

Application Number: F/YR14/0447/F

Minor

Parish/Ward: March Town Council

Date Received: 3 June 2014

Expiry Date: 29 July 2014

Agent/ Applicant: Mrs C Lilley, Premier Properties Management Ltd

Proposal: Installation of new shop front

Location: 31 High Street, March, Cambridgeshire, PE15 9JA

Reason before Committee: This application is before committee as an elected Member has an interest in the site. Should this not have been the case it would have been determined under delegated powers by Officers.

1. EXECUTIVE SUMMARY/ RECOMMENDATION

This application seeks full planning permission for the installation of a replacement shop front at 31 High Street, March.

The key issues to consider are;

- Policy Considerations;
- Design and Appearance;
- Impact on vitality and viability of the town centre
- Ability to protect and conserve the Historic Environment
- Health & Wellbeing
- Economic Growth

The application relates to an existing shop located within the March Conservation Area and Primary Shopping Frontage (PSF). The site is visually prominent and sits immediately adjacent the Market Square. The special architectural and historical interest of the Conservation Area within March has been cumulatively eroded over the last 30 years through the insertion of insensitive poorly designed shop fronts to historic buildings.

This application was submitted following pre-application guidance given to the applicant. The proposed design re-addresses the need for the shop front to integrate with the historic building and wider Conservation Area. The components of the shop front design have been sensitively selected to reflect the local vernacular traditions. High scale details of the proposed joinery have been submitted and are considered acceptable within this context.

It is considered that the proposal is an acceptable form of development in accordance with Policies LP2, LP6, LP16 and LP18 of the Fenland Local Plan 2014 and sections 2, 7 and 12 of the NPPF. It is therefore recommended for approval.

2. HISTORY

Of relevance to this proposal is:

- 2.1 F/YR14/0053/F - Change of use from A1 to A2 use.
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3. PLANNING POLICIES

3.1 National Planning Policy Framework:

Paragraph 2: Planning law requires that applications for planning permission must be determined in accordance with the development plan.

Paragraph 14: Presumption in favour of sustainable development.

Section 2: Ensuring the vitality of town centres

Section 7: Requiring Good Design

Section 12: Conserving and enhancing the Historic Environment

3.2 Emerging Fenland Core Strategy:

LP2: Health & Wellbeing

LP6: Employment, Tourism, Community Facilities and Retail

LP16: High Quality Environments

LP18: Conserve and enhance the historic environment.

4. CONSULTATIONS

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| 4.1 Town Council | Recommend approval |
| 4.2 CCC Highways | No objections. |
| 4.3 FDC Environmental Protection | No objections |
| 4.4 FDC Conservation Officer | No objections subject to conditions addressing materials |
| 4.4 Local Residents | No comments received within the consultation period. |

5. SITE DESCRIPTION

- 5.1 The site is located within the Conservation Area of March, in an area designated as being within the Primary Shopping Frontage (PSF). The shop incorporates approximately 10m of shop front and is set centrally within the March High Street PSF. Planning permission has recently been granted to change the use of the premises from A1 retail to A2 use (Financial & Professional services).

6. PLANNING ASSESSMENT

- 6.1 The key issues to consider are;

- Policy Considerations;
- Design and Appearance;
- Impact on vitality and viability of the town centre
- Ability to protect and conserve the Historic Environment
- Health & Wellbeing
- Economic Growth

6.2 Policy Considerations –

The proposal is to install a new shop front which is set with the Primary Shopping Frontage and Conservation Area of March.

Securing high quality design is a core planning principle of the NPPF (Section7). Section 12 of the same focusses on the historic environment and seeks to ensure that local authorities take account of the desirability of new development making a positive contribution to local character and distinctiveness, whilst also observing the positive role that conservation of heritage assets can make to the wider social, cultural, economic and environmental setting. The creation of an environment in which communities can flourish is also a key concern of policy LP2 of the Local Plan and an overall driver towards sustainable development.

