



Reigate Town Centre Shop Front Design Supplementary Planning Document

April 2020

Reigate & Banstead
BOROUGH COUNCIL
Banstead | Horley | Redhill | Reigate



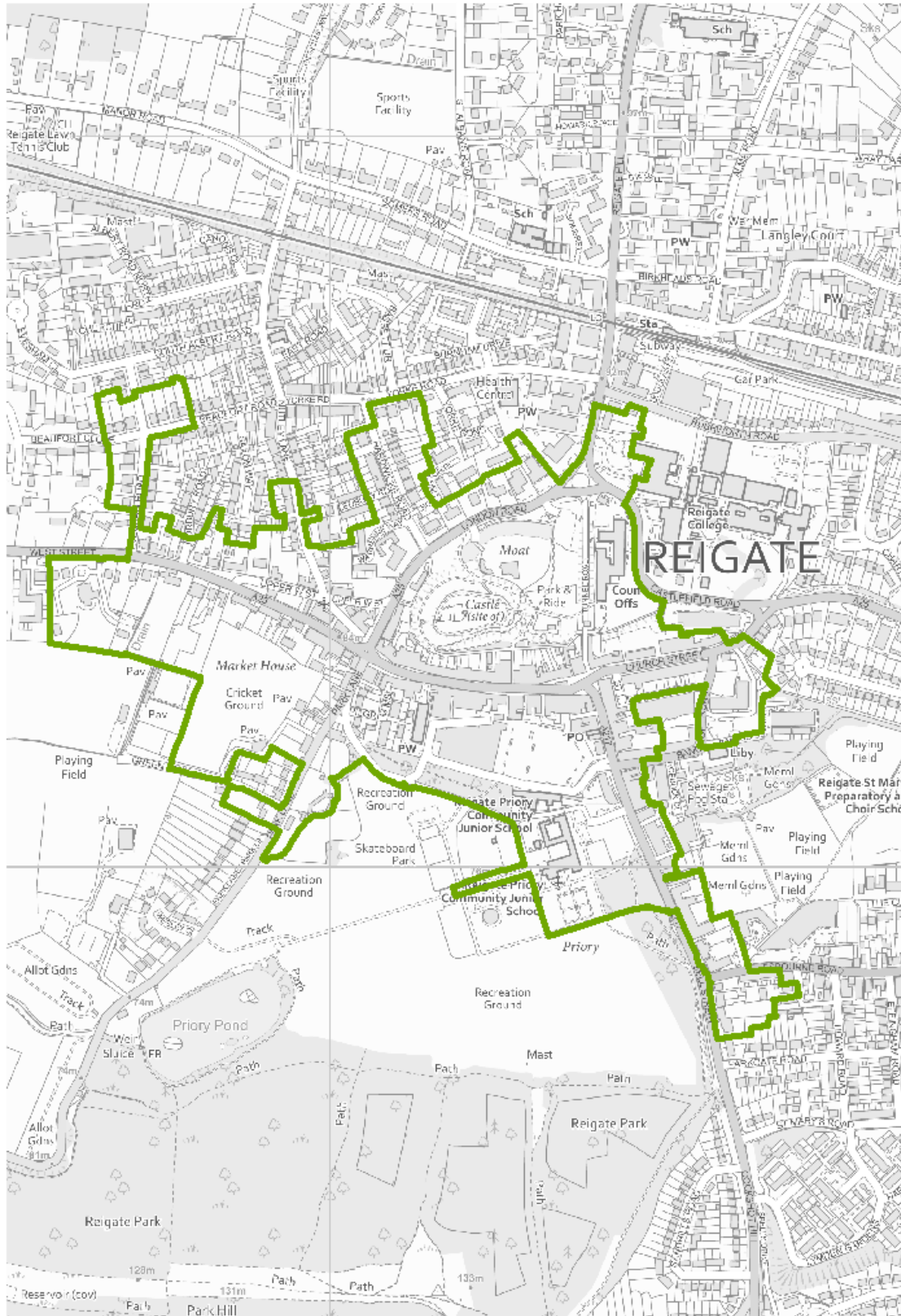
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1. Introduction

- 1.1. This Reigate Town Centre Shop Front Design Supplementary Planning Document (SPD) replaces the 1993 (revised in 1999) version of the Reigate Shop Front Design Guide Supplementary Planning Guidance. It has been updated to reflect the changing policy context, in particular the adoption of the Core Strategy in 2014 (and the review of the Core Strategy in 2019) and the adoption of the Development Management Plan (DMP) in 2019.
- 1.2. The aim of the Reigate Town Centre Shop Front Design SPD is to provide detailed guidance on the design of the shop fronts located within the Reigate Town Centre Conservation Area (see map below), with the view to preserving and enhancing its historic character. The SPD provides design guidance in relation to all elements of shop fronts, including frame and fascia, display area, signage, blinds, security measures and more.
- 1.3. For clarity, a schedule of shop units within the Reigate Town Centre Conservation Area is provided within Appendix 1. It states their shop front type as well as recommended fascia size.

Reigate Town Centre Conservation Area



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2. Policy Context

National Planning Policy Context

- 2.1. National Planning Policy Guidance (NPPG)¹ advises that SPDs should build upon and provide more detailed advice or guidance on policies in an adopted Local Plan. As they do not form part of the development plan, they cannot introduce new planning policies. They are however a material consideration in decision-making. This Supplementary Planning Document does not introduce new policy but rather provides guidance for planning proposals within the Reigate Town Centre Conservation Area.
- 2.2. This SPD replaces the Reigate Shop Front Design SPG adopted in 1993 and revised in 1999 to reflect the Council's changing policy context.

Local Planning Policy Context

- 2.3. The Council has an up-to date Local Plan: the Core Strategy was adopted 3 July 2014 and reviewed 2 July 2019 in accordance with Regulation 10A of the Town & Country Planning (Local Planning) (England) Regulations 2012. The DMP was adopted 26 September 2019.
- 2.4. The Core Strategy provides the strategic framework for the borough over the plan period (2012-2027). It sets out a strategic vision for the borough and provides policies to guide the type, level and location of future development over the 15 year plan period. Core Strategy Policy CS4 'Valued townscapes and the historic environment' sets out policy on development within the historic environment and valued townscapes in the borough. Full policy details can be found in Appendix 2.
- 2.5. The DMP provides detailed policies and site allocations to deliver the Core Strategy requirements. DMP Policy DES10 'Advertisements and shop front design' provides details on what is considered appropriate advertisement and

¹ NPPG Paragraph Plan-making 008 Reference ID: 61-008-20190315

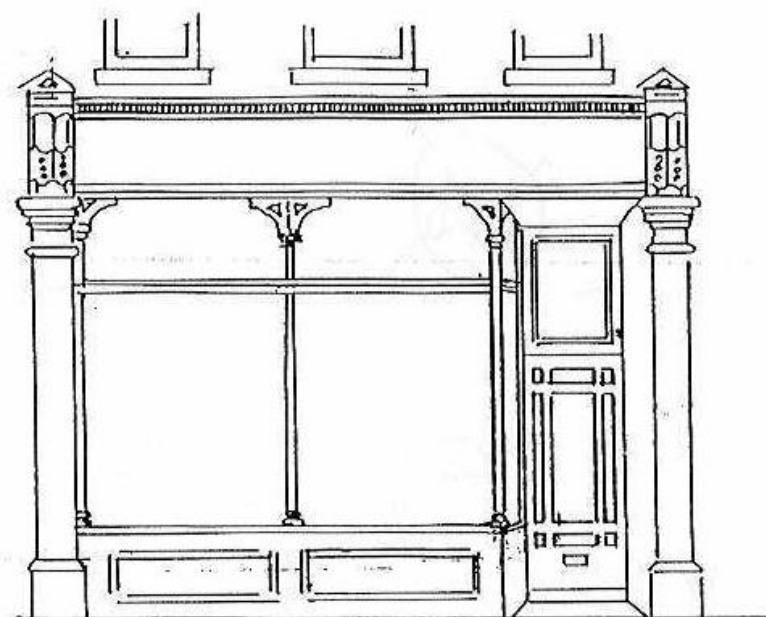
Policy NHE9 'Heritage assets' sets out policy on development concerning the borough's designated and non-designated heritage assets and historic environment. Full details of both policies can be found in Appendix 2.

