

# Appendix 8b

## CONSERVATION AREA GUIDANCE

## SHOPFRONTS AND SIGNAGE

February 2024



## Contents

<b>Introduction</b>	<b>3</b>
<b>Shop Fronts</b>	<b>3</b>
<b>Signage</b>	<b>4</b>
<b>Security</b>	<b>6</b>

### 1. INTRODUCTION

This guidance note aims to summarise and explain Blackpool Council's local planning policies on shopfront design, signage and security in order to assist shop owners and shop fitters when new shop fronts and signage are being considered. It should be read in conjunction with Supplementary Planning Guidance 5: External Shutters, Supplementary Planning Guidance 6: Shop Fronts and Signs, and Signage SPD available on the Council website

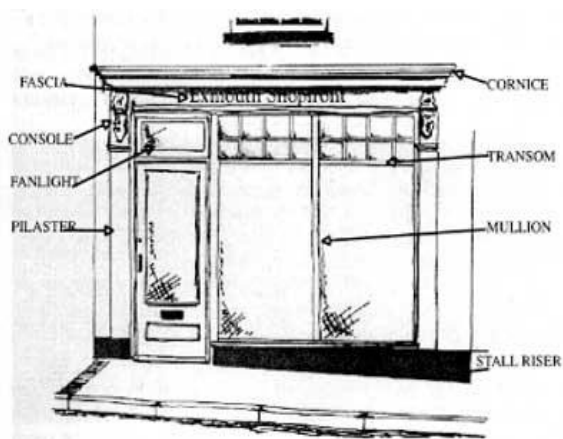
<https://www.blackpool.gov.uk/Residents/Planning-environment-and-community/Planning/Planning-policy/Blackpool-local-plan/Supplementary-planning-documents-and-guidance/Supplementary-planning-documents-and-guidance.aspx> .

### 2. SHOP FRONTS

- 2.1 Planning permission is required for the external alteration of a shop front. Advertising consent is required for new, additional or replacement signage. If the shop is part of a listed building then listed building consent will also be required. The Council will seek designs which reflect the character of the Conservation Area and use traditional materials, unless it can be demonstrated that a contemporary alternative will maintain and preserve the character and appearance of the area and of the host building.
- 2.2 The provision of canopies or awnings over shop forecourts will usually need planning permission, and using the forecourt for sales or display of goods may also need permission.
- 2.3 Where a shop front occupies more than one building or unit, the division between the two should be identifiable and the fascia should maintain this separation.
- 2.4 The most common problem in modern shop front design is the loss of the vertical architectural relationship between the ground and upper floors. This is traditionally set by the form and the arrangement of doors and windows.
- 2.5 The shop front window should not extend the full width of the building. A well-designed shop front can be described as a framed picture, with the subject being the goods on display, and the fascia, pilasters and stall risers seen as the frame. For example, this may be done by extending the main elevation material e.g. brick or stone, down to ground level at either side of the window. Pilasters could be used to provide vertical emphasis, perhaps in timber, tile or other traditional material. The stallriser could be executed in timber, stone, brick or tile. For grant funded schemes these elements should always be executed in timber.
- 2.6 The design and proportions of the fascia should take into account the character, size and form of the building. It should not overlap the windows or sills above. To achieve the best visual proportions, the stallriser should not exceed 20% of the overall shopfront height.
- 2.7 The use of upvc for any element of a shop front will not be permitted in Conservation Areas, or on listed or locally listed buildings.



Vertical connection between floors



Typical historic shop front

2.8 Planning applications to replace shop fronts with bi-fold doors in commercial properties in Conservation Areas will not normally be supported. Replacement shop fronts should respect the age and materials of the host building, so a traditional design would be the most appropriate in an historic building.

2.9 If it can be demonstrated that the host building is of postwar design, or where postwar modernisation has left a building with a more modern appearance, then appropriate alternative design and materials will be considered. Planning applications for new shop fronts will be assessed on a case by case basis.

### 3. SIGNAGE

3.1 Advertising consent is required for all new, additional or replacement signage under regulation 4 of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007. All advertisements are subject to standard conditions, requiring them to be safe, clean and tidy. Listed building consent will also be required where advertisements are proposed on such buildings.

3.2 Adverts and signage, including window vinyls, which are in breach of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 are open to action by this Council to secure their removal.

3.3 In Conservation Areas painted timber fascias are more appropriate than acrylics and other modern materials, particularly on traditional timber shop fronts. Lettering can also be applied in relief where appropriate.

