

F/YR11/0948/LB
6 December 2011

**Applicant : Ms S Turner
The Money Shop**

**Agent : Mr L Hunt
Planet Shopfitting**

13 Market Place, Wisbech, Cambridgeshire, PE13 1DT

Internal and external alterations involving insertion of walls, new ceilings, 2no external condensers and display of 2no fascia signs and 1no hanging sign

This application is before the Planning Committee due to previous Committee interest in the site.

This application is an 'Other'

1. SITE

The site is located on the southern side of Wisbech Market Place on the corner of Market Street. It lies within Wisbech Conservation Area, the Development Area Boundary and the Primary Shopping Area. The building is Grade II listed and dates from the early 19th century.

2. HISTORY

- F/YR11/0797/F - Change of use from A1 to A2 use and 2 condenser units – Refused (16.12.2012)
- F/98/0281/F - Installation of new shop front - Granted (14.10.1998)
- F/98/0280/LB - Internal and external alterations including formation of new shop front - Granted (14.10.1998)
- F/93/0893/LB - Installation of plasterboard partition (Retrospective) Granted (13.04.1994)
- F/91/0938/LB - Underground works to strengthen proposed reconstruction of carriageway and installation of wall mounted street lighting – Granted (19.05.1992)
- F/0177/85 - Change of use from estate agents to boutique - Granted (19.05.1992)
- F/0021/79/A - Illuminated double flag sign – Refused (06.08.1979)
- F/0489/77 - New shop front – Granted (12.09.1977)
- F/0468/77 - Installation of new shop front – Granted (12.09.1977)

3. CONSULTATIONS

Parish/Town Council:

Reconsider signage to be in keeping with the Conservation Area and the building

FDC Conservation Officer:

The changes to the internal layout appear only superficial and affecting no historic fabric; the external air conditioning units are sensitively located and not generally visible

and the signage is acceptable

Wisbech Society:

Not received at time of report

English Heritage:

If the works do not involve the substantial demolition of buildings then there is no need for a statutory consultation to English Heritage

Police Senior Architectural Liaison Officer:

The crime risk is manageable

FDC Environmental Protection:

Given the location of the external condensers they should not be a problem. No complaints relating to the units have been received by FDC Environmental Protection

Safer Fenland Manager:

No apparent crime and disorder issues

FDC Valuation and Estates:

Not received at time of report

Neighbours:

None received

4. POLICY FRAMEWORK

FDWLP Policy	E9	- Alterations and extensions to existing buildings should respect the scale and character of the original building, use matching materials, have regard to adjoining properties and provide adequate access, parking etc.
	E12	- Proposals will be favoured for developments in Conservation Areas which protect and enhance the character of the area, provided certain criteria are met.
	E16	- To restrict internal and external alterations of a listed building unless the proposed works are in keeping with the setting and character of the original building.
	E18	- Criteria for the display of advertisements.
	S3	- Proposals for development falling within use class order uses A2, within the primary shopping frontages, will be judged against the following

criteria;

- Whether the proposal would adversely affect the vitality and viability of the town centre as a whole.
- What the effect would be on the character of the town centre.
- Whether, taking into account of existing uses on the shopping frontage, the proposal is likely to reduce the attractiveness of that frontage to shoppers.
- The suitability of the proposed use.
- The prominence of the site.

The extent to which the proposed use would restore the fabric of the building concerned.

East of England Plan	ENV6	-	The Historic Environment
	ENV7	-	Quality in the Built Environment
Planning Policy Guidance (PPGs and PPSs)	PPS1	-	Delivering Sustainable Development
	PPS4	-	Planning for Sustainable Economic Growth
	PPS5	-	Planning for the Historic Environment
	PPG19	-	Outdoor Advertisement Control

5. ASSESSMENT

Nature of Application

Application F/YR11/0948/LB seeks Listed Building consent for internal and external alterations, including the display of fascia and hanging signs. The building is Grade II Listed and is located within Wisbech Conservation Area. The application is considered to raise the following key issues;

- Principle and policy implications
- Impact on Listed Building and surrounding area
- Advertisements
- Other matters

Principle and policy implications

E16 of the Fenland District Wide Local Plan stipulates that alterations to listed buildings should be resisted unless the proposed works are in keeping with the character of the original building. This policy is supported by ENV6 of the East of England Plan and Planning Policy Statement 5 where it is a requirement that development should protect, conserve and enhance the historic environment.

PPG19 addresses the display of advertisements and states that special attention should be paid to the desirability of preserving or enhancing the character or appearance of historic assets.

Impact on Listed Building and surrounding area

The application site is a Grade II Listed Building positioned within Wisbech Conservation Area. The works involved in the development do not appear to affect the historic fabric of the Listed Building. The works involved in the proposal do not encompass demolition, therefore, there is no need for English Heritage to be consulted on the proposal.

