

# Supplementary Planning Document

## Shopfront & Advertisement Design

November 2010



Barrow-in-Furness Borough Council

Part of the Barrow-in-Furness Local Development Framework

# **Shopfront and Advertisement Design Supplementary Planning Document:**

Barrow-in-Furness Borough Council

**Adopted 29 November 2010**

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## 1 Introduction

This Supplementary Planning Document (SPD) has been prepared by Barrow Borough Council as part of the Council's Local Development Framework (LDF).

It supplements the policies of the Barrow Port Area Action Plan Development Plan Document and the saved Barrow-in-Furness Local Plan. The latter will in due course will be replaced by the policies of the Core Strategy and General Policies for the Control of Development Plan Documents. It also supplements one saved policy of the Structure Plan. The text of the relevant policies can be seen in Appendix A.

SPDs elaborate upon the policy and proposals in Development Plan Documents or saved Local Plans, but do not have their formal statutory 'Development Plan' status. They are however, material considerations in the consideration of development proposals.

The SPD was adopted by the Council on 29 November 2010.

## 2 Purpose of the Guidance

Barrow Borough has two main shopping towns, the medieval market town of Dalton-in-Furness, the central area of which is designated as a conservation area, and the Victorian industrial town of Barrow-in-Furness, parts of which are also designated as conservation areas.

The character and appearance of these towns forms a significant part of the Borough's built heritage, and their character, quality and environment is a fundamental part of their attractiveness as destinations for shopping and tourism.

The character and appearance of towns is derived from their layout and the appearance of the buildings and spaces, and the quality and design of shopfronts and advertisements is an important part of this. The relatively small size of the Borough's towns renders them vulnerable to insensitive alteration and poor quality new development.



The SPD sets out detailed planning and design guidelines for the external alteration of commercial buildings, primarily shops and offices.

Although applying principally to the town centres of Barrow and Dalton-in-Furness, there are a small number of shops in the Borough's villages and in local shopping areas and centres and the guidance will also be applicable here.

## 3 Policy Context

The system for producing planning policy documents changed in 2004 and we are presently still in a transitional phase between the old and the new systems. The old development plan system of County Structure and Borough Local Plans and Supplementary Planning Guidance has been replaced by a new system comprising a Regional (Spatial) Strategy and a Local Development Framework (LDF).

### 3.1 The Transitional System

National planning policy exists in the form of Planning Policy Guidance Notes (PPG's) and their ongoing replacements, Planning Policy Statements (PPS's). The most relevant of these are listed in Appendix A. It also exists in the provisions of the relevant Act of Parliaments, key sections of which are also reproduced in Appendix A.

Regional planning guidance is prepared in accordance with national policy by the 'responsible regional authority' and this is set out in the Regional Strategy (RS). The former Regional Spatial Strategy (RSS), which was adopted in September 2008, became part of the Regional Strategy in April 2010. The government have indicated that RS's will be abolished shortly.

The Cumbria and Lake District Joint Structure Plan is a sub-regional document that provides a strategy and policies for development within Cumbria. Whilst others a number of Structure Plan policies were replaced by the RSS/RS, a number have also been saved in the transitional period.

Local and site specific policies are prepared in accordance with these national and regional policy frameworks. Current local policies can be found in saved Local Plan which comprises:

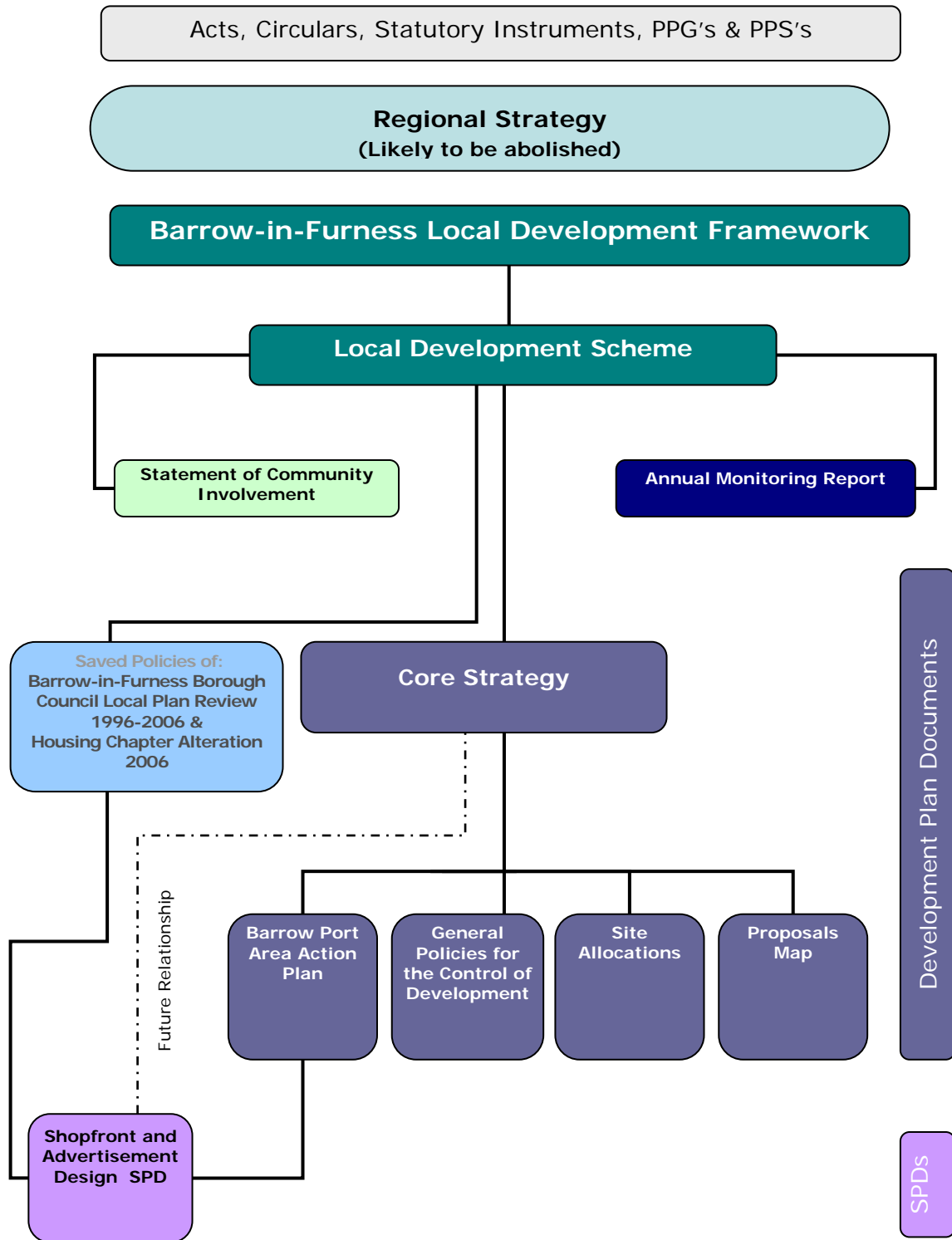
- Barrow-in-Furness Borough Council Local Plan Review 1996-2006; and
- Barrow-in-Furness Borough Council Local Plan Review 1996-2006 Housing Chapter Alteration 2006.

The Local Plan will in due course will be replaced by the policies of the Core Strategy and General Policies for the Control of Development Plan Documents. The text of relevant saved policies can also be seen in Appendix A. The timetable for production of the new documents can be seen in the Council's adopted Local Development Scheme. The current LDS was adopted in July 2010 can be viewed on the Council's website at <http://www.barrowbc.gov.uk/Default.aspx?page=2882>

This Supplementary Planning Document provides detailed guidance on the application of these local policies in respect of development proposals for shopfronts and associated commercial signage requiring planning permission or advertisement consent.

Many buildings within the town centres, however, are also listed as buildings of special architectural or historic interest, and works of alteration are likely to require listed building consent in addition to any planning permission or advertisement consent required. Applications for listed building consent are primarily judged against the provisions and duties of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the guidance contained in Planning Policy Statement 5 'Planning for the Historic Environment', but the guidance in this SPD is also relevant to applications for listed building consent, particularly where such work involves development.

Figure 1. The Transitional Policy Framework





## 4 Works Requiring Consent

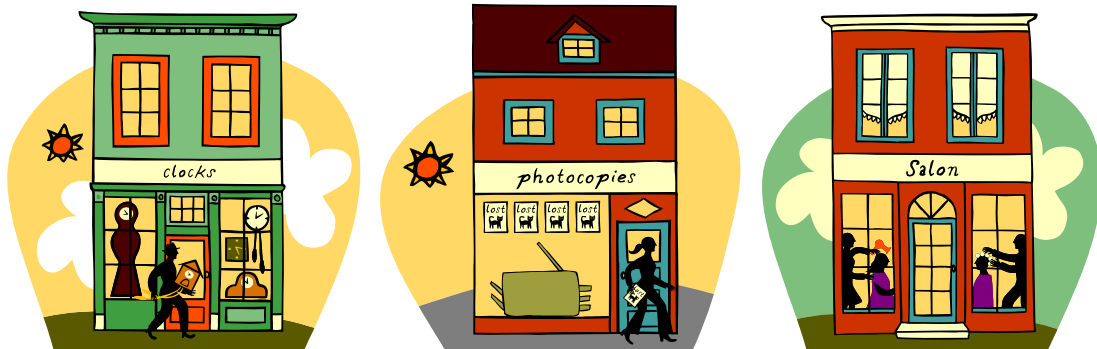
Works of alteration, even minor works, may require one or more form of consent. Consent is not normally required for repair works or like for like replacements, but in the case of listed buildings, it is always advisable to check. If you are in any doubt, please contact the Development Control Section who will be pleased to advise on any consent requirements – see Contacts section in Appendix C.

