



**Newark & Sherwood Local Development
Framework**

**Shopfronts and Advertisements
Design Guide**

Supplementary Planning Document

November 2014

Document Passport

Title: Newark & Sherwood Shopfronts and Advertisements Design Guide Supplementary Planning Document

Status: Adopted Supplementary Planning Document.

Summary: This Supplementary Planning Document (SPD) sets out the District Council's policy in relation to the design of shopfronts and advertisements.

As an SPD this document provides further guidance on policies within the District Council's adopted Core Strategy and Allocations & Development Management DPDs but does not develop new ones. This document is part of the Council's Local Development Framework and will be a material consideration in the determination of planning applications.

Date of Adoption: 12th November 2014

Adopted by: Economic Development Committee

Please note: This document is available in alternative formats upon request.

Consultation Summary: The District Council consulted on this SPD seeking views from Elected Members, local planning agents, developers, and other interested parties for a period of 8 weeks from 28th July 2014 until 22nd September 2014. Following consideration of representations received the Council revised the document and submitted the final version to the Council's Economic Development Committee on the 12th November 2014 for adoption.

Availability of document: Copies are to be deposited at Kelham Hall (open between 8.30 a.m. and 5.15 p.m. Monday to Thursday and 8.30 a.m. to 4.45 p.m. on Friday), the District's libraries and the Council's website: <http://www.newark-sherwooddc.gov.uk/spds/>

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1.0 Introduction

- 1.1 Many of the retail centres and smaller scale shopping facilities in Newark and Sherwood District contain listed buildings, and several are in Conservation Areas. These areas form a significant part of the built heritage of the District and their appearance makes a significant contribution to its character. The primary purpose of this Supplementary Planning Document (SPD) is to promote excellence in the design of shop frontages, signage and advertisements within historic areas, and to provide guidance on which types of development are appropriate. While this Design Guide is particularly relevant to development affecting Conservation Areas and listed buildings, the principles set out in this SPD should also be referred to when considering shopfront design throughout the District.
- 1.2 This document is an updated version of the existing Newark & Sherwood Shopfronts and Advertisements Design Guide SPD which was adopted in May 2009. It is a material consideration in the determination of planning applications. The principles contained within this document should therefore be taken into account in preparing development proposals, and should be referred to within Design and Access Statements where relevant. The Council encourages pre-application discussions before the submission of an application. Further details of this are set out in Chapter 6.
- 1.3 Whilst this SPD concentrates on retail outlets, elements of the guidance will also be pertinent to other businesses which occupy street level frontages such as restaurants, pubs and financial services.
- 1.4 There are illustrative photographs throughout this SPD. The locations where these were taken are listed in Appendix B.
- 1.5 The Town and Country Planning Act 1990 (see web link below) defines an advertisement as ‘any word, letter, model, sign, placard, board, notice, awning, blind, 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 designed, or adapted for use and anything else principally used, or designed or adapted principally for use, for the display of advertisements, and references to the display of advertisements.’

<http://www.legislation.gov.uk/ukpga/1990/8/contents>



Figure 1: This shopfront was successfully altered as part of the conversion of this building into a public house. The removal of the Dutch blind and the insertion of a deeper panelled stallriser, along with mullions and transoms, gives a more successful shopfront design.

2.0 Policy Context

2.1 Seeking to secure high quality design and a good standard of amenity are described as core planning principles by the National Planning Policy Framework (NPPF)(see web link below). The NPPF encourages high quality design, including sensitive and innovative responses to local historic development and urban character. Paragraph 58 states that, among other criteria, planning policies and decisions should ‘establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit’ as well as ‘respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation’.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

2.2 Online planning practice guidance published in March 2014 (see web link below) also emphasises the importance of good design and states that development should promote local character.

<http://planningguidance.planningportal.gov.uk/>

2.3 As an SPD, this document provides detail on the interpretation and implementation of existing LDF policies and sets out design standards. It does not introduce new policies. The Newark & Sherwood Core Strategy Development Plan Document (DPD) (see web link below) is a key part of the Local Development Framework (LDF) and sets out the District's spatial policy framework. Proposals involving shopfronts and advertisements within historic areas will be assessed against Core Policy 9 'Sustainable Design' and Core Policy 14 'Historic Environment' of the Core Strategy.

<http://www.newark-sherwooddc.gov.uk/corestrategy/>

2.4 The Newark & Sherwood Allocations and Development Management DPD (see web link below) is another part of the LDF and sets out the development management policies used in the consideration of planning applications. Policy DM5 'Design' and Policy DM9 'Protecting and Enhancing the Historic Environment' are relevant to proposals involving shopfronts and advertisements within historic areas. Policy DM9 states that shopfronts of high architectural or historical value should be retained and preserved wherever possible, and says that detailed assessment of proposals will be made in accordance with this SPD. Policy DM12, 'Presumption in Favour of Sustainable Development' describes the positive approach the District Council takes to considering development proposals and will always apply.

<http://www.newark-sherwooddc.gov.uk/adm/>

2.5 English Heritage guidance should be referred to when considering proposals involving shopfronts and advertisements within historic areas (see web links below). 'The Changing Face of the High Street: Decline and Revival' looks in detail at the current policy and retail context and what these might mean for historic high streets and town centres. 'Fixing signs, lights & CCTV to buildings' and 'Advertisement Consent and Heritage' also provide useful guidance.

http://www.english-heritage.org.uk/publications/changing-face-high-street-decline-revival/773_130604_final_retail_and_town_centre.pdf

<http://www.english-heritage.org.uk/publications/streets-for-all-1-fixing-signs-lights-and-cctv-to-buildings/fixing-signs.pdf>

<http://www.english-heritage.org.uk/professional/advice/hpg/consentandplanningpermission/advertisementconsent/>

3.0 Understanding shopfront design

History of shopfront design

- 3.1 The shopping streets we see today are the result of hundreds of years of continual development, creating a wealth of diversity and interest. The main purpose of a shop front is to display goods for sale in order to entice passers-by into the shop and therefore it is important to have a well designed and attractive shop front to create a good impression.
- 3.2 The idea of the shopping street with its recognisable shopfronts developed as recently as the late seventeenth century. Typically, these early shops operated from open stalls at the ground floor of town houses. In the eighteenth century these stalls were enclosed to protect the seller's goods from the elements and shop windows such as the Georgian bowed oriel window started to appear.



Figure 2: An example of a later Georgian shopfront.

