

Malvern Hills District Council

Shop Front Design Guide Supplementary Planning Document



Planning and Housing Services

Adopted 11 April 2011

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Adoption and Sustainability Appraisal

Malvern Hills District Council adopted the Supplementary Planning Document (SPD) Shop Front Design Guide on the 11th April 2011.

A Sustainability Appraisal (SA) of the SPD was conducted to discover how it might influence the sustainability assessment made in 2006 of the relevant Local Development Plan policies and proposals. The conclusion was that the SPD was found to have no negative sustainability impact. A copy of the SA is available on request, and the impact of the SPD will be monitored in the future.

EXECUTIVE SUMMARY

This Supplementary Planning Document (SPD) sets out the Malvern Hills District Council's guidance on the design and appearance of shop fronts in accordance with the Adopted MHDC Local Plan (2006) and Saved Policy QL3 – Shop Fronts (2009). The objective is to support and further enhance the interpretation of that policy and associated policies. This document will be taken into account as a material planning consideration when planning applications are considered.

It is intended that this SPD will give advice, on maintenance, restoration and design, to those wishing to alter or replace shop fronts within the District. Thereby helping to preserve the street-scene and our historic heritage.

MHD SHOPS – HISTORICAL BACKGROUND

Historic shop fronts are familiar features in our towns and villages and their design is diverse in terms of form, size and materials. The elements of the shop front: a fascia with the shop name written on it, pilasters, stall risers and a central or off-set recessed doorway with windows on both sides had appeared by the second half of the 18th century and, in most cases, have been added to a residential property. Not many of these shop fronts survive but many from the 19th century, particularly from the second half, do. Again, these were usually inserted into or added to an existing building. This period was the golden age of shop fronts and there are many good examples in the Malvern Hills District which have survived.

Malvern

Malvern began as a village clustered around the Priory which became the parish church after the Dissolution.

Development started

in the 18th century, long after the discovery of medicinal waters in Malvern Wells in the 16th century. Some prosperity followed Dr Wall's publication in 1757 on the purity of the waters and the first guide for visitors was produced. Growth accelerated in the early years of the 19th century when the library, Pump Room and Baths were built.

The first water cure establishment was opened in the mid. 19th century, soon to be followed by the arrival of the railway in 1859.

These two events resulted in the rapid expansion of the town which still retains much of its character of large, early 19th century stuccoed villas followed by those in Tudor, Gothic and Italianate styles all set in large gardens. This subsequent growth in the number of residents and visitors who came to visit the water cure doctors, Dr James Gully and Dr James Wilson and others, resulted in an increased demand for shops and the pleasures of shopping.

Perhaps the earliest shop is the former butcher's shop at the north end of Abbey Road with Gothick battlemented gables, now converted into a restaurant. 19th century shops also sprang up on Belle Vue Terrace set into the residential and commercial buildings towering above them. Nearby on Worcester Road, Brays department store was built, probably in the 1860s, followed by The Promenade, a row of 19th century shops still mostly in good condition. The 20th century is represented in this area by a row of white, faience-faced Art Deco shops in front of Trafalgar House. Built in the 1920s, they are much in need of sympathetic restoration. Church Street, opposite Priory church yard has some 19th century shops built in what were the front gardens of the houses behind them. There are also some routine and unremarkable 20th century shops here. On the other side is Oxfam with an attractive convex window. Graham Road at the Church Street junction has some 19th century shops with unusual concave windows and mosaic pavements in their recessed doorways.



Tenbury Wells

Tenbury Wells lies on the south bank of the river Teme. This river and its tributary the Kyre, have both been important in Tenbury's history, not only for the floods they caused and still cause, but as important crossing places for traffic, commerce and fishing.



The bridge over the river was rebuilt by Thomas Telford following flood damage in 1795 and links Tenbury to Burford in Shropshire.

It was a market town in medieval times and the street patterns and burgage plots of those times are still a strong element of the town. The first charter for a market and fair was granted to Roger de Clifford in 1249. It later became a coaching town on one of the main roads to north Wales. In 1839-40 saline springs were discovered and for a while the town flourished as a spa for the middle and working classes. As Spa towns go, Tenbury was a relative newcomer. The unusual Pump Room, designed by James Cranston in a "Chinese Gothic" style to house the baths, was built in 1862 and with the coming of the railway, it was hoped that Tenbury Wells would be transformed into another Cheltenham. Unfortunately, the expected influx did not take place. The railway arrived in the 1860s and the spa finally closed in 1939.

Buildings range from 17th century timber framed to early 20th century. The town has two main streets, Market Street and Teme Street, where a good deal of mellow 18th century brick remains in addition to some black and white houses and several old inns. It has few major buildings apart from the former Swan Hotel which is partly late Georgian, the former workhouse, Lloyds Bank and the Ship Inn, a timber framed 17th century building which has been refronted with a bay. Further building took place in the 19th century.

Teme Street, followed by Market Street, is the main shopping street. The buildings here are mostly late 18th century, early 19th century, occasionally rendered, with some 17th century timber framing. Opposite the Art Deco Regal cinema in Teme Street, built in 1937, are a few notable shop fronts: number 44 with fluted Corinthian columns and numbers 34-36 which are early 19th century brick with round-arched doorways on reeded pilasters. On the Teme Street/Market Street corner is a large shop built around 1905. The Market House, not a shop as such, but a place to shop, was built in 1858 by James Cranston who built many buildings in Tenbury.

Upton on Severn

As at Tenbury Wells, a river was crucial to Upton's development. In this case it is the river Severn which was England's busiest waterway, navigable from the sea to Welshpool in Wales. Its period of greatest prosperity seems to have been in the late 18th century/early 19th century induced mainly by river trade. It provided employment in commerce and fishing and linked it to cities like Gloucester and Bristol but also, like the Teme in Tenbury Wells, was subject to periodic catastrophic flooding. The railway network extended to Upton in the 1860s and this destroyed the coach and river trade.



