



Stroud District Council Planning



Supplementary Planning Guidance

Shop Fronts

Version 2.0 December 2011

1.0 INTRODUCTION

1.1 This Guide is published to promote and define standards of design in shop fronts, shop signage and advertisements. It is the adopted Policy of Stroud District Council, and as such, contains advice on design matters which the Local Planning Authority will expect to see reflected in Planning Applications for a range of commercial developments within shopping areas and elsewhere.

1.2 The Guide is not intended to restrict the initiative of Architects, Shop Front Designers and Developers by setting out detailed design rules. However, it is concerned with consideration of the fundamental elements of successful design. The aim is to set out a flexible framework in which Architects, Designers and Developers can exercise their particular skills in the design, construction and marketing of shopping developments. Planning Officers are available to discuss proposals for a specific site at an early stage and this can be a useful process, particularly for more extensive shopping developments, those affecting Listed Buildings and proposals within Conservation Areas.

1.3. Shopping facilities are primarily provided in the centres of the towns throughout the District, in smaller neighbourhood shopping groups and in local shops within villages. The scale and location of shopping facilities is identified and defined by the Gloucestershire Structure Plan and by Local Plans prepared by the District Council. This Policy relates to standards of design in the redevelopment of existing shops, the

provision of new areas of shopping development, and more occasionally the conversion of non-retail uses into shops. Policies related to the creation of new shopping facilities, particularly in terms of location, will be covered in the Local Plan. A recent trend in town centres has been a decline in traditional retailing outlets. Many of these former shops re-emerge in a variety of guises, such as Estate Agents, Building Societies, Food Takeaways, Amusement Arcades etc. Again the policy relating to these changes will be covered in the Local Plan, but this guide will be concerned with any property that already has, or needs a display window or traditional shop front. Appendix A of this Policy is based on the Town and Country Planning (Use Classes) Order, 1987 (As amended), which defines a wide range of uses encountered within shopping areas. This Policy will apply to those parts of the Use Classes Order covered in the Appendix.

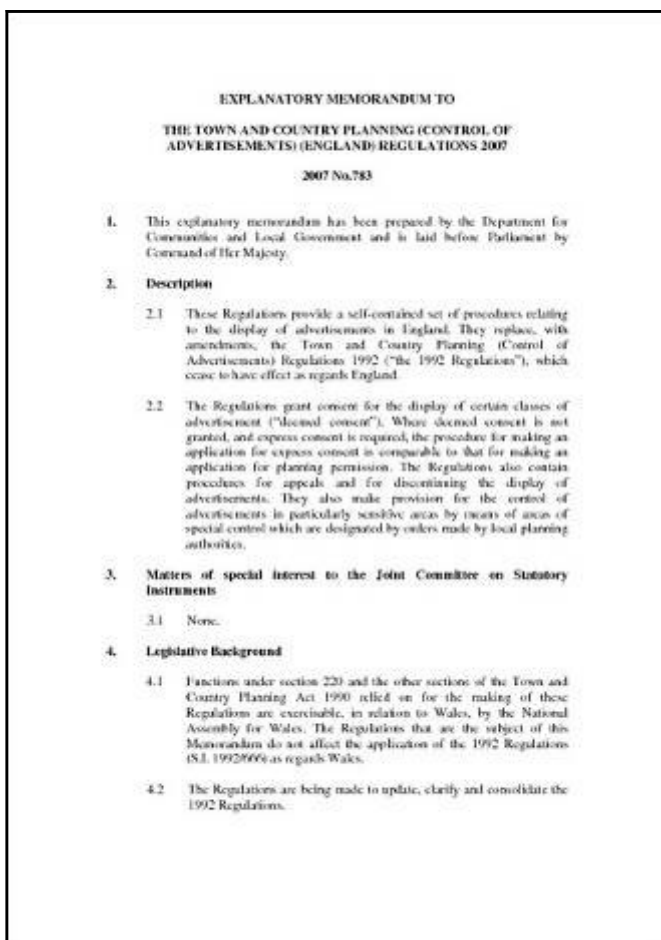
1.4. The majority of the requirements of this Policy can be applied to all types of shop front and advertisement. No distinction is made between new build, or redevelopment, as design principles can apply equally to both forms of development. In certain sensitive locations, such as in Conservation Areas, and on Listed Buildings, more detailed guidance and requirements may apply, and these are separately detailed, but in general the policies set out in this guide can be applied to all proposals relating to shops and advertisements.