Ensuring the vitality of town centres is a key consideration of section 2 of the NPPF. Likewise, policy LP6 of the Fenland Local Plan will support development for a non-retail use at ground floor level within a Primary Retail Frontage provided that there is no impact on the vitality and viability of the centre as a whole and that the retail element is retained within the frontage. In addition LP6 along with LP2 seek to ensure a good standard of amenity resulting from the development thereby protecting the health and wellbeing of Fenland residents.

LP16 seeks to ensure that when considering proposals for new development, issues including the scale, style, character, appearance are taken into consideration whilst protecting and enhancing heritage assets and their settings in accordance with LP18. LP18 in turn looks to take advantage of the use of grant schemes, as resources permit, to encourage sympathetic maintenance and restoration of historic shop fronts.

6.3 Impact on vitality and viability of the town centre and Historic environment

The proposal will see the installation of a new traditionally referenced shop front, respectful of the historic character of the Conservation Area and in keeping with the age and architectural form of the property.

It is noted that unfortunately many frontages within March's retail core and Conservation Area have been modernised over time, losing the original design features that once characterised the retail frontage and efforts are being made by FDC's Conservation Team to encourage future renovations, for example through grant funding. This work will enhance and protect the character of this historic area whilst protecting the vitality and viability of the town centre.

The traditionally referenced detailing and use of traditional wood, as opposed to uPVC or Aluminium, in this sensitive context, will serve to enhance the character and appearance of the Conservation Area. The architect has submitted detailed sections of the proposed shopfront at this stage, incorporating an angled fascia, decorative cornices and pilasters, and these details are considered acceptable subject to the agreement of samples of external finishes and materials.

The shop has planning permission for a non-retail use, however the premises can be reverted back to an A1 retail use without the need for express planning permission and this proposal will ensure a predominant and traditional retail appearance will be retained within its frontage.

Subject to the formal grant of Planning Approval for the proposed new shop front, a grant offer under The Renaissance Shop front Grant Scheme, has been approved in principle towards the cost of the enhancement works.

7. CONCLUSION

- 7.1 The application has been considered in-line with core planning principles of the National Planning Policy Framework and with policies LP2, LP6, LP16 and LP18 of the Fenland Local Plan 2014.
- 7.2 It is considered that the proposal is acceptable as it will protect and enhance the historic environment in which it is set in-line with policies LP16 and LP18 of the Fenland Local Plan. The development will also have a clear positive impact on the vitality and viability of the town centre through enhancing the primary retail shopping frontage enabling communities to enjoy the built and historic environment thereby satisfying policies LP2 and LP6. The development is therefore considered to be sustainable addressing social, economic and environmental considerations and in accordance with paragraph 14 of the NPPF is recommended for approval.

8. RECOMMENDED CONDITIONS

- 8.1 The development permitted shall be begun before the expiration of 3 years from the date of this permission.

Reason - To ensure compliance with Section 51 of the Planning and Compulsory Purchase Act 2004.

- 8.2 Notwithstanding the approved plans, prior to the commencement of the development hereby approved, full details including samples of all external finishes shall be provided to and approved in writing by the local planning authority. These details shall include;

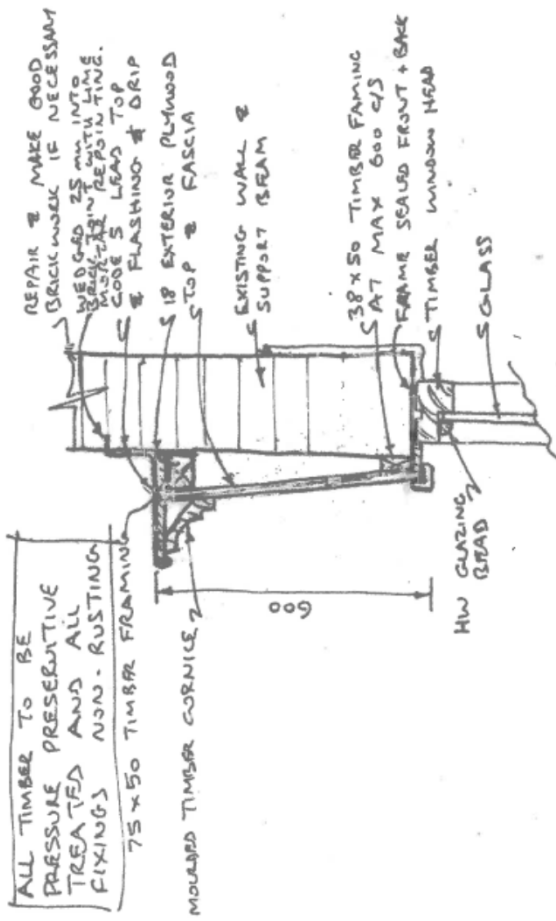
- a) a colour scheme for the external decoration of the principle building and new shop front
- b) any lighting details.

