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The application essentially involves two elements; a change of use and a large first floor extension which covers the entire ground floor area. The new floor area will introduce a new living accommodation.

The building itself is a single storey structure, constructed of red brick. Surrounding buildings are predominantly two storeys and constructed from brick or render. It has previously been used as a gym, and has large advertising on the front elevation as a result. In its current state it is considered to be of no significance.

The site is located next to the covered arcade which is a locally listed building. Development therefore has the potential to affect the setting of a heritage asset.

The change of use of the property is considered to be acceptable as it maintains a use suitable to the town centre location.

The extension is significant in size and would be visible on the street-scene. Whilst the concept of an additional floor on the building is not of undue concern (it could enhance the appearance of the building), the current proposal is problematic in that it is not clear how the proposed material will reflect the character of the buildings found in the local area.

Further, the design of the front elevation is such that it focuses on the proposed balcony. This appears to be the only balcony on the street-scene in the local area. Whilst this isn't necessary a concern in its own right, there is potential for the amount of glazing to mean that it would be out of character with the neighbouring building, and dominate this section of the street-scene.

The success of a scheme such as this will depend upon the quality of the materials used, and they will need to be agreed with the council prior to construction commencing.

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