

**NORTH LINCOLNSHIRE COUNCIL**

**COMMERCIAL ENTERPRISE AND  
BUSINESS, INNOVATION, EMPLOYMENT AND SKILLS  
CABINET MEMBERS**

**TRADITIONAL SHOPFRONT GRANT SCHEME**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

1.1 To seek approval to provide a Traditional Shop Front Grant Scheme in Crowle conservation area, Axholme North Ward.

**2. BACKGROUND INFORMATION**

- 2.1 North Lincolnshire has many conservation areas. These contain high quality design shop fronts worthy of protection. In some areas, shop fronts have been lost to poor designs. This is not acceptable.
- 2.2 To overcome this, the council has produced a Shop Front Design Guide (Appendix 2). This provides guidance on works to shop fronts, signs, fascias, etc. within our Conservation Areas. On 1 June 2016, Planning Committee resolved that the Design Guide would be used as a guidance document alongside the LDF Core Strategy and Saved Local Plan policies.
- 2.3 Shop fronts make a big impact on the appearance of a town centre and the character of the conservation area. Their condition affects a town's image. High quality shop fronts make a town feel more welcoming to locals and visitors. They improve its image and build a stronger sense of identity. They encourage a greater number of shopping visits.
- 2.4 We propose to offer grant for shop fronts using the adopted Shopfront Design Guide as a template. This will promote the introduction of quality designs in conservation areas.
- 2.5 National legislation and local council policy imposes a duty to “pay special attention to **the desirability of preserving or enhancing the character or appearance of conservation areas.**” The grant scheme will go a long way towards this. Section 57 of the Planning (Listed Buildings and Conservation Areas) Act’ allows councils to provide grants for historic buildings.
- 2.6 We propose to offer grants of 50% for the installation of new traditionally styled shop fronts. A maximum grant will be £7,500 with works completed

within a year of grant offer. Appendix 1 details the grant application form, criteria and conditions.

### 3. **OPTIONS FOR CONSIDERATION**

3.1 Approve the provision of grant for new traditional shopfronts Crowle conservation area.

3.2 Do not provide grants for new traditional shopfronts in Crowle conservation area.

### 4. **ANALYSIS OF OPTIONS**

4.1 The council has no grants for traditional shopfronts in conservation areas. The use of modern materials and designs is eroding the character of these areas. Grant provision will reverse this trend. It will enhance the traditional character of the area.

4.2 A shopfront grant scheme will support independent traders. It will boost the confidence and image of many market towns and villages. It will help increase footfall to improve the local economy. This is in line with council priorities to **enable** communities to thrive and live. To **shape** the area into a more prosperous place to live.

4.3 Not providing grants will be a missed opportunity in achieving the above townscape and regeneration benefits.

### 5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 Staffing – The grant scheme will be run by existing staff in the council.

5.2 The funds are from the Planning and Regeneration Capital, Boosting Town Centres budget. 50k for 2016, 100k for 2017 and 2018 and 50k for 2019. The scheme will be reviewed annually.

### 6. **OUTCOMES OF INTEGRATED IMPACT ASSESSMENT**

6.1 It shows that the grant scheme is expected to have a positive impact on the local economy and property values. It will enhance protected conservation areas. There are no negative outcomes.

**7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

7.1 A town and parish council and amenity groups have welcomed this proposal.

**8. RECOMMENDATIONS**

8.1 That the provision of grant for new traditional shopfronts in Crowle conservation area, Axholme North Ward.

**DIRECTOR OF PLACES**

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SCUNTHORPE  
North Lincolnshire  
DN16 1AB  
Author:  
Date:

**Background Papers used in the preparation of this report:**  
Planning(Listed Building and Conservation Area Act)1990

# APPENDIX 1

## TRADITIONAL SHOPFRONT GRANT

### GRANT CRITERIA GUIDANCE NOTES AND APPLICATION FORM



# TRADITIONAL SHOP FRONT GRANT IMPROVEMENT SCHEME

CROWLE CONSERVATION AREA,  
AXHOLME NORTH WARD

**Section 57 Planning(Listed Building and Conservation  
Areas Act) 1990**



## GUIDANCE NOTES



# **SHOP FRONT IMPROVEMENT SCHEME GUIDANCE**

## **1. Introduction**

These guidance notes are provided to help you understand the aims of the Shop Front Improvement Scheme and how you can make a grant application.