- **Planning Permission** will be required for alterations to, or the insertion of new shopfronts in all shops and all premises within Use Classes A1- A5, including for the addition of blinds, security grilles etc. Planning permission will also be required for the alteration of upper floors, including windows, of flats or all commercial buildings including shops. For advice and information and on the application process, see the Council's website [www.barrowbc.gov.uk/Planning](http://www.barrowbc.gov.uk/Planning) - Development Control
- **Advertisement Consent** may be needed for the display of signs (dependant upon their size and type). For further advice and information on the application process see the Council's website [www.barrowbc.gov.uk/Planning](http://www.barrowbc.gov.uk/Planning) - Development Control
- A guidance booklet, prepared by the Department for Communities and Local Government, aims to explain to how the system of advertisement control works in England. The document "Outdoor Advertisements and Signs: A Guide for Advertisers" can be found on the Communities and Local Government website at: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/326679.pdf>
- **Listed Building Consent** will be required for most external and internal alterations to listed buildings. For information on the application process see the Council's website [www.barrowbc.gov.uk/Planning](http://www.barrowbc.gov.uk/Planning) - Development Control
- Under the current law, **Conservation Area Consent** is only required for the demolition of certain unlisted buildings and structures within conservation areas and would not be required for replacement shopfronts or other alterations. For information on the relevant application process see the Council's website [www.barrowbc.gov.uk/Planning](http://www.barrowbc.gov.uk/Planning) - Development Control
- **Building Regulations Approval** is required for many structural alterations. For further information see the Council's website [www.barrowbc.gov.uk/Planning](http://www.barrowbc.gov.uk/Planning) - Building Control
- A **Section 177/178 licence** will be required from Cumbria Highways (Cumbria County Council) for any object, for example a projecting sign, canopy, external light, which projects over the public highway. Please contact 01229 606060 for further information.

## 5 Understanding Shopfront Design

The purpose of a shopfront is to display goods for sale and to entice customers into the shop. An attractive and well-designed shopfront will create a good impression to potential customers. The shopfronts we value today did not come about by accident. Their design was deliberate to entice shoppers in, whilst following the politics and stylistic fashions of the day, and also the technological limitations.

When considering works to a shopfront, a good starting point is to understand the basic design elements and a history of shopfront design.



### 5.1 The Main Elements of Traditional Design

Traditionally, although the individual style of the elements varied, almost all shopfronts incorporated the same basic elements:

- Large, often vertically emphasised windows for display
- Pilasters providing framing and a vertical separation between shops, and an opportunity for colour
- A cornice providing framing and weather protection
- A fascia providing advertising space that could be easily changed as occupants moved on, and with cornices which were used to hide the structural support beams
- A stallriser providing internal and external protection and a solid base at ground level, and adding interest
- Quality construction materials
- Design elements were normally structural rather than applied e.g. panelled doors had fielded panels with mouldings and not mouldings applied to flush doors
- The style of the shopfront often reflected or was simultaneously reflected in the architectural detailing of the remainder of the building e.g. small panes for a Georgian building, plainer for Victorian



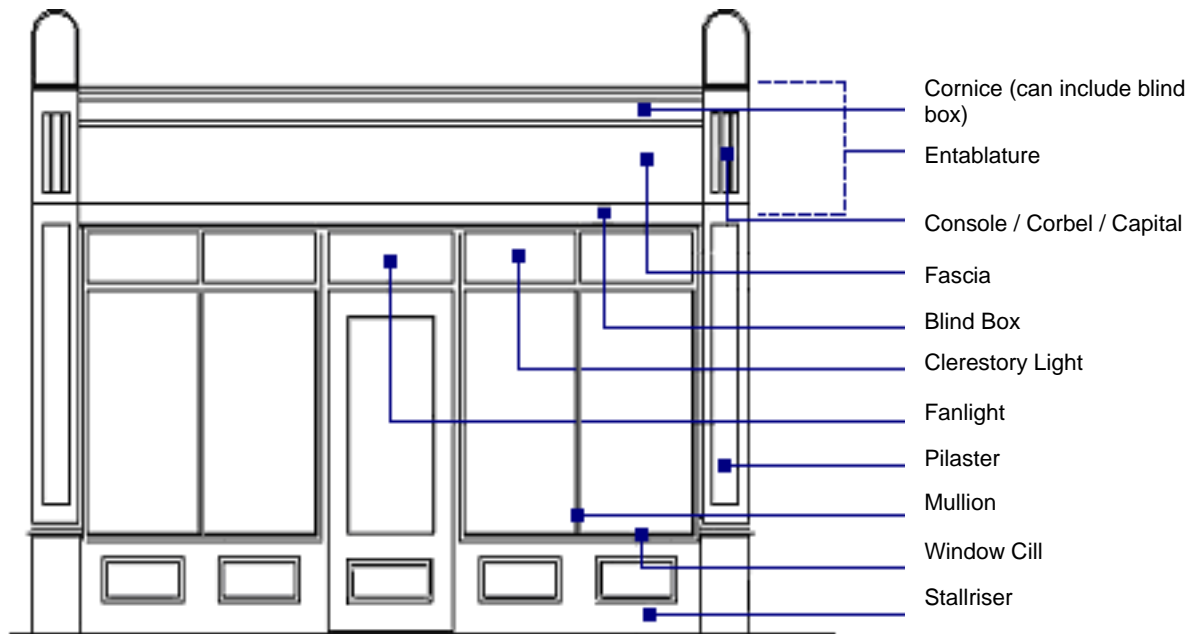


Figure 2. A typical arrangement of a traditional shopfront

## 5.2 History of Shopfront Design

The streets of market towns have been used for the selling of goods and services for many centuries. Historically, goods were sold from stalls or properties which did not have shopfronts as we would recognize them today.

### Georgian and Regency Shopfronts

In the eighteenth century, shop windows started to appear, such as the Georgian bowed oriel window, often seen in pairs either side of a doorway. None of these are known to survive unaltered in the Borough (these are a relatively rare survival nationally) but their former existence can be seen in old drawings and early photographs.



Georgian bowed oriel windows, Devonshire Street, Penrith 1815

From the eighteenth century onwards, and particularly in the nineteenth century, most shops were designed or remodelled with an integral shopfront, usually at ground floor level and on classical (Greek) lines. Great importance was placed on the design and the vertical proportions of the building as a whole, and of the shopfront itself.

Georgian and Regency shopfronts were a more formal version of the paired Georgian bowed windows with full bays or canted bays above stallrisers with an entablature (cornice, frieze and architrave) above and pilasters (columns projecting from the wall). The windows often had small panes with timber glazing bars, but unlike domestic windows, shop windows have traditionally had the mouldings of the glazing bars to the external face and the putty fixing on the inside. No shopfronts of this period survive are known to survive intact in the Borough.



Above: These examples in Kendal show the early evolution of the Regency style of shopfronts and the changes as glass manufacturing technology advanced.



Left: In Dalton-in-Furness, there are surviving examples of simple but elegant Georgian shop window surrounds, but none have their original glazing bars. This former shop window at Tudor Square survives, but without its glazing bars.

Historic shopfronts tend to have a fairly uniform appearance because plot widths were traditionally fairly regular and narrow, and window and door openings were restricted in width for structural reasons and also due to the limits of glass manufacturing technology. Specialist national companies offered a variety of designs which could be chosen from a catalogue and the level of decorative details was considerable.

### Victorian Shopfronts

Although largely still on classical, albeit less delicate lines, Victorian shopfronts showed greater variations, particularly in their materials. Advances in glass technology and the introduction of plate glass in the 1820's allowed larger window panes and from about 1840 horizontal glazing bars (transoms) tended to disappear. Heavier mullions were required to hold the larger and heavier sheets of glass, and Victorian shopfronts often have thicker mullions – sometimes thin colonettes or mullions terminating in elliptical (arched) heads. Windows were divided into two, three or four lights. Most early and mid Victorian shopfronts have



also been lost in the Borough, although some have simply been re-glazed without their mullions or transoms. A small number of mid to late Victorian shopfront survive virtually intact such as that at 87 Duke Street, Barrow (The Priory) c1868.



Left: A restored mid Victorian styled shopfront with arched headed windows at Dalton-in-Furness; Centre: An original mid to late Victorian shopfront of c1873 at Ramsden Square, Barrow. Right: 87 Duke Street c1868 which may have had its mullions removed

Cast iron shopfronts also appeared in the nineteenth century followed by brass and bronze. Hartley's Café at Market Street, Dalton-in-Furness has a very attractive and ornate cast iron shopfront inserted in around 1900. In the later nineteenth century first floor display windows also became more prevalent, such as that at 87 Duke Street, Barrow. Victorian shop doors were usually four panelled with the upper two panels glazed, or the whole of the upper portion was a single glazed panel.



Left: Cast iron shopfront at Dalton-in-Furness with colonettes and fretwork. Centre: Cast iron columns at Oxford Chambers, Abbey Road, Barrow. Right: First floor display window at 87 Duke Street, Barrow

### Edwardian and early C20 Shopfronts

In the Edwardian period and up to the 1920's, taller shopfronts were common with lower stallrisers. These often featured dipped or angled fascias, thinner pilasters, curved glass, decorative clerestory lights and deeply recessed doorways with mosaic tiles displaying the shop name. Mullions tended to disappear and larger shop windows with a reduced vertical emphasis resulted. Whilst few ornate Edwardian shopfronts survive in the Borough, a significant number of later, more restrained Edwardian and 1920's shopfronts survive and are very popular still.

Many Edwardian shop doors were almost totally glazed, with only a small panelled area at the bottom.



Left: Shopfront of 1892 at the former drapery department of the Co-operative store Dalton, shows the emerging Edwardian Style with stained glass clerestory lights, but with large Victorian sash shop windows. Centre: Mosaic tiled deeply recessed doorway at Baby Bitz, Cavendish Street, Barrow (the current shopfront is a replacement of an earlier even more ornate Edwardian Shopfront and dates from c1920?) Right: Edwardian/1920's style shop door at Hurleys, Cavendish Street, Barrow



Striking and beautifully presented and maintained restored Edwardian style shopfronts at Vickerstown, Walney, Barrow-in-Furness

A reaction to this traditional and relatively ornate detailing took place in the 1920's and 1930's with a reduction in the level of embellishment. Nevertheless, a deliberate and thoughtful style emerged and the use of mahogany, bronze and chrome became notable. Shopfronts were sometimes on new or completely remodelled buildings.



Late Edwardian style shopfront at Barrow Island, a simpler version of the Edwardian Style but still an elegant style.



## Late C20 Shopfronts

In the latter part of the twentieth century, many traditional shopfronts and shop buildings were replaced with ones which can be said to have little quality or merit, and the pride in the outward appearance of shops seemed to diminish; with some notable exceptions. Plain, poorly proportioned shopfronts with clutters of cheap advertising, or poor quality imitation 'mock' traditional shopfronts became all too common, as, unfortunately, did security shutters and grilles.

Although many if not most of the Borough's attractive traditional shopfronts have been lost, there are still some good examples surviving both in Barrow and Dalton and a greater number partly surviving, buried beneath plywood additions or large modern signs. In Barrow, the survival of traditional shopfronts tends to be in the more peripheral shopping areas and such surviving shopfronts are a real but diminishing asset to the area.