The external condensers raise little concern in terms of visual impact given their location and, despite details of the condensers not being submitted, FDC Environmental Protection do not consider them to be an issue. Furthermore, should complaints be received due to the condensers becoming a disturbance, FDC Environmental Protection have their own powers to intervene.

Advertisements

The proposed advertisements raise some concerns due to the colours involved, however, as these are the corporate colours of the business in question, it would be unreasonable to object to the proposal on this basis. The advertisements do not appear cluttered and have been positioned sensitively and, therefore, will not compromise the character or setting of the Listed Building.

Other matters

No negative feedback has been received in response to this application, however, the Town Council has requested that the signage is amended to be in keeping with the Conservation Area. These comments have been noted and have been addressed in the 'Advertisements' section above.

Conclusion

The works involved in this development do not affect the historic fabric of the Listed Building. The scheme, therefore, complies with the relevant policies of the Development Plan and it is, therefore, recommended that Listed Building consent is granted. As the application is retrospective and the works have been carried out to an acceptable standard, no conditions are considered necessary.

6. RECOMMENDATION

Grant

F/YR12/0021/F
11 January 2012

Applicant : Instant Cash Loans Ltd

**Agent : Miss J Barker
Freeth Cartwright LLP**

13 Market Place, Wisbech, Cambridgeshire, PE13 1DT

**Change of use from A1 to A2 use and 2 condenser units on eastern elevation
(retrospective)**

This application is before the Planning Committee due to previous Committee interest in the site.

This application is a 'Minor'

7. SITE

See section 1.

8. HISTORY

See section 2.

9. CONSULTATIONS

Parish/Town Council:

Approve the change of use but have serious concerns that the application is retrospective

FDC Conservation Officer:

Not received at time of report

Wisbech Society:

Not received at time of report

CCC Archaeology:

Not received at time of report

CCC Highways:

The proposal has no significance in terms of highway issues therefore no objections or comments to make.

FDC Environment and Health Services:

Not received at time of report

Police Senior Architectural Liaison Officer:

No comments in respect of crime prevention or fear of crime.

FDC Environmental Protection:

Not received at time of report

FDC Safer Fenland Manager:

Not received at time of report

FDC Assets and Projects: No issues with the change of use, it will not affect FDC or Town Council assets.

FDC Valuation and Estates: Not received at time of report

Neighbours: 3 letters of objection received, concerns regarding the use of the building being for lending money, the proposal being detrimental to the vitality and viability of the town centre, the site is in a prominent location, there is no need for the proposal and it would detract from the traditional use of the Market Place.

10. POLICY FRAMEWORK

See section 4.

11. ASSESSMENT

Nature of Application

This application seeks full planning permission for a change of use of 13 Market Place from A1 (retail) use to A2 (Financial and Professional Services) along with the installation of two external air conditioning condenser units. The change of use has already been implemented so the application is retrospective. The applicant provides cheque cashing, foreign exchange, money transfer and pay day loan services.

The application is considered to raise the following key issues;

- Principle and policy implications
- Site History
- Design and Layout
- Parking
- Other considerations

Principle and policy implications

The proposal has been considered in line with National Guidance and Development Plan Policies, namely PPS1, PPS4, S3 and E9.

Policy S3 permits A2 uses within primary shopping frontages provided certain criteria can be satisfied; the proposal must not adversely affect the vitality, viability and character of the town centre or reduce the attractiveness of the shopping frontage to shoppers. In addition the suitability of the building must be considered along with the prominence of the site and the extent to which the fabric of the building will be restored.

It is considered that many non-retail activities have a place within the primary shopping areas and these can help to attract shoppers, however, it is acknowledged that the dominance of non-retail uses should be resisted in order to ensure the vitality, viability and attractiveness of the town centre is maintained.

The applicant carried out a Retail Health Check survey of Wisbech Town Centre on 31 August 2011 and the results can be summarised as follows:

Total number of units = 110
61% in A1 use
18% in A2 use
5% fell within classes A3, A4 or A5
5% other non A1 uses
11% vacant.

After this proposed change of use the percentage of A2 premises would increase to 19% and the vacant property percentage would decrease to 10%.

PPS1 sets out the national overarching objectives for the delivery of sustainable development through the planning system and PPS4 sets out key planning objectives for town centres. This includes encouraging a wide range of services in good town centre environments which are accessible to all, whilst promoting the vitality and viability through planning for growth.

The application site, prior to occupation by The Money Shop, had been vacant since March 2011. The units in close proximity are occupied by mainly A1 uses such as Clinton Cards, the BHF Charity Shop and Salon Hair. The building required only minor alterations to enable trading to commence.

Site History

The site was subdivided into two units in 1976 and has been used as a bakery, boutique and estate agents office since that time.

Members will recall a similar application being heard at the Planning Committee meeting on 14 December 2011. The resolution was to refuse planning permission for the change of use due to the impact on the vitality and viability of the town centre. The application was partly retrospective at the time of submission and the works have now been completed rendering this application fully retrospective. Since the completion of the works Officers have noted that the proposal generates pedestrian activity.

