



Planning Advisory Panel South – 21 April 2020

Delegated Report

Application no DC/20/0160/FUL

Location

201 Hamilton Road
Felixstowe
IP11 7DT

Expiry date 11 March 2020

Application type Full Application

Applicant JD Wetherspoon

Parish Felixstowe

Proposal The proposal is a 2 storey Public House. On the site of an old GP practice which has been demolished

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Summary

The application seeks the erection of a two-storey Public House on the site of an old GP practice which has been demolished at 201 Hamilton Road, Felixstowe, IP11 7DT.

This application is referred to the advisory panel as officers are minded to refuse the application contrary to the Town Council's recommendation to approve.

Site description

The application site is an area of approximately 0.16 hectares and is located within the defined town centre boundary of Felixstowe as identified by the Felixstowe Area Action Plan Policy FFP2. The Central Surgery Medical Practise previously occupied the site, however the application for demolition of the surgery was permitted under reference: DM/2015/021 with demolition commencing on 08/01/2016. The site is therefore vacant.

The site is in a prominent location, the most northern point of Hamilton Road; as such it has an active frontage onto Hamilton Road, High Road West and the Great Eastern Square. The site is opposite Orwell Hotel and adjacent to the Railway Station.

The site is considered to be in a mixed-use area which includes commercial, retail, service, educational and residential establishments; the closest residential dwellings located on High Road West are approximately 11.5m from the site.

The site is not within the Felixstowe Conservation Area, or within any other designated areas. The main passenger buildings, concourse and station masters house which form the Railway Station and Great Eastern Square are Grade II listed.

Proposal

The application seeks to erect a two-storey Public House on the site of a former GP practice which has since been demolished.

The site has an extensive planning history for similar proposals, including:

- o DC/14/1658/FUL (extant)

Permitted - Demolition of existing Doctors Surgery (Class D1) and erect public house (Class A4).
New Two Storey Public House for JD Wetherspoon

- o DC/16/0246/DRC

Permitted - Discharge of conditions 6, 7, 8, 9, 10, 11, 13 and 14 of DC/14/1658/FUL. Condition 5 was not discharged (not pre-commencement).

- o DC/14/2898/FUL

Allowed on appeal - Demolition of existing Doctors Surgery (Class D1) and erect public house (Class A4). New Two Storey Public House for JD Wetherspoon.

- o DC/18/4507/FUL

Withdrawn - The proposal is a five-storey building and basement. Consisting of a Pub on the ground floor and the upper floors containing 24 apartments. On the site of the old GP practice which has been demolished.

- o DC/19/0298/FUL

Withdrawn - The proposal is a four storey building and basement. Consisting of a Pub on the ground floor and a 50 Room hotel on the upper floors. On the site of an old GP practice which has been demolished.

- o DC/19/1292/FUL

Withdrawn - Proposed Public House

The applicants have also sought pre-application advice on previous schemes, but no formal pre-application advice was undertaken prior to the submission of the current application.

Consultations/comments

A total of seven contributions were received during the consultation period; three of these were in support of the application, three objected and one was neutral/commented on the proposal.

Those in support raised the following material considerations:

- o Principle of development acceptable for this location;
- o The scheme has overcome concerns of previous applications (reduced height and seating areas proposed onto the Great Eastern Square).

The above points were similar to those of the neutral comments received, however did not specifically state that they were in support of the application.

Those in objection raised the following material considerations:

- o The principle of development;
- o Impact to neighbouring amenity (particularly due to outside seating areas).

Full copies of the received representations are available to view on the Council's website, the above is a summary of those received.

Consultees

Parish/Town Council

Consultee	Date consulted	Date reply received
Felixstowe Town Council	17 January 2020	6 February 2020
<p>Summary of comments:</p> <p>Committee warmly welcomed this application and were pleased to note that its previous concerns in respect of proposals for this site have been largely addressed in this latest iteration.</p> <p>Committee therefore recommended APPROVAL, subject to the following considerations:</p> <p>i. we would support the Arboricultural Officer's view that trees should be re-provided on site and replacements be appropriately selected to be best suited for the town centre environment. This should result in no net loss of trees overall, ideally an increase;</p> <p>ii. we seek assurance that, any signage on the northern elevation be non-illuminated;</p> <p>iii. we note that para 7.4 of the Applicant's Transport Statement says: 'Cycle parking provision is proposed for the use and can be provided within the development.' However, we were unable to identify any cycle parking facilities within the plans and would wish to see such provision incorporated, for both staff and customers; and,</p> <p>iv. we note that, at time of consideration, no comment from SCC Highways had been received. Committee seeks assurance that proposed access arrangements will not necessitate delivery</p>		

vehicles having to take a wide track as they exit the site onto Hamilton Road the site, in order to eliminate potential conflict with oncoming traffic.