3. Main Design Principles

- 3.1. Reigate has long held a reputation as an attractive place to shop; its domestic scale, old world character and quality shops having considerable local appeal. However, if it is to compete in the present market, its high-quality environment must be maintained and where the opportunities arise enhanced. It is intended that this SPD will assist in the promotion of good shop front design which is essential if the character of Reigate and its attractiveness to shoppers is to be conserved and enhanced.
- 3.2. Local retailers have an important role to play. Careful attention to detail and the enhancement of the image of their shops, when opportunities arise, will provide a major contribution to the maintenance of a high-quality environment in Reigate Town Centre Conservation Area. Such investment in quality will ultimately benefit all the traders in the centre.
- 3.3. Common problems in shop front design include:
- The tendency for shop fronts to be poorly related to the building itself or its setting;
 - The use of large expanses of plate glass;
 - The use of poor or unsympathetic materials;
 - The introduction of over large fascia signs (often illuminated in a crude way) which can dominate the street scene to the disadvantage of adjacent traders;
 - Increased clutter, such as projecting signs, and “A” boards, blinds and shutters
- 3.4. The Council is firmly of the view that the attainment of a high standard of visual quality (as and when opportunities arise) will attract shoppers and visitors as well as enhance Reigate as an important historic town.
- 3.5. The previous Reigate Shop Front Design SPG introduced the following main design principles for new shop fronts:

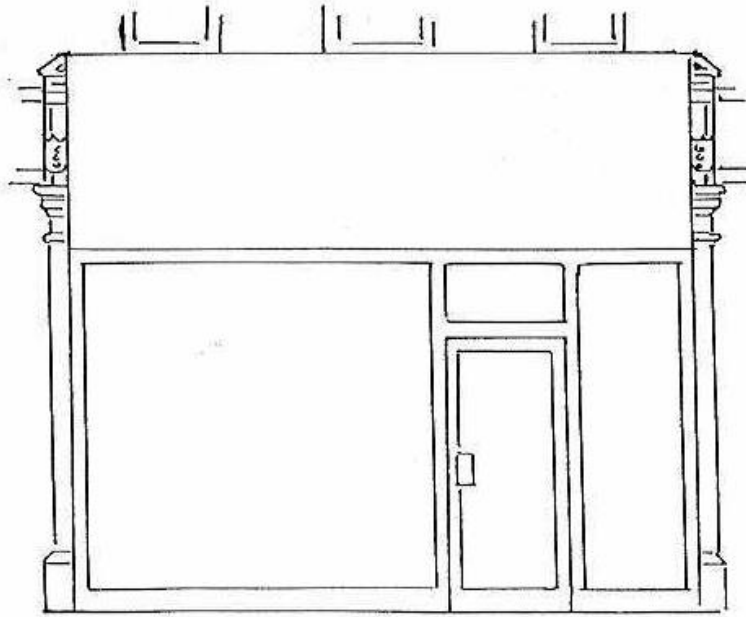
- It should harmonise with the age and design features of the rest of the building;
- It should be built in sympathetic materials, preferably painted timber in traditional colours;
- Its glazed areas should generally be sub-divided to achieve a well-proportioned shop front;
- Its signage should generally not extend beyond the shop front fascia and should avoid lurid colours;
- Features such as security grilles and blinds should be designed and positioned so that when in use they do not compromise the appearance of the building itself, or (in the case of blinds) unfairly obstruct the visibility of adjacent shops.

For illustrations of good and bad examples of shop fronts, see Figures 1 & 2 below.



GOOD

Figure 1: Well-proportioned shop front with good detail and composition.



BAD

Figure 2: Fascia board out of proportion with the rest of terrace, place glass shop front provides no visual interest.

- 3.6. The use of these main design principles has helped to upgrade the appearance of the shops in the town and its general environment. As a result, this has helped to improve the town's popularity and economy. The Council therefore seeks to retain these main design principles in this revised SPD.
- 3.7. The following detailed guidance is intended to provide guidance for the design of shop fronts and advertisements within Reigate Town Centre Conservation Area. It may not be applicable in all situations, and individual cases may fall outside the guidance. However, in such instances, it will still be important that proposals respect the architectural character of the building and the appearance of the street scene.
- 3.8. The Council hopes this guidance will be useful and helps to save time and avoid misunderstandings. It is intended as a basis for dialogue with developers, retailers and shop fitters.

4. Designing a Shop Front

- 4.1. The following guidelines are intended to be of assistance to those contemplating installing a new shop front, altering an existing one or installing an advertisement. Planning permission is required for new shop fronts and where permission or advertisement consent is required, the Council will have regard to this guidance, although each application will be considered on its merits.

General Context: The Building

- 4.2. In assessing each proposal, the Council will seek to retain the existing character of the conservation area and, where there are existing poorly designed shop fronts, enhance the appearance of the conservation area. In some cases therefore the Council may wish to seek improvements over existing poorly designed shop fronts.
- 4.3. As a general rule, historic shop fronts or features should be retained, especially where these are of merit.
- 4.4. The shop front should be sympathetic to the age and proportions of the building and to its setting in the conservation area. The new shop front should have regard to the design conventions of the building, in terms of sub-division, storey heights, original shop front design etc. The height of the shop front should be no greater than the height of the ground floor.
- 4.5. Shop units in the Reigate Town Centre Conservation Area can be divided into four basic types:
- The designed or historic shop front: This is where an individual shop front is worthy of retention due to its quality of design or age. Often, they have been badly altered, but form the basis for an appropriate design. They account for some 20% of all shop units in Reigate Town Centre Conservation Area.
 - The shopping parade: 40% of all shop units in the Reigate Town Centre Conservation Area are in a shopping parade or group which have some unifying characteristics. Each parade has a set convention

and pattern for framework, which unifies the whole. A careful study of this frame reveals the appropriate size and position of fascia and shop front.