Design and Layout

The building is prominent within the town centre located on a corner plot. It has lent itself to the use without the need for major alteration, therefore, FDC's Conservation Officer has not objected to the change of use due to the minor nature of the work already undertaken (see section 3). The use occupies a ground floor area of 134 square metres including the customer area to the front of the shop, staff kitchen and toilet facilities and an office/meeting room to the rear. The shop front has not been significantly altered apart from the addition of new signs, which require advertisement consent. Applications for listed building and advert consent have been submitted and their assessment forms part of this report.

Parking

The site lies within the heart of the town centre so use can be made of town centre car parks and no issues in terms of parking provision require consideration.

Other Matters

In some of the representations received concern has been expressed about the moral issues surrounding the change of use and the effect of this type of service on more vulnerable members of the community. Whilst these concerns are acknowledged significant weight cannot be attached to them. It has been established in case law that the concern must be related to the use and development of land and the planning authority has no paternalistic jurisdiction over developers or applicants. It follows that the application should be determined in accordance with adopted policy, national guidance and other material considerations relating to the development of the site as set out above.

Comments with regard to the impact on the vitality and viability of the town centre have been noted and have been addressed previously within this report. The Town Council have recommended approval of the application and this has been noted. The retrospective nature of the application is regrettable, however, the Local Planning Authority has a duty to determine the application, regardless of the progress on site. Whether an application is retrospective is not a material planning consideration.

Conclusion

This application has been considered against relevant National and Local policies and found to be in accordance with the objectives and criteria within them. The key issues relating to whether this can be seen as an acceptable change of use within the primary shopping frontage have been identified above and centre around the effect on the vitality and viability of the town centre. As it has been demonstrated that the percentage of units in A1 use is significantly higher than any other use class, the viability and vitality of the town centre is not under threat from this particular proposal and the application should be supported.

12. RECOMMENDATION

Grant

- 1. The premises shall be used for The Money Shop and for no other purpose (including any other purpose in Class A2 of the Town and Country Planning (Use Classes) Order 1987 (as amended) or in any provision equivalent to that Class in any statutory instrument revoking and re-enacting that Order).**

Reason - In granting this permission the Council has had regard to the special circumstances of this case and considers that unrestricted use within Class A2 would be unacceptable in view of the location.

F/YR12/0046/A
20 January 2012

Applicant : The Money Shop

Agent : Mr D Denton
Creative Spirit Ltd

13 Market Place, Wisbech, Cambridgeshire, PE13 1DT

Display of 2no fascia signs and 1no projecting sign (retrospective)

This application is before the Planning Committee due to previous Committee interest in the site.

This application is a 'Minor'

13. **SITE**
See section 1.

14. **HISTORY**
See section 2.

15. **CONSULTATIONS**

Parish/Town Council: Recommend refusal as the signage is not in-keeping with the shop front or the Conservation Area.

FDC Conservation Officer: The signage is acceptable in that it has been reduced from the original proposal to include signage along the entire length of the building and the colour has been lightened to a more pastel shade.

Wisbech Society: Not received at time of report

CCC Highways: No objections or comments to make

Police Senior Architectural Liaison Officer: No comments in respect of crime prevention or fear of crime

FDC Environmental Protection: No objections. The signs are not illuminated and therefore should not affect the amenity of the area.

FDC Safer Fenland Manager: No apparent crime and disorder issues

FDC Valuation and Estates: Not received at time of report

Neighbours: None received

16. **POLICY FRAMEWORK**

See section 4.

17. **ASSESSMENT**

Nature of Application

This application seeks consent for the display of 2 fascia signs and a projecting sign on a listed building within a town centre. The application is considered to raise the following key issues;

- Principle and policy implications
- Appearance
- Other considerations

Principle and policy implications

PPG19 addresses the display of advertisements and states that special attention should be paid to the desirability of preserving or enhancing the character or appearance of historic assets.

Appearance

The proposal includes the installation of fascia boards on both the Market Place and Market Street elevations. The projecting sign is proposed on the corner and encompasses a traditional wrought iron bracket with a hanging board. The scheme results from negotiations with FDC's Conservation Officer to ensure that the advertisements respect the character and appearance of the Listed Building and Conservation Area whilst still reflecting the corporate appearance of The Money Shop.

The colour of the advertisements are not desirable, however, as they are an improvement on the original submission and reflect the corporate colours of the business in question, it would be unreasonable to object to the proposal on this basis. The advertisements do not appear cluttered and have been positioned sensitively and, therefore, will not compromise the existing building or the surrounding area.

Other Matters

Comments received from the Town Council relating to the signage being out of keeping with the Conservation Area have been noted and have been addressed in the 'Appearance' section of the report.

Conclusion

The advertisements comply with the thrust of National Policy and the Development Plan. The works are as a result of negotiations with FDC's Conservation Officer and as such it is considered that the scheme can be supported.

