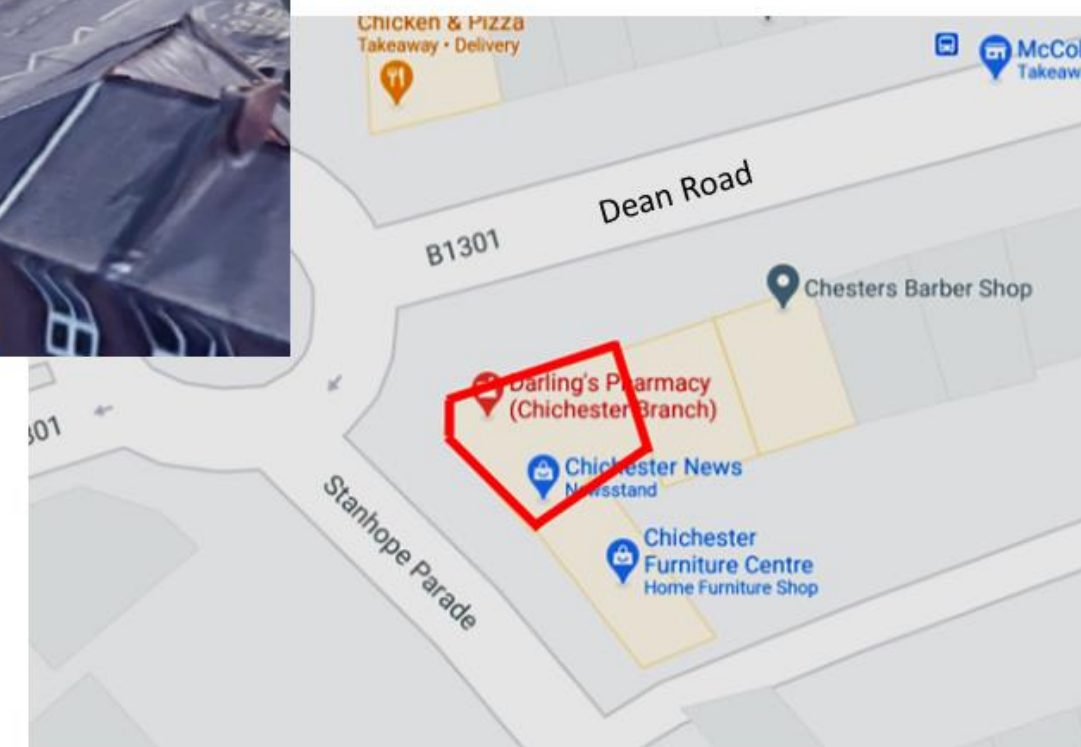




**Darling's
Pharmacy**
1 Stanhope Parade
South Shields
NE33 4BB

**Application for Planning Permission &
Advertisement Consent**
May 2021

INTRODUCTION

- 1.0 This statement has been prepared on behalf of Darlings Pharmacy Ltd to support their application for planning permission and advertisement consent for their well-known flagship store, which is situated opposite Chichester Metro station on the busy junction of Dean Road, Chichester Road and Stanhope Parade.
- 1.1 Following the submission of a pre application enquiry¹ it was confirmed that the alterations to the shopfront (including the installation of new glazing and powder coated aluminium frames) would materially affect the external appearance of the building and would therefore amount to development which requires planning permission. In addition, the new signage would also require advertisement consent.
- 1.2 The statement therefore assesses the development within the context of the planning system and deals primarily with matters of design and planning policy, having due regard to both the statutory development plan and National Planning Policy Framework (NPPF), as well as all other material considerations.

Structure of Statement

- 1.3 This Statement is structured as follows:

Section 2 analyses the context of the site.

Section 3 assesses the proposal against the relevant planning policy context.

Section 4 draws conclusions on the overall findings of the statement.



