

Garages (petrol filling stations and car showrooms etc)

Garages can potentially require a large amount of signage which often includes pole or totem signs, and are usually modern in design. Many garages are located on principal roads and support separate businesses. As such the potential for an excessive number of incompatible signs on a garage forecourt is great. In order to protect and enhance the appearance of an area, the Council requires new signage to be approached in a co-ordinated way. Lighting should be kept to a minimum, illumination kept to a discreet level and pole signs kept to a minimum height (lower than the main building)



Fig 23:

A example of a well-designed modern car showroom. This site is outside the conservation area and on a road with comparable businesses. The building, signage lights and totem pole are all contemporary, reflecting the nature of the business.

SHOPFRONTS AND PLANNING LAW

In general, alterations to shopfronts will normally require planning permission, and alterations affecting the character of listed buildings will probably need listed building consent. Adverts on listed buildings will almost always require listed building consent.

Planning permission

Planning permission is required for any material change in the external appearance of a shop. This could include altering the glazing, changing facing materials, installing blinds and shutters or enlarging a fascia.

Listed building consent

Any alteration affecting a listed building will require listed building consent. This can include such detail as repainting a shopfront in a different colour, installing a security alarm, altering the shop interior, or installing shutters, blinds and advertisements.

Conservation area consent

Conservation area consent is required for the substantial demolition of any building in a conservation area. This could include the removal of a shopfront.

Advertisement consent

Advertisement consent is required for the display of most signs, although there are exceptions. The Regulations in respect of advertisements are complex and not easily summarised. All applicants are strongly advised to contact the Development Control section of the Local Planning Authority to establish whether advertisement consent is required.

An area of Special Control for Advertisements covers part of the District, and within this area particular care is taken over the control of design and type of advertisements.

Building Control

The Local Authority Building Control section should also be consulted, at which time consideration of the effect of the proposals on means of escape, glazing and the disabled will take place. Alterations to buildings that reduce the existing means of escape provisions, or those for the disabled, are not permitted.

Information required by the Local Planning Authority

To avoid unnecessary delay, applications for shopfronts and adverts should include the following:

1. A site plan (to scale 1:1250 minimum) showing the building in relation to the street and other shops.
2. A block plan to at least 1:500 scale to identify the building within the site.
3. Fully detailed plans to a suitable scale (1:100 minimum) showing all dimensions of existing and proposed development. Details of particular features (e.g. blind boxes, canopies) may also be necessary. Elevations containing shopfronts or signage must illustrate the full height (i.e. to ridge line) of the building and adjoining buildings.
4. Materials, finishes and colours should be specified and an accurate colour swatch or sample provided. Where a proposal involves retention of existing features, plans should show how the new shopfront incorporates these features.
5. Applications should be accompanied by photographs of the whole of the principal façade. These photographs need not be professionally taken but should clearly show architectural details and features. Larger scale details of the fascia, projecting signs, lighting, and glazing bars - should be provided, where necessary.

Further Information

For local plan policies: [http:](http://www.salisbury.gov.uk/localplan/default.asp)

www.salisbury.gov.uk/localplan/default.asp

Outdoor Advertisements and Signs:

A Guide for Advertisers - DETR (1995)

Shopfronts and Advertisements in Historic Towns (1991):

English Historic Towns Forum

For sustainable timber:

Forest Stewardship Council (www.fsc-uk.org).



"In the centre of town, there stood a small building occupied by Lunn Poly travel agency. Upstairs the structure was half-timbered and quietly glorious, downstairs, between outsized sheets of plate glass covered with handwritten notices of cheap flights to Tenerife and Malaga, the façade had been tiled, tiled with a mosaic of little multi-toned squares that looked as if they had been salvaged from a King's Cross toilet".

Bill Bryson - talking about Salisbury in "Notes From A Small Island"

** from research it appears that this shopfront was introduced in the mid 1940s before Planning Regulations were introduced.*

17



Designed and Published by:

Salisbury District Council
Conservation and Development Control
61 Wyndham Road, Salisbury, SP1 3AH.



Telephone: 01722 434362

Fax: 01722 434247

E-mail: forwardplanning@salisbury.gov.uk

Web: www.salisbury.gov.uk

Printed on paper containing 80% post consumer waste.
This information can be made available in other formats,
upon request.

We try to ensure that the information contained in this
publication is accurate at the time of going to press and
while every effort has been made to ensure accuracy
Salisbury District Council cannot guarantee it and does
not accept any liability for any error or omission.

PURN: 0205/01