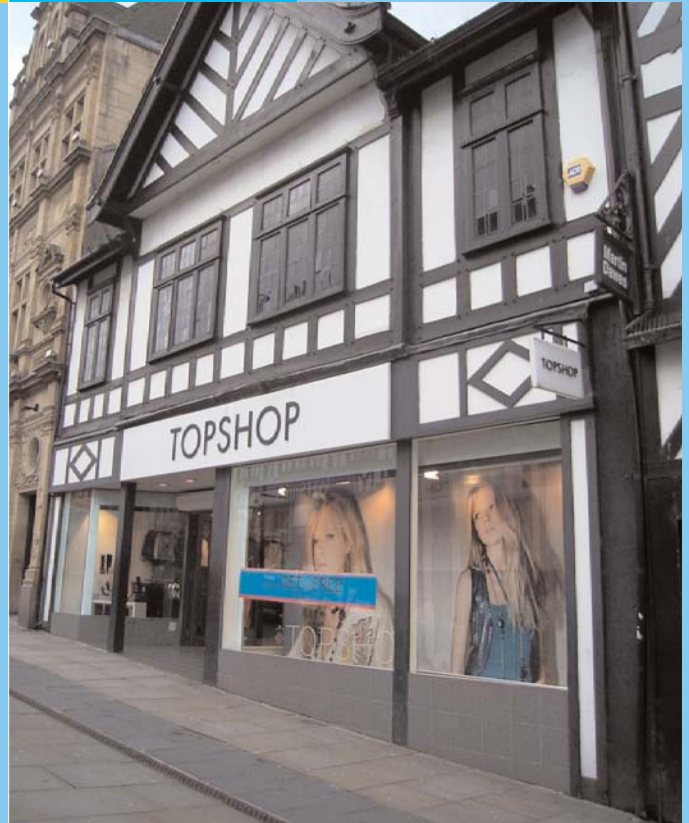


# LDF



October 2005

## WIGAN LOCAL DEVELOPMENT FRAMEWORK



# Shop Front Design Guide

Supplementary Planning Document



Planning and Regeneration Department

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Supplementary Planning Document

October 2005



Planning and Regeneration Department



To assist people with particular needs this SPD can be made available on request in larger print, braille and in a number of alternative languages.

## Arabic

"بالإمكان توفير هذه المعلومات في اللغة العربية."

## Cantonese

這些資料可提供中文譯本。

## Farsi

این اطلاعات به زبان فارسی هم میتواند در دسترس شما قرار گیرد.

## French

Disponible en francais sur  
demande

## Gujurati

આ માહિતી ગુજરાતીમાં મળી શકે છે.

## Urdu

یہ معلومات اُردو میں بھی دستیاب ہو سکتی ہیں۔



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## Adoption and Sustainability Appraisal

Wigan Council adopted the Supplementary Planning Document (SPD) Shop Front Design Guide on the 31st October 2005.

A Sustainability Appraisal (SA) of the SPD was conducted to discover how it might influence the sustainability assessment made in 2003 of the relevant Unitary 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.

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## ONE

# The purpose of the guide and how to use it

## 1.0 Why is the design of a shop front important?

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 borough.

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 or shopping centre in which it is located.

### 1.1 The purpose of the guide

Whether you are planning to alter, replace or construct a new shop front and its related signage, planning permission will be required. See section 1.3 for further details. This guide has been written to help anyone who wants to submit a planning application,

whether it is for an individual shop/building located on a street or a shop located within an indoor shopping centre with a street frontage.

The purpose of the guide is to:

- provide planning guidance;
- provide general and detailed design advice; and
- indicate the standards and quality of design we are looking for when we consider planning applications.

As buildings vary in height, scale and massing, this guide should be used as a practical tool rather than a long list of things to do and not to do. We encourage all applicants to discuss their proposals with planning staff before they make a formal application. Each planning application is always considered on its own merits.

We must state that this guide does not seek to replace the need for skilled qualified designers, or attempt to stifle design innovation and creativity.

### 1.2 The status of the guide

The guide holds the status of a Supplementary Planning Document (SPD), this means that it both supports and reinforces the planning policies as set out in the current UDP, adopted in 1996 and the emerging draft Replacement UDP, which is due to





replace the existing UDP. The SPD is a material consideration and will be used to help decide planning applications and defend decisions made at appeals.

This SPD will work in conjunction with the Council's **Advertisement Design Guide**, which is an informal guidance note. It is intended that a review of the Advertisement Design Guide will commence next year in order to update it formally. It will then be known as a Supplementary Planning Document. This will be programmed in the forth-coming review of the Local Development Scheme.

This guide has been subject to a 4-week public consultation exercise. From which the comments received were considered in full, and used to help inform and shape the document.

### 1.3 When do you need planning permission?

Under the Town and Country Planning Act 1990, 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, alterations, extensions or replacement works, which, for example, could cover:

- The installation of external security measures such as grilles and shutters.
- Replacement of existing doors and

windows with those of a different design or materials.

- Removal or addition of glazing bars with modern aluminium or plastic equivalents.
- Removal or alteration of steps or a ramp.

