

DESIGN, ACCESS &  
HERITAGE  
STATEMENT

44C/D Station Road, Sheringham,  
Norfolk, NR26 8RG





# C O N T E N T S

1. Project Details
2. Introduction
3. Project Brief
4. Site History & Analysis
5. Proposal
6. Heritage Statement

## 1 . 0 P R O J E C T D E T A I L S

### 1.1 PROJECT TITLE

Development and alterations at  
44c & 44d Station Road, Sheringham.

### 1.3 CLIENT

Mr & Mrs Moss

### 1.2 SITE ADDRESS

44c/44d Station Road,  
Sheringham,  
Norfolk,  
NR26 8RG

### 1.2 SITE ADDRESS

SMG Architects Ltd  
Rachel Camp (Project Lead)

## 2 . 0 I N T R O D U C T I O N

This document has been produced to support the full planning application for the development proposed at 44c & 44d Station Road, Sheringham.

This document will contain information about the existing site and the proposal.

## 3 . 0 P R O J E C T B R I E F

This application is to create an additional second floor above 44c & 44d Station Road to form two one-bedroom flats, as well as internal alterations to the first floor of 44c to allow for the new staircase access to the second floor. The application is to also include the change of the ground floor premises from A3 use to mixed A3 and A5.

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## 4 . 0 S I T E H I S T O R Y & A N A L Y S I S

### 4.1 SITE LOCATION

44 Station Road is located in the town centre of Sheringham and is accessed directly from Station Road; the main high street in the town. Pedestrian access to Mulberry Cafe is accessed beside J&D Papworth Farm Shop, whilst there is vehicle access to the rear of site, between 40 & 42 Station Road.

The beach is a 7 minute walk away and a local Tesco Supermarket is a 4 minute walk.

The North elevation overlooks an existing car park which serves units of 44 Station Road. This can be accessed directly from Station Road.

Main High Street

Site

Railway Station



Image from Google maps

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## 4 . 0 S I T E H I S T O R Y & A N A L Y S I S

### 4.2 CONSERVATION AREA

The centre of Sheringham town is a conservation area and the site sits within this area.

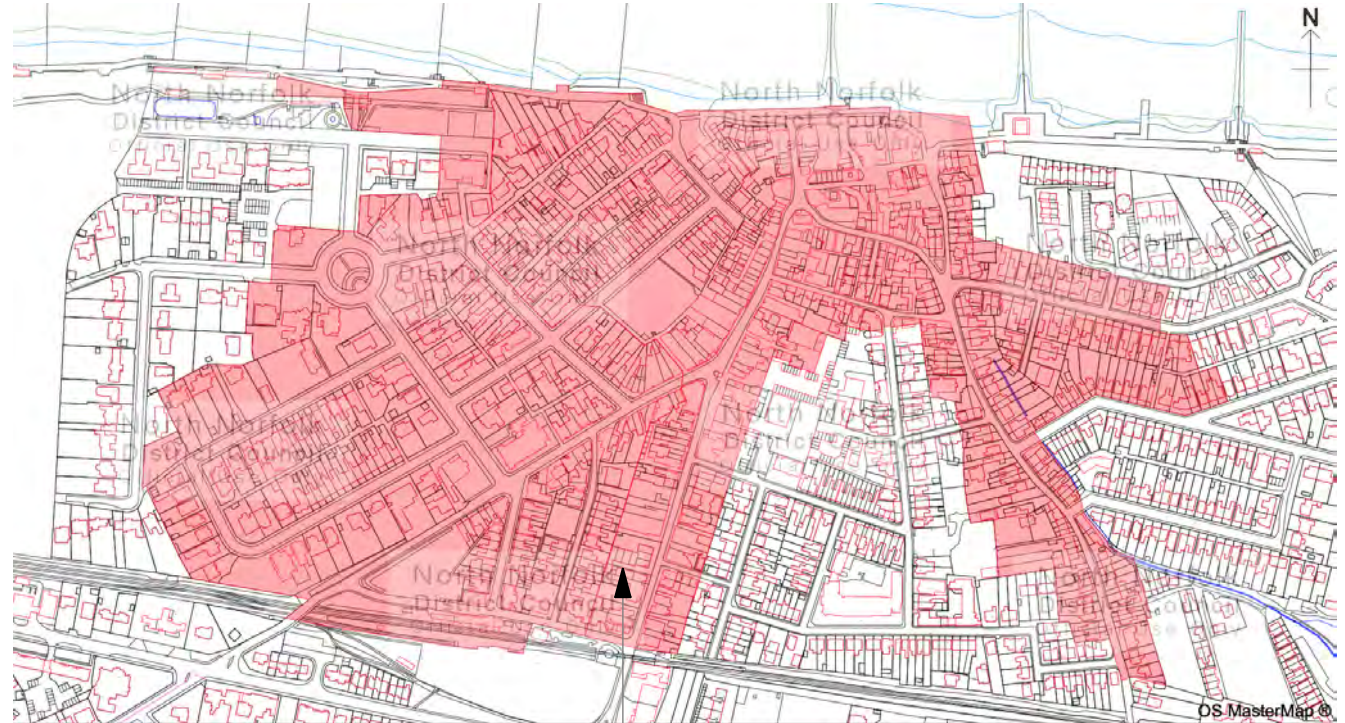


Image from NNDC website

Site

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## 4 . 0 S I T E H I S T O R Y & A N A L Y S I S

### 4.3 EXISTING BUILDING

Scale and Mass - 44c/44d Station Road is part of a two storey 1970's building and consists of commercial and residential units. Mulberry Cafe is located on the ground floor, with a two bedroom flat above 44c currently used for storage, staff cloakroom, staff room and office by Mulberry Cafe and a two bedroom flat above 44d owned separately on a long lease. The building is hidden from view from Station Road and does not have an impact on the streetscene. The roof is flat and has no architectural value.