Fig 1 – The original incarnation of the premises

¹ Council Ref ST/0909/20/FENQ

BUSINESS/SITE CONTEXT

- 2.0 Established in 1905 by John ('JM') Darling, Darling's has been serving the people of South Tyneside as an independent pharmacy for more than 100 years. Now being ran by the fourth generation of the family, the business currently has three branches. Stepping off the Metro at Chichester, you are be greeted by the familiar, friendly sight of Darling's on Chichester Corner – the original branch. It is this property that is the subject of the applications.
- 2.1 In order to provide the highest levels of customer service, and to update the appearance of the premises, a programme of refurbishment works have been devised, which involves the expansion of the premises into the adjoining shop units to either side and the installation of new shop-frontages and signage.
- 2.2 In terms of appearance, the works also include the removal of roller shutters and the overcladding of the existing stall risers all of which are of a tired appearance. The images opposite provide an indication of how the premises will look both before and after.



Fig. 2 – The premises & adjoining units prior to works
(Image: Google Streetview)



POLICY CONTEXT

Principle of the Use

- 3.1 In terms of the use of the premises, clarification was sought over such matters via the pre-planning enquiry¹
- 3.2 As explained, the first floor of the main pharmacy building (and that above the adjoining Chichester News on Stanhope Parade) have been in use as part of the Chemists for a significant period and are not separate residential units. The Chichester News retail unit on the ground floor will now be subsumed by the Pharmacy but will retain its existing separate entrance door. This element of the proposal will enable the pharmacy to provide discrete consultancy services, which are now commonplace in similar high-street operations.
- 3.3 In addition, the Chemists has already taken over the adjoining unit along Dean Road, previously occupied as a florists (the first floor of this adjoining unit was previously in use as storage in connection with this business premises).
- 3.4 As confirmed in the written response to the pre-application enquiry, the above would fall under Use Class A1 (retail), which also forms part of the new Use Class E (Commercial, Business and Service) of the Town and Country Planning (Use Classes) Order 1987 (as amended).

- 3.5 Both the florists and newsagents would also fall under Use Class A1 (retail) and the new Use Class E (Commercial, Business and Service).
- 3.6 Consequently, the interior alterations (including expansion into the adjoining unit(s)) would not result in a material change in the primary use of land or buildings, as the before and after use falls within the same use class. As set out in section 55(2) of the Town and Country Planning Act 1990, this would therefore not amount to development requiring planning permission.

Character & Appearance

- 3.7 In terms of the works to the shopfront (including new advertisements), these need to be assessed against the council's Local Development Framework (LDF) Development Management Policy DM1.
- 3.8 Criterion A of DM1 states that 'In determining all applications under the planning Acts the council will ensure that, where relevant: the development, including new buildings, extensions and alterations to existing buildings, is designed to convey sensitive consideration of its surroundings, and where possible, enhance its local setting and reinforce local identity, having particular regard to scale and proportions, alignment, form, use of materials and architectural detailing.'



- 3.9 Criterion B also makes it clear that any development should be acceptable in terms of effects upon residential amenity.
- 3.10 In addition to the above, criterion F is also of relevance in this instance and advises that the design of advertisements needs to complement the architecture to which it relates and the local context and must be considered as an integral part of the development. Their design should complement the architecture of the host building by consideration of the number of signs, size, position on the building having regard to relationship with architectural features, size and style of lettering, materials, colour finish and, where appropriate, illumination.
- 3.11 With the above in mind, it is evident that the business is located within a predominantly commercial area of South Shields. There are a variety of shopfront designs found within the surrounding street scene, including a mixture of materials comprising timber, aluminium/metal and upvc. There is also a mixture of internally and externally illuminated signage/advertisements (including trough lighting).
- 3.12 As a result of these circumstances and taking into account the existing use of the building, it is considered that the shopfront alterations, by virtue of their scale, design and choice of materials, would be appropriate to their setting and therefore in general accordance with LDF Policy DM1.

