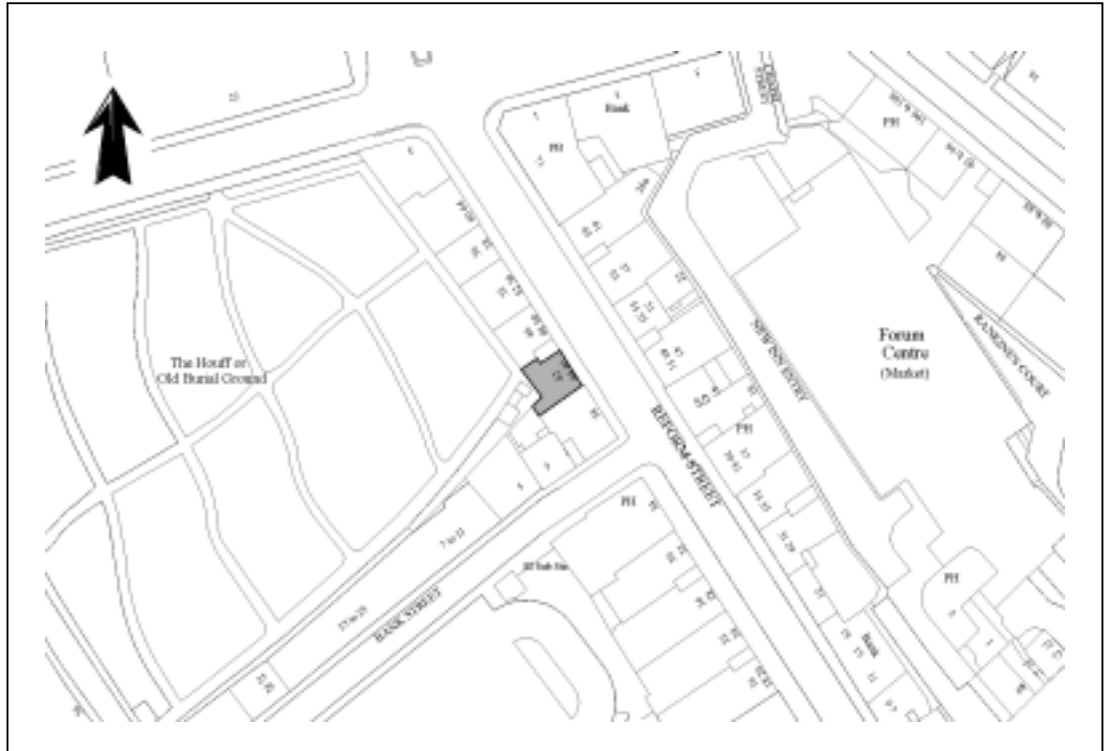


KEY INFORMATION**Ward** Tay Bridges**Proposal**

Alterations to existing shop front

Address42-44 Reform Street
Dundee
DD1 1RT**Applicant**Tote Bookmakers Ltd
Tote Park
Westgate House
Chapel Lane
Wigan WN3 4HS**Agent**Mr A Potts
Tote Bookmakers Ltd
Tote Park
Westgate House
Chapel Lane
Wigan WN3 4HS**Registered** 7 Nov 2002**Case Officer** R Anderson

Proposed shopfront alterations in Reform Street

The Alterations to existing shop front is **RECOMMENDED FOR APPROVAL** subject to conditions.
Report by Director of Planning and Transportation

RECOMMENDATION

It is considered that the improvements proposed to the shopfront will make a valuable contribution to the continual upgrading of Reform Street to the benefit of the Central Area Conservation Area and the Listed Building in question. The application conforms to the policies of the local plan and therefore approval is recommended.

SUMMARY OF REPORT

- Planning Permission is sought for elevational alterations to the shopfront which include the installation of moulded pilasters and a new doorway.
- Three letters of objection have been received (one was invalid). The main issue raised is the effect the shopfront would have on the character and appearance of the area.
- It is considered that the proposal makes a positive contribution to the character and appearance of the area and continues the improvements made to properties in Reform Street. It conforms to local plan policy and there are no material considerations, which would justify a departure from policy in this case.

