

**Fig 14:**

The lettering for Superbuys is very large and uncomfortably fills the fascia. The fascia is plastic and lacks mouldings. The colours are modern and do not relate sympathetically to the shop next door or the building above.



Where no fascia exists, lettering can be applied either directly to the wall between the ground and first floor level, or on the ground floor windows. Lettering applied directly to the wall should be of a design and material that is sympathetic to the building.

**Fig 15:**

The modern fret-cut metal lettering, in an informal style, suits the industrial character of this building. The absence of the fascia allows for a more imaginative and flexible approach.

## SIGNS AND ADVERTISING

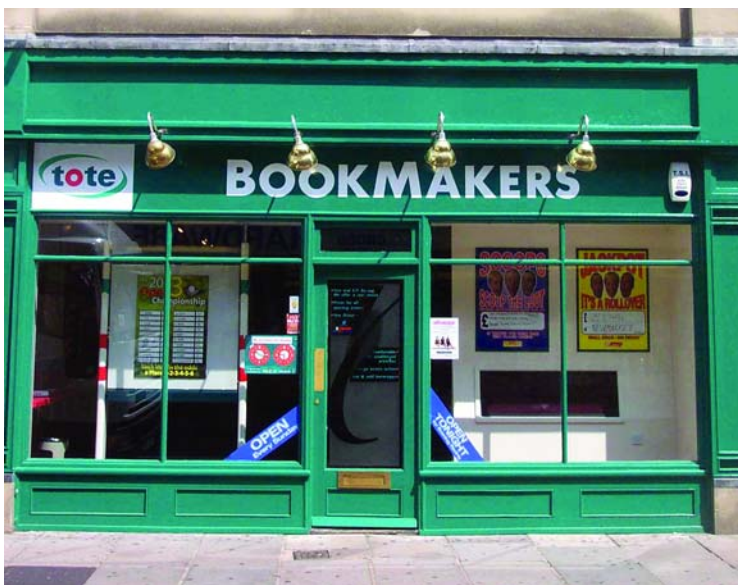
Advertisements situated within a building (i.e. in or on the shop window) may also require consent (advertisement and listed building consent where appropriate).

### Corporate image

National or regional retailers will be asked to modify their standard designs if they are considered to be out of character in a particular location.

### Illumination

The illumination of shopfronts and signage within well-lit town centres is generally considered unnecessary. In certain circumstances, for example where the business is open in the evening, modest levels of discreet lighting (the purpose of which is to light the lettering and not bathe the whole façade and pavement in a pool of light) may be permitted.



**Fig 16:** A traditional shopfront with the windowpane divided by glazing bars. The effect is spoiled by the addition of large swan neck lights.



**Fig 17:** Spotlights, painted the colour of the wall, highlight the signage without being obtrusive.

External lights to illuminate fascias should be carefully sited to minimise their visual impact and should be designed to provide highlighting to the lettering only. Small spotlights or thin trough lights illuminating the lettering may be considered acceptable; rows of swan neck lights rarely will.

Light fittings should be discreetly located, painted the same colour as the fascia and concealed under cornices or architectural profiling.

On listed buildings, the design of the light source and the number of light fittings will be considered for their affect on the character of the building.

Internally illuminated fascias **are not** acceptable.



**Fig 18:** Detail of a discreet spotlight.

## Hanging signs

Normally only one modest hanging sign per shop is appropriate and generally the style and size of the hanging sign should complement the fascia and be located at fascia level. Guidance already given on lettering, colour and materials also applies to hanging signs.

If the fascia is illuminated, the illumination of the hanging sign is unlikely to be acceptable. Internally illuminated hanging signs will not be acceptable

The formal consent of the County Council is required under the Highways Act for anyone wishing to erect a sign or similar structure which overhangs a highway or footpath.

## ADDITIONAL SHOPFRONT FEATURES

### Cash dispensers

Cash dispensers must be treated as an integral part of shopfront design. They must be located without damaging historic fabric. Generally, they are best placed within a recess or doorway and should be at a height convenient for the disabled, no higher than 1 metre above floor level. They should be of a simple design with a minimal amount of display material.

### Access

New shopfronts should allow convenient access for all, including those with disabilities. All new work must comply with relevant standards; however, where an historic shopfront is involved, great care must be taken to avoid erosion of the appearance and character of the listed building.

### Burglar and fire alarms

Burglar and fire alarms are necessary but can often be unsightly and, if possible, should not be placed on front elevations. On listed buildings the smallest available size of alarm boxes should be used, painted an appropriate colour to match the background. On new shopfronts, alarms should be considered as part of the overall shopfront design.



**Fig 20:** Disabled access

## "A" boards

Consent to display "A" boards is needed from the county council. In general, "A" boards are not encouraged as they inhibit pedestrian movement.

## Canopies and blinds

Boxes and housing for any shutters, of whatever design, should be designed to minimise their impact on the shopfront. They should avoid obscuring architectural features and be designed as part of the overall scheme.

