
PLANNING APPLICATION - DESIGN AND ACCESS STATEMENT

In respect of:-

**An application for change of use
and development of the Crown &
Sceptre Public House and
redevelopment of its curtilage, at 7
Sherford St., Bromyard HR7 4DL with
Listed Building Consent**

On behalf of:-

Mr L Weekers

Ref: PA/104

Date: February 2018

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Introduction

Planning consent and listed building consent is sought for change of use and development of the Grade II listed Public House, the Crown & Sceptre, and redevelopment of its curtilage, including the demolition of a 20C. function room and associated buildings.

Pre-application advice

Pre-application advice was sought under our ref. PA/101 in August 2017 and was responded to under ref. 173389/CE on the 4th December 2017 (see annexe 4). Two options were put forward for advice, they being contained in drawing L009 and drawing L009a.

It appears that the only reservation the writer of the application advice had was some concern (at unnumbered paragraph 5) with the proposals shown on pre-app advice drawing L009 (L010 in this application) with regard to detrimental impact on the residential amenity of the neighbouring property. Given the existence of rear boundary buildings i.e. Telephone Exchange, Depot (car repairers) and other residential properties (shown on drawing L001 – Site Location Plan) we however agree with the opinion of the LPA's Conservation Officer who at paragraph 3.3 of the pre-app advice says "any new development to the rear would be minimally visually intrusive due to the way the land to the rear of the Crown & Sceptre falls away from the street and the low height of the proposed new buildings".

The writer also refers to Policy MT1 of the HCS and we are of the opinion that to meet this policy a proposal for off-street parking should be given preference, in particular because Sherford St. is part of the HGV route from the A44 to the town's industrial estates to the north. It will also be noted that this is the favoured option of local residents.

Conversion of the Crown & Sceptre and redevelopment of its curtilage

Policy SC1 of the HCS applies in that for the conversion of a pub it states that "existing facilities will be retained, unless it can be shown that the facility is no longer required, viable or no longer fit for purpose; and where appropriate, it has been vacant and marketed for community use without success."

Over the past decade the Crown & Sceptre has had a chequered trading history in that there have been several owners and/or tenants who have attempted to run the establishment, but without success. Consequently there were many times during that period when the establishment was not trading.

The previous freehold owners built a function room at the rear of the main building in anticipation of improving its trading potential. However this venture failed. The current owner purchased the premises [REDACTED] however the premises had been de-licensed and had to operate with Temporary Event Notices until a full premises licence was granted at hearing, following local objections, in June 2016. In order to further enhance the premises the new owner (current) invested a significant sum by having a children's play facility installed to the rear of the premises. However, it rapidly became apparent to the owner that the establishment was not viable and in November of 2016 the business ceased trading.

The owner then attempted to market the establishment through specialist licensed premises agents Sidney Phillips without success (see bundle marked A), updated by further letter from agents dated 22nd January 2018. Therefore every effort has been made, for more than 12 months in accordance with policy, to sell the business before contemplating any alternative use. Also enclosed are the private & confidential draft accounts, up to September 2016, prepared by Perrigo Consultants Ltd., showing a trading loss [REDACTED] in a very short period (see annexe B). Obviously as the premises are not trading further losses continue to be incurred by way of business rates, security, insurance, utilities etc.

We therefore say the proposal is in this respect policy compliant.

Policy SC1 also requires that "Existing facilities will be retained, unless it can be demonstrated that an appropriate alternative facility is available, or can be provided to meet the needs of the community affected;"

In respect of alternative facilities there are currently three "traditional" pubs, six licensed restaurants/cafes and a licensed hotel in Bromyard. There are also four off licence premises where "cheap" alcoholic beverages can be purchased. We say that there is a more than adequate supply of alternative facilities in the town and that therefore the proposal is in this respect also policy compliant.

Other policy matters

Policy BY1 of the HCS calls for a "minimum" of 500 new dwellings in Bromyard during the plan period. In particular this proposal for 3x1-bed flats and 4x2-bed flats (a net gain of 6 residential units) satisfies Policy H3 and the Local Market Assessment which has a demand for smaller units of 1 and 2 bedroom accommodation. We say that given known consents and current applications are predominantly for traditional 3 and 4 bedroom dwellings this proposal would make a significant contribution to the local housing mix. In respect of Policy SS2 the location in the town centre of Bromyard is clearly sustainable and the development will reflect the local character.

Heritage Statement

This application requires a Heritage Statement and Listing Status (see attached annexes 2 and 3).

Conclusion

Should the LPA require any further information please contact Page & Associates.

R W Page
February 2018