



DERBY CITY COUNCIL



# Shopfront and Advertisement Guide

Draft - December 2008

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# Introduction

## The issues

'At a time of increasing competition from highly accessible out-of-town shopping centres, it is becoming more and more important that the traditional town centre should be attractive and project an image of quality. As town centres contain...a good deal of architectural and historic interest, they have potentially more to offer...An emphasis on good quality design, including the design of shopfronts and advertisements, will encourage investment and spending and will bring rewards which will ultimately benefit all of the traders in the centre'.

English Historic Towns Forum (1991)

Good quality design, including the design of shopfronts and advertisements, encourages investment and spending which in turn benefits businesses. This guide will help businesses, property owners and developers improve the look of the shopping area around their business or property, maintain any special historic qualities that exist, and benefit the city centre, local shopping centres and the city as a whole.



There is a growing concern that inappropriate shopfronts, garish signs and non-traditional materials are eroding the character of retail shopping areas. Whilst change to shopfronts and signage is inevitable, the over-all effect can have an adverse effect on the character of many of our streets.

## Nature and scope of this guide

This guide is for all businesses with street-level frontages, including shops, banks, building societies and professional businesses, pubs, bars and restaurants. It outlines the way in which applications for historic and new shopfronts and their associated adverts and illumination will be dealt with, and aims to help protect and enhance the quality and appearance of all shopping areas. It also aims to encourage designers to think about the individuality of each shopfront, and to move away from standardised, mass-produced designs.

## The planning policy context

The guide is based on the duties in the Planning (Listed Buildings and Conservation Areas) Act 1990 and the statutory policies in the City of Derby Local Plan Review (2006). The policies can be seen in Appendix 1.

The policies relate to shopfronts and advertisements within conservation areas and on listed buildings because of the special duty which has been placed on Local Authorities. In terms of conservation areas, development should preserve or enhance the character or appearance of the area and encourage its physical and economic vitality. This means retaining historic features where they exist, and enhancing the character or appearance of the area with new additions or elements. In terms of listed buildings, development should not have a detrimental effect on the special architectural or historic interest of the building. Permission will not be granted for the loss of historic fabric or inappropriately designed additions.

# Shopfront development

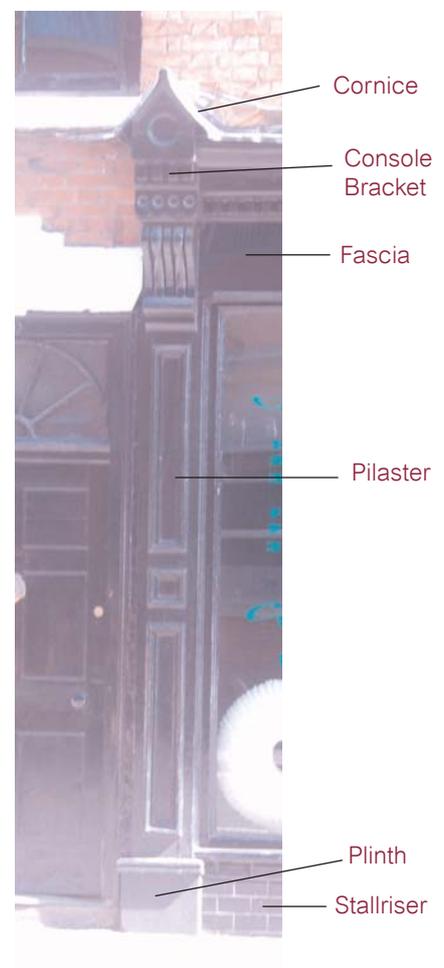
We've had shopfronts on our shopping streets since the later part of the seventeenth century. Many of these early shops were operated from open stalls on the ground floor of town houses. The stalls were then enclosed to protect the seller's goods. From this time, shopfront design has undergone gradual change.

Despite the design and appearance of shopfronts changing in terms of form, size and materials, the main elements have remained the same. These elements include:

- A raised window or windows with a solid base beneath
- a decorative surround comprising pilasters either side defining the width of the shopfront
- a fascia carrying the shop name
- a doorway, which is either central or offset
- a cornice to define the upper edge and give a degree of protection from the weather.

New shops were specifically designed to have an integral shopfront, whilst others may have been built as residential properties and then later changed into commercial or business premises with a new shopfront installed.

Developments such as the manufacture of glass in larger sheets, has meant that shopfront design has evolved. In the late nineteenth century, glass production was still relatively limited, so mullions or vertical glazing bars divided the shopfront.



# The principles of shopfront design

A number of principles guide the design approach for existing and new shopfronts. These are set out below:

## Quality design

The Council's aim is to encourage high quality shopfronts to enhance Derby's streets.

Many traditional shopfronts in the city are intact, and display a high quality of design and excellent craftsmanship. New shopfronts should illustrate a commitment to high quality and standards of craftsmanship and should each be designed as a whole and not in an ad-hoc way. Materials should be of the highest quality, and the results should be both elegant and appropriate.

## The shopfront, building and the street

The shopfront design should take into account the look of the whole building and the architectural influences of the area. It should harmonise with, but not necessarily copy, surrounding shopfronts.

The scale and proportion of the shopfront is important. No single feature should be too dominant. The size and scale of the shopfront, the vertical and horizontal subdivision, attention to detailing and choice of materials are all important factors.

If several historic shopfronts have survived along a street, they may be of different sizes but if there are common basic elements - as well as their craftsmanship, attention to detail and paint colour - then they will complement one another and look unified. It is important that shopfronts be designed to fit into the individual building and their wider surroundings.



