

DELEGATED REPORT / CASE OFFICER'S ASSESSMENT

Ref No: ST/0625/21/FUL
Proposal: Installation of new shop frontage (retrospective)
Location: Darling's Pharmacy Ltd
1 Stanhope Parade
South Shields
NE33 4BB

Site Visit Made: 25/08/2021

Relevant policies/SPDs

1 DM1 - Management of Development (A, B and G)

Description of the site and of the proposals

This application relates to a retail unit on the corner of Stanhope Parade and Dean Road in South Shields. As a corner plot the unit has a shopfront which curves around the corner onto Dean Road.

Retrospective planning permission is sought for the installation of a new shop frontage. An application for advertisement consent ref: ST/0591/21/ADV is being considered concurrently to this application. There are commercial units either side of the application site. The application site comprises a ground floor retail unit and the shop frontage has already been completed on site. The shop frontage consists of double glazed, powder coated aluminium frames with large expanses of glazing. The works replace the 'random stone' risers and timber cladding with horizontally hung grey composite cladding.

Publicity / Consultations (Expiry date 06/09/2021)

1) Neighbour responses

None

2) Other Consultee responses

Traffic & Road Safety- no objections

Assessment

The main considerations are the impacts the development will have on visual and residential amenity, and highway safety.

Design and Visual Amenity

The works to the shop front are visible from the public domain along Stanhope Parade and Dean Road. Whilst highly prominent on the corner of Dean Road and Stanhope Parade, the shopfront is set within a row of shops characterised by retail use and as such there is a mixture of styles including more modern shopfront, with large areas of glazing. Within this context of the wider street scene, the modern shopfront is considered to be acceptable. The works therefore have no significant adverse impact upon the visual amenity of the area. The works are therefore considered to be in keeping with the surrounding area and in accordance with Policy DM1(A) of the LDF.

Residential Amenity

Given the nature of the development there would be no harm to the residential amenity of neighbouring properties. The proposal is therefore considered to be in keeping with the surrounding area and not

harmful to residential amenity and would be in accordance with Policy DM1 (B) of the LDF and the requirements of the NPPF.

Highway Safety

The Councils Traffic and Road Safety team were consulted on the application and have no objections to it. The changes to the shopfront are not considered to result in a materially adverse impact on highways safety and are in accordance with LDF Policy DM1(G).

Summary

In conclusion it is considered that the advertisements are not harmful to visual amenity, residential amenity or to highways safety. The development therefore complies with LDF Policy DM1 (A, B and G) and the requirements of the National Planning Policy Framework and national Planning Practice Guidance.

In assessing this application due regard has been had to the requirement of section 149 of the Equality Act 2010.

Recommendation

Grant Permission No Conditions

Informatives

- 1 In dealing with this application the Council has implemented the requirements of the National Planning Policy Framework to seek to approve applications for sustainable development where possible.

List of approved plans for standard note

Plan Reference

Existing and Proposed Elevations received 21/07/2021

Case officer: Samantha Gallagher

Signed: S Gallagher

Date:10/09/2021

Authorised Signatory:

Date:

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