There are many attractive timber-framed and Georgian buildings, including many Georgian inns built when Upton was an important coaching stop. A few 16th century and 17th century timber-framed buildings remain visible and many more are hidden behind Georgian brickwork. Much of the town's Georgian appearance survives, in many cases overlaid on a late medieval landscape with deep burgage plots and narrow frontages. The medieval street pattern is still in evidence in spite of extensive mid. 19th century rebuilding which included new public buildings and a new parish church.

Old Street is the main shopping street and is mostly 18th century/early 19th century brick frontages. Most shops follow the widths of the medieval burgage plots and many hide timber framed structures. Some of the shops may date from the 18th century but most of them are probably 19th century. This street appears to have more old shops than Malvern and Tenbury Wells combined and seems to be almost untouched by the 20th century. Its very many fine historic shops have, so far, almost escaped disfigurement by over sized fascias, crude lettering, plastic window frames and a rash of Dutch blinds. Nevertheless, many of them are shabby and need maintenance and repair before it is too late to save them

1.0.0 The objective of the SPD

1.0.1 Summary

This document sets out the Malvern Hills District Council's guidance on design and appearance of shop fronts within the Historic Environment, with the purpose of helping to improve the general appearance of the street scene. It recognises that high quality design plays an important part in the viability and vitality of shopping areas, and the importance of new and modern design, where appropriate. The architectural principles of shop-front design are described in detail, as are the requirements for gaining appropriate permissions

1.0.2 Purpose

The aims of this SPD are to set out the principles of good shop front design and advertisements, to help improve the general street-scene and provide more detailed guidance in line with Policy QL3. It is recognised that companies invest considerable sums to promote their corporate image, and that investment in the quality of the environment is being made by other public bodies concerned with improving the image of the towns and other local shopping areas.

This is not intended to inhibit imaginative, sensitive or contemporary designs, but to encourage design that is compatible with both the building in which it is situated, and the general street-scene. These guidelines will help promote good shop front design for the benefit of the shop owner/trader and the wider environment.

Where an historic shop front survives intact, or at least the major elements of the shop front survive, then these should be retained and refurbished. High quality design will not always justify the removal of historic fabric, especially where this is repairable, and in reasonable condition.

1.0.3 Policy

Government policy, as laid down in PPS12 (Local Development Framework) and PPS 5 (Planning for the Historic Environment), acknowledges the valuable role that a Supplementary Planning Document (SPD) can play in supplementing the policies and proposals of the Development Plan. Government advice also indicates that a SPD may be taken into account as a material consideration in the assessment of development proposals.

The Council will look unfavourably upon designs that fail to demonstrate quality, in particular where supported by clear plan policies or relevant supplementary planning guidance, in line with advice given in PPG1 and the saved policies in the Adopted Malvern Hills District Local Plan (July 2006). (Policies saved July 2009).

The principle relevant saved policy is Policy QL3 – Shop Fronts. For reference this is stated in full in Appendix 'A' together with a Summary of relevant National Planning Policy and Adopted Local Policies.

For the purpose of this document, the historic environment is taken to include Statutory Listed Buildings, Locally Listed Buildings, Conservation Areas, and other Areas of Special Character or Appearance.

The design of shop fronts is likely to continue to be an important consideration in the future, because of the contribution they make to the character of our centres. Thus it is expected to be addressed through policy in the emerging South Worcestershire Development Plan (SWDP), and the guidance in this SPD will continue to have relevance

1.0.4 The Requirement for Planning Permission

For the purpose of this document, a shop front is defined as the street-level presence for the following uses, usually having a fascia sign. The uses include:

- **retail premises**
- **estate agents**
- **betting offices**
- **banks**
- **non-retail premises**
- **amusement centres**
- **restaurants**
- **buildings societies**
- **take-aways**
- **other buildings in a shopping area**

1.2.0

Under the Town and Country Planning Act 1990 and in particular Part 42 of the T&CPA (General Permitted Development) Order 1995, amended 2008 planning permission will be required for any material changes in the external appearance of a shop. This includes the installation of a new shop front, fascia, canopies, alterations, extensions or replacement works. Routine maintenance works, such as redecoration or straightforward repairs do not require planning permission.

Signage often forms part of the shop front, and requires a separate application for consent under the Town and Country Planning (Control of Advertisements) Regulations 1992. You can find out whether your sign requires Advertisement Consent by contacting the Council.

1.2.1

Alterations to a Statutory Listed Building require Listed Building Consent under the Planning (Listed Building and Conservation Areas) Act 1990. Any such alterations, including quite minor ones, will need to be consistent with the age and the style of the building. See section 1.3.5. You can find out if a building is listed by contacting the Council.

1.2.2

The Council is likely to take Enforcement Action against alterations or work carried out without permission, where such permission is needed, and where works are harmful to the appearance of an area, or harms the character or appearance of a building. This may require the removal of the new works undertaken, and the subsequent re-installment of the original fabric, at the owner's expense.

1.2.3

Listed Building Consent will be required for any works which would affect the character of a Listed Building. An example of possible works could include:

- The removal or replacement of any architectural features
- Fixing security shutters
- Advertisements
- New Signs
- Installing blinds
- Repainting in a different colour

General repair works and routine maintenance work that do not change the external appearance of a shop front do not require planning permission, but if a shop is a Listed Building then you may need Listed Building Consent.

1.2.4

Advertisement Consent is usually required for the display of signs including most illuminated signs. The Advertisement Regulations are complex and you are advised to consult the authority at the earliest opportunity before formally submitting an application for Advertisement Consent.

Advertisement Consent is usually required for illuminated signs and it may be required for any illuminated sign in a Conservation Area.

Normally Advertisement Consent will be required for all signs:

- located above a first floor window cill
- where the highest part of the sign is more than 4.6 metres above ground level
- where the sign is advertising goods or premises elsewhere.

1.2.5

Applicants are strongly advised to carry out early consultation and discussion with Malvern Hills District Council's Development Control Section, prior to the submission of any application.