18. **RECOMMENDATION**

Grant

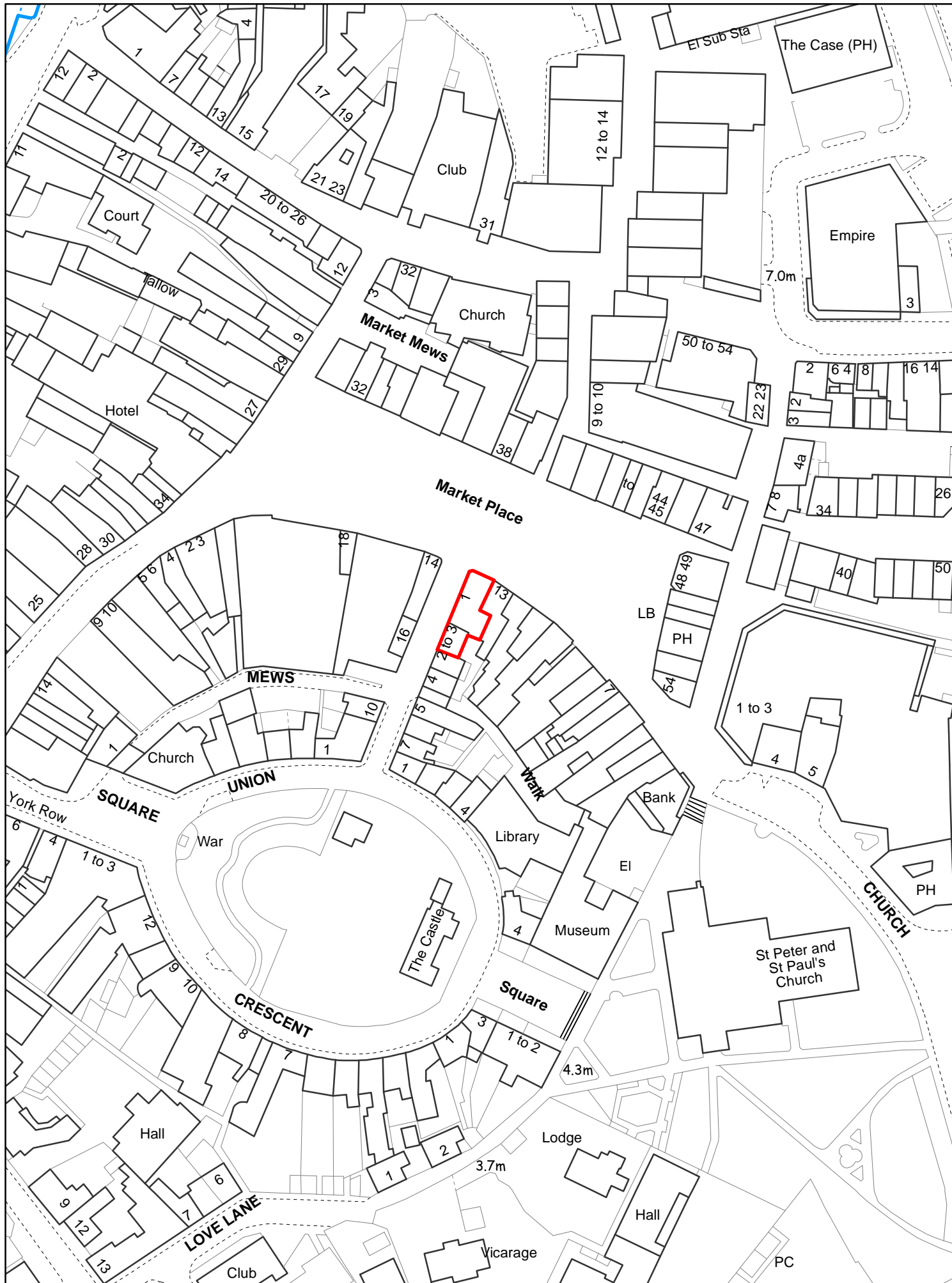
1. **The advertisement permitted shall only be displayed for a period of 5 years from the date of this consent. On or before the expiry of this period the advertisement shall be removed unless a further application**

for renewal is submitted prior to that date.