## Existing shopfronts

Derby has some historic shopfronts that have survived more or less intact. It also has some that have been altered over time but retain original elements and details of the original design.

- Any proposals to change intact shopfronts will be assessed to ensure that their character and appearance is not eroded by inappropriate works
- Already altered shopfronts may retain enough original material to reinstate original elements
- Where only a small part of an original shopfront has survived, its reconstruction may need to be based on research and/or old photographs. The Council encourages the repair and refurbishment of traditional shopfronts and others of architectural interest, and will always consider grant assistance where appropriate.
- The City Council will encourage uncovering and retaining any shopfront detailing where it lies behind later additions. The Council will encourage the reinstatement of features where it will enhance the character and appearance of the shopfront.
- Alterations which propose the removal or concealment of important architectural features will be resisted.

## New shopfronts

New shopfronts may be needed to replace poor quality shopfronts, or may be part of new buildings. In Derby's conservation areas, or on listed or locally listed buildings, the Council expects the principles outlined above to be taken into account so that new shopfronts are appropriate to their building and context and are appropriate in their design, detailing and general appearance.

Shopfronts on new buildings should be designed as an integral part of the building. On modern buildings, careful proportioning, good quality materials and relating the shopfront to both its own building and surrounding ones should guide all designs.

## Access for those with limited mobility

Designing and adapting shopfronts which are easily accessible to those with limited mobility whilst still preserving the traditional form and appearance of an historic building can be difficult. The issue is important and should be considered at the initial design stage.

The Council expects designers of new shopfronts to provide good access for people with limited mobility. Details should conform to the relevant provisions of the Building Regulations (Part M). A Design and Access Statement is expected to be submitted as part of any planning application.

As a general rule, when designing new shopfronts:

- Steps should be avoided
- doors should be capable of being opened by a person in a wheelchair.
- handrails should be provided where changes of levels occur,
- frameless glass doors should be avoided, as they can be a hazard for visually impaired people.

In conservation areas and listed buildings, the needs of those with limited mobility are given a high priority and should be taken into account early in the design stage. However, a balance needs to be achieved between providing easy access and preserving the character of the building. It's rare that it is not possible to provide access and respect historic and aesthetic elements too.

## Access to upper floors

In the early 1990s, a number of initiatives promoted the use of upper floors above shops and businesses. This meant that the condition of the building overall, and in particular the roof, was safeguarded by its occupants. Empty upper floors in commercial premises are still an issue today.

If a shopfront is the only point of access to upper floors, a doorway should be incorporated into the shopfront to encourage independent access, as long as it doesn't adversely affect the character of the building. Existing independent access to upper floors above the shop should be retained.

# Attention to detail

A number of elements make up the shopfront.

These apply equally to traditional and contemporary designs.

## Stallriser

A stallriser below a shop window forms a solid base between the window and the pavement.

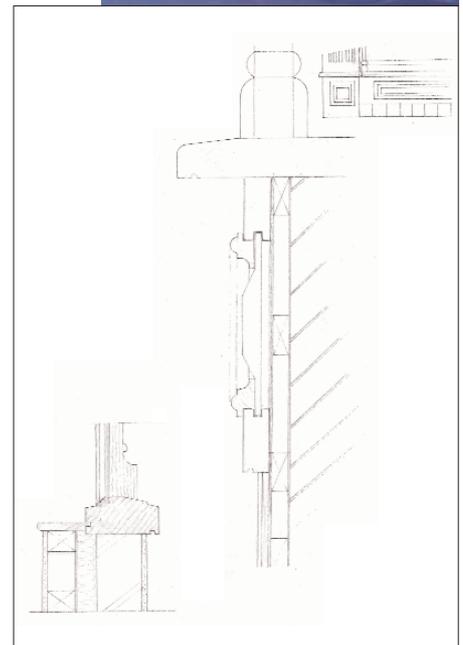
Most shopfronts should have a stallriser. Its height should reflect the original design of the shopfront or, if appropriate, the general height of other stallrisers in the street.

Stallrisers should be:

- Constructed to be resistant to scuffing, damp and spray
- made of durable materials in line with the building of which the shopfront is a part, such as brickwork, stonework, painted rendered brickwork, timber panels or glazed bricks.
- made water resistant with a projecting sill to provide a solid junction with the window.

Low level ornate cast iron vents should be retained and could be introduced if appropriate.

Applied timber mouldings to flat panels are inappropriate - timber panels should have traditional mouldings and be part of an integrated design.



English Historic Towns Forum (1995)

## Pilaster and console bracket

All shopfronts should have vertical columns, piers or pilasters to define their width, frame their window or windows and visually support the fascia above.

On traditional shopfronts, existing pilasters should always be retained or reinstated and any details which have been previously concealed should be exposed. Materials - usually painted timber - should be in keeping with the rest of the building.



## Windows

Shopfronts exist to display goods and products, and to tempt customers inside. In the 19th and early 20th centuries, the size of glass available was restricted, so shop windows were divided horizontally and vertically by mullions and transoms. The size of glass pane used in a shopfront should reflect the age of the building; windows will always have an emphasis on vertical glazing panels.



