

94 Market Jew Street Penzance

DESIGN AND ACCESS STATEMENT AND HERITAGE STATEMENT

December 2023

Proposals for the Renovation of the facades of
94 Market Jew Street, Penzance
For
Cornwall Council

Issue/Revision	Issue 0001		
Remarks	Planning issue		
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Checked by	CT		
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Project number	3791		

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Executive Summary

This Planning, Design and Access Statement has been prepared to accompany the detailed planning application for the refurbishment of the Market Jew Street facade of 94 Market Jew Street, (formerly tenanted by Poundstretcher)

This statement provides the context for the application and provides detailed explanation of the Design features of the proposals.

The accessibility of the design is detailed providing written explanation of the proposed features.

A Heritage Statement is incorporated within the Design and Access Statement.

Purpose and Scope

This Planning, Design and Access Statement has been prepared to accompany the detailed planning application for 94 Market Jew Street facade refurbishment.



Golowan Festival, Penzance (Penzance Council)

Assessment:

Physical:

94 Market Jew Street sits on the seaward side of Market Jew Street, and is set back from the main street elevation by approximately four metres. The building forms a large commercial unit within Penzance, comprising 1820sqm.

Social and Economic:

The existing facade of the building is considered to be detrimental to the marketability and attractiveness of the Commercial Unit.

The Future High Street Fund aims to renew and reshape town centres and high streets in a way that drives growth, improves experience and ensures future sustainability.

The Future High Street Fund aims to achieve this by providing co-funding to successful applicants to support transformative and structural changes to overcome challenges in their area.

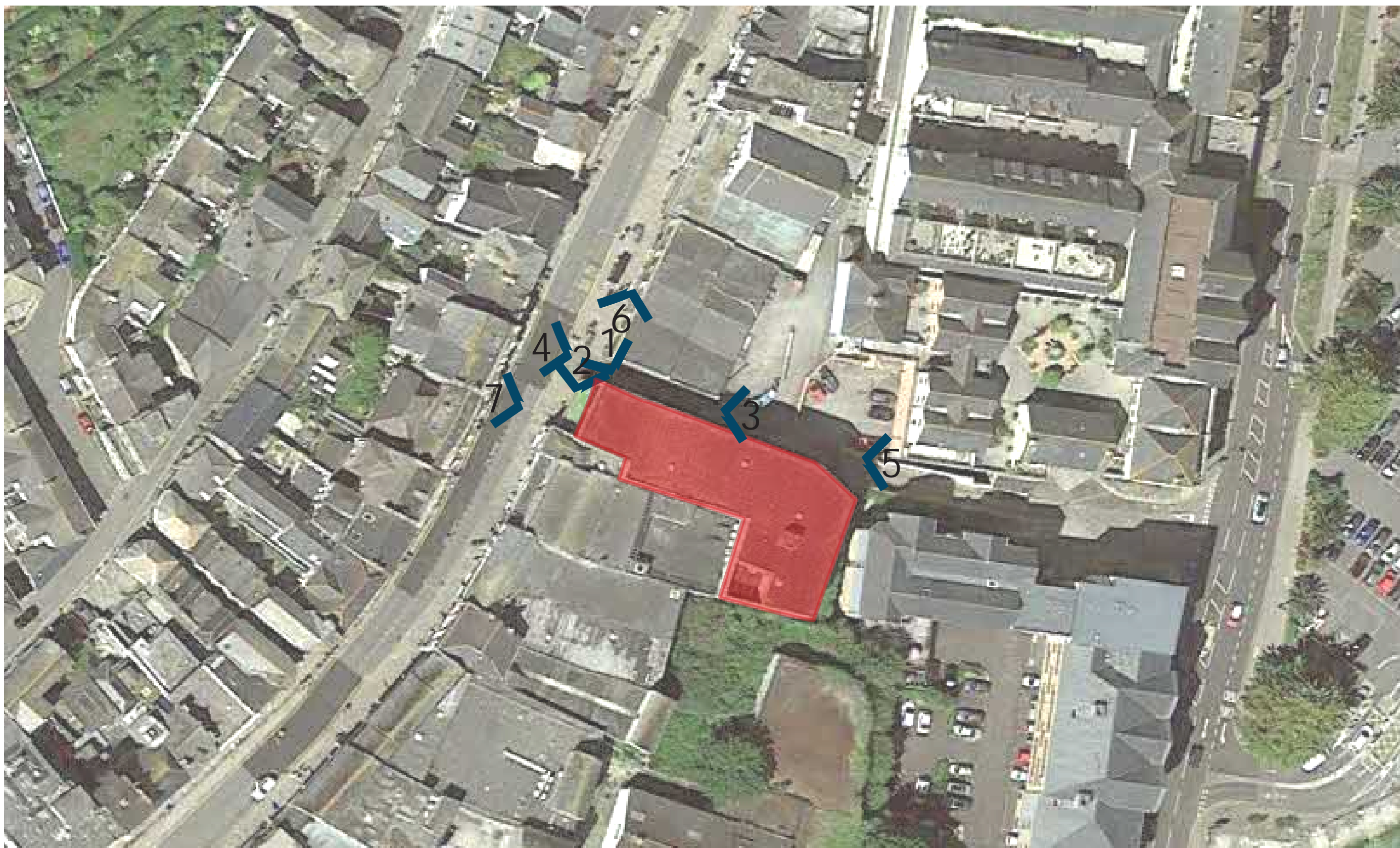
Renovating the Backlands area within Penzance through public realm improvements and facade treatment is intended to provide a catalyst for future development, creating areas of higher community value.



