



## **Haverhill Area Working Party 10 December 2009**

### **Queen Street Shop Fronts Grant Scheme: Determination of Applications for Grant Funding**

- 1. Purpose of the Report**
  - 1.1 The purpose of this report is to determine the applications submitted by Queen Street businesses for grants towards shopfront improvements in accordance with the approved Queen Street Shop Fronts Grant Scheme.**
- 2. Background**
  - 2.1 On 6 May 2009 the Working Party approved the details of the design and delivery of the Queen Street Shop Fronts Grant Scheme (Report Z687 refers).
  - 2.2 On 22 October 2009 a three-Member working group supported by officers was set up to assess the submitted applications against agreed criteria and make recommendations to the next meeting of the Working Party for determination (Report A269 refers).
- 3. Present situation**
  - 3.1 A total of 11 grant applications (including one application for two adjacent properties) have been received within the deadline period of 2 October 2009. A further three applications have been received outside the deadline period.
  - 3.2 The applications have been assessed by the three-Member working group, utilising a method which allows an objective assessment of the individual elements of eligible work to allow comparison between different types of proposal, having full regard to the advice contained within the Queen Street Shopfront Design Guide.
  - 3.3 The recommendations of the working group in respect of each application are attached as Appendix A to the report.

#### **4. Recommendation**

- 4.1 It is **RECOMMENDED** that the applications to the Queen Street Shop Fronts Grant Scheme be determined in accordance with the recommendations of the appointed three-Member working group, as detailed in Appendix A to Report A387.

For further information, please contact:-

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## APPENDIX A

### Queen Street Shop Fronts Grant Scheme – Determination of applications for grant funding

#### Introduction

All applications for a shopfront grant were considered by a panel of three elected Members of the Haverhill Area Working Party and given a score taking into account a series of criteria based upon compliance with the Haverhill Town Centre Queen Street Shopfront Design Guide. The criteria included a series of components including materials, colour, composition, details, fascia and signage, illumination, lettering, security and condition. These components were then considered in the context of the building as existing and as proposed and the improvement which would be achieved. Consideration was also given to the size of the shop, its prominence and character and where shops form part of a group, the unity of the building.

Having regard to the above criteria, each Panel Member gave a score out of one hundred for each application and the aggregate of the three scores was awarded. It was decided by the Panel that the pass mark for a grant would be set at **65**.

#### Summary of results

The scores awarded for each grant application are listed below. A summary of the analysis of each application follows.

Address	Score	Grant awarded	Total cost	%	Total grant
36 Samuels	92	Yes	£2299	70	£1609
11 Quick Service Shoe Repairs	95	Yes	£465	80	£372
4 Haverhill Weekly News	85	Yes	£15853	70	£7000
28A USA Chicken	92	Yes	£7475	90	£6728
28 Haverhill Tandoori	92	Yes	£8050	90	£7245
30-32 C&B Beautiful	85	Yes	£2430	70	£1540
21/21A Access House/Hair Design	32	No	£26000	90	£0
12-14 Morley's	45	No	£2570	80	£0
17 Top Chef	93	Yes	£1778	90	£1600
15 Kelto (Kebabs)	82	Partial	£2171	90	£666
5-5A Sonia's	87	Yes	£3514	70	£2460

## 36 Samuels



This is an attractive small traditional shopfront which is currently marred by its oversized acrylic fascia sign which partly obscures the upper window. The shop forms one of a group of three shops within the same building.

The grant application proposes the removal of the fascia sign and the restoration of the original fascia to proportions to match the adjacent hairdresser. In addition, a sign on the flank elevation would be replaced with a smaller sign and a hanging sign would be provided. All of the colours chosen have been taken from the recommended colours in the Shopfront Design Guide. The signs would have applied vinyl lettering rather than painted signwriting.

The Panel considered that this application achieved a significant improvement by removing the one element of the building which detracted from its historic character and restoring a feature, using the adjacent traditional fascia as a guide. Overall score: **92**

Advertisement consent will be required for the proposed signage.

### **Recommendation**

A grant be awarded for the proposed work subject to the necessary consent.

## 11 Quick Service Shoes



This is a small shop adjacent to Keeble's Yard with a modest frontage.

The grant application proposes the addition of a non illuminated hanging sign from a wrought iron bracket following the removal of a fixed projecting sign. The design of the hanging sign accords with the Shopfront Design Guide.

The Panel considered that this simple sign would enhance the front of the shop and bring interest to the view along Queen Street. Overall score: **95**

Advertisement consent will be required for the proposed signage.

