

Shopfronts and Advertisements Design Guide



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Planning and
Environment Services

Bromsgrove District Council
www.bromsgrove.gov.uk

Planning Policy Guidance Notes

This Supplementary Planning Guidance Note is one of a series, published to help those preparing planning applications produce good designs. The Guides do not aim to remove the need for skilled professional advice but to supplement the services of the professional.

This series of Supplementary Planning Guidance Notes are to be treated as described in central government advice note PPG12 entitled "Development Plans and Regional Planning Guidance" published by the Department of the Environment in 1992. The contents of this series have been cross-referenced to the Bromsgrove District Local Plan policies where appropriate, have been prepared in consultation with the public and have been formally adopted by the Council.

Topics covered in this series are:

- 1 **Residential Design Guide**
- 2 **Shopfronts and Advertisements**
- 3 **Car Parking Standards**
- 4 **Conversion of Rural Buildings**
- 5 **Agricultural Buildings Design Guide**
- 6 **Agricultural Dwellings and Occupancy Conditions**



PLEASE NOTE

This document was originally published in 1995. Guidelines may well have been updated or changed since this date and therefore we take no responsibility for any inaccuracies contained herein.

*If you have any queries or require further information which relate to this document please contact the **Planning Policy Section**, Planning Department, Bromsgrove District Council.
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SECTION 1

Shopfronts - the need for Design Guidance

1.0 Changes to shopfronts constitute a significant proportion of development activity in the District. Changing a shopfront is often seen as a way to modernize a shop, especially when ownership changes or when the use of the shop alters.

Over the years, shopfronts may change several times whilst the buildings in which they are located remain relatively unaltered. Many successful and popular shopping areas today are those which offer an attractive, pleasant shopping environment in addition to the range of shops and services usually expected of them. An emphasis on good quality design enhances the character of a shopping centre, encourages investment and spending and brings benefits to all commercial interests.

1.2 Unfortunately changes in retail methods favouring larger shop units, the widespread use of relatively cheap materials and the standardisation of shopfront designs has resulted in a gradual decline in shopfront design. For example, the introduction of plate glass into simple buildings that originally had small windows and pitched roofs has spoiled the appearance of much townscape.

1.3 In addition, national multiples' desire to standardise style through a corporate image does not always benefit the overall shopping environment. The District Council will expect corporate advertising to be adapted to fit buildings and townscape, particularly on listed buildings and in conservation areas.

1.4 Although the District Council would like to see the re-introduction of traditional shopfronts on certain buildings, it is not their intention to encourage the proliferation of period shopfronts throughout the District, regardless of the character of the building. A period shopfront may be appropriate in some cases but in general a contemporary, innovative and well-designed scheme which uses traditional elements carefully related to the building, its age and its surroundings is often likely to be preferable.

1.5 This design guide is aimed to help retailers by making policies in the Bromsgrove District Local Plan more explicit and thus avoid misunderstanding. Detailed design policies and guidance are included. However, the guidance is not intended to be a blueprint, nor does it remove the need for skilled professional architectural advice. Its objective is to encourage greater care to be taken in shopfront design, to give scope to imaginative skills and to ensure a high standard of design is achieved and maintained.

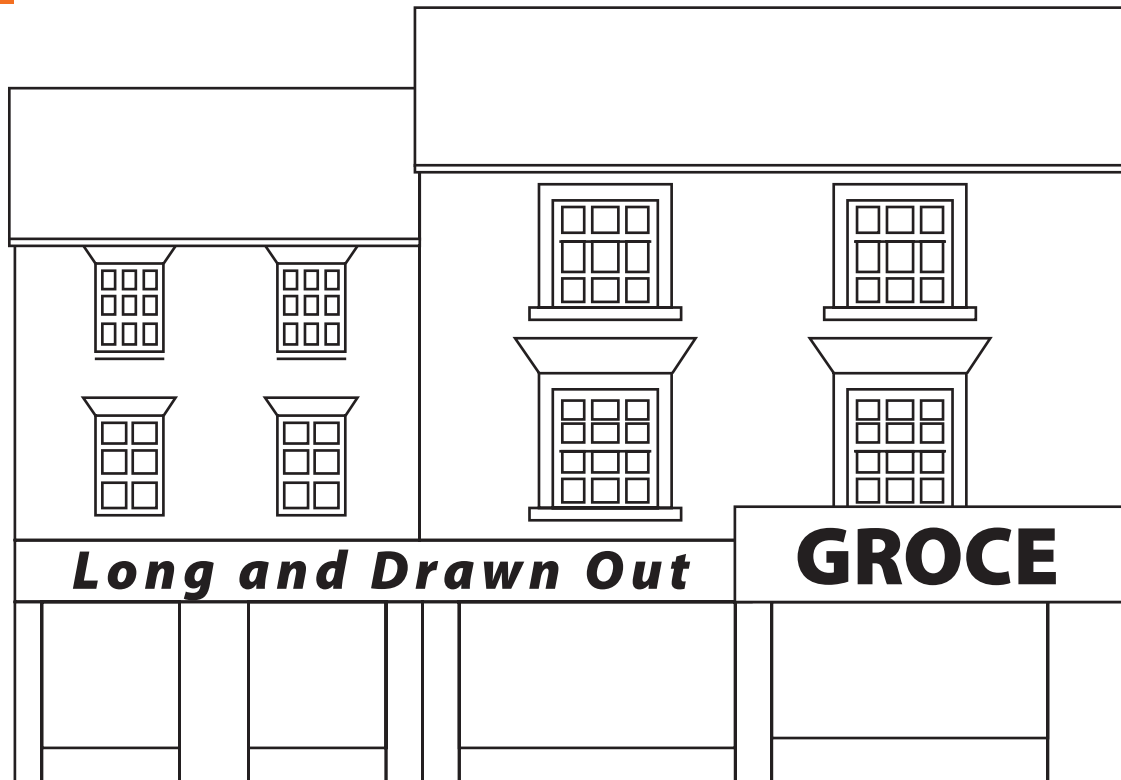
SECTION 2

Replacement of Shopfronts

2.0 In certain cases replacement of the whole shopfront may be necessary or even desirable. For example, an existing combination of extensive plate glass, deep fascia and unsuitable materials such as painted tropical hardwood, presents an opportunity for change and improvement.