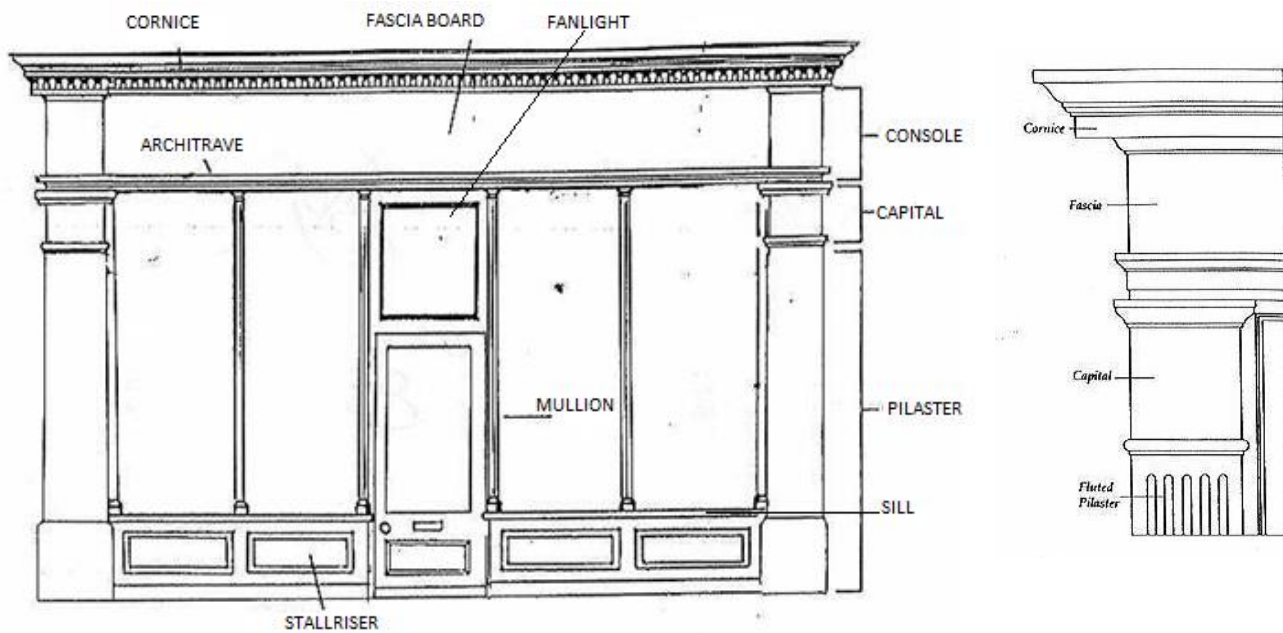
- Undefined shop fronts: Another 40% of shop fronts in Reigate Town Centre Conservation Area are individual units which lack a properly designed shop front and, therefore, fascia and shop front size is undefined. In such cases any new shop front should be installed with well-designed proportions and enriched detail which have a positive visual impact. As individual units there is the opportunity for independent and distinctive designs.
- Shop units or services without a shop front: A number of shops and services exist in buildings without shop fronts. These are often in historic buildings where the insertion of a shop front would be detrimental to its character.

For advice on which category a particular shop unit falls into, please consult the schedule in the Appendix 1.

Elements of a Shop Front

Architectural Frame and Fascia

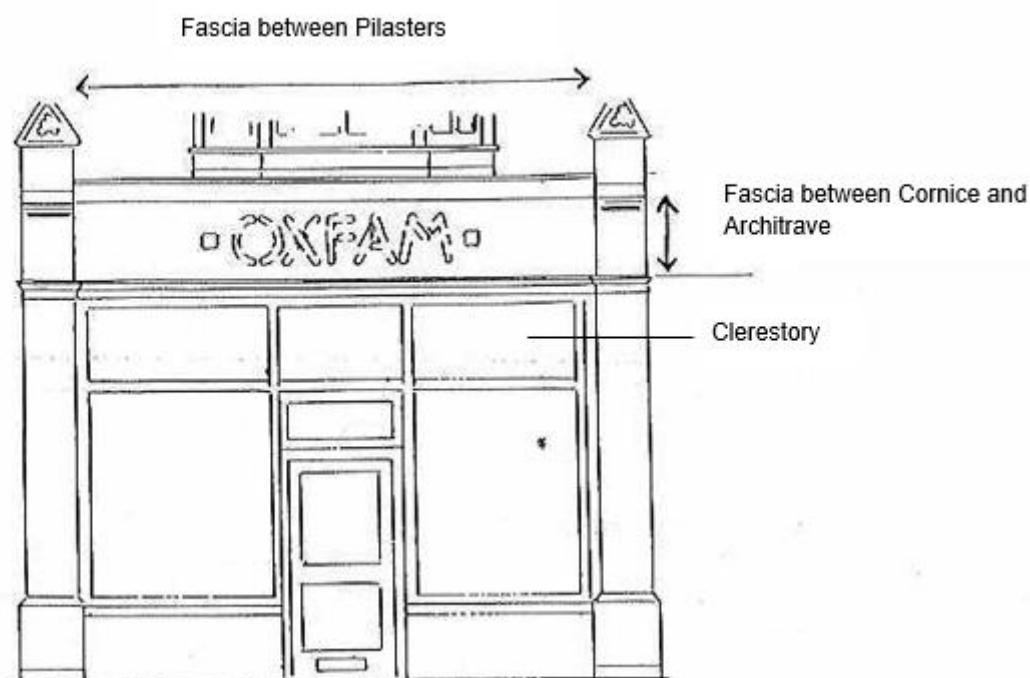
- 4.6. Since the 18th century, shop fronts have generally been set within a 'classical' framework of proportions and elements, a fascia supported by columns (see Figure 3). This framework normally survives in whole or in part and should be followed as it will have been designed to be in proportion to the rest of the building. Occasionally an inappropriate shop front will have been inserted in an earlier building. Where possible, consideration should be given to a more sympathetic design.



Mouldings should be correctly detailed. Original detail should be followed in a terrace. For individual building correct classical detailing of generous proportions may often be appropriate. Moulding details should be submitted as part of an application.

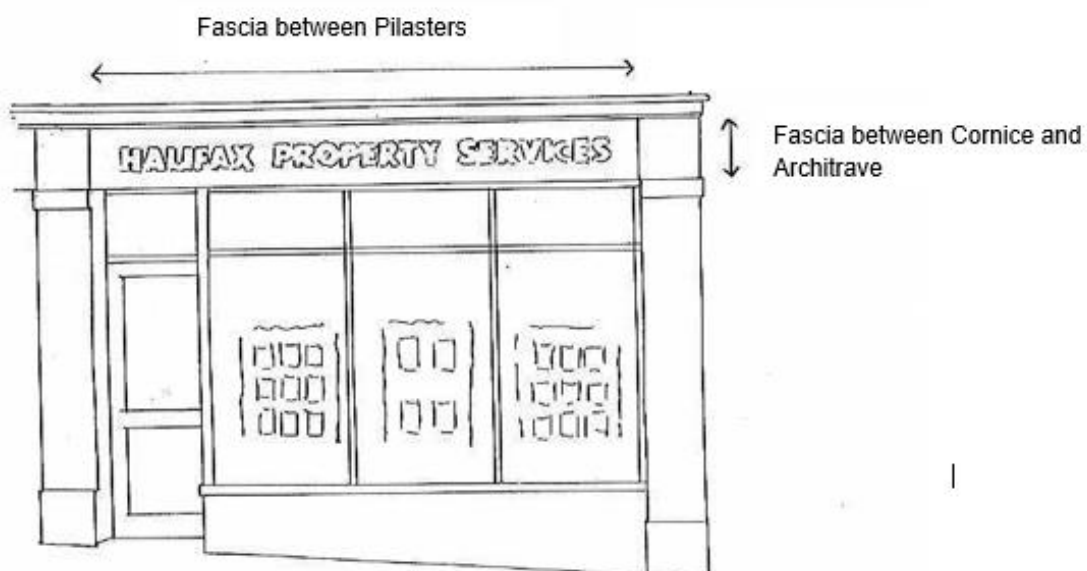
Figure 3: Architectural Elements of Shop Fronts

- 4.7. In designing a new shop front of attractive proportions, the recommended fascia height would be no greater than **460mm**. If an original fascia or console remains, this will normally determine the fascia size and position. For advice on the appropriate fascia size for your shop front, please consult the schedule in the Appendix 1. Illustrations of fascias on both historic and modern shop fronts can be seen in Figure 4 below.