### **Recommendation**

A grant be awarded for the proposed work subject to the necessary consent.

#### **4 Haverhill Weekly News**



The Haverhill Weekly News occupies a prominent position at the eastern entrance to Queen Street. The shopfront comprises a large single plate glass window, a modern timber door and a full width acrylic fascia sign. Above the shopfront is a projecting bay window which together with two more above the adjacent shop forms an important feature in the street scene. Two of the bay windows fall within the ownership of the Haverhill Weekly News.

The grant application proposes the replacement of the entire shopfront with a timber framed shopfront with timber mullions dividing the window into three panes. In addition, it is proposed to fully renovate the two bay windows within the ownership of the applicant. A new fascia would be provided with raised lettering.

The Panel considered that the proposal would be a significant improvement upon the existing, although it could be improved further subject to detail changes. These could include providing a console or consoles to the side of the fascia. The renovation of the two bay windows was considered to represent a significant improvement to this end of Queen Street. Overall score: **85**

Planning permission will be required for the new shopfront.

#### **Recommendation**

Subject to detail changes to the fascia, a grant be awarded for the proposed work subject to the necessary consent.

## 28A USA Chicken



The USA Chicken hot food takeaway shop occupies a prominent position within Queen Street adjacent to Murton Slade, which forms the new walkway with the newly opened Tesco Store at the former Station Yard. Although it currently has a timber shopfront it is dominated by external security shutters which are housed within steel box structures. These currently serve to disguise an art deco shopfront with subtle curved fascia and tiled pilasters shared with the adjacent hot food takeaway shop

The application proposes the installation of a new timber shopfront capable of accommodating toughened windows, which would allow the removal of the security shutters and the provision of new signage within the existing fascia. Precise details of the signage are yet to be submitted.

Two alternative shop front designs are suggested, one which retains the recessed door and one which provides a flush door. Provision of the latter would be dependent upon the neighbouring shop moving its door within its frontage, as they currently share a common opening.

The Panel expressed the view that retention of the recessed door would be preferred and that as a whole, this proposal could have a significant impact in improving the character and appearance of this part of Queen Street. Overall score: **92**

Planning permission will be required for the new shopfront.

### **Recommendation**

Subject to details of the signage and colours being agreed and the necessary consents being first obtained, a grant be awarded for the proposed work incorporating the recessed door option.



## 28 Haverhill Tandoori



The Haverhill Tandoori occupies the other half of the building occupied by USA Chicken. Like USA Chicken it has external security grills, but in this instance they are mesh grills fixed to the outside of the windows.

The application proposes the installation of a new timber shopfront capable of accommodating toughened windows, which would allow the removal of the security shutters and the provision of new signage within the existing fascia and a hanging sign. As with USA Chicken, precise details of the signage are yet to be submitted. This application also includes replacement of the first floor windows above both shop fronts.



Again, two alternative shop front designs are suggested, one which retains the recessed door and one which provides a flush door.

The Panel expressed the view that retention of the recessed door would be preferred and that as a whole, when taken together with USA Chicken, this proposal could have a significant impact in improving the character and appearance of this part of Queen Street. Overall score: **92**

### **Recommendation**

Subject to details of the signage and colours being agreed and the necessary consents being first obtained, a grant be awarded for the proposed work incorporating the recessed door option.

### 30-32 C&B Beautiful



C&B Beautiful occupies a prominent position at the junction of Queen Street with Murton Slade and occupies the opposite end of the same building shared with Samuels. The shopfront currently has a dark stained finish and is dominated by a projecting acrylic box fascia which wraps around two sides of the building.

The application seeks to repair and repaint the shopfront in cream and brown and remove the box sign. It is then hoped that the original fascia will be revealed which will be painted to match the old sign. Given the nature of the work proposed, much is dependant upon what is discovered when the box sign is removed.

The Panel considered that this application had the potential for significant enhancement of this building by removing an incongruous feature. Some concern was expressed about retaining a sign on the Murton Slade return frontage with a suggestion that it could be replaced with a hanging sign. The view was also expressed that it is a pity that the large window is not being divided into smaller panes by the insertion of mullions, however, that could be subject to a future proposal. Overall, the proposal would bring significant benefit. Overall score **85**

Advertisement consent will be required for the proposed signage.

### **Recommendation**

Subject to details in respect of the fascia being finalised and agreed and the necessary consents being first obtained, a grant be awarded for the proposed work.