Appendix 'B' – Planning Applications sets out the "Planning Application requirement checklist and the Building Regulation Requirement

2.0.0 General design principles and considerations

Whether you are designing a new shop front or planning to alter or replace an existing shop front, it is important to consider what visual impact the shop front will have upon the building it forms part of and any changes should enhance the wider appearance of the street in which it will be viewed.

The design of any shop front and its associated advertisements has two significant roles to play. The main role is to attract our attention in order to ensure economic success and employment opportunities. The second, less apparent role, is to help influence or improve the appearance and attractiveness of our shopping streets and centres within the Malvern Hills District.

The shop front, advertisements, signage, canopies, external lighting, shop security measures and access facilities are all elements which, if well designed, can help to promote a confident image of the shop itself. They can make positive contributions to the character and trading success of the street an vitality of the shopping centre in which it is located.

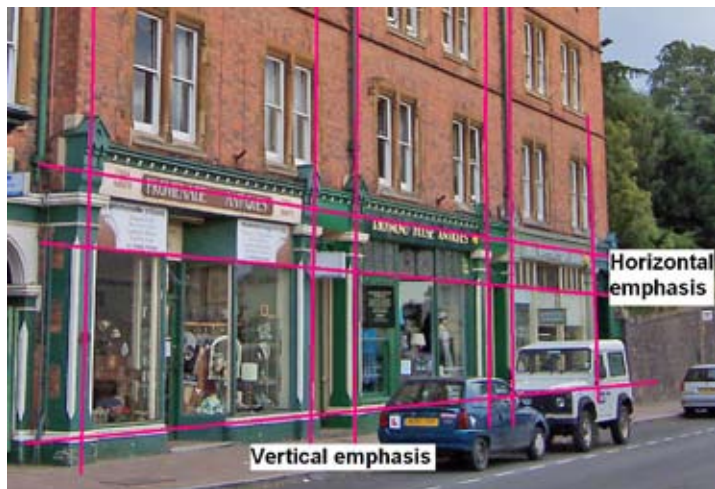
Indeed the function of any shop front is to inform the public of the nature of the business. If it is to be successfully integrated into its surroundings, it will need to address and respond to a number of established design criteria.

2.0.1 Designing a shop front as part of the whole building

The shop front and building have to be considered and designed as a whole unit within the street, to ensure that the upper floors and the shop front are seen together, rather than as separate elements of the building.

2.0.2 Vertical and horizontal emphasis

The majority of shops and commercial premises in the District's towns are in narrow fronted properties that have a strong vertical emphasis. In some cases, other properties and similar businesses adjoin these premises, further allowing for the horizontal and vertical emphasis to be carried along several shop frontages. It is these dimensions and the scale of these frontages that will provide the visual framework for any new shop front.



Examples of small scale shops

2.0.3 Scale, height and proportion

The scale and height of the shop front should be in proportion with the rest of the building. For example, in a small-scale building the shop front must also be small. This will allow the design of the shop front to fit within the original structural framework of the building.

3.0.0 The principal architectural elements of the shop front

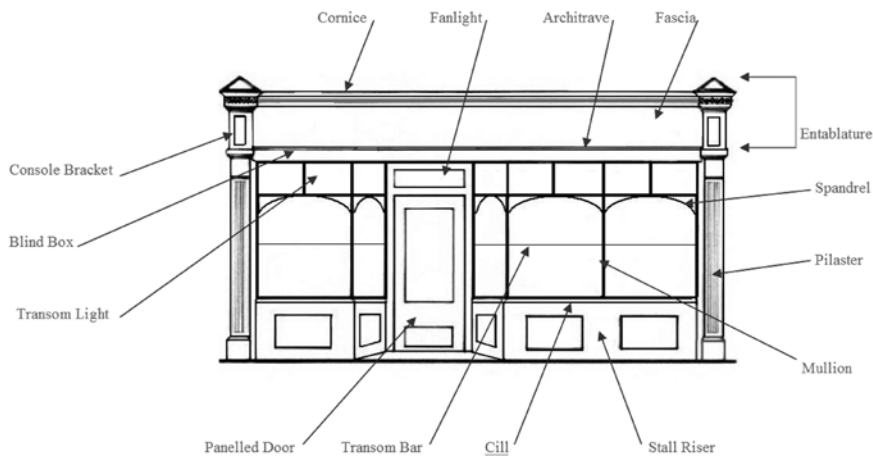
3.0.1 Details of the principal shop front elements

There are two main elements of the shop front, namely the window and the entrance. From this, a further four components can be identified, each having both a practical and a visual function:

- the pilasters
- the fascia
- the cornice
- the stall riser

Although these elements have their origins in the 18th and 19th centuries, they still have their place in today's designs, but are too often either misunderstood, or ignored, to the cost of the buildings, and subsequently to the townscape.

Typical Shop Front Components



The accurate detailing of the shop front is essential for the achievement of good design, and when this is ignored, the result is often ugly, and out of place. Where there are proposals for the replacement of an unsympathetic shop front, its replacement will be required to respect the character, scale and design of the building, as well as the general appearance of the street-scene, with special reference to the details mentioned above.

3.0.2 Understanding the function and the principles of shop front elements

A Fascia

The fascia is the area where the shop's name is located. In a traditional design the fascia is normally positioned between the console bracket and capital of the pilaster which are positioned at either end of the fascia. In recent years the size of the fascia has increased, often taking over a large proportion of either the main shop-window, or of the first floor. This can have destructive qualities, making the building look unsightly, and ruining the proportions of the building.

Common problems identified with fascias are oversized fascia-boards, oversized writing and unsuitable construction materials. Thought should be given to the proportions of these within their relative contexts. As a rule of thumb, historic fascias usually take up about 10% of the shop front area, with the writing generally sitting centrally within the fascia, and this should be followed. Typical unsuitable materials can include those that are reflective, acrylic and plastic.

The scale and design of the fascia should always be in proportion to the design of the shop front and the height of the building as a whole.



Examples of an oversized fascia

Constructing new smaller fascias directly below the main fascia is inappropriate.

The main shop sign should be located within the fascia area and any signs should not cover up or damage any architectural features or any original shop front details, including consoles, decorative brick courses and window cills at first floor level.