Existing facade of building



Site Plan showing Site Photograph locations



Existing Site Photographs

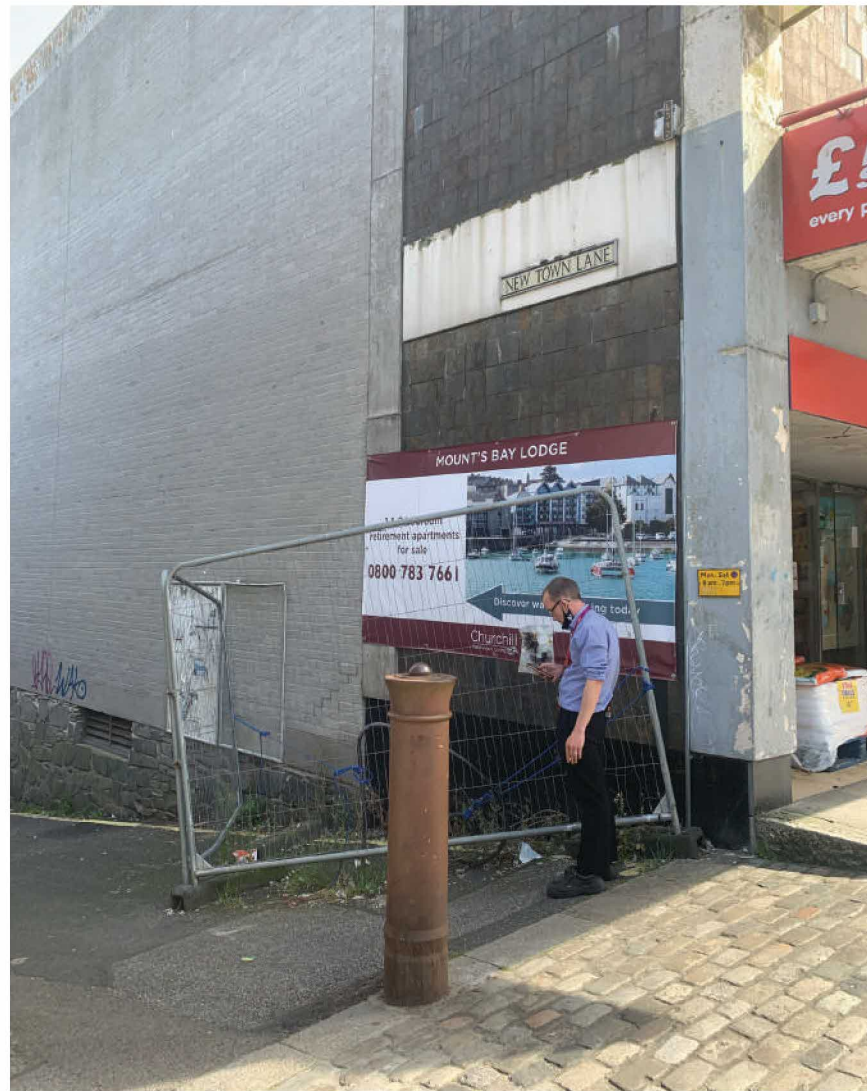


Photo 1: View looking to the top of the hill and onto Market Jew St.



