DELEGATED DECISION REPORT

SMD/2016/0603 **Valid 18/10/2016**	**PENNY LANE SHOPPING MALL HIGH STREET CHEADLE**	**VARIATION OF CONDITIONS 3 AND 4 (SHOP FRONT DETAILS) (SMD/2015/0794)** **(VARIATION/REMOVAL OF CONDITIONS)**

MAIN ISSUES

- The impact on the character and appearance of the Conservation Area.

DESCRIPTION OF SITE

The site is in the town centre of Cheadle and faces the High Street. It is also in a Conservation Area. It comprises a flat-roofed modern building with a number of retail units grouped around an internal 'arcade' accessed from the High Street. A number of these are vacant. The rear part of the building comprises storage areas above a shop which faces the rear car park.

PROPOSAL

The application is for the variation of conditions 3 and 4 of Permission SMD/2015/0794 for the conversion of the building to provide two retail units (facing the High Street) in place of the shopping 'arcade' and four 1-bed apartments to the rear of the shops in the rear part of the building next to the parking area (conversion of the storage areas). The conditions currently require details of finishing and cladding to the High Street elevation including the shop-front (Condition 3) and also for the cladding/finishing materials for the flats (side and rear elevations of the building) to be approved before the commencement of works. However, the application wants to vary the conditions so that those details are required to be submitted and approved before the occupation of the building. The reason given for the changes, by the applicant, is that *"The commercial units are to be occupied by national tenants. The retail units will be developed as shell units so that tenants can do full fit out. The tenants will cater shop fronts to there needs. It is not cost effective to provide and have drawings approved before development commences as this will need to be changed by occupier."*

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Core Strategy Development Plan Document (Adopted 2014)

S01 Spatial Objectives
SS1 Development Principles
SS1a Presumption in Favour of Sustainable Development
DC1 Design Considerations

DC2 The Historic Environment

National Planning Policy Framework

Sections 7 (Design) and 12 (The Historic Environment)

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2015/0794: Conversion of building to provide two retail units and four flats. Approved.

CONSULTATIONS

Publicity

Site Notice expiry date: 8.12.16
Neighbour consultation period ends: 8.11.16
Press Advert: 2.11.16

Public Comments

None.

Town / Parish Comments

No objection.

Conservation Officer

No objection providing shop-front improvements are undertaken prior to occupation.

OFFICER COMMENTS

The conditions required the design details to be submitted and approved before the commencement of works. This would have provided assurances that finishing materials were agreed before the complete redevelopment could commence. However, the proposed variation would allow internal works to the retail units to commence and for the external finishing materials and shop-fronts to be chosen by the tenants to suit their individual needs. The variation of Condition 4 would allow the external finishing materials for the rest of the building to match the front elevation finishing materials chosen by the retail tenants.

I consider that providing the conditions are reworded to ensure that the details are approved and, more importantly, implemented before the occupation of the building i.e. before the retail tenants and apartment tenants move in, then I consider the eventual appearance of the building (resulting in improvements to its appearance) and therefore the character and appearance of the Conservation Area, would not be harmed.

OFFICER RECOMMENDATION : APPROVE

Case Officer: Chris Johnston
Recommendation Date: 13.12.16

X Rachael Simpkin

Signed by: rachael.simpkin

On behalf of Staffordshire Moorlands District Council