Materials - The building is constructed from red facing brickwork with UPVC windows on the North elevation (fig.4-6) and at first floor. The ground floor doors and windows on the South elevation (fig. 1-3) are colourfully painted timber. Predominantly, the buildings along Station Road are constructed from Red brick and flint.

Access - Mulberry Cafe can be accessed by customers on the South elevation and by members of staff via 2 external doors on the North elevation. To gain access to the first floor flat there is an external door on the North elevation that leads to an internal private staircase.

### 4.4 APPLICATION HISTORY

Application Type: Full Planning

Reference: PF/08/1257

Decision Date: 22nd October 2008

Proposal: Alterations (including front bay window) and change of use from D1 (Osteopath)/A3 (Tea-Room) to A3 (Tea-Room) with bed and breakfast accommodation above.

Application Type: Pre-application

Reference: IS2/21/3304

Decision Date: 25th February 2022

Proposal: Use of first floor of 44c Station Road (currently used mainly for storage) to provide (a) a self-contained 1 bedroom flat and (b) an ancillary kitchen for Mulberry Cafe and staff WC; construct a second floor above 44c & 44d to create two new 1 bedroom flats.

Application Type: Full Planning

Reference: PF/22/1377

Decision Date: 1st September 2022

Proposal: Creation of additional second floor to form two one bedroom flats, internal alterations to allow for new staircase access to second floor, change of use of ground floor from A3 to mixed A3 and A5.

Application Type: Planning Appeal

Reference: APP/Y2620/W/23/3317580



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## 4 . 0 S I T E H I S T O R Y & A N A L Y S I S

### 4.5 EXISTING PHOTOGRAPHS



1. Front view of 44c/d Station Road



2. Front view Mulberry Cafe



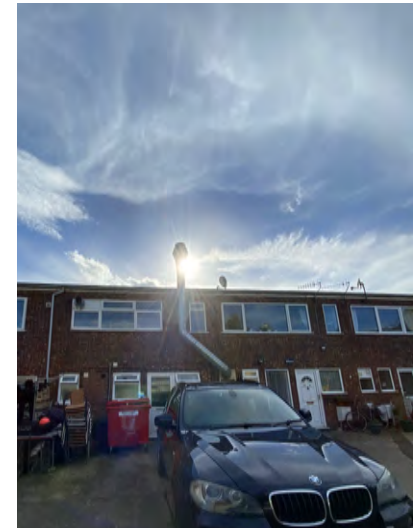
3. Front view Mulberry Cafe looking East



4. Rear view of 44c/d Station Road



5. Rear view of 44c/d Station Road



6. North Elevation of 44c/d Station Road

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## 4 . 0 S I T E H I S T O R Y & A N A L Y S I S

### 4.5 EXISTING PHOTOGRAPHS



7. Seating area of Mulberry Cafe



8. Counter/Serving area of Mulberry cafe



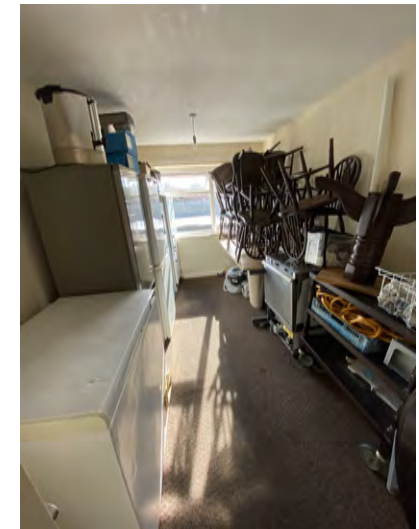
9. Kitchen of Mulberry cafe



10. First floor storage for Mulberry cafe



11. First floor storage for Mulberry cafe



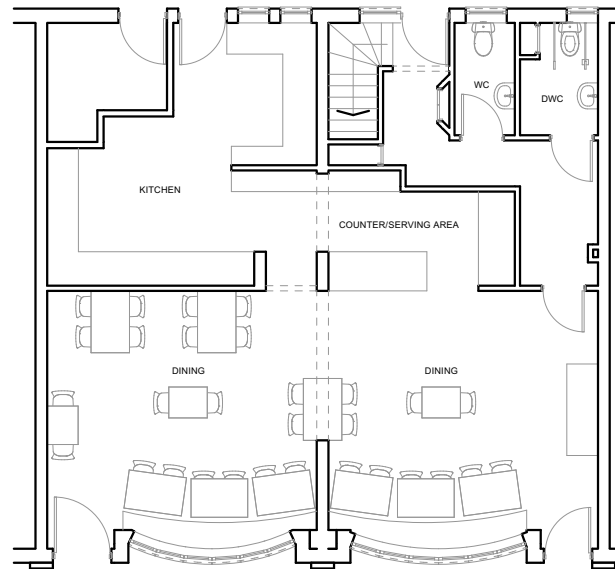
12. First floor storage for Mulberry cafe

