

PLANNING APPLICATION REPORT**REF NO:** R/201/11/**LOCATION:** Somerfield Stores
Broadmark Parade
Rustington**PROPOSAL:** Proposed installation of 24 hour ATM cash machine into existing elevation.**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	As above.
SITE AREA	Approximately 1770 square metres.
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	Unit fronts highway.
SITE CHARACTERISTICS	The site is occupied by a single-storey detached, purpose built supermarket building which has yellow brick elevation walls with a tiled, mansard roof above. The elevation facing onto Broadmark Lane contains the main entrance and is fully glazed with illuminated fascia signage above the windows. There is a secondary entrance from the car park to the rear which also has illuminated signage above.
CHARACTER OF LOCALITY	The site is located on the edge of a principal shopping area and there are a number of shop units of various sizes to the north and west. The majority of these units have fascia signage and it is common for these to be illuminated. There is a public car park to the east of the building and further to the east and south are residential areas which have two-storey dwellings as the dominant feature. The principal shopping area extends to the west.

RELEVANT SITE HISTORY

R/137/10/A	4No. externally illuminated fascia signs and 10No. Trolley Park and wall mounted board signs.	Approve Cond 31-08-2010
R/239/10/A	4No. illuminated fascia signs	Approve Cond 06-12-2010

R/246/10/

Proposal to replace the 3no. existing condenser packs for 3no. new Condenser packs with modifications to the layout of the existing steelwork that supports the pack on the flat roof to the rear of the store.

Approve Cond
23-12-2010

REPRESENTATIONS

Representations received:

Rustington Parish Council

No objection.

Comments on Representations received:

Noted.

CONSULTATIONS

Consultations responses received:

None

Comments on Consultation responses:

None

POLICY CONTEXT

Designation applicable to site:

Within Built-Up Area

Principle Shopping Area

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:

[GEN7](#)
[AREA19](#)

The Form of New Development
Primary Shopping Frontages

PLANNING POLICY GUIDANCE

PPS1

Delivering Sustainable Development

SUPPLEMENTARY POLICY GUIDANCE

RDS

Rustington Design statement by Rustington Parish Council

POLICY COMMENTARY

The above policies combine to describe the criteria against which the application will be assessed particularly with regard to visual and residential amenity.

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:-

"If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise."

The proposal is considered to comply with relevant Development Plan policies in that it would have no materially adverse effect on the visual amenities of the locality or the residential amenities of the adjoining properties, nor would it have an adverse impact upon the established character of the surrounding area.

OTHER MATERIAL CONSIDERATIONS

It is considered that there are no other material considerations to warrant a decision otherwise than in accordance with the Development Plan and/or legislative background.

CONCLUSIONS

The proposed ATM would be positioned centrally to the front of the site, forming part of the shops frontage. The existing frontage to the property is largely glazed with aluminium frames and internally illuminated fascia signs above which are noted to the majority of units within the principal shopping area.

Given the locality and the appearance of the existing building the introduction of the proposed cash machine would be an acceptable addition to the shop frontage and would not materially affect the appearance of the retail unit.

It is therefore recommended that the application is approved, subject to the following conditions.

RECOMMENDATION

APPROVE CONDITIONALLY

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

Reason: To comply with Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby approved shall be carried out in accordance with the following approved plans:

1:1250 Plan and Drawing No. 7859-109832(RUST)01.

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with GEN7 of the Arun District Local Plan.

- 3 **INFORMATIVE:** Summary of Reasons for Grant Article 31 Development Management Procedure Order 2010

SUMMARY

This planning permission is granted because it complies with the policies listed below in that the development would not cause any material adverse effect on visual or residential amenity on the surrounding area and its character and there are no material considerations to indicate otherwise.

RELEVANT POLICIES

LOCAL PLAN: GEN7, AREA19

NATIONAL POLICIES: PPS1

This is only a summary of reasons for granting to comply with Article 31 and full reasons

appear in the Officer report.