- 3.3 Shopfront design has since undergone a continual process of change influenced by differing architectural styles and adaptation to developing needs. As technologies and materials progressed, so did the shopfront. From the late eighteenth century and into the nineteenth century most shops were designed or remodelled with an integral shopfront following classical proportions and so were very uniform in style. Later Victorian shopfronts are more varied, with technological advancements in glass manufacture allowing larger window panes. In this period first floor display windows became more customary.
- 3.4 The Edwardian period saw taller shopfronts with recessed doorways and decorative tiling. After the 1920s there was a simplification in the design and reduction in levels of detailing. New materials such as Vitrolite glass became common. Later developments remained sympathetic to the classical tradition but proportions were less strictly observed and elements became more decorative than structural.



Figure 3: An example of an early 19th century shopfront with later glazing.

3.5 In the later part of the twentieth century, many traditional shopfronts were modernised. While earlier shopfronts were often creatively designed, later mass produced schemes completely abandoned the traditional approach with severely functional designs. There was often little attention paid to the style and appearance of the host building, and poor designs and inaccurate replicas were frequently inserted. Additional features such as security shutters, grilles and lighting also became common, often coupled with large brash advertisements. New materials such as anodised aluminium, frameless plate glass, ceramic tiles and sheet plastic were also introduced. The corporate branding of national traders tended to be visually intrusive, having little regard for the local vernacular.



Figure 4: An example of a shopfront dating from 1935 in the Art Deco style.

Elements of traditional design

- 3.6 Despite a diverse range of styles, almost all traditional shopfronts incorporated the same basic design elements (see figure 5 below). These are still relevant to proposals to redevelop or introduce new shopfronts into historic areas, listed buildings and unlisted buildings of character.



Figure 5: Traditional shopfront elements.

Pilasters and consoles

- 3.6.1 Pilasters and consoles define the shopfront width and enclose the window frame. The pilasters also provide visual and physical support to the fascia and building above. At the base, the pilaster normally terminates with a plinth block, whilst at the head the pilaster has a plain or decorated capital. Often this capital projects as a console (or corbel) to allow the fascia to be canted.

Figure 6: Examples of different designs of pilasters and consoles.



Fascias and cornices

3.6.2 A fascia board carries the name of the proprietor and is often the most prominent element of the shopfront. Most fascias incorporate a moulded cornice running along the top which gives an element of protection and visually provides a strong upper edge to the shopfront. Late Victorian and later shopfronts were often canted forward within the console brackets. Fascias should be visually in proportion with the shopfront.



Figure 7: Examples of a timber canted fascia and a flat fascia.

Stallrisers

3.6.3 The stallriser below the shopfront forms a solid base protecting it from knocks and scrapes and improves the proportions of a shopfront. They normally have a moulded projecting cill providing a solid junction with the glass. The stallriser also allows the display of goods at waist rather than floor level and may incorporate decoration such as ironwork or panelling.



Figure 8: A stallriser incorporating wrought iron decoration.

Windows and doors

3.6.4 Windows are typically divided with mullions and transoms and often have a vertical emphasis. The way in which the windows are subdivided usually reflects the style of the part of the building above the window. Transom lights at the top of the main shop window may feature plain or stained glass and further break up the window visually.

3.6.5 The door design typically reflects that of the shopfront. Generally the door is part glazed with a lower kick plate of a height around that of the stallriser or window cill. Recessed doorways are characteristic of late Victorian and Edwardian buildings and provide a visual break in the shopfront. The street elevation often contains a separate doorway providing independent access to the upper floors.



Figure 9: Recessed shop entrances, traditional window frames and mullion detailing.

Mouldings

3.6.6 Mouldings are a very important part of shopfront design. Stallrisers, pilasters, consoles, windows and doors all incorporate mouldings that reflect the period of the shopfront.

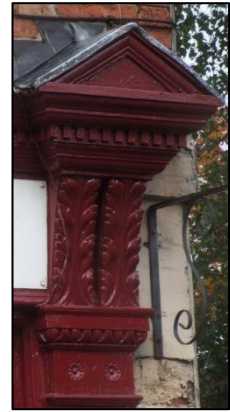


Figure 10: A console with detailed mouldings.

Materials and finish

3.6.7 In most traditional shopfronts the material is a softwood timber which was designed to be painted. There are also some examples in the District of high quality hardwood shopfronts which have been stained. Period ironmongery and brassware, such as iron panels, door knobs and knockers, handles and letter flaps are common and enhance the appearance of many of these shopfronts.



Figure 11: A shopfront painted off-white.

3.6.8 Historically, earlier shopfronts tended to use a limited range of colours with a wider variety used later. Colours such as olive green, terracotta, brown, off-white, dark blue and black were popular and the principal elements were often highlighted in different colours.

4.0 Design principles for shopfronts

Retention and repair

4.1 Examples of unaltered Georgian and Victorian shopfronts are now rare and every attempt must be made to repair and retain these, as well as other shopfronts of high architectural quality. On listed buildings and in Conservation Areas the Council will strongly resist their removal. Where the quality of contemporary shopfronts is poor however, replacement will be favoured over retention.

4.2 Some traditional shopfronts have had their appearance marred by recent additions which conceal original detailing. It is always desirable to expose and repair these features, and when works are undertaken they must not conceal or remove traditional detailing. Contemporary design can be employed in window displays without obscuring traditional architectural features, and indeed this can provide a pleasing contrast.

Design principle 1: Retention and repair

- ✓ **Shopfronts which contribute significantly to the character of an area should normally be retained.**
- ✓ **The District Council will seek to repair the refurbishment of traditional shopfronts and others of architectural merit.**
- ✓ **It will normally be expected that traditional shopfront detailing, which has been concealed behind later unsympathetic additions, will be exposed and retained. Lost traditional features should be reinstated where this will enhance the character and appearance of the shopfront.**
- ✗ **Proposals to alter shopfronts which involve the removal or covering of historic or architecturally important features will be resisted.**

Replacement shopfronts to traditional buildings

- 4.3 If an existing shopfront is of no special historic or architectural interest, is unattractive, inappropriate to the building, or beyond repair, then a replacement is likely to be appropriate. Replacement should be seen as an opportunity to use imaginative, high quality design for enhancement. When considering proposals to replace shopfronts, the District Council will seek to secure the most appropriate design for the style of the building and the character of the area. The principles set out below should be seen as applying to the replacement of any shopfront.

