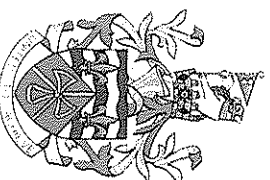


Shopping Points
ADVERTISEMENTS
DESIGN
Guide

**Nuneaton
&
Bedworth**
PLANNING & DEVELOPMENT



Background papers:

- Shopfronts and Advertising Design Guide - NBBC 1978
- Advertisements - A Policy Review NBBC 1983
- Shopfronts & Advertisements in Historic Towns - The English Historic Towns Forum 1991
- Planning Our Crime - DOE Circular 5/94
- Design in the High Street - Gordon Mitchell 1986
- Shopfront Security Report - Shopfront Security Campaign/ Whitbread in the Community 1994
- Shopfronts within Lichfield City Conservation Area - Lichfield District Council 1992
- Shopfront and Advertisement Design Guide - Rugby Borough Council
- Shopfront Security in Tamworth Town Centre - Tamworth Borough Council 1988
- Outdoor Advertisements and Signs, A Guide to Advertisers - DOE
- PPG 19 Outdoor Advertisement Control - DOE
- Planning Guidelines for Outdoor Advertising in the City - Coventry City Council

AD34 Consent will not normally be given for illuminated poster advertisements where the light source would be of such an intensity or in such a location that it will have a detrimental impact on the amenities of nearby residential occupiers.

SHOPFRONTS & ADVERTISEMENTS DESIGN GUIDE

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INTRODUCTION

1.1 This document provides Supplementary Planning Guidance (in accordance with para. 3.18 of PPG12) which sets out the approach the Council will adopt towards shopfronts and advertisement design. It replaces the original document published in 1978. Many changes have taken place in the Borough's shopping areas since then. The most noticeable has been the pedestrianisation of the town centres. More recently, the retailer's response to a rise in crime, and subsequent pressure from insurers, has led to an increase in the use of external shutters. The guide seeks to ensure that shopfront security is achieved with minimum impact on the appearance of the building.

1.2 The principles set out aims to provide a framework within which wide scope exists for imaginative and sensitive design. Whilst the guide is primarily aimed at shopping streets, the principles it establishes apply equally well to covered shopping malls and arcades, and to proposals for individual shops in non retail areas where particular regard should be had to the scale of adjacent buildings. The document has less direct relevance to schemes for new stand alone shopping developments.

1.3 Although each scheme will be considered on its merits, as a general principle, where the existing shopfront represents a good example of an earlier style, it should normally be retained and refurbished rather than replaced. It is hoped that developers will incorporate the guide's principles even when designing those elements which do not require planning permission. Applicants are therefore encouraged to discuss designs in advance with the planning department.

AD28 In predominately industrial and commercial areas consent will not normally be given for the display of posters on the gable wall of buildings where the display is not sited centrally on the wall, it occupies more than 40% of the surface area of that elevation or it obscures significant architectural features on the building.

AD29 Free standing hoardings will not normally be permitted except where wall mounted hoardings are considered inappropriate or impractical.

AD30 By reason of their inappropriate appearance and scale to their surroundings consent will not normally be given for the display of advertisement hoardings in conservation areas, on land adjacent to a conservation area, on statutory or locally listed buildings or within their curtilages, or on land adjacent to them.

AD31 Consent will not normally be given for hoardings of 32 sheet size or above where the site does not incorporate a scheme of screen fencing, frontage fencing and forecourt landscaping (including tree and shrub planting) which makes a positive visual contribution to the street scene.

AD32 Consent will not normally be given for the display of freestanding hoardings where the rear structural elements of the display are not screened from the view of occupiers of residential properties, or from users of the public highway, public footpaths, rights of way, public open space areas and public parks.

AD33 Consent will not normally be given for displays of posters which in themselves create clutter by reason of the number of panels proposed, or, which create clutter by reason of addition to existing displays (in most locations it would not normally be appropriate for more than a total of four 48 sheet panels, or equivalent units, to be displayed within a 200 metre (656 feet) length of highway).

AD22 Permission will not normally be granted for flags or banners which due to their design, size, colour or material are out of keeping with the character of the building or structure with which they are associated.

AD23 Permission will not normally be granted for flags or banners which by nature of their design, size, colour or material form a visually intrusive feature in the streetscape.

AD24 Permission will not normally be granted for flags or banners which obscure important architectural features of a building.