2.1 Once a decision is made to replace a shopfront, the main point to bear in mind is that the new shopfront must relate to the building of which it is an integral part and must respect the proportions and architectural detailing of the building. In general, as a shopping street evolves over many years and contains a variety of building styles it should follow that a variety of shop fronts would be expected. The exception may be where there are a number of shops within a terrace development designed as a single composition. Where a shop occupies more than one building and the elevations are of different design, new shopfronts should take account of the variation of individual buildings and should not attempt to divorce the ground floor from the rest of the building through an over-emphasis of the fascia.

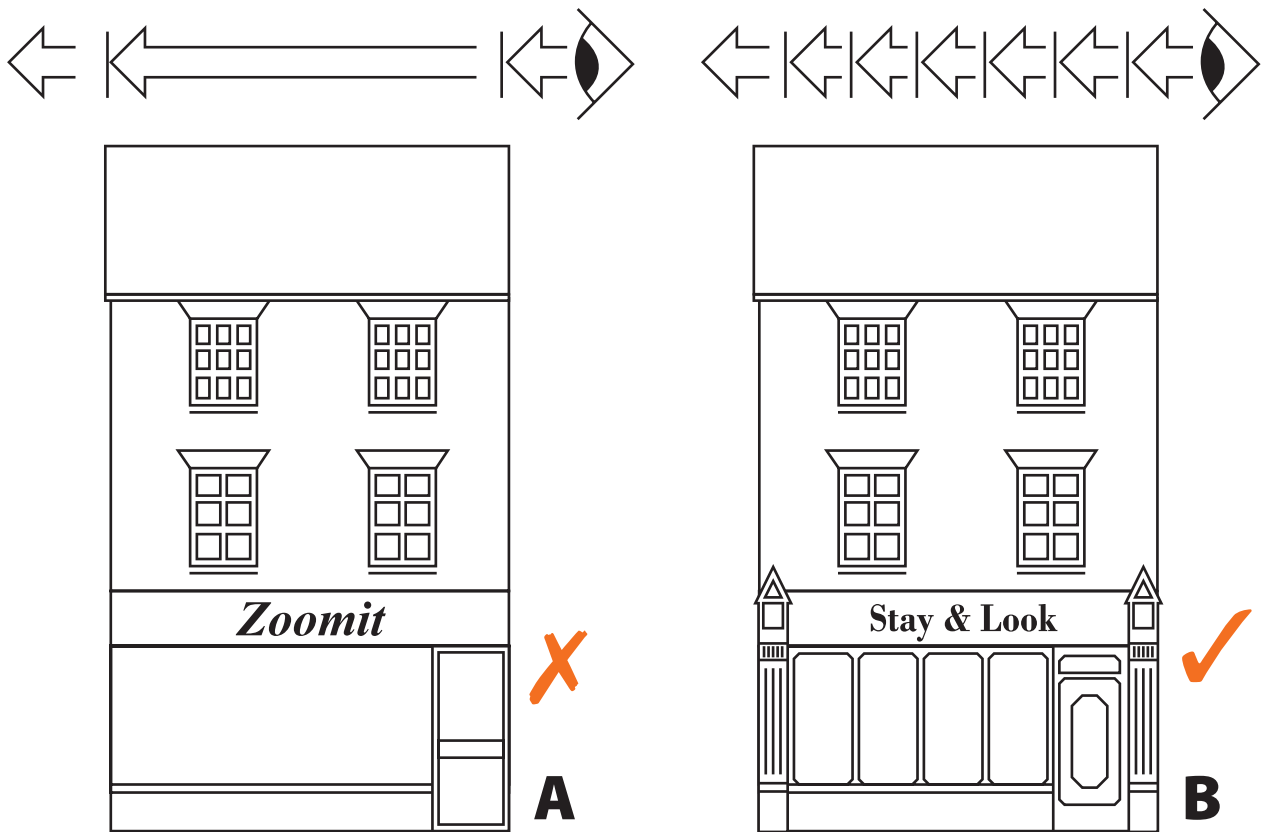
Fig 1



Structural discordance.
These shopfronts disregard the proportions of the buildings.

2.2 Extensive glazing should be avoided so that a shopfront looks structurally supported whilst also framing the display window. A design with strong vertical lines will hold the customers' eyes for a longer period than those with horizontal emphasis.

