

APPLICATION REFERRED FROM THE WEEKLY LIST**WEEKLY LIST NO. 1402 – 10 NOVEMBER 2017****17/00928/COU****11 WEST STREET, ROCHFORD****CONVERT KINGS HEAD PUBLIC HOUSE TO 11 NO.
MULTIPLE OCCUPANCY BED SITTING UNITS AND 3 NO.
SELF CONTAINED SHOP UNITS****1 DETAILS OF REFERRAL**

- 1.1 This item has been referred from Weekly List No. 1402 requiring notification to the Assistant Director, Planning & Regeneration Services by 1.00 pm on Wednesday, 15 November 2017 with any applications being referred to this meeting of the Committee. Cllrs M J Steptoe and A L Williams have referred the application on the grounds that it relates to a significant and prominent Grade II listed building within the Conservation Area within Rochford Market Square and therefore warrants discussion by the Development Committee.
- 1.2 The item that was referred is attached at appendix 1 as it appeared in the Weekly List.
- 1.3 A plan showing the application site is attached at appendix 2.

2 RECOMMENDATION

- 2.1 It is proposed that the Committee **RESOLVES**

To determine the application, having considered all the evidence.

If you would like this report in large print, Braille or another language please contact 01702 318111.

Appendix 1

Application No : 17/00928/COU Zoning : Town Centres,
Conservation Area

Case Officer Mr Robert Davis

Parish : Rochford Parish Council

Ward : Roche South

Location : 11 West Street Rochford

Proposal : Convert Kings Head public house to 11 no multiple
occupancy bed sitting units and 3 no self contained
shop units

SITE AND PROPOSAL

1. Planning permission is sought for the conversion and change in use of public house into eleven bed sit residential units and three shop units. There is a tandem application for listed building consent - reference 17/00974/LBC. This current application follows a previous application refused planning permission under application Ref: 17/00512/COU for the following reason;
 1. The proposed loss of the ground floor commercial premises within this important town centre location would have an adverse impact on the commercial vitality of Rochford Town Centre and would be contrary to Policy 3 of the Rochford Town Centre Area Action Plan, Policies RTC1 and RTC5 of the Core Strategy 2011, and Policy DM34 of the Development Management Plan 2014
2. The building is located within the town centre of Rochford and has a frontage on the southern side of West Street looking towards the market square. It is within the Rochford Conservation area. The premises are presently vacant.
3. The Kings Head Hotel is a Grade II listed building first listed in 1959. The listing description reads as 'C18 and C19 facade of probably C17 or earlier origins. painted brick face. red plain tiled roof. Large red brick chimney stack to right. 2 storeys and attics. 3 gabled dormers. Three 2 storey angled 3-light vertically sliding sash bay windows. a dentilled band above the upper storey continued across the front. doorways to left and right of central bay, that to left with moulded surround, rectangular fanlight and shaped cornice head, to right with moulded surround, moulded and dentilled pediment, half glazed doors'.
4. The proposal would involve internal conversion works. The front and side elevations are to be retained with minor alterations to the rear elevation and access off back lane to improve the access into the rear of the building with a new door and provide means of escape. A doorway would also be formed into bedsit 4 using an enlarging an existing window opening A section of external

brickwork is proposed to be rendered. The ground and first floor wooden sash windows will be retained.

5. Internally the main rooms and central staircase would be retained. Within the building each bed sit would be located within the existing room areas with the main alterations resulting in the partitioning of the ground floor bar areas. The proposal would create 11 No. bed sitting units and three shop unit. The shop units would be located within the Market Square frontage. The application has been accompanied by a schedule of internal works and rear external alterations, a design and access statement and a historic building appraisal.

MATERIAL PLANNING CONSIDERATIONS

6. The site is within the Rochford Town Centre where the principle for conversion may be appropriate subject other material planning considerations.
7. Of particular relevance is that Rochford has a unique, historic town centre which is focused around the Market Square. The core of the town centre has a commercial character, which as noted in the Rochford Town Centre Area Action Plan 2015 (para 2.13) "has an important local function, providing a range of services".
8. The Council's local development plan policies such as Core Strategy Policy RTC1 and Development Management Plan Policy DM34 seek to protect and enhance the retail focus of the district's town centres, including Rochford, to ensure a strong mix of retail uses supported by appropriate non-retail uses such as cafes, banks, restaurants etc. to sustain their vibrancy and vitality. Furthermore Policy 6 (2) of the Rochford Town Centre Area Action Plan 2015 specifically states that "Secondary shopping frontages should be in a mix of retail and other appropriate town centre uses".
9. The proposal would provide three shop units with internal floorspaces of 20.52m², 19m² and 16.8m². This would allow the continued use of a significant part of the ground floor of the building in commercial use whereas the previous application provided for only one small shop unit . It is important to the town centre that the whole building frontage and display windows should be attractive with commercial interest rather than a passive residential use dominating. With this revised proposal this would now be the case. The proposal would therefore support the vitality and vibrancy of Rochford town centre which provides an important role in delivering accessible services and facilities for the local community. The Council's Economic Development officers consider that the inclusion of three self - contained commercial units would have a positive impact.
10. The proposal represents a HMO and the room sizes fall below that required for flats. It is noted that a similar development at 22 South Street, 16/01031/FUL, has been found acceptable.