Photo 2: View looking West up Market Jew Street showing historic cobbled finish to paving



Photo 5: View looking towards the rear of the poundstretcher building



Photo 6: View looking North down the main high street of Market Jew Street.

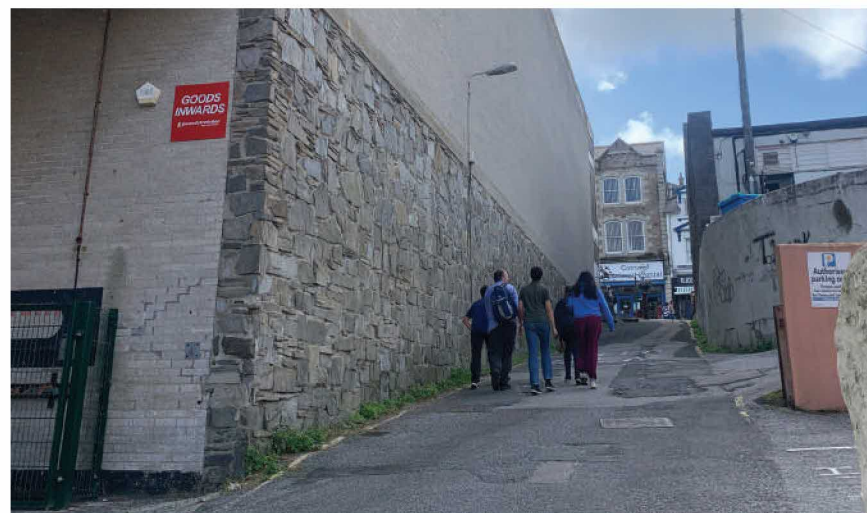


Photo 3: View looking towards Market Jew Street.



Photo 4: View looking West up Jenning Street.



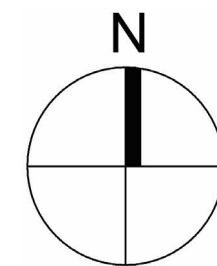
Photo 7: View looking East towards the front of the shop



Site analysis



- Red solid line
- Blue dashed line
- Purple dashed line
- Black dashed line
- Pink zigzag line
- Orange dotted line
- Green dotted line
- Yellow dashed line
- Blue arrow pointing down
- Purple location pin
- Yellow location pin
- Orange solid line
- Green solid line



2022 Google Earth Pro

Site Analysis including e.g. sun path, listed and non designated properties, noise, routes, main shopping street and links - Market Jew Street - pedestrian on frontage and vehicle to the rear

Design Statement

The proposed scheme seeks to enhance the townscape and public realm of Market Jew Street through the renovation of the prominent elevations of the existing building, and through improvements to street surfacing.

The appearance of the existing building is considered detrimental to the quality of the townscape and in need of refurbishment to create a more marketable commercial property within Penzance.

The proposed development will enhance biodiversity and create a stronger streetscape with the inclusion of native tree planting.

Amount and Scale

The proposed works do not alter the floor area of the existing building and the existing two storey scale of the building is maintained.

The removal of the poor quality canopy to the NW elevation reduces the visibility of the building when viewed along Market Jew Street. A high quality and robust totem style signage is proposed on the property boundary to mitigate this impact.

Strategic Definition and Funding Statement

Cornwall Council has successfully bid for £10.4m Government investment from the Future High streets Fund (FHSF) for the regeneration of Penzance high street. The £10.4m grant is co-funded with a further £19m from public and private sources giving a programme total of circa £30m. Three major projects comprise the full Penzance FHSF Programme:

1. Coinagehall Street - CC owned land and an identified Strategic Allocation in the Cornwall Local Plan. This site is being brought forward and developed by Treveth Holdings, Cornwall Council's development company.

2. Change of Use - Three individual high street properties, subject to long term vacancy, being brought forward in joint venture between the private owners and the stakeholders of Penzance.

