

Application No: 20/01564/LBC Author: Julia Dawson
Date valid: 8 October 2020 ☎: 0191 643 6314
Target: 3 December 2020 Ward: Whitley Bay
decision date:

Application type: listed building consent

Location: 11 Spanish City Plaza, Whitley Bay, Tyne And Wear, NE26 1BG,

Proposal: Redevelopment of former Carlton Club (Bingo Hall) into various commercial uses to include function room/wedding suite, cabaret/performance venue, late night venue/cocktail bar, restaurant, circulation/including 2no pop up bars, 2no commercial units to new upper floors, including the construction of new two storey extension with second floor external terrace and internal alterations (Revised Plans & Additional Documents uploaded 11.12.20 & 18.12.20)

Applicant: Carlton Club Ltd, Mark And Lorraine Holmes 21 Farringdon Road
Cullercoats NE30 3ER

Agent: Mario Minchella Architects, Mario Minchella Unit 4 Witney Way Hi-Tech
Village Boldon Business Park Boldon NE35 9PE

RECOMMENDATION: Application Permitted

INFORMATION

1.0 Summary Of Key Issues & Conclusions

1.0 The main issues for Members to consider are:

- Impact on the character and appearance of the Listed Building

1.1 Consultation responses and representations received as result of the publicity given to this application are set out in the appendix to this report.

2.0 Description of the Site

2.1 The site to which the application relates is the former Carlton Bingo Hall (previously the Empress Ballroom) which adjoins the Spanish City Dome. It is a Grade II Listed building.

2.2 The listing description is as follows:

2.3 Theatre and amusement arcade. 1908-10 by Cackett and Burns Dick for Whitley Pleasure Gardens Ltd; L.G. Mouchel engineers. Patent Hennebique 'ferro- concrete' (reinforced concrete); bronze statues. Free Baroque style. 2-storey 3-bay main block flanked by 3-storey towers and one-storey 4-bay wings.

Central block: 7 wide steps to 3 double doors under bracketed keyed arch with deep panelled soffit. Bracketed fascias to shops in outer bays defined by pilasters with garland and wreath ornament; pilasters and entablature to first floor with 3 renewed windows. Tower doors have bracketed canopies under lunettes; 2 upper stages contain sash window in architrave and slit windows. Cornice. One-storey wings have pilasters defining bays and wreaths to fascia. Central dome has colonnaded lantern and iron finial; drum has 12 round windows in projecting panels. Other roofs flat. Towers crowned by bronze statues of cymbal players. Door head in right tower and pilasters in right wing obscured by signs at time of survey.

3.0 Description of the Proposed Development

3.1 Listed building consent is sought for external and internal physical alterations, including a two storey extension with second floor external terrace in order to facilitate the change of use of the application site to into several commercial uses to include a function room/wedding suite, cabaret/performance venue, late night venue/cocktail bar, restaurant, circulation/including 2no. pop up bars, and 2no.commercial units to new upper floors.

4.0 Relevant Planning History

14/00686/LBC - Reinstatement of previously removed 1910 historic features, including new higher Tower Tops, Loggias to first floors of both wings, shopfronts, doors and windows to all elevations. Removal of 1924 ground floor extension to West elevation of West wing and removal of modern steel fire escape Staircase from first floor of Rotunda over the West wing- Approved 16.07.2014

15/00285/LBC - Proposed illuminated fascia signage for Carlton Clubs and Bingo – Approved 27.04.2015

16/00150/LBC - Listed building consent for the refurbishment of the dome, including two extensions to the east and west elevations to include a new visitors entrance, an accessible lift and feature stair. First floor extension to the ground floor roof. Reinstatement of previously removed 1910 historic features, including new cupolas to the existing towers, loggias to both terraces at first floor level. Reinstatement of shopfronts, doors and windows and the removal of the central floor area within the dome at first floor level – Approved 12.05.2016

17/00994/LBC - Making good of the South West and South East elevation of Carlton Bingo Empress Ballroom, following the demolition of the adjacent building as part of a separate planning permission. The works materially affect the external appearance of the Grade II Listed property, to make external walls water tight and a new render improve the appearance of the facade – Approved 10.11.2017