Fig 2

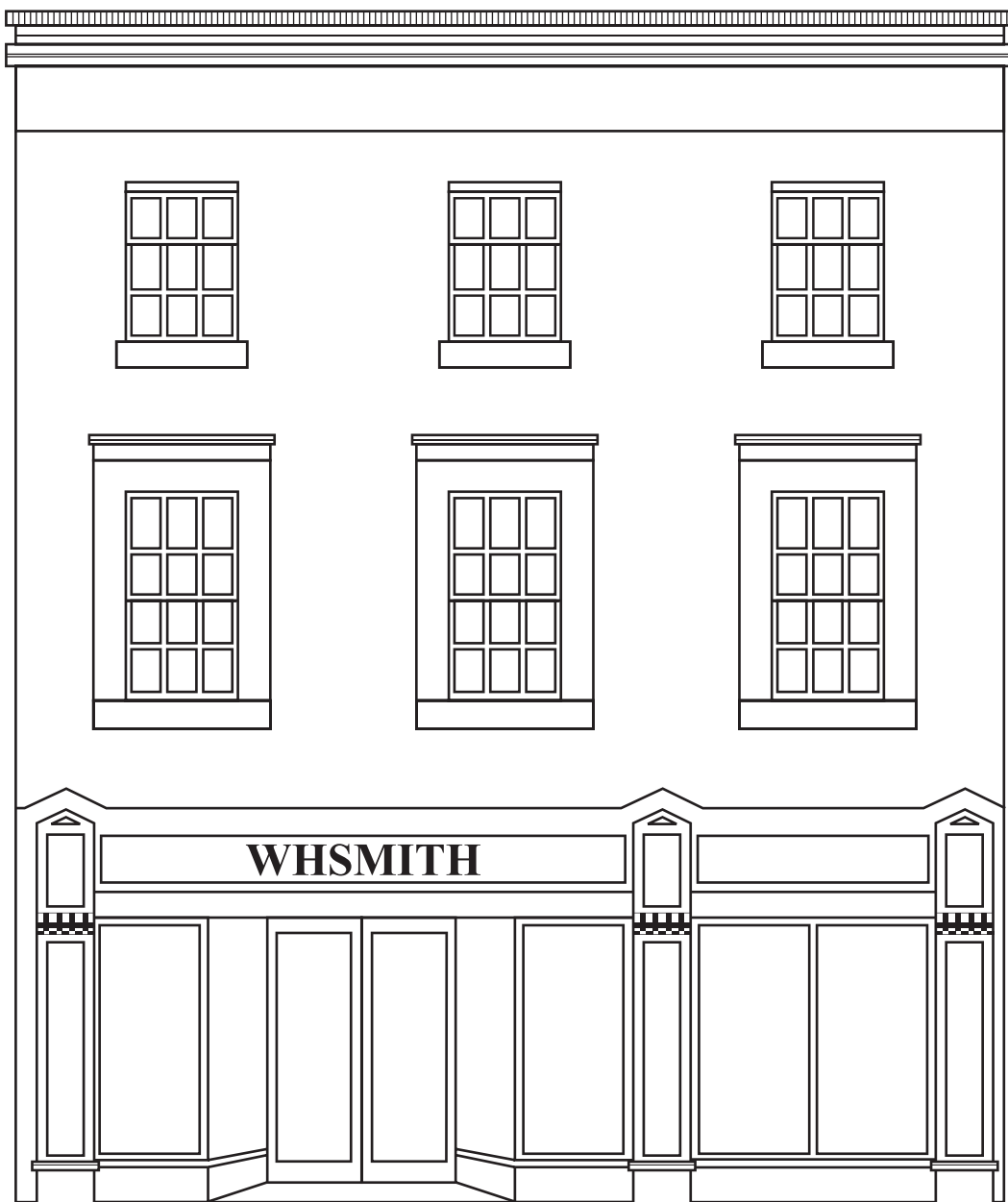


Horizontal and vertical emphasis.

Diagram B retains the interest for longer than A due to the longer period for the eyes to travel across the vertical lines on the frontage

2.3 If a traditional style replacement is to be used, it should be appropriate to the building and locality. It must never appear to be of earlier date than the rest of the building.

2.4 Good design need not necessarily be traditional and there are many locations where a well designed modern shopfront will be acceptable but it must be sympathetic to the building above. It should be remembered that the shopfront creates a solid visual base to the building above and therefore total removal of a shopfront to open up the frontage will be unacceptable

Fig 3

This retailer has adapted to suit the property.
A traditional narrow fascia on top of pilasters, subdivision of shopwindows to respect the character of the building

SECTION 3

Shopfront Fascias

3.0 New fascias must be of a scale and design in proportion to the design of the shopfront and height of the building as a whole and should not generally exceed 0.6 metres (2 feet) in depth. They should be positioned well below first floor sills and should not encroach on any existing string course, cornice or other architectural feature.

Where excessively deep fascias have been introduced in the past, the overall height should be decreased in any replacement to expose the wall surface above. The existence of any former unsuitable fascia should not influence the design of a replacement and any new fascia should not be applied over the top of an existing one.

Modern factory produced box fascias, often internally illuminated are inappropriate to buildings of period design. These fascias will usually only be acceptable on modern buildings, provided they can be appropriately integrated and preference will be given to a dark background with light coloured lettering for box fascias.

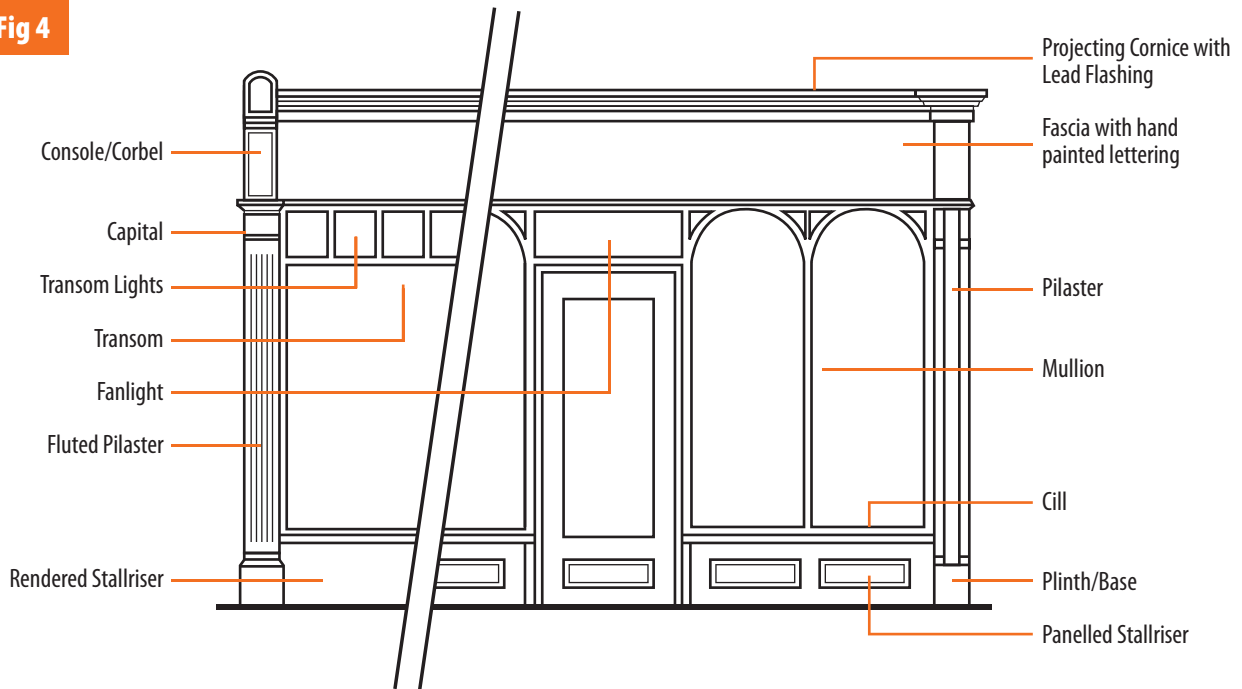
3.1 Where a false ceiling is to be inserted in a shop, it may not be appropriate to increase fascia depth in conjunction with it. A false ceiling can be concealed by setting it back and forming a splayed bulk head. Shops or businesses on upper floors will not be permitted fascias above ground level. A suitable method of advertising first floor premises is the use of gold lettering applied directly to window panes or the shared advertising space of the ground floor trader.