DESCRIPTION OF PROPOSAL

It is proposed that the above shopfront be altered in keeping with others in Reform Street. At present the shopfront consists of two main full-length windows either side of a moulded Doric pilaster. The left window contains the entrance to the premises, two glazed doors with aluminium frames. The shopfront also contains a fascia board above the windows with a dentil course and ballustrading above. This is in keeping with many other shopfronts in Reform Street. Visual interest will be enhanced by introducing three new pilasters - including one at each end of the shopfront. This will provide heavy framing and one on the other side of the new entrance doorway that will be created using the existing pilaster. The new window panes and doorway are to be recessed from the front of the pilasters by a minimum 300mm to give deep reveals and interesting shadow lines. A new feature doorway will be fitted giving a more symmetrical appearance to the shopfront.

It is also proposed that interesting window displays will be provided on boards set behind the windows to give a more dynamic contemporary look to the business in keeping with its location in a commercial area of the city centre.

SITE DESCRIPTION

The property is located on the westside of Reform Street some 20m north of its junction with Bank Street. It forms the ground floor of a category B listed, four storey terraced property, formed from stone walls and a slate roof. To the north, east and west of the properties are commercial uses namely a hot food takeaway, bank and retailers, respectively whilst to the west is the Old City burial ground. Other commercial and residential properties lie above.

POLICY BACKGROUND

Policy BE3 encourages the use of appropriate and imaginative materials, which are in harmony with the character of an area, especially within conservation areas.

Policy BE7 indicates that new shopfronts should respect the scale and

architectural features of the buildings they are part of and the surrounding area.

Policy BE10 promotes the restoration and enhancement of shopfronts in Reform Street.

Policy BE11 indicates that all development in Conservation areas should complement and enhance the character of the surrounding area.

BE17 indicates that any alterations to listed buildings should have regard to the restoration and enhancement of their architectural and historic character.

LOCAL AGENDA 21

Key Theme 13 requires places, spaces and objects combine meaning and beauty with utility



SITE HISTORY

84/10107/D - change of use from vacant shop to estate agents office - approved -10.09.1984

02/00655/ADV - Installation of advertising signs - approved - 03.12.2002

PUBLIC PARTICIPATION

Three letters of objection have been received, one of which was declared invalid. The main issues raised are that the shopfront will be detrimental to the character and appearance of this historic street as the windows have to be filled in because of local bye laws. This issue will be discussed in the Observations section of this report.

CONSULTATIONS

No adverse comments have been received regarding the application.

OBSERVATIONS

The main issues to consider as part of the application are whether the proposal conforms to local plan and other council policy and if so whether there are other material considerations which would warrant a refusal of the application.

The existing shopfront although not by any means an eyesore does not contribute positively to the appearance and character of Reform Street, which after the improvements that have taken place has a fairly uniform appearance. The alterations that have been improved by negotiation, will see a more symmetrical shopfront with robust elements and deeper reveals, presenting shadowlines and visual interest. The use of moulded pillars in GRP (Glass Reinforced Plastic) with a render finish, is in keeping with the materials of other shopfronts in the street and will complement the fascia and ballustrading that already exists. It is considered that these improvements conform to all of the aforementioned policies as well as improving the appearance and character of the listed building and conservation area.

Taking account of the points raised by the objectors, it is appreciated from a visual viewpoint that the use in question is not the most attractive and dynamic that could be attracted to a city centre. However the use of the premises is not in question as the change is permitted. It has to be accepted therefore that a bookmakers will use the premises. Also local by-laws do require that the views into a bookmakers are restricted. This is not something that the planning department has control over or can consider as part of this application. However the applicants have offered considerable improvements to the shopfront which will bring wider benefits as discussed. It is therefore considered that overall the character and appearance of the area is being improved albeit by a use, which for other reasons, may not be the most appropriate for this area.

There are no other material considerations, which would override policy in this case and warrant a refusal of the application. Accordingly approval is recommended.

Design

The materials involved in the shopfront upgrading are similar to those used widely throughout Reform Street. The use of GRP gives an effective matt finish and colours, which resemble natural stone. The architectural features, which are being introduced i.e. Doric pilasters, recessed windows and a significant door feature as well as a more symmetrical appearance all help to improve the appearance of the shopfront and make it more consistent with the streetscene. It is also considered that this improvement in design makes a contribution to the appearance and character of the conservation area and the listed building.

CONCLUSION

The proposal represents an improvement to the appearance of the shopfront, listed building and the conservation area. It will be consistent with others in this street and continue the upgrading of an important thoroughfare within the city centre conservation area.

RECOMMENDATION

It is recommended that planning permission be GRANTED subject to the following conditions:-

- 1 the development hereby permitted shall be commenced within five years from the date of this permission

Reason

- 1 To comply with Section 58 of the Town and Country Planning (Scotland) Act 1997