## **2. Background**

Shop fronts are the most conspicuous part of a building's façade. They make a big impact on the appearance of a town centre and the character of the conservation area. They contribute to people's first impression of a town and their condition affects a town's image. High quality shop fronts make a town feel more welcoming to locals and visitors, improve its image, contribute towards a stronger sense of identity, and, importantly, encourage a greater number of shopping visits.

Unfortunately, the appearance of some buildings has been spoiled by inappropriate shop fronts, which are unsympathetic to the character and appearance of the buildings and the conservation area.

The Council has an agreed North Lincolnshire Council Shop Front Design Guide but it is clear that elements have not always been adhered to.

The Conservation Area Shop Front Improvement Scheme aims to improve shop fronts in selected areas as a means of supporting the growth of local businesses, improving the local environment and raising the image of the town centre amongst locals and visitors.

## **3. The Shop Front Improvement Scheme**

### **3.1. Eligible Areas**

In order to be eligible for a shopfront grant the property in question has to be in the Crowle Conservation Area, Axholme North Ward within North Lincolnshire.

Consequently, the scheme will only make grants to projects which are consistent with the design principles applied in Conservation Areas, the North Lincolnshire Traditional Shopfront and sign design guide for Conservation Areas and Listed Buildings.

### **3.2. Availability of Support**

The scheme will only provide support to commercial premises in the eligible areas. Please note that support is discretionary and subject to availability of funds with priority given to those shopfronts with maximum townscape impact. The inclusion of a building within an eligible area does not give any automatic entitlement to support. The scheme will not support works which have already been undertaken or any works which are started prior to a formal offer of support

being made. Subject to availability of funding, the scheme will initially operate between July 2016 and April 2017 although may be extended if successful.

### 3.3. What types of premises are eligible?

The grant is available to most commercial premises within the eligible area for example:

Shops - including hairdressers, beauty salons, funeral directors, laundrettes, dry cleaners

Financial and professional services – e.g. banks, building societies, estate agencies, professional and financial services

Restaurants, public houses, cafes night club and food takeaways

Other including taxi companies

If you are unsure of whether your business will qualify for a grant you should contact the scheme project officer (see contact details at end of these notes).

### 3.4. Who can apply?

Both tenants and building owners can apply. In the case of tenants you must have the building owner's approval and hold at least a one year lease for the building.

### 3.5. Do I need to appoint a professional agent?

It is advisable as new traditionally styled shopfronts which will require drawings and planning permission. The qualified professional agent will help identify potential options, prepare initial sketch designs, advise on costs, support the preparation of planning applications, **(and building control regulation applications if required)** prepare detailed designs and oversee the work. The scheme project officer who is there to support applicants can provide advice regarding this. Professional agents fees are eligible for grant assistance.

### 3.6. What will the scheme fund?

New shop fronts in a traditional design as described in the North Lincolnshire Traditional Shopfront and Sign Design Guide for Conservation Areas and Listed Buildings and the professional fees of the agent and the planning fees incurred in installing the new shopfront.

In addition the grant scheme will also fund the installation of traditional sliding sash windows on front elevation above the shopfront as these add to the character of traditional streetscene



### **3.7. Ineligible Expenditure**

An application will not be granted for retrospective works i.e. for work already completed or underway, Internal repairs and alterations, External security features, CCTV systems, recoverable VAT,

### **3.8. Levels of funding**

A grant equivalent to 50% of the total costs, up to a maximum of £7,500 will be available to support the introduction of a new traditional shopfront.

### **3.9 Is there guidance available?**

Yes, the North Lincolnshire Conservation Area Shopfront Design Guide. Projects should follow the design principles set out in this guide. A copy of the guide is available from the scheme project officer and will be included in the application pack.