SECTION 4

Details of Good Shopfront Design

4.0 The purpose of the shopfront is to display goods for sale and project an image of the retailer. Details of design are used to enclose the shop window in the manner of a picture frame which sets off a painting. Traditionally, shopfronts include the elements shown in **Fig 4** on the next page (page 6).

Fig 4



Shopfront Terms.

The various elements each have a visual and practical function.

The pilasters identify the vertical division between the shopfronts, the fascia provides the space for advertising, the cornice gives a strong line at the top of the shopfront and protection from the weather, the stallriser gives protection at ground level and provides a solid base.

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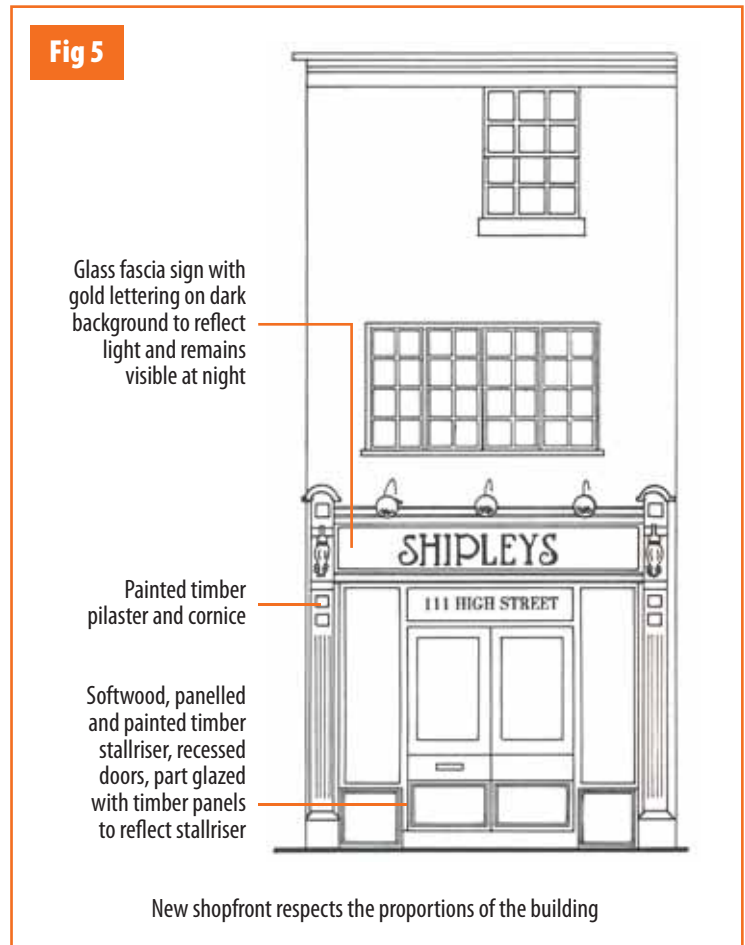
Fascia Style

4.1 The display of advertisements is controlled under the Town and Country Planning (Control of Advertisements) Regulations 1992, which requires that a formal application is made to the District Council for certain types of display. In a normal street of varied buildings, there is considerable scope for variety in fascia style, lettering and colour. However, in a 'parade' of shops designed as one unit, all fascias should have harmonious detailing and lettering. A village shop needs the bare minimum of advertising material. A small fascia board with hand-painted lettering adequately announces the existence of the shop whilst respecting its rural character.

4.2 The content of signs should be kept to a minimum, a fascia should state only the name of the trader and, if necessary, the nature of the trade. Extraneous advertisement should be avoided as should unnecessary duplication of a name on a single fascia.

Lettering

4.3 Choice of lettering can evoke an image and be of decorative interest. It should be painted, engraved, fixed or projecting in a style, scale and colour appropriate to the shopfront. Gilding or strong tones on a dark background reflect light and are clearly visible at night. Rich effects can be achieved by shading and blocking. Lettering should generally be restricted to a maximum height of 0.3 metres (12 inches) unless exceptional circumstances prevail e.g. large scale building.



4.4 Three-dimensional individual letters can be attached to the fabric of a building where there is no fascia. In such cases simple solid shapes are appropriate and traditional gilded lettering with a half round section are particularly suitable for pubs and hotels. Well-designed window signs painted onto glass are also acceptable.

Hanging and Projecting Signs

4.5 Well-designed hanging or projecting signs can add to the character of an area. Where they can be erected they should relate to the size and scale of a building and neither appear over-intrusive or too small. Traditional hanging signs denoting a trade may be suitable for historic buildings. They should be constructed in metal or wood and be hung from a wrought iron bracket. It is important that they are positioned carefully so as not to detract from any architectural feature of the building. Projecting signs should generally be in line with the fascia panel and not above first floor sill level. Signs should co-ordinate with the colour scheme and lettering style of the fascia and overall shopfront design. Normally projecting signs should not exceed 0.4 sq. metres (4.3 sq. feet). The District Council will not permit more than one projecting or hanging sign per shopfront in order to avoid street clutter. In some circumstances the architectural design of a building may preclude projecting or hanging signs.

Fig 6



Traditional swinging sign hung from a wrought iron bracket

Illumination

4.6 The highlighting of buildings and pedestrian spaces makes for a lively and safe night-time environment. Shop signs do not need special illumination if the level of street lighting and light from shop windows is adequate. On period buildings in particular, internally illuminated fascias and projecting signs are out of character and will not be permitted. Elsewhere they are often intrusive features presenting strong horizontal lines, especially at night, when they can appear as a continuous series along a street. A more sympathetic alternative will be sought where such fascias are due to be replaced. Where fascias or projecting signs are to be lit, individual illuminated letters may be appropriate. Alternatively concealed top light tubes or spotlights may be acceptable providing that the lighting units are not obtrusive and can be sited discreetly. Neon tube signs will be unacceptable. Illumination should not be so designed or located to result in confusion with traffic signals.

