

RE: Planning Re-Consultation Request for case ref: 25/0576 (16 Skinner Street N...



Arnall, Guy

To  Ostler, Marnie (Planning Officer)

Retention Policy 7 Year Delete (7 years)

Expires 28/09/2032



Tue 15:12

Hi Marine

Re: CHANGE OF USE OF GROUND FLOOR FROM A2 (PREVIOUS BOOKMAKERS) TO A3 TAKEAWAY FOOD OUTLET

This traditional shopfront, along with its neighbours, makes a very positively contribution towards the character and appearance of the Town Centre Conservation Area.

It was previously proposed to apply “*Non-illuminated removable fascia sign board style to match neighbouring*”. This refers to the neighbouring Cash Brokers (no. 17), wherein the fascia features a rather crudely printed and applied form of signage which is not considered to contribute positively towards the character or appearance of the area (but is consented by virtue of the passage of time).

According to the Shopfront Design SPG:

9.2.1 The main sign associated with a shop is usually located on the fascia board. However, signage may also be accommodated upon the glazing and through hanging signs. The size, location, colour and design of signs can greatly enhance or detract from the appearance of a shop.

9.2.3 The sign should be limited to the name of the shop with a simple graphic logo and the street number. Too much information which creates visual clutter will not be acceptable.

9.2.9 Signwriting on traditional shop fronts was traditionally hand painted. This is strongly encouraged. Individually ‘cut out’ lettering can also appear attractive, however the degree of scale and projection should be carefully considered.

Therefore, to preserve or enhance the character or appearance of the Town Centre Conservation Area, I was suggested that the proposed signage should take the form of appropriately scaled, individually applied and non-illuminated lettering (either fret-cut or hand-painted), without the associated Kebab imagery.

Further details regarding the proposed ventilation within the clerestory panes were also requested.

Observations

Signage

I am glad to see the imagery removed. But I am still a bit unclear on the precise details here. We do not want to see an additional board mounted on the fascia, just Individually fret-cut (see [flat-cut](#)) lettering applied directly to the existing fascia board (of the scale and font shown would be fine).

Perhaps these can be secured by condition?

Ventilation

Proposed 4 panes glazing removal and kept on site. Salvaged cast iron Victorian vent grilles fitted in place. The supplied details are a satisfactory approach.

Many thanks,

Guy Arnall