The facades of other commercial buildings such as banks, solicitor's offices, pubs and hotels, generally survive much better (with a greater proportion being listed buildings) and are more immune to changes in fashion. These also show a greater variety of styles and detailing.



In the last decade or so, however, shopfront design in town centres across the Country has improved and quality is once again recognized as a trading asset. Shopping is now as much a leisure activity as an exercise in buying essentials, and the retail sector has expanded and competition is fierce. There has been a rising awareness of design issues nationally and the growth of the conservation movement of the last two decades of the twentieth century as reaction to the losses and poor quality development of the earlier two decades, particularly the designation of conservation areas and the associated grant schemes, has been fundamental in changing attitudes.

Whilst the importance of quality has been recognised by some, there is still a lack of appreciation amongst some of the Borough's retailers of the historic and trading value of traditional and high quality modern shopfronts and advertisements.

There are a number of excellent restoration schemes in the Borough such as those at Vickerstown and Dalton-in-Furness overleaf.



In the twenty-first century, environmental and social issues such as energy conservation and 'access for all' are also having a significant effect on shopfront design and detailing.

As part of the consultation on the SPD and to raise awareness generally, a competition was held inviting people to vote for their favourite shopfront. Voters were asked to indicate their favourite shopfront and state in no more than 50 words what they thought made it attractive or special. The shopfront which received the most votes was to be crowned as the "Borough's Favourite Shopfront" and the person who best justified their choice of shopfront awarded a £50 cash prize.

Although only small number of entries was received, these gave a valuable insight into what the public value about shopfronts and how important the presentation of the building, shopfront and window display is, in enticing customer into shops.

There was a joint winner of the overall vote with Vickerstown Upholstery/Interiors on Douglas Street, Walney and Hartley's on Market Street Dalton-in-Furness tying for first place; both deserved joint winners. (See above and front cover)

*"The shopfront is unique and original ..... sensitively decorated ..... Hartley's frontage is, I feel, unique not just in Dalton but in the Borough. I love it!"*

(Hartley's Cafe) The Borough's favourite shopfront competition entry 2010.

*"It is a delight to walk in front of the shop and stop and look"*

(Vickerstown Upholstery) The Borough's favourite shopfront competition entry 2010.





# Practical Guidance



## 6 Whether to Repair or Replace?

The decision over whether to repair or replace the existing shopfront will depend on the existing building, and the age, quality and condition of the existing shopfront.

### 6.1 Repair

If the existing shopfront is appropriate to the building and town, or is of architectural or historic interest, then the repair of the existing, if possible, will be the preferred option, particularly for listed buildings and buildings in conservation areas. Unnecessary destruction of historic and irreplaceable fabric and decorative detailing is not acceptable or sustainable. Surviving historic shopfronts are a diminishing resource. Changing fashions can be expressed through window displays, paint colours and signage. Contemporary retail operations can happily coexist with traditional shopfronts.

**Policies C1, D15, D17, D18, D21 and D 41 of the saved Local Plan (See Appendix A)**



Although not to everyone's taste, the contemporary colour scheme, signage and styling of this shopfront in Penrith, shows how a modern business can successfully utilise an early 1920's Edwardian styled shopfront

### 6.2 Replacement

If the existing shopfront is unattractive or inappropriate to the building or to the locality, or is beyond repair, then a new or replacement shopfront may be appropriate. The replacement options will include:

#### 6.2.1 Replacing the shopfront on a like for like basis:

This will be the preferred option if the existing shopfront is appropriate to the building and town or is of architectural or historic interest, but is beyond repair. Replacement on a like for like basis will normally be required, particularly for listed buildings. Like for like means the same materials, glazing bar profiles etc and reusing any historic glass, for example stained glass.

**Policies C1, D15, D17, D18, D21, D41, F13 and F14 of the saved Local Plan (See Appendix A)**

### 6.2.2 Restoring an original shopfront:

Where the present shopfront is unattractive or of lesser quality than the building in which it sits, the Council would encourage the restoration of a style of shopfront more appropriate to the age and character of the building. Parts of original shopfronts are sometimes found hidden beneath modern fascias, otherwise, old photographs can provide valuable evidence of previous frontages that may be far more in-keeping with the building and locality. The impressive results of this approach can be seen at Douglas Street, Vickerstown (see earlier photos).

**Policies C1, D15, D17, D18, D21, D41, F12, F13 and F14 of the saved Local Plan (See Appendix A)**

### 6.2.3 Inserting a more traditionally styled shopfront:

Where the present shopfront is unattractive or of lesser quality than the building in which it sits, the Council would encourage the restoration of a style of frontage more appropriate to the age and character of the building or to match the other attractive shopfronts in the area, although care must be taken over inserting past details which never existed at a particular property. This approach would be unacceptable for example on a listed building, e.g. inserting a Georgian shopfront in a building which never had one. Care must also be taken in introducing uniformity of design, particularly on adjacent buildings which themselves differ in design.

**Policies C1, D15, D17, D18, D21, D41, F12, F13 and F14 of the saved Local Plan (See Appendix A)**



This is not an original shopfront, but is an attractive, interesting and well constructed Victorian styled shopfront appropriate to the style and character of the building. Its somewhat vibrant colour scheme gives it a modern twist, but the overall high quality of the construction and detailing and simple signage can (just about) withstand this.

### 6.2.4 The insertion of a new shopfront in a style appropriate to the building and area:

This approach would be appropriate for modern buildings, including for new build units, or occasionally for traditional buildings where the restoration of the former shopfront is not now possible or essential, for example if the upper storeys have been altered so as to prevent restoration, or the proposed design, whilst not historically authentic, is a significant improvement on the existing situation. This approach would be applicable to many of the properties in Dalton Road, Barrow, and whilst the basic principles of good traditional design (see Section 7) should be followed, there will be a greater range of appropriate solutions depending on the

age, size and character of the property. The key to success here will be in the proportions, quality of construction, finish and in developing a coherent style.

The design, whatever the style chosen, should be of good quality and materials and even if a modern or innovative style is chosen, the shopfront should be designed not only as part of the building, but with respect to the streetscape and locality in which it sits. Using local sustainable materials and reflecting local traditional stylistic and constructional techniques can assist in this process.

**Policies C1, D15, D17, D18, D21, D41, F12, F13 and F14 of the saved Local Plan (See Appendix A)**



Examples of modern, attractive and well-presented shopfronts in Portland Walk Barrow. Left: A predominantly timber shopfront with modern frameless glazing but with profiling to the timberwork adding dimension, and sitting within the building's brick piers which provide framing, separation and solidity. Right: A more traditional and elaborate timber detailing to this modern shopfront.



Now and Then? How a plain shopfront (left) might be improved using appropriate traditional and contemporary detailing (purely illustrative)



## **7 Design Principles**

If the decision has been made to replace the existing or insert a new shopfront, there are some basic principles of good design which should be followed (not to be confused with style, which is more subjective). Both design and style are important however.

It is important that any new or alterations to shopfronts or signs are not designed in isolation, but as part of the building and streetscape in which they sit.

### **7.1 Principles of Good Design**

- Take into account the age, history, scale, style and materials of the existing building and remember the retail unit may only occupy part of a larger building
- Respect the scale and proportions of the building and its neighbours
- Respect its context in the streetscene and town
- Consider the entire design, including finishes and colours
- Use appropriate, sustainable and good quality materials. UPVC or aluminium will not be acceptable for listed buildings and not normally be appropriate for historic buildings, particularly within conservation areas
- Consider its longevity in physical (including maintenance) and stylistic terms
- Consider the design in three dimensional terms e.g. mullion profiles, and show such details accordingly on any plans
- Avoid shopfronts and fascias cutting across two different buildings without reflecting the change
- Consider the number of elements introduced – too many details, signs and features can be difficult to look at and detract from functional efficiency; or, if well done, these can add interest and vitality
- Large expanses of featureless plate glass should normally be avoided as it will give rise to the building above appearing to ‘float’ and can disrupt the scale of the street

### **7.2 Stylistic Considerations**

Whilst the design principles above will influence the style of the shopfront, other stylistic considerations include.

- The historic style of the shopfront – Georgian, Victorian, Edwardian, Art Deco, Modern etc
- Does or should the shopfront reflect the age and style of the existing building or its current predominant architectural style (as many town centre buildings have been remodelled over time)?



- Does or should the shopfront utilise local styles and materials e.g. painted softwood, unpainted hardwood, cast/wrought iron, bronze, steel, sandstone plinths etc?

### **7.3 Access For All**

Consideration of how the design fulfils the functional requirements of the shop or business premises must include the ease of access for all users.

In addition to saved Local Plan Policies F13 and 14, the Equality Act 2010 requires service providers to make 'reasonable adjustments' in relation to the physical features of their premises to better enable disabled people to access goods, facilities and services.

Part M of The Building Regulations 2010 - Access to and Use of Buildings, gives requirements when extensions and alterations are carried out to commercial and office buildings. The aim of Part M is to foster a more inclusive design to accommodate the needs of all people, and help to ensure that reasonable provision has been made.

Further details are available from the Building Control Section, or through the Council's website [www.barrowbc.gov.uk/buildings](http://www.barrowbc.gov.uk/buildings)

### **7.4 Materials & Painting**

Once the appropriate style is chosen, the design should be considered in its entirety and in three dimensional terms and all such details, material and finishes should be shown accordingly on any applications plans.

#### **Materials**

Timber, brass, bronze, copper and cast iron are normally acceptable materials and are essential for listed buildings (as appropriate to the particular age and character of the building) and will normally be expected for other traditional buildings, particularly in conservation areas.

UPVC rarely produces high quality design – not only in view of its overall appearance – plastic, but also in the difficulties of providing convincing and elegant mouldings/sections for glazing bars, cornices and panelling to doors, stallrisers etc. Where uPVC may be allowed (e.g. on an appropriate modern buildings or to replace an existing poor quality shopfront) it will only normally be appropriate for the windows frames themselves. The entablature (where part of the design) and the stallriser should not be in uPVC. UPVC 'mock' traditional doors should always be avoided.

Silver/grey aluminium should also be avoided on historic buildings. Although in the past this has been commonly used in replacement shopfronts on many traditional buildings, it rarely gives a high quality or attractive appearance or finish as it is also difficult to mould. Darker shades of powder coated aluminium may be suitable for modern buildings and occasionally for traditional buildings depending on the overall quality of the design and existing shopfront. Other metals such as steel and chrome can provide attractive and distinctive shopfronts.