3. Backlands - Strategic Allocation PZ H-14 in the Cornwall Local Plan. Known locally as "Backlands" the site is in multiple ownership (including Cornwall Council) and is identified in the Local Plan for a housing led scheme. Approx £5.4 million of grant. With £3.2million allocated to the delivery of:

- Jennings St WC demolition, parking and public realm
- Improvement of Jennings Street and Newtown Lane public realm
- Demolition/Renovation of Poundstretcher.

4. Geosense and Town wide WIFI - Geosense footfall monitoring system and Town Wide Wifi digital system - being delivered by Penzance Bid but is regarded as part of the Backlands Scheme for DHLUC (not included in this brief).

Backlands is the only project subject to this brief.

Funding allocated through separate GFAs with Penzance BID.



Market Jew Street; the heart of the shopping experience in Penzance.



Layout and Appearance

The proposed changes to the elevations draw upon the existing language of the building, with a concrete frame to the street elevation infilled with slate hanging.

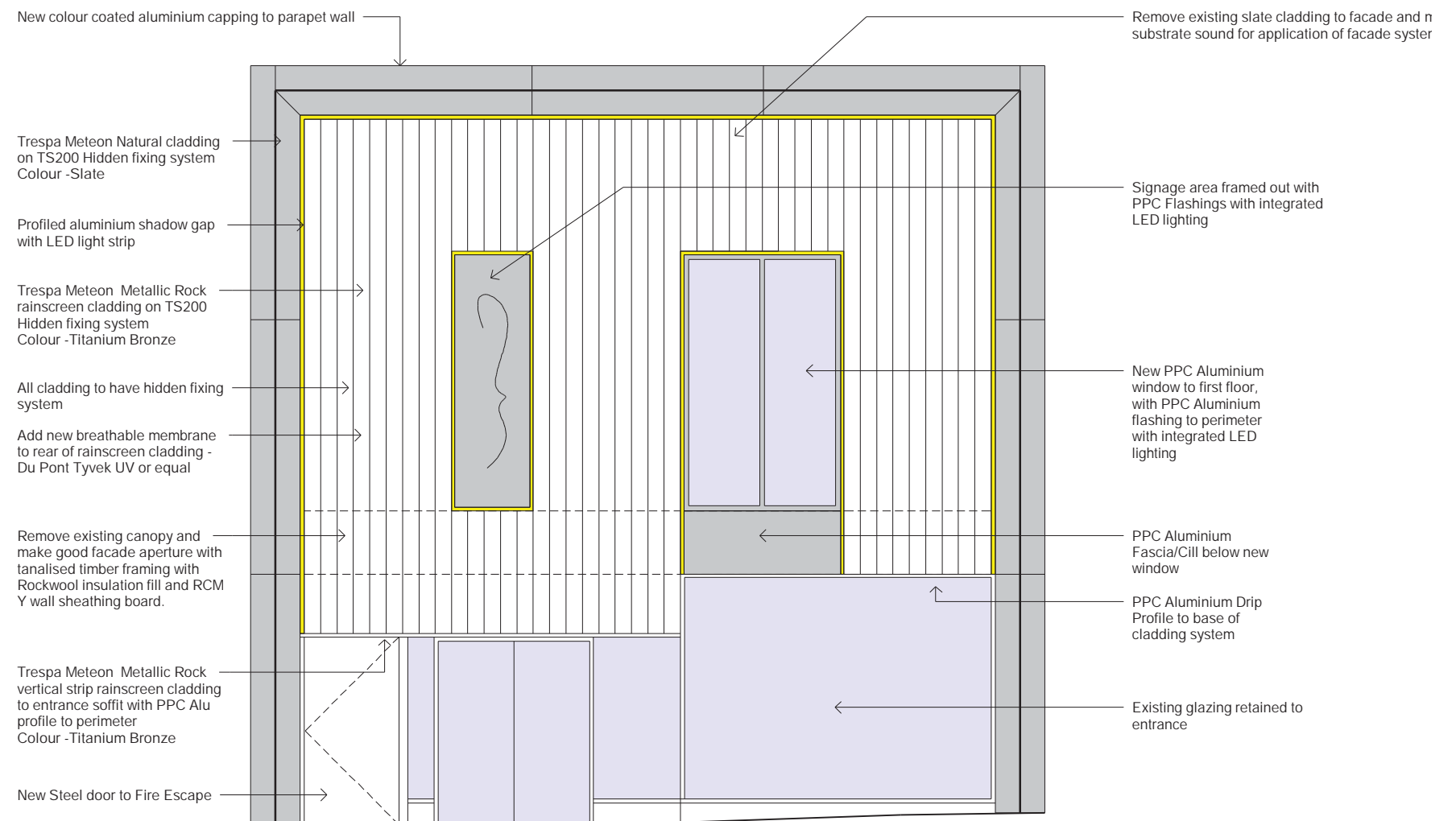
The frame to the building has been accentuated with a dark gray portal, within which high quality bronze coloured cladding is proposed. This is proposed to have a metallic and textured finish that will create movement across the facade.