58 – 68 High Street, Reigate

Example of a Victorian shopping parade. Care is often needed due to the height of such shop fronts. Fascia size is determined by the architectural frame.



Modern shopping parades (4 – 44 Church Street, Reigate) often have a minimum of moulding detail, fascias should follow the defined proportion of the frame and shop fronts should be robustly detailed with subdivision of glass.

Figure 4: Examples of Victorian and modern shopping parades

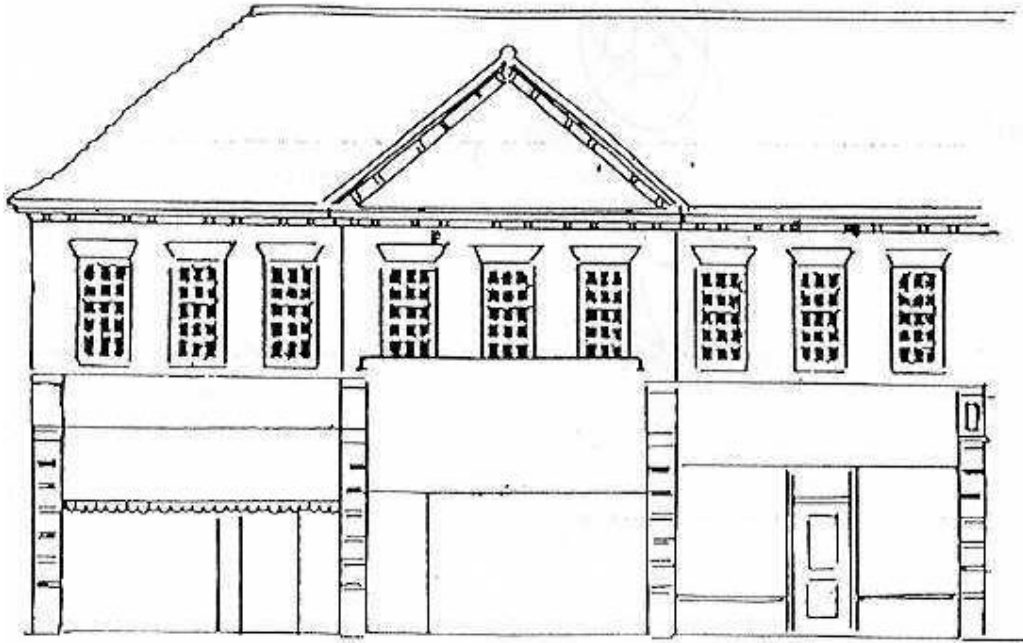
The Display Area

- 4.8. The use of large expanses of plate glass for shop fronts and doors can detract from the character of a conservation area. New shop fronts should therefore try to reduce the size and amount of glazing by the use of traditional elements and materials. A **central door** and/or the use of **mullions** and glazing bars will help to reduce the impact of the plate glass, and therefore enhance the character and appearance of the shop (see Figures 5, 6 & 8 for examples of appropriate shopfront design). The use of a **clerestory** (of less than 460mm) may be beneficial to the appearance of tall shop fronts (see Figure 4).
- 4.9. Doorways should be slightly recessed to provide some articulation to the design. The door should be either divided by a panel of stallriser height, or by a mid-rail.
- 4.10. A stallriser is a vital traditional element which will also help to reduce the amount of glazing and will protect the shop front. Painted panelled timber stallrisers are particularly attractive, but render, stone and traditional (Flemish) Bond brickwork are also acceptable. It is recommended that the stallriser should be a **minimum of 500mm and a maximum of 650mm** in height at its lowest point, including sill.

Colour and Materials

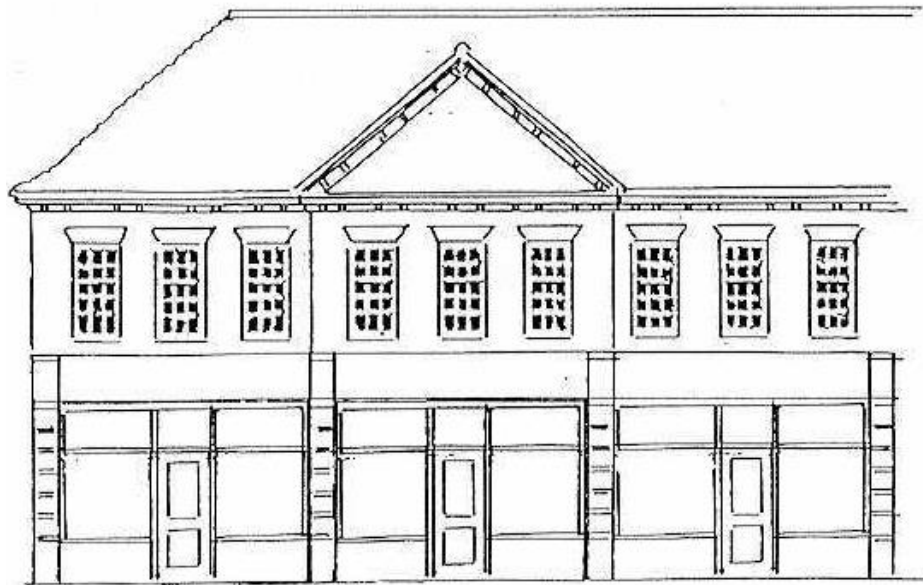
- 4.11. Shop fronts should be complementary to the street scene. In general, on older buildings, shop fronts are recommended to be of painted timber, which is easy to mould and profile. The sensitive use of traditional colours is encouraged as this is in keeping with much of the existing town centre conservation area and offers scope for improving the street scene. **A colour sample for shop fronts and signs is encouraged to be provided when an application is submitted.**
- 4.12. The use of modern materials such as plastics, varnished wood, aluminium, mosaic, machine-made tiles, brick slips, tongue and groove board etc. should be avoided.

EXAMPLE OF A 1930S SHOPPING PARADE



AS EXISTING

Modern shop fronts with over-large fascias, plate glass shop fronts and a clutter of signs and lighting, having no regard to the proportions of the original design.



AS BUILT

Shop fronts well detailed with subdivision of glass and fascias in harmony with the buildings as a whole.

Figure 5: Example of a 1930s shopping parade

5. Shop Signs

- 5.1. Generally, proposals for shop signs should be of an appropriate size and design to complement and enhance the appearance of the conservation area. They should take into account any architectural features and be designed to respect the elevation and proportions of the building and, where an existing shop front is in place, the existing shop front frame. The following sections provide guidance for the design of the specific elements of the shop front sign.