**It is important to note that in addition to Planning Permission, you may need Listed Building Consent and Advertisement Consent.**

**Listed Building Consent** will be required for any works we consider 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;
- installing blinds;
- advertisements; and
- 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.

**Advertisement Consent** is often required for the display of signs including most illuminated signs. The Advertisement Regulations are complex and we would advise you to consult us at the earliest





opportunity before formally submitting an application for Advertisement Consent.

Advertisement Consent is normally required for illuminated signs and it is normally required for any illuminated sign in a Conservation area. However there a number of exceptions to the rule, for example medical signage.

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; and
- where the sign is advertising goods or premises elsewhere.

Please refer to Part 7: Sign lighting on page 29 for further information.

Please be aware enforcement action may be taken against alterations or works carried out without planning permission where such permission is needed, and where works are detrimental to the visual amenities of an area or the character or appearance of a building. This may involve the removal of the new works undertaken and the reinstatement of the original fabric.

It is therefore essential to read this guide in conjunction with both sets of the UDP planning policies in mind, in particular.

The **Adopted** UDP policies are:

- EN7** Design
- EN7A** Design of New Development
- EN7B** Advertisement
- EN7C** Design of Frontages to Shops and Commercial Premises
- EN7F** Disabled Access
- EN8** Conservation
- EN8A** Development and Design in Conservation Areas
- EN8B** Listed Buildings

The emerging **draft Replacement** UDP policies:

- EV3** Design
- EV3A** Design of New Development
- EV3B** Advertisements
- EV3C** Design of Frontages to Shops and Commercial Premises
- EV3H** Public Art
- EV4** Conservation
- EV4A** Development and Design in Conservation Areas
- EV4B** Listed Buildings
- EV4C** Buildings and Structures of Local Architectural Interest and Historical Interest
- AI** Accessibility
- AIC** Access for All

Please refer to Appendix BI on page 33 for a summary of these policies.

## 1.4 Planning policies

The advice provided in the document both supports and supplements the planning policies as set out in the adopted and emerging draft Replacement Unitary Development Plan (UDP).

## 1.5 Building Regulations

Building Regulations approval will be needed for any work requiring structural alterations or changes to a shop that would affect a means of escape or would make access more difficult for people with disabilities. Because the



requirements of Building Regulations are complex we recommend that you contact our Building Control Service to discuss your proposal before starting any works.

Please refer to page 32 for contact details.

## 1.6 Fire Safety requirements

Please take note of the following points of guidance,

- 1 The available clear width of entrance/exit doors for means of escape purposes is directly related to the potential occupant capacity of the premises.
- 2 Only approved type exit door furniture should be used on doors required for means of escape purposes.
- 3 Please be aware that as from 1<sup>st</sup> April 2006 under Article 14 (2) (e) of the Regulatory Reform (Fire Safety) Order 2005 that sliding or revolving doors must not be used for exits intended as emergency exits.
- 4 Provision should be made for exit signage.

For further advice on fire safety matters please refer to page 32 for the contact details of the GM Fire and Rescue Service.

## 1.7 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 and professionally presented and should illustrate how the proposal relates to its immediate context.

Application forms are available from the Planning and Regeneration Department and can also be downloaded from the department's web site at [www.wiganmbc.gov.uk](http://www.wiganmbc.gov.uk).

Please refer to **Appendix B** on page 35 for the requirement checklist.

## 1.8 Sustainable resources

We expect all shop front proposals to promote sustainability principles within their design, construction and performance. These principles must aim to reduce the impacts upon climate change, improve energy efficiency, reduce the use of primary minerals, and promote the reuse and recycling of materials and buildings where appropriate.

With 10% of the UK energy consumption being used in the production and transportation of construction materials, careful consideration needs to be given as to on how to deliver sustainable construction. This is particularly the case during the product purchasing process where consideration must be given to how the material is made, transported, used and disposed of.

**TWO**

## 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 the wider appearance of the street in which it will be viewed.

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

### 2.1 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.

### 2.2 Vertical and horizontal emphasis

The majority of shops and commercial premises in the borough's towns are in narrow fronted properties that have a strong vertical emphasis.

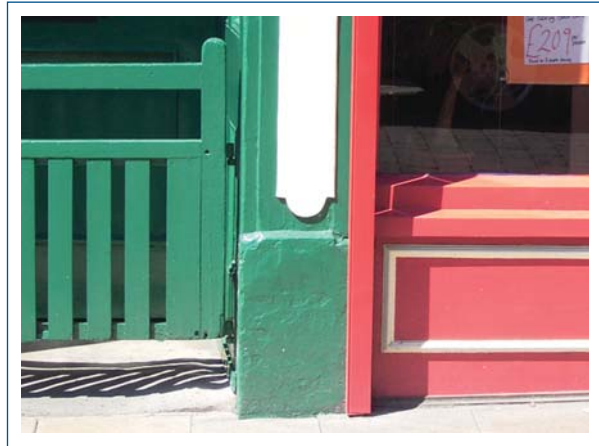


In some cases, other properties and similar businesses adjoin these premises, further allowing for the horizontal and vertical emphasis to be carried along several shop frontages. It is these dimensions and the scale of these frontages that will provide the visual framework for any new shop front.