### **4.0. Will I require planning approval?**

Yes the introduction of a new shopfront will require will require planning permission. A separate planning application and scale drawings will be required to show the extent of all new work. If you are using a professional agent, they will be able to advise you about any statutory consent that is required. The Council aims to determine a planning application, advertisement consent or other statutory consent within 8 weeks. You need to build this into your timetable for carrying out your project.

#### **4.1 What other permissions are required?**

They may also require Listed Building Consent(if it's a listed building) and Advertisement Consent and Building Regulation Approval depending on the extent of the works. The planning department tel 01724 297420 and e-mail [planning@northlincs.gov.uk](mailto:planning@northlincs.gov.uk) . The building control department can be contacted on tel 01724 297428 and e-mail [buildingcontrol@northlincs.gov.uk](mailto:buildingcontrol@northlincs.gov.uk). They will be able to advise you further.

Guidance is also available on the council website [www.northlincs.gov.uk](http://www.northlincs.gov.uk) on works requiring planning consent, listed building consent, building regulation approval and advertising consent. Including on-line including forms and fees details.

#### **4.2. What is the process for applications?**

An outline of the process for applications is attached as Appendix A.

### 4.3. Application form and advice

Application forms and advice regarding the scheme are available from the scheme project officer. If you are in any doubt or would like to discuss your proposals please contact the scheme project officer (see details at the end of these notes)

### 4.4. What do I have to supply with my grant application?

In order to consider your application for the Shop Front Improvement Scheme we require the following:

**Completed Application form** - complete a grant application form . This contains basic information about your proposals. The application form is attached at the end of these guidance notes.

**Schedule of works** – provide full details of the improvement works that you intend to carry out.

**Sketch drawings** – Preliminary sketch proposals will be required of the shopfront detailing the proposed shopfront.

**Proof of ownership/lease** - If you do not own the property, permission from the owner to carry out the works is required therefore, owner must countersign your application to show that they have given permission for the works to be carried out

**Cost Estimates including quotes and fees** - An estimate of the costs of the works and professional fees. Evidence must be provided to show that you have obtained at least three quotes from contractors.

### 4.5. How long will it take to make a decision on my application?

We will aim to make a decision on your application within four weeks of receiving a fully complete application. If your project requires planning permission and your grant is approved we will write to you making an in principle offer of funding, we will then issue a formal grant offer letter as soon as planning permission is granted.

### 4.6. Who will decide whether my application is approved?

A panel made up of appropriate officers and representatives from North Lincolnshire Council will consider applications. The panel will assess the application in terms of design, cost estimates and programme of works. The decision process will not be dependent on a fixed schedule of meetings and will be made when an application is received.

### 4.7. What conditions will apply to the grant?

All grant offers will be made in writing with reference to the agreed schedule of works. Full details of the conditions that apply to the grant will be set out in a grant offer letter. All grants will be conditional on the applicant securing appropriate planning permission, building control notice and advertisement consent. The scheme operates independently of the planning process and any offer of a grant does not imply in any way that planning consent will be granted.

The applicant must accept the grant offer in writing within one month of receipt. The applicant will be required to undertake the work within a year of the grant offer and maintain the property to a satisfactory standard for a minimum of three years.

If there is any change to the original agreed specification or schedule of works after approval has been given, the applicant must immediately contact the scheme project officer to agree to changes to the schedule of works before commencement of the works. Any changes must be approved by the scheme project officer in writing prior to work commencing.

The Council reserves the right to refuse or withdraw a grant offer if it is not satisfied with the proposed changes.

#### **4.8. When will the grant be paid?**

The applicant must inform North Lincolnshire Council upon completion of the agreed works and submit evidence of planning permission, building control notice, Building Regulations Certificate of Completion and advertisement consent.

The applicant must submit receipted invoices relating to the agreed works within one month of the completion of the works.

Payment will be subject to the applicant having complied with all the terms and conditions of the grant offer.