17/01165/LBC - Demolition and reinstatement of the existing piers, frieze and fascia above the three shop fronts to the East Wing on the North Elevation at Spanish City, Whitley Bay due to structural health and safety concerns – Approved 22.09.2017

20/01563/FUL - Redevelopment of former Carlton Club (Bingo Hall) into various commercial uses to include function room/wedding suite, cabaret/performance venue, late night venue/cocktail bar, restaurant, circulation/including 2no pop up bars, 2no commercial units to new upper floors, including the construction of new two storey extension with second floor external terrace and internal alterations – Pending Decision

5.0 Development Plan

5.1 North Tyneside Local Plan (2017)

6.0 Government Policy

6.1 National Planning Policy Framework (NPPF) (February 2019)

6.2 National Planning Practice Guidance (NPPG) (As amended)

6.3 Planning (Listed Buildings and Conservation Areas) Act 1990

6.4 Planning applications must be determined in accordance with the development plan unless material considerations indicate otherwise. The NPPF is a material consideration in the determination of all applications. It requires LPAs to apply a presumption in favour of sustainable development in determining development proposals. Due weight should still be attached to Development Plan policies according to the degree to which any policy is consistent with the NPPF.

PLANNING OFFICERS REPORT

7.0 Main Issues

7.1 The main issue in this case is the impact of the proposed works in the character and appearance of the Grade II Listed Building.

8.0 Character and Appearance

8.1 The National Planning Policy Framework states that the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. It states that developments should be visually attractive as a result of good architecture, layout and appropriate and effective landscaping; be sympathetic to local character and history, including the surrounding built environment and landscape setting; and establish or maintain a strong sense of place.

8.2 In respect of designated heritage assets the NPPF states that in determining planning when determining the impact on the significance of a heritage asset great weight should be given to the assets conservation. The more important the asset the greater the weight should be. This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

8.3 Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification.

8.4 Substantial harm to or loss of a grade II listed building, park or garden should be exceptional. Where a proposed development will lead to substantial harm to

or total loss of significance of a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

8.5 Local Plan Policy S6.5 'Heritage Assets' seeks to pro-actively preserve, promote and enhance its heritage assets.

8.6 Policy DM6.6 'Protection, Preservation and Enhancement of Heritage Assets' states that proposals that affect their setting will be permitted where they sustain, conserve and where appropriate enhance the significance, appearance, character and setting of heritage assets in an appropriate manner.

8.7 Policy DM6.7 'Archaeological Heritage' states that the Council will seek to protect, enhance and promote the Borough's archaeological heritage and where appropriate, encourage its interpretation and presentation to the public.

8.8 Policy AS8.15 seeks to integrate growth and development at the Coast with the protection and enhancement of the built and natural environment, in particular the heritage assets at Whitley Bay.

8.9 Policy AS8.17 'Visitor Attractions and Activities at the Coast' states that the following proposals and activities have been noted as particular opportunities at the coast that could enhance its role for tourism over the life of the plan:

a. Restoration and re-use of The Spanish City dome and surrounding development site

8.10 Policy AS8.18 'The Spanish City' states that the Council will support, through the retention and improvement of the grade II listed Spanish City site, the development of a mix of uses that make a positive contribution to the tourism offer for the coast and support Whitley Bay as a fun and family friendly destination

8.11 One of the objectives set out within the Local Plan is explore and identify opportunities for regeneration and investment across the Borough. One of the early examples of regeneration priorities within North Tyneside, as set out in objective 6, is to provide new facilities and improved public realm to develop the tourism and visitor offer whilst conserving the historic environment at the Coast from North Shield's Fish Quay as far as St Mary's Lighthouse.

8.12 Any development proposal that would detrimentally impact upon a heritage asset will be refused permission, unless it is necessary for it to achieve wider public benefits that outweigh the harm or loss to the historic environment and cannot be met in any other way.

8.13 The applicant has submitted a Heritage and Conservation Statement in support of the applications for planning permission and listed building consent. This sets out the history of the site (and wider Spanish City complex),

designations and an examination and assessment of the architectural significance of the areas within the host building – auditorium, gallery, crush space, stage, ground and first floor extensions, and the impact of the proposed development on the significance of the listed building.

