

**Report to** Planning applications committee

**Item**

14 June 2018

**Report of** Head of planning services

**Subject** Application nos 18/00551/F & 18/00552/A - 13 Earlham House Shops, Earlham Road, Norwich, NR2 3PD

**5(f)**

**Reason for referral** Objection

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|                     |   |
|---------------------|---|
| <b>Ward:</b>        | Nelson  |
| <b>Case officer</b> | Stephen Polley - <a href="mailto:stephenpolley@norwich.gov.uk">stephenpolley@norwich.gov.uk</a> |

| <b>Development proposal</b>  |         |         |
|--|---------|---------|
| Installation of ATM (Retrospective);<br>Display of 1 no. internally illuminated ATM fascia sign. |         |         |
| <b>Representations</b>   |         |         |
| Object   | Comment | Support |
| 2  | 0       | 0       |

| <b>Main issues</b>         | <b>Key considerations</b>                                    |
|----------------------------|--|
| 1 Principle of development | The impact of the proposal on the district shopping centre   |
| 2 Design                   | The impact of the proposal on the visual amenity of the area |
| 3 Amenity                  | The impact of the proposal on neighbouring properties        |
| 4 Public safety            | The impact of the proposal on highway safety                 |
| <b>Expiry date</b>         | 7 June 2018  |
| <b>Recommendation</b>      | Approve  |

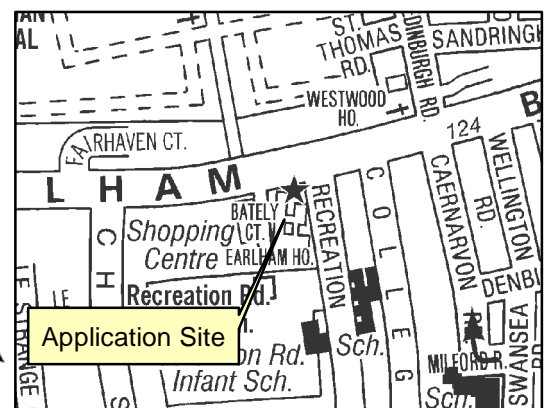


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Planning application no: 18/00551/F & 18/00552/A

Site Address: 13 Earlam House Shops

Scale 1:1,000



## The site and surroundings

1. The application site forms part of Earlham House district centre, which is located at the corner of Earlham Road and Recreation Road.
2. Earlham House contains commercial units at ground floor level and a large number of residential flats across the upper floor levels.

## Constraints

3. The site is in a district centre (policy DM21).

## Relevant planning history

- 4.

| Ref        | Proposal   | Decision | Date       |
|------------|--|----------|------------|
| 16/00389/U | Change of use to restaurant (Class A3).              | Refused  | 16/05/2016 |
| 16/00390/A | Display of 1 No. internally illuminated fascia sign. | Approved | 16/05/2016 |

## The proposal

5. The applications seek retrospective planning consent for the installation of an ATM within the shopfront and advertisement consent for the display of one internally illuminated ATM fascia sign.

## Representations

6. Advertised on site and in the press. Adjacent and neighbouring properties have been notified in writing. Two letters of representation have been received citing the issues as summarised in the table below. All representations are available to view in full at <http://planning.norwich.gov.uk/online-applications/> by entering the application number.

| Issues raised  | Response          |
|--|-------------------|
| Shopping centre already has two ATMs, the installation of an additional ATM will harm the viability of the neighbouring Post Office. | See main issue 1. |

## Consultation responses

7. Consultation responses are summarised below the full responses are available to view at <http://planning.norwich.gov.uk/online-applications/> by entering the application number.

### Norfolk police (architectural liaison)

8. No comments received.

## Assessment of planning considerations

### Relevant development plan policies

9. **Joint Core Strategy for Broadland, Norwich and South Norfolk adopted March 2011 amendments adopted Jan. 2014 (JCS)**
  - JCS2 Promoting good design
  - JCS12 The remainder of the Norwich urban area including the fringe parishes
10. **Norwich Development Management Policies Local Plan adopted Dec. 2014 (DM Plan)**
  - DM2 Ensuring satisfactory living and working conditions
  - DM3 Delivering high quality design
  - DM16 Supporting the needs of business
  - DM17 Supporting small business
  - DM21 Protecting and supporting district and local centres
  - DM22 Planning for and safeguarding community facilities

### Other material considerations

11. **Relevant sections of the National Planning Policy Framework March 2012 (NPPF):**
  - NPPF7 Requiring good design

### Case Assessment

12. Planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. Relevant development plan policies are detailed above. Material considerations include policies in the National Planning Framework (NPPF), the Councils standing duties, other policy documents and guidance detailed above and any other matters referred to specifically in the assessment below. The following paragraphs provide an assessment of the main planning issues in this case against relevant policies and material considerations.