Stallrisers

4.7 A stallriser gives protection to a shop window and creates a solid visual base to a building. Stallrisers often consist of panelled timber or brick forming a deep moulded skirting which is painted. Occasionally glazed tiles or marble are used. The depth of stallriser must be in sympathy with the overall design of the shopfront and the inclusion of a stallriser in the door may also be appropriate. The inclusion of stallrisers has the additional benefit of providing some protection against 'ram raiders'.

Windows

4.8 Horizontal emphasis which leave upper storeys apparently floating in mid-air should be avoided. New shop windows should reflect the vertical emphasis of the building above and window subdivisions, mullions and piers should be used for this purpose. A well lit and well designed window display provides the best form of advertisement, tells the shopper far more about the goods on sale than an overhead sign, whilst contributing to a lively shopping street. Doorways and recesses make a significant impact on the overall appearance of a building by adding relief to the frontage.

Fig 7



An unsuccessful example of shopfront design. Overlarge lettering in garish colours, excessive deep fascia, recessed doorway should not be used as a means of advertising, shop window should not be blocked by advertising

Colour

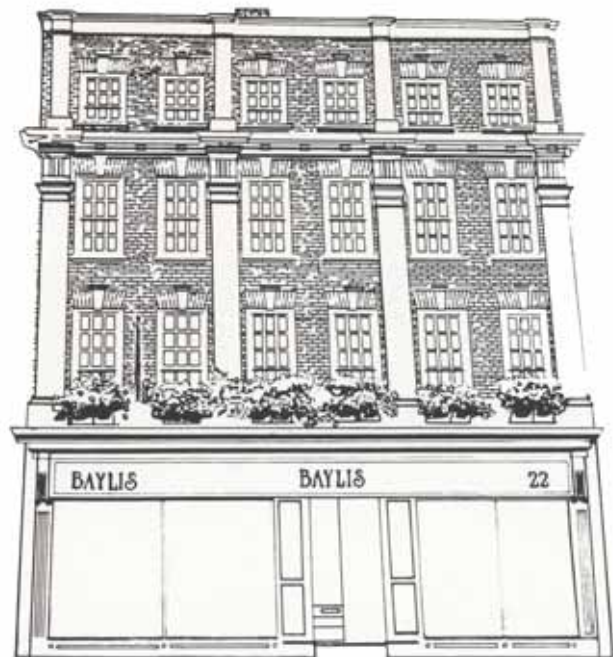
Materials

4.9 Colour for a shopfront has the power to make or mar the overall street scene. Sensitive use of colour, respecting the age and setting of a building offers scope to improve the shopping street and in general rich dark colours or those that are muted in tone give the most suitable background to highlight a window display.

The District Council accepts no obligation to perpetuate any corporate image but rather encourages variations to corporate images to project the uniqueness of locations. From a safety standpoint, colours, even when non-illuminated should not hinder easy recognition of traffic signs.

4.10 The choice of materials in shopfront design is particularly important. Historically timber has been the traditional material and has proved both versatile and durable. However, the type of timber used, its quality, durability and appearance can have a considerable bearing on the visual appearance and maintenance of the shopfront and should be carefully considered at the initial stages.

Fig 8



Timber is a versatile material for shopfronts. Traditional narrow fascia respects design of building and is kept well below first floor window sills, recessed doorway breaks up window area. Colours are important - gilding or strong tones on a dark background reflect light and are clearly visible at night

4.11 Traditionally most shopfronts were constructed in softwoods and painted. Occasionally hardwoods were used and finished with a glossy varnish. Hardwoods were never painted.

Hardwoods are sometimes used today because of their durability but because of their natural oils and large pores it can be extremely difficult to properly paint hardwoods. Today many hardwoods come from highly questionable sources in environmental terms. Therefore before specifying a hardwood it is essential to ensure:

- ◆ Its suitability for external use;
- ◆ Its ability to take a painted finish;
- ◆ Its origins are environmentally acceptable.

4.12 Whilst generally softwoods are more suitable, not all are of sufficient strong quality and some are also of environmentally sensitive origin. Selection of softwood should therefore be made on the basis of:

- ◆ Its suitability and durability for outside use;
- ◆ Its workability and whether it can meet the detailed specification;
- ◆ Its moisture content and likelihood of movement;
- ◆ Its ability to take a finish that will look good and last.

The variety and availability of modern timbers is now extensive. The foremost authority in this country on timbers is TRADA (Timber Research and Development Association) which produces pamphlets on the properties, uses, qualities and availability of timber.

4.13 Although timber is the most common and perhaps visually most successful material for shopfronts others can be quite acceptable such as marble, stone, reconstituted stone, brick, cast iron and more modern materials such as powder coated and anodised aluminium which can be used in modern shopfronts.

4.14 The two main considerations in determining the exterior finish of shopfronts are location and appearance. The traditional approach has been to favour a painted finish but care should be taken to respect local tradition and it should be borne in mind that high-gloss paints and varnishes and particularly brilliant whites are not appropriate for period properties. Matt or semi-gloss will give the best results.

4.15 In the last forty years, coloured cements have been re-introduced in a range of earth colours for rendering and mortars. Fine-textured resin-based masonry paints, unlike cement paints, can be made in strong bright colours and are now used for quality work on contemporary buildings.

Canopies and Blinds

4.16 Canopies and blinds are sometimes necessary to protect goods from damage by sunlight. Therefore they are not needed on north facing elevations or in narrow streets. For streets with other aspects they can be of practical use and make a lively addition to the street scene providing that they are designed as an internal part of the shopfront and confined to it. It is also essential that they are maintained to a high standard in order to safeguard a pleasant shopping environment.