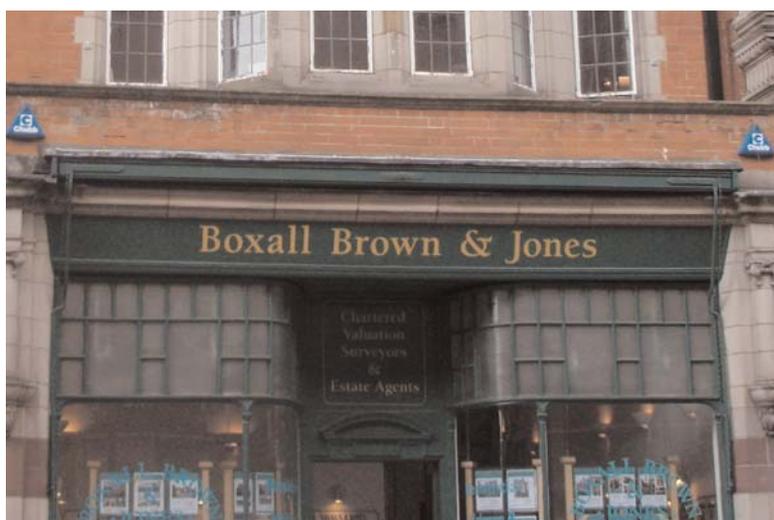
## Doors

The design of the shop door should reflect that of the shopfront. On traditional shopfronts, the door is generally part-glazed with a lower kick plate. Doorways are often recessed, particularly in Victorian and Edwardian buildings. The floor within the recess is often tiled. On new designs recessed doorways can add value visually and assist with access for those in wheelchairs or those with pushchairs.

Some shopfronts have a separate doorway for independent access to the upper floors. If the removal of this type of doorway is proposed as part of a refurbishment or new design, the Council will usually resist it.

## Fascia and cornice

The fascia board carries the name of the shop and can be flat or angled. The cornice is moulded timber above the fascia, and is usually covered by lead flashing to protect it from the weather.



The height of the fascia is crucial, and should be proportionate to the overall size of the shopfront - this is to stop there being a visually top heavy appearance.

Handwritten signwriting is the traditional method of advertising a shop's name and what it sells. Further advice on fascia signage is given in the Signs and Advertisements section of this guidance. The Council will encourage the use of timber fascias on all traditional shopfronts. On other shopfronts within conservation areas or upon listed

buildings, modern box fascias and materials such as reflective acrylic and other glossy or fluorescent materials should be avoided.

In shops with suspended ceilings, fascia depth should be kept to a minimum whilst concealing the ceiling from outside view. Excessively deep fascias or fascias running continuously over more than one building frontage should be avoided, and where over-deep or other unsuitable fascias already exist, replacements should address the issue. Fascias should not obscure or conceal console brackets or pilasters or a traditional fascia. Where an original fascia used to be canted any replacement should respect this detail.

The cornice is sometimes plain and others decorated, but should always be painted.

## Materials (including those from sustainable sources) and colour

Materials and colour schemes are very important in shopfront design.

Painted softwood is used for most traditional shopfronts as it is versatile, durable and allows for attractive detailing. Softwoods for renovated shopfronts should be from a renewable source.

Hardwood is used for some high quality Victorian shopfronts. Note the Council discourages the use of tropical hardwoods on environmental grounds.

On more contemporary shopfronts, materials such as black glass, chrome and anodised aluminium have been introduced.

Shopfronts can be enhanced by ironmongery such as decorative iron panels, door knobs and knockers, door handles and letter flaps. Existing features of this kind should be retained, and on new shopfronts, designers should include them in the appropriate style.

Most shopfronts are painted. Historically, colours such as olive green, terracotta, brown, off-white, dark blue and black were the most popular.

The colour scheme of a shopfront should be guided by the original scheme, or by colours appropriate to the period and styling of the shopfront. Timber detailing (e.g. fluting) shouldn't be picked out in a different colour, although a different colour can be used for the background of the signage on the fascia board.

The appearance and colours of nearby shopfronts should also be considered.

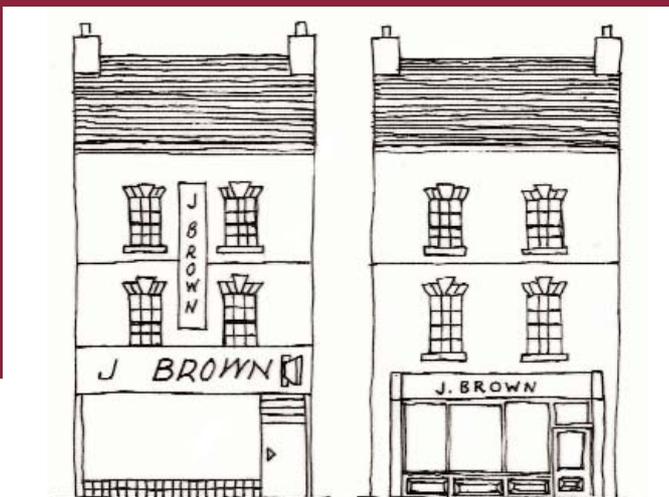


# Signs and advertisements

There are many forms of shopfront sign, ranging from fascia signs and hanging signs to window and stallriser signs. They communicate an image of the premises not just by what they say, but also by their design, lettering style and type of illumination.

All signs should be an integral part of the shopfront, and designed to complement rather than compete with it. If the shopfront is a traditional one, particular care needs to be exercised when choosing the sign and the choice of lettering.

Timber should be used for most sign boards, painted in matt colour. Lettering should normally be signwritten by hand. The use of acrylic or shiny materials and use of fluorescent and garish colours will be discouraged in conservation areas and on listed buildings.



