
APPLICATION NO.	20/02617/FULLS
APPLICATION TYPE	FULL APPLICATION - SOUTH
REGISTERED	27.10.2020
APPLICANT	Mrs Naomi Randal
SITE	14 - 14A Market Place, Romsey, Hampshire, SO51 8NA, ROMSEY TOWN
PROPOSAL	Installation of external fabric awning and hand painted signage. Redecoration of shopfront
AMENDMENTS	23.11.2020 – amended plan 562/SH/002 A and historical photographs received 17.12.2020 – Amended plan 562/SH/002 B received 03.11.2021 – amended plan 562/SH/002 B received 25.01.2021 – description of development changed to remove reference to the heat lamps and x3 lights
CASE OFFICER	Katie Andrew

Background paper (Local Government Act 1972 Section 100D)

1.0 INTRODUCTION

- 1.1 The application is presented to Southern Area Planning Committee at the request of a member.

2.0 SITE LOCATION AND DESCRIPTION

- 2.1 The application site is a mid-terrace grade II listed building located to the north of Market Square, within the primary shopping area of Romsey. The building was formerly occupied by Santander and has permission for change of use from professional services (A2) to food and drink use (A3) under 19/02934/FULLS.

3.0 PROPOSAL

- 3.1 This proposal is for the installation of external fabric awning, hand painted signage and redecoration of shopfront

4.0 RELEVANT HISTORY

- 4.1 TVS.LB.5 - Alterations to existing shop front at proposed office premises - Consent subject to conditions - 13/08/74.
- 4.2 TVS.A.64 - Hanging sign - Temporary Consent valid until - 31/03/84, Granted - 14/06/79.
- 4.3 TVS.A.64/1 - Illuminated fascia sign - Refused - 19/01/87.
- 4.4 TVS.LB.117/3 - Illuminated projecting and fascia signs - Refused - 21/04/87.
- 4.5 TVS.A.64/2 - Non-illuminated fascia sign and hanging sign - Temporary Consent valid until - 30/09/92, Granted - 07/09/87.

- 4.6 TVS.00021/3 - Installation of cash dispensing machine - Permission subject to conditions & notes 12.12.1989.
- 4.7 TVS.A.00064/4 - Non-Illuminated panel on ATM machine – Consent 09.01.1990.
- 4.8 TVS.00021/5 - Installation of cash machine with litter bin below – Refused 05.04.1993.
- 4.9 TVS.A.00064/7 - Retrospective application for replacement projecting sign and shop fascia sign for updated logo – refused 17.08.2004.
- 4.10 TVS.LB.00381/11 - Installation of new replacement fascia, hanging sign and ATM header panel – Consent 18.08.2005.
- 4.11 09/01663/ADVS New fascia sign and illuminated ATM header panel. Consent, 19.10.2009
- 4.12 09/01840/LBWS New fascia sign and illuminated ATM header panel. Consent, 05.11.2009
- 4.13 19/02934/FULLS Change of use from professional services (A2) to food and drink use (A3). Permission subject to conditions and notes 12.03.2020

5.0 **CONSULTATIONS**

- 5.1 Conservation Officer: objection to the original scheme (summarised)
- 14a, Market Place is listed at Grade II and is in the centre of the conservation area. There are a large number of listed and historic buildings in the locality, including some highly graded ones, this is a very visually sensitive location.
 - On the basis of the historic photographs submitted there is no objection to re-instating the awnings
 - There is some concern about lighting the awning and whether this is appropriate to a small market town like Romsey. It may look out of place in the street scene. It is not thought that the nearby Costa Coffee (which also has an awning) has lighting trained on the awning
 - No real details of the proposed heating, including what it would look like have been included in the submission.
 - In the section A-A drawing on 002 the heaters look to be positioned very close to the awning box, and to the fabric awnings – which may move in the wind and sag. It is presumed this has been considered, but more detail about how the arrangement will work should be submitted in support of the application.
 - There is no objection to the outside seating and planters however details should be sought by condition
 - It is not clear whether the intention is that it shall be painted directly onto the existing fascia board or whether a signage board is needed.
 - In principle a traditional hand-painted sign as proposed would be appropriate to the building and to the conservation area.

- No evidence has been submitted with the application to suggest that the shop front has ever been painted anything other than white, to support the argument for changing it now. It is possible that it might have once had darker paint – other buildings on the Market Place evidently did, and if evidence were to be put forward to support this, then the position could be reviewed.
- It is considered that blanket grey/black treatment of the whole ground floor area is not appropriate to the building. It is too overwhelming, and will conceal the detailing of the shopfront.