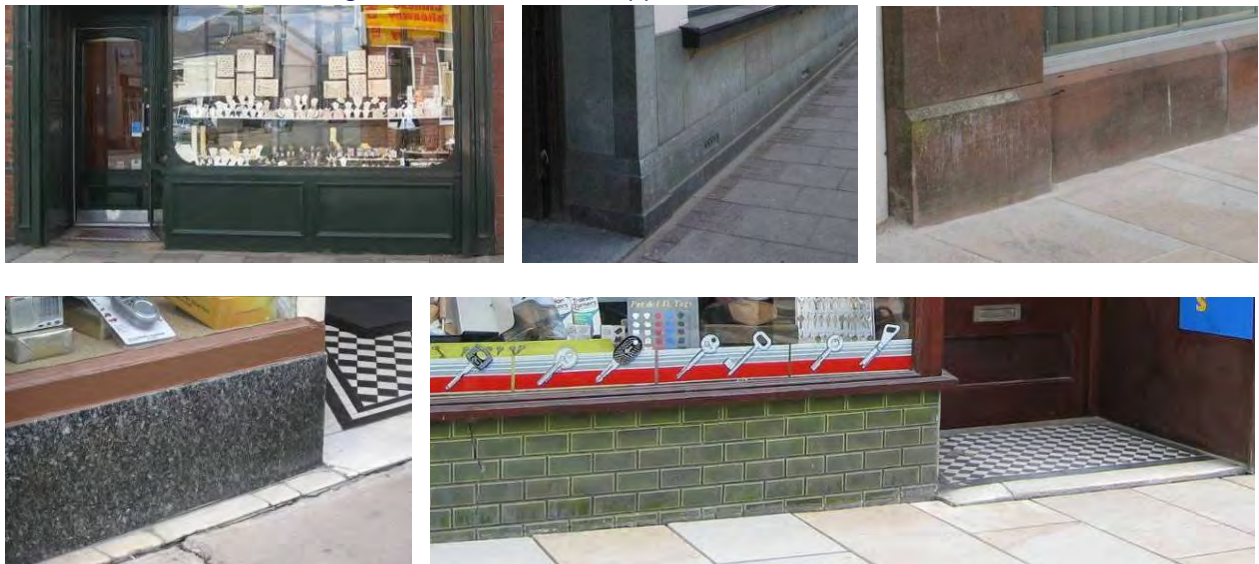
Timber is the most sustainable (subject to sourcing) timeless and versatile material, with an infinite ability to create and repair architectural detailing and to paint and repaint to add colour, variety and warmth.

Stallrisers, where part of the design (all but essential for an external shopfront), should be solid and robust to give weather and security protection and either be of masonry; either ashlar (dressed stone), polished granite, smooth render or 'stucco' (render lined out to appear as ashlar) brickwork, slate, tile or ceramics, or occasionally artificial stone; or timber, with appropriate and fairly heavy mouldings. Materials should normally match or complement the upper facades.

UPVC and plywood stallrisers give a poor quality appearance and plywood appears 'flimsy' and does not weather well



Traditional timber, ashlar stone (green slate and red sandstone), polished granite and glazed tile stallrisers have a more elegant and substantial appearance



## Decoration

Timber shopfronts, normally of softwood, traditionally were painted rather than stained, although hardwood shopfronts were sometimes unpainted. Darker colours are generally more traditional and appropriate e.g. black, navy, dark red, maroon, and dark green. However, the use of dark colours can make the detailed design features disappear. Where dark colours are used, particularly black, consideration should be given to picking out key details in a slightly lighter colour, such as black with grey. Dark staining has a similar effect and should normally be avoided. Brighter and warmer shades such as white, off white, cream, dark turquoise and sandstone will normally be acceptable as they can add vibrancy and warmth to the town centre, but garish and fluorescent shades e.g. bright orange, bright red and bright blue will not normally be acceptable (depending on the precise shade and the quantities to be used) and certain pastel shades e.g. pink should be avoided as these can also appear garish or weak.

The choice of colours will depend on the design of the shopfront, its size, the amounts of each colour to be used and the construction materials of the building and its neighbours. Co-ordination with neighbouring properties, although ideal, is

not essential as these may (normally) be repainted at any time. Coordination with the colour scheme of upper storeys will, however, normally be expected.

Where a corporate identity is required and the standard corporate colour scheme is not considered appropriate e.g. large quantities of very bright blue, the colour scheme should be adjusted, or reversed, to reduce the amount of the garish colours e.g. restricting it to the signage/fascia only.

**Policies C1, D15, D17, D18, D21, D41, and F12, of the saved Local Plan (See Appendix A)**



Left: A tasteful well-constructed modern interpretation of a traditional shopfront, but the detailing is somewhat lost by the single dark colour used and over shadowed by the overly deep pink fascia sign and posters.

Right: A restored classical style shopfront with the glazing bar detailing picked out in a contrasting colour, with a complementary first floor colour scheme.

## 7.5 Summary

The Council recognises that financial considerations will dictate that it may not be possible at a particular time to restore a historic shopfront or replace with a new improved design in line with the recommended approach and design guidelines, particularly where the current shopfront is still in good condition. The Council may be able to offer grant assistance for repair, restoration or occasionally the insertion of a new design in line with the approaches outlined above (see contacts in Appendix C for current availability of grants).

However, poor quality shopfronts tend to last a decade or so rather than a century or two, and when these inevitably reach the point of requiring replacement, the opportunity to improve the appearance and quality of shopfronts in line with the guidance in the SPD should be taken and will be supported. Where shopfronts are to be replaced, the guidance in the SPD will be expected to be followed, in addition to adherence to the saved policies of the Local Plan.

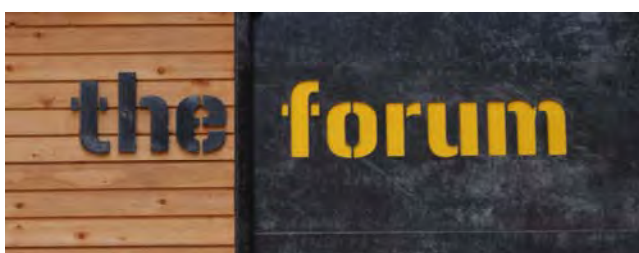
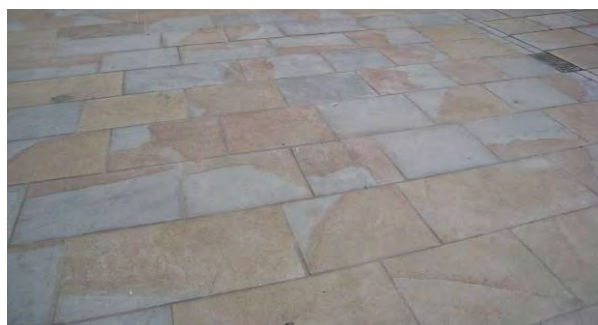
Good design need not be more expensive than poor quality design. National policy in the form of PPS1 states that "Good design should contribute positively to making places better for people. Design which is inappropriate in its context or which fails to take the opportunities available for improving the character and quality of an area and the way it functions, should not be accepted."

An attractive shopfront will not only attract and retain new and existing customers, but cumulatively the improvement of the environment and quality of the Borough's town centres is essential in order to attract and retain customers and to attract other high quality retailers to the area. In the case of Barrow town centre, the architectural quality of shopfronts and the quality of the shopping environment is generally poor and the vacancy rate in the main shopping area is of concern. An



improvement in the overall quality and appearance of the town's shopfronts and signage is essential to complement the high quality public realm enhancement works currently being undertaken if the town centre is to be successfully regenerated.

In Barrow in particular, but also in Dalton, the quality and appearance of many potentially attractive shopfronts is compromised by unattractive security shutters with their bulky housing and ill-fitting and garish signage. Removal or replacement of these in line with the guidance in the following sections would go a long way to exposing some attractive hidden shopfronts in the towns and bring about a significant improvement their overall character and appearance.



High quality public realm works in Barrow town centre nearing completion. The use of natural materials and a mix of traditional and contemporary detailing lifts the overall quality of the town centre. The appearance of natural materials tends to improve rather than deteriorate with age.

## 8 Signs

New or replacement advertisements and signs should be carefully considered in relation to the overall design and appearance of the shop and surrounding buildings.

Surviving historic signage should normally be retained, even when no longer relevant to the current occupier of the building, unless it is within the fascia where it would interfere with the current retail operation. Where historic signs are encountered, advice should be sought on whether and how these should be retained; in situ, stored elsewhere on site, or altered to the requirements of the new occupier. This work may require listed building consent.



New signs should respect the age and character of the building in their size, materials and detailing. This can allow for quality modern signage reflecting the image of the current retail operation. Historically, sign writing and manufacture was a craft or art form and a creative approach to new signage will be encouraged. However, the number of advertisements should normally be kept to a minimum. Too much advertising will defeat its purpose and can create a cluttered appearance.

### Fascia Signs

Signs can be flat boards or individual letters fixed within the existing fascia, or occasionally the wall of the building at ground or upper floor level. Fascia signs should sit neatly within the fascia clear of any framing detail, and boldly projecting box-like fascia signs will not normally be acceptable. No signs should be applied over the shop window.

Carefully designed individual vinyl letters or symbols applied to the glass may be acceptable if they are of the highest quality. Etched glass can also be very



attractive and effective, but etching historic glass with signs which will only be relevant to a short term occupant, will not be acceptable. Vinyls can be used to give the effect of etching.

### Hanging Signs

A good quality hanging sign carefully placed to avoid interfering with architectural features in addition to, or in place of a fascia sign, will normally be acceptable. These should be installed at fascia level at either end of the fascia panel. Any object projecting over the public highway will require a licence from Cumbria County Council and a minimum vertical clearance of 2.6 metres from the highway, as stated in the Manual for Streets (see paragraph 6.3.24 of the Manual).

Wall-mounted or hanging signs above fascia level will only be allowed where these are of the highest quality and the design of the building above allows space for the sign without interfering with windows and other architectural features.

### Materials

Signs and letters should normally be of painted timber or a good quality metal construction. Acrylic fascia board signs or hanging signs should generally be avoided on historic buildings, particularly in Conservation Areas and will not be acceptable for listed buildings. Where used, these should normally be of a matt finish.