## Number, positioning and size of signs

One or two well-designed signs are better than a multitude of signs cluttering and obscuring a shopfront. One fascia sign and a hanging sign are sufficient in most cases.

Signs (except hanging signs) should be restricted to the shopfront and wall area of the ground floor, although not too low as to pose a danger to passers-by. Signs should not obscure or damage important architectural features.

## Fascia signage

The fascia is the most prominent place for signage, and must be designed to complement the building's façade. Usually, the fascia carries the name and in some cases, the nature of the business.



Handwritten sign writing on no more than two-thirds of the fascia's depth is the traditional method of advertising the business's name. In conservation areas and on listed buildings, this is recommended. Vinyl sticker lettering is also acceptable if it's appropriately designed.

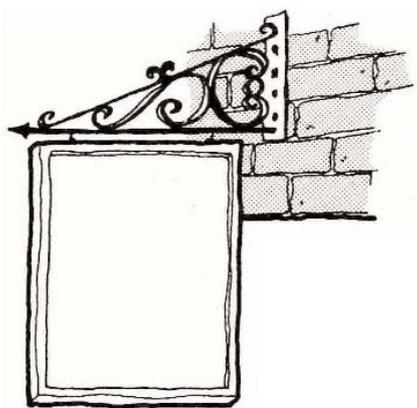
Individual letters, of timber or metal, attached individually directly onto the fascia, may also be accepted.

Individual letters mounted on a background frame will not be encouraged. Where individual letters are being applied, the locators should not be visible.

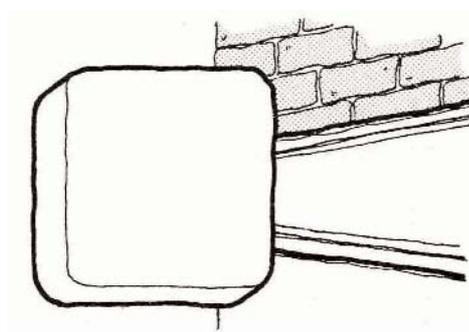
The fascia should only state the name and/or trade of the premises and property number in the street. Additional information could be added as a sub-fascia level as a painted sign on the shop window or a vinyl sticker on the window to look like etched glass above the sill and stallriser.

## Hanging and box signs

Hanging and box signs often contribute to the visual clutter in our streets and their use should be controlled. Hanging swinging signs often compliment the shopfront but they may not be appropriate in all cases.



Hanging swinging sign



Projecting box sign

Projecting box signs are unsightly and inappropriate in conservation areas or on listed and locally listed buildings.

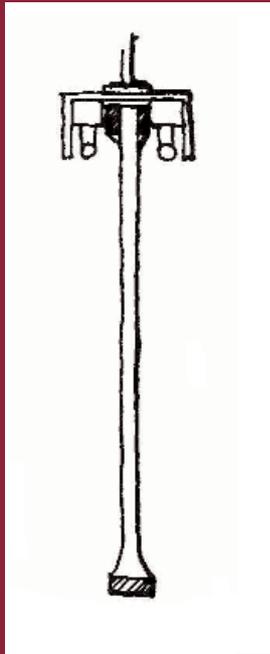
To avoid clutter, normally only one hanging swinging sign should be attached to the building façade. The design of the sign should complement the fascia and shopfront. In most cases, a wrought iron bracket suspending a painted timber sign is favoured.

Lettering should be simple and well designed. Signs should only relate to the shop name or nature of business and not to advertising products for sale.

The positioning of a sign should be guided by the shopfront design. The sign shouldn't be a continuation of the fascia sign, and shouldn't obscure important architectural details or be a hazard to passers-by. Generally, brackets should be positioned between the fascia and bottom of the window sill of the first floor. Highway regulations stipulate that the underside of the sign should be no lower than 2.6metres from the pavement, and the sign should leave at least 50cm clearance from the outer side of the kerb.



unacceptable fascia illumination



trough light above a hanging sign is favoured.

Halo lit backlit individual letters may also be acceptable.

## Sign illumination

Lighting is essential for a safe and attractive night time environment. In most cases the lighting inside shop windows is sufficient to illuminate shopfronts.

In conservation areas and on listed and locally listed buildings, internal illumination of the fascia isn't appropriate. Illumination should be restricted to trough lights over hanging signs or halo lit individual letters attached to the fascia.

External illumination by use of swan neck or projecting spotlights is unsuitable on listed buildings, locally listed buildings and in conservation areas, and will be resisted.

In exceptional cases within conservation areas, businesses such as pubs and restaurants which open late at night may be allowed external illumination of the fascia as long as the illumination is discreet.

Generally, neon lighting is unacceptable in conservation areas and on listed and locally listed buildings. Proposals to install neon window signs will be treated on their merits and considered against criteria such as the nature of the business and requirement of the user.

## 'A' Boards

Please see the Council's 'A' Board Policy in Appendix 2.

## Window display

Appropriately sized and designed painted letters or vinyl sticker lettering on the inside of a shop window can be an attractive and useful form of advertising, especially where there is no fascia board. Excessive use of window stickers and posters, however, will be discouraged as they affect the character of the shopfront. Lettering should be simple, solid and of a size relating to the shopfront and other signage. Windows should never be blocked by advertising.



## Business nameplates



Businesses in premises that don't have a shopfront can advertise their presence with a nameplate. On listed buildings, the positioning should be considered carefully. Engraved brass or aluminium is the most appropriate material. In most circumstances single plates up to 0.3sq m will not require consent. However, if multiple plates are proposed, inappropriate materials (e.g. plastic) proposed or anything proposed on a Listed Building then they should ask the Local Planning Authority.