11. The property is within a town centre location and does not have any parking facilities on the application site. As stated in the adopted Parking Standards Design and Good Practice document, a lower provision of vehicle parking may be appropriate in areas where there is good access to alternative forms of transport and the proposal site is considered to be in a sustainable location in Rochford Town Centre with good access to sustainable transport and other facilities. There is a bus stop outside the front of the building and the railway station is but a short walk away. The entrance to the building would be from the rear in close proximity to the Back Lane car park. The local highways authority has no objection to the development subject to the provision of appropriate cycle parking facilities and the provision and implementation of a Residential Travel and Information Pack for sustainable transport.
12. It is considered that the proposal would be in accordance with national and local planning policy and that the inclusion of three shop units overcomes the previous reason for refusal.

Consultations and Representations:

13. **ECC HISTORIC BUILDINGS/CONSERVATION AREAS**
The applicant seeks permission to convert the former Kings Head Pub, 11 West Street in Rochford to form 11 multiple occupancy flats and three ground floor retail units. The façade of the building is of eighteenth and nineteenth century construction, which has re-fronted an earlier timber framed building. It is an important historic public house, fronting onto the market -place within the centre of Rochford. For this reason is it not only listed grade II for its architectural and historic significance, but the building is also considered to make an important contribution to the character and appearance of the Rochford Conservation Area.
14. A previous application (17/00513/LBC) was considered earlier this year. This sought to convert the building into twelve units and was not considered objectionable by the previous historic buildings consultant, subject to conditions. The revised plans show several minor alterations to these previously approved plans, but none that are considered to alter the inherent acceptability of the scheme or to alter the previous conclusions drawn.
15. I therefore would not object to the revised application, which I would suggest should be granted with the same conditions as the previous approval (17/00513/LBC).
16. **RDC ECONOMIC DEVELOPMENT**
Having reviewed this application I believe the inclusion of 3 self contained commercial units would have a positive impact.
17. **Economic Impact** - Rochford is the location of choice for new, relocating and expanding businesses, and existing businesses are given opportunities to expand and have access to excellent on-going business support. Following

discussions Essex wide at County level, it has been identified that there is a real need for Incubator/Creator Space for start-up businesses and those home businesses that need to expand into an office or storage environment due to increased demand.

18. It is well documented that over 80% of businesses in Rochford have less than 5 employees and many of them are home businesses that were internet based start ups. If we do not provide adequate space for these businesses to develop and expand we will lose them to neighbouring districts that can provide this type of affordable space. We outline in Policy ED1 of the Rochford District Council Core Strategy that the Council would continue to investigate and support the implementation of start up units.
19. NEIGHBOURS - Representations have been received from the following addresses:

Malting Villas Road 70, Middle Mead 6, Mornington Avenue 36, Glenmore House Flat 12, Lingfield Drive 44, North Street 28

- Iconic listed building in centre should not be turned into bedsits
- Unsuitable use for premises in centre of market square
- Far too many housing with not enough facilities
- Will add to congestion
- Crime
- Why should we add to problems in square?
- We don't need to cram as many people as possible into this space.

APPROVE

- 1 SC4B Time Limits Full – Standard.
- 2 The external facing materials shall match the existing parts of the building or site and/or be those materials specified on the plans and application form submitted in relation to the development hereby permitted, unless alternative materials are proposed. Where alternative materials are to be used, no development shall commence before details of those alternative external facing materials to be used in the development have been submitted to and approved in writing by the Local Planning Authority. Where other materials are agreed in writing by the Local Planning Authority, the materials agreed shall be those used in the development hereby permitted.
- 3 The development hereby permitted shall not be carried out other than in accordance with the approved plans listed below:

Drawing Numbers 1980/1, 1980/4, 1980/5, 1980/6 and 1980/7 date stamped 19th September 2017

Relevant Development Plan Policies and Proposals:

Allocations Plan 2014

Core Strategy 2011 - CP1, CP2

Development Management Plan 2014 - DM1

Parking Standards Design and Good Practice

National Planning Policy Framework

Rochford Town Centre Area Action Plan 2015

Rochford Conservation Area Appraisal and Action Plan 2007

The local Ward Member(s) for the above application are Cllr M J Lucas-Gill
Cllr M J Steptoe Cllr A L Williams

17/00928/COU

Appendix 2



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