Overall, Committee was pleased to note that the design of the building was appropriate for the setting, allowing for a positive interface with Gt. Eastern Square. Members look forward to this development commencing, the consequent improvement of this derelict site and additional jobs created as a result.

Statutory consultees

Consultee	Date consulted	Date reply received
Suffolk County - Highways Department	17 January 2020	7 February 2020
Summary of comments: Holding objection - further information to be submitted.		

Non statutory consultees

Consultee	Date consulted	Date reply received
Suffolk Fire And Rescue Service	N/A	22 January 2020
Summary of comments: Informative advice on access to water supply and fire fighting facilities.		

Consultee	Date consulted	Date reply received
Felixstowe Futures	N/A	21 January 2020
Summary of comments: We at Felixstowe Forward would be supportive of any increase in A3, whether by means of conversion or new build, that would create room for existing businesses to expand or new businesses to move in. This would support the economic growth ambitions outlined in both local and regional strategies (the East Suffolk Growth Plan, the East Suffolk Business Plan, the Suffolk Growth Strategy and the Norfolk and Suffolk Economic Strategy). Our Economic Growth Plan states the importance of supporting entrepreneurs, encouraging existing businesses to grow, and attracting businesses to the area. All of this requires suitable premises to be available in order to meet the needs of start-up businesses and growing businesses. We would also welcome the increase in employment and the strengthening of our key sectors in East Suffolk.		

Consultee	Date consulted	Date reply received
Felixstowe Society	17 January 2020	10 February 2020

Summary of comments:

The Felixstowe Society welcomes the proposed scheme and hopes for a speedy implementation.

Consultee	Date consulted	Date reply received
Environmental Protection (Internal)	17 January 2020	23 January 2020

Summary of comments:

Comments received and are incorporated into the Officer's report; full comments are available on the Council's website.

Consultee	Date consulted	Date reply received
Felixstowe Chamber Of Trade And Commerce	17 January 2020	No response

Summary of comments:

No response received.

Consultee	Date consulted	Date reply received
Design And Conservation (Internal)	17 January 2020	11 February 2020

Summary of comments:

Comments received and are incorporated into the Officer's report; full comments are available on the Council's website.

Consultee	Date consulted	Date reply received
Economic Development (Internal)	17 January 2020	No response

Summary of comments:

No response received.

Consultee	Date consulted	Date reply received
Landscape Team (Internal)	17 January 2020	31 January 2020

Summary of comments:

Comments received and are incorporated into the Officer's report; full comments are available on the Council's website.

Consultee	Date consulted	Date reply received
Disability Forum	17 January 2020	No response
Summary of comments: No response received.		

Consultee	Date consulted	Date reply received
Suffolk Wildlife Trust	17 January 2020	No response
Summary of comments: No response received.		

Reconsultation consultees

Consultee	Date consulted	Date reply received
Suffolk County - Highways Department	17 March 2020	27 March 2020
Summary of comments: No longer raise a holding objection, no conditions recommended.		

Publicity

The application has been the subject of the following press advertisement:

Category	Published	Expiry	Publication
Affects Setting of Listed Building	23 January 2020	13 February 2020	East Anglian Daily Times

Site notices

General Site Notice	Reason for site notice: Affects Setting of Listed Building Date posted: 23 January 2020 Expiry date: 13 February 2020
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Planning policy

National Planning Policy Framework

SP1 - Sustainable Development (East Suffolk Council - Suffolk Coastal District Local Plan - Core Strategy and Development Management Development Plan Document (July 2013))

SP1a - Presumption in Favour of Sustainable Development (East Suffolk Council - Suffolk Coastal District Local Plan - Core Strategy and Development Management Development Plan Document (July 2013))

SP21 - Felixstowe with Walton and the Trimley Villages (East Suffolk Council - Suffolk Coastal District Local Plan - Core Strategy and Development Management Development Plan Document (July 2013))

SP6 - Regeneration (East Suffolk Council - Suffolk Coastal District Local Plan - Core Strategy and Development Management Development Plan Document (July 2013))