In areas where canopies are considered to be acceptable in principle, the following criteria will be applied:

- a) Traditional matt woven retractable or fan type blinds are preferred. They may be acceptable on listed buildings and in conservation areas but they will not be acceptable where they disrupt the architectural rhythm of unified terraces or street facades or where they obscure architectural detail or features;
- b) Continental 'Dutch' blinds, often made from shiny plastic are inappropriate in conservation areas and on listed buildings. Their structure obscures the fascia and introduces a dominant shape out of character with the street;
- c) Where canopies and blinds are considered appropriate, they should only be sited at ground floor fascia level;
- d) The design and siting of a canopy should compliment the design of the building, be located within the pilasters and should respect the architectural subdivisions of doors and windows. Canopies across the entire frontage should be avoided;
- e) New canopies must relate to existing canopies on buildings forming a continuous frontage;
- f) Details of colour, material and shape must be submitted in any application. The size and projection should not create an obtrusive visual feature in the street scene;
- g) Advertisements should relate solely to the trade or name of business and lettering should be no greater than 150mm in height;
- h) Canopies and blinds should always retract fully into the fascia and should provide safe and adequate ground clearance (minimum 2.4m above ground floor level).

SECTION 5

Shopfront Security

5.0 It is important to consider shopfront security early in the design process. The District Council is concerned to resolve the potential conflict between the security needs of shopkeepers and the detrimental appearance of shutters on townscape quality. External solid metal shutters are unattractive, have an intimidating effect at night time, are vulnerable to graffiti and decrease the overall perceived attractiveness of the shopping street. In addition, there appears to be no clear security advantage in using solid shutters rather than the other security measures.

5.1 All proposals for security shutters should present supporting evidence to the Planning Department, justifying why they are necessary. Only in exceptional circumstances will the external attachment of permanent roller shutters be considered. In any application for external roller shutters, an applicant must satisfy the District Council as to why the following alternatives are not suitable: safety glazing; internal window security grilles; external removable window security grilles.

5.2 Under the provisions of The Workplace (Health, Safety and Welfare) Regulations 1992, the fitting of safety glazing (either the toughened or laminated type) is a legal requirement for most shop units. It is of least detriment to the street scene and has the advantage of absorbing ultra violet rays which can damage goods on display. Small panelled windows are less of a temptation to wilful damage than large sheets of plate glass. Rolling internal grilles are the second preferred option, allowing display illumination to penetrate through and increase the level of street lightness. They are slim enough to maintain a view of goods displayed with grille size small enough to deflect missiles. Removable external grilles have similar advantages but are more obtrusive and therefore least likely to receive planning consent. It will be more difficult to justify the use of external roller shutters in areas covered by video surveillance and they will not be permitted on listed buildings and in conservation areas.

5.3 Where roller shutters are acceptable, they should be confined to structural openings and window areas only and should not extend across pilasters, stallrisers or architectural detailing. Sectional drawings clearly indicating this should be submitted. Shutter boxes should be recessed within the structure of the building or disguised behind shop fascias. Metal shutters should have a coloured, painted finish and details of materials and colour to be used must be submitted in any application.

5.4 Metal Shutters are no deterrent against determined ram raiders. External devices such as concrete planters or bollards can sometimes be employed within a shop premise's own frontage, provided that they do not exceed above ground level. However, these can lead to physical obstruction of the highway and visual clutter within the street scene, particularly as they are recommended to be spaced at 1.3 metre centres. The basic principle of design for any such additions is the same as that for the shopfront itself, i.e. any extraneous feature should be properly related to both the building it fronts and the street as a whole.

SECTION 6

Listed Buildings and Conservation Areas - Special Cases

6.0 The District Council needs to take extra care to ensure that development does not adversely affect the special character of a conservation area which should be preserved and enhanced. Careful consideration needs to be given to the overall impact of development on a listed building and its setting. In general, it is the collective appearance of a conservation area often including a 'core' of listed buildings, which is worthy of protection. For these reasons new shopfronts should be sensitively designed to reflect the characteristics of the area in terms of scale, colour and materials.

6.1 Windows of buildings that are listed or are in a conservation area should respect the character of the shopfront and building, smaller designs being appropriate to early Victorian buildings while larger glass areas are appropriate to late nineteenth century shopfronts.

Fig 9



Early nineteenth century shopfront in sixteenth century building with traditional hand painted timber fascias and sub-divided traditional glazing providing for a lively display

6.2 The fascia is possibly the most noticeable element of a shopfront. Traditional fascias are narrow in depth and should not exceed 0.6m (2ft.). It is usual for the fascia to have a projection above it, normally in the form of a moulded cornice which is both decorative and functional. Georgian and early Victorian fascias were traditionally positioned upright on top of pilasters with plain or decorated ends. Later Victorian fascias were put in console boxes and tilted forwards.

6.3 Lighting of shop fascias will be restricted and should be treated as an integrated part of the overall design and not merely a means of drawing attention to an advertisement. Where lighting is acceptable, the source of illumination should be discreetly hidden on suitable parts of the building.

6.4 Advertisements can make a significant contribution to the character of a conservation area but poorly designed signs can detract from the character of a building. Original fascias should always be retained as they form part of the design of the shopfront.

6.5 Particular attention will be given to materials in any proposal and no glossy surfaces such as acrylic sheeting, perspex or plastic will be permitted. The traditional material for shopfronts is timber and its continued use will be desirable in many instances.

6.6 The development of colours through the ages both in range and manufacture is well documented and helps to enable the careful restoration of period shopfronts. PPG 15 "Planning and the Historic Environment" has laid down specific guidelines for paintwork on listed buildings as follows: 'Where painting or repainting the exterior or interior of a listed building would affect the building's character, consent is required.

6.7 For those shopfronts with external brickwork, it is always best to leave the original brickwork unpainted. Georgian properties often have a stucco finish which needs repainting every 3-5 years to preserve their appearance and to stop water from entering the fabric via paint flakes. It is important to bear in mind that stuccoed properties were conceived as a single composition and a colour consistent throughout the group is therefore a key prerequisite to stucco painting. Paint colours that were popular by the end of the 18th century and therefore suitable for such period buildings are grey, sea green, light willow green, lead, ash, stone, buff, sage green, pea green, grass green, apricot, peach, orange, fine yellow, fawn, olive green, light timber and brick. Exterior doors were commonly black, brown, dark red or other similar dark colour or grained. Window frames of the earlier eighteenth century were broken white but by the late eighteenth century were often painted in darker colours such as brown or green or were grained.