1.5 This guidance was amended in December 2011 in order to reflect changes in legislation, regulations and planning policy statements.

2.0 STATUTORY CONSIDERATIONS

2.1. The installation of new shop fronts and alterations to existing premises requires Planning Consent under the Town and Country Planning Act, 1990.

2.2. Advertisements and signs require Consent under The Town and Country Planning (Control of Advertisements)



(England) Regulations 2007.

2.3. Any alteration, extension or demolition of a Listed Building in any manner that would affect the character of a Building of Special Architectural or Historic Interest requires Listed Building Consent under the Planning (Listed Buildings and Conservation Areas)



Act, 1990.

2.4. The Planning (Listed Buildings and Conservation Areas) Act, 1990 requires Local Planning Authorities to determine which parts of their area are areas of Special Architectural or Historic Interest, the character or appearance of which it is desirable to preserve or enhance, and shall designate those areas as Conservation Areas.

2.5. Within Stroud District Conservation Areas have been designated in the shopping centres of all the major settlements, except Stonehouse.

3.0 SHOPS AND THE STREET

3.1. Much of the character of shopping streets derives from their organic growth, possibly over several hundred years in older settlements. Thus each building is an individual, and the parcels of land frequently have narrow street frontage and considerable depth. Occasionally plots were redeveloped after demolition, but more often buildings were re-worked and re-faced on the prevailing architectural pattern of the day. The resulting street is a rich tapestry of individual buildings, often stylistically unrelated, with a strong vertical emphasis strengthened by an almost total lack of horizontal consistency at roof level. In the latter years of the 19th Century, whole blocks of towns were redeveloped often in a uniform architectural style, and with living accommodation over the shops. This "larger site" pattern of development has continued through into the latter years of the present Century, although with a substantial decline in residential accommodation over the shops.

3.2. Each individual shopping unit must therefore be viewed in the wider context of the street scene. One bad apple in the basket can be detrimental to all its neighbours. In assessing the quality of individual buildings and their contribution to the wider street scene, the Local Planning Authority will take account of the total street elevations, together with any advertisements and signs that traders may wish to display anywhere on the building to promote their activities and goods.

3.3. Individual shops can make significant contributions to the overall street scene through a variety of means. Siting of a

particular building in relation to the street can be critical. The building may project forward from a general building line, or may be at a focal point of views along a street. The architectural style of a building may be strongly at variance with the majority of its neighbours. The size of the building alone may be an important factor: one large building in use as one shop can be a very dominant feature in a street scene. Materials can be significant, particularly where there is a strong tradition of building in a local material; just one shop built in something different sticks out like a sore thumb.

3.4. Attention may also be focused onto a particular building through various more negative influences, frequently arising from a failure to control the visual quality of the environment. Advertisements and shop signage can be particularly offensive, competing with each other for attention by virtue of sheer size and garishness. The house styles and corporate identities of national retailing groups have, in the past, been applied to shop buildings, often regardless of the inherent character of that building. Happily this is a declining practice, with retailing groups becoming more sympathetic to adaptation of their corporate house styles to suit particular sites and locations. Shop fronts re-worked in modern materials in historic buildings can look particularly incongruous, and the use of colour in the painting and general decoration of shops facades is very important. Some colours can be visually assertive, and whilst this may draw the eye to a particular shop, it can be disruptive to the street as a whole.

4.0 THE INDIVIDUAL BUILDINGS

4.1. The importance of the shop front as a part of the whole building cannot be overstressed. The shop, usually only at ground-floor level is just one component of the building, which may have several other floors, and possibly other uses in addition to the retailing space. In the design or re-design of shop fronts an understanding and appreciation of the whole building is essential. A range of visual devices in the design of the building can give direction and emphasis to the design of the shop front. This can derive from the smaller scale architectural detailing of the building, but equally strong leads can be given by the overall form and massing of the building.

4.2. Consideration of the overall scale of the building is an essential pre-requisite to the design of a shop front, and its signage. Many buildings in our town centres can be relatively small in scale, particularly older buildings which often have low storey heights. Shop fronts should always respond to the storey heights, and the overall frontage width of the building with extreme care being taken to ensure that the shop facade does not dominate the appearance of the building.

