

Cottenham Village Design Group

Planning application comments

S/0174/13/FL

288 High Street Cottenham - Change of use of premises from convenience store (Use Class A1) to a Take-Away Fish and Chip Shop (Use Class A5)

The Design Group have previously commented on proposals for this premises. The Design Group supports the creation of employment generating businesses within the village, which would also include food retailing. The Design Group is also in favour of the adequate provision of parking to serve these; the location of some on-street parking to the front of this unit actually makes this one of the more suitable locations for this type of business than some of the other shop units within the village.

It is recognised however that the expressed intent for the shop to serve fish and chips would likely mean a reduction in trade and therefore viability of the two competing businesses, both also serving fish and chips and both within 60 metres of this location, which is in itself a surprising point to make. Our concern would also lie with the loss of the existing shop unit, the next closest shop to the South of the village then being the Co-Op, which although not far is sufficiently further up the High Street to be discountable.

The amenity value of a shop unit to a village is high but it should also be recognised that they also have a major visual impact as well, it is noted that no improvements to the frontage of the shop have been proposed within this application which is in itself a disappointment, especially as this point was raised within the last application. The Design Group raise again the issue of the shutters to the front of this shop which were installed without consent in the last refit of the store and remain an unnecessary eyesore within the conservation area.

The siting of flues and such should be inconspicuous from the street so the intention to install a system internally to the premises seems to be an improvement, the Design Group are unable to ascertain whether the filtration of this type of unit is sufficient enough to adequately dispel any odours.

'E/1: It is important to retain and develop Cottenham's character as a working village offering a variety of employment.' (Design Statement p.3)

'E/2: An increase in the number and variety of shops and trades is to be encouraged.'

- *Small-scale enterprises will be welcomed within the village, especially those based on promotion of local produce.*
- *Establish further shops and amenities in a cluster to create a more cohesive shopping area.*
- *Create a pedestrian-friendly environment, particularly in the retail centre and around the Village Green, Village College, Pound and Parish Church, giving pedestrians priority where necessary.*
- *Improve cycle parking adjacent to retail outlets and community buildings.*
- *Increase the number of short-stay parking spaces close to retail outlets.*
- *Barns and yards provide scope to locate businesses within the village: planning policies should encourage applications for their conversion to sympathetic business use.*
- *Residential developments could extend the local tradition of adjacent working and living quarters by incorporating office or small-scale workshop premises, and by providing small-scale retail outlets.*
- *Cottenham is considered unsuitable for large-scale development.'* (Design Statement p.3)

'E/3: Commercial developments or conversions should be designed to harmonise with the predominantly residential setting.' (Design Statement p.3)

'E/4: Shops and business premises have a major visual impact.

- *Keep frontages in sympathy with upper storeys and with neighbouring façades.*
- *Minimise the size of plate glass windows on the street front.*
- *Use traditional non-illuminated non-reflective hand painted signs in quieter colours fixed flush to buildings.*
- *Traditional shop frontage features such as stall risers would enhance the character of the area. Avoid canopies.*
- *Restrict the brightness of external and internal lighting to minimise light pollution and glare. Just as we value the 'green belt' by day, we should preserve the 'dark belt' by night.'* (Design Statement p.3)

S/00073/13FL

27 Rooks Street Cottenham - Proposed two storey rear extension

This proposal adds substantial extensions to the rear which will generally not be visible from the street. Matching materials have been specified. The quality of the drawings is good.

'B/4: Extensions should remain in scale with the original building and are usually most successful when matching materials are specified.

- *Avoid dominant or bulky additions to existing buildings. Setting back walls or lowering the roofline of extensions can help to reduce apparent bulk.*
- *Conservatory or garden room extensions should respect the existing building: materials and colours should be carefully selected.*
- *Alternative materials can sometimes work, for example when it is important to separate components of an extended building.'* (Design Statement p.19)

S/0161/13/FL

10 Kingfisher Way Cottenham - Single storey rear extension

We have no comment on this application.

Applications viewed and comments prepared on behalf of Cottenham Village Design Group by Alex Darby and Alex Thoukydides, February 16th 2013. All quoted text is taken from the Cottenham Village Design Statement, Supplementary Planning Document: <http://www.cvdg.org/design-statement-2007.pdf>. Comments are based solely on the principles and guidelines set out in this document.