ADVERTISING HOARDINGS

20.1 Hearings are entirely inappropriate to the scale and character of residential areas and predominantly rural settings. However, they can help to add some colour in older industrial areas which were developed without the high standards of landscaping and screening required today. The following policies ensure that where larger poster hearings than those permissible under the regulations are sought, they do not have a detrimental impact on the amenity of the area. The use of wall mounted hearings is preferable to free standing ones.

AD25 To avoid creating an inappropriate feature in their setting, free standing and wall mounted advertisements exceeding 4 sheet size will not normally be permitted in predominately rural, residential or open areas.

AD26 Free standing advertisement hoardings will not normally be permitted to screen vacant sites, except when providing a temporary screen to building operations as permitted under the Advertisement Regulations.

AD27 Advertisement hoardings will not normally be permitted in existing commercial and industrial areas except where they visually enhance areas of generally poor environmental quality; where their scale and location is in keeping with the surroundings; or they provide screening to unsightly developments where alternative methods of screening are unlikely to be secured.



BACKGROUND

2.1 The idea of the shopping street as it is known today began to emerge in the late seventeenth century. Until then goods were sold from properties which would not have had a recognisable shopfront. It was from the eighteenth century onwards that high street buildings exhibited shopfronts as an integral part of the building. During the Georgian and Regency period design was loosely based on the classical orders of Greece and Rome. In the 1840s a wide range of shopfront styles appeared with European and oriental influence. During that period the introduction of plate glass revolutionised shopfront design, replacing the Georgian window with its many small panes of glass.

2.2 Overall, the quality and craftsmanship of shopfronts declined after the Edwardian period. They became increasingly standardised and of a utilitarian appearance. Many chain stores adopted 'house styles' related to the architectural taste of the day. The desire to copy designs used in new developments has resulted in many insensitive adaptations of older buildings. The loss in terms of character and proportions to those older buildings can eventually lead to the destruction of the quality of the street scene itself, and to the attractiveness of the area to visitors.

2.3 During the height of traffic use in town centres shopkeepers inevitably became more competitive, seeking larger and brighter fascias and advertisements to draw attention. Large expanses of plate glass were installed to enable eye-catching window displays. With the recent pedestrianisation of many town centres, and bypasses taking traffic out of village centres, shopfronts can once again become human in scale. Design should reinforce the shop's identity and position in the street scene by echoing the style of the building above. The removal of traffic from shopping streets has enabled retailers such as greengrocers to create an open shopfront. Whilst this can introduce interest into the street scene, particular care must be taken to ensure that the unit does not take on the appearance of a lockup garage when closed.

2.4 The Borough Local Plan identifies a hierarchy of shopping areas based upon scale of provision. The town centres of Nunneaton and Bedworth meet a broad range of shopping needs. With cultural, leisure and recreation facilities they serve a catchment area greater than the Borough. It is to the town centres that new major shopping developments are directed; to vacant sites or those in need of redevelopment. Whilst the viability of other towns may have been threatened by the trend in out-of-town shopping centres, the Borough has successfully accommodated major DIY stores and supermarkets on the edge of its town centres.

2.5 District centres offer a good range of convenience goods especially for those who cannot use town centre facilities regularly. They usually include a number of specialist shops as well as social, welfare and community facilities.

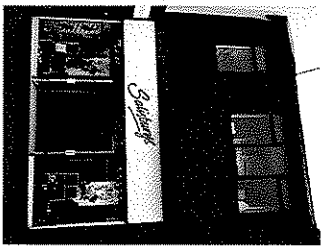
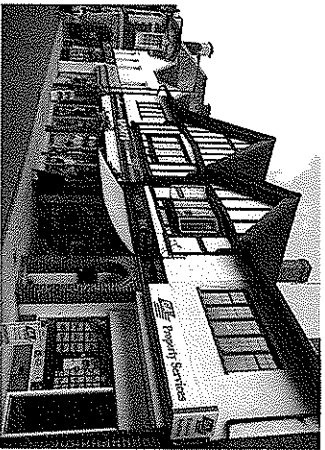
2.6 Local centres are established throughout the Borough supplementing the district centres by serving local everyday needs. Many district and local centres are long established and have developed haphazardly along busy main and local distributor roads. Others have been planned in association with large new housing developments.

2.7 There are also individual shops. The traditional corner shop provided a visual as well as social focus for residential streets. Such shops may again come into their own as transport policies move away from reliance on the car.