4.3. Buildings may have a strong pattern or rhythm, perhaps as a result of their construction, or perhaps a conscious desire to break a larger building into smaller units which more closely relate to a human scale. Terraces of identically designed units are a good example, but a rhythm can be evident in quite small buildings. Not all buildings have flat facades; some are quite clearly modelled into a series of projecting bays. Variations in the roof line can give

emphasis to a particular part of a building, and at ground level, shop fronts set back behind a colonade, or openings in the main face of a building can dramatically alter the character of a particular building.

4.4. Even in flat faced buildings, the monotony can be relieved by the grouping of the openings within the facade, and the shape and size of openings at upper floor levels can give clues as to an appropriate scale and proportion for shop windows, and even define their extent. The small scale architectural detailing of the building may be richly decorative even at higher floor levels, and shop fronts should respect and possibly reflect this detailing. The materials used in the building can contribute significantly to its character, particularly where two materials are used. Again shop fronts should reflect this character, perhaps a local tradition such as the rendered and roughcast buildings of Wotton-under-Edge or the use of red brick and Cotswold limestone, in conjunction as is found in Stroud and Stonehouse. Care should always be exercised in the introduction of further materials: too many materials on a building can be visually distressing.

4.5. It has been argued that the shopper rarely looks at the building containing the shop, confining his attention to the goods on display in the shop window. However, this conveniently ignores the fact that the shopper takes in a variety of longer distance views of buildings as he walks along the shopping street. With the increasing trend to pedestrian shopping streets, the shopper has the whole width of the street to walk in, allowing him a longer

view of the buildings, unfettered by double-decker 'buses and juggernaut lorries. The quality of design in the built is a very topical issue in the closing years of the C20, and this is particularly valid in our shopping streets. People are attracted to well designed places, and if those places are shopping streets, then traders will inevitably benefit. The need to appreciate the building as a whole is essential. Constructional understanding is important, but this guide is primarily concerned with visual and design issues. This implies a need for a design professional, who by virtue of his or her training, will be able to understand the building and become sympathetic to it. Shop front design based on this 'whole building' approach should result in a generally higher quality of appearance in our towns.

5.1. This section is concerned with the architectural detailing of the shop window, the shop entrances, the fascia signage, hanging signage, illumination and security measures.

5.2. In recent years, there has been a significant change in retailing practices in relation to the traditional display window. Repetitive window display has given way to a more selective display of goods within windows, with a view past into the shop itself. The goods on display within the shop form an extension of the window display. Whilst this move has been largely confined to the national retailing groups, it has nevertheless been taken up in varying degrees, by smaller independent retailers. No firm trend in shop window design has emerged from this change of emphasis. In wholly internal shopping malls, display

windows have disappeared totally, in favour of fully opened facades. However, in the more conventional street situation, it could be argued that more selective display of goods should generate a smaller scale or extent of shop windows.

5.3. Despite recent changes, the shop front is nevertheless the initial point of contact between the shopper and retailer. A variety of architectural devices have evolved over the past two Centuries to define and constrain the shop window, and to attract the attention of the shopper. The following items should be considered in relation to the architectural detailing of shop fronts.

5.3.1. Scale And Size

The importance of the scale and size of the shop window has already been stressed in relation to the overall size of the building, and in relation to other architectural detailing on the building. Particularly in the latter half of this Century glass technology has advanced to such an extent that it is now possible to fill the whole shop frontage with plate glass at the ground-floor level. The visual effect of this has been to create a strong horizontal band, which appears to leave the upper floors of the building without any visible means of support. It is important to restrict the extent of shop windows to provide a strong framing or visual stop. Traditionally this was achieved by ornamental side pilasters, frequently topped by corbelled brackets known as consols. A similar visual stop can be achieved by setting the shop window into a distinctively designed structural opening. The shop window is

further limited and defined by the structural frames for the glazing. The tendency to smaller and more selective window displays, and for pedestrian shopping streets indicate a desired reduction in the scale of shop windows. Extensive shop windows can be boring. More selective display focuses the eye on much smaller areas within the window, and pedestrian streets mean that more space is available generally, and at pedestrian speeds, attention is again precisely focused. Streets then relate to the human scale, and it is important to break down the scale of shop windows by more frequent subdivision.