Only one nameplate is normally permitted for each person, partnership or company. This should only refer to the name and type of service or profession.

## Corporate image

In conservation areas and on listed and locally listed buildings, corporate colour schemes, styles and logos often have obtrusive and overbearing results. Whilst the Council accepts the importance of corporate image, in many instances, standard designs can be modified to respect the character of the building and its surrounding area.

## Banner signs and flag advertisements

Banner signs and flag advertisements are not normally appropriate in conservation areas and on listed and locally listed buildings.

Elsewhere, their size, siting and detailed design should relate to the building to which they will be attached. Each application for this type of advertisement will be considered on its merits.

# Other considerations

## Canopies and blinds

Historically, blinds were used to protect goods from damage from the sun, and could be retracted when not in use.

More and more proprietors are seeking to install fixed blinds in shiny plastic, primarily to carry additional advertisements. These types of blinds are out of character in conservation areas and on listed and locally listed buildings, and will be resisted.

Alternatively, traditional straight blinds with a retractable awning may be appropriate. Blind boxes should be integrated into the design of new or replacement shopfronts.



Dutch canopies are inappropriate and will be discouraged.



Acceptable traditional straight blind.

## Shopfront security, ram-raiding and alarm boxes

The Council recognises that it's crucial to protect shops and business premises from vandalism and theft. This should be done whilst preserving the appearance of the shopfront.

Shopfront security should be treated as an integral part of all shopfront designs.

Solid modern roller-shutters are often the most obvious choice, but they have a damaging, deadening impact on the streetscape at night. They are also a prime target for graffiti, and have obtrusive housing boxes and rails projecting from the shopfront when they are open. Permission for roller shutters will not normally be granted.

Where external shutters are acceptable there are a number of alternatives available. The design of the shutter and method of attachment will be a major consideration.

In conservation areas and on listed and locally listed buildings, the Council must balance the security needs of the shopkeeper/business owner against the detrimental effect on the appearance of the building and street caused by certain types of shutter. The following may be appropriate in certain circumstances:

- Wooden lift-off shutters slotted into the shopfront, for smaller, traditional shopfronts
- internal grills or shutters which are perforated (see through letter box design)
- external grills or shutters which are perforated (see through letter box design).

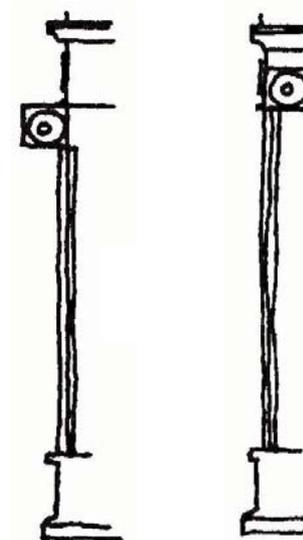
Additional security measures can be added into new shopfronts, such as mullions to make the glass size smaller, the use of toughened glass, and the use of reinforced stallrisers.

Alarm boxes should be sensitively positioned upon the building and not onto the fascia. Bright or fluorescent colours should be avoided.

In conservation areas, the Council may allow sensitively designed grilles provided that the shopfront design can accommodate the grill and housing box. It is important that the box is not added onto the front of the shopfront but is incorporated into it.



NSDC -1995



# Is formal consent required?

## Shopfront alterations

Planning permission is required to install new shopfronts and to undertake most alterations to existing ones. These works may also require other consents, such as listed building consent, advertisement consent and building regulation approval, or a combination of these.

Consent is also needed for changes to the external appearance of the building such as altering the glazing, installing blinds or shutters or increasing the size of the fascia.

Always check first with the Council to find out what permissions are needed.

## Demolition

Demolition of an unlisted property in a Conservation Area usually requires Conservation Area Consent. Planning permission is needed for work such as the removal of the entire shopfront and for minor demolition work including removal of stallrisers, pilasters, window frames and corbels.

## Listed buildings

Any proposed alteration which will affect the character of a listed building requires Listed Building Consent. This type of consent may also be required for minor works such as changing a colour scheme, installing an alarm box, altering the shop interior or removing architectural features. Any works to a listed building that need planning permission will also need Listed Building Consent.

## Advertisements

Under the Advertisements Regulations, consent is needed for the display of signs and advertisements on shopfronts. Certain types of signs, such

as non-illuminated fascias, hanging or window signs and wall plaques are classed as having Deemed Consent and can be installed without the need to seek further consent, provided that rules relating to the number, size and positioning of the sign are observed.

If the building is listed, listed building consent will still be required.

Other types of sign, including most illuminated signs and signs above fascia level, require consent.

## Areas of special advertisement control

There are currently no areas covered by Special Advertisement Control.

## Seek Advice

The law relating to shopfronts and advertisements is complex, and it's advisable to seek preliminary advice from the Council to determine whether consent is necessary. The Council is committed to conserving the historic environment of the city. Failure to get consent can result in enforcement action being taken to regularise unauthorised work, which can often involve considerable expense. Unauthorised works to listed buildings and the display of unauthorised advertisements may also lead to prosecution and heavy fines.

Many works to shopfronts may also require compliance with the Building Regulations. It is always advisable to check with the Council, as Building Regulation Approval may be required even if planning consent is not.

# Submitting an application

As well as the Council's policies, and the advice in this guide, individuals are encouraged to discuss the design aspects of their proposal with the Council at an early stage.