The two areas of existing shop glazing at ground floor level, including the entrance, are proposed to be retained. The varying heights to the heads of these windows, and the soffit return to the entrance, suggests a language of a wrapping facade with vertical accentuation.

The vertical window geometry and signage feature within the elevation breaks down the expanse of the facade and further accentuates the wrapping architectural language of the new facade. The vertical window is proposed to provide natural light to the landing at the top of the existing stairs.

The new 'totem' signage placed on the property boundary within the pavement area provides a piece of high quality street furniture of very robust fabrication. This provides the building with much needed visibility once the canopy has been removed.

The proposed public realm resurfacing is designed to enhance the existing streetscape to create an inviting public space with high quality surface treatments and enhanced biodiversity.



Extract of Application drawing showing Layout of proposals

Movement, Access and Connectivity

The proposed development does not materially impact upon the accessibility of Market Jew Street or the entrance to the building. Level access into the building will be maintained, as will the existing dropped kerb arrangement providing access across the junction to New Town Lane.

The removal of the existing railing beneath the canopy (also to be removed) will create a larger area of public realm with improved surfacing and street furniture, creating more opportunities for public realm.

Landscaping

The proposals incorporate an area of native tree planting for a single tree specimen. This planting will enhance the streetscape in the centre of the Town.

The detail of planting and species of tree proposed will be developed by a specialist consultant following planning determination.



Extract of Application drawing showing Layout of proposals



Materials, Maintenance and Sustainability

High quality durable materials within robust detailing are proposed within the proposed renovation to ensure longevity of use and minimise ongoing maintenance.

Timber based High Pressure Laminate panels are proposed to provide a high quality and durable finish that can be easily cleaned. The colours and finishes proposed have been chosen to reflect the local aesthetic and match the wider colour palette being delivered on other projects within the Town Centre.

Granite and High Quality Granite Aggregate paving, kerb and edging products are proposed to provide resilient finishes suitable for pedestrian use, and to complement existing finishes within the area.

The use of local Granite and Granite aggregates within the proposals is recognised for its environmental and economic sustainability merit.

The specification of high quality, durable materials will require less frequent replacement resulting in lower Embodied Carbon within the proposals throughout its lifetime.

The retention and renovation of the existing building reduces the embodied carbon associated with demolition of the building. As a structurally sound building retention and renovation is considered the optimal approach for upgrading the built fabric of Penzance.



TRESPA Meteon Metallics - Titanium Bronze Colour



TRESPA Meteon Metallics - Dark Grey Colour - Rock



Granite Aggregate Concrete Paving creating a high quality robust finish

Heritage Statement

Definition

This statement has been produced to accompany the application for renovation of the NW and partial NE elevations of the existing building.

The level of detail is proportionate to the asset's importance and is sufficient to understand the potential impact of the proposal on the significance of the site.

The report has been prepared by Paul Perry of PBWC Architects who is an appropriately qualified and experienced professional, working within the historic built environment.

This report is based on research into primary sources together with site visits.

Designations

Building

The building is considered to be of no architectural significance.

Setting

The buildings lies within the Penzance Conservation Area

Nearby heritage assets

Listed Buildings in vicinity

Raised Pavement, Steps and Railings

II

C19. Raised pavement along north west side of Market Jew Street. Granite paving stones Including iron railings with cast iron stanchions. And series of steps up from road with iron railings.