Lettering

- 5.2. The council will encourage signs to be hand-painted, using traditional colours. Gilding can be particularly attractive. Cast individual lettering, fixed on a painted background is also acceptable. **In general, lettering should be not more than 300mm in height and usually less than this, depending on the proportions of the fascia.** It is considered that classical lettering such as Times Roman serifs can be particularly effective.
- 5.3. Lettering should be painted directly onto the shop front, rather than a pre-painted panel being added to the fascia which creates visual clutter.
- 5.4. Corporate logos and colours may often be inappropriate, but with minor amendments they can be varied to help to project the character of the town centre conservation area.
- 5.5. Shop signage should generally be confined to the fascia (see earlier note on fascia size and location). However, in the case of **3-13 and 17 Bell Street, 5-11 West Street, 15 and 17 High Street, and 3 and 5 Church Street** the original fascia panel is too high, so new signage should be incorporated in the clerestory. For **7-13 High Street** the original stone fascia panel is excessively large, but signage in individual bronze or other metal lettering is a successful solution. A number of shops do not have fascia panels. In these instances, individual lettering should be applied below first floor level, preferably on the display area glass.

Illumination

- 5.6. The use of illuminated signs and the level of illumination will be strictly controlled. In accordance with DMP Policy DES10 “Advertisements and shop front design” and NHE9 “Heritage Assets” illumination should be provided in a discreet and subdued manner and should not harm the setting and character of the conservation area. Level of illumination will need to be agreed at a planning application stage.
- 5.7. Illumination should be limited to the area of the advertisement element (logos and words) and should not be the full width of the fascia. Internal illuminated signs will not be considered appropriate and external illuminated signs will be strictly controlled. Illuminated signs should be generally avoided on listed buildings (or in the case of night-time uses, limited in extent).
- 5.8. Where illumination is considered appropriate, it should be discreet external illumination. Illuminated box signs, neon, projecting spotlights and swan necks will not be permitted within the town centre conservation area. Lighting should be trough lit, incorporated in a classical cornice were appropriate, for fascia signs.

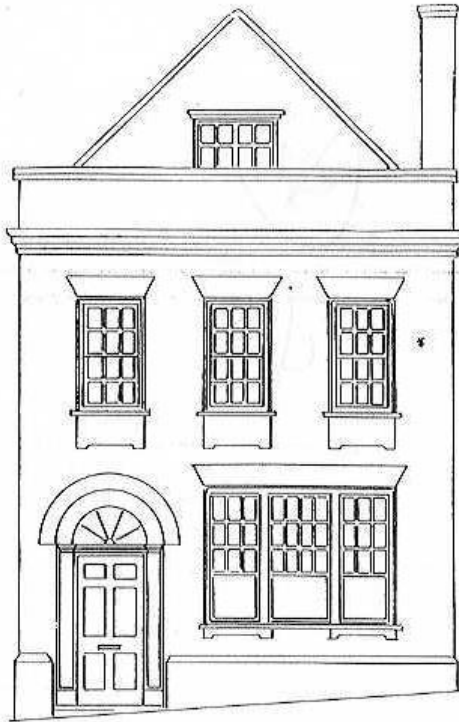
Projecting Signs

- 5.9. Projecting signs are a traditional form of additional advertising of commercial premises. If thoughtfully designed in a way that complements the colour and design of the fascia, they can add to the interest and originality of the building and street scene. However, within the town centre conservation area, projecting signs are only considered to be appropriate where they would not have an adverse impact on the character, features and appearance of a heritage asset.
- 5.10. In assessing whether an application would have an adverse impact on the character, features and appearance of a heritage asset, consideration will be given to whether the projected sign would add unacceptable visual clutter to the building façade and whether they would detract from views within the

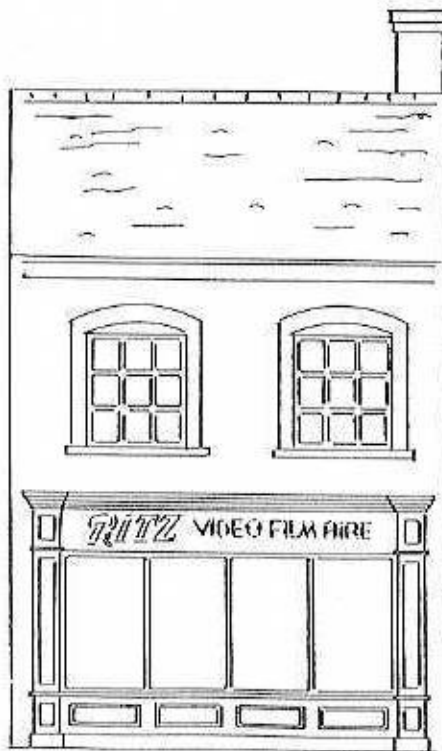
conservation area. In accordance with DMP policy DES10 criterion 1a, consideration will be given to both the individual application and the potential cumulative impact of the proposal. Where a projecting sign is considered acceptable, it should not be located above ground floor level, it should be non-illuminated, a single sign, and in the case of a shop front, located at a fascia level and smaller than the fascia board in height and projection.

Window Displays

- 5.11. For all units within the Reigate Town Centre Conservation Area, applying signage and posters to the internal face of the display glass will generally be discouraged. This should be limited to the shop name in individual gilded or painted letters where there is no fascia, and small signs such as menu boards.
- 5.12. Specifically, for units within the identified primary and secondary shopping areas within Reigate town centre, in accordance with DMP Policy RET1 “Development within identified retail frontages and local centres”, proposals must retain an active ground floor frontage which is accessible to the public from the street. However, where no active frontage currently exists, alterations resulting in changes to the architecture of the building should not be attempted.



Sensitive design should enhance the individuality of the building.



22 High Street, Reigate

Example of new shop front designed to respect proportions of an 18th century façade. (Entrance next door)

Figure 6: Examples of appropriate shop front design

6. Miscellaneous

Blinds

- 6.1. Blinds will be discouraged as they introduce a dominant shape which obscures other adjacent shops and detracts from the character of the street, particularly in the case of Dutch Blinds or large awnings. They often obscure interesting architectural detail on the shop front itself. They will normally only be permitted on shops displaying food and non-food perishable goods, where sunlight is causing demonstrable harm or where the heat is causing discomfort to the internal users of the shop unit. This would tend to occur only on units situated on the north or east side of the streets (see Figure 7 for illustration of good and bad practice).
- 6.2. Where a blind is to be provided it should normally consist of the following elements and dimensions:
- (a) The blind should be retractable and should be used principally for the purpose of protection from sunlight.
 - (b) The material should be of cloth, in a plain dark colour, without advertising, to reduce its impact on the street scene. Light colours are inappropriate, as they are more visually dominant and soon show the effects of dirt.
 - (c) The design should be a straight awning with a folding arm mechanism, which has the advantage of being a neat and simple design. Sliding arm and Trellis arm mechanisms should be avoided, as their machinery is often hazardous.
 - (d) The blind dimensions should be no lower than 2.13 metres at its lowest point and at least 2.30 metres from the kerbside, for safety reasons.
 - (e) It should normally extend no more than 1 metre and be set below the fascia, so that it will not dominate the elevation and unreasonably obscure the view of adjacent shops.
 - (f) Criteria (d) and (e) may be relaxed if it can be shown that to follow them strictly would produce a blind which is incongruous or out-of-keeping with the character of the shop and street scene.