Good quality acrylic letters used within the fascia will normally be acceptable, providing garish colours are avoided. Where acrylic letters are used, these often look better when slightly raised using stand-off fixings and being slim in profile and square cut to give a clear crisp effect. Good quality MDF letters may also be acceptable.







Attractive signage, including etched effects using vinyls, good quality hanging signs, metal and slim profiled and 'crisp' acrylic raised letters,

### Illumination

In order to protect visual amenity, vehicular and pedestrian safety and to reduce and minimize light pollution and energy consumption, unnecessary illumination of signs will be resisted. Where illumination is considered to be acceptable, static external illumination is normally preferred by means of halo lighting, carefully designed trough lighting or carefully positioned and correctly spaced small spot lights. Large, prominent spotlights or swan necks/cowls can detract attention and can obscure the sign itself. Internally illuminated signs and letters will not normally be acceptable.



Highly reflective acrylic fascia sign and letters using a garish colour schemes.



Halo lighting with simple clear matt finished stand-off lettering

### Summary

- The use of quality traditional materials will be expected, particularly for listed and traditional buildings (hand painted signs are very effective).
- Plastic or highly reflective materials and garish colours should be avoided, particularly for listed and traditional buildings and in Conservation Areas.

- Easy-to-read well proportioned lettering with imaginative signs and symbols and a contrast between lettering and background, is the most effective advertising.
- Over-large fascia or hanging signs or letters that are out of scale with adjoining fascias or which obscure the shop windows will not normally be acceptable.
- Fascia signs or letters should sit neatly within the fascia clear of any framing detail, and boldly projecting box-like fascia signs will not normally be acceptable.
- Where illumination is considered acceptable, appropriate external illumination such as halo lighting, carefully designed trough lighting or correctly spaced and designed spot lights is normally required. Large spotlights and 'swan necks' should be avoided.
- Wall-mounted or hanging signs above fascia level are only acceptable if they are of the highest quality, are not overbearing and can be satisfactorily accommodated without obscuring architectural features.
- Where separate buildings have been amalgamated at ground floor level into one unit, the fascias should be kept separate with strong vertical divisions between the buildings.
- Where two or more shop units occupy the same shop frontage in the same building, the signage and colour schemes should not fragment the frontage. Simple changes in the colour or style of individually applied lettering within the fascia and/or hanging signs can be effective here.
- Generally, keep signage to a minimum and avoid unnecessary stickers and posters, as this does not present an attractive appearance to the street or potential customers.
- A licence will be required from Cumbria Highways (Cumbria County Council) for any object which projects over the public highway. In accordance with the Manual for Streets, a vertical clearance of 2.6 metres must be provided between the lowest part of the overhanging object (e.g. projecting sign, light fitting) and the highway.

**Policies C1, D15, D17, D18, D21, D34, D38, D39, D40, D41, D42, and D43 of the saved Local Plan (See Appendix A)**

## 9 Shopfront Security

Where possible, security measures should be considered as an integral part of the design of any new shopfront in order to minimise later difficulties. The security measures should be proportionate to the risks involved. It is not possible to eliminate all risks, and overt security measures, such as steel roller shutters, can draw unwanted attention to a shop.

### Generally

- The extent of security measures should be in proportion with the level of risk in the particular location and should, if needed, form an integral part of shopfront design.
- Stallrisers and mullions and transoms can contribute greatly to shopfront security and reduce the costs of replacement glazing following any breakages. These can be carefully strengthened if required.
- Where the reusing of historic glass is not an issue, laminated glass should be used in shopfronts to aid safety and security.
- Any additional security measures such as or grilles or shutters should normally be positioned behind the glazing, minimising any restriction of views into the shop. These are readily available as roller shutters or a variety of open lattice type grilles or 'transparent curtains' in the form of roller shutters or retractable gates.
- Where external shutters are allowed, the shutter boxes should be incorporated into the fascia design where possible and not stand proud. If disused original blind box fittings exist, consideration should be given to reusing and adapting these. External shutters will not normally be acceptable in conservation areas and will not be acceptable for listed buildings.
- The use of solid or solid looking metal shutters is unacceptable as they convey the image that the area is in decline. They can attract graffiti and will prevent window-shopping.
- Where allowed, external grilles and shutters should be of the latticed grille type or with vision panels. Metal shutters should be given a manufacturer applied powder coated finish of a suitable colour. In the past the Council has allowed steel perforated lath type shutters and the detrimental effects of these can be seen around Barrow town centre, particularly when unpainted and rusting. Despite the perforations, these appear solid and tend and require very bulky housing which often disfigures or obscures otherwise attractive shopfronts. Given the variety of internal and external shutters and grilles now available, this type of shutter will no longer be permitted unless it can be clearly demonstrated that it will not adversely affect the shopfront or streetscene. Avoiding single shutters across the shopfront (i.e. having separate ones for recessed doors etc) can help reduce the adverse effects.
- The scale of the shutters should not dominate the shopfront and they should only cover the glazed area; where possible a vertical emphasis should be introduced.
- Occasionally, historic timber shutters survive and these should be retained.



- A licence may be required from Cumbria Highways (Cumbria County Council) for any object which projects over the public highway. In accordance with the Manual for Streets, a vertical clearance of 2.6 metres must be provided between the overhanging object and the highway.

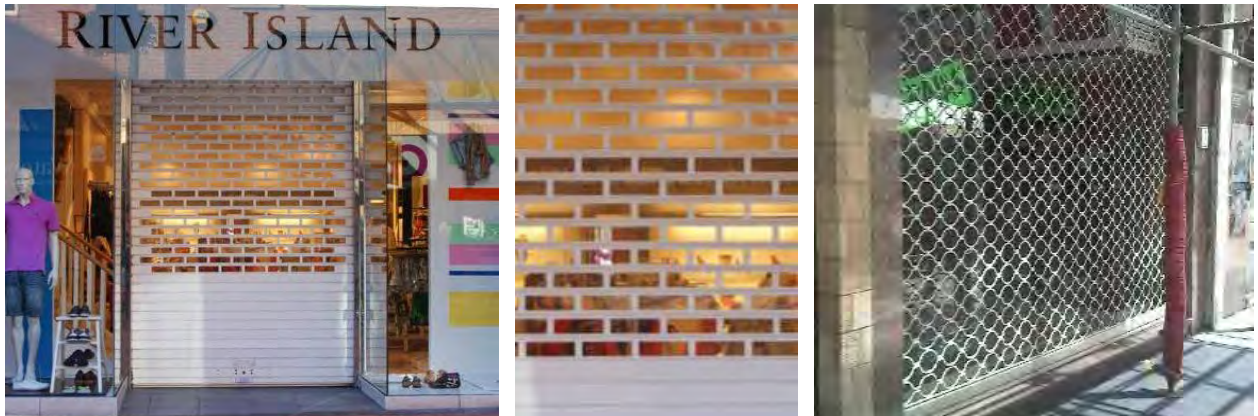
**Policies D15, D17, D18, D21 D41, D44 and F12, of the saved Local Plan (See Appendix A)**

**Internal shutters and grills:**



Far left: Retractable internal lattice gate type shutters. Left, centre & right: Internal brick bond tube and link grille type shutters, available in aluminium, steel or plastic

**External shutter and grilles – normally acceptable types:**



Separate external doorway shutter predominantly of the punched grille type but a slimmer profile giving greater transparency

Highly transparent and attractive external decorative lattice-type shutter

**External shutters - less preferred:**



'Punched' 'stamped' or 'cut' type shutter, available in aluminium, steel or plastic and 'Punched' type shutter with transparent polycarbonate vision panels, normally in aluminium

**Shutter types which should be avoided:**



Unpainted perforated lath type steel roller shutter



Painted perforated lath type steel roller shutter



Bulky and unsightly roller shutter housing obscures the top of the shopfront



## 10 Blinds

Traditionally, blinds (or awnings) were made of canvas and were fully-retractable when not in use into 'blind boxes' which were carefully designed as an integral part of the shopfront. The blinds can be used to display advertising.

It is still possible to get traditional blinds and boxes repaired, or new ones manufactured locally. These were traditionally hand operated with winders but can sometimes be made with motor operation if desired.



An attractive & well-maintained traditional shopfront with fully-retractable canvas blind – see also Hartley's on front cover

Modern flat canvas retractable blinds may be an acceptable alternative on some unlisted buildings. However, these often have plastic blind boxes, and although these can be fitted with timber covers, they often have frills which do not fully retract and can look unsightly, particularly as they get dirty. These modern versions are often motor operated and the operating mechanism makes them more bulky than the traditional blinds.



These modern retractable blinds are often suitable modern alternatives if carefully positioned. The original blind box is still in place at Diggles on the right



Modern plastic or plastic-coated fixed 'Dutch blinds' (designed like a pram hood) are not normally acceptable on traditional buildings or in conservation areas. These can look unattractive and permanently obscure the shopfront. The partly retractable versions of these blinds, which do not fold back fully into the shopfront, can also look unsightly when shut and should be avoided. The canvas versions of such blinds are more attractive.

A licence will be required from Cumbria Highways (Cumbria County Council) for any object which projects over the public highway. In accordance with the Manual for Streets, a vertical clearance of 2.6 metres must be provided between the lowest part of the canopy and the highway.

**Policies C1, D15, D17, D18, D21, D41 of the saved Local Plan (See Appendix A)**



Plastic partly retractable 'Dutch Blind'





# Appendices



## Appendix A: National, Regional & Local Policies

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### Acts

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#### Planning (Listed Buildings and Conservation Areas) Act 1990

**S16(2)** In considering whether to grant listed building consent for any works the local planning authority or the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

**66(1)** In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

**72(1)** In the exercise, with respect to any buildings or other land in a conservation area, of any powers under any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

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### National Planning Guidance

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National planning guidance exists in the form of PPG's, PPS's, Circulars & Government Guidance. See Department for Communities and Local Government website:  
<http://www.communities.gov.uk/planningandbuilding/planning/planningpolicyguidance>

PPS5: Planning and the Historic Environment – March 2010

PPS4: Planning for Sustainable Economic Growth – Dec 2009

PSS1: Delivering Sustainable Development - May 2006

PPS1: Supplement: Planning and Climate Change - Dec 2007

PPG19: Outdoor Advertisement Control – March 1992

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### Local Policy

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#### Barrow Port Area Action Plan

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##### Policy BP4: Conservation & Enhancement of the Natural & Built Environment

High quality schemes that enhance nature conservation and management, maintain and enhance biodiversity, preserve and enhance the historic environment and develop and respect landscape and built character will be promoted and supported. Particular emphasis will be placed on the following:

- 1) Proposals must preserve the setting and character of listed buildings and preserve or enhance the character or appearance of the Barrow Island and St. Georges Square Conservation Areas. Applications for outline consent within the conservation areas will not be acceptable. Consent for the demolition or partial demolition of listed buildings or of unlisted buildings that make a positive contribution to conservation areas will not be granted other than in exceptional circumstances.
- 2) The Action Plan Area includes parts of the South Walney and Piel Channel Flats SSSI and a site of regional importance in the form of Salhouse Pool County Wildlife site. The Council places a high value on the protection of these ecological features and

in considering new development will ensure that proposals are not detrimental to the special interest of these sites.