### Main issue 1: Principle of development

13. Key policies and NPPF paragraphs – DM21
14. The principle of adding an ATM and associated signage to the shopfront of an A1 retail unit is considered to be acceptable. Typically, ATM's assist in the viability and vitality of retail centres as they encourage footfall and facility cash transactions.

15. Particular concern has been raised that the ATM seeking retrospective planning consent will cause harm to the neighbouring Post Office store which also has an ATM located within the store. The existence of a further ATM within the neighbouring Coop store has also been referenced within a representation. It is accepted that the ATM seeking consent may reduce the use of other ATMs within the site, there is not currently a policy which has the ability to prevent further ATMs from being installed on the basis that they will compete with others. The acceptability of an ATM can only be assessed on matters of visual amenity and public safety.

### **Main issue 2: Design**

16. Key policies and NPPF paragraphs – JCS2, DM3, NPPF paragraphs 9, 17, 56 and 60-66.
17. The ATM and associated internally illuminated fascia sign have been installed within the existing shopfront of the retail unit facing onto the pedestrian area of the district shopping centre. The scale and design of the proposals represent only a minor change and are considered to be acceptable, causing no harm to the character and appearance of the subject property, or surrounding area.

### **Main issue 3: Public Safety**

18. Key policies and NPPF paragraphs – DM30
19. The application is not considered to impact public safety as it is located away from the car parking areas and site entrances.

### **Main issue 4: Amenity**

20. Key policies and NPPF paragraphs – DM2, DM11, NPPF paragraphs 9 and 17.
21. None of the changes directly face any residential properties which will ensure that no adverse impacts result.
22. The site is located within an area where there are a number of similar advertisements and signage present on existing shopfronts. The proposed signage is therefore considered to be of an appropriate scale and design, not detrimentally impacting upon the character of the surrounding area.

### **Equalities and diversity issues**

23. There are no significant equality or diversity issues.

### **Local finance considerations**

24. Under Section 70(2) of the Town and Country Planning Act 1990 the council is required when determining planning applications to have regard to any local finance considerations, so far as material to the application. Local finance considerations are defined as a government grant or the Community Infrastructure Levy.
25. Whether or not a local finance consideration is material to a particular decision will depend on whether it could help to make the development acceptable in planning

terms. It would not be appropriate to make a decision on the potential for the development to raise money for a local authority.

26. In this case local finance considerations are not considered to be material to the case.

## **Conclusion**

27. The existing ATM and fascia sign have been installed within an appropriate location without causing harm to the visual amenity and public safety of the area.
28. The ATM is considered to be supportive of the vitality and viability of the district retail centre.
29. The development is in accordance with the requirements of the National Planning Policy Framework and the Development Plan, and it has been concluded that there are no material considerations that indicate it should be determined otherwise.

## **Recommendation**

- (1) To approve application no. 18/00551/F - 13 Earlham House Shops Earlham Road Norwich NR2 3PD and grant planning permission subject to the following condition:
  1. In accordance with plans;
- (2) To approve application no. 18/00552/A - 13 Earlham House Shops Earlham Road Norwich, NR2 3PD and grant planning permission subject to the following conditions:
  1. Standard advertisement conditions;
  2. In accordance with plans.