8.14 The application site is Grade II Listed. The Statement describes The Spanish City as an Edwardian seaside pleasure complex located on the seafront at Whitley Bay, Tyne and Wear. It was built in 1910 and originally consisted of four separate design elements: rotunda, north range, theatre and pleasure grounds. Its layout has an angled linear nature where the rotunda acts as the rotation point. Off the rotunda to the north is the North Range and the former Theatre to the south. The Theatre sits at a large single storey with surrounding two storey extensions and back of house accommodation. Although the complex is constructed predominantly in reinforced concrete the Theatre has load-bearing brickwork walls and a welsh slate roof covering over. The complex fronts onto a plaza and promenade to the north. The Spanish City site has undergone considerable change over the years with the Spanish City Dome being restored and reopened as part of a major regeneration project.

8.15 Specifically, the application site (former Carlton Bingo) was originally constructed in 1910 as a theatre. It was then converted to the Empress Ballroom room in 1920, and later converted into a bingo hall in 1961. Ground and first floor extensions were added to the building over the years, and various internal alterations were undertaken.

8.16 The Statement sets out how the concept of the development proposals has been guided to maximise flexibility of uses across the site, extent of net commercial lettable space and to minimise the impact of any modern intervention on the historic building fabric. The proposed physical alterations to the building will include the following:

- A new two storey extension to the south east corner of the site to provide an entrance and circulation atrium and external terrace.
- A curved ramp to provide inclusive ground floor access and a lift and stairs to provide vertical access to all levels within the building.
- Installation of an acoustic partition to the vaulted space on the upper floor.
- Refurbishment and reinstatement of the glass dome and west window (to the proposed function room/wedding suite)
- Two new levels of commercial floor space to be created within the fly tower at high level above the stage and accessed via the new south east entrance atrium.
- Installation of series of tall rectangular windows in southern elevation.
- New entrance and canopy to the ground floor cocktail bar.
- Reinstatement of the former windows along the western elevation
- New feature signage to the south west corner of the building.
- Installation of solar panels.

8.17 The Northumberland and Newcastle Society have offered their support to the principle of the proposed works but have raised some concerns, specifically with regard to curved wall at the rear of the performance area, the stage and backstage arrangements and the design of the proposed south elevation and new entrance. The Northumberland and Newcastle Society note that the new

entrance feature and south elevation will be a major contribution to the Whitley Bay townscape and consider that to approve the proposed development in its current form, without amendments to address their concerns, would be a lost design opportunity. These concerns are noted.

8.18 However, the Council's Design Officer has provided Heritage comments in relation to the proposed works and these are generally supportive, specifically of the new entrance extension, which he considers will sit comfortably alongside the existing building. Conservation principles set out that there should be minimum intervention to historic buildings and it is noted that the proposed development includes the installation of new windows to the southern elevation. However, it is considered that these are acceptable due to the fact that they will enhance the elevation and improve the internal space. Detailed design of the windows will be conditioned. The remainder of the proposed external works are also considered to be acceptable, subject to conditions to ensure their final detailed design.

8.19 Several changes are proposed to enable the internal reconfiguration of spaces. Whilst it is acknowledged that the proposed new use may benefit from these changes, they must not be to the detriment of the building's significance. The overriding feature of significance is its intact appearance as a theatre and all aspects relating to this use, for example, its arched ceiling, gallery and proscenium arch must continue to be visible and able to be appreciated throughout the building, as existing. The main concern relates to the amount of glazing to be provided within the acoustic dividing wall as it is important that a view of the historic ceiling is maintained. The acoustic wall will separate a function room and an upper cabaret seating area, and as such, the applicant has advised that it is important that this wall prevents noise breakout. A condition is suggested to ensure that the final technical design of the wall is fully controlled to ensure that it can achieve its intended function whilst not resulting in harm to the significance of the listed building.

8.20 Overall, it is considered that the proposed works are appropriate for the application site and will not result in any significant harm to the character and appearance of host building, wider Spanish City complex or the significance of the listed building itself.

8.21 The proposed works are also in keeping with the objectives of policies AS8.15, AS8.17 and AS8.18 which seek to provide new and improved facilities at this site.

9.0 Conclusion

9.1 Members need to determine whether the proposed works are acceptable in terms of their impact on the significance and the character and appearance of the heritage asset (Grade II Listed Buildings). Officer advice is that the proposed works are acceptable for the reasons set out within this report and are therefore in accordance with the advice in NPPF and policies S6.5, DM6.6, AS8.15, AS8.17 and AS8.18 of the Local Plan. It is therefore recommended that listed building consent is granted subject to the suggested conditions.