- 3) Enhanced public access to these areas will be sought whilst having regard to nature conservation.
- 4) Where important archaeological remains or historic features exist or are likely to exist further archaeological and historic assessment will be required.
- 5) Development proposals which are likely to have a significant effect on a European Site (SAC/SPA) (either individually or in combination with other plans and projects) should be subject to an Appropriate Assessment. Any development that is considered to adversely affect the integrity of a European Site will not be permitted.
- 6) The AAP area includes protected species, priority species and priority habitats. Surveys should be carried out to establish the presence, extent and density of these species and habitats before planning applications are determined and appropriate measures should be taken to safeguard habitats and species before any development commences. The first preference is to provide suitable inter-connecting habitats for these species within the relevant sites and within the AAP area. If this is not feasible suitable compensatory habitats should be provided outside the AAP area. Mechanisms should be put in place to manage and monitor these habitats to ensure that their biodiversity value is maintained.

#### **Policy BP14: Promoting the Use of Public Art**

The creative use and development of public art and arts projects will be promoted as an integral part of the regeneration of the Action Plan Area.

The approach to public art will be expected to embrace values that will contribute directly to changing perceptions, with a focus on original design and the use of high quality, durable materials. Public art should support the design principles for the built environment and provide an effective link between the built and natural environments.

#### **Policy BP25: Barrow Island Housing (BIH1, BIH2, BIH3)**

The Barrow Island Housing area will be supported as a sustainable urban residential community with an improved quality and choice of housing.

- 1) Within Site BIH1, the physical environment of the area will be improved. The improvements will include:
  - a) Improvements to the quality and appearance of the public realm:
  - b) A shopfront improvement scheme incorporating arts and craft signage centred around Anchor Road; and
  - c) Support for radical intervention measures in respect of the tenement buildings, providing these are justified and are of a quality compatible with the buildings' architectural and historic importance.
- 2) Within Site BIH2 (0.74 ha), the housing mix will be broadened through the provision of around 25 homes phased in accordance with Policy BP6 of this Area Action Plan. These homes should embody the principles of Lifetime Homes.
- 3) Within Site BIH3, the identified areas of public open space will be retained for open space and appropriate outdoor leisure use.
- 4) New development and public realm works should respect and enhance the character and appearance of Barrow Island, including in particular the Conservation Area and the setting and character of listed buildings.



## **Barrow-in-Furness Borough Council Local Plan Review 1996-2006**

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### **Policy C1**

All new and redeveloped retail facilities will be expected to:

- achieve high design standards, taking into account the character of the surrounding area and the requirement to maintain or enhance Conservation Areas and their settings;
- where practicable, provide adequate access for people whose mobility is impaired;
- result in no loss of or detriment to: important areas of amenity open space; interests of wildlife, landscape or nature conservation importance; or trees or landmarks of importance to local character; and
- provide an acceptable level of car parking in accordance with the Cumbria Parking Guidelines, except in cases of redevelopment where present levels must at least be maintained.

### **Listed Buildings, Conservation Areas and Design**

#### **Policy D15**

Development within or affecting the setting of Conservation Areas will only be permitted where it preserves or enhances the character or appearance of the Area. In particular it should:

1. Respect the character of existing architecture and any historical associations by having due regard to positioning and grouping of buildings, form, scale, enclosure, detailing and use of traditional materials;
2. Respect existing hard and soft landscape features including open space, trees, walls and surfacing;
3. Respect traditional plot boundaries and frontage widths; and
4. Respect significant views into or out of the Areas.

Applications for:

- a) Listed Building Consent; or
- b) Planning consent for alterations to un-listed buildings within Conservation Areas or new buildings affecting the setting of a Listed Building must show full details unless otherwise agreed with the Planning Authority.

#### **Policy D17**

Applications for the re-use of empty Listed Buildings or prominent buildings in Conservation Areas will be given favourable consideration provided the redevelopment will not result in the significant loss of the property's special architectural details or its historic fabric.

#### **Policy D18**

Alterations and additions to a Listed Building or those properties affected by the Article Four Direction will not be permitted if they adversely affect its character and setting or its architectural or historic features. In particular, the following alterations are likely to

be unacceptable, particularly where they pose a conflict with the traditions of the building type or area;

- a) The use of non-traditional roofing materials;
- b) The use of UPVC or aluminium or other non-traditional materials or styles for windows and doors;
- c) Pebble-dashing, or rendering of any type where this would result in the loss of features such as stone-work or ornamental brickwork;
- d) The removal of any special features such as ornamental ironwork, carved stonework or brickwork, etc; and
- e) The use of UPVC gutters and downspouts.

### **Policy D21**

In determining all applications submitted to it the local planning authority will have regard to the General Design Code set out in paragraph 5.4.27 of this plan.

In towns and villages, proposals shall relate to the context provided by buildings, street and plot patterns, building frontages, topography, established public views, landmark buildings and other townscape elements. Proposals that do not respect the local context and street pattern or the scale, height, proportions and materials of surrounding buildings and development which constitutes over development of the site by virtue of scale, height or bulk will not be permitted, unless there is specific justification, such as interests of sustainability, energy efficiency or crime prevention.

Development proposals in the countryside shall respect the diversity and distinctiveness of local landscape character. New farm buildings will, in general, be required to be sited within or adjacent to an existing farm building complex or in other well screened locations and to be subject to a complementary design and use of materials, with, where necessary, a 'planting' scheme.

### **General Design Code**

**Setting:** the setting of any building should be carefully considered, whether in the countryside or in a built-up area. Attention should be paid to its impact on public views into, over, and out of the site. Those views should not be significantly harmed, and opportunities should be taken to enhance them or open up new views. In the countryside, or on the edge of towns and villages, buildings should be located to sit comfortably in the landscape. Buildings on the skyline should be avoided, unless local circumstances deem this to be appropriate for the site.

**Harmony and street scene:** new buildings should be in harmony with others around them. They can add interest and variety but should not be out of keeping overall. They should be visually well-mannered towards their neighbours. Where buildings are arranged in gentle curves, irregular building lines, or sit on or close to the rear of the footpath, these local characteristics should be emulated in new development. New roofs should fit in with the roofscape of the area. Dormers that break up an unrelieved roof plane, where this is important to the character of a building, or rooflights that would spoil an unbroken vista of roofs, will not be permitted.

**Proportion:** new buildings should be well proportioned and relate to the human scale. All extensions should be in scale and character with the building to which they are added. Elevations should be in proportion with one another and with surrounding buildings. Excessive bulk should be avoided. The size, spacing, and location of openings should be in proportion and related to the function of the building and harmonious with its architectural style. Shop fronts should reflect the character and architectural style of the upper floors and the distinction between separate buildings; they should be of

materials and colours appropriate to the building, and be well proportioned in themselves.

**Simplicity, detail, and decoration:** as a general principle, the design of new buildings should be simple, avoiding over-fussy detailing. Within this principle, opportunities should be taken to add interesting details, ornamentation, and expressions of local craftsmanship. The nature and colour of external woodwork, cladding and rainwater goods, should harmonise or successfully contrast with the colour of the walling materials. Large new buildings on the edge of towns or villages or in the open countryside should be constructed in vernacular or traditional materials or finished or clad in colours that complement their surroundings.

**Materials:** new buildings should be constructed of materials typical of, and used in similar proportions to, those traditionally used in the immediate surroundings. In certain circumstances the Council will require the construction of sample panels on-site, to be approved before building work commences, and to be kept for reference throughout the work.

## **Advertisements and Shop Fronts**

### **Policy D34**

The Council will require the removal of existing clutter of unauthorised adverts not related to the premises on which they are displayed where these are considered detrimental to visual amenity and/or highway safety.

### **Policy D39**

Consent for advertisements fixed to the principal public entrance of a building, or to a building elevation not used as a commercial frontage, will be permitted provided that they would not harm the street scene by nature of their scale, height or amount of illumination.

### **Policy D40**

Advertising signs above the ground floor level of buildings will be granted consent provided that they are well designed, relate well to the architectural features of the property and do not harm the street scene by being overbearing or over intrusive.

### **Policy D41**

Applications for consent to display adverts which obscure or disrupt important architectural features of a building, whether the building is listed or not, will not be permitted. On Listed Buildings and within Conservation Areas, shop fronts shall be of a traditional design and use traditional materials except where there are buildings of an architectural style where such treatment would be inappropriate. Shopfronts in Conservation Areas should be of a suitable scale, design, materials and proportion that reflect the traditional character of the application building and the Conservation Area. Well designed signage should be an integral part of the design.

### **Policy D42**

Applications for advertisement consent which would constitute or result in an excessive scale of advertising on any premises beyond that required to reasonably advertise the business premises will not be permitted.

### **Policy D43**

Proposals for illuminated advertisements will be granted consent provided that they would not harm the interests of visual amenity, including sky darkness pollution, or highway safety by nature of their scale, height, amount or hours of illumination.



#### **Policy D44**

Security shutters or grilles and their storage arrangements should not adversely affect the shopfront, building or street scene. External solid shutters and those requiring a permanent bulky housing attached to the shopfront or fascia will not be permitted where they adversely affect the appearance of the building or its setting.

Crime Prevention

#### **Policy F12**

The design, lighting, layout and location of new development will be carefully examined by the Authority, in consultation with Cumbria Constabulary, to ensure that it is not contrary to the interests of the prevention of crime and development will be refused if it is considered that it will give rise to an increased likelihood of crime.

#### **Access for People with Disabilities**

#### **Policy F13**

The Authority will provide advice to and negotiate with developers for the provision of satisfactory access for people with disabilities whenever alterations are made to the access arrangements of any building to which the public have access.

#### **Policy F14**

Permission will be refused for development where the layout does not adequately provide for the reasonable access needs of people with disabilities, unless such access is prevented by local topography.