Grants will be paid on production of receipted invoices from contractors showing a detailed breakdown of costs in accordance with the agreed schedule of works. Payments will be made after all works are completed and a formal inspection by the Council has taken place confirming that the works have been completed satisfactorily in accordance with the agreed schedule of works.

Where actual costs for the schedule of works exceeds the original quotes and the Council have not been informed prior to work commencing the applicant will be responsible for paying the additional costs.

Where the actual costs are less than the costs agreed in the offer letter, the payment will be restricted to the amount equivalent to a recalculation based on the intervention rate stated in the offer letter. Payment will be made direct to the applicant by cheque.

#### **4.9 Repayment**

If the applicant decides to sell their interest in the property within one years of the date of payment, the Council reserves the right to recover a percentage of the grant.

## 5.0. Breach of Conditions

If an applicant fails to meet any of the above conditions the Council reserves the right to declare the grant offer void or vary the amount to be paid. If the grant has been paid the Council may require it to be paid in full or in part.

## 5.1. VAT

Applicants who are VAT registered will have their grant assessed on the net cost of eligible works, non-registered applicants on the gross cost.

It should be noted that BPRA lets business investors claim tax allowance for 100% of the amount you invest when you convert or renovate empty business premises further details can be found on this link <https://www.gov.uk/guidance/business-premises-renovation-allowance-bpra>

## Contact

Please contact the scheme project officer below for assistance and any additional advice you require.

Eddie Rychlak Conservation Officer North Lincolnshire Council  
Crowle Conservation Area Shopfront Grant Scheme  
Development Management  
Civic centre  
Ashby Road  
Scunthorpe  
DN16 1AB

Tel 01724 297634

e-mail [eddie.rychlak@northlincs.gov.uk](mailto:eddie.rychlak@northlincs.gov.uk)

## Appendix A

### Shop Front Improvement scheme: A Step By Step Guide

The following diagram outlines the main stages in the process of applying for the scheme.

<b>Stage 1 - Initial Enquiry</b> Owner/tenant contacts scheme project officer	Application pack dispatched and enquiry registered	Owner/tenant appoints agent if necessary	Relevant designs drawn up by owner/tenant Statutory consents applied for
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**NORTH LINCOLNSHIRE COUNCIL  
SHOP FRONT IMPROVEMENT SCHEME  
IN CROWLE CONSERVATION AREA AXHOLME  
NORTH WARD**

Section 57 Planning(Listed Building and Conservation Areas Act) 1990

**GRANT APPLICATION FORM**  
**Application Form**

Contact Name:

Contact Address

Name of Business and address if different from above

Telephone Number:

Email Address

Type of business

Is your business VAT registered?

Yes No

Applicant's interest in the property – owner, tenant or other (please state)

If you are a tenant please give number of years left on lease?

Have you made any previous applications for grants for improvements to the premises? (If yes please give details)

**Statement of Works** Please describe the changes that you propose to make including:  
Reference to whether doors, windows or entrances are to change  
The nature of changes to frontage façade including details of features you wish to add or remove  
Changes to retail display units.  
Details of colours and styles to be employed  
New traditional timber sash windows on the front elevation are also grant aided provide details if included in the development

Please attach a architectural sketch plan showing proposed new front elevation and details any specific areas of change  
(Architects fees will only be grant assisted where the scheme is accepted)

What is your expected start date for the work?

When do you expect the work to be completed?

Please give details of how you have established the project costs. This should include at least three quotations from different contactors and a quotation from agent/architect for drawing preparation (Quotations enclosed)

	Estimated cost (£) Excluding vat
Cost new shopfront	£
Fees Architects/ planning	£
Other	£
Subtotal	£
VAT	£
Total	£

Have you spoken to the council's Planning Department/Building Control about your proposals? A new shopfront will need planning permission prior to starting work.

**You may also need Building Control approval, Listed building consent or advertisement consent? See Guidance notes for contact details**

If so, what is the outcome -:

**Declaration** I/We hereby declare that I have read the terms and conditions and declare that the information given within this application form and in any supporting material is correct to the best of my/our knowledge. I authorise North Lincolnshire Borough Council to make any enquiries it considers necessary for assessment of the application.