5.3.2. Fascias

The shop window fascia is the usual place to display the traders name, and possibly the type of shop. Lettering and materials for fascias are dealt with separately and this section is concerned with the fascia as a means of defining an edge to the shop window, and its visual effect on the building as a whole. Firstly it provides a strong horizontal band which limits the top of the window. In the CIS fascias were frequently angled slightly downwards to more easily catch the eye of the potential shopper, and were often topped by richly moulded and decorative cornices. The fascia has an important function in visual terms as a means of support for the upper floors of the building. The scale and size of the fascia can often be dictated by this function alone. The fascia is often responsible for some of the worst mutilations to existing buildings. In the pursuit of bigger is better because it attracts more customers, fascias have grown to such an extent that architectural features of the building are obliterated;

first floor windows suffering particularly badly in this respect. Fascias must fully respect existing detailing and scale of their parent buildings. Buildings in shopping areas are frequently very varied in style, often with the neighbouring building being quite dissimilar. Shops often comprise several neighbouring buildings, and the fascias of these shops must respond to the individual buildings. Fascias (and indeed shop windows) that attempt to impose a single unified style across a variety of existing buildings will be resisted. A common fascia can however be acceptable in buildings of architectural unity, such as terraces of larger purpose-built groups of shops. Individual owners may wish to divide the fascia, and this should be acceptable providing it is complimentary to the overall rhythm of the architectural features of the building.

5.3.3. The Stallriser

This is essentially a traditional and practical device, which forms a visual stop to the lower edge of the shop window. It is a continuous panel between the window cill and the ground, usually some 300-600mm high. The stallriser raises the floor of the display window above ground level, thereby bringing the goods on display nearer to the eyes of the window shoppers. More recently there has been a trend to take shop windows down to the external ground level, denying the window a strong visual bottom stop, allowing it to be splashed by rain and passing dogs, and making it vulnerable to casual low level vandalism!

Stallrisers were traditionally constructed of the same material as the remainder of the building elevation, although painted timber to match the shop window detailing or a complimentary material can be equally valid.

5.3.4. The Entrance Doors

The entrance doors to the shop can be an important element in defining the edge of the window. Traditionally doors were often set back behind the general line of the shop window with splayed sides leading inwards towards the doors. This serves not only as a visual stop to the horizontal run of shop windows, but also to draw the passing shopper into the building. The trend for smaller shop windows with selective displays goes hand in glove with a view into the shop, the contents of the shop becoming the display itself. Glazed doors offer the same viewing facility as the shop window, and as windows have become smaller, the entrance doors have frequently become more extensive. Great care should be taken to ensure that the demand for multiple doors does not over-dominate the composition of the shop front as a whole. Small groups of doors can often be more satisfactory visually than extensive unbroken runs of doors. On a practical note it is important to ensure access to the shops for the disabled, particularly wheelchair users. Wider doors and ramps should be incorporated wherever possible and this will also assist mothers with prams, pushchairs and buggies.

5.3.5 Materials

The choice of materials used in all aspects

of shop fronts, including advertisements, can have a significant effect on the character of the building and the street scene. Materials should always be selected to compliment the building materials of the parent building. In Conservation Areas and on Listed Buildings, modern materials such as plastics, melamine faced boards, glazed tiles, metal frames etc., are inappropriate and the Local Planning Authority will seek to ensure that only traditional materials are used in architectural detailing in these locations.

6.0 CORPORATE IDENTITY

6.1 Many of the nationally known retailing groups have a corporate identity, and this can include a house colour scheme, uniform type faces for all lettering, logos, and standard materials and indeed individual components for the shop fronts and signage. Whilst there are locations where these elements can combine to produce a satisfactory shop front, there are many other locations where a wholesale application of corporate identity features can be a visual disaster.

6.2 The character of the individual building, and the street as a whole are important factors in determining whether any part of a corporate identity scheme is appropriate for a particular shop. Conservation Areas and Listed Buildings are clear examples of sensitive locations where corporate identity may not be appropriate. However there are also many fine individual buildings of C19 and C20 dates within our towns that enjoy neither "listed" status, nor are they protected within Conservation Areas. The universal application of corporate house styles to shops in such buildings may also be

unsuitable, and the Local Planning Authority will seek to control the application of corporate styles in any sensitive location.