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#### **Cumbria and Lake District Joint Structure Plan**

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Cumbria and Lake District Joint Structure Plan 2001-2016 (Adopted April 2006) – See Cumbria County Council's structure plan website Planning Cumbria: Your Guide to the Structure Plan: <http://www.planningcumbria.org/>

#### **Policy E38: Historic environment**

Measures will be taken to identify, record, protect, conserve or enhance areas, sites, buildings and settings of archaeological, historic and architectural importance.

Proposals which fail to preserve or enhance the character or appearance of Conservation Areas or which damage, obscure, or remove important archaeological sites or other historic features or are detrimental to the character or setting of a listed building will not be permitted unless the harm caused to their importance and intrinsic interest is clearly outweighed by the need for the development. Development and land use change should be compatible with the distinctive characteristics and features of 'Cumbria's Historic Landscape Characterisation Programme'.

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#### **Regional Strategy**

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Former 'Regional Spatial Strategy' which became part of the 'Regional Strategy' on 1 April 2010. "The North West of England Plan: Regional Spatial Strategy to 2021" (Adopted September 2008). See documents at former 4NW website: [http://www.4nw.org.uk/whatwedo/issues/environment?page\\_id=457](http://www.4nw.org.uk/whatwedo/issues/environment?page_id=457)

#### **Policy DP 2 - Promote Sustainable Communities**

Building sustainable communities – places where people want to live and work - is a regional priority in both urban and rural areas. Sustainable Communities should meet the diverse needs of existing and future residents, promote community cohesion and

equality and diversity, be sensitive to the environment, and contribute to a high quality of life, particularly by:

- fostering sustainable relationships between homes, workplaces and other concentrations of regularly used services and facilities;
- taking into account the economic, environmental, social and cultural implications of development and spatial investment decisions on communities;
- improving the built and natural environment, and conserving the region's heritage;
- improving the health and educational attainment of the region's population, reducing present inequalities;
- promoting community safety and security, including flood risk (see map 2.11);
- encouraging leadership, joint working practices, community consultation and engagement;
- reviving local economies, especially in the Housing Market Renewal Areas and other areas in need of regeneration and housing restructuring such as Blackpool, Fleetwood and Morecambe;
- integrating and phasing the provision public services (including lifelong learning) and facilities to meet the current and future needs of the whole community, ensuring that those services are conveniently located, close to the people they serve, and genuinely accessible by public transport;
- promoting physical exercise through opportunities for sport and formal / informal recreation, walking and cycling.

The guiding principles of the UK Sustainable Development Strategy 2005 or its successors and the basic elements of sustainable communities as set out in 'Sustainable Communities: People, Places and Prosperity (A Five Year Plan)' should be followed.

### **Policy DP 3 - Promote Sustainable Economic Development**

It is a fundamental principle of this Strategy to seek to improve productivity, and to close the gap in economic performance between the North West and other parts of the UK. Sustainable economic growth should be supported and promoted, and so should reductions of economic, environmental, education, health and other social inequalities between different parts of the North West, within the sub-regions, and at local level.

### **Policy DP 7 - Promote Environmental Quality**

Environmental quality (including air, coastal and inland waters), should be protected and enhanced, especially by:

- understanding and respecting the character and distinctiveness of places and landscapes;
- the protection and enhancement of the historic environment;
- promoting good quality design in new development and ensuring that development respects its setting taking into account relevant design requirements, the NW Design Guide and other best practice;
- reclaiming derelict land and remediating contaminated land for end-uses to improve the image of the region and use land resources efficiently;
- maximising opportunities for the regeneration of derelict or dilapidated areas;
- assessing the potential impacts of managing traffic growth and mitigating the impacts of road traffic on air quality, noise and health;
- promoting policies relating to green infrastructure and the greening of towns and cities;
- maintaining and enhancing the tranquillity of open countryside and rural areas;
- maintaining and enhancing the quantity and quality of biodiversity and habitat;
- ensuring that plans, strategies and proposals which alone or in combination could have a significant effect on the integrity and conservation objectives of sites of international importance for nature conservation are subject to assessment, this

includes assessment and amelioration of the potential impacts of development (and associated traffic) on air quality, water quality and water levels.

### **Policy DP 9 - Reduce Emissions and Adapt to Climate Change**

As an urgent regional priority, plans, strategies, proposals, schemes and investment decisions should:

- contribute to reductions in the Region's carbon dioxide emissions from all sources, including energy generation and supply, buildings and transport in line with national targets to reduce emissions to 60% below 1990 levels by 2050; in particular, for residential and commercial development, by developing trajectories or other yardsticks for identifying trends in carbon performance;
- take into account future changes to national targets for carbon dioxide and other greenhouse gas emissions;
- identify, assess and apply measures to ensure effective adaptation to likely environmental, social and economic impacts of climate change.

Measures to reduce emissions might include as examples:

- increasing urban density;
- encouraging better built homes and energy efficiency, eco-friendly and adaptable buildings, with good thermal insulation, green roofs and microgeneration;
- reducing traffic growth, promoting walking, cycling and public transport;
- facilitating effective waste management;
- increasing renewable energy capacity;
- focusing substantial new development on locations where energy can be gained from decentralised supply systems;
- the improved management and rewetting of the regions blanket and raised bog resource.

Adaptation measures might include, for example:

- minimising threats from, and the impact of, increased coastal erosion, increased storminess and flood risk, habitat disturbance, fragmentation and increased pressure on water supply and drainage systems;
- protection of the most versatile agricultural land;
- Sustainable Urban Drainage.

Policy makers should use the North West Integrated Appraisal Toolkit as a basis to assess and strengthen the climate change mitigation and adaptation elements of their plans and strategies. Exceptionally, other comparable and robust methodologies might be used.

Applicants and local planning authorities should ensure that all developments meet at least the minimum standards set out in the North West Sustainability Checklist for Developments and should apply 'good' or 'best practice' standards wherever practicable.

### **Policy EM 1- Integrated Enhancement and Protection of the Region's Environmental Assets**

The Region's environmental assets should be identified, protected, enhanced and managed.

Plans, strategies, proposals and schemes should deliver an integrated approach to conserving and enhancing the landscape, natural environment, historic environment and woodlands of the region.

Plans and strategies should define spatial objectives and priorities for conservation, restoration and enhancement as appropriate, and provide area-based guidelines to direct decisions and target resources. These will be founded on a sound understanding of the diversity, distinctiveness, significance and sensitivity of the region's environmental assets, and informed by sub-regional environmental frameworks. Special consideration will be given to the impacts of climate change and adaptation measures.

Priority should be given to conserving and enhancing areas, sites, features and species of international, national, regional and local landscape, natural environment and historic environment importance.

Where proposals and schemes affect the region's landscape, natural or historic environment or woodland assets, prospective developers and/or local authorities should first avoid loss of or damage to the assets, then mitigate any unavoidable damage and compensate for loss or damage through offsetting actions with a foundation of no net loss in resources as a minimum requirement.

With regard to specific elements of this integrated approach, the following should be taken into account:

#### **Policy EM1 (A): Landscape**

Plans, strategies, proposals and schemes should identify, protect, maintain and enhance natural, historic and other distinctive features that contribute to the character of landscapes and places within the North West.

They should be informed by and recognise the importance of:

- detailed landscape character assessments and strategies, which local authorities should produce, set in the context of the North West Joint Character Area Map. These will be used to identify priority areas for the maintenance, enhancement and/or restoration of that character and will under-pin and act as key components of criteria-based policies in LDFs;
- the special qualities of the environment associated with the nationally designated areas of the Lake District National Park, the Yorkshire Dales National Park, the Peak District National Park, the Forest of Bowland Area of Outstanding Natural Beauty (AONB), the Arnside and Silverdale AONB, the North Pennines AONB and Solway Coast AONB and their settings;
- the characteristics and setting of World Heritage Sites.

#### **Policy EM1 (B): Natural Environment**

Plans, strategies, proposals and schemes should secure a 'step-change' increase in the region's biodiversity resources by contributing to the delivery of national, regional and local biodiversity objectives and targets for maintaining extent, achieving condition, restoring and expanding habitats and species populations (94). This should be done through protecting, enhancing, expanding and linking areas for wildlife within and between the locations of highest biodiversity resources, including statutory and local wildlife sites, and encouraging the conservation and expansion of the ecological fabric elsewhere.

Broad locations where there are greatest opportunities for delivering the biodiversity targets are shown on the Indicative Biodiversity Resource and Opportunity Diagram (see Diagram 9.1). More specific locations will be informed by sub-regional biodiversity maps and frameworks of statutory and local wildlife sites.

Local authorities should:

- develop a more detailed representation of this spatial information for use in their Local Development Frameworks; and



- develop functional ecological frameworks that will address habitat fragmentation and species isolation, identifying and targeting opportunities for habitat expansion and re-connection. Active arrangements will be needed to address ecological cross-boundary issues within areas such as the Pennines, Solway Firth, the Mersey Estuary, the Lune Estuary, the River Dee Estuary and the Cheshire Meres and Mosses, as well as including biodiversity policies in any developing Marine Spatial Planning System in the Irish Sea.

Plans, strategies, proposals and schemes should protect and enhance the region's geological and geomorphological resources including statutory and local sites by contributing to the delivery of national, regional and local geodiversity objectives and targets.

### **Policy EM1 (C): Historic Environment**

Plans, strategies, proposals and schemes should protect, conserve and enhance the historic environment supporting conservation-led regeneration in areas rich in historic interest, and in particular exploiting the regeneration potential of:

- the maritime heritage of the North West coast including docks and waterspaces, and coastal resorts and piers;
- the Pennine textile mill-town heritage that exists in East Lancashire and Greater Manchester; and the textile mill-town heritage of East Cheshire;
- Victorian and Edwardian commercial developments in Liverpool and Manchester city centres;
- the traditional architecture of rural villages and market towns of Cumbria, Cheshire and Lancashire;
- the historic Cities of Carlisle, Chester and Lancaster; and
- the Lake District Cultural Landscape.

### **Policy EM 15 - A Framework For Sustainable Energy In The North West**

Plans and strategies should promote sustainable energy production and consumption in accordance with the principles of the Energy Hierarchy set out in Figure 9.2 and within the Sustainable Energy Strategy. In line with the North West Sustainable Energy Strategy the North West aims to double its installed Combined Heat and Power (CHP) capacity by 2010 from 866 MWe to 1.5 GW, if economic conditions are feasible.