RECOMMENDATION: Application Permitted

Conditions/Reasons

1. The development to which the permission relates shall be carried out in complete accordance with the following approved plans and specifications:

- Application Form 07.10.2020
- Location Plan, A100, Rev.B, 21.01.21
- Proposed Zoning Plans, A105, Rev.C, 07.12.20
- Proposed Ground Floor Plan, A106, Rev.F, 18.01.21
- Proposed Upper Floor Plan, A107, Rev.E, 18.01.21
- Proposed New Upper Floors, A108, Rev.D, 18.01.21
- Proposed Elevations, A109, Rev.C, 07.12.20
- Proposed Siteplan, A110, Rev.D, 07.12.20
- Existing + Proposed 3D View 01, Rev.C, 07.12.20
- Existing + Proposed Long Section, A112, Rev.B, 07.12.20
- Existing + Proposed Short Section, A113, Rev.C, 07.12.20
- Existing + Proposed Roof Plan, A114, Rev.B, 07.12.20
- Proposed Heritage Plans, A115, 28.09.20
- Design and Access Statement, 3310/ACW, September 2020
- Heritage and Conservation Statement, v.3, 06.10.2020
- Heritage Record and Schedule of Works - 3310 Empress
- Main Heritage Interventions - 3310 Empress

Reason: To ensure that the development as carried out does not vary from the approved plans.

2. Standard Time Limit 3 yr LBldg Consent MAN07 *

3. Prior to commencement of the approved development above damp course level the following information shall be submitted to and agreed in writing by the Local Planning Authority:

- Samples of the materials and finishes for the extension.

Thereafter, the development shall be carried out in complete accordance with the approved details.

Reason: To ensure that the materials are acceptable, and the works are carried out in a manner appropriate to the listed building in accordance with the advice in National Planning Policy Framework and Local Plan Policies S6.5 and DM6.6.

4. Prior to commencement of any demolition/development in respect of the following matters, the information set out below shall be submitted to and agreed in writing by the Local Planning Authority:

- Details of fixings and materials for the acoustic wall between function room and cabaret gallery.
- Detailed design of glass lantern in the proposed wedding room.
- Details of wall to be removed in the proposed raised ceremony zone - this should include a drawing to show the area of wall that is proposed to be removed.
- Details of the paint colour and finish type for the theatre space.
- Design of new openings on the south elevation which must include concealed frames.

- Details of the reinstatement of windows on the west elevations.
- Details of automatic roof light above the fire exit stair serving the commercial units (which must be as flush fitting and recessed as possible)
- Details of signage including size, materials illumination and fixings.

Thereafter, the development shall be carried out in complete accordance with the approved details.

Reason: To ensure that the materials are acceptable and the works are carried out in a manner appropriate to the listed building in accordance with the advice in National Planning Policy Framework and Local Plan Policies S6.5 and DM6.6.

5. Prior to the commencement of use of any part of the approved development, full details of the boundary treatment to be installed to the refuse and external plant area must be submitted to and approved in writing by the Local Planning Authority. Thereafter, the boundary treatment shall be installed in complete accordance with the approved details.

Reason: To ensure that the materials and appearance are acceptable and the works are carried out in a manner appropriate to the listed building in accordance with the advice in National Planning Policy Framework and Local Plan Policies S6.5 and DM6.6.

6. Prior to their installation, full details of the solar panels shall be submitted to and approved in writing by the Local Planning Authority. Thereafter, the solar panels shall be installed in complete accordance with the approved details.