Name in Block Capitals \_\_\_\_\_

Signature: \_\_\_\_\_

Position: \_\_\_\_\_ Date: \_\_\_\_\_

If you are not the property owner, the application must be signed in support by the property owner.

I confirm that I am the property owner of  
And I agree to the current leaseholder using a North Lincolnshire Conservation Area Shop Front Grant to improve the frontage of the property.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return the completed application form together with three quotes and supporting documentation to

Eddie Rychlak Conservation Officer North Lincolnshire Council  
Conservation Area Shopfront Grant Scheme  
Development Management  
Civic centre  
Ashby Road  
Scunthorpe  
DN16 1AB

### **Terms and Conditions**

The agreement is between North Lincolnshire Council and the applicant(s) as named at the beginning of the Grant Application.

Businesses/organisations accepting grant offers from the North Lincolnshire Council Crowle Conservation Area Shop Front Grant Scheme will be required to abide by and agree to the following terms and conditions:

1. The approval or refusal of a grant is at the absolute discretion of North Lincolnshire Council and there will be no right to appeal process.
2. Grants will not be given for physical works to the premises incurred prior to the grant offer being made and accepted.
3. The grant is not payable to an undischarged bankrupt
4. The grant must be used for the purpose intended as outlined in the Grant Offer letter.
5. In the case of tenants, the grant will not be provided until North Lincolnshire Council receives written approval from the owner of the property and the applicant has provided proof that a minimum of year lease for the building.
6. If the applicant ceases trading/operating within 12 months of the payment of the grant or the applicant and/or the owner sells the property, the applicant must notify North Lincolnshire Council within 14 days and in such circumstances the Council may require the applicant(s) to repay, in whole or part of the grant paid..
7. If the applicant is not registered for VAT and if at any point the applicant becomes VAT registered, the applicant must inform North Lincolnshire Council and discuss repayment of VAT expenses claimed.
8. The grant will only be paid where planning permission has been granted for the proposed works as set out in the Grant Application. Nothing in the agreement or negotiation of the grant will affect North Lincolnshire Council's decision over planning permission.
9. All works are to be undertaken strictly in accordance with the specification and schedule of works agreed with North Lincolnshire Council.
10. North Lincolnshire Council's written approval must be obtained in advance of any amendment to the approved specification and schedule of works. Amendments include the omission or variation of the agreed works and the execution of additional works. Failure to comply with this condition may invalidate the grant offer even if the additional work is not grant aided.



11. Representatives of North Lincolnshire Council must be allowed access to the property to carry out interim inspections of the works in progress, by appointment at any reasonable time.
12. There is no obligation upon North Lincolnshire Council to increase the grant if the cost of work increases, or if any additional work is undertaken.
13. A proportional reduction will be made in the grant if the actual cost of the eligible work proves to be less than estimated.
14. Payment will be made in arrears upon the production of the Grant Application form along with all supporting documentation (e.g. paid invoices).
15. The applicant must inform North Lincolnshire Council of any changes to the business or changes of business address and telephone number.
16. The grant is made on the condition that the property will be maintained to a satisfactory standard for a minimum of three years.
17. Any grant must be accepted within one month of receipt of the Grant Offer letter, otherwise the funding will be withdrawn.
18. Payments of grants to successful applicants will be made in arrears, upon receipt of evidence that the applicant has incurred the expenditure. A supporting statement should show how the expenditure relates to the individual items in the approved schedule of works.
19. Expenditure must be incurred using a debit/credit card or cheque and evidenced through a bank statement. Payments of grants will not be made towards expenditure incurred using the payment method of cash.
20. North Lincolnshire Council reserves the right to publish illustrations, photographs or other details of your project in promotional literature and other documents associated with any North Lincolnshire Council grant scheme.
21. If the applicant undertakes any work that, in the opinion of North Lincolnshire Council, significantly alters or removes any elements works agreed within the schedule of works North Lincolnshire Council shall have the right to recover such proportion of the grant as it sees fit. This condition shall apply for a period of five years starting on the day on which the final grant payment is made.
22. Under s58(4) of the Planning (Listed Buildings and Conservation Areas) Act 1990, if any grant condition is contravened or not complied with, North Lincolnshire Council reserves the right to recover the grant, or such part of it as the Council see fit.