6.3 Retailers should be prepared to adapt and be flexible in their approach to house style. All the individual elements of house styles should be questioned and assessed in relation to such sensitive locations. Modern materials such as shiny plastics, melamines, glazed tiles, aluminium shop fronts (either anodised or with integral paint finishes) can be totally incongruous on older buildings. House colours can clash with the building materials and finishes of the parent building, and strident colours may unreasonably draw the eye to a particular building. Modern type faces can look particularly out of place in signage on older buildings, where the use of a variety of more traditional type faces will be more appropriate. The illumination of shop fascias and signage, either internally or externally can be a contentious issue, and the Local Planning Authority may wish to exclude or severely curtail the use of those devices in certain locations.

7.0 ADVERTISEMENTS

7.1 The Town and Country Planning Act, 1990, defines advertisement as meaning "any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of advertisement, announcement or direction and includes any hoarding or similar structure used, or adapted for use, for the display of advertisements.

7.2. The majority of signage applied to

shops falls within this definition. Shop names, trades and numbers are seen on fascias, and advertisements for products can be applied to the building by a variety of means, such as hanging signs, poster hoardings, and even directly painted onto the fabric of the building.

7.3. When considering applications for all forms of advertising, the Local Planning Authority will take into account three factors, namely location, size and numbers, as critical in determining the suitability of any proposal.

7.3.1 Location: This is to be interpreted in two ways. Firstly, geographical location: the Local Planning Authority will operate a strong presumption against advertisements outside commercial areas. Secondly, the location of the advertisement on the building is important. Advertisements which obscure architectural detailing will be resisted, as will any proposals which might distract the attention of passing motorists and cause a traffic hazard. Frequently the best advertisements are those which relate to a purpose-designed architectural feature on the building.

7.3.2 Size: The size of any advertisement must relate to the scale of the building or part of building on which it is located. Large hoarding style advertisements can look out of place on small buildings, or buildings with a wealth of architectural detailing. The size of the advertisement will usually be appropriate to the location. Signs intended primarily for pedestrian viewers will be smaller than those intended for vehicular traffic.

7.3.3 Numbers: Too many advertisements in one location are counter-productive. The self-defeating competition of bigger, brighter and higher results in confused, uninformative visual clutter which can be to the detriment of the character of individual buildings and the street as a whole. Where such advertisements require consent the Local Planning Authority will generally wish to restrict the number of signs on any one building or ownership to essential fascia signs displaying the name and trade. Any additional advertisements will normally be restricted to one per building or ownership.

7.4 The Local Planning Authority does not wish to stifle the vitality of shopping centres, and accepts that advertising has a part to play in the creation of a lively commercial atmosphere. It is however, an essential pre-requisite, that advertising should be well designed and that it should complement rather than dominate the building on which it is displayed.

8.0 FASCIA PANELS AND SIGNS

8.1 The fascia panels and signage above a display window are used to convey various pieces of information about the particular shop. The shop owner or trading name of the Company is common, the type of shop may be displayed, although this is usually evident from a glance into the window, and occasionally the street name and building number may be included.

8.2 The size of the primary fascia panel will be dictated by the scale of the building and its shop front, and the desirability of preserving architectural features intact at first floor level, directly above the fascia.

8.3 The Local Planning Authority will be concerned to ensure that colours, style, and materials used in lettering help to enhance individual shop fronts and the street as a whole. Lettering type-faces in particular can have a very strong influence over the character of the fascia. The materials used in the construction of the fascia panel itself, and the various methods of achieving the lettering can combine to produce considerable variation in the visual impact of fascia signs.

8.4 The fascia panel should normally be limited to informative material such as the firm's name, shop type etc. Advertising material for products sold within the shop (or elsewhere) will not be permitted as a part of the fascia panel. 8.5. Highly reflective materials, such as plastics, glazed ceramic tiles, polished metals, mosaics, melamines, can be usually assertive in both the lettering and the constructional material of the fascia panel. The Local Planning Authority will seek to restrict or exclude the use of those types of material in sensitive locations, such as in Conservation Areas and on Listed Buildings. In many such situations a traditional sign-written and painted fascia, constructed from timber will be the only suitable option.