## 2.3 Scale, height and proportion

The scale and height of the shop front must 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.



Good example of a small scale shop

## 2.4 Three-dimensional detailing

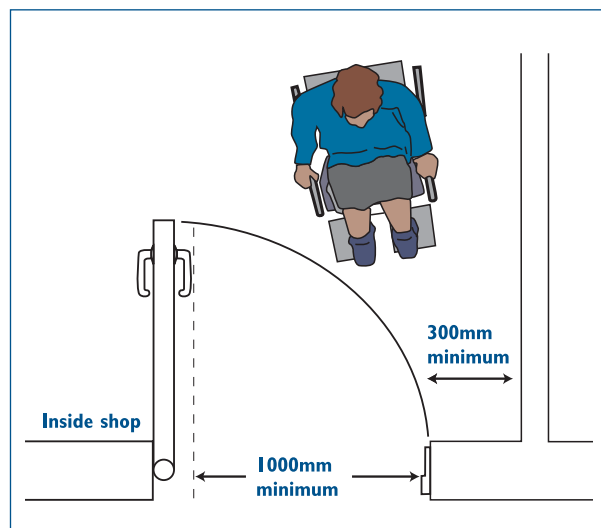
Introducing three-dimensional detailing helps to increase the visual interest of both the shop front and the street. By providing visual emphasis to the individual elements including stallrisers, pilasters and window mullions (please refer to Section 3.1 – Details of the principal shop front elements on page 9) the shop front design can add relief and texture to the whole building elevation and the wider street scene.

Three-dimensional detailing provides the essential finishing touch to the shop front.

## 2.5 Access for all

You must take every opportunity to make sure that access to and circulation within shops is made possible for all members of the public. This provision must take into account people who experience mobility and sight difficulties, which include disabled people, the elderly, young children and people with push chairs or trolleys.

All designs should conform to current standards BS 8300:2001 and Part M of the Building Regulations where applicable. Further details are available from our Building Control Section.





Set out below are some of the key general principles that must be adhered to for any new shops, alterations and refurbishments:

1 Changes in level at the main entrance and within shops should be avoided. If unavoidable a suitable ramp should be provided, where possible, which should be no more than a 1 in 12 gradient.

2 Where entrance steps are unavoidable people should be able to easily appreciate where to place their feet by highlighting the overhanging edges of steps and avoiding open rises.



3 Adequate space should be provided in lobbies to allow for manoeuvring of wheelchairs and pushchairs as per BS 8300:2001 of Part M of the Building Regulations.



Good example of a ramped access with associated steps

4 The door must be easily distinguishable in the façade, a factor that could be achieved by recessing the door or using a detail colour. Recessing the doorways often reduces the need for a step.



5 Doors should be easy to open, or preferably be automatically opening. The door should have a preferred effective clear opening width of 1000mm and an unobstructed space of at least 300mm should be provided between the leading edge of a door, and a return wall unless the door is opened



by remote control. A level threshold should always be provided.

- 6 Doors will always need to open outwards (in the direction of exit travel) if the shop occupancy exceeds 60 people. It may need to be recessed.

- 10 The handle to the door should contrast in colour from the door and be easy to grasp. A lever handle is easier to use than a door knob.

- 11 The entrance doorway should be well lit.

- 12 It is unlawful to display goods or advertising boards outside on the public footway as these cause dangerous obstructions and may be removed.

**Good example of a recessed ramped entrance and level landing with powered entrance doors**



- 7 Revolving doors should be avoided but if essential should be supplemented by hinged or sliding doors, which are available at all times.

- 8 Glazing in the door should extend to a low level to give maximum visibility, but a 400mm push plate on the bottom rail of the door will assist people to enter the shop whilst protecting the door from damage.

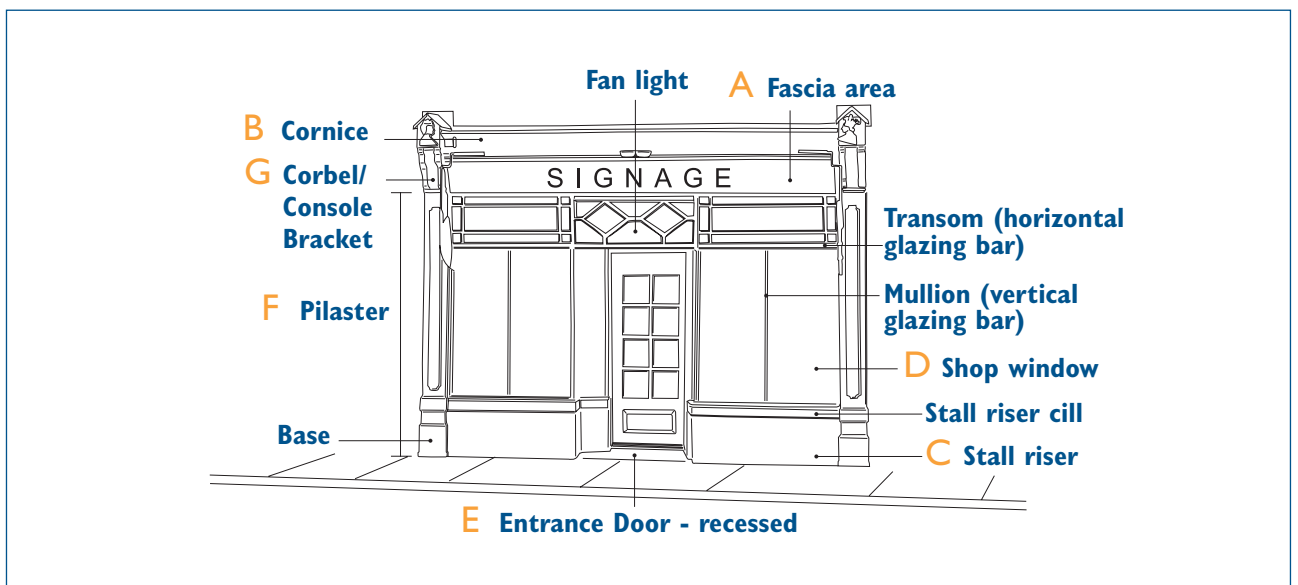
- 9 Glazed doors or large areas of glass should have visually contrasting areas in the form of a logo, sign or decorative feature at two levels, 850mm to 1000mm and 1400mm to 1600mm from the floor, in order to indicate their closed position to partially sighted people.