DM19 - Parking Standards (East Suffolk Council - Suffolk Coastal District Local Plan - Core Strategy and Development Management Development Plan Document (July 2013))

DM21 - Design: Aesthetics (East Suffolk Council - Suffolk Coastal District Local Plan - Core Strategy and Development Management Development Plan Document (July 2013))

DM23 - Residential Amenity (East Suffolk Council - Suffolk Coastal District Local Plan - Core Strategy and Development Management Development Plan Document (July 2013))

SP15 - Landscape and Townscape (East Suffolk Council - Suffolk Coastal District Local Plan - Core Strategy and Development Management Development Plan Document (July 2013))

SP14 - Biodiversity and Geodiversity (East Suffolk Council - Suffolk Coastal District Local Plan - Core Strategy and Development Management Development Plan Document (July 2013))

DM27 - Biodiversity and Geodiversity (East Suffolk Council - Suffolk Coastal District Local Plan - Core Strategy and Development Management Development Plan Document (July 2013))

DM28 - Flood Risk (East Suffolk Council - Suffolk Coastal District Local Plan - Core Strategy and Development Management Development Plan Document (July 2013))

FPP13 - Felixstowe Town Centre (East Suffolk Council - Suffolk Coastal District Local Plan - Felixstowe Peninsula Area Action Plan Development Plan Document (January 2017))

FPP2 - Physical Limits Boundaries (East Suffolk Council - Suffolk Coastal District Local Plan - Felixstowe Peninsula Area Action Plan Development Plan Document (January 2017))

Planning considerations

Principle of Development

The site was granted consent for a public house under DC/14/1658/FUL and DC/14/2898/FUL was later allowed on appeal. The pre-commencement conditions of DC/14/1658/FUL were discharged under DC/16/0246/DRC and the demolition of the existing GP practice took place in 2016. As such it is broadly considered that this consent has been implemented and remains extant; although this is an informal opinion of Officer's not a formal legal determination (certificate of lawfulness). It is therefore considered that these consents have set a precedent for the use of the site as a public house.

The acceptability of a public house on site is further confirmed by Felixstowe Area Action Plan Policy FPP13 - Felixstowe Town Centre, which states that main town centre uses will be directed to sites and buildings within the town centre boundary; of which the application site is. The main town centre uses identified by this policy includes:

"Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities, the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

The strategy for Felixstowe, as confirmed by Core Strategy Policy SP21 will be to reverse the recent trends towards a population imbalance, threats to local services and a decline in the fortunes of the town in order to enable it to fulfil its role as a major centre. It will be integrated with the objectives of 'Felixstowe and Trimleys Futures' a partnership aimed at social, economic and environmental regeneration of Felixstowe and the Trimleys.

The aim will be to achieve a thriving seaside town and port, attractive to residents of all ages, and welcoming to visitors who wish to experience the town's beautiful coastal location, proud Edwardian heritage, vibrant and diverse retail offer, café-culture and healthy outdoor lifestyle. The expansion of the retail, service and other facilities available within the town centre will be supported to meet the needs of the whole population both resident and visitor.

Overall, the strategy seeks to expand the tourism role in terms of services, facilities and accommodation, building on the qualities and facilities offered by the town of Felixstowe, and creating strong links between the seafront and town centre areas. The proposed development would provide a public house which would be utilised by those visiting the area and local residents, therefore accords with Policy SP21. Additionally, the economic regeneration of Felixstowe is supported by Core Strategy SP6 (Regeneration).

In considering the above, it is considered that the principle of development is acceptable, subject to compliance with other material considerations outlined below.

Case against Development

Design, Landscape and Visual Amenity

As noted above, the site has an extant consent for a public house, the approved elevational plans are included as a point of reference within the presentation which accompanies this report.

The site is situated in a prominent location within the town. Hamilton Road is one of the main gateways into the town centre and the scale and design of any new building on this site should reflect this. The site is currently vacant and in need of a sympathetic development that makes the most of this prominent location while also respecting the character of the area and the significance of the nearby historic buildings.

The character of the area to the north of the site is residential mainly comprised of two-storey semi-detached dwellings. To the west of the site is a single storey petrol station and autocentre. To the east of the site, on the opposite side of Hamilton Road is The Orwell Hotel. To the immediate south of the site is Great Eastern Square; further south is one of the main shopping

areas of the town made up of commercial buildings ranging in scale from single storey to three storey buildings in a variety of architectural styles.