Reason - To ensure compliance with Regulation 15 (2) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 2. 1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.**
- 2. No advertisement shall be sited or displayed so as to -**
 - a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);**
 - b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or**
 - c) hinder the operation of any device used for the purpose of security or surveillance or for the measuring of speed of any vehicle.**
- 3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.**
- 4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.**
- 5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.**

Reason - To safeguard the visual amenity of the area and highway safety



Created on: 14/12/2011

F/YR11/0948/LB

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Scale = 1:1,250



LIGHT LEGEND

- square luminaire - 600x600 grid
- square luminaire - 600x1200 grid
- emergency luminaire - 600x600
- emergency luminaire - 600x1200
- Emergency light
- Photoluminescence Sign
- Illuminated emergency exit sign
- Directional downlighter circ.
- Single fluorescent
- Twin fluorescent
- Lightbulb
- Specified length single fluorescent
- Specified length twin fluorescent
- Downlighter

FIRE LEGEND

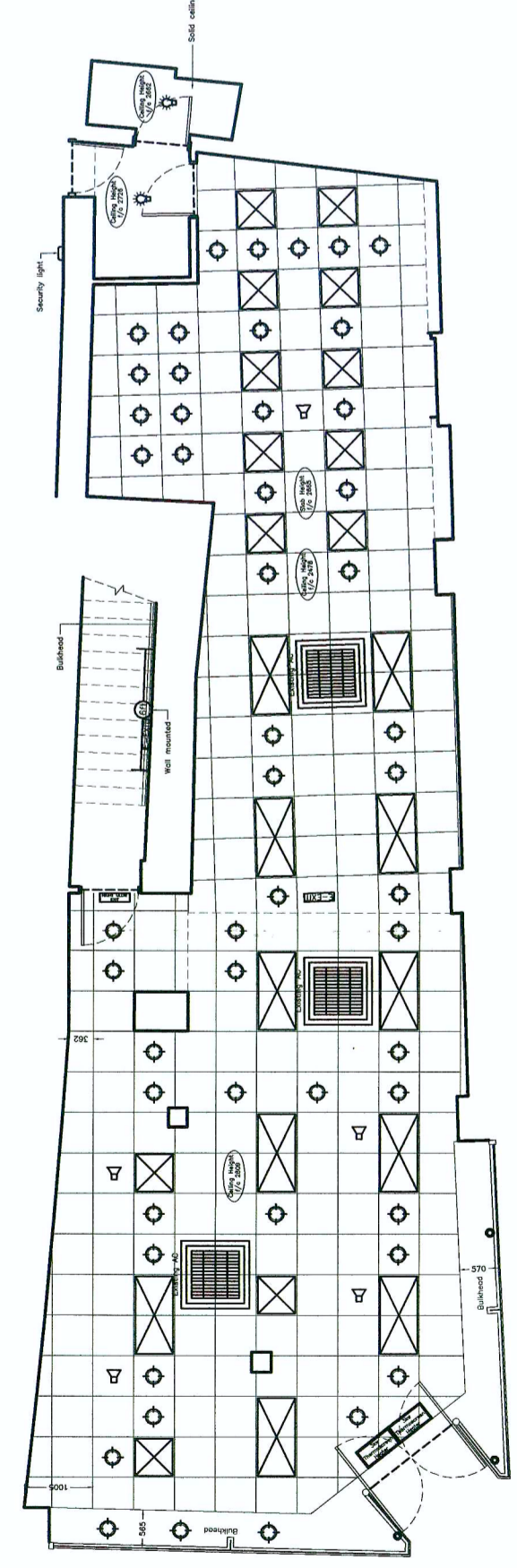
- Call point
- Sounder
- Speaker
- CCTV camera
- Smoke cloak
- 90° Passive infra red detector
- Smoke sensor
- Heat sensor
- Sprinkler head
- Fire extinguisher - H2O
- Fire extinguisher - CO2
- Fire extinguisher - FOAM
- 360° Passive infra red detector

ELECTRIC LEGEND

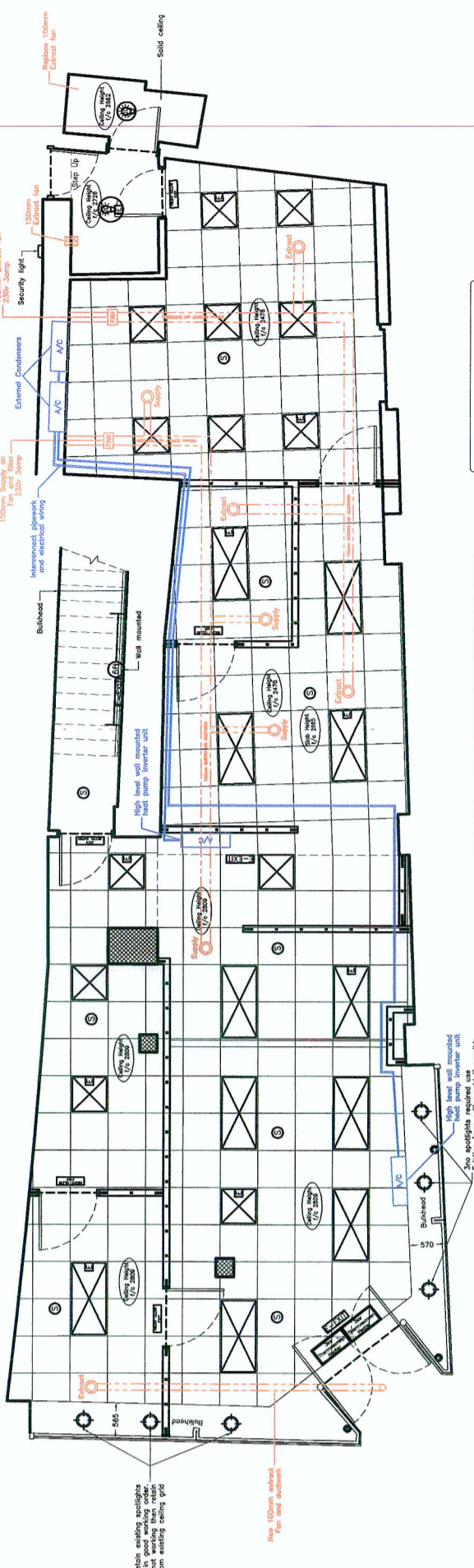
- Single unswitched socket outlet
- Single switched socket outlet
- Twin unswitched socket outlet
- Twin switched socket outlet
- Fused spur
- Recessed socket
- Socket w/ mounting height:
- F = Floor recessed
- L = Low level +300 AFLL
- W = Above Worktop +150mm
- H = High level +2200 AFLL
- V = ceiling Void