Building character, architecture and setting

- 4.3.1 New shopfronts and alterations to existing features should have a strong relationship with the architectural composition of the whole building. This composition comprises a number of features including age, appearance, materials, colours, fenestration, proportion and rhythm. Old records and photographs should be sought and researched where possible, and pattern books can also be a useful guide.
- 4.3.2 Perhaps the most important principle is that the design of shopfronts should not be assessed in isolation and the impact of a proposal on the wider street scene should be considered. This is particularly important for replacement schemes within a Conservation Area.
- 4.3.3 Where a business operates in more than one building, shopfronts and fascias that cut across two different buildings without reflecting the change are unacceptable. The design should reflect the individual character of each building occupied.

Figure 12:

This shop occupies a number of separate units which were all originally different shops. The exterior retains this distinction, although the buildings are now occupied by a single business.





Figure 13: The overlong fascias and poorly designed shopfronts do not respect the style, proportions and detailing of the host building.



Figure 14: Architectural elements of the building are carried down to the shopfronts.

Design principle 2: Building character, architecture and setting

- ✓ **New or replacement shopfronts in Conservation Areas, on listed buildings and in other historic locations should take account of the style, proportions and detail of the host building and have regard to the character of properties adjacent and the street scene generally.**
- ✓ **Where a business occupies a number of adjacent buildings of differing architectural styles, the shop frontage should be subdivided so as to respect the individual character and architecture of each building.**

Design detailing for replacement traditional shopfronts

4.3.4 The traditional elements of design detailed in section 3.8 should be incorporated where appropriate. Specifically:

- Shopfronts should normally have columns, piers or pilasters to define and frame the shopfront.
- Fascias should respect the proportion of the shopfront and be contained within the original shopfront opening. Excessively deep fascias or fascias running continuously over more than one building frontage should be avoided. Where an original fascia is canted, any necessary replacement should respect this architectural detail.
- Stallrisers should normally be incorporated into any replacement scheme and should usually have a moulded projecting cill providing a solid junction with the window glass. Decorative features such as tiles, ironwork or panelling should be incorporated to suit the style of the shopfront and host building.
- The insertion into shopfronts of large unbroken areas of glass with a horizontal emphasis should be avoided. Vertical emphasis should be created if appropriate by subdividing the shopfront with mullions. Window subdivisions should reflect the character and vertical divisions of the building facade, with smaller paned designs more appropriate for earlier shopfronts.
- The design of shop doors should be considered as an integral part of the shopfront. Glazed panelled timber doors with a kickplate or lower panel of a style appropriate to the shopfront are recommended. Recessed doorways add interest to a shopfront and assist with disabled access as well as being a traditional feature.

- Replacement shopfronts should not replicate an unsuitable or ill-proportioned design feature such as an over-deep fascia or lack of pilasters.

4.3.5 It is important that detailed attention should be paid to the overall proportions of a shopfront. It should not over-dominate the building, and neither should any of the particular design features.



Figure 15: A new timber shopfront has been inserted into this building, replacing a poorly designed aluminium shopfront.

Design principle 3: Design detailing

- ✓ **New shopfronts in Conservation Areas, on listed buildings, and in other historic locations should normally incorporate traditional detailing such as pilasters, stallrisers, recessed doorways and mullions.**
- ✓ **Such detailing should be carefully researched to make sure that it reflects the age and style of the building.**
- ✓ **Careful consideration should be given to the detailing and proportions of a new shopfront to ensure that it does not over-dominate the host building.**



Figure 16: The poorly designed shopfront with large plate glass dating from the 1960s has been replaced with a new timber shopfront. This incorporates the elements of a traditional shopfront whilst avoiding a pastiche and compliments its wider setting within a Conservation Area.

Materials and surface treatments

- 4.3.6 The selection of appropriate materials and colour schemes is very important in shopfront construction and decoration. Timber is the most common traditional material although there are examples of metal shopfronts. Aluminium or uPVC are normally inappropriate for listed or traditional buildings in Conservation Areas because the necessary level of detail and intricacy cannot be achieved with these materials. Sustainable materials should be used wherever possible. Careful consideration should be given to door furniture, as well as tiles and other decorative features.
- 4.3.7 Joinery on timber shopfronts should not be routed as this is not a traditional method of construction. Mouldings are used to define panelling or fascias and are an important detail. The use of integral mouldings should be considered, because applied mouldings suffer badly from weathering and wear. Poorly detailed and crude applied mouldings should be avoided.
- 4.3.8 Dark staining should normally be avoided on traditional shopfronts. Dark coloured paints are usually more appropriate, often with key design features picked out in a lighter shade. Garish and fluorescent paint will not normally be acceptable. The colours chosen for a shopfront should relate well to its design, size and materials as well as

neighbouring buildings. The impact of a design scheme on the wider streetscene should be carefully considered.

Design principle 4: Materials and surface treatments

- ✓ **The main frames of new traditionally detailed shopfronts should usually be made from sustainably sourced timber. Timber shopfronts should normally be painted.**
- ✓ **Only materials which are appropriate to the period and style of the shopfront and building should be used.**
- ✓ **The choice of colour scheme should enhance the visual quality of the shopfront and harmonise with adjacent buildings.**
- ✓ **Period ironmongery and good quality brassware should be retained. On new shop units these details should reflect the style and design of the shopfront.**
- ✗ **Timber shopfronts should not have routed joinery or applied mouldings as these give a very crude appearance to shopfronts.**



Figure 17: A well detailed timber shopfront where colours have been kept very simple to give a striking effect.

Corporate design

4.3.9 Many companies will use corporate design on shopfronts, which has the potential to be visually intrusive, overbearing, or out of proportion. New shopfronts incorporating corporate design should respect the character of the host building and the wider streetscape, and avoid masking special features. In most cases it is possible to reconcile corporate design with the local context and satisfy the principles of good shopfront design through the use of appropriate colours, materials and style.



Figure 18: Signage showing the successful use of corporate design alongside elements of traditional shopfronts.

Design principle 5: Corporate design

- ✓ **Where necessary, retailers will be required to modify their corporate design in order to respect the special qualities of their historic location.**

Upper floors

4.3.10 Floors above shops often remain vacant which can have a negative impact on the town or streetscape. In order to retain or encourage appropriate uses in the upper floors of shop units, any existing independent access to them should be retained when redesigning the shopfront. Where there is a separate entrance for the upper floors, pilasters are often used to integrate it into the shopfront design.