**THREE**

# The principal architectural elements of the shop front

## 3.1 Details of the principal shop front elements

The design of a shop front is based on a number of key architectural features and elements, which link together to form a visual and functional framework. These key elements are:



## 3.2 Understanding the function and the principles of shop front elements

### A Fascia

The fascia is the area where the shop's name is located and in a traditional design is normally positioned between the console bracket and capital of the pilaster which are positioned at either end of the fascia.

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.

Constructing new smaller fascias directly below the main fascia is not normally acceptable.

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

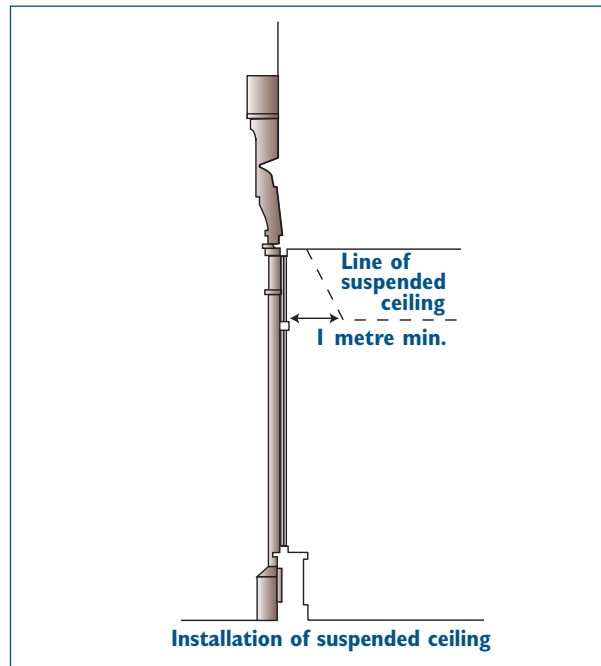




## Oversized fascia signs versus suspended ceilings

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. Other methods must 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.

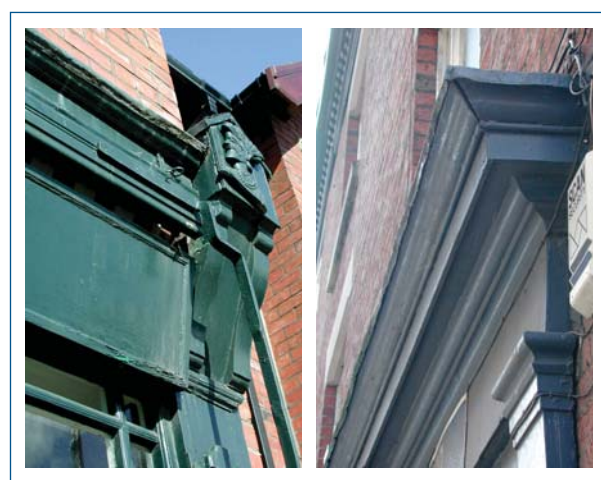
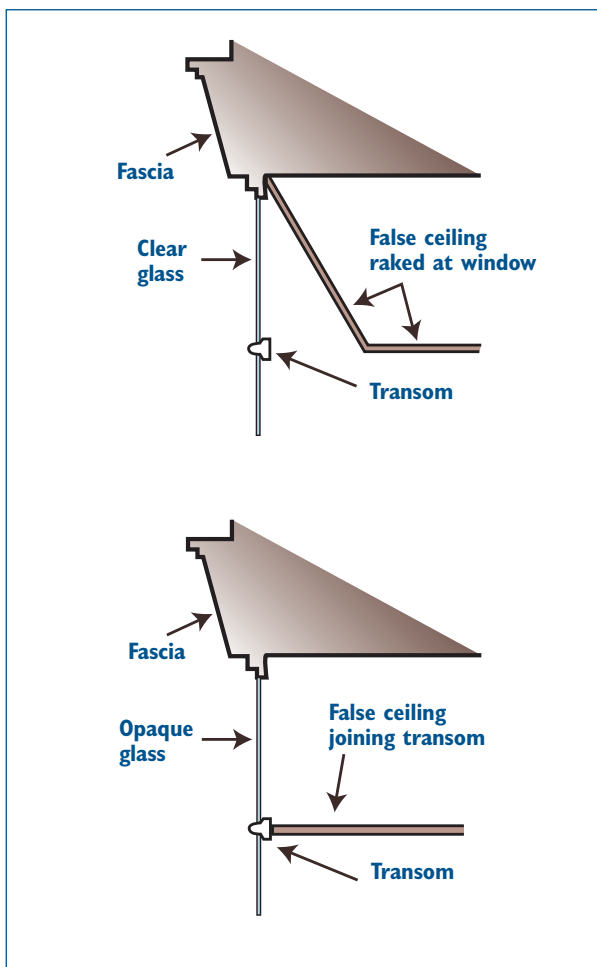
Please refer to **page 25** for further information on sign details.