CONCLUSION

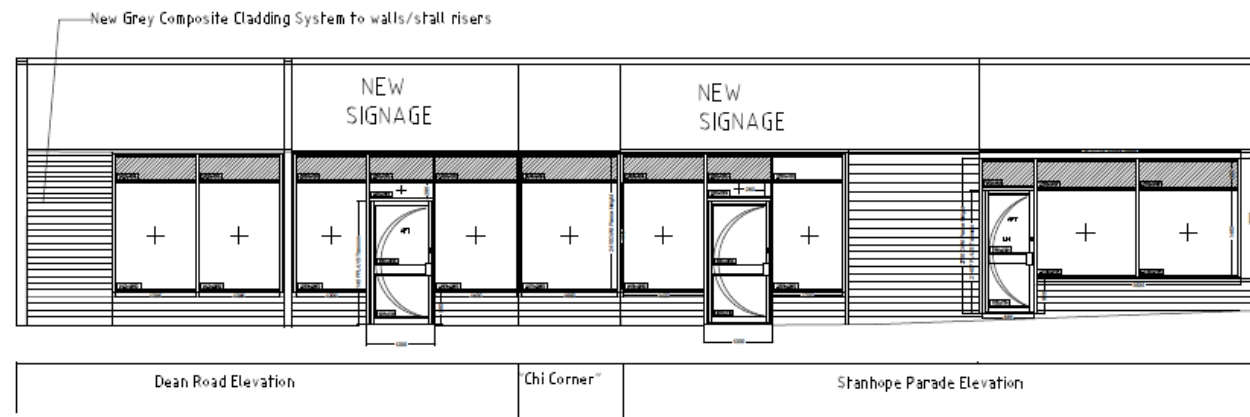
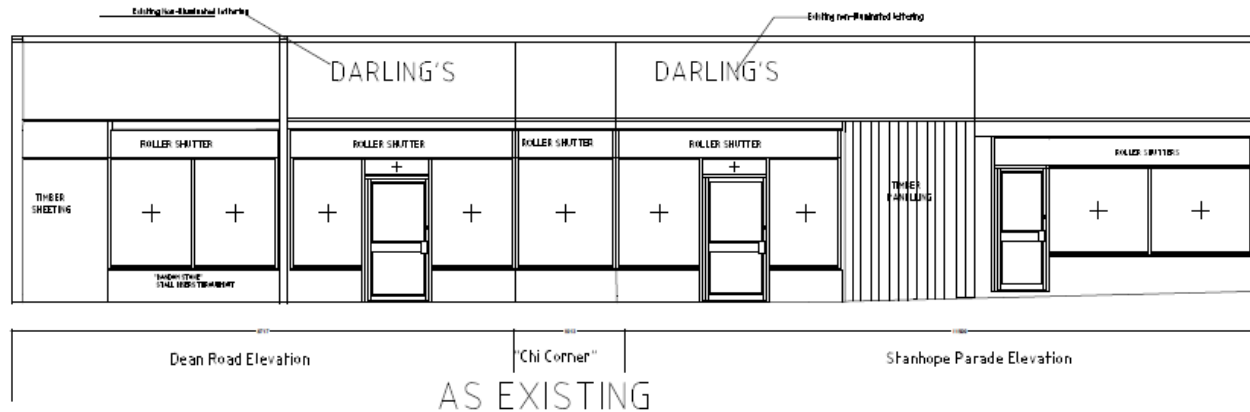
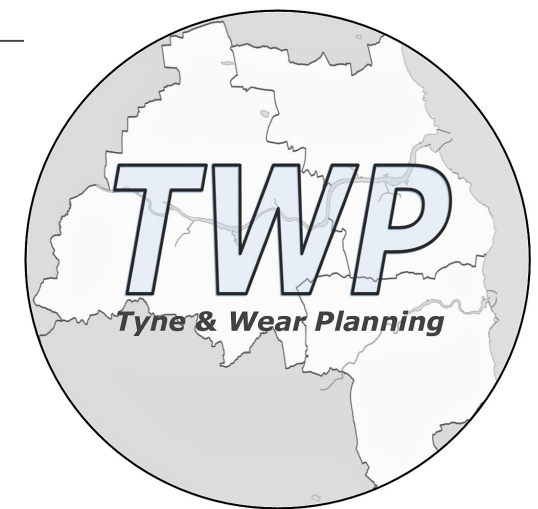
- 4.0 Great care has been taken to ensure that a high standard of detailing and design will be achieved. As a result, it is clearly evident that the proposal would not only significantly improve the character and appearance of the host property but also the wider surrounding area of commercial premises.
- 4.1 As such, the submission effectively demonstrates that the proposal is acceptable in all respects and accords with the relevant development plan policies referenced in this statement and the aims of the National Planning Policy Framework.
- 4.2 For the above reasons, TWP respectfully requests that the Council resolves to grant planning permission for this demonstrably positive form of development, subject to the imposition of conditions deemed reasonable or necessary.