4.3.11 In some cases, shopfronts extend to the upper floors, and the same principles apply to these as to ground floor shopfronts. If the upper floors are to be converted to residential use, upper floor shopfront windows should normally be retained if their detailing is architecturally or historically important.

4.3.12 Windows above shopfronts can have a significant impact on the appearance of the host building and the surrounding area. Appropriate and attractive displays should be encouraged, and advice should be sought from the District Council about whether consent is required before placing advertising material in upper floor windows.

Design principle 6: Upper floors

- ✓ **Works carried out to shopfronts must retain any existing direct independent access from the street to the upper floors.**
- ✓ **In the case of new shopfronts, the District Council will encourage developers to provide independent access to upper floors from the street where none exist.**
- ✗ **Permission will not normally be granted for the removal of doors providing access to upper floors on listed buildings or on shops in Conservation Areas especially where they are of architectural or historical importance.**

Contemporary design

4.4 The Council is keen to encourage good quality contemporary design in modern buildings and new retail developments within historic areas. Successful modern retail developments will employ careful proportioning and good quality materials, and will be designed to respect surrounding buildings.



Figure 19: Left: a modern interpretation of a shopfront on a predominantly 18th Century street frontage and right: a new 'landmark' building based on a contemporary version of an 'Art-Deco' themed design.

Design principle 7: Contemporary design

- ✓ **Good quality design and sustainable natural materials should be used for new retail developments and replacement shopfronts within historic areas. The use of uPVC is not normally acceptable in these areas.**
- ✓ **As well as reinforcing local distinctiveness, designs should maintain architectural and urban design integrity. Design proposals should be well proportioned with an emphasis on good quality detailing.**
- ✓ **Appropriate form, scale and massing in relation to the host building, and to the wider context, are key to a successful integrated shopfront design.**
- ✓ **Operational requirements including servicing arrangements and security should be addressed early on as an integral part of the design process.**

Inclusive access to buildings

- 4.5 Well-designed buildings enable access for all people. For groups such as people with disabilities, elderly people and parents with young children to live a full and active life, it is especially important that the design of shopfronts addresses access requirements. Through careful thought, imagination and a flexible and pragmatic approach, it is often possible to create inclusive access while preserving the traditional form and appearance of historic buildings.
- 4.6 The District Council will expect designers of new shopfronts to provide, wherever possible, convenient access for all people. Development proposals should be in line with the guidance provided in Approved Document M of the Building Regulations (see web link below) and BS8300: 2009 'Design of buildings and their approaches to meet the needs of disabled people – Code of Practice'¹ or any guidance produced subsequently that supersedes these documents.
- http://www.planningportal.gov.uk/uploads/br/BR_PDF_ADM_2004.pdf
- 4.7 As a general rule stepped approaches should be avoided, and doors should be easy to open and of sufficient clear unobstructed width to permit wheelchair manoeuvre. Designs should incorporate vision panels, manifestation of glazing, flush thresholds, easy to use door furniture and, where practical, provision of power assisted doors or automatic doors for larger shops. Carefully designed ramped approaches and handrails

¹ This Code of Practice is not available to view for free online, but can be purchased from BSI.

will normally be required. Provision of such facilities will usually be straightforward and have minimal impact on the proportions and appearance of the shopfront.

- 4.8 Building Regulations require that access issues be addressed in new buildings, new features and facilities, material alterations and certain material changes of use. The Equality Act 2010 requires that service providers consider inclusive access to their premises. Where changes are made to existing shopfronts, the council will encourage developers to make the shop more accessible where practicable.
- 4.9 On listed buildings and in Conservation Areas, inclusive access is given a high priority and must be taken into account at an early design stage. A balance must be achieved between providing easy access and preserving the character and architectural integrity of the building. All practical approaches to provide inclusive access should be considered. In some cases, however, it unfortunately will not be possible to provide access to all people with restricted mobility on a principal elevation if it adversely affects a building's character.

Design principle 8: Inclusive access

- ✓ **All new shopfronts should allow convenient inclusive access.**
- ✓ **All alterations to shopfronts should seek to incorporate practical measures to afford inclusive access to the shop.**
- ✓ **In Conservation Areas and on listed buildings, suitable access arrangements should be provided while maintaining the form and appearance of the buildings and shopfront.**

ATMs

- 4.10 ATMs are a form of access to a service, often from a public street or pavement. They are not covered by building regulations when there is no structural opening or alteration to a regulated means of access formed in a building to install the facility, but the banking industry in the UK recognises standard good practice guidance from which the advice here is drawn².
- 4.11 The locations of ATMs should be well signposted, although the signs should not have a significant negative impact upon the streetscene. ATMs should not be too close to the inside of a corner, as this can make it difficult for wheelchair users to approach and to turn when leaving. If the host building and the surrounding environment allow it, the

² This good practice guidance is 'Access to ATMs: UK design guidelines', by the Centre for Accessible Environments (CAE), 2002. This is not available to view for free online, but can be purchased from the CAE.

access route to an ATM should be flat, without steps, stairs or unevenness and not present barriers to people with impaired mobility of vision.

- 4.12 To facilitate access by wheelchair users, the area in front of an ATM should ideally be 2000mm by 2000mm, and at least 1500mm by 1500mm. The cross fall gradient across the area in front of an ATM should not be more than 1:50, so that wheelchairs do not roll away.
- 4.13 The ATM surround should not be of excessive size. On listed buildings, ATM surrounds should not be illuminated and proposals to install ATMs on the principal facade of listed buildings will be resisted.
- 4.14 As far as is possible, the installation or replacement of ATMs should take place in accordance with the design principles for shopfronts and advertisements set out in this SPD. Sensitivity should be shown to the character of the host building and the wider context, particularly on listed buildings and in Conservation Areas. ATMs should not be sited in places where people queuing to use the machine are likely to cause significant obstruction to pedestrians.

Canopies and blinds

- 4.15 Canopies and blinds were popular in the Victorian period and in the first half of the 20th century. They were used to protect goods from damage by sunlight and were fully retractable when not in use so as not to obscure the shopfront. Canopies and blinds were always designed as an integral part of the shopfront, attached between the pilasters. It may be acceptable in some cases to install blinds onto traditional shopfronts that do not already have them, although not usually where the shop has a north facing front elevation or is in a narrow street.
- 4.16 Where the installation of blinds is appropriate to the shopfront and location, these should be positioned neatly between the shopfront pilasters. Blind boxes should not obscure or damage the shopfront or architectural features and should be designed as an integral part of the whole shopfront and should be recessed within the fascia. Within Conservation Areas and on Listed Buildings blinds and canopies should be of a canvas type material in a matt finish and be fully retractable; flat roller-type blinds are preferred. Dutch blinds are not traditional and are considered inappropriate in a historic context. Dutch blinds, as well as fixed modern blinds in shiny plastic, and blinds serving primarily to carry additional advertisements, will not be accepted.

