



Planning Potential and Heritage Potential secured planning permission at appeal for a single-storey side extension to the Jobber's Rest Public House, located within the Cranham Conservation Area in Upminster.

The appeal site comprises a mid-20th century public house, situated on the edge of the Cranham Conservation Area.

Planning Potential prepared and submitted an application for Planning and Listed Building Consent for a proposed single-storey side extension to the Jobbers Rest Public House in Upminster, which was located in the Metropolitan Green Belt.

The original application was refused by the Local Planning Authority (LPA) on the grounds it would result in visual sprawl, reduce openness in the Cranham Conservation Area and weaken the transition between the historic rural and suburban contexts.

Planning Potential, in conjunction with Heritage Potential, prepared a robust evidence base and heritage justification to support the Written Representations Appeal and overcome the Reason for Refusal. This included site analysis, character study of the Cranham Conservation Area, and assessment of the proposals against national and local planning policy (including the Green Belt).

A key element of the analysis was demonstrating that the relative contribution of our site to the interest of this large Conservation Area had been misunderstood by the LPA, which impacted their interpretations of potential harm.

Furthermore, the proposed extension was carefully scaled to avoid overdevelopment of the plot and designed to be visually subordinate, with a flat roof and materials consistent with the host building. We demonstrated that this approach avoided the impacts on openness and separation that the Council had identified, thereby minimising and mitigating against potential harm.

At appeal, the Inspector agreed with the assessment presented by the team, concluding that the proposal would not harm the character or appearance of the Conservation Area in compliance with national and local policy aims.

This appeal decision is a rewarding outcome and demonstrates that detailed analysis of critical planning considerations, heritage significance, combined with sensitive and high-quality design, can unlock development opportunities in Conservation Areas.

Summary of Achievements

- Providing necessary and positive solutions to heritage issues.
- Prepared and submitted a clear and robust Appeal submission that was supported by the Planning Inspectorate.
- Securing approval on all submissions for the client at a difficult site.
- Ensured that clear and consistent dialogue was completed with both the LPA and client from pre-application through to decision.