GOOD
Folding arm blind

Discreet and safe in highway terms.



BAD
Dutch blind

Too dominant and obstruction to pedestrians and views of adjacent shops.

Figure 7: Blinds

Security

- 6.3. External security shutters and grilles, together with their daytime housings are harmful to the street scene and are particularly unattractive at night. Where security is a problem, it is recommended that the best visual solution for the safeguarding of the contents of the shop is the use of an internal grille mesh set behind the display area, which should be retractable or removable during the day.
- 6.4. Care should be taken in choosing the pattern and colour of the grille, including where an external location is the only feasible option. Brick-bond is probably the neatest form and black the most discreet colour; purpose-made grilles may provide a sensitive and successful solution.

Upper Floors

- 6.5. For business premises on upper floors, the use of black or gold lettering not more than 100mm high applied directly to the window will be acceptable, if discreet, and if it does not require the removal of glazing bars. Painted, applied or hanging signs on upper floor walls will not normally be permitted. Businesses with a ground floor level will generally be expected not to have signs above ground floor level.

Displays on Footways

- 6.6. It should be remembered that the display of sandwich boards and other signs on the public footway outside shops is an offence and could result in prosecution for obstruction.

Maintenance

- 6.7. Regular maintenance is essential if shop fronts are to remain attractive. Consent for advertisements will be subject to conditions to ensure that they are kept in a clean and safe state.



17 Bell Street, Reigate

Figure 8: Example of removal of an inappropriate 1930s shop front on an early 19th century Listed Building and the installation of a well detailed shop front, which respects the storey heights of the building.

7. Planning Issues

Do I Need Permission?

- 7.1. Planning permission is needed for a new shop front or certain alterations to an existing shop front, including blinds. Advice and clarification should be sought from the Council.
- 7.2. Advertisement Consent is required for most signs in the conservation area. The Advertisement Regulations are complex and advice should always be sought from the Council.
- 7.3. Listed Building Consent will be required for shop front demolition or for any changes to shop fronts or signs in the case of Statutory Listed Buildings.
- 7.4. Planning Permission will be needed for the removal of a shop front within a conservation area.
- 7.5. Depending upon the scale of the redesign of the shop front, building regulation consent may be required. New shop fronts should be designed to accommodate the needs of disabled people, avoid steps, and provide a door width of 875mm for wheelchair users.
- 7.6. Please remember unauthorised works are an offence.

Making an Application

- 7.7. All types of application, as listed above, should be made on the standard forms available and accompanied by plans, drawings and a fee, where appropriate (see Figure 9 for an example of elevation drawing).
- 7.8. When submitting a Planning or Listed Building application for a new shop front, it will be essential to ensure that the Council understands your intentions by submitting the following information:

- (a) elevation drawings showing the whole building, not just the shop front;
- (b) cross sections through the shop front to include details of mouldings;
- (c) an indication of materials and colours to be used with samples if possible;
- (d) detailed drawings of specific elements such as blinds or security grilles, if appropriate.

7.9. Applicants should give serious consideration to employing an architect to handle the pre-application discussions and subsequent submission of applications.

Seeking Advice

7.10. The Council encourages early pre-application discussions with the Council's Conservation Officer and Development Management Officers. The Council's Conservation Officer and Development Management Officers are always willing to discuss your proposals and offer advice on the guidelines. Indeed, from the shop owner's point of view, it is clearly sensible to seek early advice, rather than incur unnecessary expense in altering a newly erected shop front or sign to meet the guidelines.

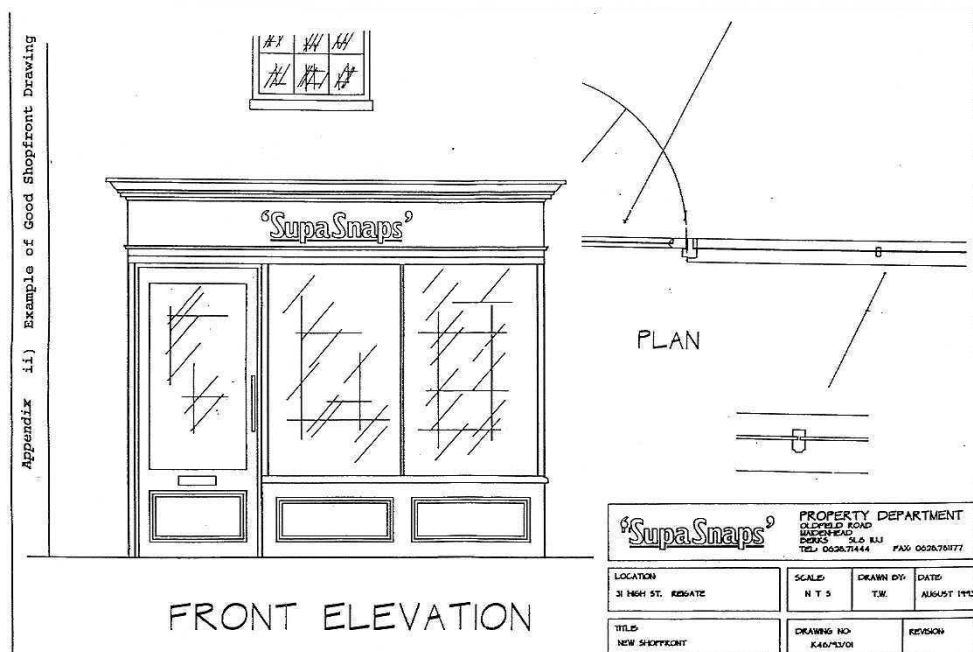


Figure 9: Example Elevation

Appendix 1: Schedule of Shop Units in Reigate Town Centre Conservation Area

Property Number	Location	Bearing	Listed Buildings	Recommended Fascia Size (mm) Based on Design of Building	Shop Front Type	Other Comments
1	Bell Street	East Side		280	Parade	
3	Bell Street	East Side		460	Parade	See Note 1
5	Bell Street	East Side		460	Parade	See Note 1
7	Bell Street	East Side		460	Parade	See Note 1
9	Bell Street	East Side		460	Parade	See Note 1
11	Bell Street	East Side		460	Parade	See Note 1
13	Bell Street	East Side		460	Parade	See Note 1
15	Bell Street	East Side	II	300	Historic	
17	Bell Street	East Side	II	570	Designed	
19	Bell Street	East Side	II	560	Parade	
21	Bell Street	East Side	II	560	Parade	The Bell (PH)
23-25	Bell Street	East Side		500	Undefined	
27	Bell Street	East Side	Local List	500	Undefined	
27a	Bell Street	East Side	Local List	500	Undefined	
29a	Bell Street	East Side		440	Undefined	
31a	Bell Street	East Side	Local List	440	Designed	
31b	Bell Street	East Side	Local List	440	Designed	
33	Bell Street	East Side		500	Undefined	
37	Bell Street	East Side	II	260	Designed	
39	Bell Street	East Side	II	530	Historic	
41	Bell Street	East Side	II	530	Undefined	
43	Bell Street	East Side		460	Undefined	
45	Bell Street	East Side		270	Undefined	
45a	Bell Street	East Side		270	Undefined	
47	Bell Street	East Side		270	Designed	
47a	Bell Street	East Side		270	Undefined	
49	Bell Street	East Side	II	400	Undefined	
51	Bell Street	East Side	II	400	Designed	
53	Bell Street	East Side		940	Parade	
55	Bell Street	East Side		940	Parade	
57	Bell Street	East Side		940	Parade	
59-61	Bell Street	East Side		940	Parade	
63	Bell Street	East Side		940	Parade	
65	Bell Street	East Side		940	Parade	
67	Bell Street	East Side		940	Parade	
69	Bell Street	East Side		940	Parade	
69a-71	Bell Street	East Side		500	Undefined	
73	Bell Street	East Side	Local List	300	Designed	
75	Bell Street	East Side		270	Designed	
85	Bell Street	East Side	Local List	280	Historic	
2	Bell Street	West Side	Local List	330	Undefined	
4	Bell Street	West Side		330	Parade	
6	Bell Street	West Side		330	Parade	
8-10	Bell Street	West Side	II	330	Historic	
12	Bell Street	West Side	II	460	Undefined	