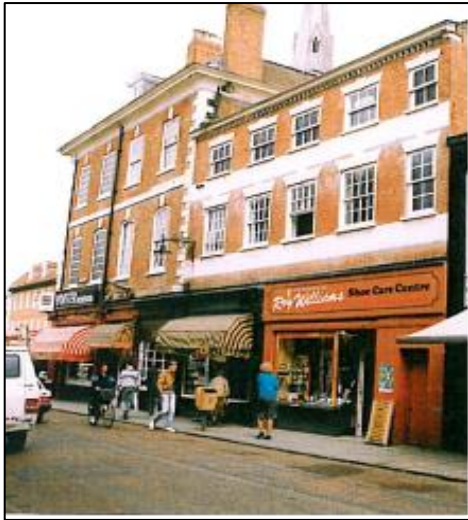


Figure 20: Inappropriate Dutch blinds have been replaced by traditionally designed blinds which are an integral part of the shopfront design.

Design principle 9: Canopies and blinds

- ✓ If blind boxes are acceptable, they should be positioned neatly between the shopfront pilasters, be recessed and be designed as an integral part of the whole shopfront.
- ✓ Canopies should be of a canvas type material in a matt finish. Plastic blinds and blinds made from fluorescent or glossy materials will not be acceptable in historic locations.
- ✓ There should be a minimum of 0.5m in width from the outer edge of the blind to the kerb line and the height from pavement level to the underside of the blind must be no less than 2.6m.
- ✗ The Council will normally refuse consent for blinds above ground floor level. Blinds advertising brand names are also normally unacceptable on listed buildings and in Conservation Areas.

Shopfront security

4.17 Security measures should protect and preserve the appearance of a shopfront, while being effective at preventing vandalism and theft. Solid modern roller-shutters can have a detrimental impact on the streetscene and can be a target for graffiti and vandalism. The large obtrusive housing boxes and side guides are also unsightly and can ruin the appearance of a shopfront. Planning and listed building consent will not normally be granted for these types of shutters.



Figure 21: Roller shutters can act as a target for vandalism which has a detrimental impact on historic areas.

- 4.18 Where they are necessary, security measures should form an integral part of shopfront design. On some historic shopfronts, traditional wooden lift-off shutters slot into the shopfront and protect the glass. If correctly designed and detailed these can provide a practical means of security for traditional shopfronts. If shutters are required these should only cover the glazed area.
- 4.19 If a replacement shopfront is to be inserted, stallrisers, mullions and transoms can contribute greatly to shopfront security and reduce the costs of replacement glazing following any breakages, as well as providing a sympathetic replacement shopfront. In existing shopfronts, where the replacement of historic glass is not an issue, laminated glass may be used to aid safety and security.
- 4.20 Sensitively designed internal open grilles may be an appropriate security measure, and these have the benefit of allowing passers-by to see window displays. A well lit shopfront can deter crime and make a positive contribution to the street scene at night. Alarm boxes should be situated where they cause as little harm as possible to the appearance of shops. In all cases security measures should be carefully incorporated into shopfront design and their scale or appearance should not dominate



the shopfront. It is advisable to consult the District Council at an early stage when considering installing security features that will have a visual impact on a traditional shopfront or historic area.

Figure 22: Sensitively designed internal security measures.

Design principle 10: Shopfront security

- ✓ Any security measures necessary for shopfronts should be addressed as an integral part of the design process.
- ✓ Alarm boxes should be sensitively located on the building facade, and not placed on fascias.
- ✓ Sensitively designed internal grilles may be permitted within listed buildings in exceptional circumstances, as long as the shopfront can satisfactorily accommodate the grille and fixing.
- ✗ External roller shutters and grilles are not acceptable as they have a detrimental impact on the character of town and village centres and act as a target for vandalism.

Non-retail uses

4.21 The District contains many examples of non-retail businesses operating out of former retail premises. Applications to change the use of a building with a traditional shopfront from retail to a non-retail use should retain the shopfront in their design. This can work successfully for conversions to other commercial uses such as restaurants, public houses and financial services as well as for conversions to residential use.



Figure 23: A shopfront retained in a residential conversion.

4.22 Many of the commercial properties in the District, particularly banks and restaurants, do not have a formal shop front in the traditional sense. Sympathetically designed and positioned advertising on should be used on buildings like these to allow the business to function successfully while maintaining an appearance that contributes positively to the streetscene.



Figure 24: With the careful use of advertising, these estate and letting agents retain the original building frontages while operating as businesses.

Design Principle 11: Non-retail uses

- ✓ **Good quality historic shopfronts should normally be retained as part of any change of use or conversion, particularly in Conservation Areas and on listed buildings.**
- ✓ **Where a change of use is proposed to a building of architectural or historical interest with no formal shop frontage, efforts should be made to preserve or enhance the building. Where appropriate, it should be used in its existing form rather than altered.**

5.0 Signs and advertisements

- 5.1 Shopfronts feature many different kinds of signs and advertisements ranging from the main fascia and hanging sign, to window signs and those on stallrisers. These signs communicate by their literal meaning but their design, lettering style and level of illumination also contribute to projecting an image of the business. This overall effect also has an impact on the appearance of the street and care is needed to avoid creating visual clutter. Over-sized, insensitively placed, gaudy or excessively bright illuminated signs should normally not be used for shopfronts in historic areas.
- 5.2 It is advisable to contact the District Council if there is uncertainty about whether consent is required to display an advertisement. All advertisements, whether they require consent or not, are subject to the standard conditions in Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (see web link below). For more information about advertisement consent, see paragraph 6.2.

- 5.3 Signs and advertisements have a significant impact on the appearance of a shopfront and the surrounding area and should therefore be included as an integral part of shopfront design at an early stage. Signage should also be appropriate to the period and styling of the shopfront and the building. Further detail on this is provided below.