SECTION 7

Retention of Architectural and Period Shopfronts

6.8 The increasing use of coal in the nineteenth century meant that it was impractical to use white outside and white should be avoided for Victorian shopfronts in favour of a practical chocolate brown, Brunswick green, blue or black. Towards the end of the nineteenth century the aesthetic movement brought off-white back into favour.

7.0 Many shopping streets, including those in the Districts' conservation areas have evolved over hundreds of years. Very few early shopfronts survive and those that do, in addition to period replacements dating from the late nineteenth and early twentieth centuries, need special care to preserve and restore them.

7.1 Existing features of traditional shopfronts such as pilasters, fascias, old ironmongery and fire insurance signs should be retained. Sometimes original features should be reinstated and restored where appropriate. Historical records are often available to assist a facsimile replacement. Often a shopfront is not contemporary with the original building but can add character and be of historical interest e.g. a Victorian shopfront in a Georgian building. It is also important to retain high quality twentieth century shopfronts such as those incorporating Art Deco detailing.

Fig 10



Repairs and sympathetic modest changes to this period shopfront can be accommodated without detriment to the character of the Georgian building

SECTION 8

Access for the Disabled

8.0 New shopping developments including alterations to shopfronts will be required to take account of new requirements relating to access for disabled people, contained in the 1991 Building Regulations. New development should be designed not only for those with mobility difficulties but also for those with sight or hearing impairments. Bromsgrove has an extensive pedestrianised central area and its strategic location may support a 'shopmobility' scheme in the future. Shopmobility gives people with mobility problems access to wheelchairs and scooters so that they can use town centre facilities, particularly the shops. Research has shown that shopmobility schemes bring a considerable increase in trade to shopping centres.

8.1 It is essential therefore, that expert advice is sought from the District Building Control Surveyor with regard to access for the disabled for all proposed changes affecting shop units, including change of use of buildings to uses which attract an increase in visits by the public for which formal planning permission is not required. All new and altered shopfronts are generally required to have a 1000mm width door opening with a level or ramped approach and doors should be capable of being opened by a person in a wheelchair. The District Council will encourage a ramped access to be installed at existing shops and banks where there are steps. Handrails are helpful at changes in level. Electronic automatic sliding doors are easier to get through and revolving entrance doors will be discouraged. Ordinary glass doors should not be frameless as these are dangerous to the young and partially sighted. Proposals affecting listed buildings should take into account the needs of the disabled commensurate with the need to preserve the character of the building.

8.2 The District Council will pay close attention to design outside the shops such as signing schemes, dropped kerbs, wide parking spaces, gradients and design of access pathways, particularly in shopping areas outside the pedestrianised core of Bromsgrove town centre.

SECTION 9

Advertisements

9.0 The Town and Country Planning (Control of Advertisements) Regulations 1992 under which applications for advertisement consent are determined require that each application must be considered only in terms of 'amenity' and 'public safety'. It is not therefore, appropriate to have rigid advertisement policies since each application has to be considered on its individual merits in respect of these two issues. However, it is considered by the District Council that in particular areas and for certain types of development, there are certain general principles to be adhered to.

9.1 The District Council will take into account national guidance set out in PPG19 'Outdoor Advertisement Control' published in 1992. In assessing an advertisement's impact on 'amenity', the District Council will have regard to its effect on the appearance of the building or on visual amenity in the immediate neighbourhood.

9.2 In urban areas, the scale and character of existing buildings, the predominant land-use in the locality, the presence of listed buildings and/or conservation areas and any proposals for land-use change in the area are all relevant considerations. Advertisements on business premises are in principle acceptable provided that they do not detract from the appearance of the premises themselves or from the immediate environment. In areas near to or adjacent to housing, advertisements on business premises can have adverse effects on amenity.

9.3 Signs on business premises must be designed and sited to harmonise with their setting. A proliferation of advertisements, especially on sites fronting main roads and railways, will not be permitted. Businesses in the same general location are encouraged to combine their advertising needs in a co-ordinated design so as to avoid a proliferation of advance signs. Any free standing signs for business premises should be incorporated into the landscaping scheme and should preferably be located near the main site entrance. Not more than one low-level sign of maximum height 1.2 metres will be permitted at each road frontage with a maximum of two on each site.

9.4 Large poster hoardings which are often part of the fabric of commercial areas will only be considered favourably where they are proposed as part of temporary screening of a development site or where the general environment is poor and it is considered that advertisement hoardings may perform a positive function prior to enhancement schemes being implemented. In both cases such sites should not be located near road junctions or signals of any kind where they affect public safety.

SECTION 10

Legislation and Policies

Planning Permission

9.5 In the open countryside, factors taken into consideration will be the landscape quality of the immediate surroundings and whether the advertisement respects natural contours, landscape character and background features against which it will be seen. The Council seeks to enhance the environment of main roads and motorways in the District which can be best achieved by high quality developments and landscaping. Advertisements, other than those attached to and related to business premises, generally do not enhance the environment in these locations.

9.6 The operational requirements of petrol filling stations tend to demand well-lit advertising which may conflict with other policies to protect residential, rural and conservation areas. The District Council will seek a relatively subdued display of advertisements and general illumination, given the need for such enterprises to advertise their presence in advance of moving traffic.

10.0 Planning Permission is required for new or replacement shopfronts or any other alterations which materially affect the external appearance of a shopfront. For example, such changes include replacing the whole shopfront, removing the stallriser, installing a new door, security grilles or shutters, blinds or canopies without signs or writing, changing the facing materials or enlarging the fascia. Planning permission is not required for repainting, reglazing or repairing a shopfront unless a building is listed.

10.1 When submitting planning applications for new shopfronts, applicants should include:

- site and location plans;
- accurate elevational drawings of the shopfront, both existing and proposed showing the upper floor and properties on either side;
- sections of all mouldings, usually full scale;
- specification of colours and materials to be used. Tropical hardwoods will be resisted unless clear evidence can be provided that the timber is obtained from a sustainable source.
- typeface to be used on signage together with precise scale drawings of any company house style or logo.