## 21/21A Access House/Hair Design



Access House is a commercial office and Hair Design a hairdresser occupying two shop units within the same building, overlooking the newly created square within Queen Street. Although both shop fronts are modern, they do not match one another and the existing fascia signage to both fronts is deep and poorly related to overall building.

Applications have been submitted for both shop fronts and each is proposing the same treatment. It is proposed to replace the existing shop fronts beneath the existing signage with stained or oiled hardwood folding doors across the entire frontage. New timber fascias are proposed to the same dimensions as the existing as direct replacements and hanging signs are proposed to both shops.

The Panel acknowledged that the proposal was significant in terms of the works proposed, but that it failed to take account of the advice contained within the Shopfront Design Guide. Although the proposals would result in modest improvements and would bring unity in respect of one another, they failed to relate to the Victorian architecture and bring unity to the building as a whole. Overall score **32**

Planning permission will be required for the new shopfront and advertisement consent will be required for the proposed signage.

### **Recommendation**

No grant be awarded for the proposed work, but the applicant be encouraged to submit a revised proposal in any future round of grant applications.

## 12-14 Morley's



Morley's occupies a double fronted shop on the northern side of Queen Street towards its eastern end. The existing shopfront retains many original features, including elegant curved glass panels leading to a recessed doorway set behind a tiled floor and a single iron column. The shopfront has not been without change, with one of the original pair of doors replaced with a window, vertical timber cladding applied to the stallrisers and pilasters and the fascia covered with an oversize fascia sign.

The application proposes the removal of the vertical timber cladding and its replacement with plywood facing. In addition, it is proposed to box in the single iron column with plywood. The shopfront would then be repainted in the same colour as existing.

The Panel considered that the replacement of the existing cladding represented an improvement, but the boxing in of the iron column was a retrograde step. The existing colour does not comply with the Shopfront Design Guide and to reuse it with the proposed changes would disguise any perceived improvement. Nothing was being proposed to reinstate the pilasters or to address the oversized fascia which currently dominates the shopfront and detracts from its historic character. Overall score **45**

### **Recommendation**

No grant be awarded for the proposed work, but the applicant be encouraged to submit a revised proposal in any future round of grant applications.

## 17 Top Chef



The Top Chef takeaway hot food shop occupies a prominent position at a focal point opposite Murton Slade at the entrance to Queen Street from the new walkway to and from the new Tesco Store at the former Railway Yard. Although relatively modern, the existing shopfront is of timber constructions and includes many traditional details. It is let down, however by an acrylic fascia sign which pays obscures the top part of a pilaster, prominent swan neck lighting and a dark stained finish which gives a drab appearance.

The application proposes a new timber fascia and lighting and painting of the timber shopfront in the approved red colour taken from the Shopfront Design Guide. In addition, a hanging sign is proposed to replace an internally illuminated projecting box sign.

The Panel the proposals could represent a significant improvement upon the existing, although the further details are required in respect of some elements such as the replacement lighting. Overall score **93**

Advertisement consent will be required for the proposed externally illuminated signage.

### **Recommendation**

Subject to details in respect of the fascia and illumination being finalised and agreed and the necessary consents being first obtained, a grant be awarded for the proposed work.

## **15 Kelto**



Kelto occupies the Haverhill Pizza and Kebab and is located next door to and occupying the same building as the Top Chef. It is a small shop which is currently in poor condition with patched render and flaking paint. Although the original shopfront has at some time been replaced with uPVC and acrylic signage been applied, the original shopfront surround has survived intact.

The application proposes repair and redecoration of the front and side of the building, including the shopfront and the replacement of the signage with new acrylic signage in an aluminium frame.

The Panel considered the repair and decoration of the building to be a significant improvement to this part of Queen Street, but that the signage fails to take account of the Shopfront Design Guide. Overall score **82**

### **Recommendation**

A partial grant be awarded for the proposed repair/redecoration work



## **5-5A Sonia's**



Sonia's is a hair salon located towards the eastern end of Queen Street with a short return frontage incorporating a display window facing North West. As such, the building occupies a focal position when viewed from the North West. Although modern, the existing shopfront is constructed from softwood framed windows and brick stallrisers and pilasters. It is dominated by a large acrylic fascia sign. The remainder of the building frontage is a combination of painted render and brick with timber sash windows.

The application proposes repair and redecoration of the front and side of the building and the replacement of the fascia sign.

The Panel considered the repair and decoration of the building to be a significant improvement to this part of Queen Street, but were concerned at the lack of details to support the application. Overall score **87**

### **Recommendation**

Subject to details in respect of the fascia and the colour being finalised and agreed, a grant be awarded for the proposed work.

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