

Shopfronts

5.48 Well designed shopfronts contribute to the vitality and visual quality of commercial frontages and can promote natural surveillance. As such, shopfront design should be an integral part of the design process, with consideration given to how security measures can be incorporated, such as security glass and grilles/roller shutters, without negative impact on the local streetscape.

5.49 The Council will expect well designed accessible shopfronts that respect the character of the area and the architectural unity and integrity of the shop building of which they form a part. New shopfront designs should also take into account the appearance of neighbouring buildings in terms of fascia lines, stall riser heights, materials and other architectural features.

5.50 Where good quality historic shopfronts and signage remain, these features should be retained. New shopfronts that form part of an historic group or are located within a Conservation Area and/or form part of a Listed Building should be of appropriate design and incorporate traditional features and use of materials. External security shutters are not considered appropriate for use in historically sensitive areas or on historic buildings.

Policy DMHB 13: Shopfronts

A) New shopfronts and alterations to existing shopfronts should complement the original design, proportions, materials and detailing of the building of which it forms a part and the surrounding street scene.

B) The Council will resist the removal of shopfronts of architectural or historic interest, particularly those listed on the Register of Locally Listed Buildings.

C) New shopfronts must be designed to allow equal access for all users.

D) Inset entrances on shopfronts should be glazed and well-lit to contribute to the attractiveness, safety and vitality of the shopping area and avoid blank frontages to the street.

E) Blinds, canopies and shutters, where acceptable in principle, must be appropriate to the character of the shopfront and its setting. External security grilles will not normally be permitted, unless they are of good quality design.

F) In order to improve and maintain the quality of the public realm, the design of shopfronts should be of a high quality, taking into consideration:

- i) retention and maintenance of active shopfronts at all times;
- ii) the relationship between the shopfront and upper floors;
- iii) the relationship with surrounding shopfronts and buildings;
- iv) the use of materials which are appropriate to and enhance the character of the local area; and
- v) the value of existing architectural and historic features.

Advertisements

5.51 Advertisement proposals, including fascia and projecting signs, poster panels and free standing advertisements, should not contribute to street clutter and should be appropriate to the age and character of the buildings and areas of which they form a part.

5.52 The impact of advertisements on the fabric and setting of historic assets should be taken into consideration and their cumulative impact needs to be understood to ensure that they do not adversely impact on the setting of heritage assets, the quality of the public realm or the visual amenity of the area.

5.53 Shop signage, including projecting signs and illumination, which is poorly designed and sited, can have an adverse impact on the character of the area. Planning applications for shop signage should refer to Policy DMHB 13: Shopfronts in this chapter. More detailed design guidance on all aspects of shopfront design can also be found in Appendix B.

DMHB 13A: Advertisements and Shop Signage

A) In order to improve and maintain the quality of the public realm, advertisements, signs and hoardings will be required to demonstrate that:

- i) they complement the scale, form, materials and architectural composition of the individual buildings of which they form a part;
- ii) they complement the visual amenity and character of the site and surrounding area;
- iii) they enhance historic assets and their setting;
- iv) they do not have an adverse impact on public or highway safety;
- v) they do not lead to visual clutter;
- vi) they provide an appropriate type and level of illumination, suitable to the site and its surroundings; and
- vii) they enhance the visual amenity of vacant sites, building sites

and the surrounding area during the construction period.

B) Shop signage will generally be limited to the strip above the shop window and below the upper floor, plus where appropriate one projecting sign. Proposals for further advertising additional to the shop name will be resisted.

C) Illumination to shopfronts must be sited and designed to avoid any visual intrusion from light pollution to adjoining or nearby residents. Flashing internal or external lighting and/or internally illuminated box lights will not be permitted.

Trees and Landscaping

5.54 Trees and landscaping are a vital feature of the built environment, adding to a sense of place and bringing many benefits such as: providing visual and other amenity for residents, increasing biodiversity, helping to reduce pollution and flooding and adding to the character of the Borough. Landscaping and tree planting should be considered as an integral part of the overall design of any development, especially in areas where these are lacking, such as high rise buildings.

5.55 It is important to ensure that natural features are retained and additional landscaping and tree planting provided where possible. The Council recognises the importance of Tree Preservation Orders (TPOs) in protecting trees and woodlands in the landscape and will make orders where the possible loss of trees or woodlands would have a significant impact on their surroundings.

5.56 There are a number of ways in which the retention of existing trees or provision of new trees can be secured. TPOs can be made on an individual tree, or on groups or areas of trees. Conditions can be attached to planning permissions to protect trees during building and ensure that tree planting and landscaping will form an integral part of new development. In some instances it may be more appropriate to include replacement trees as part of a development's landscaping scheme. The Council will only permit works to trees in Conservation Areas and those subject to TPOs where the works do not risk compromising the amenity value or survival of the tree.

Policy DMHB 14: Trees and Landscaping

A) All developments will be expected to retain or enhance existing landscaping, trees, biodiversity or other natural features of merit.

B) Development proposals will be required to provide a landscape scheme that includes hard and soft landscaping appropriate to the character of the area, which supports and enhances biodiversity and