9.0. ILLUMINATION

9.1 A variety of devices can be used to illuminate shop fascias and signage. Internally illuminated signs, constructed from a variety of plastics are widely utilised as projecting signs and advertisements, and as shop fascia panels. Projecting signs, such as pub signs, are traditionally illuminated by spot or floodlights, and this method has spread to

the illumination of shop fascias and signs. Concealed or back-lighting is also used for fascias, particularly where individual letters raised above the backing fascia are used.

9.2 Shop owners should always carefully consider the need for illumination of signage. The Council considers that the most appropriate form of illuminated advertisement is the well-lit and well-designed display window itself, which promotes the product on display whilst at the same time bringing light, warmth and interest to the street, particularly outside shopping hours. This of course encourages night-time window shopping, and increases the potential for future sales.

9.3 Internally illuminated plastic signs can be seriously detrimental to the character of buildings. They are usually a standard item, produced as one size, and thus fail to respond to the scale and size of individual shop fronts and buildings. The level of illumination is frequently high, with competition for the brightest sign being the order of the day. As such they gain an importance out of all proportion to their function within the street, the shops almost becoming secondary to the signs.

9.4 A more acceptable method of illumination of fascias or projecting signs is externally using spot or floodlights shining onto a traditionally painted sign. Again care should always be taken to ensure a reasonable intensity of lighting, and the number of individual external lamps should be kept to an absolute minimum. The lamps themselves should not compete with other features of the building; shiny brass swan neck fittings for example have an extremely

commanding presence, and more muted finishes to lamps are usually more appropriate. External lighting of this type will be considered by the Local Planning Authority where this can be shown to enhance the street scene.

9.5 Concealed or backlighting can be an attractive means of lighting to raised individual letter signs. The wording of the sign is usually seen in silhouette against a suffused spread of light on the main body of the sign.

10.0 PROJECTING SIGNS

10.1 The projecting sign is a traditional element that has become increasingly devalued by a largely uncontrolled increase in numbers, and by the modern internally illuminated plastic sign. Simple silhouette signs cut in wood or metal to a range of pictorial shapes were used to signify various shop types, often without any written identification. The bold simplicity of this form of advertisement is a source of inspiration that many modern retailers could profitably draw on.

10.2 Many shops have become totally disfigured by a proliferation of a range of projecting signs. Hotels and public houses suffer in a similar way, with breweries, motoring organisations, credit card companies and good food and hotel guides all clamouring to display their endorsement of a particular hotel. The ensuing visual clutter on the buildings has a detrimental effect on the street, directly proportional to an increase in numbers of these signs. They are often too large, over-illuminated, and badly positioned on the building.

10.3 The Local Planning Authority will therefore restrict projecting or hanging signs to one per shop, and promotional signs referring to brand names and individual products will not normally be permitted. The size of the projecting sign, and location on the building will be determined by the scale of the building and a suitable location in relation to the architectural detailing, and each application will be treated on its merits.

11.0 CANOPIES AND BLINDS

11.1 Blinds have traditionally been used to protect the goods on display from damage by sunlight. Blinds should always be retractable so that the fascia is not permanently obscured. The integration of the blind box into the overall fascia design requires careful handling, these elements usually forming a part of the fascia cornices.

11.2 More recently blinds have been seen as a means of increasing the advertising space for the shop. Balloon type canopies, usually permanently extended introduce dominant shapes into the streetscape. These tend to be constructed with shiny plastic type materials and this, together with the shape of the canopy can be seriously detrimental to visual amenity. There will be a strong general presumption against this type of canopy on all types of shopping development.

12.0 SHUTTERS AND SECURITY GRILLES

12.1 Traditionally Jewellers and Watchmakers have erected shutters over their display windows to protect their goods outside normal opening hours. More recently this practice has spread to shops selling a wide range of electrical and optical products. Whilst the security advantages of external shutters are easy to appreciate, it is important to have regard to the visual effects of such shutters. Unrestrained expansion of security shuttering could lead to shopping streets becoming darkened alleys which would actively discourage 'after hours' window shopping.

12.2 Open link, or mesh style security grilles can be installed within the shop window, and these can be removed by a variety of means during trading hours. They allow the display window lighting to illuminate the street, and only marginally affect the view into the goods on display.