Since the receipt of the above comments on the original scheme, revised plans were received and an additional round of consultation undertaken. This additional round of consultation resulted in no objection being raised from Conservation.

5.2 Conservation Officer: no objection

- The colours proposed are now acceptable.
- A condition for submission of representative samples of all of the external paint colours/finishes is recommended.
- A condition for full details of the awning and box is also still recommended. This should cover – the appearance of the box (including when closed), exact bespoke fixings points and details, and details of what is covering the ‘pre-existing’ locations and how this shall be treated/removed.

6.0 **REPRESENTATIONS** Expired 12.01.2021

6.1 The application generated 2 letters of objection from the same address. 1 x letter was received on the first round of consultation and 1x letter was received on the second round of consultation (94 Greatbridge Road)

First round of consultation

94 Greatbridge Road, Romsey – objection (summarised)

- The glazing bars, verticals and door to the floors above should remain white
- The infra red lights and spot lights to the fascia would be inappropriate
- The planters should not be allowed as the piazza area should remain uncluttered
- The planning portal shows the application form with the name Randall but the agent is Julian Taylor

Second round of consultation

94 Greatbridge Road, Romsey – objection (summarised)

- There was a specific objection by Conservation to the original scheme in which the glazing bars were to be painted F&B downpipe. This amended scheme shows the same colour for the glazing bars but this time the Conservation Officer has not objected
- The glazing bars to the fenestration should remain painted white as in the Charters frontage just along from this building

6.2 Romsey Town Council – objection

- Large planters surround the tables which will leave no pedestrian walkway between the building frontage and tables. The layout is thus not in keeping
- The awning is overbearing and the signage on it is too large
- The gloss black paint is not appropriate
- If permission is granted a condition should be added to request that the awning is folded away when the building is not in use
- The infra-red heat lamps are not environmentally friendly or sustainable

Since the receipt of the above comments revised plans were received and an additional round of consultation undertaken. This additional round of consultation resulted in no additional representations from the Town Council.

6.3 Romsey and District Society – objection (summarised)

- The colour of the fenestration bars is overpowering
- The proposed external heaters are environmentally unacceptable
- The application documentation should make clear what licence has been or will be granted by HCC Highways for temporary use of part of the piazza

Since the receipt of the above comments revised plans were received and an additional round of consultation undertaken. This additional round of consultation resulted in no additional representations from the Romsey District Society.

7.0 **POLICY**

7.1 Government Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Planning (Listed Buildings and Conservation Areas) Act 1990

7.2 Test Valley Borough Revised Local Plan (2016)(TVBRLP)

SD1: Presumption in favour of sustainable development

COM2: Settlement hierarchy

E1: High quality development in the Borough

E9: Heritage

LHW4: Amenity

7.3 Supplementary Planning Documents (SPD)

Look at Romsey: Romsey Town Design Statement – Area 8, Romsey Old Town Shopfront Design Guide

8.0 **PLANNING CONSIDERATIONS**

8.1 The main planning considerations are:

- Principle of development
- Impact on the character and appearance of the conservation area and listed building
- Amenity

8.2 **Principle of development**

The site is located within the settlement boundary of Romsey as designated by the Inset Maps contained within the Test Valley Borough Revised Local Plan (2016). Development within a settlement boundary will be permitted providing it is in accordance with other relevant policies contained within the TVBRLP. An assessment of the proposal against these relevant policies is set out below.

8.3 **Impact on the character and appearance of the conservation area and listed building**

The application site fronts onto the pedestrian area of the Market Place and the front (south) elevation is clearly visible in public view. The application site is Grade II listed and located within the Romsey Conservation Area.

8.4 Consideration is given to whether the proposed works would give rise to harm to the listed building and conservation area, in terms of its fabric, setting or appearance, and in accordance with Sections 66(1) and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, which places a statutory duty upon decision makers to have special regard to the desirability of preserving heritage assets.

8.5 The Framework advises that heritage assets are an irreplaceable resource and should be conserved in a manner appropriate to their significance. Paragraph 193 of the Framework states that when considering the impact of a proposed development on the significance of a heritage asset, great weight should be given to the asset's conservation. The more important the asset, the greater weight there should be. In this instance, the host property is listed and set within the Romsey Conservation Area. It is necessary to consider the impact of the proposal on the historical significance of this designated heritage asset and the wider conservation area.