Blinds are acceptable so long as they are fully retractable on a daily basis and do not permanently obscure the fascia. The blind box into which the blinds retract should be integrated within an overall design so that architectural features are not obscured. Blinds should be no wider than the fascia.



**Fig 19:** A modern Dutch canopy in plastic and a fascia in garish colours. The fascia sits uncomfortably close to the first floor windows with a bank of visible swan-neck lights. A retractable blind with the business name written on the blind would have been preferable.



**Fig 20:** A traditional retractable blind that reflects the character of the shop and does not detract from the upper stories of the building. Because the fascia is covered when it is open, the business name is printed on the blind.

Fixed blinds, such as curved Dutch type of canopy, are out of character in historic streets and are not acceptable. The use of plastics, wet-look or stretch fabrics for blinds or canopies is strongly discouraged. Canopies and blinds should not be fitted above ground floor level.

## Upper floors

Where upper floors of buildings are used for business, any lettering should be applied directly to the window and be not more than 100mm high. Windows should be screened if goods are stacked on upper floors. Any lettering on the first floor should ideally relate only to the business carried out on that floor.

## Security shutters and grilles

Shop owners naturally wish to protect their property and stock. In Conservation Areas, the most appropriate security methods are those which do not require external shutters or grilles. The Local Planning Authority's policy on security grilles is that solid metal shutters or shutter boxes will not normally be permitted on shop and commercial premises within Conservation Areas and on listed buildings, but in exceptional circumstances roller grilles may be accepted with spindle boxes recessed behind the fascia board to a design approved by the Council.

There are three main alternatives to external shutters or grilles - toughened glass, additional glazing bars or internal grilles.

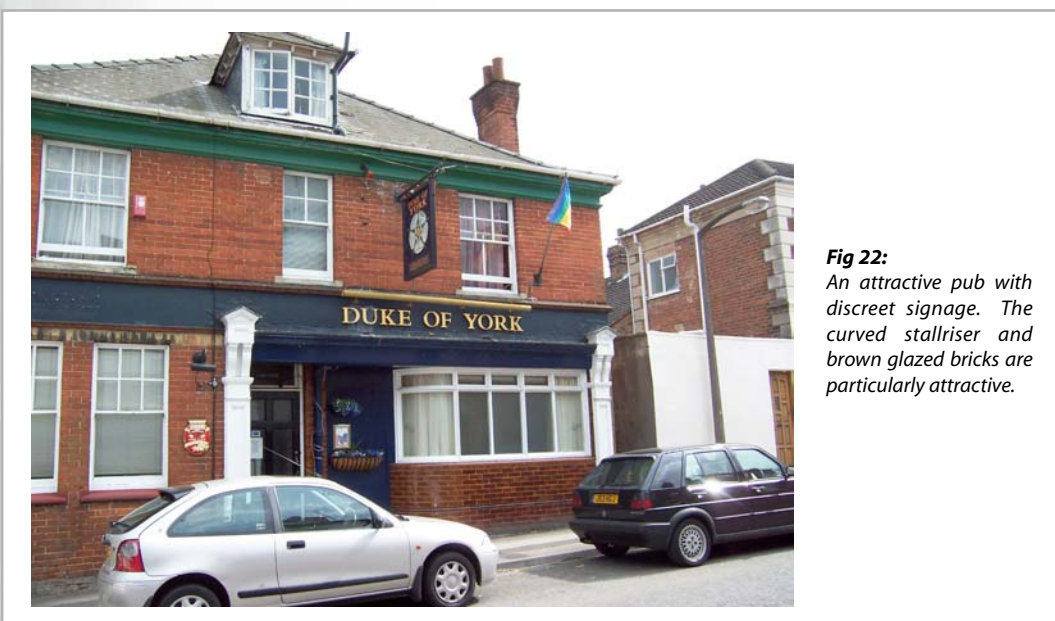
- Toughened glass incorporates a plastic interlayer and can remain intact even when broken.
- Additional glazing bars reduce glazing size, thus strengthening glass area and reducing opportunities for theft.
- Internal open-mesh window grilles, fixed inside shop windows behind glass, allow views into the shop even after hours and give a less fortified appearance than external grilles.

Planning permission is required for the installation of any permanent security shutter on the external face of an existing shopfront. Listed Building Consent will also be needed if the building is listed (both for external and internal shuttering).

## Pubs

The character of historic and attractive public houses can be detrimentally affected by a plethora of lights and signs. Signs should be kept to a minimum and should reflect the character of the building. Breweries should avoid the repetition of the brewery name and logo - perhaps limiting this to a hanging sign or a small logo on the wall near an entrance.

It is accepted that some lighting will be required, however, the lighting should be kept to a minimum. Discreet spotlights will be preferred. Swan-neck lights or trough lights are rarely acceptable.



**Fig 22:**  
*An attractive pub with discreet signage. The curved stallriser and brown glazed bricks are particularly attractive.*