10.2 In all cases it is important to seek preliminary advice from the Planning Department. Work carried out without consent may result in enforcement action which causes unnecessary disruption and can lead to considerable expense.

Conservation Areas

Listed Buildings

Advertisement Control

10.3 Conservation Area Consent will be required for the demolition or partial demolition of an existing shopfront.

This partial demolition would include the removal of any feature on a shopfront which contributes to its character such as an existing stall riser, bay window, wall, fascia, window frame, corbel or blind box. Routine works of repair or maintenance involving the taking down of part of a building and its renewal in similar materials would not normally constitute demolition.

10.4 Any alteration to a shopfront which is part of a listed building will require Listed Building Consent if the proposed works affect the special character of the building. This includes alteration to both the exterior and interior of a shop. Even relatively small-scale changes to the exterior such as those to window frames and decorative detail would require Listed Building Consent and may require planning permission. Repainting a shopfront in a different colour, installing a security alarm, extractor fan or altering a shop interior, installing shutters, blinds and advertisements all require Listed Building Consent.

10.5 Further advice relating to traditional shopfronts is published by the English Historic Towns Forum, the Georgian Group and Victorian Society.

10.6 The Town and Country Planning (Control of Advertisements) Regulations 1992 provide a comprehensive code by which Local Planning Authorities are able to control outdoor and certain indoor advertising. In relation to shopping, the advertisement control system covers a wide range of signs including:

- a) Most illuminated Fascia signs and Projecting signs
- b) Pole signs and canopy signs
- c) Flag advertisements
- d) Posters and Notices
- e) Placards and Boards
- f) Price Markers and Price Displays
- g) Signs above ground floor level and signs on a different wall from the shopfront.
- h) Advertisements affixed to listed buildings which require consent under the Advertisement Regulations and also Listed Building Consent.

10.7 An official explanatory booklet entitled 'Outdoor Advertisements and Signs – A guide for Advertisers', published by the DOE 1992, can be obtained from the Local Planning Authority. Applicants are advised to consult the Regulations and contact the Planning Department for further advice on the type of signs considered to be appropriate for a particular location.

Development Plan

BDLP Policy S23 Shopping Centres

BDLP Policy S24 Retention of Shopfronts

BDLP Policy S24A Original Features

BDLP Policy S25 Shopfront Harmony

BDLP Policy S26 Shopfront Fascias

BDLP Policy S27 Fascia Lettering

11.0 The District Council's policies for the control of development and the improvement of the environment are set out in the Bromsgrove District Local Plan. The chapter entitled "Settlements" contains policies relating specifically to the design of shopfronts and advertisements and these should be referred to prior to the submission of any application for new works.

The policies are:

The District Council will seek to enhance the overall shopfront and architectural quality of the main shopping areas so that they provide a visually attractive, inviting and pleasant environment to local residents, shoppers and visitors.

To retain and enhance the character of main shopping areas, the District Council will:

- a) require a high quality of design in all applications for shopfront development;
- b) where appropriate ensure the retention and restoration of traditional shopfronts and other shopfronts of townscape merit;
- c) exercise careful control over the design of new shopfronts and associated advertisements;
- d) encourage the improvement of shopfronts, particularly when alterations are proposed.

The removal or obscuring of original features on traditional shopfronts will not normally be permitted.

New shopfronts should respect the general building form in the locality in terms of scale, proportion and materials.

Shopfront fascias must be in proportion to the rest of the shopfront and the whole building so as not to be the dominant feature and should not generally exceed 0.6 metres (2 feet) in depth. Fascias should respect the vertical integrity of each individual building and not stretch uninterrupted across a variety of buildings.

Fascia lettering will normally be restricted to a maximum height of 0.3 metres (12 inches) unless there are exceptional circumstances. Neon tube signs will not be permitted.

BDLP Policy S27A Projecting and Hanging Signs

Projecting signs should generally be in line with the fascia panel. The District Council will not permit more than one projecting or hanging sign per shopfront and normally projecting signs should not exceed 0.4 sq. metres (4.3 sq. feet.)

BDLP Policy S27B Conservation Areas and Listed Buildings

Within conservation areas and where listed building consent is required the following features will not be permitted:

- a) internally illuminated box fascias and projecting signs;
- b) continental "Dutch" blinds;
- c) external roller shutters;
- d) materials such as Perspex, acrylic sheeting, uncoated aluminium and glossy plastics.

BDLP Policy S41 Listed Buildings

Careful attention will be paid to proposals affecting a listed building in a shopping area regarding the materials used, the features proposed, the form of fascia and lettering and the style of any projecting signs. Applications relating to shopfronts will not be considered unless accompanied by an application for related signs.

BDLP Policy S42 Conservation Areas

The District Council will normally refuse the demolition of important original shopfronts in conservation areas and will encourage their restoration. All new proposals will be assessed to see how far they contribute to the maintenance or improvement of the conservation area.

BDLP Policy S46 Advertisements

The District Council will, where it is considered appropriate, request the Secretary of State to designate Areas of Special Control of Advertisements in appropriate Conservation Areas.

Advertising will not normally be permitted in the following types of location, except where attached to and related to business premises:

- a) predominantly residential areas or near housing;
- b) sites fronting onto or dominating views from main roads, railways or canals;
- c) any site where the advertising could have an adverse affect on public safety.

SECTION 11

Bibliography

- 1) "Shopfronts and Advertisements in Historic Towns"
English Historic Towns Forum. 1991.
- 2) "Book of Details and Good Practice in Shopfront
Design", English Historic Towns Forum. 1993.
- 3) TRADA. There are various leaflets on timber.
- 4) PPG15 "Planning and the Historic Environment". DOE 1994.
- 5) PPG19 "Outdoor Advertisement Control". DOE 1992
- 6) "Outdoor Advertisements and Signs – a guide for Advertisers"
DOE 1992.
- 7) Georgian Group Advisory Leaflets.
- 8) The Victorian Society Advisory leaflets.





This design guide can be provided in large print, braille, CD, audio tape and computer disc.

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