

2.3 REFERENCE NO - 21/504578/FULL		
APPLICATION PROPOSAL		
Proposed alterations and internal demolition to create 1no. retail unit within a conservation area, including erection of a single storey rear extension to form retail storage, new bay window to front, and creation of a new entrance to existing flat.		
ADDRESS 42 & 44 Broadway Sheerness Kent ME12 1TP		
RECOMMENDATION – Grant subject to conditions		
SUMMARY OF REASONS FOR RECOMMENDATION		
The development proposal has the support of the Conservation Officer and is considered to be compliant with local plan policies as set out below.		
REASON FOR REFERRAL TO COMMITTEE		
Sheerness Town Council have raised an objection to the proposal on the grounds of a lack of information regarding the replacement bay window and consideration of historic heritage within the plans, changing the street view.		
WARD Sheerness	PARISH/TOWN COUNCIL Sheerness Town Council	APPLICANT Mr Kunal Patel AGENT Jane Elizabeth Architects
DECISION DUE DATE 30/11/21		PUBLICITY EXPIRY DATE 26/11/21

RELEVANT PLANNING HISTORY

SW/89/1673 - Erection of new shopfront - Approved pre 1990

Decision Date: 29.12.1989

SW/89/0350 – Change of use of existing flat to shop - Approved pre 1990

Decision Date: 28.04.1989

SW/03/1406 - Alterations to shop front - Grant of Conditional PP

Decision Date: 30.01.2004

SW/13/1484 - The construction of a new rear staircase access to the first floor flats at No. 42/44 Broadway - Grant of Conditional PP

Decision Date: 17.01.2014

14/500747/FULL - Existing retail units. Proposal is to remove the existing shopfronts and galvanised manual security shutters, and replace with new powder coated aluminium shopfronts, with electric one piece (per shop unit) powder coated security shutters. A new automatic sliding door to unit 44 - Refused

Decision Date: 22.08.2014

21/504579/ADV - Advertisement Consent for 1no. externally illuminated fascia signage board. – Approved

Decision Date: 30.11.2021

1. DESCRIPTION OF SITE

- 1.1 The property is comprised of two ground floor shop units with flats above. One of the retail units is currently in use as a newsagents. The adjoining unit was formerly in use as a television shop but is now used for storage purposes. The two shop units form part of an attractive Edwardian parade of shop units which follow a fairly uniform design and have flats above. The building has retained many original period features along the principal elevation, though the parade has been subject to various unsympathetic alterations over time.
- 1.2 The property is located within the built-up area boundary of Sheerness and it falls within the Sheerness Mile Town Conservation Area.

2. PROPOSAL

- 2.1 The development proposal relates to the merging of the two ground floor shop units to provide a larger retail space for the newsagent business. The proposal also relates to the erection of a single-storey extension on the rear elevation of 44 Broadway, which would measure approx. 2.2m x 2.5m in area. As part of the proposed works, a new entrance door is to be installed to 44 Broadway to ensure that the two entrance doors match and a bay window is to be reinstated along the front elevation of 42 Broadway with new cornicing and moulding details to restore the historic appearance of the shop front. In addition, inward button-hung opening top fanlights are to be installed above the front entrance doors to improve ventilation and internal chain-link retractable roller grilles are proposed for security purposes. Various internal reconfiguration works are also proposed which include the relocation of the stairs to amend access to the flats above from the rear of the building. The signage which features on the proposed drawings was recently approved under application ref: 21/504579/ADV.
- 2.2 Members should note that the merging of two shop units into one does not require planning permission as there is no change of use involved. As such, this report will focus on the external changes and the rear extension proposed.

3. PLANNING CONSTRAINTS

- 3.1 Sheerness Mile Town Conservation Area
Flood Zones 2 and 3
Sheerness Town Centre Boundary
Great Crested Newt Risk Zone

4. POLICY AND CONSIDERATIONS

- 4.1 National Planning Policy Framework 2021
- 4.2 Bearing Fruits 2031: The Swale Borough Local Plan 2017:
- 4.3
- | | |
|-----|---|
| ST1 | Delivering sustainable development in Swale |
| ST3 | The Swale Settlement Strategy |
| ST6 | The Isle of Sheppey Area Strategy |
| CP4 | Requiring good design |
| CP8 | Conserving and Enhancing the Historic Environment |

DM1	Maintaining and enhancing the vitality of town centres and other areas
DM2	Proposals for main town centre uses
DM7	Vehicle parking
DM14	General development criteria
DM15	New shopfronts, signs and advertisements
DM16	Alterations and Extensions
DM19	Sustainable design and construction
DM28	Biodiversity and Geological Conservation
DM33	Development affecting a Conservation Area