12.3 The Local Planning Authority will not normally permit the installation of external security shuttering on Listed Buildings and buildings within Conservation Areas. Applications for security shutters elsewhere will be treated on their merits, but any proposal involving loss of important architectural detailing and ornamentation will be resisted.

13.0 CONSERVATION AREAS AND LISTED BUILDINGS

13.1 Many of the foregoing policies will apply to Listed Buildings and Buildings within Conservation Areas. Central Government advice on shops in such locations is contained in PPS5 (Planning Policy Statement 5) entitled "Planning for the Historic Environment Practice Guide" The following paragraph is quoted from the Statement and the advice should be regarded as an integral part of the Local Planning Authority's policy:-

"190. Removal of, and change to, historic shopfronts may damage the significance of both the building and the wider conservation area, as may the introduction of new shopfronts to historic buildings where there are none at present. All elements of new shopfronts (stall-risers, glazing, doors, fascias etc.) may affect the significance of the building it is located in and the wider street setting. External steel roller shutters are unlikely to be suitable for historic shopfronts. Laminated glass and internal chain-link screens are likely to be more appropriate alternatives in most instances."

14.0 CHECKLIST/POLICIES

14.1 The preceding paragraphs of this Guide set out the factors which the Local Planning Authority consider significant in the design of shop fronts and advertisements. Applications for all forms of development are considered on their individual merits, and within the framework of policies set out in this Section. Where possible each policy is identified as relating

to a previous paragraph(s) in this Guide. The policies can be used as a basic checklist, but should not be isolated from those parts of the Guide which give justification and more detailed explanation of the standards by which the Local Planning Authority will judge applications.

14.2 The Local Planning Authority expects a high standard of design in shop fronts, shop signage and advertisements (Paragraph 1.1).

14.3 Living accommodation over shops will be encouraged in both new shopping developments and existing shops. Adequate car parking should normally be available for such development (Paragraph 3.1).

14.4 In their consideration of planning applications within the scope of this guide, the Local Planning Authority will have regard for the total street scene, the individual building and all associated advertisements (Paragraph 3.2).

14.5 Shop fronts and associated signage will be of a scale appropriate to the building in which they are sited (Paragraph 4.2).

14.6 The design of shop fronts will respect and complement the prevailing style of architectural detailing of the parent building. Where a clear tradition of local building materials exists this should be respected and followed in all appropriate locations. Materials should always be selected to compliment the materials of the parent building (Paragraph 4.4).

14.7 All applications concerned with shop fronts, shop signage and advertisements, must include elevation drawings showing the complete elevations of all relevant parts of the building. Drawings showing the ground-floor shop front only will not be considered adequate. Larger scale detailed drawings showing the sizes and sections of materials to be used in the shop fronts will be useful supporting information, and such drawings are essential for Listed Building and Conservation Area applications. All materials must be clearly annotated on the drawings and all colours to be used must be clearly indicated. Where a recognised typeface is to be used on signage and advertising, it should be specified. When a Company uses a hybrid typeface, possibly as a part of the Company house style, precise scale drawings of this and any other Company logos should be submitted (Paragraph 4.5).

14.8 In considering proposals for new shop fronts and alterations to existing, the Local Planning Authority will require that:-

- (a) Large areas of glazing are subdivided (Paragraph 5.3.1) .
- (b) Fascia boards do not obscure any part of the first floor windows or any other significant Architectural detailing on the building (Paragraph 5.3.2).
- (c) Shops extending across a number of visually different buildings should reflect the character and proportions of the individual buildings, particularly in their fascias and shop windows (Paragraph 5.3.2)

(d) A stallriser of suitable proportion and materials should be incorporated as an integral part of the design (Paragraph 5.3.3).

(e) Entrance doors shall be of a scale and design appropriate to the building and wherever practical, shall be large enough to facilitate wheelchair access (Paragraph 5.3.4).

14.9 When considering applications for all forms of advertising, the Local Planning Authority will take into account three factors, namely location, size and numbers, as critical in determining the suitability of any proposal, as follows:-

(a) Location:-This is to be interpreted in two ways. Firstly geographic allocation: the Local Planning Authority will operate a strong presumption against advertisements outside commercial areas. Secondly, the location of the advertisement on the building is important. Advertisements which obscure architectural detailing will be resisted, as will any proposals which might distract the attention of the passing motorist and cause a traffic hazard. Frequently the best advertisements are those which relate to a purpose-designed architectural feature on the building.