# C O N T E N T S

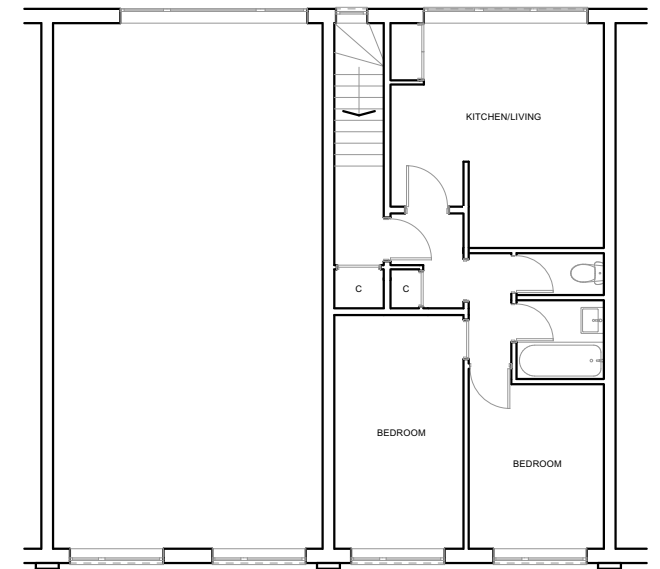
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## 4 . 0 S I T E H I S T O R Y & A N A L Y S I S

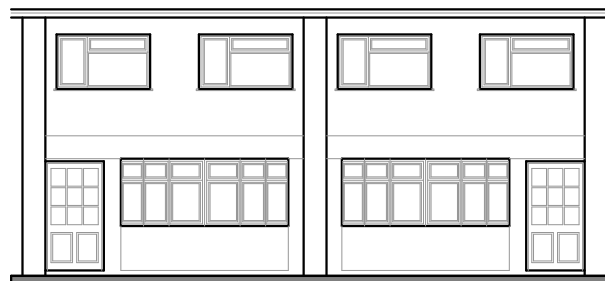
### 4.6 EXISTING DRAWINGS



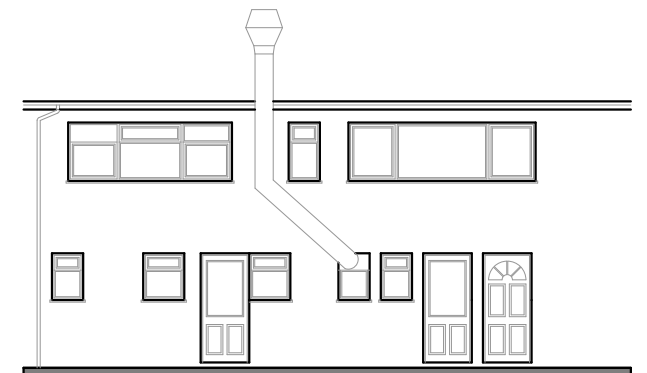
Ground Floor Plan  
Not to Scale



First Floor Plan  
Not to Scale



South Elevation  
Not to Scale



North Elevation  
Not to Scale



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## 4 . 0 S I T E H I S T O R Y & A N A L Y S I S

### 4.7 SUN PATH

The sun moves from East to West in a Southerly direction, and as the building is on North-South orientation, the North elevation does not receive direct sunlight.