## Planning permission

To enable applications to be dealt with speedily, applicants must accompany their application for a new or replacement shopfront with four copies of the following:

- At least one full width plan and one elevation drawing of the existing shopfront. (Scale 1:50).
- At least one full width plan and one elevation drawing of the proposed shopfront, including the positioning of any proposed advertisements, and identifying all materials, finishes and colours to be used. (Scale no less than 1:50).
- A drawing showing accurately the relationship of the proposed shopfront to the rest of the building facade above the shop and at least part of any adjacent building and shopfront (Scale 1:50).
- One full height section drawing of the proposed shopfront (Scale no less than 1:50).
- Details of glazing bars, sills, pilasters and other components, including sections and part-drawings. (Scale 1:5).

## Advertisement consent

Consent under the Advertisement Regulations requires a separate application and drawing showing:

- The position and size of the advert on the building

- the type of material and specification of colour and finish
- the means of fixing the sign or advertisement to the building
- any proposed method and intensity of illumination.

## Listed Building Consent

If your property is a listed building, you must make a separate application for listed building consent. Advice is available from the Council. Detailed information on proposals will be requested.

## Design and Access Statement

Design and access statements must accompany any planning and listed building applications, to ensure that proposals are based on a thoughtful design process. The statements should explain the design process that has been followed and principles that have been applied to the form, appearance and accessibility of the proposal and the effect of these on the character of the building and its surroundings.

The length of the statement will depend on the scale of the proposal, and can include both written justification and photographs to illustrate the design concept. A guide to producing design and access statements can be found on the Commission for Architecture and the Built Environment's website, [www.cabe.org.uk](http://www.cabe.org.uk). Information can also be found in Circular 01/06, Guidance on changes to the Development Control System.

## Grant aid for the repair of historic shop fronts and the reinstatement of lost architectural features

Grant aid may be available to repair and reinstate lost architectural features, including shopfronts. Please contact the Built Environment Team to find out whether your building is eligible.

# Useful references

Book of Details and Good Practice in Shopfront Design  
The English Historic Towns Forum (1993)

Shopfronts and Advertisements in Historic Towns  
The English Historic Towns Forum (1991)

Bath Shopfronts: Guidelines for Design and Conservation  
Department of Environmental Services, Bath City Council (1993)

A Nation of Shopkeepers  
Bill Evans and Andrew Lawson (Plexus, 1981)

Shopfront  
Neville Whittaker (Civic Trust for the North East, 1980)

Shopfronts  
Alan Powers (Chatto and Windus, 1989)

English Shopfronts from Contemporary Source Books 1792-1840  
David Dean (Alec Tiranti, 1970)  
Legislation

Planning (Listed Buildings and Conservation Areas) Act 1990

The Town and Country Planning (Control of Advertisements) Regulations 1992 and Amendment (1994).

The City of Derby Local Plan Review (January 2006)

# APPENDIX 1 – The City of Derby Local Plan Review policies (2006)

## E18 Conservation Areas

The Council is committed to the preservation and enhancement of areas of special architectural or historic interest and will continue to review the boundaries of existing conservation areas and designate new ones. The City Council will take into account the special architectural or historic interest of the area concerned, the character and appearance of which it is desirable to preserve or enhance. Assessments will include specific local factors and any unlisted buildings which contribute to the special interest of the area.

Within Conservation Areas, development proposals, including change of use conversions, should:

- Preserve or enhance the special character of the Conservation Area
- encourage the physical and economic revitalisation of the conservation area
- ensure that the new buildings enhance the Conservation Area in terms of the siting and alignment of the buildings, the materials used and the mass, scale and design of buildings.

Planning Permission will not be granted for development which would be detrimental to the special character of Conservation Areas, including views into and out of them. Proposals for development and applications for Conservation Area Consent will not be approved where they would result in the demolition, or substantial demolition, of buildings that make a positive contribution to the character and [or] appearance of a conservation area.

Conservation Area consent will be subject to conditions or a planning obligation to ensure that demolition does not take place until a contract for a carrying out an approved detailed redevelopment scheme has been awarded.

Where Conservation Area Consent is granted for the demolition of structures of historic interest, the Council will seek to ensure that provision is made for an appropriate level of building recording to take place prior to demolition.

*Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires local authorities to designate any areas of special architectural interest as Conservation Areas. The City Council has so far designated 15 such areas. The Act also requires Local Authorities to establish consistent standards for designating conservation areas and to periodically review the boundaries of existing ones.*

*Many features come together to give these Conservation Areas their unique characters. Taken together, they are an important component of Derby's built environment from both an architectural and historic viewpoint. The need to preserve and enhance this character will be given special consideration in determining planning applications. Account will also be taken of the benefits of proposals in terms of both the physical fabric of these areas and their economic well-being. PPG15 (Planning and the Historic Environment) advises that there should be a presumption against the demolition of buildings that make a positive contribution to the character and appearance of Conservation Areas. Criteria for assessing such proposals are set out in PPG15.*

Many of the Conservation Areas are covered by directions under Article 4 of the Town and Country Planning (General Permitted Development Order 1995) (GPDO). Under an Article 4 direction the property owner is required to apply for planning permission to carry out works, such as replacement of windows, doors or roofing, which are normally 'permitted development' under the GPDO. The Council can advise on which conservation areas are subject to Directions and the most suitable form of works.

## E19 Listed Buildings and Buildings of Local Importance

Proposals for development, and applications for Listed Building Consent, will not be approved where they would result in the demolition of statutory listed buildings. Proposals will also not be approved where they would have a detrimental effect on the special architectural or historic interest of a statutory listed building, its character or setting. Exceptions will only be made where there is a convincing case for demolition or alteration.