In terms of the heritage features of the surrounding area the site lies opposite the imposing, late 19th century Orwell Hotel and adjacent to the Grade II listed railway station complex. The station buildings were converted into a shopping centre known as Great Eastern Square in the late 20th century. Both the Orwell Hotel and Great Eastern Square are built in a similar style, constructed from red brick with stone dressings in the domestic revival style with decorative features such as dutch gables. Great Eastern Square is a 1.5 storey building and the Orwell is a three-storey building. Although the Orwell Hotel is not a listed building it is a local landmark building which is of historic interest. This red brick, domestic revival style is seen throughout Felixstowe as the historic core of the town and beachfront were developed in the Victorian/Edwardian period as a seaside resort.

While it is recognised that the different elevations of this building need to address different contexts and their associated constraints there still needs to be a cohesive design which unites it together.

The scale has been reduced compared to previous proposals which ensures that it would not dominate the Orwell Hotel or the listed station buildings. However, this reduction in scale then requires the 'gateway' position of the site to be recognised in a different way, which has been presented as a bold architectural form; tile hung with a pyramidal roof. The main issue is that this is the 'back of house' part of the business so this feature is not active or welcoming but part of an otherwise very blank elevation facing onto High Road West. This is an issue that has been relevant to every iteration of design presented for this site.

Whilst the privacy of the neighbouring properties has to be taken into consideration this is a key frontage that needs to have active engagement with the street. Instead the building turns its back on this approach instead of providing an engaged gateway to the centre of the town. The obvious space to locate the back of house, would be the elevation facing towards the petrol station to the north of the site, this is already a functional, utilitarian space so it is the obvious place to put the non-public facing parts of the site. This is something which is endorsed by Core Strategy SP21 for the retail uses on Hamilton Road and albeit the site does not propose a retail use, this policy approach is somewhat relevant.

While it is recognised that access for deliveries etc is always going to be a challenge on this site if the footprint of the building was reduced then there would potentially be alternative solutions that have not been considered. The proposed solution is not ideal with a relatively large distance between the delivery area and the entrance to the back of house area and bin store.

The applicants have included an active frontage onto Great Eastern Square, which will encourage activity on the square itself. The arcade detailing is attractive but this elevation is let down by the lack of enclosure, immediately creating a large set back at first floor to create a balcony means that the presence of this building on this elevation is diminished. Combined with a low, shallow roof form that does not seem to relate to either of its neighbours this elevation feels like a missed opportunity to create a strong frontage onto the square. The curved corner section is an attractive detail but the roof form of this element is a bit contrived. The design is let down by this attractive detail, or some version of it, not being continued around the rest of the building.

The very deep, square projection in the centre of the elevation facing onto Hamilton Road challenges the Great Eastern Square elevation for dominance and as such the two elevations have little in common.

The Hamilton Road elevation is the most confused of all with three very striking but equally very distinct forms. It feels like three different design iterations have been put together on one elevation. None are considered to be lacking in architectural merit but in combination they appear confused, lacking a cohesive design approach. This impression is exacerbated by the deep set backs on either side of the central projection which highlight the disconnect between the three sections.

The application as submitted would not be supported on design grounds as it was not considered to comply with Core Strategy Policy DM21 (Design - Aesthetics). The agents were made aware of the significant concerns raised above and following discussion with the case and conservation and design officers an amended plans P201A, P202A, P203A and P204A were submitted on 17/03/2020, seeking to overcome the points raised above. However, in reviewing the amended plans, it is acknowledged that the scheme has been tweaked, but has not gone far enough to address the concerns previously expressed. A further breakdown as to why the plans are not considered to have overcome the matters raised are outlined below:

High Road West (north elevation)

Officers have consistently raised concerns about the blankness of the elevation facing on to High Road West. This site sits on a prominent corner on the approach to Hamilton Road and the heart of the retail centre of Felixstowe. The building on this plot needs to create a strong gateway in combination with the Orwell Hotel. Instead the design continues to present an elevation with large expanses of blank brickwork and high level, obscure glazed windows. The tile hung pyramidal form is intended to be the key feature of the scheme that makes it clear that this is a gateway building but it is set back behind the central section of this elevation reducing its impact when approaching from High Road West. This elevation would have no active engagement with the street and is very obviously the 'back of house' even though it should be a key frontage.