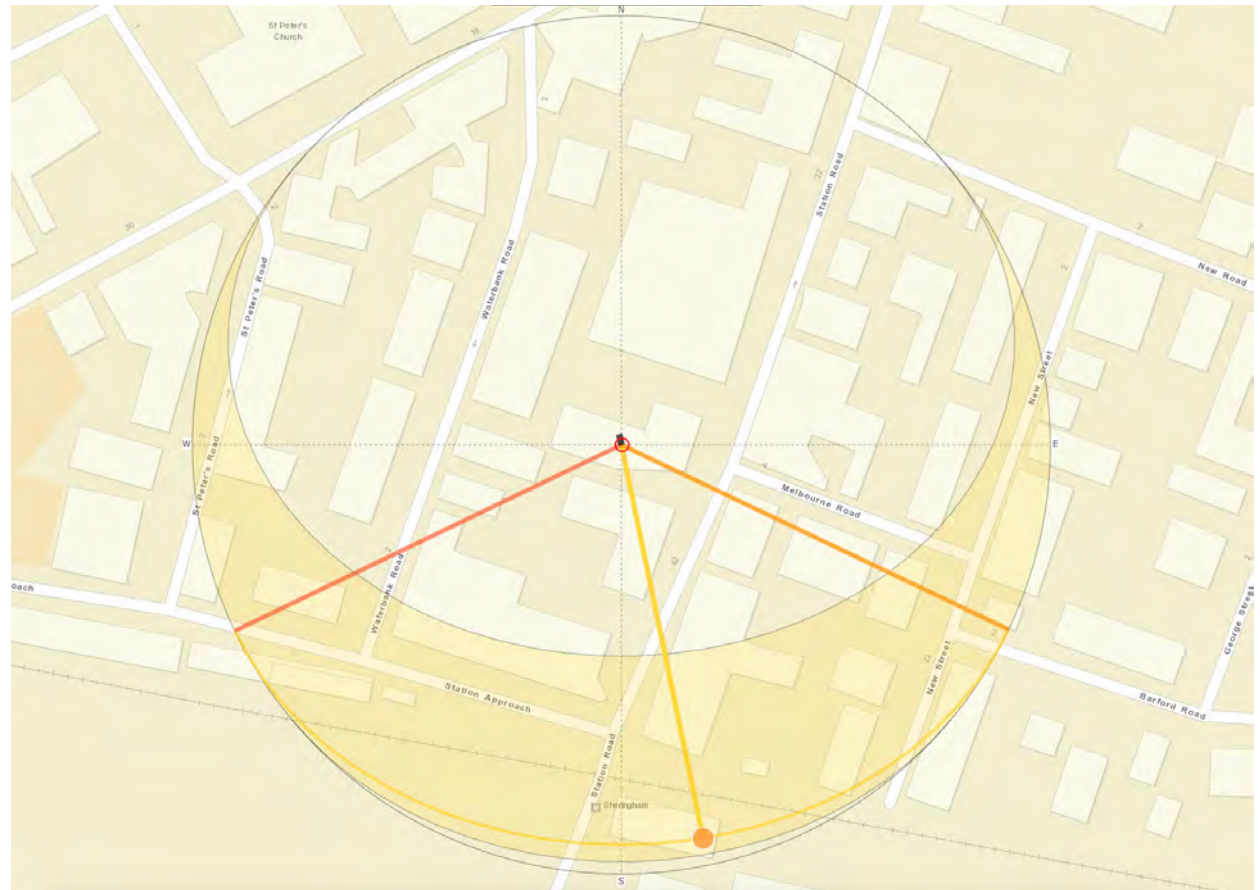


Image from suncalc.org

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## 4 . 0 S I T E H I S T O R Y & A N A L Y S I S

### 4.8 FLOOD RISK

Although Sheringham is a coastal town, the site does not sit within a flood risk zone and is not at risk of flooding. Refer to image below from the government website.