## 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. It 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.

These photographs show two acceptable cornice details.





## C Stallriser

The stallriser provides the solid base to the shop front and has a number of uses, for example, it:

- could allow the shop to display its goods at waist height;
- protects the bottom of the shop from knocks and kicks;
- screens unattractive floor areas from public view; and
- helps to create a horizontal link with the adjoining buildings.
- can be reinforced to provide protection against ram raiding. Please see the **Shop security section** on **page 21** for further details.

Materials used to construct the stallriser should always respect and enhance the materials of the whole building and the shop front.



Example of a timber stallriser



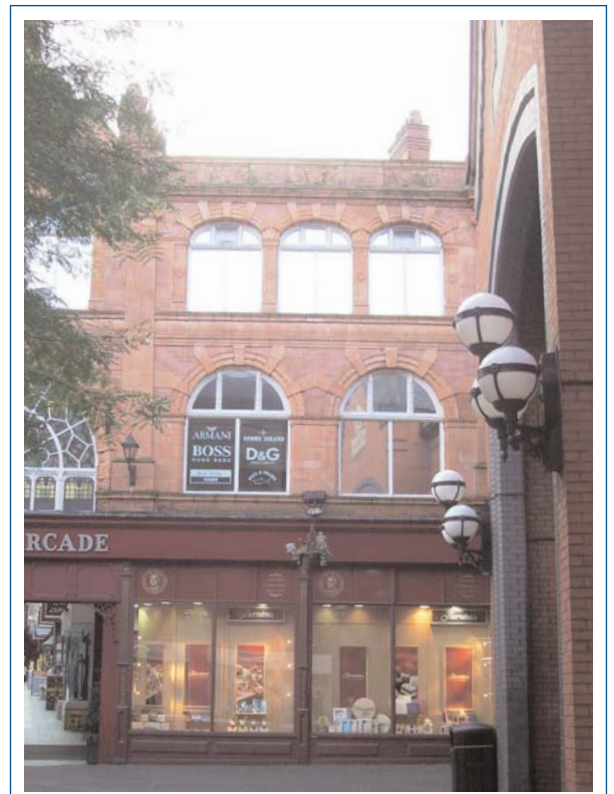
Example of a brick stallriser



Example of glass blocks stallriser. This material has been used to help natural light filter through to the basement

## D Shop windows

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 dividing up of any glazed areas must relate to the upper floor windows and any adjoining buildings.





## E Entrance door

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

The photograph shows 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 our preferred option would be for shops, particularly those located within conservation areas and/or in listed buildings to be reinstated.

Please refer to **Section 2.5 – Access For All** for further details on **page 6**.



This photograph shows 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. They should normally be located immediately adjacent to the main door or at opposite ends of the shop front.

## 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 be used at each side of the doorway.

The photograph shows a stone, timber and brick pilaster





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.

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.

**The following photographs are good examples of traditional shop fronts**

**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 be between 15 - 30 centimetres high.

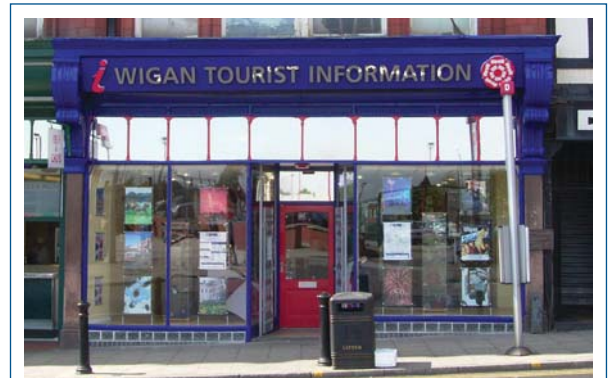


### 3.3 Different shop front styles

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

#### 3.3.1 Traditional style

The traditional design approach is normally called for within Conservation Areas, on a Listed Building or a building of local interest. 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.





### 3.3.2 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; and
- 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 must aim to create activity and interest at pedestrian level and the chosen design should not visually cut itself off from the building above.

The following photographs are good examples of modern/contemporary designs.





### 3.4 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 must 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 always 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. We would advise you to consult our Building Control Section to discuss the requirements. Please refer to **page 32** for the contact details.