4.4 Swale Borough Council Parking Standards 2020

4.5 The Design of Shopfronts, Signs and Advertisements SPG

5. LOCAL REPRESENTATIONS

5.1 No representations have been received.

6. CONSULTATIONS

6.1 Sheerness Town Council – Object to the proposal

6.2 Kent County Council Highways Team – No objection

6.3 Environmental Health Team – No objection

7. BACKGROUND PAPERS AND PLANS

7.1 Please refer to existing and proposed plans.

8. APPRAISAL

8.1 Principle of Development

8.2 Policy ST3 of the Swale Local Plan 2017 supports development within the urban confines of towns and local centres in the borough. It states that development will not be permitted on countryside land which falls outside of the defined built-up area boundaries unless the development proposal is supported by national policy and the development would contribute to protecting and enhancing the landscape setting.

8.3 The site is located within the built-up area boundary of Sheerness, and is within the town centre boundary. The proposed works relate to alterations to an existing building. In this particular location, local plan policy supports the reuse of previously developed land and the extension of existing built form. As Sheerness is identified as an urban centre which is designated for growth, the principle of extending and adapting an existing building is considered to be in accordance with policy requirements.

8.4 Visual Impact

8.5 Policy DM16 supports alterations and extensions to existing buildings where they reflect the scale and massing of the existing building, preserve features of interest and reinforce local distinctiveness.

- 8.6 Policy CP4 of the Swale Local Plan 2017 requires development proposals to be of high-quality design and to be in keeping with the character of the area. It states that particular regard should be paid to the scale, height, materials, detailing, mass, bulk, articulation and site coverage of any future proposals.
- 8.7 Policy DM15 of the Swale Local Plan 2017 relates to the alteration of shopfronts. The policy states that any new shopfronts will be required to be of a design which respond positively to the character of the building and its locality.
- 8.8 As stated above, the proposed works relate to alterations to two existing shop units to provide a combined ground floor unit and to a single-storey extension to the rear of the building as well as other minor external changes and internal reconfiguration works to enlarge the shop premises and relocate the access to the flats above.
- 8.9 The Supplementary Planning Document entitled 'The Design of Shopfronts, Signs and Advertisements' sets out the current adopted guidance in respect of the proposed alterations described above. The guidance states that the design of any new proposed shopfront should reflect the character of the building and rely on the use of traditional materials, and that the Council will seek to retain the traditional style shop fronts wherever possible. It also states that alterations should not result in the removal of features which are considered to be of architectural or historic interest and that external roller shutters or grilles will generally not be supported.
- 8.10 With regards to the potential impact of the proposed works upon the character and appearance of the streetscene, the two retail units form part of an Edwardian parade of shops and the buildings have a uniform and relatively ornate appearance. The proposed alterations along the front elevation of the building will help to restore symmetry along the parade and allow some of the original features to the façade of the building that have been lost over time to be restored. As a consequence, whilst the comments of Sheerness Council are noted, the proposed changes to the front of the building are considered to result in an improvement to the appearance of the shop frontages and the proposed works will allow the historic features of the building to be retained and enhanced, in accordance with the guidance set out in the SPG. The proposed extension to the rear will not be visible from the street and will not impact the views of the property from public vantage points.
- 8.11 With regards to the design of the scheme, the proposed alterations to the shop fronts are considered to be sympathetic to the age and appearance of the existing parade. The proposed chain-link retractable roller grilles are to be fitted internally and will be see-through to reduce their visual impact. The rear extension is modest in size at approx. 2.2m x 2.5m footprint, and its roof form is designed to match the design of the adjoining rear projection. In addition it is to be single-storey and set back from the neighbouring boundary shared with 46 Broadway so, in its proposed location, it will not appear visually obtrusive. The relocation of the entrance to the flats above 44 Broadway mirrors the existing arrangement at 42 Broadway and is considered to be acceptable.

Furthermore members should note that the Conservation Officer whilst raising some initial concerns to the scheme, following negotiation and the receipt of amended details now has no objection to the application.

8.12 With regards to the proposed materials, the construction materials detailed on the plans provided are traditional and in keeping with the historic appearance of the existing building.

8.13 Residential Amenity

8.14 Policy DM14 states that any new proposed developments should not cause significant harm to the amenities of surrounding uses or areas and due consideration will be given to the impact of the proposed development upon neighbouring properties. Any new proposed schemes should not result in significant overshadowing through a loss of daylight or sunlight, in an unreasonable loss of privacy, in an unreasonable loss of outlook or in excessive noise or odour pollution.

8.15 With regards to the potential impact of the proposed works upon neighbouring access to daylight and sunlight, the proposals will not significantly increase the scale or height of the building. The proposed amendments to the shop frontages will not result in overshadowing. The new proposed extension to the rear is modest in size and set back from the neighbouring boundary. Owing to the single-storey nature of the extension, the high-level fencing along the boundaries to the rear of the site and owing to the high-level boundary wall between 44 and 46 Broadway, the proposed extension will not overshadow the neighbouring plots.