Examples of centralised writing and good size of fascia

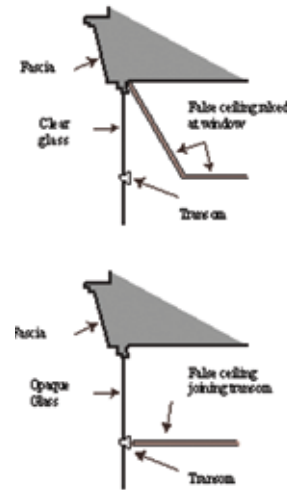
Oversized fascia signs and suspended ceilings

In the past oversized fascia signs have been used to help conceal from view a suspended ceiling inside the shop. Where a false or suspended ceiling exists, or is being inserted within the shop, it will not be appropriate to increase the depth of the fascia to conceal the edge of the ceiling.



Oversized fascia concealing the ornate window frame and a canopy blind concealing the fascia

Other methods should be considered to hide a false ceiling, for example, setting the suspended ceiling back from the window or forming a splayed bulkhead, or linking it into a transom rail with obscured glazing above the rail. Listed Buildings may have specific requirements with regards to suspended ceilings.



The above photograph shows a false ceiling raked from the window

B Cornice

A Cornice is usually timber in construction and is an important part of a traditional shop front design in terms of both decoration and function. The Cornice provides a horizontal line between the shop front and the upper floors and gives weather protection to the shop. If the projection is sufficient, the cornice may incorporate a trough light, however it should be sited well below any upper floor window cills.

C Stall riser

Again, this element of the shop front has gradually disappeared during recent years, and many of the original ones have been replaced with different styles. There are two reasons for the stall riser. Firstly, it gives the main window a bottom frame, and secondly gives the ground floor some protection from the street, whether from general and unavoidable damage, such as water damage or general wear from the street. For this reason, the construction of the stall riser is important. The material should be a hardwearing material, such as thick timber panelling.

Other materials such as sheet glass and plywood are not suitable as they offer very limited protection.



Example of a replica of a traditional timber stall riser



Example of a Modern brick stallriser



Example of glass blocks stall riser, 1920's.

This material has been used to help natural light filter through to the basement

D Shop windows

For good design the size and style of the window(s) and the glazing bars, mullions and transoms, need to be in scale and proportion with the rest of the shop front and building. They should be designed to reflect the historic and architectural period of the whole building and the character of the street. The number, location and division of any glazed areas must relate to the upper floor windows and any adjoining buildings.

Frames, mullions and transoms should usually be made of timber, especially within historic buildings. Some later period shop fronts have bronze frames and glazing bars and these should be retained. Modern aluminium and plastic frames may have a negative visual effect on the overall character of the shop front and the streetscape and will not be permitted in a Conservation Area.

Late nineteenth and early twentieth century shop windows often incorporated stained or coloured glass, or acid-etched glass, especially for upper lights. This practice will be encouraged, where the style of the proposed shop-window can incorporate such detail.

E Entrance door

The location and style of the door should always reflect the character and period of the building and street and relate in scale and proportion to the upper part of the building and any adjoining buildings.



A good example of a traditional door

Recessed doorways are commonly used in traditional and older shops. They allow for an increased window area and a larger display area. They are also used to provide a level access for wheelchair users by bridging the change in levels between the shop floor and the street level.

In the past many recessed doorways have been removed. However the preferred option would be for those to be reinstated, particularly where located within Conservation Areas and/or in Listed Buildings.



A good example of a recessed doorway, with level access.

If additional door openings are needed to gain access to the upper floors their design and location should match the rest of the shop front design and style. Where this arrangement already exists, this should be kept, but generally proposals to create a new access to the upper floor will be discouraged. Access to the upper floor accommodation should preferably be arranged from the rear of the building.

F Pilaster

Pilasters provide vertical framing to the shop front and establish physical separations between adjoining shop fronts. They are a traditional building feature designed with a base and capital. Usually constructed of timber or brick they can also be used at each side of the doorway.



A stone, timber and brick pilaster

The choice of material for any new pilasters should be compatible with the building design and the street scene. Consideration should also be given to the material and design of the adjoining shop fronts.

It is important to note that particularly within Conservation Areas, on Listed Buildings and older buildings where the original shop front details still exist, for example cornices and pilasters, they should not be removed. Where they have been removed the opportunity should be taken to reinstate them.

G Corbels

The corbel or console brackets support the cornice and are usually present at the top of the pilasters, which are located at each end of the shop front. The corbel or console brackets projection above the fascia should normally be between 150 – 300mm high.



3.0.3 Different shop front styles

In essence, traditional and modern or contemporary are the two main design styles used for shop front design.

3.0.4 Traditional style

The style of the shop front should reflect and complement the character, age and materials of the building as a whole, and the area within which it is located.

Where there is an existing shop front of good quality then it should normally be refurbished or repaired as a first course of action. Full replacement will only be acceptable if it can be shown to be essential.



Examples of traditional shop fronts

3.0.5 Modern or contemporary style

Modern or contemporary design can be successfully incorporated into traditional building facades and contribute positively to neighbouring buildings and the street scene, provided careful consideration and respect is given to:

- the age and style of the building
- the scale and proportion of the building
- the choice of materials
- high quality craftsmanship, which should be used in order to achieve the best finish

Experience has shown that the most successful modern or contemporary designed shop fronts are based upon the reworking and re-interpretation of traditional forms and details and the introduction of new elements and materials. The following section provides a brief description on the function and principles of the shop front elements.

Whichever design style is chosen it is important to recognise that the design of any shop front aim to create activity and interest at pedestrian level and the chosen design should not visually cut itself off from the building above.



Examples of modern / contemporary designs

3.0.6 Materials and colour

The character of the building, street and any adjoining buildings should be used to influence the choice of materials and colours.

The number of different materials and colours should be kept to a minimum in order to avoid a clash with the adjoining buildings and the character of the street.