Any colour scheme should enhance the design of the shop front and highlight important decorative features.





### 3.5 Repairs and maintenance to shop fronts

A degree of care must 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 those features in any new scheme.

Most shopping streets have some empty shops and to avoid them detracting from the character of the street and depressing the attractiveness of the shopping area owners must ensure that maintenance and repair is continued.





**FOUR**

## Other key shop front elements

### 4.1 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. However given that within our borough many of our shopping streets are either north facing or situated within narrow streets, they should not normally be needed.

Only where existing traditional, retractable horizontal blinds exist, would we encourage their retention and repair.

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. A fixed canopy or blind projecting over the public highway will need a maximum vertical clearance of 2.6 metres, measured from the surface of the highway to the underside of the canopy.



A folding canopy or blind will require a minimum vertical clearance of 2.1 metres. A minimum horizontal clearance of 0.9 metres will be required from the edge of the carriageway to the canopy.



In Conservation Areas or in older buildings, Dutch or balloon canopies or any form of plastic canopy will not be permitted (see photograph above). 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.



**The photograph shows a good example of canopy integrating with shop front design.**

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

## 4.2 Ventilation

Design plays an important role in reducing greenhouse gas emissions and as a result any new shop front must be designed to allow greater levels of natural ventilation rather than depending upon mechanical systems.

Where there is an existing shop front, natural ventilation could be easily achieved by installing:

- a fanlight over the door;
- an openable transom window; or
- controllable grilles over the display.

Or if it can be agreed that the entrance door will always remain open during trading hours then no particular measures may be needed.

## 4.3 External security and telecommunication equipment

The installation of any burglar alarms, fire alarms, telecom junction boxes and satellite dishes must 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 may need Listed Building Consent.

All fixings should be made of non-ferrous materials to avoid problems with rust.

## 4.4 Change of use

There are many examples within our borough 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 must be given as to whether the shop appearance should be retained or removed. Several of our shopping centres, for example Leigh and Golborne, have been converted from terraces and cottages into shops. Our general preference would be to retain good quality, historical and architecturally important shop front where appropriate, in order to protect the character of the building and street.

**The following photographs show examples of successful shop conversion to residential uses.**



## 4.5 Shops on corner sites

Where appropriate the design of a shop positioned on a corner site must 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, would not be an acceptable approach. This is because the design quality of the building and the attractiveness of the street would be significantly reduced. We take the view that a conversion would be acceptable only if the applicant can provide reasonable justification to do so.

If a conversion occurs, the preferred design approach would be to install a replacement fake window with a shallow display area that could be possibly externally accessed. This would then allow the side window to be retained and be used for display purposes.



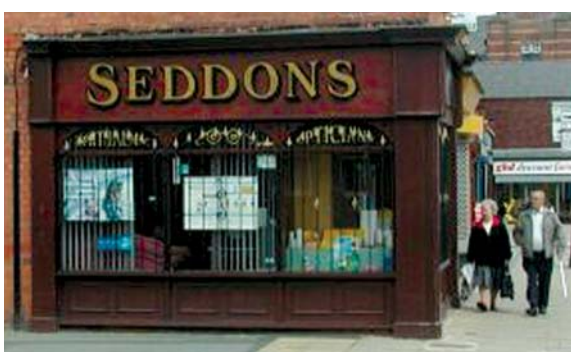




## 4.6 Provision of public art

We encourage the provision of public art where appropriate within the design of the shop front.

Whatever the scale and type of project, we would advise early artist and community involvement within the design process.



## FIVE

### Shop security measures

All security measures must be considered in full during the initial design stage and not as an afterthought, ensuring that the attractiveness and vitality of the street scene are preserved and enhanced. It is important to recognise that 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.

We have provided below a list of possible security measures and devices in order of preference. However we do recommend that if you are concerned about any aspect of shop security you should contact the **Greater Manchester Police Architectural Liaison Service** (please see **page 32** for full **contact details**).

### 5.1 Shatterproof, toughened laminated glass

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. Unlike other security measures no additional installations or fixings are required and no planning consent is required to install laminated glass.

### 5.2 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.



LDF

### 5.3 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.

If the grilles have been designed to be removed when the shop is in operation then they must be stored inside the shop or otherwise out of sight when not in use. Removable grilles should not cover the pilasters and all external grilles, whether removable or fixed, require planning permission.

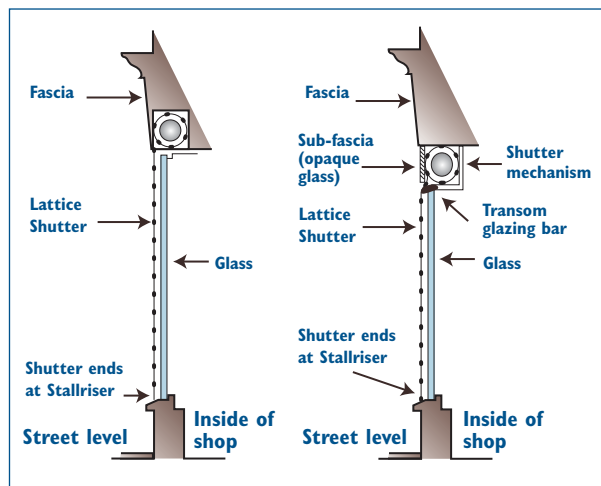
The following photographs show good examples of decorative grilles.