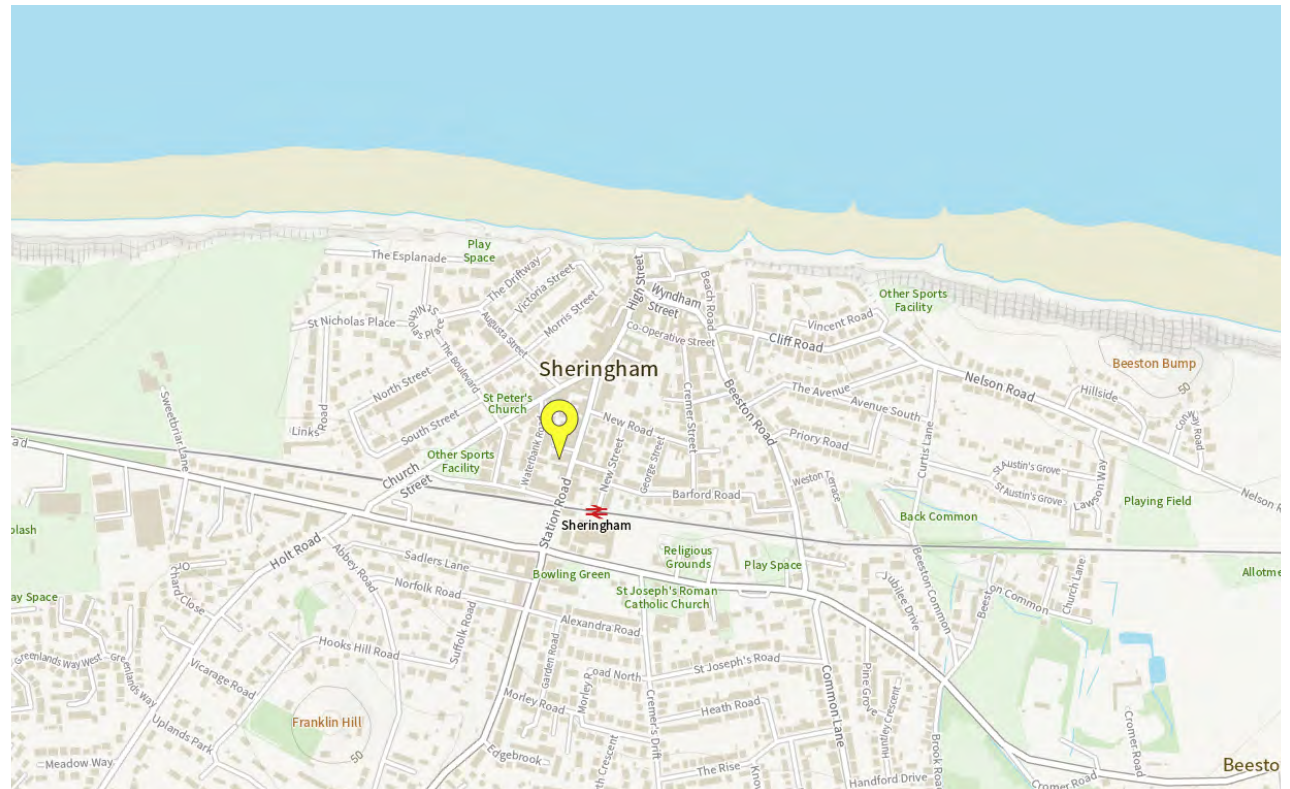


Image from gov.uk



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## 5 . 0 P R O P O S A L

### 5.1 BACKGROUND AND DESIGN CONSIDERATIONS

Our design challenge was that the 1970's block of which 44C/D has very little design merit and so, from the outset, much consideration was given as to how the proposed extension could generate good design which would relate and integrate positively but unobtrusively in terms of scale, style, materials and massing with the rest of the block and its immediate surroundings. Although the courts have decided that the bottom line of the legal protections afforded to conservation areas is that they must not be made worse as a result of any new development, the underlying and overriding aim in designing the current proposal was that it should not only preserve but deliver a positive enhancement to its setting.

The concerns/comments expressed by the NNDC Planning and Conservation Officers in their pre-application advice, responses to the previous application (PF/22/1377) and NNDC's planning appeal statement have been thoroughly considered and addressed as far as practically feasible when devising the current submission.

NNDC's main concerns are detailed below:

"The proposed roof extension, by virtue of its form, design and partial coverage would not only see the property in question gaining a disproportionate, top-heavy appearance, but it would also juxtapose awkwardly with the remaining flat and pitched roof sections of the overall host building. Furthermore, as the new build would be visible from several public vantage points within the Sheringham Conservation Area, it is considered that it would fail to preserve or enhance the character and appearance of this designated asset. By virtue of its overall height and mono-pitch form, the extension as proposed would introduce significant volume at high level and thus would see the host building gaining a somewhat ungainly, top-heavy appearance".

"Visually the existing rear wing has a coherent and homogenous appearance. By contrast, with the proposals only involving the central section of this block, the upstanding addition would look odd against the remaining sections of flat roof flanking it".

"..for such a proposal to be considered more favourably, the extension would firstly need to be applied across the whole of the flat roof area. Otherwise, it is never likely to relate particularly well to the rest of the existing building (including the front pile facing the road). Secondly, however, it would also need to take the form of a diminishing attic storey addition. Hence, the solution would probably involve some kind of edged roof arrangement with a standing seam fringe and a hidden flat roof above. In so doing, it could then provide a more proportionate cap to the building. Clearly, however, with the ownership split this is unlikely to ever happen".

"...it is considered that the fact that the existing building is relatively recessive and does not have a strong presence within the Conservation Area, is a positive attribute. Extending it upwards in an incomplete/ fragmentary way would make it significantly more visible and give it a more disjointed/incoherent appearance".

"The building does however have a homogenous, coherent appearance which in the opinion of the Local Planning Authority would be significantly harmed by the proposed extension."

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## 5 . 0 P R O P O S A L

### 5.1 BACKGROUND AND DESIGN CONSIDERATIONS

We do feel that within this feedback there were some elements which we should challenge, those being:

- i. The Conservation Officer's report of 8 August 2022 refers to a "mansard roof", the Officer Report (August 2022) refers to a "mono-pitch form" and paragraph 4.4 of NNDC's planning appeal statement again refers to a "mono-pitch form" when in fact the proposal was clearly for a ridged roof.
- ii. It is somewhat of an exaggeration to state that the host building has a homogenous, coherent appearance. The shopfronts of 42-44 facing directly on to Station Roads and those along the less visible side flank 44A - 44E are all of different styles/formats. 44E also has a single storey wing which straddles the end of the access alley and is clearly visible from Station Road. The "front pile" has an asymmetrical ridged roof which abuts the flat roof above 44B-44E. The L-shaped rear of the block is unremarkable but, it could be argued, it does have a (albeit very) limited degree of homogeneity.
- iii. From a public vantage point, the proposed extension to 44C'D will be glimpsed only very fleetingly at its (front) south aspect when travelling northwards down Station Road towards the sea, and in reverse at its rear (north aspect) when travelling southwards.

With regard to the pre-application advice and the reasons given for the refusal of PF/22/1377, a number of radical changes have now been made to the current proposal. Very careful consideration was given to a number of options including that suggested by the planning officer of "taking the form of a diminishing attic storey addition and therefore the solution would most likely involve some kind of edged roof arrangement with a standing seam fringe and a hidden flat roof above". On balance, it was felt that this was not workable option as it would substantially reduce the gross usable internal floor area of the two new one-bedroom flats below that required in accordance with the nationally Described Space Standards. Also it is considered that it would introduce a form not found elsewhere in the immediate locality and would not be compatible with the block's plain 1970s style. In addition, if the form suggested by NNDC or even a symmetrical ridged roof were extended along the whole of the current side flank, this would result in an awkward juncture with the (asymmetrical) ridge of the front 'pile' and a flying freehold with 44B and the front 'pile'.