Within Conservation Areas, on Listed Buildings and older buildings, the use of non-traditional materials, for example, fibreglass and plastics, whether shiny or reflective, will not be permitted as their appearance often conflicts with the character and historic period of the building and area.

Traditional materials, for example timber, brick and stone are considered to be more suitable because they can offer a variety of textures and colours, which add to the general appearance of the shop.

Timber is one of the most adaptable materials for shop front construction, mainly as a result of being low in cost and easy to work with. However in the interest of protecting our natural environment we recommend the use of timber from sustainable and properly managed sources.

Where brickwork is to be incorporated into new shop fronts it should aim to match the colour and type of the upper part of the building.

For indoor shopping centres only, there are a number of special requirements relating to fire resistant materials. You are advised to consult our Building Control Section to discuss the requirements.

The colour of a shop front is one of the most important details, especially when within an historic area. It is strongly advised that sympathetic and appropriate colours should be considered. Whilst there are some paint manufacturers who market historic paints and colours, the main brand names often have similar ranges of paints and can supply any colour from a sample.



3.0.7 Detail Highlighting

Introducing detail highlighting helps to increase the visual interest of both the shop front and the street. By providing visual emphasis to the individual elements including stall risers, pilasters and window mullions. The shop front design can add relief and texture to the whole building elevation and the wider street scene.



Detail highlighting may provide the essential finishing touch to the shop front



3.0.8 Repairs and maintenance to shop fronts

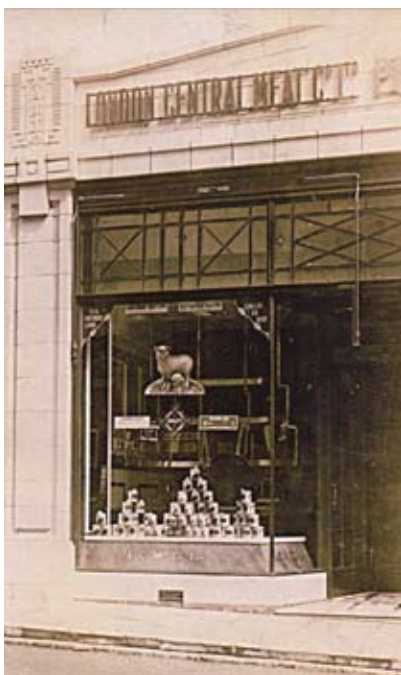
A degree of care should be taken in deciding whether to repair or replace an existing shop front. Often original shop front features are hidden by more recent additions to the building and in such cases the preferred option would be to retain and restore these features in any new scheme.



Before



After renovation



Original features



Existing inappropriate fascia hiding original features and destroying the street scene

4.0.0 Other key shop front elements

4.0.1 Blinds and canopies

Generally, planning permission will be required to install a shop blind or canopy.

The main purpose of a blind or canopy is to protect shop goods from damage caused by sunlight.

Only where existing traditional, retractable horizontal blinds exist, will their retention and repair be encouraged.

Where used, blinds and canopies should always be retractable so that the fascia is not permanently obscured. Traditionally shop blinds were made of canvas with the blind box incorporated into the fascia cornice.

Blinds will not normally be permitted above the ground floor level.



In Conservation Areas or in older buildings, Dutch or balloon canopies or canopies in insensitive, non traditional materials, such as plastic will generally not be permitted.

This is because they are usually erected as a means of increasing advertising space and tend to introduce an over-dominant element, which can obscure the fascia. This is frequently out of character with the street.



An example of a canopy integrating with shop front design.

Materials, for example, glossy, wet look, reflective materials, stretch fabrics and fluorescent colours are not normally acceptable.

4.0.2 External security and telecommunication equipment

The installation of any burglar alarms, fire alarms, telecom junction boxes and similar items should be carefully considered and designed as an integral part of the shop front.

The location and size of any of these items should not cover up any important architectural details and the choice of colour should be sympathetic with the overall colour of the shop front.

In most instances, planning permission will not be required for the installation of any burglar alarms, fire alarms, telecom junction boxes.

However, satellite dishes located within commercial areas will in most instances require planning permission.

The exception to the above is when the equipment is to be located on a Listed Building, for depending on where they are located they will need Listed Building Consent.

4.0.3 Change of use

There are many examples within the district where planning permission has been granted to change the use of a building from a shop to residential, only to change back to a shop use.

Where such changes have been permitted careful consideration should be given as to whether the shop appearance should be retained or removed. The general preference would be to retain good quality, historical and architecturally important shop front where appropriate, where they can protect the character of the building and street.

Examples of shops converted to residential use.



Non-Preferred



Preferred



Preferred

4.0.4 Shops on corner sites

Where appropriate the design of a shop positioned on a corner site should aim to take full advantage of its unique location by incorporating a double frontage.

In contrast where a traditional, high quality double frontage exists, the conversion from a double to a single frontage, in particular by blocking in the side window, generally would not be an acceptable approach. This is because the design quality of the building and the attractiveness of the street could be significantly reduced. Conversion would be acceptable only if the applicant can provide reasonable justification to do so.

4.0.5 Provision of public art

The provision of public art, where appropriate within the design of the shop front, should be encouraged. Whatever the scale and type of project, it is advisable that there should be early artist and community involvement within the design process.

5.0.0 Shop security measures

Ideally all security measures should be considered in full during the initial design stage ensuring that the attractiveness and vitality of the street scene are preserved and enhanced. There is need to achieve a balance between addressing a shop's security issues and responding to the wider environmental and public interests.

There is a wide range of security products available on the market that specifically aim to enhance shop front security without detracting from the appearance. Any planning application must demonstrate that the choice of security measures would have a minimum effect on the architectural features and appearance of a building or the general townscape character.

Provided below is a list of possible security measures and devices. However it is recommended that advice is sought from the Police Architectural Liaison Service (please see Appendix C for full contact details).

5.0.1 Shatterproof, toughened laminated glass

Where appropriate consideration should be given to the installation of specialised glass as this is one of the most visually unobtrusive security measures. It aims to maximise upon natural surveillance opportunities without affecting the overall appearance of the shop front. However where the original glass is still in place it should be retained.