This building has clearly been designed from the inside out with generic internal arrangements taking precedence over the external appearance of the scheme and the context of the site. During discussions with the agent it was strongly advised that the internal layout was adapted so that the back of house was situated on the west elevation facing onto the adjacent petrol station site. The revised scheme has added an extra two high level, obscure glazed windows and a pattern to the brickwork. This is not considered sufficient to address the concerns raised above.

There is question over the efficiency of the proposed delivery area in relation to the back of house with a relatively large distance between the access area for delivery and waste collection lorries and the entrance to the back of house area. This is likely to result in greater noise issues to neighbouring residential amenity than a more efficient layout; this does not appear to have been addressed in the revised scheme.

Great Eastern Square (south elevation)

For the building on this site to benefit Great Eastern Square through closing in the northern side and creating a positive sense of enclosure to the space the south elevation of the building needs to have a strong presence.

The large terrace area at first floor was not considered to be a positive feature of the design as it reduces the presence of the building. This, combined with the low, shallow roofline of most of this elevation results in a missed opportunity for successfully enclosing this key space.

It was suggested that the right hand gable be increased in size to match the left and the central section of roof also raised accordingly, this alongside a reduction in the size of the terrace area has the potential to rectify this issue while still providing the desired outside space at first floor. The convoluted array of different roof forms is also perhaps most obvious in this elevation, it appears that this design has been approached one elevation at a time with little regard for the overall cohesiveness of the design.

As such the only change that has been made to this elevation is to add some decorative detail to the front of the glass balustrade. Decorative timber and metal balustrades are more common features in Felixstowe and this could be a positive change subject to detailing but it does not go far enough to address the more fundamental concerns about the design of this elevation.

Hamilton Road (east elevation)

This elevation is perhaps the most changed from the original scheme with the continuation of the attractive arcade detailing from the Great Eastern Square elevation and shrinking the central flat roofed section so it is absorbed better into the wider design rather. However, it is still considered that this elevation best shows the fundamental issue with this design; its lack of cohesiveness. There are three separate elements each with their own strong design approach connected by a range of convoluted roof forms.

On the basis of the above, it is recommended that the application is refused for non-compliance with Core Strategy DM21 Design: Aesthetics which states 'proposals that comprise poor visual design and layout, or otherwise seriously detract from the character of their surroundings will not be permitted'. Specifically, it is considered that this scheme does not meet criteria (a) of this policy which states that 'proposals should relate well to the scale and character of their surroundings particularly in terms of their siting, height, massing and form'. This scheme is also contrary to paragraphs 127 and 130 of the NPPF, particularly part (b) of para 127 which states that decisions should ensure that developments 'are visually attractive as a result of good architecture, layout and appropriate and effective landscaping'.

The Local Planning Authority had considered presenting the scheme to the Suffolk Design Review Panel for consideration in accordance with Paragraph 129 of the NPPF. However, were not able to do so due to the current COVID-19 crisis.

In addition, the landscape officer has reviewed the submitted tree survey and arboricultural impact assessment, which states that 1 category B tree and 5 category C trees will need to be removed to make way for the intended development. The existing trees are noted as being of late mature in respect of their expected life cycle; this to be a fair assessment given their urban location and they are forest and woodland species. In this respect they cannot be regarded as having a useful long-term contribution to local amenity, although it is noted that the removal of T6 will result in loss of local landscape amenity in the short term. However, T6 (Horse Chestnut) is noted as being in declining condition.

The remaining trees that do not need to be felled and are shown for retention, will require various specialist engineering measures to minimise impact on the trees from incursion into root zones from hard surfaces. Overall, there will be initial loss of amenity from the proposed tree removals.

However, it also needs to be understood that the retained trees are very likely to become in an increasingly unsustainable condition as they go into decline, and also in terms of their position next to a busy road junction and what could become a much people frequented space around the new pub.

The landscape officer has therefore suggested that all trees on site be removed, with a new tree planting scheme which is more suitable to this urban location be secured by condition should consent be granted. Officers are not opposed to this approach, as it will be important to have appropriate landscaping on this prominent site, which the current remaining landscaping will eventually not be able to provide. Any securing of new landscaping for the site is not however considered to overcome the harm which will arise through poor design, which will have an impact on the landscape and townscape, contrary to Core Strategy Policy SP15.