REVISIONS

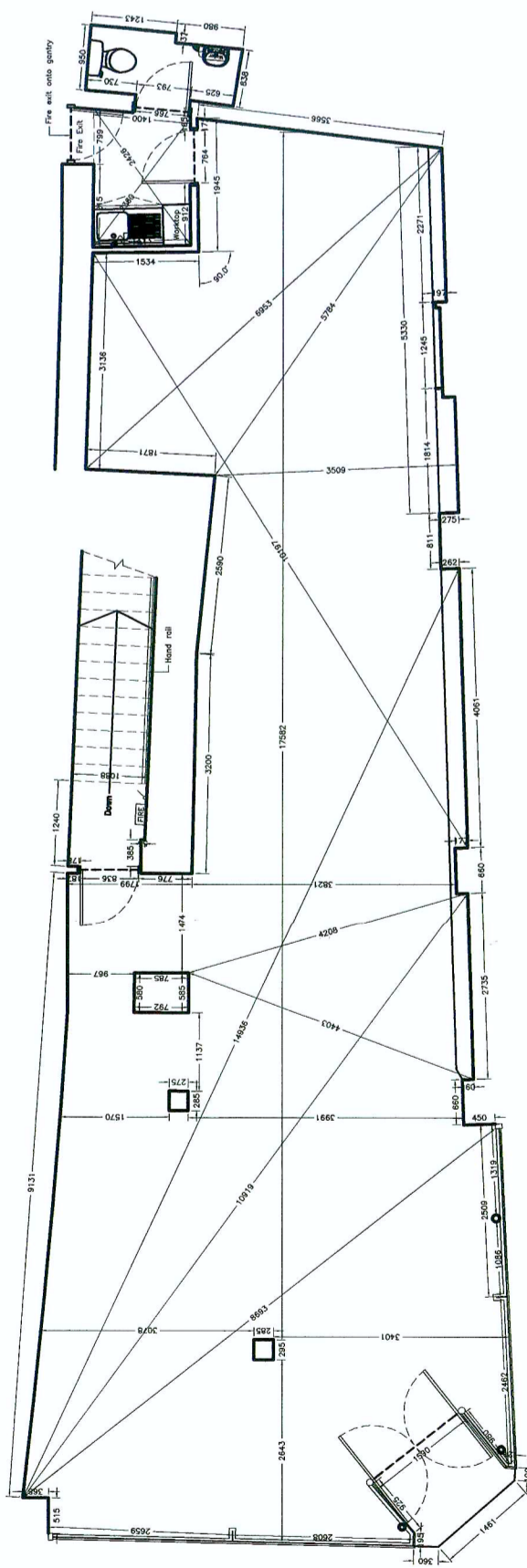
- Twin CAT5 Data outlet
- Quad CAT5 Data outlet
- Single phone point
- Double Phone point
- Typical light switch
- Phone
- Panic button
- Local distribution board
- Air Con. - Control panel
- Fire alarm panel
- Security Panel
- Ticket display unit
- Breaking glass detector
- Keyswitch
- Cell enhancer
- Digi-lock
- Keypad
- Micro cell
- Omni antenna
- Hearing Loop



