



Planning Committee

Abbey Ward

3rd November 2009

**2009/203/COU REVISED APPLICATION FOR THE CHANGE OF USE FROM A1 'RETAIL' TO A2 'FINANCIAL AND PROFESSIONAL SERVICES', ALTERATIONS TO THE SHOPFRONT AND INSTALLATION OF 4 SATELLITE DISHES, TV AERIAL TO ROOF AND ASSOCIATED WORKS.
UNITS 1-2 MARKET PLACE, REDDITCH TOWN CENTRE
APPLICANT: PADDY POWER PLC
EXPIRY DATE: 25TH NOVEMBER 2009**

The author of this report is Nina Chana, Planning Assistant (DC), who can be contacted on extension 3207 (e-mail: nina.chana@redditchbc.gov.uk) for more information.

Site Description

(See additional papers for Site Plan)

The site falls within the Town Centre area of Redditch, within the retail core and also within the Church Green Conservation Area. The property is a three storey building which is not listed but has a traditional shopfront with defined window cills and contributes to the Conservation Area in which it stands. The unit was occupied by the Oxfam Charity Shop until a few weeks ago. Currently it is lying empty.

Proposal Description

The proposed Change of Use would include a new aluminium shopfront. The entrance door would remain in the same position. The cladding is proposed to be removed from the left hand and the right hand pilasters and to be rendered and finished with masonry paint. The ceramic tiles on the stall risers would be replaced by black ceramic tiles. Also proposed are the installation of 4 Satellite Dishes and a TV aerial to the roof area at the side of the Unit.

The applicant, and therefore likely initial user of the unit if the application is successful would be a bookmakers, however the application is for general A2 use, which includes banks, building societies, estate and employment agencies as well as betting shops. Thus the application is for a change of use which would allow for any of these uses to be operated within this unit.

Relevant Key Policies

All planning applications must be considered in terms of the planning policy framework and all other relevant material considerations (as set out in the legislative framework). The planning policies noted below can be found on the following websites:

www.communities.gov.uk

www.wmra.gov.uk

www.worcestershire.gov.uk

www.redditchbc.gov.uk

National Planning Policy

PPS1 (& accompanying documents) Delivering sustainable development
PPS6 Planning for Town Centres

Borough of Redditch Local Plan No. 3

E(TCR).1 Vitality and Viability of the Town Centre
E(TCR).5 Protection of the Retail Core
B(BE).9 Streetscapes in the Conservation Area
B(BE).13 Qualities of Good Design
B(BE).16 Shopfronts

Relevant Site Planning History

Appn. no	Proposal	Decision	Date
2009/153	Revised application for the Change of Use from (A1) Retail to (A2) Bookmakers, alterations to the Shop front and installation of 4 Satellite Dishes, TV Aerial to roof and associated works.	Withdrawn	25/09/2009

Public Consultation Responses

Responses in favour

None

Responses against

Four objections have been received raising the following concerns:

- principle of betting shop in this area in unacceptable
- harmful to Conservation area.

Other issues which are not material planning considerations have been raised, but are not reported here as they cannot be considered in the determination of this application.

Consultee Responses

Crime Risk Manager

No objection subject to conditions regarding CCTV coverage

Conservation Officer

No objection received

Background

The submission of this application has followed the recent withdrawal of application 2009/153 where Officers considered the proposed design of that shop front to be unsatisfactory in appearance. The design of the shop front has been amended under the current scheme.

Assessment of Proposal

The key issues for consideration in this case are as follows:

Principle

In principle, the Change of Use from A1 Retail to A2 Financial and Professional Services complies with the policies of the Borough of Redditch Local Plan No 3 as listed above.

Policy E(TCR).5 sets out the protection of the retail core and states that the proposed use should not result in a continuous frontage of more than two non-retail units. In this case, the application is in compliance with the policy as both adjacent units are A1 units.

Design and layout

In terms of the shopfront, the entrance into the unit is proposed to remain in the same position. Overall, it is considered that the quality and appearance of the shopfront would be enhanced. Discussions with the Conservation Officer have led to an improvement in the design of the existing building, in particular the shopfront, resulting in a design more sympathetic and appropriate to the Conservation Area and resulting in greater compliance with Policies B(BE).9, B(BE).13 and B(BE).16.

Sustainability

The units are in the Town Centre so are therefore considered to be located within a sustainable area.

Other issues

The application also seeks consent for four satellite dishes and a TV aerial to be installed on the roof area towards the centre of the building. Consideration has been given to the location of this equipment; it would not be visible to the public and would not therefore have an adverse impact on the Conservation Area. This part of the proposal is therefore considered to be compliant with policy requirements.

Conclusion

The amended proposals are considered to be compliant with policy, appropriate in design and appearance to the Conservation Area, and unlikely to cause harm to amenity or safety.

Recommendation

That having regard to the development plan and to all other material considerations, planning permission be GRANTED subject to conditions as summarised below:

1. Development to commence within 3 years.
2. Development to be implemented as per approved plans.