Ecology

Based on the information available the proposed development appears unlikely to result in any significant adverse impacts on designated sites, protected species or UK Priority habitats or species (under Section 41 of the Natural Environment and Rural Communities (NERC) Act (2006)). It is noted that some tree removal is proposed, this should be undertaken outside of the bird breeding season (which is considered to be March to August inclusive) or if this is not possible the trees to be felled should be checked for nesting birds by a suitably qualified ecologist immediately prior to works commencing. Subject to a condition outlining the above, the development is considered to accord with Core Strategy Policies SP14 and DM27.

Residential Amenity

Core Strategy Policy DM23 states that new development will have regard to the following:

- (a) privacy/overlooking;
- (b) outlook;
- (c) access to daylight and sunlight;
- (d) noise and disturbance;
- (e) the resulting physical relationship with other properties;
- (f) light spillage, air quality and other forms of pollution; and
- (g) safety and security.

Development will be considered acceptable where it would not cause an unacceptable loss of amenity to adjoining or future occupiers of the development. It is noted that the applicants have made considerable effort to reduce the impact to neighbouring amenity residents by reducing the potential of privacy or overlooking to residential properties, however this has affected the visual appearance of the building, as outlined above; there needs to be a balance between design and residential amenity. Additionally, the overall height of the building has been reduced from previous schemes which sought four and five storey buildings; no concern is raised in respect of outlook or access to daylight/sunlight.

The site is bordered to the north by residential properties, the occupiers of which may be adversely affected by noise and odour from the commercial kitchen operations. As such the environmental protection team has requested an odour and noise risk assessment in accordance with the updated guidance. This was not submitted as part of the application, but due to the existing extant consent, something which can be conditioned. The Local Planning Authority will

expect that a rating level (LAeq) of at least 5dB below the typical background (LA90) can be achieved.

Given that the extant consent could be implemented, it is considered on balance that the proposed development would not cause an unacceptable loss of amenity that the proposal should be refused.

Highways

Suffolk County Council (SCC) as local highway authority initially raised a holding objection to the proposed development, until additional information was received. Additional information in respect of parking, the delivery access route and cycle storage were provided on 17/03/2020. Following receipt of this information SCC highways advised that they would not be objecting to the application for a lack of vehicular parking provision.

This is due to the combination of the site being in a sustainable location and the plethora of cycle storage facilities available to encourage the use of sustainable travelling alternatives at this location. The site can be accessed well on foot or bicycle and has good public transportation links also. As such SCC does not wish to restrict the grant of permission of DC/20/0160/FUL under highway safety grounds.

Conclusion

Whilst the principle of development for a public house on site has been established, there are overriding design concerns which deem the application unacceptable in accordance with Core Strategy Policies DM21, SP15, paragraphs 127 and 130 of the NPPF. The applicant has made some amendments to the scheme; however these are not considered to have overcome the significant concerns raised.

Recommendation

Refuse for the reasons outlined above, as set out in the reasons below

The reason for the decision to refuse permission is:

1. The application seeks the erection of a two-storey Public House on the site of an old GP practice which has been demolished at 201 Hamilton Road, Felixstowe, IP11 7DT. The site is situated in a prominent location within the town centre identified by Felixstowe Area Action Plan Policy FPP2. It is on the junction between Hamilton Road and High Road West. The site is therefore prominent on a main gateway into the town centre.

The site is currently vacant and in need of a sympathetic development that makes the most of this prominent location while also respecting the character of the area and the significance of the nearby historic buildings.

The current proposal represents poor design, which fails to reflect the prominence of this site as a gateway location. The scheme contains a number of fundamental design flaws which both in isolation and in combination would result in a scheme which would comprise poor visual design and seriously detract from the character of its surroundings. These include but are not limited to

- the blankness 'back of house' style and lack of active frontage on the northern elevation facing High Road West,
 - the setback nature of the tile hung pyramidal form,
 - the generic internal layout approach which take precedent over the external appearance of the building and the context of the site,
 - the creation of a first-floor terrace on the southern elevation of the building which would reduce its presence on to Great Eastern Square, which is further reduced by the low shallow roofline of most of this elevation,
 - the lack of balance between the south facing gables,
- And
- the convoluted array of different roof forms and the three separate elements on the east (Hamilton Road) elevation contributing along with other elements to the overall lack of cohesiveness of the design approach,

The proposal as submitted is considered to be contrary to paragraphs 127 and 130 of the NPPF, and East Suffolk Council Suffolk Coastal District Local Plan Core Strategy and Development Management Development Plan Document Policies SP15 (Landscape and Townscape) and DM21 (Design: Aesthetics) which seek to safeguard visual amenity by resisting proposals "that comprise poor visual design and layout, or otherwise seriously detract from the character of their surroundings" and seek to ensure that permitted proposals "are visually attractive as a result of good architecture, layout and appropriate and effective landscaping".