5.0.2 Internal security shutters and grilles

Internal perforated or lattice roller shutters that sit behind the shop window and are coated in a colour powder or plastic are the preferred option. This type of shutter system provides a visible form of security measure that does not compromise the external appearance of the shop. Subject to the design, internal security shutters do not generally require planning permission. The exception is a shop that is part of a Listed Building.

5.0.3 Decorative external grilles

Decorative external grilles offer similar advantages to internal security shutters although they will be more noticeable. Once mounted, well designed security grilles should visually enhance the appearance of the shop front.



Examples of decorative grilles.

If the grilles have been designed to be removed when the shop is in operation they should not cover the pilasters. All external grilles, whether removable or fixed, require planning permission.

5.0.4 External roller shutters and grilles

Planning permission will be required for all types of external security shutters and in the case of Listed Buildings, Listed Building Consent will also be required in addition to planning permission.

It is important to note that even if existing external security shutters are replaced with a different type of shutter, the external appearance of the premises will change and planning permission will always be required. Planning permission will be refused for poorly designed shutters even if a similar example exists in the locality.

External security shutters that are perforated, slotted or the lattice type may be considered acceptable under some circumstances.

However, the closed, also referred to as 'solid' type shutter, would not be considered acceptable. This is because when the shutters are rolled down, they:

- create a dead frontage to a shop
- provide a potential target for graffiti
- in the case of a break-in, the closed shutter provides a screen to conceal criminal activities from public view

All shutters should be finished in a colour to mix or blend in with the colour of the shop.

The fixtures and fittings including the housing box and runner should be integrated into the shop front design

Examples of inappropriate security solutions.



Example of acceptable lattice roller shutter'

- The housing box should not physically project into the street but instead should be recessed behind the fascia area in order to allow the fascia board to sit flush with the shop front.
- Where the supporting building structure, for example the lintel, does not allow the space for the shutter box to sit flush with the shop front, the shop front would need to be recessed behind the lintel. This will not be acceptable where the result would be a low shop front of squat proportions or a disproportionately deep fascia.
- Runners should be either removable or discreetly concealed within the design of the shop front.
- When rolled down the shutters should not conceal the pilasters, stall riser or other shop front features.

In the case of a Listed Building or a building located within a Conservation Area, there will be a general presumption against the use of permanently fixed security shutters on the outside of the building. If security shutters on Listed Buildings prove to be necessary, the form of security should be designed to be sensitive to the character of that building and the fixings should be concealed in order that the original architectural features or mouldings are not damaged.



6.0.0 Signs

The purpose of a shop front sign is to attract attention and advertise essential information, for example, the shop's name, type of business, the building's street number and, if needed, the shop's e-mail address details.

The size, location, colour, design of a sign, the style of lettering and how it is illuminated can greatly enhance, or detract from the appearance of a shop and character of the building. It can also influence a shop's trading success.

No advertisements for other trades or businesses should be included on the sign, without prior written agreement.

6.0.1 Number of signs

As a general rule, one fascia sign per shop unit and, only if required, one hanging sign, would be acceptable. This is because a well designed sign, suitably located with a clearly written sign message, is more effective than a number of different signs competing for attention.

6.0.2 Sign sizes

The size of the sign should be kept in proportion and scale with the whole of the building as well as the shop front itself.

As a general rule, fascias look well proportioned if they are no deeper than 10% of the shop front's overall height.



6.0.3 Lettering and symbols

The lettering style and any symbols should be simple and clear. The choice of colour and size of lettering should also aim to enhance the character of the building and the wider area.

Any lettering and graphics should be of a medium size and in proportion to the dimensions of the fascia board, shop front and the building itself.

The usual place for lettering is on the fascia, but there are some instances where lettering can be incorporated onto the main window. However, the style, colour and size should be carefully chosen in this instance.

For traditional shop fronts in the most sensitive areas, sign written letters or individual lettering applied to the fascia may be the most appropriate solution.

In Conservation Areas individual well designed letters in high quality materials for example bronze should either be applied directly onto the fascia board or attached to the natural material of the building.

Over sized letters and fascias in bright colours and materials should be avoided.



6.0.4 Corporate identities

Adopting a standardised design approach of set letter sizes, logos and colours may not be considered appropriate for every building and street. This is because a standardised corporate identity may conflict with the architecture of a particular building or the character of the area.



In these circumstances companies should be prepared to adapt their own individual corporate identity and styles in order to not compete with the character of the building and the wider area.

6.1.0 Different types of signs

6.1.1 Fascia signs

A traditional fascia, comprising a painted timber background with hand painted lettering or raised metal or timber letters is particularly appropriate for traditional shops or older buildings.

As a rule, original or existing fascia areas should not be increased in depth to accommodate a new sign.

6.1.2 Hanging and projecting signs

Hanging and projecting signs are normally used to help identify a shop from a longer distance. The sign and the supporting brackets should be designed to enhance the character of the building and street.

A single hanging or projecting sign should be installed at fascia level at each end of the fascia board, but should not cover up important architectural features such as pilasters or decorative consoles. Installing signs above or below the fascia level will not be considered acceptable.

The overall size of the sign should be in proportion to the fascia, shop front and whole building.

Hanging signs are often traditional features used on Listed Buildings, in Conservation Areas and on older buildings. As a result signs are usually made from painted timber and cast metal with hand painted lettering applied.



Examples of high hanging signs

The original fittings and brackets, if still present, should be re-used when re-instating this type of sign, if they are still usable and deemed acceptable. Suitable materials should be used for replacement, such as timber, wrought iron hinges, or steel. The size and design of the sign should relate to the building façade, as well as to the surrounding area.

No more than one hanging sign should be erected for a shop, and this should reflect the trade of the shop.

6.1.3 Box signs

Surface mounted box signs attached to the front of fascias, whether illuminated or not, tend to detract from the appearance of shop fronts, as they project in front of important shop front details (for example, cornices, console brackets and pilasters). They will not be permitted in Conservation Areas or on Listed Buildings and alternatives should be considered.