8.16 With regards to the potential impact of the proposed works upon neighbouring privacy, the design of the proposed rear extension allows for the addition of two new access doors to the rear of the site. However, both will face into the rear courtyard serving the unit which is enclosed by high-level fencing and neither will impact neighbouring privacy.

8.17 Owing to the nature of the proposed works and the location and scale of the proposed rear extension, the proposed scheme will not impact neighbouring outlook.

8.18 Impact on Conservation Area

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 places a requirement on a local planning authority in relation to development in a Conservation Area, to pay special attention to the desirability of preserving or enhancing the character or appearance of that area.

8.19 Policy DM33 of the Swale Local Plan 2017 states that new development within, or adjacent to, a conservation area is expected to be both of an appropriate use, of a very high standard of design, and to respond positively to the grain of the historic area by preserving or enhancing the character or appearance of the place. In addition, buildings or features which make a valuable contribution to the character of a conservation area individually, or as part of a group, should be conserved, and that their demolition should only be permitted in exceptional circumstances, subject to the submission and approval of a detailed plan for redevelopment.

8.20 The site is located within the Sheerness Mile Town Conservation Area. The parade of shops, of which 42 and 44 Broadway form part, date from the Edwardian era and may be considered for local listing in future. The significance of the parade lies in its ornate architectural detailing and in its many original features which contribute to the historic

character of the area, though some have been lost over time. The proposed works to the building are not considered to detract from the historic character of the parade or interrupt any important views. The proposed works to the shop frontages should help to restore the two properties to their original form. I have consulted with the Conservation Officer, who has confirmed that the proposals will vastly improve the appearance of the building, and raise no objections on this basis.

8.21 As the Sheerness Mile Town Conservation Area is identified as being an area at risk, the proposed works are supported from a Conservation perspective. On this basis, the proposal is considered to meet the requirements of Policy DM33 of the Swale Local Plan 2017.

8.22 Parking/Highways

8.23 Policy DM7 states that parking requirements in respect of any new proposed developments should be in accordance with Kent County Council vehicle parking standards.

8.24 However, in view of the nature of the development, and the proximity of the site to the town centre, the development proposal is not considered to give rise to additional parking requirements.

8.25 Other Matters

8.26 The application site lies within flood zones 2 and 3. The proposed extension to the building does not relate to habitable accommodation. However, an informative will be added to any future consent advising the applicant to construct the proposed addition in accordance with National Flood Risk Standing Advice.

9. CONCLUSION

9.1 The development proposal is considered to meet the requirements of the local plan policies. On this basis it is in accordance with the Development Plan for the Borough.

10. RECOMMENDATION

10.1 I recommend that planning permission is Granted, subject to the following conditions:

- (1) The development to which this permission relates must be begun not later than the expiration of three years beginning with the date on which the permission is granted.

Reason: In pursuance of Section 91 of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

- (2) No development beyond the construction of foundations shall take place until details of the external finishing materials to be used on the development hereby permitted have been submitted to and approved in writing by the Local Planning Authority, and works shall be implemented in accordance with the approved details.

Reason: In the interest of visual amenity, and to protect the character and appearance of the conservation area.

- (3) No development beyond the construction of foundations shall take place until full details of the security grilles to be installed to the shopfront, and which shall be based upon the information provided on the proposed shopfront drawing, have been submitted to and approved in writing by the Local Planning Authority. The development shall be carried out in accordance with the approved details.

Reason: In the interest of visual amenity, and to protect the character and appearance of the conservation area.

- (4) The development hereby permitted shall be carried out in accordance with the following approved drawings:

21.18.02A, 28.21.03B, 21.18.04B, 21.18.06B, 21.18.07A, 21.18.08B, 21.18.09A

Reason: For the avoidance of doubt and in the interests of proper planning.

INFORMATIVES

The application site lies within flood zones 2 and 3. Accordingly the approved extension to the building should be constructed in accordance with National Flood Risk Standing Advice.

The Council's approach to the application

In accordance with paragraph 38 of the National Planning Policy Framework (NPPF), July 2021 the Council takes a positive and proactive approach to development proposals focused on solutions. We work with applicants/agents in a positive and creative way by offering a pre-application advice service, where possible, suggesting solutions to secure a successful outcome and as appropriate, updating applicants / agents of any issues that may arise in the processing of their application.

The application was considered by the Planning Committee where the applicant/agent had the opportunity to speak to the Committee and promote the application.

NB For full details of all papers submitted with this application please refer to the relevant Public Access pages on the council's website.

The conditions set out in the report may be subject to such reasonable change as is necessary to ensure accuracy and enforceability.