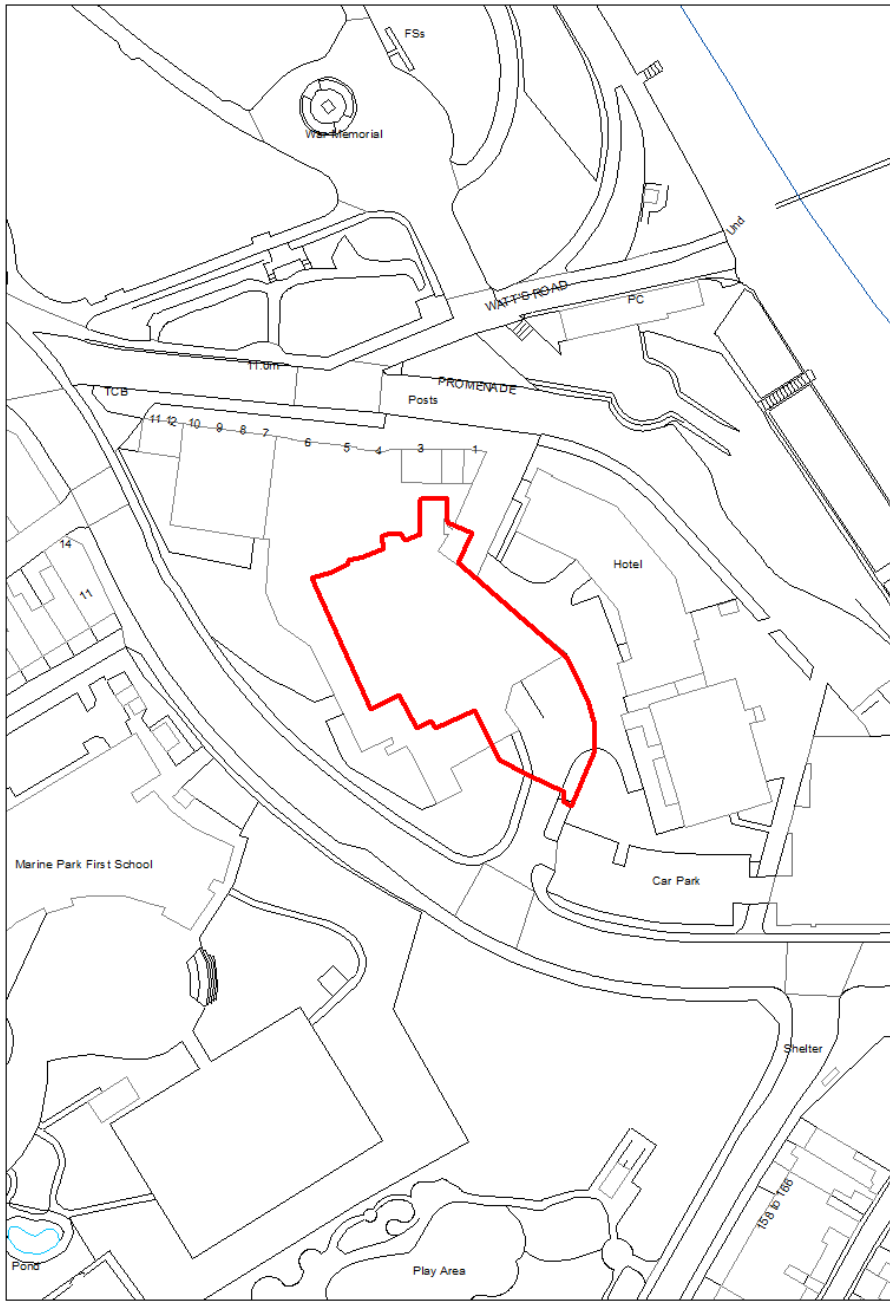
Reason: To ensure that the materials and appearance are acceptable and the works are carried out in a manner appropriate to the listed building in accordance with the advice in National Planning Policy Framework and Local Plan Policies S6.5 and DM6.6.

7. No demolition/development shall take place until a programme of archaeological building recording has been completed in relation to the historic back-stage theatre equipment. This programme shall include a written and photographic record using high resolution JPEG format photographs in accordance with a specification provided by the Local Planning Authority. A report of the results shall be submitted to and approved in writing by the Local Planning Authority prior to any development or demolition work taking place.

Reason: To provide an archive record of the historic building or structure and to accord with paragraph 199 of the NPPF, Local Plan S6.5 and policies DM6.6 and DM6.7.

8. Prior to any re-instatement of the opening between the application site and the adjoining Spanish City Dome, full details of the how the opening will be undertaken (sections, elevations, floor plans, materials, finishes etc.) must be submitted to and approved in writing by the Local Planning Authority. Thereafter, the works must be carried out in complete accordance with the approved details.