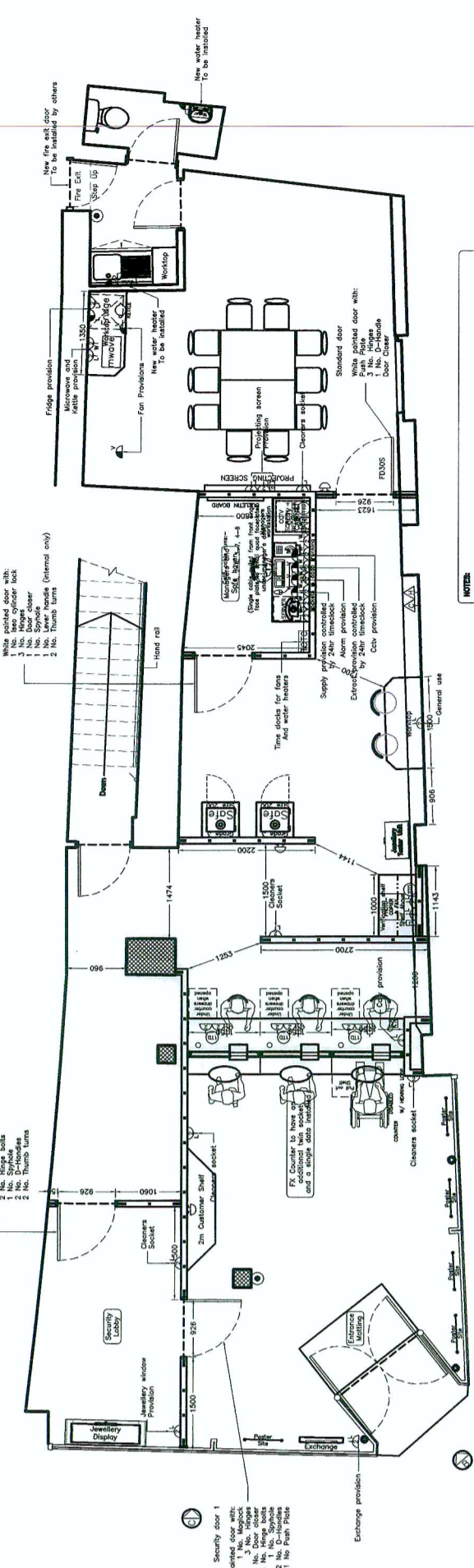
EXISTING GROUND FLOOR CEILING LAYOUT - 1:100



PROPOSED GROUND FLOOR CEILING LAYOUT - 1:100



EXISTING GROUND FLOOR G.A. - 1:100



PROPOSED GROUND FLOOR G.A. - 1:100

NOTES

- CEILING**
New suspended ceilings to front areas.
Fire performance - Class 0 / Class 1, SF 100%
Reaction - Class 0 / Class 1, SF 100%
12mm fire rated mdf (class 0) european standard B-s2-d0
12mm fire rated mdf (class 0) european standard B-s2-d0
12mm fire rated mdf (class 0) european standard B-s2-d0
- WALLS**
All new walls to extend to the structural soffit.
All walls to be constructed using 120mm fire rated mdf (class 0) european standard B-s2-d0
12mm fire rated mdf (class 0) european standard B-s2-d0
12mm fire rated mdf (class 0) european standard B-s2-d0
- LIGHTING**
All luminaires comply with BS4533 and EC
All luminaires to be recessed into the ceiling.
Existing lighting in rear areas - reuse where possible.
Reaction - Class 0 / Class 1, SF 100%
12mm fire rated mdf (class 0) european standard B-s2-d0
12mm fire rated mdf (class 0) european standard B-s2-d0
- VENTILATION**
Mechanical Ventilation to be provided in accordance with BS5723
Compliance With The Guidance in C.I.B.S.I.B Part 1 1999.
All indicated in accordance with BS5266
All Maglocks to include emergency door release with double pole switches, fixed to BS7233
All electrical work should be in accordance with BS7671:2008
- ELECTRICS**
Sockets / switches will be positioned between heights 450 and 1500mm
All Maglocks to include emergency door release with double pole switches, fixed to BS7233
All electrical work should be in accordance with BS7671:2008
- REVISIONS**
1st
D Type Rev. Date
D A 01.08.11
D B 02.08.11
D C
D D

CLIENT

The Moneyshop
Castlebridge Office Village
Castlebridge Drive
Kirtley Drive
Castle Marina
Nottingham
NG7 1LD

SITE ADDRESS

Shop Refurbishment
Moneyshop
13 Market Place
Wisbech
PE13 1TD

Drawing No.

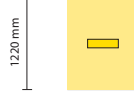
MSPH-WSB1.D-201-B
Scale 1:100 Size A1
© This drawing is the copyright of Birt Developments Ltd. All dimensions are mm



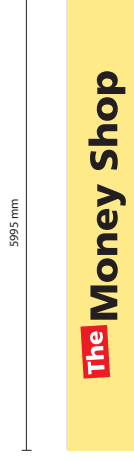
Item 1a



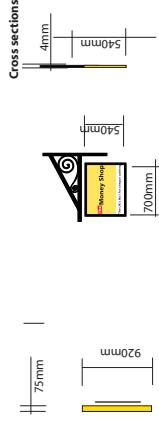
Item 1b



Item 1c



Item 2

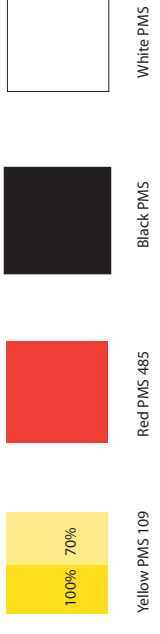


Item 1a 6250mm wide x 920mm high / **Item 1b** 1220mm wide x 920mm high / **Item 1c** 5995mm wide x 920mm all 6mm marine plywood finished in yellow PMS 109 with 5mm Black & Red acrylic fret cut lettering on raisers.