The current proposal offers an opportunity to develop a building with no/limited aesthetic value through the use of quality materials and careful design into a more positive addition to the town centre and would improve the backland scene. The size, scale and massing would be proportionate to its immediate surroundings. Properties nearby have utilised second floor accommodation and our proposed heights have respected the ridge height precedent set by the surrounding dwellings.

### 5.2 PROPOSAL

We have reconsidered the extensive use of the zinc and, instead, carried up the vertical pillars so that both the existing and proposed elements connected. We have kept with the step back to allow the principal building to remain dominant but still carried along the zinc cladding for the roof and front and rear walls. We have proposed brick slip gables however to ensure the extension blends in with the street scene as demonstrated by our visualisations.

Also, in order to address future demands, we have proposed vehicle charging points to service the car park below.

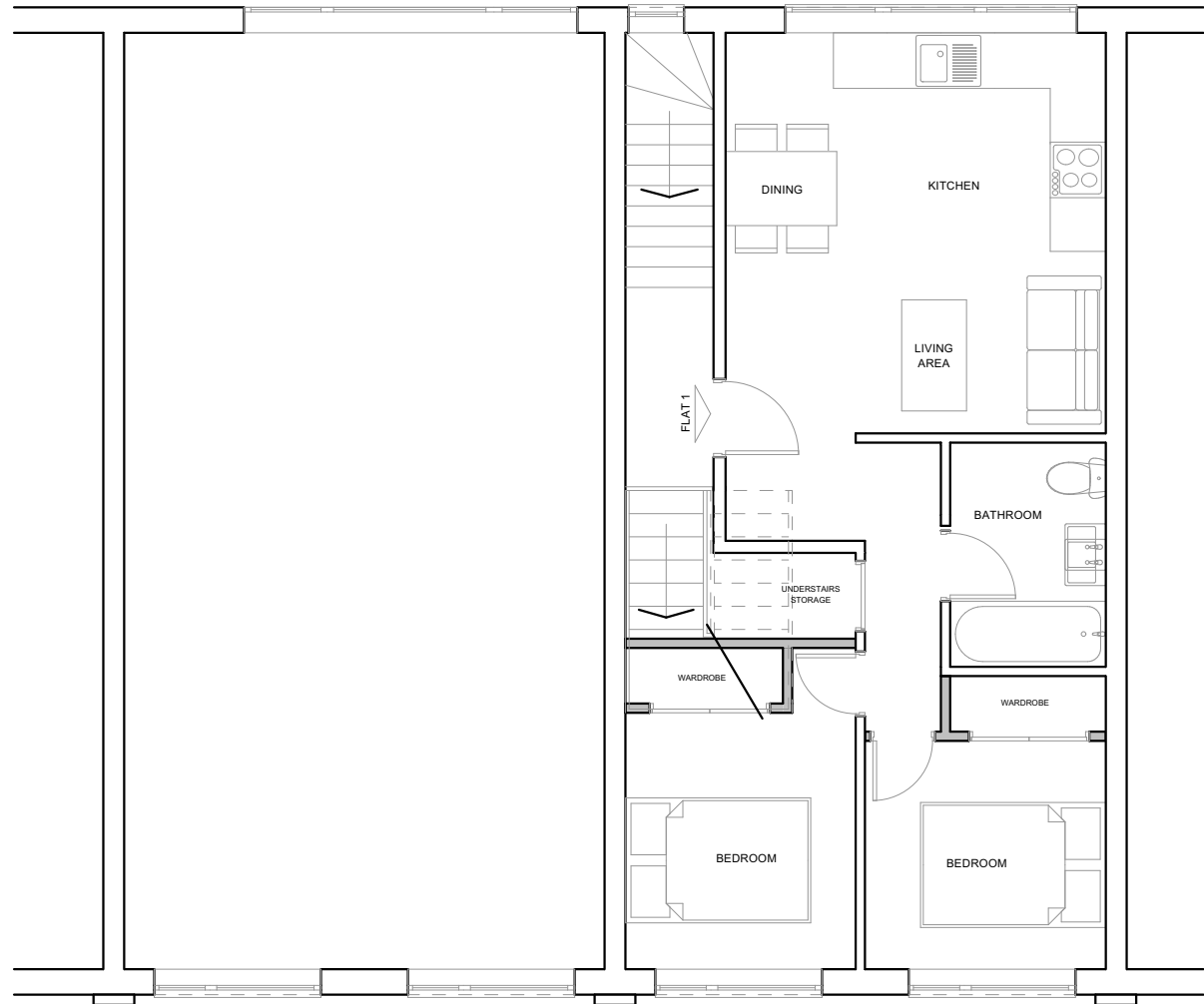


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## 5 . 0 P R O P O S A L

### 5.2 PROPOSED FIRST FLOOR PLAN



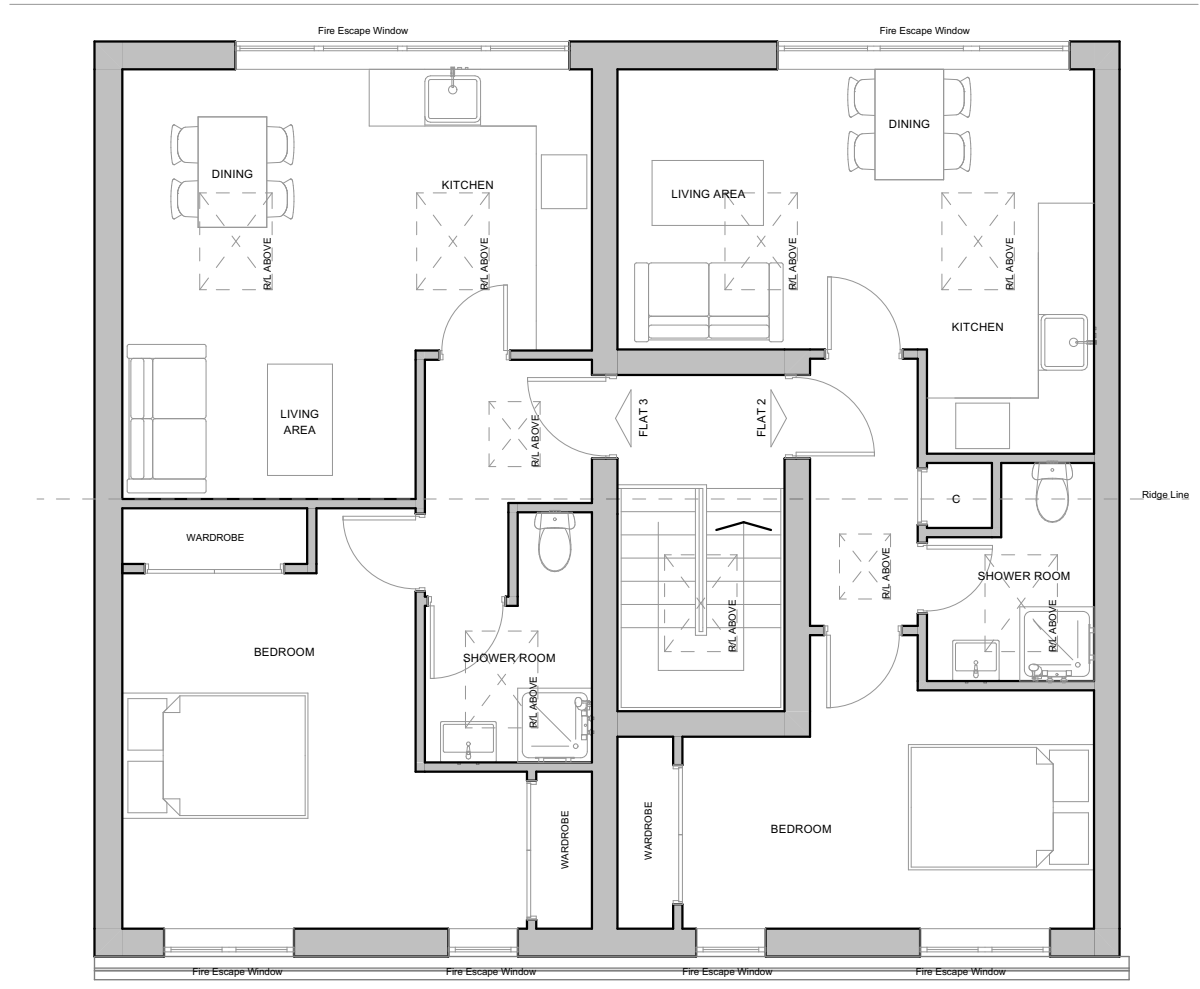
First Floor Plan - Not to Scale

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## 5 . 0 P R O P O S A L

### 5.2 PROPOSED SECOND FLOOR PLAN





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## 5 . 0 P R O P O S A L

### 5.3 PROPOSED VISUAL FROM HIGH STREET, SHERINGHAM

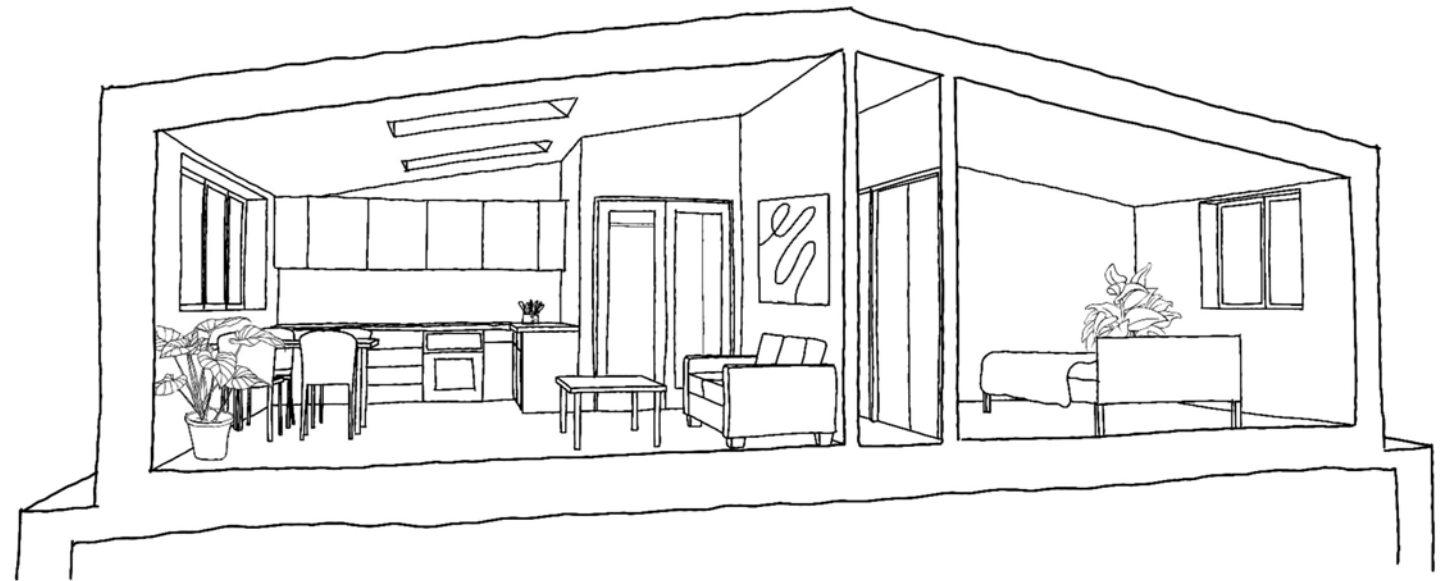


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## 5 . 0 P R O P O S A L

### 5.4 INTERNAL SKETCH - FLAT 3



SMG ARCHITECTS



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## 6 . 0 H E R I T A G E S T A T E M E N T