The Council will also seek to ensure the conservation of locally important buildings and structures, including those on its Local List, by encouraging their retention, maintenance, appropriate use and restoration. The Council will therefore not normally approve development proposals that would have a detrimental effect on locally important buildings or structures as a result of:

- Demolition or part demolition
- inappropriate alteration or extension
- impact on its setting or context.

In the case of buildings of local importance, applicants will be expected to demonstrate that all reasonable alternatives to demolition have been considered and found to be unrealistic.

Where proposals for alteration, extension or demolition would affect a listed building, or a locally important building or structure, and could involve a significant impact on the historic plan form or significant loss of historic fabric, applicants will be required to undertake an impact assessment before the application is determined. This should clarify the impact of the proposals on the building's historic fabric, character, appearance and setting as well as inform the design process.

Where development proposals are approved that would involve the demolition or alteration of a listed building, or locally important building or structure, which would result in the loss of historic fabric, the council will ensure that provision is made for an appropriate level of building recording to take place prior to the commencement of works.

*About 370 buildings in the city are statutorily listed as being of special architectural or historical interest. Listed building consent is needed for the demolition of listed buildings, or to carry out any internal and external alterations that affect the character of a listed building. Once historic features and other characteristics of listed buildings are lost, they cannot be replaced. The Council, therefore, has a duty to pay special regard to the preservation or enhancement of the building, its setting, or any features of special architectural or historical interest which it possesses. PPG15 (Planning and the Historic Environment) advises that there should be a general presumption in favour of the preservation of listed buildings, except where a convincing case can be made out for alteration or demolition. The criteria set out in PPG15 will be used to assess any such proposals. Permission will only be granted for demolition or significant alterations where the scheme would result in substantial benefits to the community significantly outweighing the loss and where there is clear evidence that all reasonable efforts have been made to sustain existing uses or find viable new ones and that preservation in some form of charitable or community ownership is not possible or suitable. The Council will expect applications for planning permission and listed building consent to be submitted simultaneously. In considering applications affecting listed buildings, the Council will consider the advice of statutory and local consultees.*

*There are also many unlisted buildings of architectural or historic importance in Derby which form a vital part of the city's heritage and which the Council will seek to protect from harmful alterations or loss. Although the highest level of protection will be for buildings which are statutorily listed, an appropriate degree of protection will also be given to other buildings which, because of their age or other special qualities, form part of the City's heritage. Many of these buildings have been identified on the Council's Local List of buildings of local architectural or historical importance.*

## **E23 Design**

The Council will expect proposals submitted for planning permission to be of a high standard of design and to complement the surrounding area in which the development would be located. The Council will provide clear indications of the Planning Authority's design expectations by means of specific design guidance for key sites. The guidance will concentrate on broad matters of overall scale, density, massing, height, landscape, layout and access.

*This policy will help to maintain and enhance the physical appearance of all parts of the city. The aim is to create attractive and visually stimulating street scenes and provide a high standard of design throughout the city, and where appropriate, reinforce local distinctiveness. Modern innovative designs of quality will be welcomed. Potential development sites visible from transportation routes often form 'gateways' into the city and can be very prominent. It is important that the standard of design on these sites is of a suitably high quality. 'Important visual edges' can be defined as those parts of a site on which built frontages should be of a particularly high standard of design. The Council will prepare specific urban design guidance on key sites.*

*The Council recognises that it is important that local businesses are able to secure their premises against potential vandalism, damage and theft. However, these measures should not adversely affect the quality of the street scene, especially in Conservation Areas, or reduce the overall vitality of a shopping area. The Council supports measures to enhance the urban environment of the city centre and to improve its overall ambience. Extensive areas of shop fronts which are covered by solid shutters create an unattractive and uninteresting environment outside shopping hours.*

## **E25 Building Security Measures**

Planning permission will be granted for building security measures provided they:

- Are sympathetically designed in relation to the building and its setting; and
- Allow a good level of visibility into the premises and a good level of light penetration from the building into the street

*The Council recognises that it is important that local businesses are able to secure their premises against potential vandalism, damage and theft. However, these measures should not adversely affect the quality of the street scene, especially in Conservation Areas, or reduce the overall vitality of a shopping area. The City Council supports measures to enhance the urban environment of the City Centre and to improve its overall ambience. Extensive areas of shop fronts which are covered by solid shutters create an unattractive and uninteresting environment outside shopping hours.*

## E26 Advertisements

Advertisement consent will be granted provided that the advertisement:

- Is acceptable in terms of its impact on the local environment and does not detract from the appearance, character or setting of any building on which it would be displayed, particularly where the building is listed or where it lies within a Conservation Area
- does not have an adverse effect on pedestrian or vehicular traffic safety.

Proposals for the erection of small-scale poster display boards will be permitted where they would not detract from the appearance or character of the street scene.

Larger poster display boards will only be permitted where they would:

- Help to screen land which would otherwise appear unsightly
- Obscure an unsightly wall thereby improving the appearance of the street scene.