Listing NGR: SW4730130306

Historic Development

The Market Jew Street is one of the primary routes through the town and was the A30 until the by-pass was constructed.

The street forms a key element in the Conservation Area but the area on the south-east side including this site and the section north of New Town Lane has been much altered.

The original building, The Gas Stores, was a modest two storey and by the 1930s the had been rebuilt to create a more substantial Gas Showroom.

This building was rebuilt in the latter part of the twentieth century to a set back building line which continued the the rebuilt section to the north-east. This appears to have aimed to increase the width of the pavement.

The result is that the buiding adjoining No. 94 is overly prominent in the streetscape, with number 94 more recessive.



"The Gas Stores," Morrab Library Photographic Archive, accessed July 19, 2023, <https://photoarchive.morrablibrary.org.uk/items/show/16747>
1875 - 1900



Source - <https://picturepenzance.com/>
by 1930s



General

The Penzance Conservation Area Appraisal, March 2010 notes the following points,

Market Jew Street

The creation of a new market area and built-up street along Market Jew Street was the final development stage for Penzance's urban core. Market Jew Street is in essence an elongated triangle, reaching east to approximately the modern Albert Road, strongly sloping across its width (the present Terrace is an 1820's rationalisation of this slope across the street).

Surviving Historic Fabric

Because of the limited impact of 20th century traffic engineering on Penzance, the effectiveness of the 19th century road system, and in particular because the town was by-passed in the 1980's, the historic fabric and topography of the town has survived well, especially when compared with other large Cornish towns such as St Austell, Truro and Bodmin.

The greatest loss of historic fabric has been through 1930s slum clearance, concentrated in the 17th and 18th century streets linking the town centre with the foreshore, especially New Town Lane and Jennings Lane; New Street and Queen Street have been affected to a lesser degree.

New Town Lane has suffered from modern development on both sides – Poundstretcher (No. 94, formerly Tesco) is a large bulky grey building.

Buildings

The almost wholesale 20th century redevelopment of the south side of Market Jew Street for chain stores has diminished the quality of the townscape. The south side of Market Jew Street would benefit from major enhancement scheme and co-ordinated redevelopment.

Evidential Value the potential of a place to yield evidence about past human activity.

The building has minimal potential to provide any important or significant evidence.

Historical Value the ways in which past people, events and aspects of life can be connected through a place to the present – it tends to be illustrative or associative.

Whilst the large town centre retail unit has some minor interest in terms of the changing pattern of shopping habits this is not translated into any architectural form or detail.

Aesthetic Value the ways in which people draw sensory and intellectual stimulation from a place

The building reflects a watered down, "Brutalist" style, the principal elevation and first part of the New Town Lane return is concrete framed with recessed slate tiles.

The majority of the New Town Lane elevation is plain buff brick with a stone plinth.

In summary the building has no heritage significance and has a negative impact on the conservation area.

Proposals and Assessment of Impact

Renovation

The condition of the prominent existing building elevations are considered detrimental to the Conservation Area and improvement to this extent would be considered beneficial.

The proposed design approach suits the existing building form and the use of robust bronze and black coloured materials would sit well within the wider Town context.

The renovation of the NW elevation and partial NE elevation of No. 94 Market Jew Street, will have a positive impact upon the Conservation Area and is considered acceptable.

Relevant Conservation Policies and Guidelines

Planning policy

This HIA is produced in particular acknowledgment of:

- NPPF section 16
- Cornwall Local Plan Strategic Policy 24
- Neighbourhood Development Plan

NPPF paragraph 189 – describes heritage assets as an irreplaceable resource that should be enjoyed by future generations. This new development should not detract, dominate or cause detrimental harm to the existing assets of the town.

Conclusions

The renovation of the prominent NW and partial NE elevations to this building is supported in heritage terms.

Conclusion

The renovation of number 94 is proposed to significantly improve the appearance of the building and enhance the streetscape of Market Jew Street, addressing what is considered an eyesore building within the town.

The proposed renovation of the prominent building facade will create a more attractive offer for tenants for what is a large commercial unit on the main shopping high street.

This proposal is intended to act as a catalyst for future development within the area and encourage greater enjoyment of the shopping and visitor experience within Penzance.



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