### 6.1 HERITAGE STATEMENT

Station Road, which is a central part of the commercial centre forming part of the Sheringham Conservation Area (SCA), is heavily developed. Station Road has a varied and vibrant character with its buildings of many architectural styles and features which has evolved over the years. This promotes an impression of non-uniform character, but creates an identity of place in the micro-context. A combination of traditional and contemporary shop fronts forms the street scene. A range of colours and materials are experienced which makes the insertion or change of existing elements less intrusive if compared to a context where regular and uniform appearance dictates the image of place. As a consequence, it could be supported that the SCA provides a level of flexibility for the alterations of some elements, within reason, which would add quality to its assorted street scene and would also continue to tell the observer how the town has evolved and still evolves over the years.

Station Road's main heritage feature is that it is lined along both sides with terraced, semi-attached and detached brick and flint Victorian houses. However, now the only remaining historic buildings without ground level front additions are two small terraced brick cottages at 28 and 30 Station Road and the detached brick and flint villa at 23 Station Road which serves as an accountant's offices. There are also substantial numbers of infill post-war buildings of differing forms: 5-7 (with a ridged roof), 9-11 and 17-21 Station Road (with flat roofs), 45 and 49 (both single storey), 42-44 (with an asymmetrical ridged roof and linked to the appeal site) and 50 (single storey).

As the proposed development is located in a backland area off a narrow side alley off the main drag of Station Road, it would be glimpsed only very fleetingly from a couple of public vantage points and therefore would have extremely limited, if any, impact on the significance and character of the Conservation Area. This area is bordered by the rear of the odd-numbered side of Waterbank Road, which, apart from a 3-storey post-war block of