

Cottenham Village Design Group

Planning application comments

S/0989/13/AD

222 High Street Cottenham - Signs

The proposed sign on the front elevation is slightly larger than the existing one, ideally this would be no larger than the one it replaces.

The proposed sign on the side elevation is a new one and in our opinion an unnecessary addition; this elevation faces the adjacent listed Gothic House and is in turn obscured by this building rendering it mostly redundant in any event.

The existing signage on the front elevation is believed to be unlit, the existing green cross does appear to be internally illuminated; the applicant is seeking permission to illuminate all three signs which is unnecessary and unwanted in this location, the Design Group suggests that the green cross might be the only sign illuminated in this location.

The signage is contemporary in style and although not specifically designed for a conservation area setting is relatively understated and restrained. The window decals are not so understated, a more sympathetic approach would be preferred.

The applicant suggests that the use of decals is to 'hide shelving', it is noted that an office was built internally at the front of the shop and thus it was a pity that the windows had to be obscured in the first place, this cuts down on visibility into and out of the shop, making the shop less appealing to customers as well as to the conservation area in general.

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

- *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.'* (Design Statement p.3)

S/1123/13/FL

88 Histon Road Cottenham - Extensions

The Design Group commented on application S/0183/13/FL for this house earlier in the year.

The extensions proposed are quite substantial when compared to the size of the existing house. It is likely that from Histon Road little of the extent of the new build would be readily visible. We welcome the use of the locally appropriate materials, such as the gault brick and slate (especially in replacement to the existing corrugated iron and plastic roof), to help the extension marry into the existing house; the use of zinc and weatherboarding as new contemporary materials is interesting. Most of the extension at the rear is clad in the weatherboarding which should hopefully enable this to sit as an identifiably different element within the whole. The fenestration on the new build elements is large when compared to the existing house.

The applicant has simplified the design of the rear extension and intends to use more traditional materials. Some more contemporary elements including the larger windows remain and are located at the rear of the house. Although the scale of the extensions remain this will be mitigated in part by the more traditional approach taken with the amended design.

'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.*
- *Alternative materials can sometimes work, for example when it is important to separate components of an extended building.'* (Design Statement p.19)

S/1139/13/NM

21 Pelham Way Cottenham - Reduction of Porch, Alterations to Windows & Doors

We have no comment on this proposal.

Applications viewed and comments prepared on behalf of Cottenham Village Design Group by Alex Darby and Mike Smith, June 12th 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.