DELEGATED APPLICATIONS

ASSESSMENT SHEET

APPLICATION NO/ADDRESS: 10/1094 – 21/23 Montague Street

DATE OF SITE VISIT: 16/3

NEIGHBOURS CHECKED: Y

ADDITIONAL NEIGHBOUR NOTIFICATIONS (LIST ADDRESSES): None.

SITE AND SURROUNDINGS:

This application relates to a double shop unit on the south side of Montague Street and wrapping around the Bath Place corner. The building is within the South Street Conservation Area where it has been identified as a positive indicator building. It is also a Local Interest Building.

PROPOSAL

Permission is sought for a new shopfront and new fascia and box sign on the Montague Street frontage. The shopfront has paired central double doors in a recessed frontage with a low stallriser, 30cm high and clad in black tiles. The plans have been revised since first submitted and now show the Bath Place frontage repainted in white, originally planned to be black painted. The fascia remains in black with white lettering but the letters have been reduced in height and the cornice moulding, which currently breaks up the fascia, reinstated confining the lettering to the lower half. The original cornice detail above the deep fascia is retained in white so that it remains distinct from the new black fascia. A single box sign is planned for the west end of the frontage fascia. The existing box sign on Bath Place is to be removed.

A site inspection on 3/5/11 revealed that the Bath Place frontage has been repainted in white as has the upper part of the fascia. The revised signage details and shopfront has been installed. A box sign has been added to the Bath Place frontage.

RELEVANT PLANNING HISTORY:

07/0869 – sub division of existing shop premises to form 2 retail units with alterations including first floor rear extension, new parapet wall to side and new flat roof. Granted 10.9.07

02/00760 – Installation of two sets of illuminated fascia letters and two non illuminated projecting signs. Approved 4.9.02

96/0081 – Installation of a new shopfront and rendered wall to Bath Place with four false window features. Approved 4.3.96

96/0082/A - Installation of one fascia sign with internally illuminated halo letters and two non-illuminated projecting hanging signs.

95/0864 – Installation of new shopfront. Refused 16.1.96

95/0865/A – Installation of internally illuminated fascia signs to side and front elevations and one non-illuminated projecting sign. Refused 16.1.96

74/371 – Alterations to shopfront. Granted 9.5.74

70/763/A – Installation of internally double sided projecting box sign at fascia level. Approved 22.9.70.

70/768/A – Installation of internally illuminated double sided projecting box sign at fascia level. Approved 22.9.70

59/584 – Alterations and additions comprising bricking up of shop window in Bath Place frontage, installation of new staircase to basement, new lift and additional staff toilet accommodation. Refused 21.7.59

RELEVANT PLANNING POLICIES:

BE1 and H18 of the saved Local Plan.
BE1, BE6, CC1, CC6 and TC2 of the South East Plan
PPS1 Delivering Sustainable Development
PPS5 Planning for the Historic Environment
Policy 16 Submission Core Strategy

REPRESENTATIONS AND RELEVANT CONSULTATION RESPONSES:

Conservation Area Advisory Committee – '*Strong objection. Result of changes will have a depressing and damaging impact. The proposed dark colour will be overpowering in such large areas and on a prominent corner. Signage is too dominant.'*

Highways: *No objection.*

HUMAN RIGHTS:

First Protocol (Protection of Property) of the Human Rights Act 1998 is relevant to this application. It is accepted that the proposal, if approved, would have some impact on the neighbouring properties. However, it is considered that the level of development proposed would not cause undue harm in terms of additional noise, disturbance and loss of privacy and that, on balance, existing residential quality of life would not be adversely affected as a result of the proposal. Accordingly it is considered that it is acceptable with regard to Article 8 and Article 1.

PLANNING ASSESSMENT:

The revised signage details and repainting of the Bath Place frontage in white has considerably improved the appearance of this proposal. The shopfront itself with recessed lobby entrance to paired double doors is little changed from the original shopfront. The stallriser in black tiles will correspond with the new black fascia.

The black fascia is sleek and its impact has been much reduced with the reintstatement of the cornice running through the middle of it. White individually internally illuminated lettering is now confined to the lower half. The original shopfront cornice above the fascia has been retained in white to ensure it remains distinct from the fascia. Repainting the Bath Place frontage in white has also reduced the impact of the fascia and prevents it from being overpowering. This repainting has much improved the Bath Place frontage and allows the mock window outlines to stand out, as intended.

Two box projecting box signs, one on each frontage have been added, these replace earlier ones. The box signs are 600mm deep and sit comfortably within the height of the black fascias.

RECOMMENDATION

Approve subject to conditions.

1. Revised Plans

REASONS FOR RECOMMENDATION:

The proposal complies with the relevant policies of the Development Plan.

IS RECOMMENDATION CONTRARY TO LETTER (S) OF REPRESENTATION? Yes.

DELEGATED

Case Officer sign..... Date..... 3/5/11

Authorising Officer sign..... Date..... 5/5/11

CM