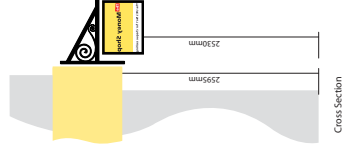
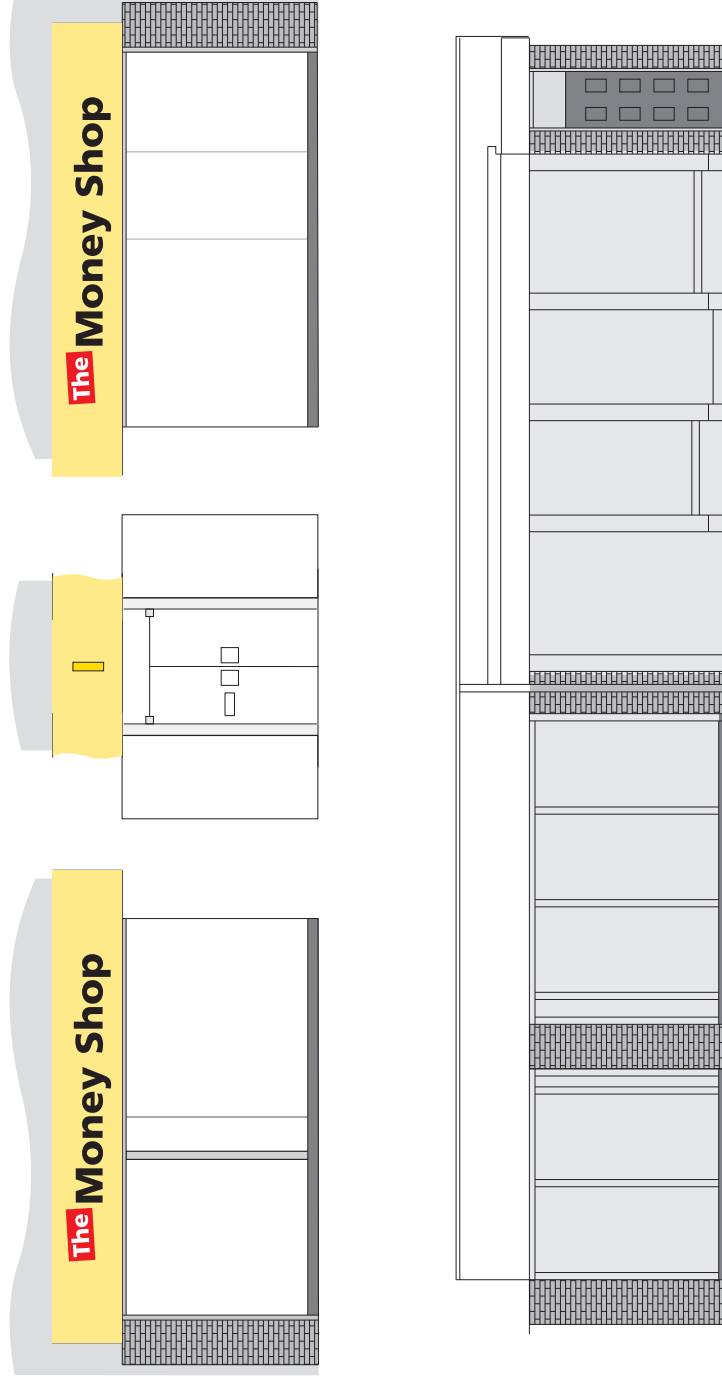
Item 2 - 700mm wide x 540mm high Traditional swing 6 mm Aluminium panel with decorative moulding hand finished yellow PMS 109 and Secured from a yellow steel bracket

Fixing - Fixed to wall with rawbolts, plugs and screws

colour key



Window Poster - 1200 x 700mm Perspex poster holders on stainless steel ceiling and floor mounted cables. These are suspended behind the glass and offer poster interchangeability.



Proposed Shop Fronts



Existing Shop Fronts



Client: The Moneyshop, Castlebridge Office Village,
Kirtley Drive, Castle Marina,
Nottingham
NG7 1LD

All Dim in mm
Drawn By Andy Denton
Date 15.12.2011
Scale 1:100 (100000% enlargement)

Drawing No. Wisbech
MS003 A3



Creative Spirit Limited, Unit 6, A1/M1 Business Centre
Garrard Way, Kettering, Northamptonshire, NN16 8TD
Tel 01536 411552 Fax 01536 483645
Email dave@creativespirit.co.uk