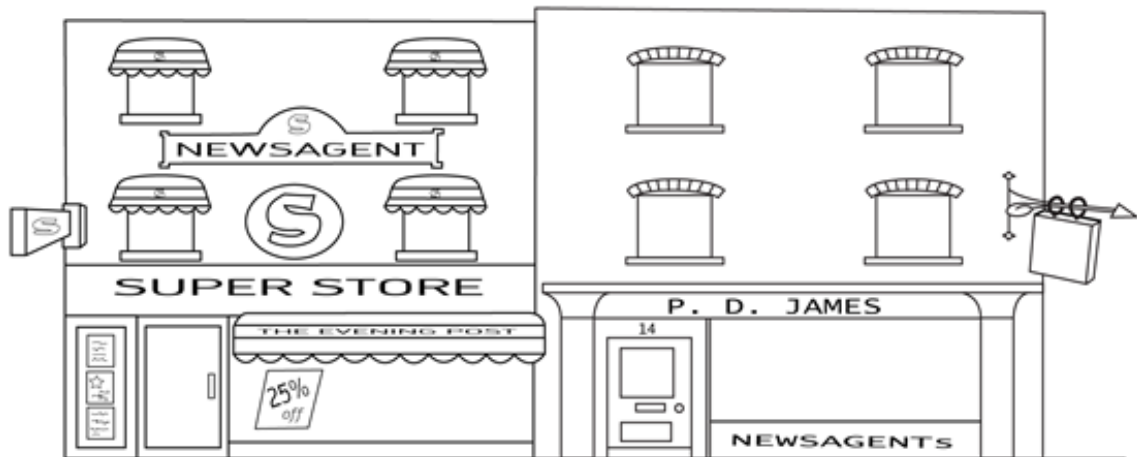


Figure 25: Clutter caused by too many signs compared with traditional shopfront signage.

The number, positioning and size of signs

- 5.4 The pressure to maximise advertising space should be balanced with the desirability of presenting an attractive shopfront. Clutter such as hanging signs, box signs, canopies carrying advertisements and window posters competing with the fascia sign can detract from the appearance of business premises. Where consent is required and as a matter of good practice, it is considered that one fascia sign and, where appropriate, a hanging sign is usually sufficient to create the necessary visual impact on a single building facade.
- 5.5 Signs should be restricted to the shopfront and should not obscure or damage important architectural features. If there is historic signage from a previous business, and it is considered important, this should not be removed.
- 5.6 Listed building consent is required to attach a chalkboard to a listed building. In some cases, advertisement consent will also be required.



Figure 26: A national retailer occupies a listed shop where the original signage along the stallriser is retained.

5.7 Advertisements applied above fascia level can be over-dominant and are generally unacceptable. Signs should not be so large that they visually overpower the appearance of the shopfront and adversely affect its proportions. Signs should be in proportion to the building and shopfront they are to be attached to.



Figure 27: The overlarge fascia sign used to cut through the first floor windows, destroying their proportions. The shopfront and fascia signage has been replaced with a more sympathetic, traditionally detailed design which has restored the windows to the first floor.

Design Principle 12: Number, positioning and size of signs

- ✓ **Shopfronts should avoid unnecessary clutter. One fascia sign and one hanging sign are normally adequate to identify a particular shop.**
- ✓ **Signage should normally be restricted to the shopfront.**
- ✓ **Historic signage, designed as an integral part of the historic shopfront, should be retained.**
- ✗ **Signs should not obscure or damage important architectural features.**

Fascia signage

- 5.8 Traditionally signs were hand painted on to fascias and displayed the name and sometimes the nature of the business. Hand painted signs are still the preferred design option for traditional shopfronts and should always be used on listed buildings. On other buildings applied matt vinyl lettering which imitates hand painted signage may be an acceptable alternative in some cases.
- 5.9 Lettering should always be simple and well designed taking into account the character of the shopfront. Generally, the lettering should not exceed more than two-thirds of the depth of the fascia. Metal or wood lettering that is flush-fixed directly may be also appropriate, as long as the locators are not visible. Modern box fascias and pre-formed signage boards fixed onto an existing fascia with studs are an obvious and incongruous addition. In Conservation Areas and on listed buildings these are not appropriate.
- 5.10 Where no fascia board exists it may be appropriate, in exceptional circumstances, to use individual lettering applied directly to the facade of the building. Planning permission will usually be needed to apply a new and different style of lettering to listed buildings and buildings in Conservation Areas. Where individual letters are applied, locators should not be visible, so letters with small returns are preferable as they help hide the locators and give a better appearance. A method of attaching lettering should be chosen that avoids excessive drilling and damage to bricks and stonework, especially on listed buildings and in Conservation Areas. Suitable options may include using clear Perspex rails drilled into mortar to attach letters to, placing a name board in the window or applying painted or etched lettering to the window glass.

Design Principle 13: Fascia signage

- ✓ The fascia sign should state only the name and/or trade of the premises.
- ✓ Lettering should be simple and well designed taking into account the character of the shopfront. Lettering should not generally exceed more than two-thirds of the depth of the fascia.
- ✓ Hand painted lettering applied directly onto a timber fascia by a competent sign writer will be encouraged.
- ✓ Matt vinyl lettering may be appropriate where painted lettering cannot be used.
- ✓ Metal or wood lettering fixed directly onto the fascia may also be acceptable provided locators are not visible. Individual letters attached to the building may in exceptional circumstances be appropriate.
- ✗ Modern box fascias and pre-cast signage boards fixed to an existing fascia with plastic studs are inappropriate within Conservation Areas and on listed buildings.



Figure 28: The brash fascia signage has been replaced with more sympathetic lettering on a new fascia and frontage.

5.11 Regarding the use of colour, the same principles apply to fascia signage as to shopfronts. The use of reflective plastic, Perspex or bright materials are generally inappropriate. Gilding or strong tones on a dark background are more visible at night and are particularly suitable.

Hanging and box signs

- 5.12 While hanging signs can add interest to the streetscene and shopping environment, they can cause clutter in historic streets and as such their use must be strictly controlled. Their use should be limited to one per unit, only where there is adequate space, and where their cumulative effect will not detract from the character of an area.
- 5.13 The design of a hanging sign should complement the design of the fascia and shopfront. A painted wooden sign advertising the name of the shop is favourable. A hanging symbol depicting the nature of the trade can add interest and variety to the streetscene. Hanging signs should never be used to advertise individual brands for sale.
- 5.14 Brackets and arms should generally be cast iron or painted metal and can be simple or decorative but should suit the character of the building.
- 5.15 The positioning of the sign is also important – the sign must not be seen as a continuation of the fascia nor should it obscure important architectural details. Generally brackets should be positioned between the fascia and the bottom of the window cill of the first floor. The bottom of the sign should be no lower than 2.6m from the pavement.
- 5.16 Projecting box signs are unsightly and will not be permitted in Conservation Areas and on listed buildings. Elsewhere their use will be discouraged.
- 5.17 Banner signs can be very dominant and overbearing, and should be avoided, especially in Conservation Areas and on listed buildings.
- 5.18 On listed buildings, hanging signs should be fixed through the mortar of the brickwork, rather than the brickwork itself, to ensure that the impact on the building is minimal.



