

Design and access statement & Heritage statement

31 High Street, Cranbrook, Kent TN17 3EE

On behalf of
Podplus Ltd

1. Design and Access Statement

Use

1.1. Planning permission was recently obtained for a change of use and internal works to the building, this is unchanged.

1.2. Permission is sought to replace the shopfront.

Amount & Layout

1.3. There are no proposed extensions to the building the new shopfront will sit within the existing opening, new signage will not be illuminated and sit within the new fascia.

Scale

1.7. There are no proposed changes to the scale of the building.

Appearance

4.8. The new shopfront is of a similar design to the surrounding buildings and will provide much better natural light to the ground floor.

Landscaping

4.9. There is no landscaping proposed as part of this application.

Access

4.10. The front entrance door will be replaced only, this will provide the same level of access as the existing door.

4.11. Existing parking is provided to the rear of the property and this will remain unchanged.

HERITAGE STATEMENT

31 High Street Cranbrook Kent TN17 3EE

In support of a planning and listed building consent applications for the alterations to shop front and non-illuminated Fascia sign. Remove and replace existing door to enhance disabled access to provide a means of access for disabled people to a building which the public are admitted.

Introduction and existing streetscape

This statement looks to detail the heritage of 31 high Street Cranbrook and clarify that the proposed works will not have any significant effect to heritage assets of the building or surrounding areas. (To be read in conjunction with relevant drawings and other documents submitted as part of planning consent process.)

31 High Street is on the northern side of the High Street Cranbrook, facing south. It is within the conservation area. The building is grade II listed and in a conservation area. The existing ground floor shop front and signage are all modern (early 1990's).

The features of the former Buss Merton shop-front design has been specifically identified in the Cranbrook Conservation Area Appraisal 2010 as a detractor to the character of Cranbrook. This application aims to enhance the historic core of the town.

The traditional design of shop front in Cranbrook High Street are fully glazed-in form, dating from the end of the 19th century and this proposal desires to enhance the character of the property frontage in keeping with the conservation area, and to improve the economic vitality of the ground floor commercial premises, including enhanced disabled access.

The proposed works are not considered to impact upon any of the historic fabric of the grade II listed building.

Application

In this case a comparatively recent façade in modern materials is present and without a traditional shop front. Although within a conservation area, a different approach to the existing style and colour of signage will be more in keeping with the standards of the other buildings in the area.

There are no proposed extensions to the building, and no works extending beyond the perimeter of the premises.

There are no proposed changes to the scale of the shop front.

The existing accesses to the property will not be altered, apart from improving disabled access.

Proposed Shopfront Design

The works to be undertaken are looking to improve the front façade of the property.

The application proposes removal of modern timber columns frontage and fascia, to be replaced with new fascia sign, painted timber shop frame, and front door with enhance disabled access to the premises.

The existing frontage and fascia are timber, as is the proposed, therefore a like for like replacement. However, the proposed frontage and fascia sign design are more in keeping with other properties on the High Street.

It is proposed that as a historic building with a south-facing façade, the use of more restrained colours will be used for the painted timber frame and door.

The choice of design and colour has been considered for use on a listed building in a historic high street.

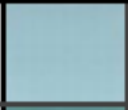
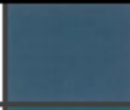
Not to scale: Existing and proposed



The shop front features to be reinstated in keeping with the character of the town include:

The stall riser to raise the base of the window so as to provide some additional protection from damage to the glazing will be the typical 300mm to 800mm in height. The cornice will remain unchanged and repaired / painted as required. Traditional Pilasters and entrance door will be made and installed by a professional skilled tradesman.

All features will be painted in sympathy with the main frame. The pair of colours from column 1 and 2 in the shop front will be selected from the same 'family' group.

Column 1		Column 2	
Blue/grey (BS:18-C-35)		Dark blue (BS:18-C-39)	

Front Door, Access and security

The front door will be a traditional glazed timber door which is wide enough for wheelchair access. Any threshold into the premises will leave a minimal rise, as a listed building It will comply with the Building Regulations Access where possible.

The main door announces the entrance to the building and colour may be selected from the colour below.



Signage - Fascia and window signs

The fascia sign to display the name and nature of the shop will have a contrast between the lettering and the background to assist those with visual impairments. It will not be more than 20% of the shop fronts overall height.

A single clear fascia sign board, with bespoke raised metal or wooden lettering individually cut out and applied to the fascia board will give a raised effect. This will be proportionate to the size of the fascia board, and the elevation of the building. A margin boarder will be left between the sign writing and the edges of the fascia, at the top and bottom as well as the sides. A cornice above and small architrave below will be proportionate to the simple fascia signage. The type face matching that of the business branding for recognition to offer a single main message.

Conclusion

Due to the nature of the works improving the facade and replacing timber work from the early 1990's it will be scaled to be more in proportion with the rest of the building, more discreet, and less visually intrusive than the existing. The result will be a shopfront in harmony with the age and character of the building and surrounding areas.

The proposal will not impact upon the significance of the heritage asset, or its setting and will ensure that there is a viable commercial use for the ground floor. The quality timber materials will relate to the period and style of the building and neighbouring properties.

Signage and security will not exceed what is reasonably necessary to advertise the business and give protection against burglary and vandalism.

The changes therefore would preserve the special character of the listed building and the Conservation Area.

It is therefore respectfully requested that listed building consent and planning permission is granted for this development.