APPLICATION DRAWINGS

**SHOWING EXISTING & PROPOSED
SHOPFRONT ELEVATIONS**



NOTES:

NEW SIGNAGE TO FASCIA - SEE SEPARATE SHEET

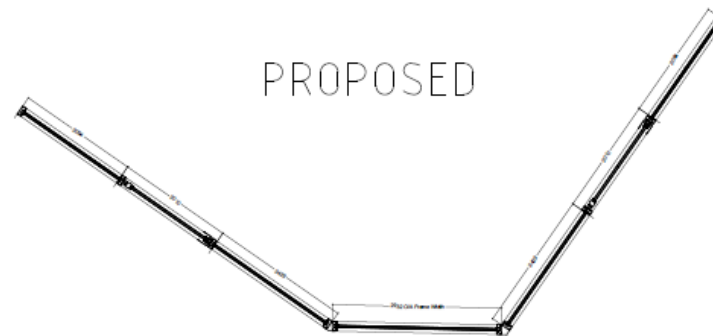
ALL EXISTING ROLLER SHUTTER BOXES REMOVED

NEW GREY COMPOSITE CLADDING SYSTEM TO WALLS & STALL RISERS

SHOPFRONT SPECIFICATION:
FULLY FRAMED DOORS & FRAMES.

ALL DOUBLE GLAZED UNITS COMPRISING:
SOLID ALUMINIUM PANELS TO TOP.
4mm TOUGHENED CLEAR OUTER LEAF
4mm TOUGHENED LOW EMISSIVITY INNERS 16mm
CAVITIES
FINISHED IN RAL 7037(DUSTY GREY) 30% GLOSS.
DOUBLE RAMPED THRESHOLDS.

**DO NOT SCALE FROM PLAN
REFER TO WRITTEN DIMENSIONS**



PROPOSED NEW SHOPFRONT & SIGNAGE
to
DARLING'S CHEMIST
DEAN ROAD / STANHOPE PARADE

SCALE 1:100

**DO NOT SCALE FROM PLAN
REFER TO WRITTEN DIMENSIONS**

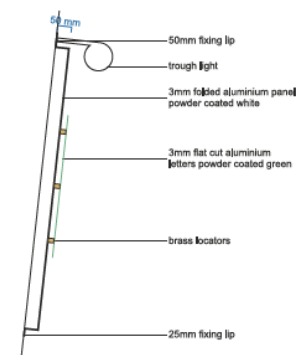
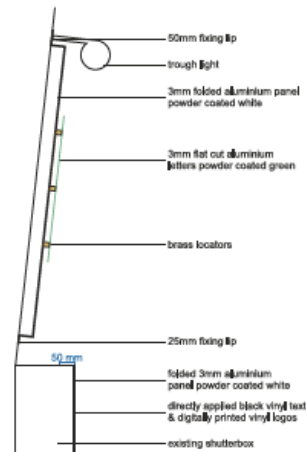
Darlings Pharmacy—Shopfront Details



ADVERTISEMENT DETAILS



Scale 1:100



Sections—Scale 1:20

DO NOT SCALE FROM PLAN
REFER TO WRITTEN DIMENSIONS

Darlings Pharmacy—Advertisement Details