# APPENDIX 2

## TRADITIONAL SHOPFRONT AND SIGN DESIGN GUIDE FOR CONSERVATION AREAS AND LISTED BUILDINGS



# Traditional Shopfront and sign design guide for Conservation Areas and listed buildings



# NORTH LINCOLNSHIRE COUNCIL



## THE PURPOSE OF THIS DOCUMENT

These guidelines have been prepared by North Lincolnshire Council to give advice on the design of shopfronts. They are intended to provide guidance on the replacement of, or alteration to, shopfronts, signs, fascias, etc. within North Lincolnshire's Conservation Areas and for shops which occupy the ground floor of listed buildings.

Modern retailing practices can sometimes conflict with the character of traditional shopfronts because of pressures to increase the size of retail units and to impose corporate designs, colours and materials regardless of the building's character.

This guide sets out advice for retailers who want to alter their shopfronts, so that changes to buildings and streets:

- create attractive and easily accessible shopping areas where local people and visitors want to spend their time and money
- maintain or improve the viability of shopping areas, so that a wide range of goods, services and jobs are available for residents
- protect and improve the local character and appearance of shopping areas, individual buildings and conservation areas

The advice applies to street level premises that have a display window and/or a fascia sign. It includes non-retail uses found in shopping areas or elsewhere such as estate agents, banks, building societies, restaurants and pubs. It will also apply to historic shopfronts that have been converted for other uses such as residential.

The guidelines given are not intended to promote any particular style nor to be a blue print from which specific designs may be taken, nor to remove the need for skilled professional architectural advice.

The guidelines aim to set out basic principles of good shopfront design and to:

- provide the necessary information to shopkeepers, shopfitters, builders etc., when applying for planning permission;
- familiarise applicants both with the problems in shopfront design and with the Council's Development Plan policies;
- to supplement the services of the professional and to encourage applicants to produce attractive and good designs in shopping areas.

# Shop Front Design

It is generally accepted that historic towns with attractive, locally distinctive and well-maintained shopping centres have a better prospect of retaining and improving their economic well being. Poorly designed and badly maintained shop fronts tend to create a run down appearance of not just the individual building, but also the streetscape as a whole. This can have a negative effect on the vitality of the area in general. Good shop front design is a prerequisite to the visiting public's perception of the character, vitality, and economic health of an area.



Figure 1: Example of a 19th century shop front style

## PRINCIPLES OF GOOD SHOP FRONT DESIGN

The shop front should be considered as part of the building as a whole. It should be sympathetic to its character and materials.

***Where the existing shop front contributes to the character of the building and the surrounding area it should be retained.***

New shop fronts should:

Preserve and enhance the character and appearance of the conservation area they are situated in and therefore be designed with a traditional style.

- Respect the character of the existing building and its neighbours and reinforce the local identity of the area and/or create a sense of place, conserving historic buildings and features which give the town its character;
- Add visual interest to the street without detracting from other buildings, using special features, finishes and details to draw people's attention and make the shop front memorable, having a clear identity and not a mixture of styles;
- Keep designs simple, even if elements within the shop fronts are elaborate. They should emphasise the form of the shop front by using different planes (sections of the frontage that protrude) to create areas of shadow and avoid blank frontages and deep fascias;
- Clearly define the entrance and create independent access to upper floors if in different use. They should provide easy access for people with disabilities, the elderly and those with pushchairs;

Figure 1 is an example of a traditional shopfront that shows all these design considerations.



## RELATIONSHIP TO THE BUILDING

A shop front should relate to the architectural characteristics of the building it belongs to so that it forms part of the elevation rather than an isolated element. It should relate to the upper floors in structural concept, proportion, scale and vertical alignment. This can be achieved by taking account of the architectural style of the building and by echoing the arrangement of the windows, columns and areas of walling on the upper floors.