8.6 The proposal is for the installation of an external fabric awning and re-decoration of the shop front including hand painted signage. The infra-red heat lamps, lights and street furniture as originally proposed have been removed from the scheme. The shopfront colour has been amended from black gloss to off white, and the awning colour from champagne (off white colour) to dark grey. The glazing bars (arches and cross members within the window panes) are proposed to be Farrow and Ball downpipe (dark grey) colour which will pick out the architectural detailing of the fenestration. In addition, the dark grey colour will match that of the awning and provide contrast with the off white main shopfront colour. The application is supported by a heritage statement which provides historical context and historical site photos. These photos show that throughout the past half-century, both dark and light colour schemes have been used along the shop frontages within the Market Place. It is noted that nearby sites including Costa (16 Market Place) and Winkworths (18 Market Place) currently have dark coloured (brown and grey) glazing bars. These dark coloured frontages are not untypical traditionally, and provide contrast with lighter coloured ones. The historical photographs also show that this premises has had an awning in the past, and the Conservation Officer consulted has raised no objection that the awning be re-instated. The hand painted signage and overall colour scheme for the proposal is considered to be sympathetic to

the heritage assets affected. Therefore it is considered that the proposed design is in accordance with Policy E9 of the Revised Local Plan and in accordance with Sections 66(1) and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, in that the proposal preserves the heritage assets.

8.7 However, to ensure that the above is achieved the Conservation Officer has requested the imposition of a condition which would control the specific design of the awning box, including its detailing. A condition has been carefully drafted to ensure that this is achieved. These details will then be submitted to the LPA in order for the Conservation Officer to assess and to approve, where acceptable.

8.8 For the reasons discussed above, and subject to the suggested conditions below, the impact to character and appearance of the area and heritage assets is considered to be neutral and the proposal accords with Policy E1 & E9 of the TVBRLP and the Planning (Listed Buildings and Conservation Areas) Act 1990.

8.9 **Amenity**

Due to the nature of this proposal it is not considered that the amenity of local residents would be adversely impacted in terms of levels of daylight/sunlight and privacy currently enjoyed by neighbouring occupants. A condition has been added relating to hours of use, in line with the previous permission at this site 19/02934/FULLS. The proposal is in accordance with Policy LHW4.

8.10 **Other matters**

Application form

Third party correspondence about the name on the application form is noted. The applicant surname is Randall as per the application form but the agent is Julian Taylor of JTDA.

8.11 Request for awning condition

The third party request for the addition of a condition to ensure that the awning is folded away when the building is not in use is noted. However, paragraph 55 of the NPPF sets out that conditions can only be implemented when they meet the following 6 tests:

1. necessary;
2. relevant to planning;
3. relevant to the development to be permitted;
4. enforceable;
5. precise; and
6. reasonable in all other respects.

In this case any condition to ensure that the awning is folded away after each use would not meet test 1 as set out above. As concluded in paragraph 8.6 above, the awning is considered acceptable in the context of the street scene, conservation area and on the listed building. Therefore it is not considered necessary to implement a condition which stipulates that the awning is folded away when the building is not in use.

9.0 **CONCLUSION**

9.1 The proposal is considered to sustain the importance of the listed building and has a neutral impact on the conservation area. The proposal is in accordance with the relevant policies of the TVBRLP (2016) and Planning (Listed Buildings and Conservation Areas) Act 1990, and is therefore acceptable, subject to the conditions listed below.

10.0 **RECOMMENDATION**

PERMISSION subject to conditions & note:

1. **The development hereby permitted shall be begun within three years from the date of this permission.**
Reason: To comply with the provision of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.
2. **The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans, numbers**
562/SH/002B, 562/SH/001, Location plan
The external materials to be used in the construction of external surfaces of the development hereby permitted shall be in complete accordance with the details specified on these submitted plans.
Reason: For the avoidance of doubt and in the interests of proper planning.
3. **The use of the building as shown on the submitted plan for the development hereby permitted shall not be open to customers outside the following times 08.00 hrs to 23.00 hrs daily.**
Reason: In the interests of the amenity of the area and in accordance with policy LHW4 of the Test Valley Borough Revised Local Plan 2016.
4. **Prior to installation of the awning box hereby approved, full details including scale drawings at a scale of 1:20 showing the detailing and appearance of the awning box (when open and closed) as well as how it would be attached to the building, shall be submitted to and approved in writing by the Local Planning Authority.**
Development shall be carried out in accordance with the approved details.
Reason: To protect the character and appearance of the Romsey Conservation Area and Listed Buildings in accordance with Test Valley Borough Revised Local Plan (2016) Policy E9

Note to Applicant:

1. **In reaching this decision Test Valley Borough Council (TVBC) has had regard to the National Planning Policy Framework and takes a positive and proactive approach to development proposals focused on solutions. TVBC work with applicants and their agents in a positive and proactive manner offering a pre-application advice service and updating applicants/agents of issues that may arise in dealing with the application and where possible suggesting solutions.**
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