Property Number	Location	Bearing	Listed Buildings	Recommended Fascia Size (mm) Based on Design of Building	Shop Front Type	Other Comments
14	Bell Street	West Side	II	460	Historic	
1-2	Cage Yard			325	Designed	
3	Cage Yard			325	Undefined	
4	Cage Yard		II	325	Undefined	
5	Cage Yard		II	555	Undefined	
6	Cage Yard		II	445	Designed	
4	Church Street	South Side		520	Parade	
6	Church Street	South Side		520	Parade	
8	Church Street	South Side		520	Parade	
10	Church Street	South Side		520	Parade	
12	Church Street	South Side		300	Parade	
14-18	Church Street	South Side		680	Parade	
20	Church Street	South Side		680	Parade	
22	Church Street	South Side		680	Parade	
24	Church Street	South Side		680	Parade	
26-28	Church Street	South Side		680	Parade	
30	Church Street	South Side		680	Parade	
32	Church Street	South Side		680	Parade	
34	Church Street	South Side		680	Parade	
36	Church Street	South Side		680	Parade	
38	Church Street	South Side		680	Parade	
40-42	Church Street	South Side		780	Parade	
44-48	Church Street	South Side		340	Parade	
1	Church Street	North Side	Local List	500	Parade	
1b	Church Street	North Side	Local List	500	Parade	
1a	Church Street	North Side	Local List	500	Parade	
3	Church Street	North Side	Local List	580	Parade	See Note 1
5	Church Street	North Side	Local List	580	Parade	See Note 1
7	Church Street	North Side	Local List	580	Parade	
9	Church Street	North Side	Local List	380	Parade	
11	Church Street	North Side		750	Parade	
13	Church Street	North Side		750	Parade	
15	Church Street	North Side		750	Parade	
17	Church Street	North Side		750	Parade	
19	Church Street	North Side		750	Parade	
21	Church Street	North Side		750	Parade	
23	Church Street	North Side		750	Parade	
25	Church Street	North Side		500	Parade	
27	Church Street	North Side		500	Parade	
29	Church Street	North Side		500	Parade	
31	Church Street	North Side		450	Parade	
33	Church Street	North Side		450	Parade	
35	Church Street	North Side		450	Parade	
37-39	Church Street	North Side		No Fascia	Undefined	
41-43	Church Street	North Side		350	Designed	
45	Church Street	North Side	II	No Fascia	No Fascia	
1	High Street	South Side	Local List	320	Historic	
5	High Street	South Side	II	320	Designed	
7	High Street	South Side		320	Designed	See Note 2
9a	High Street	South Side		320	Designed	See Note 2

Property Number	Location	Bearing	Listed Buildings	Recommended Fascia Size (mm) Based on Design of Building	Shop Front Type	Other Comments
11	High Street	South Side		320	Designed	See Note 2
13	High Street	South Side		320	Designed	
15	High Street	South Side		320	Designed	
17	High Street	South Side		320	Designed	
19	High Street	South Side		320	Designed	
21	High Street	South Side		280	Historic	
25	High Street	South Side		500	Parade	
27	High Street	South Side		500	Parade	
31	High Street	South Side	II	500	Designed	
33-35	High Street	South Side	II	500	Designed	
37	High Street	South Side	II	500	Designed	
39	High Street	South Side		500	Undefined	
41-43	High Street	South Side		420	Historic	
45	High Street	South Side		490	Parade	
45a	High Street	South Side		490	Parade	
47	High Street	South Side		490	Parade	
47a	High Street	South Side		490	Parade	
49	High Street	South Side		490	Parade	
51	High Street	South Side		490	Parade	
51a	High Street	South Side		490	Parade	
51b	High Street	South Side		No Fascia	No Fascia	
53	High Street	South Side	II	270	Parade	
53a	High Street	South Side	II	270	Parade	
55	High Street	South Side	II	No Fascia	Historic	Bull's Head (PH)
57	High Street	South Side	II	245	Historic	
59	High Street	South Side		360	Historic	
59a	High Street	South Side		360	Undefined	
61 & 61a	High Street	South Side	II	360	Undefined	
63	High Street	South Side	II	360	Undefined	
65	High Street	South Side	II	320	Designed	
65a-65b	High Street	South Side	IIc	320	Designed	Curtilage
67	High Street	South Side		No Fascia	Historic	Letters 200mm
69	High Street	South Side		330	Parade	
71	High Street	South Side		330	Parade	
73	High Street	South Side		330	Parade	
75	High Street	South Side		330	Parade	
77	High Street	South Side	II	250	Historic	
77a	High Street	South Side	II	170	Historic	
2	High Street	North Side	Local List	240	Historic	Market (PH)
4	High Street	North Side	Local List	320	Historic	
4a	High Street	North Side	II	500	Undefined	
6	High Street	North Side	II	500	Undefined	
8-10	High Street	North Side		500	Undefined	
12	High Street	North Side	II	650	Undefined	
14	High Street	North Side		600	Parade	
16	High Street	North Side		600	Parade	
18	High Street	North Side		330	Historic	
20-22	High Street	North Side	Local List	510	Designed	
24	High Street	North Side		500	Parade	See Note 1
26	High Street	North Side		500	Parade	

Property Number	Location	Bearing	Listed Buildings	Recommended Fascia Size (mm) Based on Design of Building	Shop Front Type	Other Comments
28	High Street	North Side	II	260	Undefined	
30	High Street	North Side	II	260	Historic	
32	High Street	North Side	II	500	Undefined	
34-36	High Street	North Side		300	Undefined	
38	High Street	North Side	II	300	Designed	
40	High Street	North Side		500	Designed	
42	High Street	North Side	II	500	Undefined	
44	High Street	North Side	II	270	Historic	
46-48	High Street	North Side	II	No Fascia	Historic	
52	High Street	North Side		700	Parade	
54	High Street	North Side		700	Parade	
56	High Street	North Side	Local List	300	Historic	
58	High Street	North Side		500	Parade	
60-62	High Street	North Side		500	Parade	
64	High Street	North Side		500	Parade	
66	High Street	North Side		500	Parade	
68	High Street	North Side		500	Parade	
70	High Street	North Side	II	510	Undefined	
72	High Street	North Side	Local List	500	Undefined	
74-76	High Street	North Side	Local List	500	Undefined	
80	High Street	North Side		500	Undefined	
82	High Street	North Side		360	Undefined	
84	High Street	North Side		540	Historic	
86	High Street	North Side		540	Historic	
88	High Street	North Side		370	Historic	
90	High Street	North Side		370	Parade	
92	High Street	North Side		370	Parade	
94	High Street	North Side		370	Parade	
96	High Street	North Side	II	No Fascia	Parade	Red Cross (PH)
2-4	London Road			320	Undefined	
6	London Road			320	Undefined	
8	London Road			320	Historic	
14a	London Road			260	Designed	
18	London Road		Local List	No Fascia	No Fascia	
1	West Street			500	Undefined	
3	West Street			500	Undefined	
5	West Street			350	Parade	See Note 1
7	West Street			350	Parade	See Note 1
9-13	West Street			350	Parade	See Note 1
13a	West Street			800	Undefined	
8	West Street			500	Designed	
10	West Street			340	Parade	
12	West Street			340	Parade	
14	West Street			340	Parade	
1	Lesbourne Road			260	Designed	
5	Lesbourne Road			370	Designed	

