

**5 DCSE2006/0686/F - CHANGE OF USE FROM A1 TO A3.  
HALCYON DAZE, 4 GEORGE PLACE, GLOUCESTER  
ROAD, ROSS-ON-WYE, HEREFORDSHIRE, HR9 5BS.**

**For: Mrs. J. Ashman, per Geoff Jones Architect, 53  
Broad Street, Ross on Wye, Herefordshire, HR9 7DY.**

**Date Received: 7th March, 2006    Ward: Ross-on-Wye East    Grid Ref: 59996, 24080  
Expiry Date: 2nd May, 2006**

Local Member:    Councillor Mrs. C.J. Davis  
                          Councillor Mrs. A.E. Gray

**1. Site Description and Proposal**

- 1.1 Halcyon Daze is located between Acorns and Kodak Express, on the south side of Gloucester Road.
- 1.2 The site is located in the Central Shopping Zone for Ross-on-Wye, and within the Ross-on-Wye Conservation Area.
- 1.3 This application is for the change of use of the shop to Class A3: Restaurants and Cafes where the primary purpose is for the sale and consumption of food and light refreshments on the premises.

**2. Policies**

**2.1 Planning Policy Guidance**

PPS.1	-	Delivering Sustainable Development
PPS.6	-	Planning for Town Centres
PPG.15	-	Planning and the Historic Environment

**2.2 Hereford and Worcester County Structure Plan**

Policy CTC.1	-	Development in Areas of Outstanding Natural Beauty
Policy CTC.7	-	Development and Features of Architectural and Historical Importance
Policy CTC.9	-	Development Criteria

**2.3 South Herefordshire District Local Plan**

Policy GD.1	-	General Development Criteria
Policy C.5	-	Development within Areas of Outstanding Natural Beauty
Policy C.23	-	New Development affecting Conservation Areas
Policy C.29	-	Setting of a Listed Building
Policy RT.1	-	Ross-on-Wye Town Centre
Policy RT.11	-	Car Parking Provision

## 2.4 Herefordshire Unitary Development Plan (Revised Deposit Draft)

Policy S.5	-	Town Centres and Retail
Policy S.6	-	Transport
Policy TCR.3	-	Primary Shopping Frontages
Policy TCR.6	-	Non-retail Uses (Classes A2 and A3)
Policy HBA.4	-	Setting of Listed Buildings
Policy HBA.6	-	New Development within Conservation Areas

## 3. Planning History

- 3.1 SS990196PF Change of use from Class A1 - Approved 07.04.99  
retail to estate agent within  
Class A2

## 4. Consultation Summary

### Statutory Consultations

- 4.1 No statutory or non-statutory consultations required.

### Internal Council Advice

- 4.2 Traffic Manager - no objection.
- 4.3 Conservation Manager - no objection from an architectural point of view.

## 5. Representations

- 5.1 Ross Town Council:

“We object to this application. There is a danger of having so many take-aways. It will spoil our town centre.”

## 6. Officer's Appraisal

- 6.1 Halcyon Daze is located in a parade of modern shop units on the south side of Gloucester Road, in the Central Shopping Zone as shown on the Ross-on-Wye Town Centre Inset Map 37a in the South Herefordshire District Local Plan. Also, it is located in a primary shopping frontage as shown on Inset Map ROSS 2: Ross-on-Wye Town Centre in the Herefordshire Unitary Development Plan (Revised Deposit Draft).
- 6.2 It is the objective of policy RT.1 of the South Herefordshire District LOCAL Plan to maintain and enhance the attractiveness, vitality and viability of Ross town centre, including entertainment facilities and other services supporting a town centre. Policy TCR3 of the Unitary Development Plan (Revised Deposit Draft) states that primary shopping frontages will be protected in that they should continue to be dominated by shops. The policy continues that non-shopping uses will be permitted in these frontages provided it does not result in a continuous frontage of more than 2 non-retail units in the relevant frontage to exceed 25%, taking into account both existing and permitted non-retail uses in the relevant frontage concerned. In this case the primary shopping

frontage runs from the Edinburgh Woollen Mill to Acorns. Within this frontage there is a hot food takeaway, Pan Pizza.

6.3 This application proposes the change of use of the existing shop to Class A3: Restaurants and Cafes, places where the primary purpose is for the sale and consumption of food and light refreshments on the premises. The use of the premises as A3 is considered acceptable in this location in that it will not (there are no unimplemented planning permissions) form a continuous frontage of more than 2 non-retail uses. The proposed change of use will retain the high proportion of retail uses in this primary shopping frontage. Also, it is considered an A3 use in this location will assist in the vitality and viability of the town centre.

6.4 In conclusion it is considered the proposal complies with policy RT.1 of the Local Plan, and policy TCR3 of the emerging Unitary Development Plan.