2.8 The character of shopping areas can be described as traditional, modern or a mixture of both.

TRADITIONAL SHOPPING AREAS

This term can be applied to parts of the town centres such as Abbey Street, Nunceaton and Mill Street, Bedworth and to Artleborough Village Centre where shopfronts are predominantly of a traditional design. There is a vertical emphasis to the street vista, strengthened by the fact that there is seldom any consistency of horizontal line at roof level. Variety is achieved over many years and is rarely created in any single development.



MODERN SHOPPING AREAS - Horeston Grange District Centre, Crowhill Road Local Centre, much of Bulkington Village Centre and redeveloped areas of the town centres fall into this category. Buildings are purpose built with a horizontal emphasis reinforced by the fact that whole blocks have been developed at one time with a consistent roof line. Such paradises of shops do not have the traditional architectural features normally found in older shopfronts as they reflect the trend in design at the time of their construction.

18.4 Signs should be well related to the building or kiosk. Tall free standing signs should be seen as an extension to the canopy in the same way that projecting box signs are seen as an extension to shop fascias. The position and height of signs and canopies must be determined with reference to the character of the surrounding area and the need to ensure safety and practicality. Signs which are greater in size or more prominent than would be permitted on other buildings will be acceptable at petrol filling stations only where environmental disruption is minimised.

AD19 Consent will not normally be granted for advertisements and signs at petrol filling stations which by nature of their position and size are out of character with the scale of the surrounding area or which visually dominate the street scene.

AD20 To prevent domination of the site by a sign, consent will not normally be granted for signs at petrol filling stations which are greater in height than the canopy.



AD21 Applications for new petrol filling stations should include signs and advertisements as an integral part of the overall design.



FLAGS AND BANNERS

19.1 Flags and banners create visual clutter which can be avoided by the careful design of permanent signage. Banners are of particular concern because they are often temporary, made of flimsy materials, and in colours which draw attention to them.

19.2 Flags should only be used where they form a feature in their own right, such as part of a landscaping design set in a wide verge, or create a traditional focus to a building. Flags and banners are unacceptable where they obscure important architectural features.

AD17 To prevent a proliferation of signs consent will not normally be given for advertisements for purposes other than identifying the business or other activity carried out at the premises; the goods for sale or the services available; and/or the name and qualifications of the firm or person providing the service.

AD18 Consent will not normally be given for advertisements which are of a size that does not respect the scale and proportions of the building onto which they are to be mounted.



PETROL FILLING STATIONS

18.1 An architect recently described contemporary filling stations as "buildings made up of signs". Whilst this may be true of some, it is not true of all designs and need not be the case in future.

18.2 The main difference between other buildings and petrol filling stations is that petrol filling stations are designed in scale with vehicles not people. Space is needed for large vehicles and trailers and signs therefore have to be readable at vehicle speed not walking pace. This causes difficulty in integrating them successfully into areas where the surrounding buildings are of a predominantly smaller scale than the filling station.

18.3 The two most dominating elements are free standing frontage signs and canopies. The colour and illumination are critical to their appearance. Attention should also be paid to their relationship with smaller elements such as price boards. At petrol filling stations corporate designs are most difficult to fit successfully into the site. Two approaches to design which have proved successful are low key forecourts without canopies and ambitious designs which explore the potential for new building types. In the absence of a special design a neat and properly scaled arrangement is required.

LEGISLATION

3.1 The provision of new shopfronts and alterations to existing ones are controlled by the Town and Country Planning Act 1990 (as amended). Any material change to the external appearance, which includes the installation of external shutters, will require planning permission. In some cases Listed Building or Conservation Area Consent will also be required.

3.2 Signs and advertisements are controlled by the Town and Country Planning (Control of Advertisement) Regulations 1992. The regulations permit the display of certain signs (not normally illuminated). A useful booklet which explains the regulations in simple terms is available free of charge from the Planning and Development Department's reception.

3.3 Proposals should also comply with the Council's Local Plan policies which themselves should reflect current Planning Policy Guidance issued by the Department of the Environment. Policy S15 of the Nunearon and Bedworth Borough Local Plan adopted in February 1993 states:

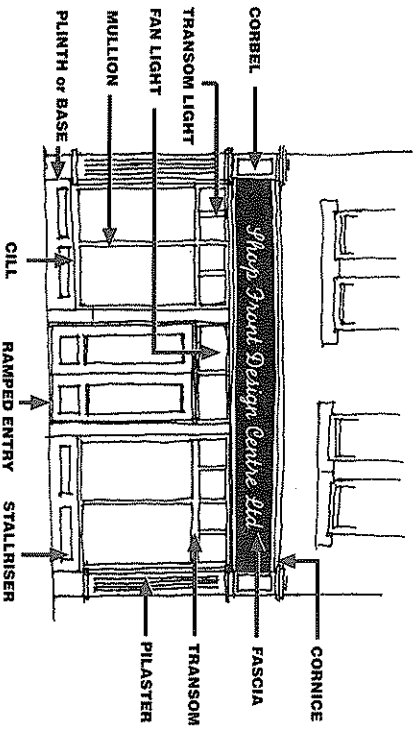
All shopping proposals should conform with the provisions of the Council's "Shopfronts and Advertising Design Guide"

3.4 The Chronically Sick and Disabled Persons Act 1970 (as amended), requires that provision be made for the needs of disabled people visiting buildings to which the public are to be admitted "in so far as it is in the circumstances both practical and reasonable". In addition to this the Building Regulations Part M require suitable facilities for the disabled in new buildings, extensions and alterations. The Council employs an Access Officer who will be happy to provide further advice about how the needs of disabled shoppers can be met.

3.5 The Council will require applications for new shopfronts and alterations to existing ones to include accurate drawings of sufficient scale to see precisely what is proposed. Plans and elevations (accompanied by photographs if necessary) showing the shopfront in context with the whole building and adjoining properties should be included. Applications, including those submitted under the Advertisement Regulations, should also specify full details of materials, fixtures and fittings.

GOOD SHOPFRONT DESIGN

4.1 The following paragraphs describe what the Council considers to be good practice in shopfront design. The policies which it will apply to ensure that new shopfronts and advertisements enhance rather than detract from the quality of the Borough's shopping areas are set out in bold type. The elements which make up a traditional classical shopfront are illustrated in the drawing below.



CHANGEABLE AREA

5.1 The "changeable area" is that area of the shopfront which can be altered or renewed without detracting from the character of the building. It enables the individuality of subsequent occupiers to be displayed, without adversely affecting the building as a whole and is therefore the most important consideration in shopfront design. The "changeable area" should be defined by the various elements of the building's structure which clearly distinguish the ground floor retail use from upper storeys, whilst not divorcing it from the rest of the building. Support for the upper floors should be expressed in the design. The uncomfortable impression of a heavy upper structure poised on a flimsy sheet of glazing below it is not normally a successful design solution. On traditional shopfronts pilasters often formed an architectural surround. When this feature is missing or covered up, careful reinstatement reflecting patterns and mouldings from adjoining properties will be encouraged.

STREET FURNITURE ADVERTISEMENTS

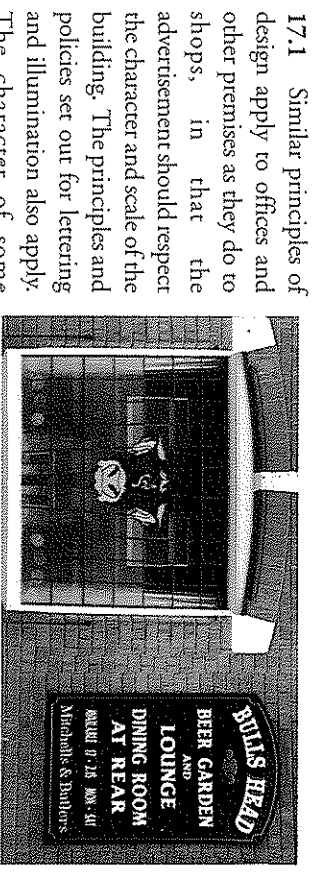
16.1 These advertisements, generally found in town centres, take many free standing forms such as drums, columns, double sided panels or information boards and are often internally lit. Their modern styling can be out of keeping in areas with predominantly traditional shopfronts. They can cause obstruction and a nuisance to blind people on narrow pavements. They should not be randomly located but should be used in conjunction with well designed landscaping or street furniture which complements existing features or buildings.

AD14 Consent will not normally be given for free standing advertisement features which have a detrimental impact on the visual amenity or the historic character of an area.

AD15 Consent will not normally be given for free standing advertisement features which are randomly located or are not sited to complement existing features or buildings.

AD16 Consent will not normally be given for free standing advertisement features which obstruct pedestrians.

BUILDINGS NOT CONTAINING SHOPS



17.1 Similar principles of design apply to offices and other premises as they do to shops, in that the advertisement should respect the character and scale of the building. The principles and policies set out for lettering and illumination also apply. The character of some buildings such as restaurants and pubs can be enhanced by good signage. A proliferation of advertisements in any area will however have a detrimental impact on visual amenity.