

ALDERSHOT TOWN CENTRE SHOP FRONT IMPROVEMENT SCHEME

1.0 INTRODUCTION

- 1.1 In March 2015 Cabinet agreed to the process for the allocation of £200,000 of the Activation Aldershot funding for Shop Front Grants within the town centre.
- 1.2 This report outlines the applications received and makes recommendations on the allocation of grants.

2.0 BACKGROUND

- 2.1 The aim of the Shop Front Improvement Scheme is to stimulate the improvement of shop fronts and building facades and support the economic vitality and attractiveness of the area.
- 2.2 Owners or occupiers of commercial buildings within Aldershot town centre were invited to apply for a grant to improve and enhance their shop fronts, windows, doors and signage in a traditional and sympathetic manner, either through repair of existing traditional features or reinstatement of historic architectural details.
- 2.3 The scheme prioritises small and independent businesses, and preference is given to those businesses with less than five locations in the UK, although applications from larger businesses are not excluded.

3.0 APPLICATION PROCESS AND ADMINISTRATION

- 3.1 The deadline for applications was 18 May 2015, and a total of 36 applications were received.
- 3.2 The applications have been evaluated by officers, in conjunction with the Environment and Service Delivery Portfolio Holder, and recommendations for the allocation of grant funding are attached as Appendix 1.
- 3.3 The recommendations fall into three categories:
- Fully costed applications, which are recommended for approval (Table 1)
 - Applications where further details are required before final approval can be granted (Table 2)
 - Applications which are recommended for refusal (Table 3)

4.0 COMPOSITE PROJECTS

- 4.1 During the evaluation process, it was noted that very similar outline applications had been received from neighbouring premises in Grosvenor Road and Upper Union Street and between 14 – 20 Station Road. Appendix 2 provides a map showing the location of the premises and an initial sketch of the proposed shop front.
- 4.2 In view of the works already undertaken as part of Activation Aldershot in Grosvenor Road and the prominent location of the properties in Station Road, it is felt that there is potential to develop these applications into schemes which really exemplify the benefits of the Shop Front Improvement Scheme.
- 4.3 It is therefore proposed that officers will work with the applicants for these premises to develop a single coherent scheme, which will be agreed by the Environment and Service Delivery Portfolio Holder together with the Corporate Director.

5.0 RECOMMENDATIONS

- 5.1 Cabinet are recommended to agree
- the recommendations for the allocation of grant funding, totalling £43,530.37, as outlined in Table 1 of Appendix 1
 - the recommendations for the allocation of funding, subject to further details, as outlined in Table 2 of Appendix 1
 - that applications requiring further details be determined by the Environment and Service Delivery Portfolio Holder together with the Corporate Director, subject to the applications continuing to meet the Scheme's criteria and the total budget not being exceeded
 - that a composite project be developed for Grosvenor Road/ Upper Union Street and Station Road, in conjunction with the applicants.

David Quirk
Corporate Director

Background papers:

Aldershot town centre shop front improvement scheme - Report No. DCE1502

APPENDIX 1 - ALDERSHOT TOWN CENTRE SHOP FRONT IMPROVEMENT SCHEME

TABLE 1 : Costed applications, recommended for agreement

Address of property	Applicant	Less than 5 locations in the UK?	Within catchment area?	Brief description of project	Amount of grant applied for £	Recommendation team assessment
3a Union Street	Jakub Czameclas	Y	Y	Installation of safety laminated shop front	1338	Agree
27 High Street	Michelle Burden & David Riley	y	y	Painting front door, window frames, sill, pilasters, fascia	1280	Agree
Unit LSU1, The Arcade	Poundworld Retail Ltd	N	y	New shop fittout including a new timber framed shop front and signage	10000	Agree, but note, national company
15 Grosvenor Road	Duncan Porter	y	y	Installation of gate to prevent fly tipping	1167.37	Agree, but with requirement to keep area behind gate clean and tidy
Poppins Restaurant, 13 Union Street	Mr S Karapinar	y	y	Remove existing sprayed aluminium shop front frame, glazing and ceramic tiled surround. Install new hardwood shop front with recessed doorway, stall riser and pilasters. Install security shutter to front of recessed doorway. Replace existing fascia and projecting signs with painted timber fascia sign and hanging sign	10000	Agree
The Funky End Station Rd	Gavin Tott	y	y	Refurbishment of the front elevation of retail business - repair and repaint frontage, replace floodlights	6750	Applied for £7900, but grant of £6750 only - floodlights and removal of word 'Grill' not eligible. Grant to be conditional on works to floodlights and signage being completed
29 Wellington St	Bridget & Phill Pavell			Repaint and repair shop front in keeping with local area and age of property. Replace fascia and put up new sign	2995	Agree
36 Union St	Park Lane Properties (leeds) Limited	y	y	To remove existing shop front fascia. To install new shop front incorporating historic architectural designed features which include clerestory tops to the glazing with finial features, moulded pilasters, raised fielded panels, panelled stall riser, cornice and sign board to take hand painted sign	10000	Agree - good addition to priority area

