

Dear Planning / Conservation Team

Thank you for your previous mail and for your suggestions regarding our planning request.

We have reviewed the draft “Copeland Shop Front Design Guide” and believe our proposal meets the requirements of both the Local Planning and the Conservation Teams in that we will be retaining the original character of the property while at the same time attempting to promote economic growth and reduce the current high level of shop vacancies in Whitehaven.

The existing building was configured as a ground banking hall and 1st floor retail and second floor offices which had very limited tenant appeal and explained why the building has been empty for 2 years. We believe that by segregating the ground floor shop we will make it a far more attractive commercial proposition. We are currently advertising the ground floor as a single unit however it was our original intention to open our own shop promoting natural and organic products and providing a platform for local manufacturers to promote their products. Unfortunately due to covid and an unexpected rates bill, I’m afraid our budget may prevent us from moving forward, hence the unit is now available for rent.

We believe that the previous tenant employed two / three people in the entire building. By segregating the ground floor we believe we are creating the opportunity for at least two full time members of staff and at least on part timer in the ground floor alone.

In the future we will be looking to obtain planning permission to convert the upper two floors into residential accommodation which will again meet the objectives of the planning and conservation teams by providing additional residential activity in the town centre. However, for the near future, we are looking to return the top two floors to offices which will again help to attract more commercial activity to the town centre. We would anticipate the office should be able to accommodate at least 4 people on each floor, potentially 8 in total.

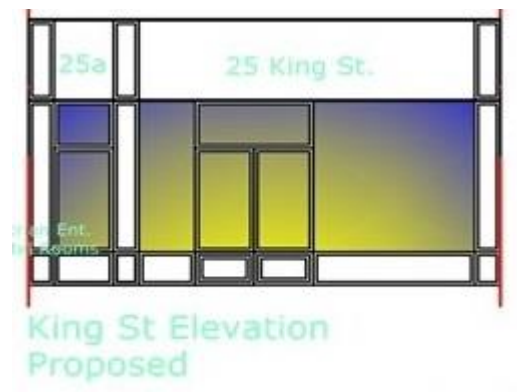
We have contacted 4 companies to assist with the drawings for the shop front changes. Unfortunately three have not responded and one has issued an open ended quote at £4,850 which we consider to be extortionate. I’m afraid we have therefore created our own documentation supported by details provided by a previous planner. We therefore ask that you bear with us.

The current shop front has a more classical design than the majority of shops in King Street and we are looking to retain this character.

Current view



Apart from a programme of re-decoration, the only change we are looking to make is the addition of a new door in the left hand window to access what will be the first and second floor offices.

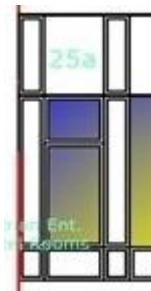


The left hand column will remain in place, with the new door being installed flush with the existing frontage, it will not be recessed into the building.

The new right hand column will mirror the existing left hand column with the same decoration at the top and square insert decoration at the same level as the left hand column.



Existing Left hand column



The new right hand column will match the existing left column and will extend up into the fascia signage.

A new transom will be installed to create a new fanlight above the new door which will be at exactly the same level and design as the fanlight above the existing two shop doors.



Our initial thought is to mirror the existing doors with a kick board and square panel at the bottom and a glass panel in the centre. It has been suggested that a more solid door may be more appropriate, we are happy to discuss and accept suggestions from the Conservation team.



We hope this fully details our proposal.

Please feel free to make any suggestions you think relevant to enable us to move forward with this project which we hope will enable us to either open the shop ourselves or obtain a tenant which will remove this shop from Whitehaven's inventory of empty commercial properties.

Look forward to hearing from you.

Regards

Mike Hill
Hill Trust

Reference points from the "Copeland Shop Front Design Guide"

E1PO: Economic Growth Promoting investment in the public realm of employment sites and working with owners to achieve improvement and regeneration of appropriate sites

R7aPO: Cleator Moor Town Centre Development that provides opportunities to reduce the high level of vacancy rates, improve the viability, vitality and community spirit of Cleator Moor Town Centre will be encouraged and supported where it accords with the Development Plan and results in the repair, regeneration and refurbishment of derelict buildings within the centre

R7bPO: Egremont Town Centre Development that provides opportunities to reduce the high level of vacancy rates, improve the viability, vitality and lack of investment in the Town Centre will be encouraged and supported where it accords with the Development Plan and: o Results in the repair and renovation of derelict buildings; o Involves the repair and renovation of vacant units in the gateways to the tow

R7cPO: Millom Town Centre Development that provides opportunities to decrease the need to shop on line, reduces the high level of vacancy rates, and improves the viability and vitality in the Town Centre will be encouraged and supported where it accords with the Development Plan and: o Results in the regeneration of historic buildings; o Results in the repair and renovation of derelict buildings •

R10PO: Non-retail development in Town Centres o Proposals should make a positive contribution to the vitality, viability and diversity of the town centres in terms of maintaining active continuous welldesigned frontages, appropriate signage o The proposal should not give rise, either alone or cumulatively, to a detrimental effect on the character and amenity of the town centres

R11PO: Shopfronts Well designed and appropriate shopfronts, whether original or reproduction, should be retained wherever practicable and restored when opportunity arises. Shopfronts should relate in scale, proportion, materials and decorative treatment to the façade of the building, conservation area and relate well to the upper floors and adjacent buildings and/or shopfronts. Proposals relating to shopfronts should accord relevant design guidance prepared by the Council

BE1PO: Heritage Assets Heritage assets and their settings will be conserved and enhanced by: o Ensuring that new development is sympathetic to local character and history

Fascia signage – The fascia is the horizontal band at the top of the shopfront. Signage should be slim, discreet and not overwhelm the proportions of the façade

Fanlight – This is positioned over, not in, the door and makes the entrance appear taller while allowing light access.

7. Good Practice 7.1. A Checklist 1. Repair an existing historic shopfront if possible, rather than replacing it. 2. If creating a new shopfront, understand that it is part of the entire façade, and the façade is a component of the streetscape. 3. Do not limit your imagination. Good design can take a variety of forms. A shopfront does not have to take a traditional style, however this may be the most appropriate choice for a traditional shop on a traditional street. 4. Create a shopfront that is durable and will last many years. 5. Contribute to local character and the sense of place. 6. Does the shopfront appear “designed for” the building? The shopfront should articulate separate bays of the frontage, suit its proportions, and have a clear entrance. Make sure signs, lighting, shutters etc. are discreet and well integrated. Colour schemes should be harmonious across shopfronts and the façades to which they belong. 7. Ensure signage is attractive and fits well with the shopfront and surroundings. House styles/branding should be adapted as necessary. 8. Understand what you are aiming for in advance. Do not achieve something half-hearted or watered-down for lack of a detailed plan. 9. Remember, a shopfront is a framing device. It is intended to make the building more

beautiful and inviting to visitors. It adds definition to the front of the building, provides rhythm and colour to the street scene, and displays the contents, style and character of your shop. A well designed and maintained shopfront is one of the best adverts to passers-by. 10. Shopfronts are cumulative: groups of attractive shopfronts create an attractive street where people will want to be. By contrast, ugly, dilapidated shopfronts harm the business of everyone in the area, and can, when widespread, lead to people losing faith in their town or village