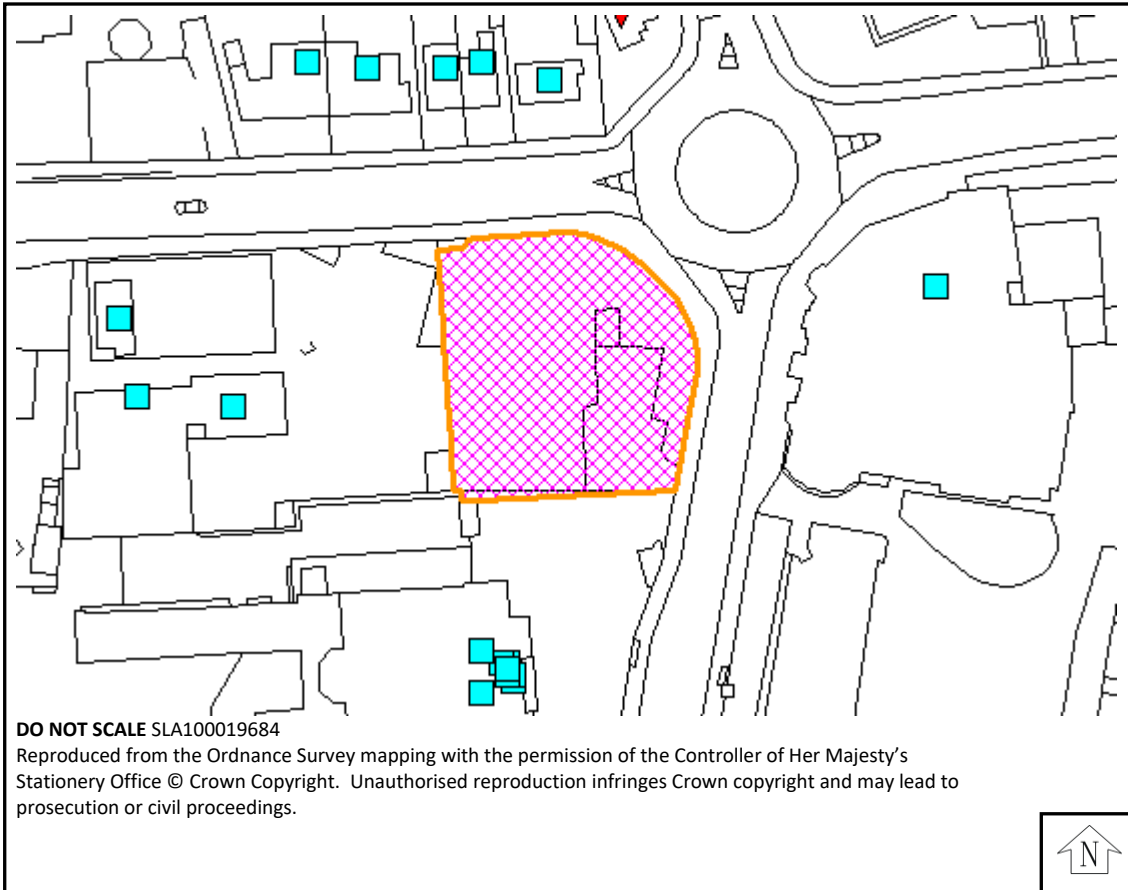
Informatives:

1. The Council offers a pre-application advice service to discuss development proposals and ensure that planning applications have the best chance of being approved. The applicant did not take advantage of this service. The local planning authority has identified matters of concern with the proposal and the report clearly sets out why the development fails to comply with the adopted development plan. The report also explains why the proposal is contrary to the objectives of the National Planning Policy Framework and local plan to deliver sustainable development.





Background information

See application reference DC/20/0160/FUL at <https://publicaccess.eastsuffolk.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=Q47299QXH5K00>

Map



Key

-  Notified, no comments received
-  Objection
-  Representation
-  Support