£43,530.37

TABLE 2: Applications recommended for agreement, subject to further work

Address of property	Applicant	Less than 5 locations in the UK?	Within catchment area?	Brief description of project	Amount of grant applied for £	Recommendation team assessment
87 Victoria Road	Jeanne McGhee	y	y	Remove old signs above windows and replace with new aluminium signage. Restore any exposed paint work Clean granite around windows New doorstep/ wheelchair friendly ramp	7000	Application does not quite meet requirements, but worthy of further work with support and guidance. Locally listed building
27 Grosvenor Road	Mrs CG Bond	y	n	Windows: rub down and clean, apply primer sealer, filling in where needed, apply 1 undercoat & 2 coats of weathershield gloss. Painting of roofline & cleaning gutters. Erect scaffolding. Scrape down & clean and 3 coats of masonry paint	9180	Agree in principle, but not with materials specified. Requires a clear detailed method statement and works specification. LBC required potentially
81 High St	Ayhan Candan	n	y	Shop front refurbishment Replacement Dutch awning External decorations	6456	Traditional awning preferred. Need additional quotes and details of external decorations
17-21 High St	Lee Pearce	n		Blend 2 separate retail units into 1 whilst retaining elements of single units. Single colour scheme for both shop fronts, including grills and re-instatement of hanging sign above entrance to 17-19 High St	5020	Worthy of further work with support and guidance. Additional quotes for paintwork required, as it appears expensive
2 Union St	Michael Clarkson	y	y	Minor works to front elevation on first and second floors ie brick repair and removal of hanging sign. Proposed traditional shop front and to include a revised entrance door into property to allow for a lower stepped access		Agree - strong application, but requires further quotes
50 Union Street	Rafati Trust	y	y	To bring the front elevation of the property back to its Victorian style. Replace all moldings on front elevation and restore windows and surrounds to original sizes. Replace cornices in the right location		Further information required, including quotes and detailed drawings. Will be subject to Planning Permission and should be in same style as other grants within the street
5 Wellington St	Asghar Kashani	y	y	Complete renovation of the fascia, changing the windows, renew signage to incorporate neighbouring properties, change canopy		Agree in principle. Key frontage in town centre, but application requires significant work

£27,656.00

TABLE 3 - Applications recommended for refusal

Address of property	Applicant	Less than 5 locations in the UK?	Within catchment area?	Brief description of project	Amount of grant applied for £	Recommendation team assessment
23 Union Street	James Kirkpatrick	n	Y	Shop front refurbishment New fully automatic doors, digital marketing displays, new external sign and new glass	10000	Refuse - contemporary shop front which does not meet criteria
26 Grosvenor Road	George & Anne Boulden	y	n	Refurbishment of shop front	10000	Insufficient detail to recommend at this stage Need to have an occupant to support the schemes in order to bring vibrancy to the street
28 Grosvenor Road	George & Anne Boulden	y	n	Refurbishment of shop front	10000	Insufficient detail to recommend at this stage Need to have an occupant to support the schemes in order to bring vibrancy to the street
25 High Street	Mark Mabey	y	y	Replace ageing shop front window with new of similar aesthetically pleasing design	4059	There appears no apparent benefit in replacing the window Fascia sign would be welcomed for change and upgrade