Reason: To ensure that the materials and appearance are acceptable and the works are carried out in a manner appropriate to the listed building in accordance with the advice in National Planning Policy Framework and Local Plan Policies S6.5 and DM6.6.



Application reference: 20/01564/LBC

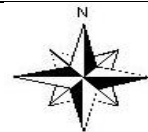
Location: 11 Spanish City Plaza, Whitley Bay, Tyne And Wear, NE26 1BG

Proposal: Redevelopment of former Carlton Club (Bingo Hall) into various commercial uses to include function room/wedding suite, cabaret/performance venue, late night venue/cocktail bar, restaurant, circulation/including 2no pop up bars, 2no commercial units to new upper floors, including the construction of new two storey extension with second floor external terrace and internal alterations

Not to scale

Date: 04.03.2021

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**Appendix 1 – 20/01564/LBC
Item 4**

Consultations/representations

1.0 Councillor O'Shea (Whitley Bay):

1.1 I very much support the above planning applications. In the event that Planning Officers are minded not to grant planning permission for these applications I would request that I be able to make representations to the Planning Committee.

1.2 Kymel Trading (operators of Spanish City):

1.3 No objections to the redevelopment of the former Carlton Club site and welcome further investment in the area. Strongly object to the proposed reinstatement of the link between the application site and Spanish City. These works themselves would require planning and listed building consent and the location of such link suggested would disrupt in the internal operation of Spanish City.

1.4 Internal Consultees

1.5 Design Officer (Heritage)

1.6 A contemporary glazed extension is proposed to the east of the building. The extension is suitably set back from the building line and is subservient to the main building. There are some concerns about the visibility of the lift shaft although it is set back to the rear of the roof. Any further visuals that the applicant could provide to show this element of work would be welcomed. The extension is made up of two glazed blocks. The internal uses and arrangement of space will be completely visible through the glass wall and therefore needs to be sensitively designed along with lighting. An external terrace is proposed on the extension and the elevations show that this is enclosed with a glass balustrade. Overall, the extension will sit comfortably alongside the listed building.

1.7 The application proposals include the insertion of five tall vertical windows on the upper floors of the south elevation. In line with conservation principles there should be minimum intervention to historic buildings. On this basis new openings would not usually be supported; however, I appreciate that the windows could potentially enhance the elevation and would improve the internal space. The design of the openings has been discussed with the applicant to ensure that they would be clearly read as modern additions. The windows will be designed with concealed internal window frames and the detailed design of this should be conditioned.

1.8 On the west elevation it is proposed to reinstate the former windows which have been blocked in. This is supported and appropriate materials are proposed for the windows; dark brown powder coated aluminium frames reflecting those used in the adjacent Spanish City Dome complex. It is proposed to reinstate a feature glass dome which is supported. A new roof light is also proposed; this should be a conservation rooflight with a flush recessed fitting/flashing. Solar panels are proposed but no further detail has been provided. The principle of solar panels is acceptable although the detailed design should be conditioned.

1.9 A detailed schedule of works has been submitted which is a thorough account of the proposed works, however the area numbers need to be shown on a layout plan and included in the document. This will make it easier to identify where the works are being proposed.

1.10 Internally there are several changes proposed including the reconfiguration of spaces. Whilst it is acknowledged that the proposed new use may benefit from these changes, they must not be to the detriment of the building's significance. Much of the space in the auditorium has been subject to several changes in the past. Therefore, some further amendment is acceptable, subject to full consideration given to the impacts of any harm being weighed against the resultant benefits. The overriding feature of significance is its intact appearance as a theatre. All aspects relating to this use, for example, its arched ceiling, gallery and proscenium arch must continue to be visible and able to be appreciated throughout the building, as existing. An acoustic dividing wall is proposed on the upper floor to form a function room and upper cabaret seating area. A glazed window is proposed in the wall so that a view of the historic ceiling is maintained. The principle of this was supported during pre-application discussions, however during the detailed design the size of the glazing has been substantially reduced. The applicant has sited that this is due to the acoustic requirements to reduce noise transfer between the two venues. There are concerns about the reduced size of the glazing and the impact that it has on the significance of the building. It is requested that the acoustic measures are reviewed to see if any further glazing can be incorporated. If not, then the acoustic performance calculations should be submitted to justify the proposed approach.