Figure 29: An example of a hanging sign

Design Principle 14: Hanging and box signs

- ✓ **To avoid unnecessary clutter only one hanging sign should be used to identify each unit.**
- ✓ **The design of a hanging sign is important and should complement that of the fascia and shopfront. Although cast iron or painted metal brackets and painted wooden signs are favoured, a hanging symbol depicting the nature of the trade is sometimes appropriate.**
- ✓ **Signs should relate only to the name and trade of the shop, and use simple, well designed lettering. Hanging signs that reflect corporate design may be used.**
- ✓ **The sign should not normally be attached to a fascia or obscure any important architectural details.**
- ✗ **Illuminated or non-illuminated projecting box signs are inappropriate in Conservation Areas and on listed buildings.**
- ✗ **Banner signs are inappropriate in Conservation Areas and on listed buildings.**

Sign illumination

- 5.19 The illumination of historic streets at night requires a careful and co-ordinated approach. Lighting attractive historic buildings and the main pedestrian and vehicular areas is essential for a safe and attractive night-time environment. In most cases this lighting and light from shop windows is sufficient to illuminate shopfronts.
- 5.20 On listed buildings and in Conservation Areas fascia illumination is not desirable and will normally be resisted as this can have a detrimental cumulative impact on the streetscene. In very exceptional circumstances illumination of fascias may be permitted for premises which have a late night use – for example restaurants and pubs. The need for illumination should be fully justified. If this approach is acceptable, illumination should be restricted to external means, be very discreet and not have excessive intensity of illumination. Internally illuminated signs and illuminated box signs are always inappropriate.
- 5.21 Halo lighting can be acceptable on less sensitive buildings as long as it does not have a detrimental effect on the character of the building and appearance of the shopfront. However, on a listed building this method of illumination is almost always

inappropriate. Neon and swan neck lighting is not normally acceptable on historic buildings and in historic areas.

Design Principle 15: Sign illumination

- ✓ In very exceptional circumstances, certain businesses which operate late at night may be permitted to use discreet external illumination. The intensity of illumination must not be excessive and the method of illumination should be carefully designed into the signage.
- ✓ Illumination should ideally be restricted to a hanging sign with discreet overhead lighting.
- ✓ Halo lighting should only be used on less sensitive buildings where it does not have a detrimental effect on the character of the building and the appearance of the shopfront.
- ✗ Halo lighting is almost always inappropriate on listed buildings.
- ✗ Fascia illumination is not desirable and will normally be resisted in Conservation Areas and on listed buildings.
- ✗ Internally illuminated box signs are particularly unsightly and their use will not be supported.
- ✗ Neon lighting is unlikely to be acceptable on historic buildings and in historic areas unless it is in keeping with the character of the building.
- ✗ Swan neck lighting is unacceptable on historic buildings and in historic areas.



Figure 30: Removal of swan neck lighting.

Flags

5.22 Although formal consent is required to fly some flags, others, such as national and county flags, can be flown without consent. The flags of Saint George and Saint Andrew are recognised as national flags, and the flags of Saint Patrick and Saint David can also be flown without the need to seek permission. The detailed controls over flag flying are set out in online planning practice guidance published in March 2014 (see the top web link below). Many people seeking information on this subject may find it useful to consult the Government's 'plain English' guide to flying flags (see the bottom web link below) which provides advice on the meaning of the regulations.

<http://planningguidance.planningportal.gov.uk/blog/guidance/advertisements/>

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/15438/flying_flags_guide.pdf

5.23 The Government's Plain English guide referred to above sets out standard conditions that all flag flying is subject to. All flags must:

- be maintained in a condition that does not impair the overall visual appearance of the site;
- be kept in a safe condition;
- have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is to be placed on highway land);
- not obscure, or hinder the interpretation of official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport, and
- be removed carefully where so required by the planning authority.

A-boards

5.24 A-boards should be sited so that access is not impeded for people with restricted mobility and no hazard exists for blind and partially sighted people. It is necessary to obtain consent to display an A-board from the owner of the land on which the A-board is to be displayed. On public footways in this District, however, the landowner is usually Nottinghamshire County Council, which has provided detailed guidelines on advertising boards and the display of goods making clear what is regarded as acceptable (see web link below). A-boards or goods displayed not in accordance with this guidance will be regarded as an unreasonable obstruction and their removal or repositioning will be required, but if the guidelines are strictly followed there is no need to apply for a licence to place or display these items. Concerns about A-boards thought to be inappropriate should be reported to the County Council on:

0300 500 80 80.

<http://www.nottinghamshire.gov.uk/travelling/roads/obtaining-licences-and-permits/scaffolding-hoarding-and-advertising-boards/>

- 5.25 Permission may not be required to place an A-board on a private forecourt, although in some cases advertisement consent might be necessary. The County Council may take action against inappropriate A-boards under Section 115 of the Highways Act. More detailed information can be found in the Government guidance 'Outdoor advertisements and signs: a guide for advertisers' (see web link below). The design of an A-board should match the design of the shop and not detract from the appearance of the area, particularly in Conservation Areas and outside listed buildings.

<https://www.gov.uk/government/publications/outdoor-advertisements-and-signs-a-guide-for-advertisers>

6.0 Permissions and consents

Planning permission

- 6.1 The alteration and replacement of shopfronts on listed buildings and in Conservation Areas requires planning permission. This includes the installation of additional features such as blinds, canopies, shutters or grilles and many other changes to the external appearance of the building such as alterations to the glazing or the size of the fascia. Shops that are not under these controls can usually be redecorated and have non-illuminated signage changed without the need for planning permission.

Advertisement consent

- 6.2 There are three categories of advertisement consent: those permitted without requiring either deemed or express consent from the local planning authority (LPA); those which have deemed consent; and those which require the express consent of the LPA. The District Council is the LPA in Newark & Sherwood. The display of advertisements and signage is controlled by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Highway safety and visual (and where relevant aural) amenity are important considerations. Flags, banners, lasers, search lights and projected illuminations are treated as advertisements for the purposes of the planning regime. The law in relation to the display of advertisements is very complicated and it is advisable to check with the District Council whether consent is required for advertising.