Note 1 = Fascia set in clerestory as original fascia too high

Note 2 = Fascia too high, individual metal letters applied to granite fascia is the most appropriate method of display, but ideally should be re-modelled to a height of 500mm

(Updated September 2019)

Appendix 2: Local Plan Policies

Core Strategy

Policy CS4: 'Valued townscapes and the historic environment'

Policy CS4 : Valued townscapes and the historic environment

1. Development will be designed sensitively to respect, conserve, and enhance the historic environment, including heritage assets and their settings. Development proposals that would provide sensitive restoration and re-use for heritage assets at risk will be particularly encouraged.
2. Development will respect, maintain and protect the character of the valued townscapes in the borough, showing consideration for any detailed design guidance that has been produced by the Council for specific built-up areas of the borough. Proposals will:
 - a. Reflect high standards of sustainable construction in line with policy CS11
 - b. Be of a high quality design which takes direction from the existing character of the area and reflects local distinctiveness
 - c. Be laid out and designed to make the best use of the site and its physical characteristics, whilst minimising the impact on surrounding properties and the environment
 - d. Protect and where appropriate enhance existing areas of biodiversity value and the links between them.

Development Management Plan (DMP)

Policy DES10: 'Advertisements and shop front design'

Policy DES10: Advertisements and shop front design

1. Proposals for advertisements and their supporting structures will be considered favourably where they:
 - a. Do not harm the character and appearance of the locality, taking account of overall impact, individually and cumulatively with existing advertisements.
 - b. Do not add unacceptable street/visual clutter.
 - c. Do not compromise highway or pedestrian safety.
 - d. Would not have an adverse impact on the character, features and appearance of a conservation area, heritage asset or valued landscape.
 - e. Would not harm the aural or visual amenity of occupiers of neighbouring residential development.

Policy DES10: Advertisements and shop front design (continued)

2. Advertisements and signage should be of an appropriate size and design to complement and enhance the appearance, character and vitality of an area.
3. Proposals for shop fronts, fascias and advertisements on buildings should be designed to respect the entire elevation and proportions of the building and/or its shop front frame, taking account of any architectural features, and should be complementary to the street scene in general.
4. If illumination is proposed, this should be provided in a discreet and subdued manner, without overly dominant fittings, clutter or cables. Lighting should be limited to the advertisement element (logos and words) and not the full width of the fascia. Illumination will be carefully controlled in primarily residential areas.

Policy NHE9: 'Heritage assets'

Policy NHE9: Heritage assets

1. Development will be required to protect, preserve, and wherever possible enhance, the Borough's designated and non-designated heritage assets and historic environment including special features, area character or settings of statutory and locally listed buildings.
2. All planning applications that directly or indirectly affect designated or non-designated heritage assets must be supported by a clear understanding of the significance, character and setting of the heritage asset, and demonstrate:
 - a. how this understanding has informed the proposed development
 - b. how the proposal would affect the asset's significance; and
 - c. any necessary justification proportionate to the importance of the heritage asset and the potential effect of the proposal.
3. In considering planning applications that directly or indirectly affect designated heritage assets, the Council will give great weight to the conservation of the asset, irrespective of the level of harm. Any proposal which would result in harm to or total loss of a designated heritage asset or its setting will not be supported unless a clear and convincing justification is provided. In this regard:
 - a. Substantial harm to, or loss of, Grade II assets will be treated as exceptional and substantial harm to, or loss of, Grade I and II* assets and scheduled monuments will be treated as wholly exceptional.
 - b. Where substantial harm to, or loss of designated heritage assets would occur as a result of a development proposal, planning permission will be refused unless there are substantial public benefits which would outweigh the harm or loss; or
 - i. it can be robustly proven that there are no other reasonable and viable uses for the asset in the short or medium term nor any other realistic prospect of conservation; and
 - ii. the harm or loss would be outweighed by the benefits of redevelopment.
 - c. Where less than substantial harm to a designated heritage asset would occur as a result of a development proposed, the harm will be weighed against the public benefits of the proposal.
4. Non-designated heritage assets of archaeological interest that are demonstrably of equivalent significance to scheduled monuments will be subjected to the tests in (3) above.
5. In considering proposals that directly or indirectly affect other non-designated heritage assets, the Council will give weight to the conservation of the asset and will take a balanced judgement having regard to the extent of harm or loss and the significance of the asset.
6. All development proposals must be sympathetic to a heritage asset and/or its setting by ensuring the use of appropriate high quality materials, design and detailing (form, scale, layout and massing).
7. Development that would help secure the long term viable use and sustainable future for heritage assets, especially those identified as being at risk of loss and decay, in a manner consistent with its conservation will be supported. Any associated or enabling development should have an acceptable relationship to the heritage asset, and character of the surrounding area.
8. Proposals which retain, or if possible, enhance the setting of heritage assets, including views, public rights of way, trees and landscape features, including historic public realm features in a manner consistent with its conservation, will be supported.
9. Proposals affecting a Conservation Area must preserve, and where possible, enhance the

Policy NHE9: Heritage assets (continued)

Conservation Area, paying particular regard to those elements that make a positive contribution to the character of the Conservation Area and its setting, and the special architectural or historic interest of the area.

10. Demolition (full or partial) of a building or removal of trees, structures or other landscape features in a Conservation Area will be permitted only where:
 - a. a replacement development has been approved; and
 - b. the loss of the existing building, structure, tree or landscape feature will not detract, or where appropriate enhances, the character or appearance of the Conservation Area. Assessment of the contribution of an existing building must have regard to its character, design and construction, but not its condition.
11. Development within or affecting the setting of a historic park or garden will be required to:
 - a. Avoid subdivision.
 - b. Retain or restore features of historic or architectural interest, including trees, other distinctive planting and hard landscaping, and garden features.
 - c. Where relevant, be accompanied by an appropriate management plan.
12. An archaeological assessment including where appropriate a field evaluation, will be required to inform the determination of planning applications for:
 - a. Sites which affect, or have the potential to affect, Scheduled Monuments.
 - b. Sites which affect, or have the potential to affect, areas of Archaeological Importance or High Archaeological Potential.
 - c. All other development sites exceeding 0.4ha.
13. Where the policies map, or other research, indicates that remains of archaeological significance are likely to be encountered on a site, the Council will require schemes for the proper investigation of the site to be submitted and agreed. These must incorporate the recording of any evidence, archiving of recovered material and publication of the results of the archaeological work as appropriate, in line with accepted national professional standards.