3.4 Bulky, internally illuminated box signs constructed from non-traditional materials will not be permitted within Conservation Areas or on listed or locally listed buildings. The Council will consider applications for signage to be discreetly externally lit or for internally lit individually mounted letters standing proud of the fascia to provide a halo effect.

## CONSERVATION AREA GUIDANCE – SHOP FRONTS AND SIGNAGE

- 3.5 The size of lettering and logos should be in proportion to the detailing of the building. Lighting should be discreetly fixed and the minimum to allow the sign to be seen at night.
- 3.6 Whilst the Council accepts the value of corporate brand identity, companies may be required to modify the dimensions or arrangement of their signage to suit the character and proportions of the host building. It is usually possible to retain the graphic style, with careful use of materials, adaptation of size, and a flexible approach to location.
- 3.7 Where advertising consent is being sought for an existing shop front the opportunity should be taken to reduce the scale and improve the design where necessary in order to comply with the general design principles of this guidance. Previous poor design should not be seen as a precedent for proposed changes to signage.
- 3.8 Signs on timber or metal hanging boards of modest size and good proportions are a traditional feature of commercial streets. Hanging signs on wrought iron brackets are almost always preferable to solid projecting box signs, especially within Conservation Areas and on listed or locally listed buildings.
- 3.9 Projecting signs should normally be located at fascia height and preferably on the pilaster. Only one projecting sign per shop front elevation will be permitted. Corner premises will therefore be able to display two signs.
- 3.10 Internally illuminated projecting signs will not normally be allowed in Conservation Areas or on listed or locally listed buildings.
- 3.11 Coloured vinyl signage panels on windows are not generally acceptable on listed buildings, locally listed buildings and in Conservation Areas.



**Traditionally designed shopfront**

#### 4. SECURITY

- 4.1 External solid roller shutters require planning permission, but will not be permitted on listed buildings, locally listed buildings or in Conservation Areas, local or district shopping centres, the resort core, resort neighbourhoods, or the promenade frontages. They have a significant impact in the streetscene and perpetuate the perception of the presence of criminal activity in the area. They are not acceptable on traditional shop fronts in any form as they invariably require fixings cut into mouldings and obscure them once in place.
- 4.2 The balance between aesthetic appearance and effective security is best achieved by incorporating security measures within the shop front design from the outset as opposed to 'bolting it on' retrospectively.
- 4.3 Small paned windows are less of a temptation to vandals than large sheet glass windows and the cost of repair is significantly less. The frames supporting the glazing also represent an additional obstacle to anyone trying to gain access.
- 4.4 High vision internal shutters will retain the character and appearance of a shop front and maintain a display of goods, whilst providing effective security. Planning consent will not be required for these devices, although Listed Building Consent would be required for buildings designated as such. Honeycomb or brick bond (tube and link) are acceptable in Conservation Areas.



**Example of high vision internal shutters**

- 4.5 A reduced value display together with an internal shutter presents a major deterrent to theft and damage whilst preserving the retail character of the shop when closed.

## CONSERVATION AREA GUIDANCE – SHOP FRONTS AND SIGNAGE

- 4.6 Glazing is an integral part of shop front design, but its qualities and security performance is often overlooked. It is possible to combine both aesthetic and functional requirements through the use of security glass. Toughened glass is five times stronger than ordinary glass of the same thickness and is, therefore, very difficult to break. When it does break it collapses in small and blunt fragments. In certain situations shatter-proof adhesive may be applied to the surface of glazing to help prevent damage from vandalism.
- 4.7 Laminated glass is an alternative to toughened glass and can be produced in a variety of sizes and thicknesses. It will not shatter on impact but, if attacked with sufficient force, it will crack at the point of impact. The remainder of the window will stay intact, preventing illegal entry. Where laminated glass is used, the window mullions may need to be strengthened to hold the glass and withstand attack as they are potentially the weakest part of the shop front. The use of security glass does not require planning permission and has the added benefit of ensuring natural surveillance of the shop interior.
- 4.8 Where alarm boxes need to be fitted to the front of a shop it is preferable that they are placed above the fascia and any architectural detailing. If the box has to be placed lower it should avoid fixing to any architectural element.

## Header 3

### Document Control

Document owner:	
Document number:	
Document category:	
Document location:	
Issued by:	
Last edited:	

### Record of Amendments:

Date	Version	Amended by	Description of changes

### Approved By:

Name	Title	Signature	Date