

PLANNING, DESIGN AND HERITAGE STATEMENT

On behalf of

Loungers UK Limited

In support of

New Shop Front

at

1 London Road, Bognor Regis

D2 Planning Ref: 140/21

D2 Planning Limited
Suite 3
Westbury Court
Church Road
Westbury on Trym
Bristol BS9 3EF



September 2021

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CONTENTS

1. INTRODUCTION
2. SITE AND SURROUNDINGS
3. PLANNING HISTORY
4. PROPOSALS
5. PLANNING POLICY CONTEXT
6. CONCLUSIONS

APPENDICES

1. Photographs of Original Shop Front

1. INTRODUCTION

- 1.1. This statement has been prepared on behalf of Loungers UK Limited, who are proposing a new shopfront at 1 London Road, Bognor Regis. The company intend to open a Lounge Bar within the premises.
- 1.2. Loungers UK Limited is a food led operator who focus on the Continental-in-style café/bistro concept, creating an informal and neighbourhood food-led café/restaurant open all day every day where family, friends, and local residents can meet, eat and drink in a relaxed and comfortable environment. There are also a variety of board games available together with daily newspapers to read and a free neighbourhood book swap facility.
- 1.3. Conceptually, all of Loungers UK Limited's operations are similar in terms of location, within suburban areas with strong shopping characteristics. The café/restaurants seek to compliment the main retail function of the area rather than detract from it.
- 1.4. Loungers UK Limited currently have 137 outlets nationwide. These outlets are almost entirely patronised by local residents and do not rely upon or seek to encourage business from further afield. As a consequence the vast majority of customers travel on foot.

2. SITE AND SURROUNDINGS

- 2.1. The site is situated on the corner location with High Street and London Road. It is currently vacant and was previously occupied by Bonmarché at ground floor with storage above.
- 2.2. The property is a building of Special Character albeit not a listed building. There are buildings of Special Character on this part of the High Street and London Road. In this part of the town centre, The William Hardwicke to the rear/east is a Grade II listed building.



3. PLANNING HISTORY

- 3.1. There are a considerable amount of previous applications that have been submitted. These are mostly for signage and replacement shopfronts.

4. PROPOSALS

- 4.1. These proposals are to: -
- i. Replace the shopfront
- Details are shown on the submitted plans.

5. PLANNING POLICY CONTEXT

- 5.1. Section 38(b) of the Planning and Compulsory Purchase Act 2004 and Section 70(2) of the Town and Country Planning Act 1990 require that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise. Attention is drawn to the following Development Plan and other

planning policies and guidance which are considered to be particularly relevant to the consideration of this application i.e. Arun Local Plan 2018.

Arun Local Plan 2018

Policy HER SP1 The Historic Environment

Policy HER DM2 Locally Listed Buildings and Structures of Character

Policy DSP1 Design

Policy DDM1 Aspect of Form and Design Quality

Supplementary Planning Document

Arun Design Guide SPD – January 2021

6. MAIN ISSUES AND CONSIDERATION

- 6.1. The main consideration in relation to this planning application is the impact of the proposals on the building itself, as a non designated heritage asset. Guidance in Section 16 of the NPPF sets out advice on the conservation of the historic environment and includes a number of paragraphs against which the proposal need to be assessed. In addition, Policy HERD9S of the Local Plan requires that proposals affecting a non designated heritage asset should conserve those elements that contribute to its significance and states that harm to such elements will only be permitted where this is outweighed by the public benefits of the proposals.
- 6.2. The proposals seek a new shop front. The existing shopfront is not the original shopfront as it was approved in 2004. The proposed new shopfront will seek to replicate the original shopfront within the building (see photographs Appendix 1).
- 6.3. The building has been considerably altered internally to now be a modern structure. Given that these proposals are for replacement it is not considered that they would result in a detrimental impact upon the non designated heritage asset with much of it having already been altered. It is considered that the proposed shopfront will help enhance the building given that it is seeking to replicate the building's original shopfront. Furthermore, there would be no adverse impact upon the character and appearance of the surrounding area.

7. CONCLUSIONS

- 7.1. The proposals seek a new shop front. The shopfront seeks to reflect what would have existed and it is considered they would not have a detrimental impact on the character or appearance of the building nor the surrounding area which has been significantly altered.

APPENDIX 1

Photographs



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Bognor Regis 1932 - Copyright of Alford (2002) The Paradise Rocks: A 1930's Childhood in Bognor and a Little Local History - Picture 117

TELEPHONE : 87 Y.
TELEGRAMS : STALY, BOGNOR.

STALEY'S

1 & 2 LONDON RD. BUILDINGS
25 HIGH STREET

BOGNOR

Departments :

- 1 & 2, London Road Buildings—
- Costumes,
- Blouses,
- Coats & Skirts,
- Millinery,
- Dresses,
- Hats,
- Ladies' and
- Children's
- Outfitting,
- Dressmaking.
- 25, High Street—
- Household
- Linens,
- Soft Furnishings
- Cotton Dress
- Fabrics





D2