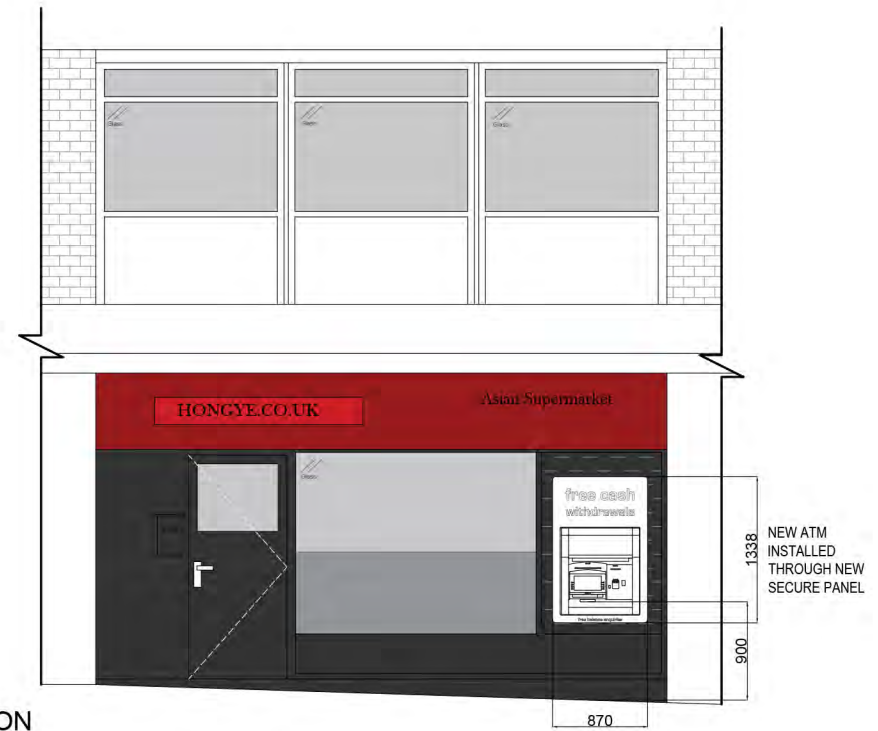
Tree E W Ltd T/a Hongye  
 13 Earlham House Shops  
 Norwich  
 NR2 3PD  
 T017725

OS MasterMap 1250/2500/10000 scale  
 Tuesday, April 3, 2018, ID: BLJT-00702136  
[www.planningapplicationmaps.co.uk](http://www.planningapplicationmaps.co.uk)

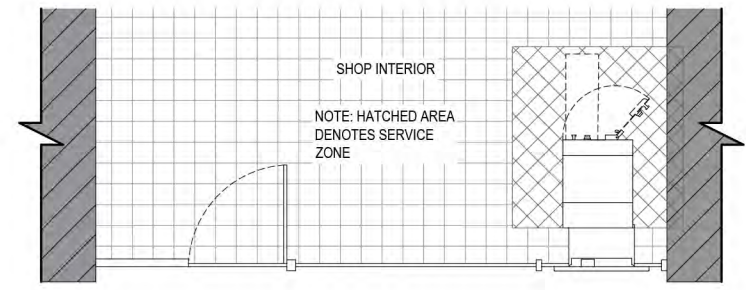
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**AS-INSTALLED FRONT ELEVATION**  
Scale 1:50



**AS-INSTALLED PART PLAN**  
Scale 1:50

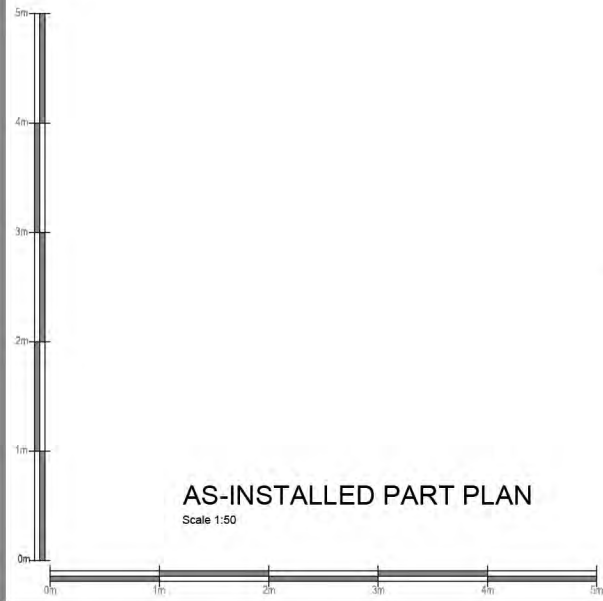
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| Date: | Comments: | By: |
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GENERAL NOTES:  
1) All dimensions in millimeters unless otherwise stated.