### 5.4 Reinforced stallrisers

Unobtrusive protection against ram raiding is possible by the use of a reinforced stallriser. If necessary, in high risk situations, these can be strengthened with internal steel posts or beams and by the use of laminated security glazing combined with vertical steel mullions.

### 5.5 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 will be considered acceptable.

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; and
- in the case of a break-in, the closed shutter provides a screen to conceal criminal activities from public view.

**The following photographs show examples of inappropriate security solutions.**



- All shutters must 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 must be integrated into the shop front design.







- The housing box must 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 must be either removable or discreetly concealed within the design of the shop front.
- When rolled down the shutters must not conceal the pilasters, stallriser or other shop front features.

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.

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



## SIX

### Signs

The purpose of a shop front sign is to clearly attract our 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 address details.

The size, location, colour, design of a sign, the style of lettering and how it is illuminated can not only greatly enhance the appearance of a shop and character of the building, but can also increase and influence a shop's trading success.

#### 6.1 Number of signs

As a general rule, one fascia sign per shop 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).

#### 6.2 Sign sizes

The size of the sign must 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 a fifth of the shop front's overall height.

#### 6.3 Lettering and symbols

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

Any lettering and graphics must be of a medium size and in proportion to the dimensions of the fascia board, shop front and the building itself. As shown in the photographs on the next page.

The usual place for lettering is on the fascia, but there are some instances where lettering can be incorporated onto the main window. However you should carefully choose the style, colour and size 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 (in bright colours and materials) should be avoided.



## 6.4 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 must 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.



## 6.5 Different types of signs

### 6.5.1 Fascia signs

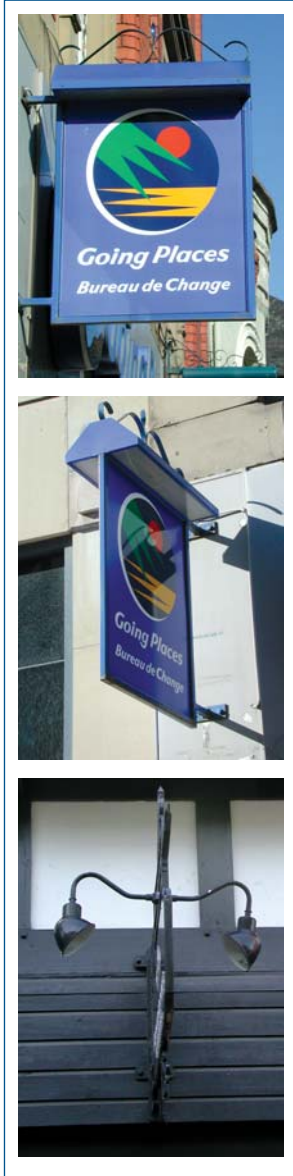
A traditional fascia, comprising a painted timber background with hand painted lettering or raised metal or timber letters is particularly appropriate for traditional shops or older buildings.

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

### 6.5.2 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 must be designed to enhance the character of the building and street. As shown in the photographs opposite.



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 must be in proportion to the fascia, shop front and whole building.

The bottom of the sign must be at least 2.6m above the pavement and the outer edge at least 1m in from the kerb.

Hanging signs are a traditional feature 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.

### 6.5.3 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 must 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 so that it looks as little like plastic as possible.

**This photograph shows an unacceptable sign.**







#### 6.5.4 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 must 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.

SEVEN

## Sign lighting

### 7.1 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 and Regeneration 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.

It is recommended that the surface brightness of illuminated signs should not exceed the following levels:

- 700 candelas/m<sup>2</sup> in major town centres and principle shopping areas.
- 350 candelas/m<sup>2</sup> in neighbourhood centres and residential areas.

### 7.2 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. 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. This means that the signage is noticeable

but the method of illumination is as shown on the following photograph.



Carefully positioned spot or back lights may be considered an acceptable approach, finished in a shade to blend with the appearance of the building.





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.

### 7.3 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.

### 7.4 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. Traders are encouraged to keep their premises lit well into the evenings. 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

# Access to information and how to contact us

We have in place 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 of our documents can be made available on request in large print, braille and in a number of alternative languages.
- Copies of all documents produced by us will be made available to view at all of the local libraries in the borough, including the three mobile libraries; Wigan and Leigh Town Halls; and the Planning and Regeneration Department offices at Civic Buildings, New Market Street, Wigan and Gateway House, Standishgate, Wigan. 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 01942 486985.

- Copies of this document can be purchased for a small fee, currently £5.00 (plus £1.00 postage). Amounts will be subject to change so you are advised to check first.