If a box sign is to be used it should be fully recessed behind the fascia. Ideally the lettering should be flush with the background panel or only project very slightly and it should have a matt or sheen surface.



6.1.4 Business nameplates

Where there is an office use or another business activity located above street level it is usual to have a business nameplate next to the street entrance.

The size of the plates should be of modest proportions. Traditional business nameplates would not normally be illuminated, however discreet illumination may be considered acceptable. If nameplates are to be located on a Listed Building, planning permission and Listed Building Consent will be required.

No more than one sign may be displayed for each person, partnership or company. In Conservation areas, on Listed Buildings and buildings of local interest brass plates are often the most appropriate.

7.0.0 Sign lighting

7.0.1 General requirements

As a general rule, apart from the limited illumination of lettering, most illuminated signs will require an application for Advertisement Consent. Early discussions with the Planning Department are strongly recommended. In Conservation Areas and on Listed Buildings all illuminated signs require Advertisement Consent.

Deciding on the most appropriate method, design and type of lighting solution will greatly be influenced by the design of the shop front, whether the building is located within a Conservation Area and/or if the building is Listed.

7.0.2 External sign lighting

Where external lighting is to be used, careful consideration must be given to the method of lighting to ensure it does not become a safety hazard to motorists. In most cases an intermittent light source, moving feature, animation, exposed cold cathode tubing or reflective materials are not considered acceptable lighting solutions.

External lighting may be appropriate for example, by the use of a trough light with a hood finish to blend with the background colour of the fascia. However, the number of spotlights and lamps should be kept to a minimum so that the lamps do not compete with the signage for attention or conceal any important architectural features.

7.0.3 Internal sign lighting

As a general rule, any signs with individual letters and logos to be internally illuminated or have halo background lighting will not require consent provided the background to the sign is not internally illuminated as well.

7.0.4 Lighting shop front windows

The impact that attractively lit window displays can have on trade and on the vitality and sense of security of shopping streets at night should not be forgotten. Carefully illuminated displays using spotlights rather than bare fluorescent tubes generally have the most impact.

Although internal display lighting is not subject to planning control, it should be noted that illuminated signs within a metre of a shop window do require 'Advertisement Consent'.

APPENDIX A Planning policies

A.1.0.0 Policy framework

A.1.0.1 Planning Policy Guidance (PPG) Note 1 – General Policy and Principle

PPG1 discusses sustainable development, mixed use, and design, as well as setting out the operational principles to be observed in the planning system. With particular relevance to this SPD, the document encourages high quality design that has regard to relevant development plan policies and supplementary planning guidance. It also encourages local planning authorities to promote or reinforce local distinctiveness, and advises on how they should handle issues of design.

A.1.0.2 Planning Policy Statement (PPS) 5 – Planning for the Historic Environment

PPS 5 provides a full statement on the Government policies for the identification and protection of historic buildings, Conservation Areas, and other elements of the historic environment, and the role that the planning system plays in this.

A.1.0.3 Planning Policy Guidance (PPG) Note 19 – Outdoor Advertisement Control

Government guidance in the form of PPG 19, covering advertisement control was published in 1992, examining the importance of appropriate consideration to be given to design, location and materials of advertisements.

A.1.0.4 Worcestershire County Structure Plan 1996-2011

The Worcestershire County Structure Plan establishes a strategic policy framework for development and land-use planning in the County of Worcestershire. It contains policies relating to the protection and enhancement of the retail sectors of the County, as well as relating to the conservation and protection of the built environment, in particular Policy CTC.20 (Conservation Areas).

A.1.0.5 Adopted Malvern Hills District Local Plan (July 2006) (Saved Policies)

The Local Plan sets out the land use policies to guide development within the administrative area of the Malvern Hills District, and contains policies on Design, whereby the Council seeks to ensure that any new development, or alteration to a building, is of high quality, and sympathetic to local

distinctiveness. Further policies seek to ensure that advertising, including fascia and projecting signs, are compatible with the area, and the building in which they are situated.

Other relevant policies aim to ensure the preservation of Listed Buildings and their setting, and to encourage the vitality of Conservation Areas and other areas of special character or appearance. Furthermore, the appropriate key aims with regards to this SPD are:

Design
Heritage
Town Centres

This SPD takes full account of, and is consistent with, Government guidance on Supplementary Planning Documents, in particular with the guidance given in PPG1, PPS5 and PPG19. It is based on, and provides supplementary information to existing saved local plan policies in the Adopted Malvern Hills District Local Plan (July 2006) (Saved July 2009). In particular saved Local Plan Policy QL3 – Shop Fronts.

A.1.0.6 Emerging Development plan.

The South Worcestershire Development Plan (SWDP) is currently being produced and will replace most of the current Local plan policies, including the shop front policy

A.2.0.0 Planning policies

The advice provided in the document both supports and supplements the planning policies as set out in the adopted Malvern Hills District Local Development Plan.

It is therefore essential to read this guide in conjunction with the MHDLP planning policies in mind, in particular the following adopted policies,

EP9 Town and District Centres

EP10 Primary & Secondary Shopping Frontages

EP12 Upper Floors in Town Centres

EP17 Edith Walk Great Malvern

EP18 Tenbury Cattle Market/Teme Street

QL1 Design of New Buildings & related Development

QL3 Shop Fronts

QL4 Advertisement Signs

QL5 Walls, Gates, Fences or other means of enclosure

QL7 New Development in Conservation Area

QL8 Demolition of Buildings in a Conservation Area

QL9 Setting of Conservation Area

QL10 Alterations & extensions to Listed Buildings

QL12 Alternative Uses for Listed Buildings

QL13 New development Affecting the Setting of a Listed Building

A.3.0.0 Policy QL3 – Shop Fronts

(1) Shop fronts within Conservation Areas that are attractive, of historic or architectural value or that contribute to the character of the Conservation Area, should be retained and consent will only be granted for their repair or restoration. New shop fronts in Conservation Areas will only be permitted where they are appropriate to the character of the building and its surroundings and where the design is of high quality.