(b) Size: The size of any advertisement must relate to the scale of the building or part of building on which it is located. Large hoarding style advertisements can look out of place on small buildings, or buildings with a wealth of architectural detailing. The size of the

advertisement will usually be appropriate to the location. Signs intended primarily for pedestrian viewers will be smaller than those intended for vehicular traffic.

(c) Numbers: Too many advertisements in one location are counter-productive. The self-defeating competition of bigger, brighter and higher results in confused, uninformative visual clutter which can be to the detriment of the character of individual buildings and the street as a whole. Where such advertisements require consent, the Local Planning Authority will generally wish to restrict the signs displaying the name and trade. Any additional advertisements will normally be restricted to one per building or ownership.

14.10 Temporary shop window advertising should be of a high design standard and limited so as to minimise the detrimental effect that such displays can have on the visual quality of the environment (Paragraph 7.5).

14.12 Proposals for the external illumination of advertisements and the internal illumination of individual letters or logos will be considered on their merits, and will only be approved where they can be shown to enhance the street scene (Paragraph 9.4).

14.13 Projecting signs will be limited to one per shop ownership and individual product advertising signs will not normally be permitted (Paragraph 10.3).

14.14 Applications for external security shutters will be treated on their merits, but any proposals that are deemed to be destructive to the street scene or architectural detailing, will be resisted (Paragraph 12.3).

14.15 The Local Planning Authority will not normally permit the installation of permanently extended balloon type canopies over shop frontages (Paragraph 11.2).

14.16 Advertisements placed on new or existing shops, particularly within Conservation Areas or on Listed Buildings, will be required to reflect the scale, proportion and character of the building, so as to avoid advertisements being given undue prominence in the street scene.

14.17 The following policies will also apply to Listed Buildings and in Conservation Areas:-

(a) External security shutters will not normally be permitted on Listed Buildings and in Conservation Areas.

(b) Internally illuminated fascia panels and projecting signs will not normally be permitted in Conservation Areas or on Listed Buildings.

(c) The replacement of traditional shop fronts by those considered to be unsympathetic to the character of the Conservation Area and/or the Listed Building (or other historic building) will not normally be permitted.

(d) Traditional materials and finishes will be used in all architectural detailing of shop fronts, signage and advertising.

(e) The Local Planning Authority will seek to promote the replacement of architectural detailing which may have been lost from the building.

(f) Advertisements placed on new or existing shops, particularly within Conservation Areas or on Listed Buildings, will be required to reflect the scale, proportion and character of the building, so as to avoid advertisements being given undue prominence in the street scene.

14.18 The retention (and repair) of good quality existing shop fronts will be encouraged.

14.19 Proposed shop windows fabricated in tropical hardwoods will be resisted unless clear evidence can be provided that the timber is obtained from a sustainable source. The type of timber to be used should always be specified in the application.

APPENDIX A

TOWN AND COUNTRY PLANNING USE CLASSES ORDER: USES TO WHICH SHOP FRONTS POLICY WILL APPLY

Class A1 Shops Use for all or any of the following purposes:-

- (a) For the retail sale of goods other than hot food;
- (b) As a post office;
- (c) For the sale of tickets or as a travel agency;
- (d) For the sale of sandwiches or other cold food for consumption off the premises;
- (e) For hairdressing;
- (f) For the direction of funerals;
- (g) For the display of goods for sale;
- (h) For the hiring out of domestic or personal goods or articles;
- (i) For the washing or cleaning of clothes or fabrics on the premises,
- (j) For the reception of goods to be washed, cleaned or repaired,
- (k) As an internet café; where the primary purpose of the premises is to provide facilities for enabling members of the public to access the internet.

Class A2 Financial and Professional Services Use for the provision of:-

- (a) Financial services; or
- (b) Professional services (other than health or medical services); or for any other services (including use as a betting office) which it is appropriate to provide in a shopping area; where the services are provided principally to visiting members of the public.

Class A3 Restaurants and cafes

- (a) Use for the sale of food and drink for consumption on the premises.

Stroud District Council - Ebley Mill - Stroud - GL5 4UX

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