The development shall be executed in accordance with the approved scheme(s) and retained in perpetuity thereafter.

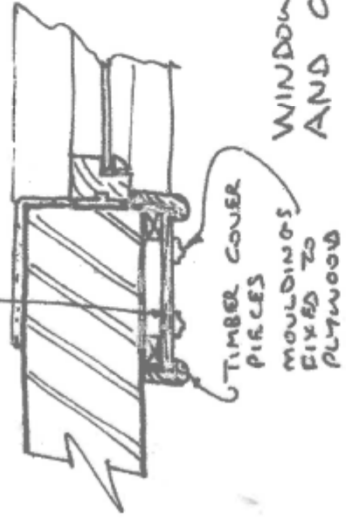
Reason: To safeguard the visual amenities and character of the conservation area in which it is set.

- 8.3 Approved Plans

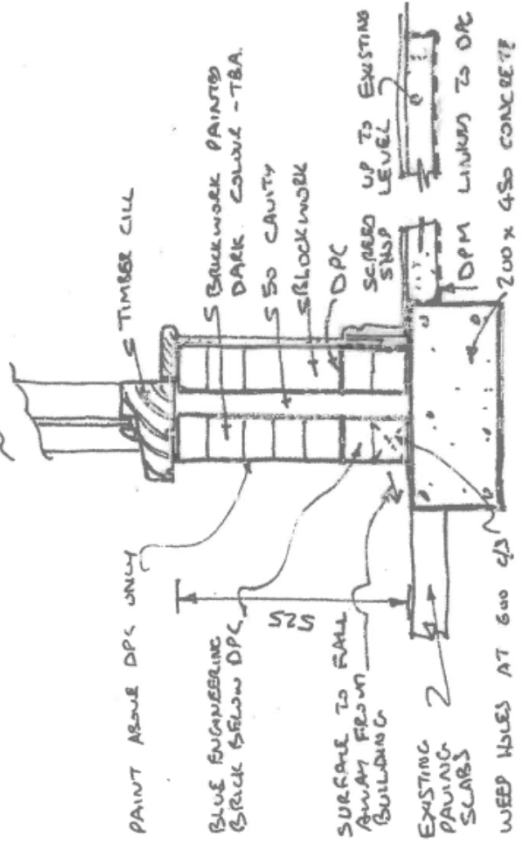
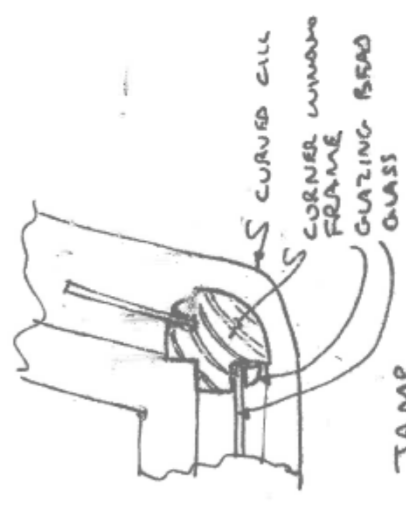
ALL TIMBER TO BE
PRESSURE PRESERVATIVE
TREATED AND ALL
FIXINGS NON-RUSTING
75 x 50 TIMBER FRAMING