flats at number 1, Chepaig Court, comprises mainly of 2½storey attractive terraced/ semi-detached Victorian flint cottages although number 13 which is closest to the appeal site, is a larger imposing double-fronted 2½ storey detached villa. Their rear gardens are substantially screened by mature trees and shrubbery from the adjoining backland area of Station Road. Apart from a terrace of 6 small restored Victorian cottages, 1-6 Museum Cottages, located behind 16-22 Station Road, a sympathetically converted former barber's shop close by, the backland area comprises various functional commercial storage sheds and parking areas linked to the retail outlets. Number 28 has several storage units at the rear of its yard. The area behind number 30-32 comprises a large glazed steel-framed covered retail courtyard. The area behind 34-40 has an extensive industrial warehouse-style roof and builders' yard which adjoins the rectangular area of the private car park behind the L-shaped block formed by numbers 42, 44, 44A, 44B, 44C/D and 44E. The rear of 46 comprises extensive modern brick-built storage units which adjoin the party wall of the narrow access alley serving 44B, 44C/D and 44E. There is a private car park behind number 50 which also has 2 large wooden huts used for purposes related to the business. There is car parking at the rear of 58 which also gives access to a plain post-car building, 58A conjoined with a building on Waterbank Road.

From the elevated vantage point of the heritage North Norfolk Railway's bridge which looks down over the backland area between Waterbank Road and Station Road the proposed extension would not be visible.

Mixed-use 1970s blocks (such as the current proposal site) offer an opportunity to redevelop a building with little or no aesthetic value into a more positive addition to the town centre. Through the use of quality materials and careful design, the scheme will complement the heritage setting and improve the backland scene.