Development Management - Delegated Officer Report

Application Number: AWDM/1557/20 Recommendation – Approve

Site: 35 - 37 High Street, Shoreham-By-Sea

Proposal: New shop front

Date of site visit: Visited previously

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to a former bank which has permission to be converted to a betting shop, under permission reference AWDM/0379/20. This application seeks permission for a new shop front and there is a separate application for advertisement consent (AWDM/1654/20).

The proposal seeks to install a new aluminium framed shopfront with a new aluminium door in the same central position as existing. Half of the shopfront will contain poster panel displays and a LED display is proposed within part of the other half (these are considered within AWDM/1654/20).

The site lies within the Shoreham Conservation Area.

Relevant Planning History

AWDM/0379/20 - Change of use of ground floor from bank (Use Class A2) to betting shop (Sui Generis)

NOTICE/0021/19 - Application for permitted development for prior approval for change of use from offices (Use Class B1a) to 8no. residential units (Use Class C3) on first and second floors

Consultations

ADCAG: Recommend approval

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15, 17
National Planning Policy Framework (February 2019)

Planning Assessment

Principle

The proposal comprises upgrading the existing commercial stock located within the built up area and can be supported in principle. The relevant issues are the effect on the character and appearance of the building and the Conservation Area.

Policy 15 states that:

New shopfronts will be permitted where the design and materials respect the character of the area and of the building of which they form part.
Planning permission to replace shopfronts of inappropriate design or materials, or in poor condition in Conservation Areas, will be granted providing the replacement is of appropriate design and materials, respecting the character of both the building and the Conservation Area.

Visual amenity and impact on Conservation Area

The proposed new shopfront is not considered to cause harm to the character and appearance of the area and will preserve the character of the Conservation Area.

The new shopfront includes level access.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans
2. Standard 3 year time limit

Is recommendation contrary to letter(s) of representation? N

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Case Officer: Peter Barnett Date: 8 December 2020

Authorised by: Gary Peck Date: 9 December 2020