1.11 The stage area is proposed to be extended to make the performance area more functional. This is designed to have limited impact on historic fabric. The new window openings on the south elevation in combination with the addition of two new floors will result in the loss of historic stage equipment which will cause harm to the significance of the building. As mitigation, this equipment should be recorded with a written and photographic record. In other areas, partitions are designed to have no abutments with historic feature plasterwork or columns and works are reversible. Other works outside of the main theatre will have little or no harm to the historic fabric.

1.12 Items to condition:

- Samples of the materials and finishes for the extension.
- Details of fixings and materials for the acoustic wall between function room and cabaret gallery.
- Building recording of historic stage equipment. This should include a written and photographic record using high resolution JPEG format photographs.
- Detailed design of boundary treatments for refuse area and external plant area.
- Detailed design of glass lantern in the proposed wedding room.
- Details of wall to be removed in the proposed raised ceremony zone – this should include a drawing to show the area of wall that is proposed to be removed.
- Details of the paint colour and finish type for the theatre space.
- Design of new openings on the south elevation which must include concealed frames.

- Details of the reinstatement of windows on the west elevations.
- Details of roof light which should be conservation style with a flush recessed fitting/flashing.
- Details of signage including size, materials illumination and fixings.
- Details of solar panels.

1.13 Tyne and Wear Archaeology Officer

1.14 No demolition/development shall take place until a programme of archaeological building recording has been completed in relation to the historic back-stage theatre equipment, in accordance with a specification provided by the Local Planning Authority. A report of the results shall be submitted to and approved in writing by the Local Planning Authority prior to any development or demolition work taking place.

Reason: To provide an archive record of the historic building or structure and to accord with paragraph 199 of the NPPF, Local Plan S6.5 and policies DM6.6 and DM6.7.

1.15 External Consultees

1.16 Northumberland and Newcastle Society

1.17 Our submission is the application may be granted subject to the revisions referred to below.

1.18 The Society considers the depth of positive public response North Tyneside Council quite rightly received for the sympathetic restoration of the Spanish City should stand as a benchmark for this proposed further stage of development. The quality of that work should signpost the applicants to ensure this neighbouring building has empathy with not just the Spanish City but also the wider improvements planned for this area of great local significance. From “back of house” the building has become “front of stage” and the new external appearance should add a sympathetic and positive design element to the continued rejuvenation of Whitley Bay.

1.19 This was built as the theatre of the Spanish City. It has been much altered internally and it is not proposed to return the interior to its original design. It will contain mixed uses resulting in some further changes to the interior but the general approach of conserving what remains of the original is very welcome. The glazed screen is an imaginative idea. However it is not clear how the curved wall at the rear of the performance area relates structurally to its surroundings and the wall above it, nor what it will be built of. The stage and backstage arrangements were only clarified by the sections and still seem confusing.

1.20 The Society notes the strong objection submitted by the owners of the Spanish City to gaining access from there and we would therefore expect some revisions will have to be made to the plans as a result.

1.21 We feel the least satisfactory element of the plans is the design of the proposed south elevation and new entrance. The south elevation was never meant to be seen and has only come into real prominence with the construction of the new road behind the Spanish City. We consider the long two storey vertical windows lack sympathy with the site vernacular and certainly feel that if the half-width window to the right cannot be of matching proportions it should be omitted.

1.22 While the proposed new staircase and entrance wing will tidy up and screen the eyesore parts of the existing building the proposed design is a culture shock which needs to be given further thought. The Design and Access Statement describes it as a robust and acceptable modern design which does not look to overbear or compete in terms of massing.

1.23 Our belief is to the contrary as it seems to do just that by way of its assertive, even rather dated, use of glazed curtain walling between “metal effect” clad piers and brick curtain wall (as far as we can tell – the proposed elevations drawings give no indication of materials) is unsympathetic and in contrast to the main building which is now rendered externally. Ultimately what is needed is a good imaginative piece of design which will be an unobtrusive addition to building, blending with it and not drawing attention to itself.

1.24 This feature, indeed the whole south elevation, will be a major contribution to the townscape of Whitley Bay, and just as the new hotel next door was a lost design opportunity, so will this be without further consideration.

1.25 In summary we support the application in principle however we believe the proposed design requires significant revision taking account of our detailed comments above and consequently we submit it should be substantially amended before the planning authority considers granting approval for this development.