

APPLICATION NO.	P17/S1272/FUL
APPLICATION TYPE	FULL APPLICATION
REGISTERED	3.4.2017
PARISH	HENLEY-ON-THAMES
WARD MEMBERS	Joan Bland, Lorraine Hillier & Stefan Gawrysiak
APPLICANT	Strada Trading Ltd
SITE	Strada, 49-51 Bell Street, Henley-on-Thames, RG9 2BG
PROPOSAL	Alterations to shopfront and side entrance plus new signage. (As amended by plans received 31 May 2017 to amend awning).
OFFICER	Marc Pullen

1.0 **INTRODUCTION**

- 1.1 This application is referred to the Planning Committee because the officer's recommendation conflicts with the view of the Town Council.
- 1.2 The application site (which is shown on the OS extract **attached** as Appendix A) contains a two storey part commercial (cinema house) part restaurant building. This application refers to the ground floor aspect, which relates to the restaurant function of the building. The building falls within the Henley Main Conservation Area and is accessed via Bell Street and the undercroft access from the King's Road car park to the rear.

2.0 **PROPOSAL**

- 2.1 This application seeks planning permission for alterations to the property to facilitate a new restaurant.
- 2.2 This application was submitted alongside application [P17/S1273/A](#) which seeks advertisement consent for the display of new signage. Matters relating to the external alterations of the property are tied with the advertisement proposed under application [P17/S1273/A](#) and as such it is sensible to consider the proposals simultaneously.
- 2.3 A copy of all the current plans accompanying the application is **attached** as Appendix B. Other documentation associated with the application can be viewed on the council's website, www.southoxon.gov.uk.

3.0 **SUMMARY OF CONSULTATIONS & REPRESENTATIONS**

3.1 **Henley-on-Thames Town Council - Object**

- Recommend refusal due to the lack of natural materials and failure to comply with the Traditional Shopfront Guide; uphold objection following amendments

Conservation Officer - No strong views

Henley Society - Object

- the proposed vinyl finish around the side entrance and the large south-facing advertisement on the wall of the adjoining property should be omitted from the scheme

4.0 **RELEVANT PLANNING HISTORY**

4.1 [P08/E0949/LB](#) & [P08/E0766/A](#) - Refused (22/10/2008)

Erection of illuminated fascia and hanging signs.

[P08/E0251/LB](#) - Approved (21/04/2008)

Internal works to include the division of building into two units. Unit 1 to change from pub into restaurant. Unit 2 to remain as empty shell.

[P08/E0250/A](#) - Approved (21/04/2008)

New illuminated shop front advertisements (as amended by drawing no.16808-AD rev A accompanying email from Agent dated 16 April 2008).

5.0 **POLICY & GUIDANCE**

5.1 **National Planning Policy Framework & National Planning Practice Guidance**

5.2 **South Oxfordshire Core Strategy 2012 policies;**

CSEN3 - Historic environment

CSQ3 - Design

5.3 **South Oxfordshire Local Plan 2011 policies;**

CON7 - Proposals in a conservation area

D1 - Principles of good design

G2 - Protect district from adverse development

5.4 **Henley and Harpsden Neighbourhood Plan 2016**

5.5 **South Oxfordshire Design Guide 2016**

6.0 **PLANNING CONSIDERATIONS**

6.1 The main planning considerations in the determination of this application and the associated application P17/S1273/A are:

- Impact on the character and appearance of the site and the surrounding Conservation Area

Impact on character and appearance

6.2 This site lies within the Henley Main conservation area and therefore consideration must be given to the design and scale of the proposal in relation to the established area. The use of traditional materials whenever this is appropriate to the character of the area should be encouraged in accordance with Policy CON7 of the SOLP. Similarly, policies CSEN3 and CSQ3 of the South Oxfordshire Core Strategy (SOCS) seek to ensure that all new development conserves and enhances the historic significance of the district's historic assets and responds positively to the site and its surroundings.

6.3 The proposed alterations to the building consist of the replacement of the existing shopfront with a new timber shopfront. The left hand side will comprise six opening panels. The right hand side will consist of six panels with a solid base and a glazed opening panel above, three either side of the glazed double doors. The brick columns to either side of the shopfront and between the left and right hand parts will be panelled in a matching style. There will be a menu case in the centre. The shopfront and fascia board above will be painted sage green. Six antique copper wall lamps will be installed above the shopfront.

6.4 The existing canopies will be replaced with new stripy canopies with a maximum

projection of 1m from the shopfront. An internally illuminated clock fascia sign will be installed at fascia level.

- 6.5 The existing side entrance comprises double glazed doors in a dark green frame. The proposal is to replace this with a single glazed door with a fanlight above and glazed panels on either side in a dark grey frame. A white exterior grade vinyl will be added to create a ray of light effect. A specification of the product to be used has been provided as part of the application within the supporting documentation.
- 6.6 Officers are satisfied that the proposed development would not unduly harm the character of the surrounding area; which is largely commercial. The new canopy is not considered incongruous, given the presence of the existing canopy. Following amendments requested by the conservation officer the canopy is not considered to be harmful to the historic area. The proposed use of timber boarding would represent the use of traditional materials as encouraged by the relevant council's policies and guidance.
- 6.7 The use of white vinyl to the side entrance is not considered to be harmful, despite the town council's objection and despite the fact that it does not represent the use of traditional materials. This is because it would be a reversible addition to this elevation and isn't considered to result in a material or harmful impact upon the commercial character of the property or the surrounding area. It is officer's view that this undercroft location does not exude the architecturally important or historic characteristics of the wider conservation area and therefore it is not considered necessary to restrict the use of modern or untraditional materials along this side of the property.
- 6.8 Given that this is a modern non-listed building within the conservation area, the council's response should be proportionate and reasonable in judging any harm to the conservation area as a whole. The council's conservation officer states that in view of the alterations and the nature of the heritage asset, the development should be supported.
- 6.9 The proposed development includes some use of illumination. It is considered reasonable to impose a condition to control the use of illumination to restrict illumination only to the hours of the restaurant's operation. This is considered reasonable and in accordance with other controls within the nearby area on other premises.

7.0 **CONCLUSION**

- 7.1 It is recommended that planning permission is granted as the proposal complies with the relevant Development Plan Policies and, subject to the attached conditions would not be harmful to the character and appearance of the site or the surrounding area.

8.0 **RECOMMENDATION**

- 8.1 **To grant planning permission, subject to the following conditions:**

1. **Commencement of development within three years.**
2. **Development to be implemented in accordance with the approved plans.**
3. **Materials to be used in accordance with those shown on the approved plans.**
4. **Restrict lighting outside of the hours of operations.**

Author: Marc Pullen

Contact No: 01235 422600

Email: planning@southoxon.gov.uk

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