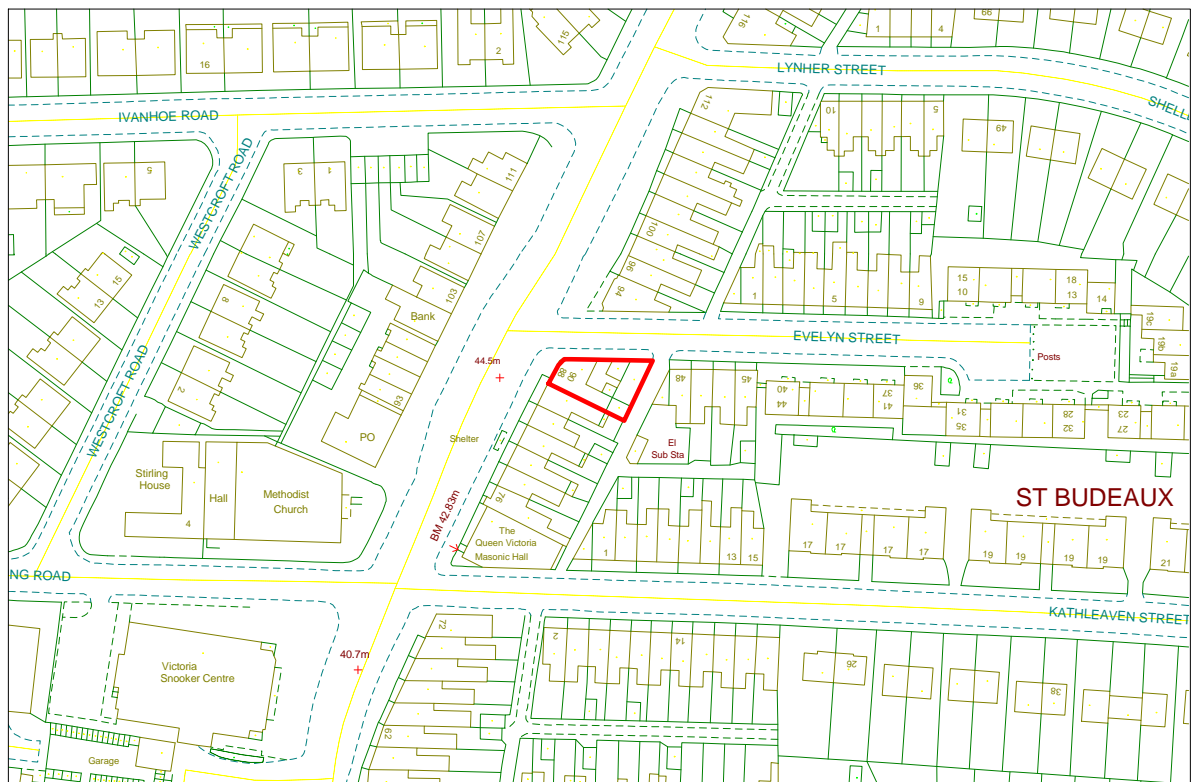


ITEM: 9

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| Application Number: | 10/00421/FUL |
| Applicant: | Woolways News |
| Description of Application: | Single-storey front extension, new shop front and associated alterations |
| Type of Application: | Full Application |
| Site Address: | 88-90 VICTORIA ROAD ST BUDEAUX PLYMOUTH |
| Ward: | St Budeaux |
| Valid Date of Application: | 22/03/2010 |
| 8/13 Week Date: | 17/05/2010 |
| Decision Category: | Delegated |
| Case Officer : | Janine Warne |
| Recommendation: | Refuse |
| Click for Application Documents: | www.plymouth.gov.uk |



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This application is a Member Referral for the following reason: the Ward Councillor considers that 'it's in the public interest'.

OFFICERS REPORT

Site Description

88-90 Victoria Road comprises a corner shop, known as Woolways News.

Proposal Description

This application seeks planning consent for a single-storey extension to the front of the existing retail premises and associated alterations. The proposed extension projects approximately 1.25m and measures approximately 4.5m in width.

Relevant Planning History

10/00422/ADV – Three non-illuminated fascia signs – Under consideration

09/01745/FUL – Single-storey front extension, new shop front and associated alterations – Refusal reasons:

'The Local Planning Authority considers that, by virtue of its undue projection beyond the front building line and unsympathetic design, the proposed extension would amount to an incongruous and unduly prominent feature within the established streetscene, out of keeping and out of character with the area. This would significantly and unacceptably impact on the streetscene and detract from the visual quality of the area. The proposal is therefore contrary to policies CS02 and CS34 of the Plymouth Local Development Framework Core Strategy (2006-2021) 2007.'