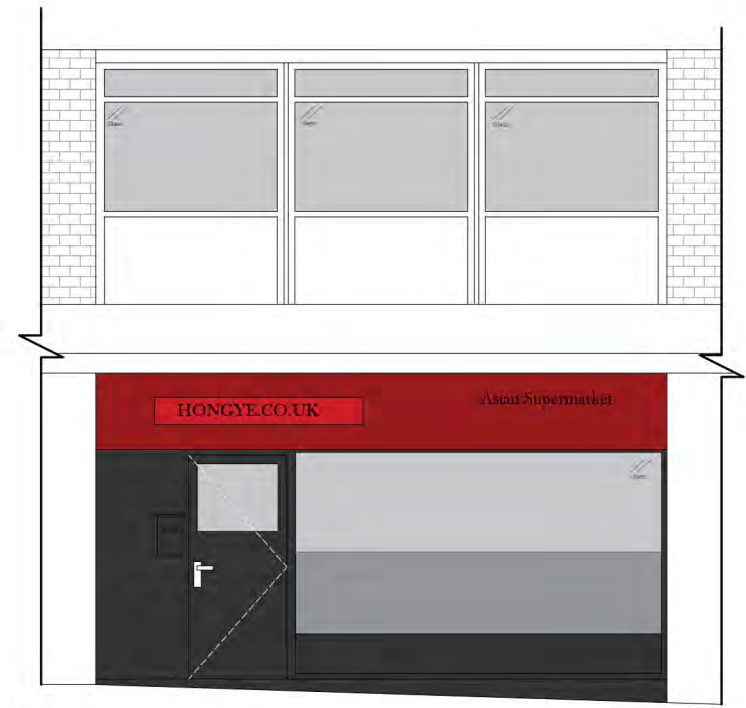
Site:  
Tree E W Ltd / A Hongye,  
13 Earlham House Shops  
Norwich  
NR2 3PD

Drawing Title:  
As-Installed Plan and Elevation

|                |                     |           |
|----------------|---------------------|-----------|
| Ref.           | Date:<br>10/04/2018 | Rev.      |
| Scale:<br>1:50 | Paper:<br>A3        | Date Rev: |

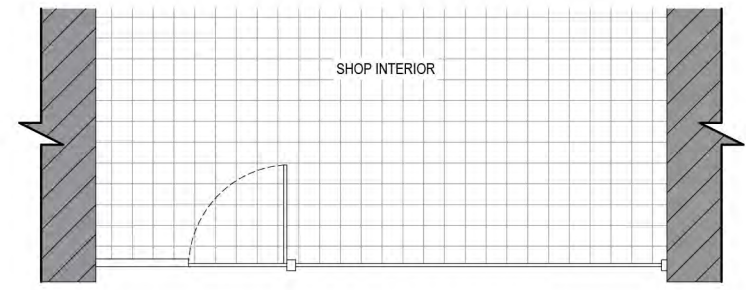






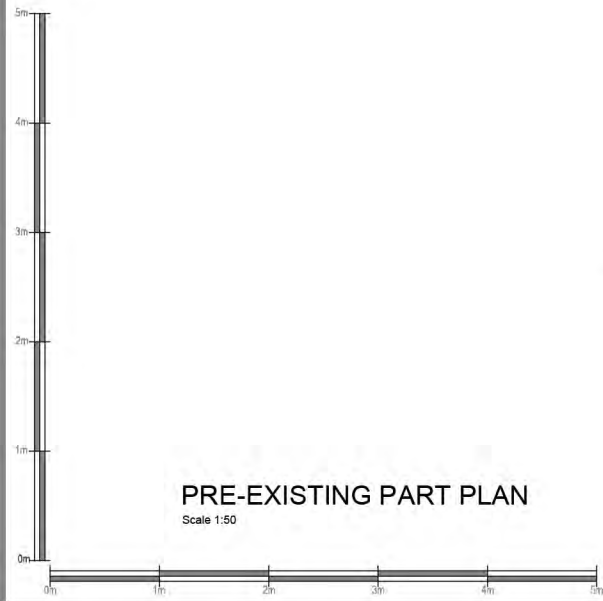
**PRE-EXISTING FRONT ELEVATION**

Scale 1:50



**PRE-EXISTING PART PLAN**

Scale 1:50



|       |           |     |
|-------|-----------|-----|
| Date: | Comments: | By: |
|-------|-----------|-----|

GENERAL NOTES:  
1) All dimensions in millimeters unless otherwise stated.

