

## Heritage and Design and Access Statement

12-16, Victoria Road, Deal, Kent, CT14 7BN.

### **Planning History of Application Site**

- Planning Permission was granted on the 19<sup>th</sup> December 2005 for the ‘erection of two 3 storey dwellings, and construction of a vehicular access with associated car parking [existing building to be part demolished]’. Ref. no. DOV/05/00534.
- Planning application validated 29<sup>th</sup> November 2007 for the ‘demolition of warehouse and outbuildings’. Status ‘finally disposed of’. Ref. no. 07/01277.
- Planning application validated 29<sup>th</sup> November 2007 for ‘erection of attached building to incorporate 7 flats, conversion of part of existing building to 2 flats, alterations to existing vehicle access and associated car parking [existing warehouse and outbuildings to be demolished]’. Status ‘finally disposed of’. Ref. no. 07/01276.

### **Description of Application Site**

The site comprises the large single-storey building, formerly used as ancillary storage for the retail use in no. 12, Victoria Road, and last used as a retail warehouse for the disposal of low quality used merchandise. It is solely serviced from Sondes Road, the side road leading uphill to the seafront, and typified by 4 storey Victorian terraced properties of considerable charm and character. The premises falls within the ‘Middle Street’ Conservation Area.

### **Planning Policy**

The new redevelopment needs to comply with the following planning polices:-

- HS1, HS2 concerning housing provision.
- HE1, HE2 regarding the preservation and enhancement of the Conservation Area.
- Policy LE1 sets out guidelines regarding the retention of employment. The retail warehouse use is now virtually redundant, and is the impetus for the current application. The existing retail uses at 12-16, Victoria will be unaffected by the implementation of the proposed project. Nor will their residential upper parts.

### **Design and Use**

The proposed redevelopment project takes the opportunity to correct the obvious failures of the 2007 scheme, which was just a *pastiche* of the adjoining 4 storey Victorian terrace to the East, and featured a poor off-street parking arrangement, with its consequent noise nuisance, visual detriment, and reduction in residential amenity space.

The repetition of an excavated lower ground floor level is also considered to be unnecessary, and unduly expensive in terms of build costs and unknown sub-soil conditions.

The proposed design would simplify the new building, and reduce its height in relation to Sondes Road terrace, and would be set back the flank walls to enable the construction and future maintenance of the building. It would also remove the possible problems related to the relationship between the proposed eastern flank wall and the existing terrace, especially concerning the foundations. The height set down would reflect the location of the site downhill from the existing terrace.

The front elevation would feature 2 storey bays, timber box and sash windows, London Stock facing brickwork, and natural tiles to the pitched roof surfaces, all to match the adjoining Victorian terrace to the East.

The internal layout of the proposed flats is well-designed and are compliant with the LPA standards, and the intentions contained within the NPPF. Cycle and refuse storage have both been provided to comply with the recommended standards. It is designed to be car-free, but off-street parking would adversely affect the amenities of both existing and existing residents.

**Conclusion**

The case officer is advised to view the last submitted scheme, which will confirm that the current scheme is superior in many respects, and should be favourably considered.

30/04/2021

.....