*Advertisements play an important role in the visual environment of the City. The Town and Country Planning (Control of Advertisements) Regulations 1992 allows for many types of sign to be erected without the express consent of the Council. Where consent is required, the needs of businesses to advertise must be recognized. However, at the same time care must be taken to ensure that the form and design of advertisements does not detract from the quality of the street scene. It is especially important to protect the character of conservation areas and to ensure that listed buildings and their settings are not adversely affected. It is also important that advertisements do not distract the attention of drivers, cyclists or pedestrians.*

*The erection of permanent poster display boards is not generally compatible with the Council's desire to improve the city as a whole. However, it is recognized that in some circumstances poster display boards can be erected on a long-term basis without seriously affecting the local environment. Such cases exist where the poster screens an existing unsightly piece of land or wall and can actually have a beneficial effect on the surrounding environment.*

# APPENDIX 2 – ‘A’ Board Policy

## A Boards

Derby City Council, as highway authority, is responsible for the safety of roads and pavements in the city.

The display of advertising (A) boards can sometimes obstruct pedestrians. The Highways Act (1980), gives the power to remove obstructions within the highway. The Council however, recognise the value of A boards in advertising and generating trade for businesses. There is a need to take a balanced approach by issuing guidelines as a means of controlling their use.

A boards should not present a hazard to disabled people (particularly those with a visual impairment) and those with pushchairs etc. The Council seeks, as far as possible, to standardise the boards' construction and location.



### Non-compliance with guidelines

The Council may remove boards, which do not comply with the guidelines, and recharge the cost to their owners. Persistent offenders may be prosecuted.

### Number of boards

Normally only one board per building is acceptable. Where there is more than one business operating from a building, businesses should consider sharing a board.

### Statutory undertakers

The highway is the location for a wide range of statutory undertakers' services such as electricity, gas and telecoms. Access may be needed at any time.

### Vehicular access

In certain streets, there is time-limited vehicular access for servicing. Despite this, there are occasions when vehicles may legitimately gain access at any time of day. A boards should not get in their way.

### Liability

All businesses are legally liable for any claims arising from damage or injury caused by A boards on the highway. Businesses are advised to have a Public Liability Insurance cover of £5 million for any such claims.

### Guidelines for the display of A boards in the highway.

1. A-boards will not, subject to Guideline 2, be allowed where the business already has the ability to advertise its presence by a sign on the shop frontage.
2. The Council will consider the provision of collective signs at specific sites on main thoroughfares to advise the public of the whereabouts of businesses in more remote locations. Until such time it will, at its absolute discretion, consider allowing A boards to advise of remote premises, subject to a maximum distance between premises and board of 50 metres.
3. A boards should:
  - Be between 750mm and 1,200mm high and a maximum of 750mm wide
  - be of sturdy and stable construction with no sharp edges, and no overhanging, swinging or rotating parts
  - be in good condition and professionally made
  - be of distinctive colours, preferably edged in yellow
  - be sited against the frontage of the premises to which they relate. Exceptions may be considered in unkerbed pedestrianised areas where it is agreed that locating the A board next to existing street furniture leaves a safer thoroughfare for pedestrians. The only other exception is covered by guideline 1
  - take into account the presence of street furniture such as litterbins and benches and the available pavement width
  - not reduce the pavement or thoroughfare width to less than 1.5 metres
  - not be sited within 1.5 metres of another A board
  - not be sited where they may obstruct the visibility of drivers at junctions, bends and crossings, or where they would affect the visibility of road signs or distract a driver's attention
  - not obstruct access to business premises, particularly remember the needs of disabled customers and the emergency services
  - be removed when the premises are closed
  - be removed when weather conditions are likely to make the board unstable.

We can give you this information in any other way,  
style or language that will help you access it.

Please contact us on 01332 641632

Minicom 01332 256666

Urdu

01332 256666 یہ معلومات ہم آپ کو کسی دیگر ایسے طریقے، انداز اور زبان میں مہیا کر سکتے ہیں جو اس تک رسائی میں آپ کی مدد کرے۔ براہ کرم  
منی کام 01332 641632 پر ہم سے رابطہ کریں۔

Punjabi

ਇਹ ਜਾਣਕਾਰੀ ਅਸੀਂ ਤੁਹਾਨੂੰ ਕਿਸੇ ਵੀ ਹੋਰ ਤਰੀਕੇ ਨਾਲ, ਕਿਸੇ ਵੀ ਹੋਰ ਰੂਪ ਜਾਂ ਬੋਲੀ ਵਿੱਚ ਦੇ ਸਕਦੇ ਹਾਂ,  
ਜਿਹੜੀ ਇਸ ਤੱਕ ਪਹੁੰਚ ਕਰਨ ਵਿੱਚ ਤੁਹਾਡੀ ਸਹਾਇਤਾ ਕਰ ਸਕਦੀ ਹੋਵੇ। ਕਿਰਪਾ ਕਰਕੇ ਸਾਡੇ ਨਾਲ ਟੈਲੀਫੋਨ  
01332 641632 ਮਿਨੀਕਮ 01332 256666 ਤੇ ਸੰਪਰਕ ਕਰੋ।

Polish

Aby ułatwić Państwu dostęp do tych informacji, możemy je Państwu  
przekazać w innym formacie, stylu lub języku.  
Prosimy o kontakt: 01332 641632 Tel. tekstowy: 01332 256666

If you would like more information on Derby City Council's Shopfront and  
Advertisement Guide, please contact our Built Environment Hotline on  
01332 641632 or email [built.heritage@derby.gov.uk](mailto:built.heritage@derby.gov.uk)

For information on Planning Development Control issues please contact  
our Planning Hotline on 01332 255950  
or email [developmentcontrol@derby.gov.uk](mailto:developmentcontrol@derby.gov.uk)

Regeneration and Community, Roman House, Friar Gate, Derby DE1 1XB