

PLANNING APPLICATION REPORT**REF NO:** R/214/10/**LOCATION:** 129 The Street
Rustington**PROPOSAL:** New shopfront and entrance door**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	As above.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	Shop unit fronts the highway.
SITE CHARACTERISTICS	3 storey building, shop unit at ground floor with residential above. Glazed shop font with existing fascia signage.
CHARACTER OF LOCALITY	Sited within Rustington Principal Shopping Area. Various uses of shop units within the high street. Varying types and styles of fascia and projecting signs to shop frontages.

RELEVANT SITE HISTORY

R/196/10/	Single storey extension to rear of retail unit	Approve Cond 15-10-2010
R/215/10/A	1no. internally illuminated fascia sign, 1no. internally illuminated circular projecting box sign & 1no. internally illuminated circular sign behind glazing	Approve Cond 18-11-2010

REPRESENTATIONS**Representations received:**

Rustington Parish Council

No objection

2 letters of objection:

- 6 cafes already existing within the village
- Provider such as Costa would seriously compromise these cafes
- Likely to result in the loss of one of these independently run businesses.

Comments on Representations received:

Comment on Parish Response:
Noted.

Comment on other representations:

Whilst the comments are noted the application seeks permission for a new shop front and does result in a change of use of the shop unit which currently has a permitted A1 use, this does not relate to the use of the premises as a cafe.

CONSULTATIONS

Consultations responses received:

None

Comments on Consultation responses:

None

POLICY CONTEXT

Designation applicable to site:
Within the built-up boundary

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:	GEN2	Built-up Area Boundary
	GEN7	The Form of New Development
	AREA19	Primary Shopping Frontages

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
PPG19	Outdoor Advertisement Control

SUPPLEMENTARY POLICY GUIDANCE

XXX4	Supplementary Planning Guidance for Advertisements.
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POLICY COMMENTARY

PLANNING

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

PLANNING

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 application seeks permission for a replacement shop front and entrance which is to be aluminium and finished in a brown colour that relates to the marketing colours of the company. The site is located within the Principal Shopping Area of Rustington which has varying shop front and designs within the main high street.

The proposed alterations to the shop front would be similar to the existing shop front and maintaining an appropriate window display which is in-keeping with the character of the shopping area.

It is therefore recommended that the application be 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 This permission relates to the following approved plans:

Drawing No. 4.4 Rev A; and 4.3 Rev D.

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 22(1) General Development Procedure Order 1995

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: GEN2, GEN7, AREA19

NATIONAL POLICIES: PPS1, PPG19

This is only a summary of reasons for granting to comply with Article 22 and full reasons appear in the Officer report.

- 4 INFORMATIVE: This application does not purport to grant consent for any form of advertisement to which R/215/10/A refers, nor does it grant consent for any change of use of the shop unit for which planning permission would be required.