- (2) Planning permission will only be granted for the alteration, replacement or installation of a new shop front where:
- a) the design relates to the proportions, scale and architectural detail of the building of which it is an integral part;
 - b) The design respect the vertical divisions between individual buildings, and where a business extends into more than one building, the building should not be linked by a single shop front under a common fascia;
 - c) The design is sympathetic to the character, appearance and rhythm of the street scene of which it is a part;
 - d) The design preserves or enhances the character and appearance of the conservation area;
 - e) The design provides access arrangements for people with special access needs;
 - f) The principle of conversion to residential use has been accepted and there is no overriding reason to retain the existing shop front;
 - g) Canopies are attractable and the materials, size, colour and shape respect the character and appearance of the building and the street scene; and
 - h) Security shutters or grilles do not adversely affect the shop front, building or street scene and cover only window display areas and do not obscure the fascia, pilasters or stall riser.

APPENDIX B Planning applications

B.1.0.0 Planning application requirement checklist

To ensure high quality developments and avoid unnecessary delay in the processing of planning applications, the application drawings must show sufficient information. Plans and drawings should be clearly presented and should illustrate how the proposal relates to its immediate context.

Application forms are available from the Planning Department and can also be downloaded from the department's web site at www.malvernhillsgov.uk. In some instances fees may be payable for pre application advice.

In all cases a Design and Access Statement will need to be submitted in the case of listed buildings and for work in conservation areas, a statement of significance will be required. Please visit the MHDC website for additional information.

In submitting any application the following information must be included as a minimum:

4 copies of each required drawing. Appropriate fees.

Required drawings/photographs are:

Location plan – clearly showing the application site and the surrounding area with the site outlined in red at a scale of 1:1250, including a north point. A set of location plans can be purchased from the Planning and Regeneration Department.

Diagrammatic location plans drawn to scale are unacceptable.

Site plan – A site plan is required at a scale of not less 1:50, illustrating the location of the building into which the new shop front is being inserted and its surroundings. The application premises should be outlined in red.

Floor plans – Where relevant, fully detailed existing and proposed plans, elevations and sections must be drawn accurately to scale. You must show the details of access into the buildings taking into account the needs of disabled persons.

Elevations - The elevation drawing should indicate the entire building elevation both as existing and proposed and show the adjoining buildings. Details of materials colours and finishes must be specified.

Sections – Sections should be drawn through the shop front, showing its relationship with the upper elevation and indicating the position and depth of the shop front framework and any signs, security measures and lighting provision.

Details – In some cases, for example, for Listed Buildings, large-scale details of shop front elements may be required, for example pilasters, stall risers and glazing bars drawn to a scale of 1:5.

Photographs – It is helpful to include photographs of the whole of the existing front and side views of the shop or building, including their relationship with adjacent buildings.

If the drawings are also to be used for a Building Regulations application, you will need to provide a number of structural and drainage details and cross sections. Please contact the Building Control Section for further information. You will find contact details in Appendix C.

B.1.0.1 Building Regulations

For the installation, modification or alteration of any shop front, a Building Regulations Application may be required. Advice on these can be obtained from the Building Control Section of the Planning, & Environment Department, Malvern Hills District Council.

If a Building Regulation Application is required, the entrance will need to comply with Approved Document 'M' – Access to and Use of Buildings, which states where it is reasonable, that the entrance should be accessible to all, particularly wheelchair users and people with limited physical dexterity. Further advice can be obtained from the South Worcestershire Building Control Partnership on 01684 862223

APPENDIX C Access to information

In place are the following means of access to planning information, which take into account issues of equality and diversity among the community.

- All documentation published by the council will be made available in electronic and paper format.
- To assist people with particular needs, many documents can be made available on request in large print, braille and in a number of alternative languages.
- Copies of all documents produced will be made available to view at all of the local libraries in the district, Opening times will vary for these locations and you are advised to check them first.
- If you have difficulty getting to any of the above locations, then the home library service may be able to bring documents to you on request. However, you must be registered with this service first. For further information, you can phone the home library service on **01905 822722**
- Copies of this document can be purchased for a small fee.

You can contact the Council in the following ways:

If you require copies of documents please contact:

Customer Services.

By telephone: **01684 862151**
 By email: **worcestershirehub@malvern hills.gov.uk**
 By letter to: **The Council House,
 Avenue Road,
 Malvern,
 Worcs. WR14 3AF**

If you have any questions or need further advice or information about dealing with planning applications or if you want to arrange a pre-application discussion, please contact:

By telephone: **01684 862151**
 By email to: **worcestershirehub@malvern hills.gov.uk**

By letter to: **The Development Control Manager
 The Council House,
 Avenue Road,
 Malvern,
 Worcs. WR14 3AF**

Building Control Service

For advice on structural issues and Building Regulations, please contact:

By telephone: **01684 862223**
 By email: **buildingcontrol@malvern hills.gov.uk**
 By letter: **South Worcestershire Building Control Partnership
 The Council House,
 Avenue Road,
 Malvern,
 Worcs. WR14 3AF**

For other specialist planning advice please contact:

Customer Services

By telephone: **01684 862151**
 By email: **worcestershirehub@malvern hills.gov.uk**

Other relevant external organisations and agencies

Hereford & Worcester Fire & Rescue

For advice regarding fire safety contact:

Technical Fire Safety

By telephone: **0800 032 1155**
 By email: **TFSinfo@hwfire.org.uk**
 By letter: **HWFR
 2 Kings Court,
 Charles Hastings Way,
 Worcester
 WR5 1JR**

West Mercia Police

Police Crime Prevention/ Architectural Liaison Unit

An early discussion is recommended before a planning application is submitted. The Unit can advise on shop security measures, which can be used to help reduce crime and anti-social behaviour.

By telephone:**01905 331027**

By email: **contactus@westmercia.pnn.police.uk**

By letter: **Crime Risk Manager**

Police Station,

Castle Street,

Worcester

WR1 3AD