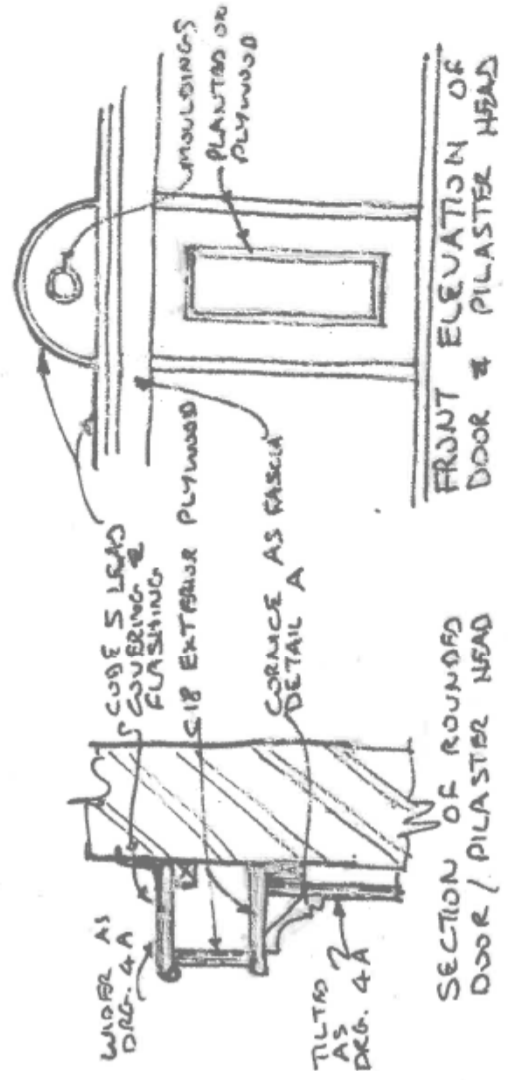
38 x 50 FRAMING AT MAX. 600 C/S WITH 18 EXTERIOR PLYWOOD FACING



WINDOW JAMB AND CORNER DETAIL - B

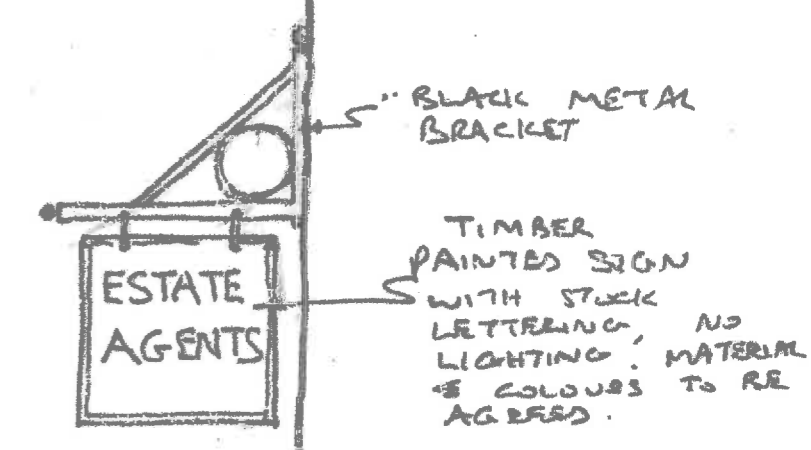


SECTION OF ROUNDED DOOR / PILASTER HEAD



NOTES

1. HANGING SIGN: 500 x 500 mm PAINTED TIMBER WITH BLACK METAL FRAME
2. FASCIA SIGNS: PAINTED TIMBER, NO LIGHTING, STICK LETTERING, MATERIAL & COLOURS TO BE AGREED.



HANGING SIGN ELEVATION 1:20



OUTLINE OF METAL BOX ON PATH

2 COURSES OF BS 4729 MFL PLINTH BRICK OR EQUIVALENT CUT BRICKS
SUGGESTED COLOUR FOR BRICK PLINTH PAINT - DULL WEATHERSHIELD ('RED BRICK')

PAINTED BRICK (IF REPAINTED SUGGEST 'CREAM' COLOUR)

SEE DRAWINGS PRE.14/4 & 5 FOR JOINERY & OTHER DETAILS COLOURS TO BE AGREED.

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NEW SHOP FRONT
31 HIGH STREET
MARCH, PE15 9JA
PREMIER PROPERTIES
PROPOSED
ELEVATIONS
1:50 : EJB : APR.14
PRE.14 : 3 : A