

DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No: H11-1142-18 **Applicant:** S & D Bookmakers Ltd
Proposal: Replacement Shop Front
Location: S & D Bookmakers Ltd 4 West Street Long Sutton
Terminal Date: 7th January 2019

Planning Policies

Local Plan July 2016:

SG1 General Sustainable Development
SG20 Extensions and Alterations to Existing Buildings

National Guidance

National Planning Policy Framework 2018

NPPF July 2018

Section 16

Representations:

	Object	Support	No Obj.	Comments
PARISH COUNCIL	0	0	0	1
WARD MEMBER	0	1	0	0

CASE OFFICER ASSESSMENT

This application seeks full planning permission for a Replacement Shop Front at S & D Bookmakers LTD, 4 West Street, Long Sutton.

The application site is within the Long Sutton Conservation Area where planning guidance, and legislation, requires that the Local Planning Authority only permits development which enhances or preserves the qualities of the Conservation Area.

The building subject of the application is historical in nature and helps form part of the high quality street scene expected with a Conservation Area, however, the building has modern windows and has been heavily painting hiding the original brickwork and therefore the intrinsic qualities of the building have been heavily diluted due to previous works.

The new shop front retains the essential elements of the original features while allowing a renewed look for the premises and introducing some colour as a contrast to the premises which have been painted in a mono-colour.

The proposed new shop-front is acceptable in design terms and is supported by the Ward Member and raises no objection from the Parish Council.

Representations:

Cllr L J Eldridge

Support

"It's nice to see this application submitted which will improve the aesthetics of the shop frontage."

Long Sutton Parish Council

Comments

"The Parish Council have no observations in relation to this application but remain disappointed that SHDC do not enforce the Conservation Area legislation in relation to signage in the Market Place which is not in keeping with the Georgian heritage."

It is considered that the application should be supported.

Recommendation: APPROVE.