09/01746/ADV – Three non-illuminated fascia signs – Refusal reason:

'As planning permission has been refused for the single-storey front extension and associated alterations under application number 09/01745/FUL, the proposed fascia signs cannot be displayed as detailed on the submitted plans. Therefore, the Local Planning Authority refuses this associated application for advertisement consent on this basis.'

Consultation Responses

Plymouth City Airport – No objection

Transport – No objection

Public Protection Service – No comments

Representations

Two letters of support have been received regarding this planning application; one of these is a petition signed by 563 individuals.

Analysis

Planning application 09/01745/FUL was refused as the proposed front extension was deemed to be detrimental to the established streetscene (the full refusal reason is set out in the 'Planning History' section above). Subsequently, pre-application discussions were conducted with the applicant, agent and Ward Councillor. Amended plans, which are now the subject of this application, were discussed in detail. At this stage, the case officer expressed an objection in principle, explaining that the given refusal reason had not been fully addressed by the amendments and therefore the Local Planning Authority were unlikely to be able to support a formal application in this regard. Notwithstanding this, the amended scheme has been submitted for formal consideration and has been referred to the Committee by a Ward Councillor for the following reason: *'it's in the public interest and they have fully supported the change that has been put forward'*.

This application turns upon policies CS02 (Design) and CS34 (Planning Application Considerations) of the Council's adopted Core Strategy and the Development Guidelines Supplementary Planning Document (SPD).

The Development Guidelines SPD provides valuable advice regarding front extensions to residential properties. Although not explicitly relevant to retail premises, your officers consider that this guidance can be applied in this instance. The SPD advises that extensions that project forward of the established building line are generally unacceptable.

In this instance the application property comprises a retail premises, sited on a prominent corner plot at the end of a residential terrace. The street has a very uniform and consistent building line with two-storey bay windows protruding approximately 0.5m from the main façade of each house. The application property has a corresponding bay window at first-floor level. The proposed extension protrudes approximately 1.25m beyond the existing shopfront, and has a flat roof screened by a parapet wall. The proposed development protrudes forward of the established building line and would therefore significantly and unacceptably impact on the streetscene, detracting from the visual quality of the area.

Your officers acknowledge that the amended scheme reduces the proposed projection by approximately 0.45m (following the refusal of app. no. 09/01745/FUL) and attempts to replicate the shape of the first-floor bay window in design terms. However, by virtue of its projection and massing, the proposed addition would appear odd in relation to the bay window above and would comprise an incongruous and unduly prominent feature within the established streetscape. Therefore, notwithstanding the public support in this instance, the proposed development fails to comply with the relevant planning policy criteria and is thus recommended for refusal.

Human Rights Act - The development has been assessed against the provisions of the Human Rights Act, and in particular Article 1 of the First Protocol and Article 8 of the Act itself. This Act gives further effect to the rights

included in the European Convention on Human Rights. In arriving at this recommendation, due regard has been given to the applicant's reasonable development rights and expectations which have been balanced and weighed against the wider community interests, as expressed through third party interests / the Development Plan and Central Government Guidance.

Equalities & Diversities issues

No additional issues to be discussed here.

Conclusions

It is considered that the proposed front extension is detrimental to character and visual appearance of the area, contrary to the planning policy guidance. Therefore, this application is recommended for refusal.

Recommendation

In respect of the application dated **22/03/2010** and the submitted drawings, **Site Location Plan, 09/30/1, 09/30/4 Rev. A, and accompanying Design and Access Statement** , it is recommended to: **Refuse**

Conditions

UNDUE PROJECTION

(1) The Local Planning Authority considers that, by virtue of its design and undue projection beyond the front building line, the proposed extension would amount to an incongruous and unduly prominent feature within the established streetscene. By virtue of its scale and massing the proposal fails to replicate the existing first-floor bay and would appear out of keeping with others in the street. The proposal would therefore significantly and unacceptably impact on the streetscene and detract from the visual quality of the area. The proposal is therefore contrary to policies CS02 and CS34 of the Plymouth Local Development Framework Core Strategy (2006-2021) 2007 and the Development Guidelines Supplementary Planning Document (2010).

Relevant Policies

The following (a) policies of the Plymouth Local Development Framework Core Strategy (2006-2021) 2007 and supporting Development Plan Documents and Supplementary Planning Documents (the status of these documents is set out within the City of Plymouth Local Development Scheme) and the Regional Spatial Strategy, (b) non-superseded site allocations, annex relating to definition of shopping centre boundaries and frontages and annex relating to greenscape schedule of the City of Plymouth Local Plan First Deposit (1995-2011) 2001, and (c) relevant Government Policy Statements and Government Circulars, were taken into account in determining this application:

CS34 - Planning Application Consideration
CS02 - Design
SPD1 - Development Guidelines