Composite project applications

Address of property	Applicant	Less than 5 locations in the UK?	Within catchment area?	Brief description of project	Amount of grant applied for £	Recommendation team assessment
14, 16, 16A Grosvenor Rd 2 Upper Union St	Clare Bourke	y	y	Application for grants across 5 premises from 14 Grosvenor Rd to 2 Upper Union St - Remove & replace 2 Upper Union St shop front - Repair windows & repaint 16 Grosvenor Rd - Remove & replace 16 Grosvenor Rd shopfront - Repaint soffits at 16 Grosvenor Rd - Repointing 16 Grosvenor Rd - Tidy Gesto Office shop front - Retile Gesto Office entrance floor	40000	Support application
4 Grosvenor Road	Huw Griffiths	n	y	Remove existing shop front and install new wooden shop front. Match colours; classic style signage; sympathetic lighting and restore original features	10000	Agree in principle, but subject to detailed drawings to support application Front door to be included and extend the cornice across the full face of the unit. Paint upper levels
6 Grosvenor Rd	Harka Bahadur Gurung	y	y	Demolition of existing shop front to provide a new shop front which meets the needs/ requirements of the Aldershot Shopfront Improvement Scheme		Agree in principle, subject to quotes
8 Grosvenor Road	Harka Bahadur Gurung	y	y	Demolition of existing shop front to provide a new shop front which meets the needs/ requirements of the Aldershot Shopfront Improvement Scheme		Agree in principle, subject to quotes
10 Grosvenor Rd	Harka Bahadur Gurung	y	y	Demolition of existing shop front to provide a new shop front which meets the needs/ requirements of the Aldershot Shopfront Improvement Scheme		Agree in principle, subject to quotes
12 Grosvenor Rd	Harka Bahadur Gurung	y	y	Demolition of existing shop front to provide a new shop front which meets the needs/ requirements of the Aldershot Shopfront Improvement Scheme		Agree in principle, subject to quotes
4 Upper Union St	David Wood	y	y	To change the complete front, to be in keeping with the historic part of Aldershot, including windows, door signage and exterior lighting		Application requires further work
4A, 6-8 Upper Union St	Amarjit Singh Bhari	y	y	New shop fronts, signage, paint etc		Application requires further work
10 Upper Union St	Amjad Butt	y	y	Repaint, increase shop front, new signage, new lighting, canopy		Agree in principle, subject to further financial details and clarification on canopy
14 Station Road	Harka Bahadur Gurung	y	y	Demolition of existing shop front to provide a new shop front which meets the needs/ requirements of the Aldershot Shopfront Improvement Scheme		Agree in principle, subject to quotes
16 Station Road	Harka Bahadur Gurung	y	y	Demolition of existing shop front to provide a new shop front which meets the needs/ requirements of the Aldershot Shopfront Improvement Scheme		Agree in principle, subject to quotes
18-20 Station Rd	Harka Bahadur Gurung	y	y	Demolition of existing shop front to provide a new shop front which meets the needs/ requirements of the Aldershot Shopfront Improvement Scheme		Agree in principle, subject to quotes and inclusion of door for No. 20

APPENDIX 2 – COMPOSITE PROJECTS

Location:



Initial sketch of proposed shop front:




Drawing Numbers		Drawing Issues	
SK	Sketch Scheme		Comment
P	Planning		Information
CA	Consent Arrangement		Agreement
A	Assembly		Tender
V	Visual		Building Regulations
SD	Interior Design		Construction
D	Detail		

• This drawing must not be used for construction or installation purposes unless stated.
 • Do not scale from this drawing except for planning and building regulations.
 • All dimensions must be verified on site and confirmed in writing by the CA (or the Party responsible for coordination of the documents) before completing shop drawings and setting out the work, notwithstanding that a Drawing is issued for Construction.
 • All setting out dimensions, grid lines, settings, workings and levels are to be verified and confirmed in writing by the CA (or the Party responsible for coordination of the documents) before construction, notwithstanding that a Drawing is issued for Construction.
 • This drawing is to be read in conjunction with other drawings, the technical specification and associated schedules prepared by Stedman Blower.
 • This drawing is to be read in conjunction with other architectural and engineering drawings associated with this project by other parties.

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Rev.	Chd	Description	Date



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The Aldershot Shopfront Improvement Scheme

Job Title
Intersection of Grosvenor Road/
Upper Union Street

Aldershot
Hampshire
GU11 1DP

Drawing Title
Visual of 16 Grosvenor Road

Drawing Status
Sketch

Architect	Technician
LA	AS

Drawing Size	Date
A3	08/05/2015

Drawing Number	Status Revision
5333 SK/02	