**RECOMMENDATION**

**That subject to no further objections raising additional material planning considerations by the end of the consultation period, the officers named in the Scheme of Delegation to Officers be authorised to approve the application subject to the following conditions and any further conditions considered necessary by officers:**

- 1. **A01 (Time limit for commencement (full permission))**

**Reason: Required to be imposed by Section 91 of the Town and Country Planning Act 1990.**

- 2. **E04 (Restriction on hours of opening (restaurants and hot food takeaways))**

**Reason: To safeguard the amenities of the locality.**

- 3. **A11 (Change of use only details required of any alterations)**

**Reason: To define the terms under which permission for change of use is granted.**

- 4. **F37 (Scheme of odour and fume control)**

**Reason: In order to ensure that fumes and odours are properly discharged and in the interests of the amenities of residential property in the locality.**

**Informative(s):**

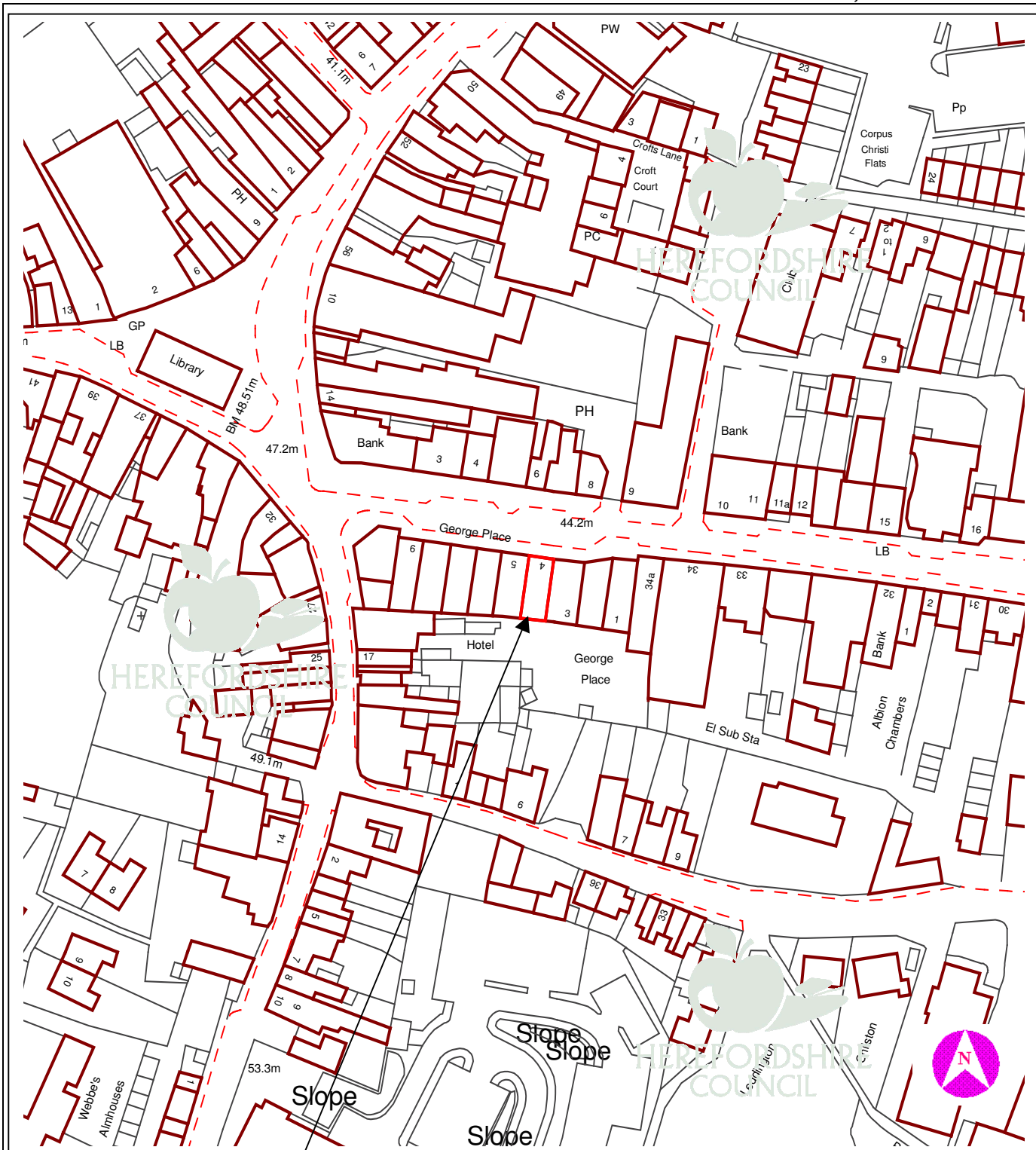
- 1. **N15 - Reason(s) for the Grant of Planning Permission**

Decision: .....

Notes: .....

**Background Papers**

Internal departmental consultation replies.



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**APPLICATION NO:** DCSE2006/0686/F

**SCALE :** 1 : 1250

**SITE ADDRESS :** Halcyon Daze, 4 George Place, Gloucester Road, Ross-on-Wye, Herefordshire, HR9 5BS

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