Listed building consent

- 6.3 Any works which affect the character or appearance of a listed building will require listed building consent, including the alteration or replacement of a shopfront. Consent may also be required for minor works such as changing a painting scheme,

installing an alarm box, altering a shop interior, removing architectural features and erecting new signage.

Building regulations consent

- 6.4 The purpose of the building regulations is to ensure that a shop satisfies its functional requirements and the building provides reasonable health and safety for shoppers and staff. Building regulations consent must be applied for in a similar way to planning permission. While minor works often do not require approval, consent must be sought if proposed changes are structural or involve moving or altering the width of an entrance.

Pre-application advice

- 6.5 The District Council is committed to conserving the historic environment and as part of this commitment a free pre-application advice service is offered for applications to carry out works on listed buildings. Please follow the web link below for more information about this.

<http://www.newark-sherwooddc.gov.uk/planning/pre-applicationadvice/>

Enforcement

- 6.6 Where expedient, the District Council will take enforcement action against works that have been carried out without necessary planning permission. Unauthorised works to a listed building and the unauthorised display of advertisements are criminal offences. The Council has the power to serve an Enforcement Notice, for example requiring that a building is restored to its condition before unauthorised work was carried out. If this notice is not complied with or appealed against, the offence will be prosecuted in the courts. You are strongly advised to seek advice before any works are undertaken.

Information to be submitted with applications

- 6.7 To enable applications to be dealt with efficiently, it is important that they contain all the necessary information. Please check our website for the latest submission requirements (see web link below). Particularly useful for applications are photographs of the current shopfront and adjacent units, as well as any historical photographs/evidence. Other information normally required includes:

- Existing and proposed elevations of the shopfront and/or signs (scale 1:50).
- A drawing depicting accurately the relationship of the proposed shopfront to the rest of the building facade above the shop and at least part of any adjacent building and shopfront.
- A full height section drawing of the proposed shopfront (scale 1:50).

- Details of glazing bars, sills, pilasters and other components at a scale of 1:10 or smaller where required. Detailed design and dimensions of signs, including means of fixing to the building is required. If the adverts are to be illuminated information including luminance levels, and whether the illumination would be static or intermittent is required.
- Details of all materials and colours annotated on the plans.

<http://www.newark-sherwooddc.gov.uk/planning/submittinapplication/>

Appendix A – Contact information

For general enquiries, please contact the District Council at the following address:

Newark and Sherwood District Council,
Kelham Hall,
Kelham,
Newark on Trent,
NG23 5QX

By telephone: 01636 650000

Or by email: customerservices@nsdc.info

To discuss proposals within Conservation Areas or affecting a listed building, please contact the Conservation Team at the above address or email conservation@nsdc.info

For information about pre-application advice, please see the Council's web site:

<http://www.newark-sherwooddc.gov.uk/planning/pre-applicationadvice/>

For information about whether a proposed development requires planning permission, please see the Council's web site:

<http://www.newark-sherwooddc.gov.uk/doineedplanning/>

For information about submitting a planning application, please see the Council's web site:

<http://www.newark-sherwooddc.gov.uk/planning/submittinganapplication/>

For information about building regulations, please see the Council's web site:

<http://www.newark-sherwooddc.gov.uk/buildingcontrol/inspectionsandadvice/>

For other enquiries about planning, please contact the duty planner service on 01636 655846 from 2 p.m. to 5.15 p.m. Monday to Thursday and from 2 p.m. to 4.45 p.m. on Fridays, or email: planning@nsdc.info

Appendix B – Photographic references

Figure 1: Appleton Gate, Newark

Figure 2: Boar Lane, Newark

Figure 3: Stodman Street, Newark

Figure 4: Market Place, Newark

Figure 6: Appleton Gate and Stodman Street, Newark

Figure 7: Appleton Gate and Middle Gate, Newark

Figure 8: Market Place, Newark

Figure 9: Market Place, The Arcade and Appleton Gate, Newark

Figure 10: Appleton Gate, Newark

Figure 11: Chain Lane, Newark

Figure 12: Boar Lane, Newark

Figure 15: Stodman Street, Newark

Figure 16: Bridge Street, Newark

Figure 17: King Street, Southwell.

Figure 18: The Arcade, Newark and King Street, Southwell

Figure 19: King Street, Southwell and London Road, Newark

Figure 20: Market Place/Bridge Street, Newark.

Figure 22: Castlegate Newark

Figure 23: Millgate, Newark

Figure 24: King Street Southwell and Cartergate, Newark

Figure 26: Stodman Street, Newark

Figure 27: Carter Gate Newark

Figure 28: Market Place, Newark

Figure 29: King Street Southwell.

Figure 30: Market Place, Newark.

Appendix C – Glossary

Canted	Slanted or sloping.
Capital	The uppermost member of a pilaster or column, which is usually ornamented.
Cill	(also sill) The horizontal bar forming the lowest part of a window frame, usually sloping downwards to allow water to drain away.
Console/Corbel	An ornamental bracket used to support a horizontal feature. A corbel is a solid piece of material in the wall, whereas a console is a piece applied to the structure.
Cornice	A projecting, decorative moulding found along the top of a building.
Facade	One exterior side of a building. Usually the front, the facade is the side of the building that has been given special architectural or design emphasis.
Fanlight	A window, often semicircular or semi-elliptical in shape, with radiating glazing bars reminiscent of an open fan.
Fascia	A flat surface above the windows of a shop which usually incorporates a moulded cornice along the top and often displays the principal signage.
Flashing	Impervious material, often lead, used to reinforce the joints of a roof and prevent water ingress.
Halo lighting	A form of back lighting often used for signs that creates a glow around the letters of a sign by projecting light onto the surface on which the sign is mounted from within the letters.
Moulding	Decorative projections or grooves added to the elements of a shopfront such as pilasters, consoles and stallrisers.
Mullion	A vertical bar dividing a window or other opening.
Pilaster	A shallow projecting rectangular ornamental column.
Plinth	A moulded projecting base to a pilaster.
Stallriser	A panel below the window of a shopfront which can be constructed in a number of ways including panelling, tiling and ironwork and may be ornamental.
Transom	A horizontal bar dividing a window or separating a door from a window above it.
Transom light	A window above a transom, usually small.