Site:  
Tree E W Ltd / A Hongye,  
13 Earlam House Shops  
Norwich  
NR2 3PD

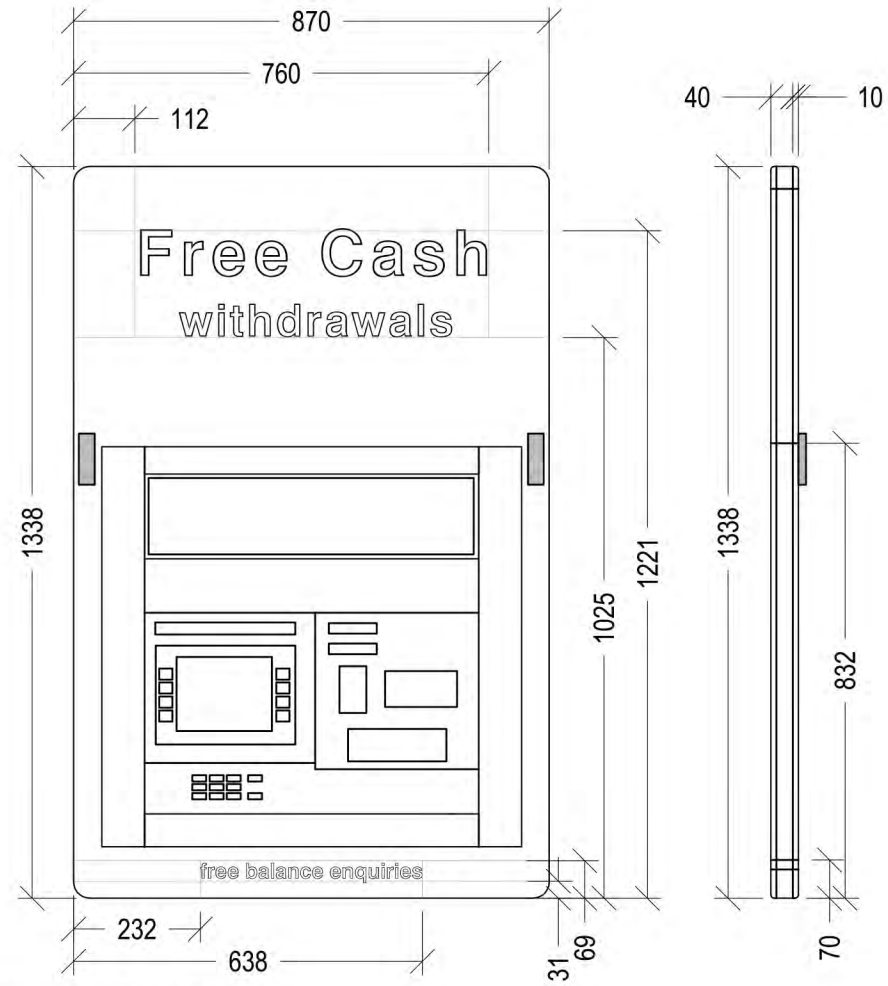
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Pre-Existing Plan and Elevation

|                |                     |           |
|----------------|---------------------|-----------|
| Ref.           | Date:<br>10/04/2018 | Rev.      |
| Scale:<br>1:50 | Paper:<br>A3        | Date Rev: |

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SURROUND COLOUR - cmyk = 0,0,0,100 (black)

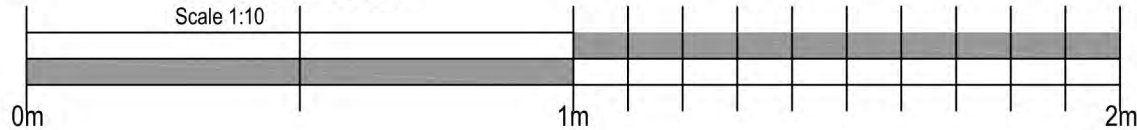
NOTE MACHINE RED - cmyk = 15,100,100,0  
 NOTEMACHINE BLUE - cmyk = 100,90,10,0



**NOTE:**  
 illumination levels 286.478 cd/m

TYPICAL FASCIA

Scale 1:10



|       |           |     |
|-------|-----------|-----|
| Date: | Comments: | By: |
|-------|-----------|-----|

GENERAL NOTES:  
 1) All dimensions in millimeters unless otherwise stated.

Project:  
**NOTE MACHINE**  
 GENERAL SITE INSTALLATION  
 ARRANGEMENTS

Drawing Title:  
 TYPICAL FASCIA ELEVATIONS - 5887

|                    |                     |           |
|--------------------|---------------------|-----------|
| Ref:<br>NM-GA-F1-B | Date:<br>29-01-2018 | Rev:      |
| Scale:<br>1:10     | Paper:<br>A3        | Date Rev: |