All public authorities should in their own proposals and schemes (including refurbishment) lead by example to emphasise their commitment to reducing the annual consumption of energy and the potential for sustainable energy generation, and facilitate the adoption of good practice by the widest range of local stakeholders.

### **Policy EM 16 - Energy Conservation & Efficiency**

Local authorities, energy suppliers, construction companies, developers, transport providers and other organisations should ensure that their approach to energy is based on minimising consumption and demand, promoting maximum efficiency and minimum waste in all aspects of local planning, development and energy consumption. To support this, Distribution Network Operators and local planning authorities should make effective provision for required energy network upgrades in terms of distribution connections and substations.

Plans and strategies should actively facilitate reductions in energy requirements and improvements in energy efficiency by incorporating robust policies which support the delivery of the national timetable for reducing emissions from domestic and non-domestic buildings

## Appendix B: Glossary & Abbreviations

### **LDF Local Development Framework**

The LDF is a portfolio of LDDs which will provide the local authority's planning policies for meeting the community's economic, environmental and social aims for the future of their area.

### **LDS Local Development Scheme**

The LDS sets out the programme for preparing the LDDs

### **PPG Planning Policy Guidance**

Government statements of national planning policy gradually being superseded by Planning Policy Statements

### **PPS Planning Policy Statement**

Government statements of national planning policy, being phased in to supersede Planning Policy Guidance notes

### **SA Sustainability Appraisal**

Assessment of the social, economic and environmental impacts of the policies and proposals contained within the LDF

### **SCI Statement of Community Involvement**

Document explaining to stakeholders and the community, how and when they will be involved in the preparation of the LDF and development control, and the steps that will be taken to facilitate this involvement

### **SEA Strategic Environmental Assessment**

Assessment of the environmental impacts of the policies and proposals contained within the LDF

### **SPD Supplementary Planning Document**

Elaborate upon the policy and proposals in DPDs but do not have their status. They are however, material considerations in the consideration of development proposals. These are now replacement SPG's.

### **SPG Supplementary Planning Guidance**

Elaborate upon the policy and proposals in Local Plans but do not have their status. They are however, material considerations in the consideration of development proposals. They are being replaced gradually by SPD's

## Architectural Terms

<b>Art Deco</b>	Architectural style of the 1920s and 1930s characterised by bold shapes and smooth surfaces and a spirit of adventure
<b>Bay Window</b>	A window extension which projects from the plane of the building façade, square, curved, or canted (at an angle)
<b>Bow Window</b>	A curved bay window
<b>Capital</b>	The top part of a column or pilaster, usually of a classical order – in shopfronts it is often same as a corbel or console
<b>Clerestory Light</b>	In this context, small upper panes of a shop window
<b>Colonette</b>	A small column
<b>Console</b>	Curved ornamental bracket often supporting a cornice
<b>Corbel</b>	A projection which supports a beam or structure
<b>Cornice</b>	The uppermost part of an entablature – in this context the uppermost part of the fascia
<b>Edwardian</b>	Opulent style of architecture during the reign of Edward VII 1901-1910
<b>Entablature</b>	In this context the upper part of the shopfront comprising the cornice and fascia
<b>Fanlight</b>	Fixed window above a door – originally semicircular in shape in Georgian architecture but now can be any shape
<b>Fascia</b>	Unadorned horizontal band in the entablature - in the case of shopfronts, usually used for advertising
<b>Georgian</b>	The style of classically inspired architecture prevalent in the period 1714-1830
<b>Glazing Bars (astragals)</b>	The timber, metal or plastic moulded pieces holding in the individual panes of glass in a window
<b>Light</b>	The space between the mullions of a window sometimes comprised of a number of panes
<b>Mullion</b>	Vertical element of timber, stone or metal which divided a window into separate lights
<b>Oriel Window</b>	A window which projects from the plane on the buildings façade but does not touch the ground
<b>Pilaster</b>	A rectangular pier or column projecting from a wall
<b>Regency</b>	The style of classically inspired architecture which flourished during the regency and reign of George IV (1811–30) in the late Georgian period
<b>Stallriser</b>	Lower part of a shopfront below the window, either of masonry or timber
<b>Transom</b>	Horizontal element of timber, stone or metal which divided a window into separate lights
<b>Victorian</b>	The architecture of the period during the reign of Queen Victoria 1837-1901

## Appendix C: Contacts & Further Information

### Barrow Borough Council Contacts

Barrow-in-Furness Borough Council  
Main Tel. number: (01229) 876300

[www.barrowbc.gov.uk](http://www.barrowbc.gov.uk)

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#### Planning and other Applications:

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For further advice on the need for consent or to obtain application forms, please contact:

Development Control Section  
Barrow-in-Furness Borough Council  
Town Hall, Duke Street  
Barrow-in-Furness  
Cumbria LA14 2LD

e-mail: [consultplanning@barrowbc.gov.uk](mailto:consultplanning@barrowbc.gov.uk)

#### Major Applications:

Jason Hipkiss  
(01229) 876485.

#### Other Applications:

Charles Wilton (01229) 876553  
Ian Sim (01229) 876384  
Barry Jesson (01229) 876323

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#### Planning Policy Documents:

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For advice on planning policy generally (non site-specific) or queries on SPD this or any other planning policy publication, please contact:

Local Development Framework Section  
Barrow-in-Furness Borough Council  
Town Hall, Duke Street  
Barrow-in-Furness  
Cumbria LA14 2LD

01229 876388, 876349, 876363, or 876360

e-mail: [developmentplans@barrowbc.gov.uk](mailto:developmentplans@barrowbc.gov.uk)

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#### Grant Assistance:

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##### Historic Building Grants

Charles Wilton (01229) 876553  
[cwilton@barrowbc.gov.uk](mailto:cwilton@barrowbc.gov.uk)

##### Barrow and Dalton Town Centre Shop Front Grants Scheme

Mrs A. Taylforth  
Town Centre Manager  
Barrow-in-Furness Borough Council  
Town Hall, Duke Street  
Barrow-in-Furness,  
Cumbria LA14 2LD

01229 876389 or see

<http://www.barrowbc.gov.uk/default.aspx?page=4197>

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### Building Control and Access for All

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Kevan Morrison  
Principal Building Control Surveyor  
Tel No: 01229 876481

e-mail: [buildcontrol@barrowbc.gov.uk](mailto:buildcontrol@barrowbc.gov.uk)

Web site: [www.barrowbc.gov.uk/Planning/Building\\_Regulations/Disabled\\_Access](http://www.barrowbc.gov.uk/Planning/Building_Regulations/Disabled_Access)

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### Barrow By Design

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Doe Brannon  
Arts Development Officer  
Barrow-in-Furness Borough Council  
Town Hall, Duke Street  
Barrow-in-Furness,  
Cumbria LA14 2LD

01229 876471

'Barrow by Design' is a process developed to help Barrow Borough Council and its partners deliver good quality design and creative community engagement in place making and regeneration. It does this by including contemporary artists and other design professionals in the development of regeneration projects at the concept, design and planning stages and into major planning applications.

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### Other Useful Addresses

Cumbria County Council  
Highways, Footpaths, Road Lighting  
(01229) 606060  
[contact@cumbriahighways.co.uk](mailto:contact@cumbriahighways.co.uk)

English Heritage  
[www.english-heritage.org.uk](http://www.english-heritage.org.uk)  
(0161) 242 1400

The following organisations publish guidance on period detailing for historic properties: -

The Society for the Protection of Ancient Buildings  
37 Spital Square, London,  
E1 6DY  
[www.spab.org.uk](http://www.spab.org.uk)  
Tel 020 7377 1644

The Georgian Group  
6 Fitzroy Square, London  
W1T 5DX  
[www.georgiangroup.org.uk](http://www.georgiangroup.org.uk)  
Tel 020 7529 8920

The Victorian Society  
1 Priory Gardens, Bedford Park,  
London, W4 1TT  
[www.victoriansociety.org.uk](http://www.victoriansociety.org.uk)

### Further Advice & References

#### Barrow Borough Council Publications

Barrow-in-Furness Urban Design Framework. Gillespies for Barrow-in-Furness Borough Council and West Lakes Renaissance. Feb 2005.

Barrow-in-Furness Port Art & Landscape Strategy Final Report. Gillespies for Barrow-in-Furness Borough Council and West Lakes Renaissance. March 2006.  
[www.barrowbc.gov.uk](http://www.barrowbc.gov.uk)

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Barrow Island Conservation Area Appraisal. Gillespies for Barrow Borough Council (2007) [www.barrowbc.gov.uk](http://www.barrowbc.gov.uk)

### **Other Guidance**

Cumbria County Council: Street Cafés Licensing Guidelines 9 January 2008. Available from: Area Engineer, Cumbria County Council, Nan Tait Centre, Abbey Road, Barrow-in-Furness LA14 1LG

Department for Transport: Manual for Streets 2007. Available at: <http://www.dft.gov.uk/pgr/sustainable/manforstreets/pdfmanforstreets.pdf>

Department for Communities Local Government: Outdoor Advertisements and Signs, a Guide for Advertisers June 2007. Available at: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/326679.pdf>

Disability Rights Commission: Making Access to Goods and Services Easier for Disabled Customers: A Practical Guide for Small Businesses and Other Small Service Providers. Available at: [http://www.direct.gov.uk/prod\\_consum\\_dg/groups/dg\\_digitalassets/@dg/@en/documents/digitalasset/dg\\_070741.pdf](http://www.direct.gov.uk/prod_consum_dg/groups/dg_digitalassets/@dg/@en/documents/digitalasset/dg_070741.pdf)

English Heritage: Easy Access to Historic Buildings. Available at: <http://www.english-heritage.org.uk/publications/easy-access-to-historic-buildings/>

Equality Act 2010: What do I need to know? (Series of 'Summary' and 'Quick Start guides to the key changes in the law, produced by the Government Equalities Office in partnership with the British Chambers of Commerce, Citizens Advice, ACAS and the Equality and Diversity Forum, to support implementation of the Act.) Available at: [http://www.equalities.gov.uk/equality\\_act\\_2010/equality\\_act\\_2010\\_what\\_do\\_i\\_n.aspx](http://www.equalities.gov.uk/equality_act_2010/equality_act_2010_what_do_i_n.aspx)

**Director of Regeneration &  
Community Services  
Barrow-in-Furness Borough Council  
Town Hall  
Duke Street  
Barrow-in-Furness  
Cumbria LA14 2LD**

