at ways to improve access by bicycle.

Recommendation

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APPROVE for reason that:-

1PPi (policies AG1, AB20)

Subject to:

1. C1Ci
2. This permission relates to the following approved plans date stamped received 23 November 2010:
   Site Location Plan, Proposed Elevations (Drawing No. 111-020-004 Revision P)
   Reason– For the avoidance of doubt and in the interests of proper planning

Case Officer Peter Barnett Date 11 January 2011