## You can contact us in the following ways:

If you require copies of documents please contact:

### Implementation administration

**By telephone** 01942 404240

### Other means of contacting the Implementation administration

#### By email to:

planning@wiganmbc.gov.uk

**By facsimile to:** 01942 404222

#### By letter to:

Implementation Section, Planning and Regeneration Department, Wigan Council, Civic Buildings, New Market Street, Wigan, WNI IRP

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:

### Development Control - West of the Borough

Wigan

**Telephone** 01942 488045



Orrell, Billinge, Winstanley, Bryn and Ashton-in-Makerfield

**Telephone** 01942 404275

Shevington, Standish and Aspull

**Telephone** 01942 404274

#### Development Control - East of the Borough

Hindley, Abram, Platt Bridge, Atherton, Tyldesley and Astley

**Telephone** 01942 404261

Leigh, Golborne and Lowton

**Telephone** 01942 404264

#### Other means of contact for all planning control matters

**By facsimile to:** 01942 404222

#### By email to:

devcon@wiganmbc.gov.u

**By letter to:** Development Control, Planning and Regeneration Department, Wigan Council, Civic Buildings, New Market Street, Wigan, WNI IRP

#### Building Control Service

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

**By telephone** 01942 244991

**By facsimile:** 01942 404222

**By letter to:** Wigan Council, Planning and Regeneration Department, Building Control Section, Civic Buildings, New Market Street, Wigan, WNI IRP

#### For other specialist planning advice please contact the following teams:

##### ● Conservation issues

For advice on conservation matters

**Telephone:** 01942 404254  
or 404253

##### ● Urban Design issues

For advice on general design matters

**Telephone:** 01942 404243

##### ● Access issues

For further advice and guidance on access issues

**Telephone:** 01942 404247

#### Other relevant external organisations and agencies

##### Fire Safety

For advice regarding fire safety matters can be obtained from the:

##### By letter to:

Fire Safety (Enforcement) Department, Wigan Borough Command HQ, Wigan Fire Station, Robin Park Road, Wigan, WN5 0UU

**By telephone:** 01942 650110

**By facsimile to:** 01942 650127

#### Greater Manchester Police Architectural Liaison Unit (GMP ALU)

An early discussion with the GMP ALU 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 letter to:

GMP ALU, Divisional and Partnership Support Unit, PO Box 22 (S West PDO), Chester House, Boyer Street, Manchester, M16 0RE

**By telephone:** 0161 856 5914

**By facsimile to:** 0161 855 2331

For all matters relating to the content of this SPD and related UDP, please **contact the**

#### Planning Policy Team:

**By telephone:** 01942 404235/  
404237/404238

**By facsimile to:** 01942 404222

##### By email to:

planningpolicy@wiganmbc.gov.uk

##### By letter to:

Planning Policy Team, Planning and Regeneration Department, Wigan Council, Civic Buildings, New Market Street, Wigan, WNI IRP



## APPENDIX B I

# Planning policies

Summary of the **Adopted** UDP policies:

- **EN7 Design** – This is the overarching policy, which sets out the council’s commitment to the achieving of good design in all development.
- **EN7A Design of New Development** - This states that all development proposals will be required through their design to promote a number of design requirements. In terms of shop front development the following are relevant:
  - character and identity;
  - continuity and enclosure;
  - public spaces and routes;
  - movement and accessibility;
  - legibility;
  - urban forms; and
  - sustainability.
- **EN7B Advertisement** - The display of any advertisement must not cause visible harm to the character of the building, the general appearance of the area or to public safety.
- **EN7C Design of Frontages to Shops and Commercial Premises** - Design of frontages to shops and commercial premises – In additional to policy EN7A’s design requirements, any new shop front and alteration will be required to use materials and a design that takes in to account the general appearance, character and security needs of the whole building and surrounding premises. The design must provide and allow ease of access for all people.
- **EN7F Disabled Access** – seeks to improve accessibility within the Borough for people who have physical and/or sensory disabilities.
- **EN8 Conservation** - This overarching policy identifies the need to protect and enhance the character and appearance of Listed Buildings and their surrounding area, Conservation Areas and buildings of local interest.
- **EN8A Development and Design in Conservation Areas** – The design and development within a Conservation Area must preserve and enhance the character and appearance. Any demolitions or alterations that cause harm to the historical, architectural or industrial archaeological character or appearance will not be permitted.
- **EN8B Listed Buildings** - These are Buildings of Special Architectural or Historic Interest. The policy seeks to encourage the protection of enhancement of buildings of special architectural and historic interest and their settings. The demolition of Listed Buildings or significant parts of Listed Buildings will not be permitted.





## Summary of the emerging **draft Replacement**

### UDP policies:

The draft Replacement UDP has introduced 2 new design policies, (EV3H and AIC) however the majority of the emerging draft Replacement UDP policies on design issues are effectively the same except for a change in referencing. The relevant policies are;

- **EV3** Design
- **EV3A** Design of new development
- **EV3B** Advertisements
- **EV3C** Design of Frontages to Shops and Commercial Premises
- **EV3H** Public Art
- **EV4** Conservation
- **EV4A** Development and design in Conservation areas
- **EV4B** Listed buildings
- **EV4C** Buildings and Structures of Local Architectural Interest or Historic Interest
- **AI** Accessibility
- **AIC** Access for All



## APPENDIX B2

# Planning applications requirement checklist

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 of not less than a scale of 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** - 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 must 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 must 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, stallrisers and glazing bars drawn to a scale of 1:5.
- **Photographs** – 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 our Building Control Section for further information. You will find contact details on page 32.