Many modern shop fronts have large expanses of glass, creating a perception of a lack of support for the upper floors. When extended across two or more properties, the effect can be even more pronounced. The introduction of visual support, for example pilasters under the party wall and intermediate columns, can eliminate this effect.

Many shop buildings are symmetrical and this should extend to the shop front. It is not always possible to achieve exact symmetry due to internal layouts. However, a good compromise can usually be achieved. Intermediate columns and window mullions can contribute some visual balance but a bold shop frame, comprising fascia, cornice and pilaster either side, can help create the impression of a single symmetrical element on the ground floor.

Where there is an entrance to the upper floors on one side of the building, this may be integrated into the shop front design. The doors to the majority of Georgian buildings already have a strong identity and are framed with pilasters and pediment. This separate identity should be retained.



*Figure 2: This modern shop front has no visual relationship with the upper floors.*



*Figure 3 These shopfronts are better designed for the conservation area and the front elevation of the buildings*

### RELATIONSHIP TO ADJOINING BUILDINGS

The shop front design must respect the scale and proportions of the streetscape by maintaining the rhythm along the street and respecting the appropriate plot widths. Large expanses of undivided glass should be avoided and long runs of horizontal facades should be broken up with vertical divisions or features. It is important to

relate to the fascia height of the adjacent properties. If buildings differ in size or architectural style, varied designs are more likely to be appropriate and variation in the height of fascias will maintain the rhythm of the buildings.



*Figure 4: There has been no design consideration with the conservation area and the character of the traditional buildings. Fascia height is disproportionate*



## MATERIALS

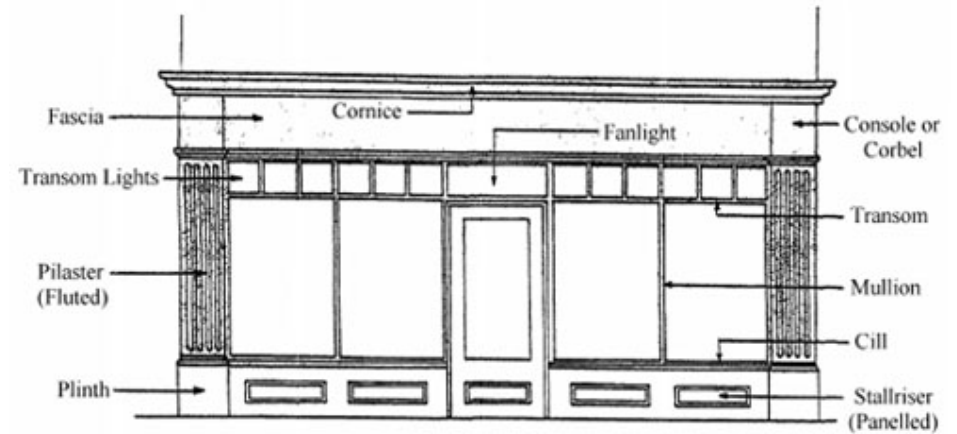
The choice of materials should complement the character of the building and integrate with the streetscape as a whole. Aluminium, acrylics and other shiny artificial materials are generally out of place on older buildings and should not be used. (see Figure 5 above)

The materials should be selected in keeping with the character of the building and streetscape and in accordance with the shop front style used. Timber is generally the most appropriate but this can demand a high standard of craftsmanship. Other traditional materials of good quality can also be considered. For example, stone, brick, tiles and metalwork. However, timber is the predominant material used for the construction of shop fronts in the North Lincolnshire Market Towns.



*Figure 5 This shopfront has been built in timber and is in character with the traditional building and the conservation area.*

## New shopfronts



**Figure 3.1: Elements of a Traditional Shopfront**

The above diagram details the elements that should be incorporated into new shopfronts in conservation areas that typifies 19<sup>th</sup> century street character.

## SHOP FRONT FRAMEWORK

Various elements can be used to enclose the shop window and it is important to create a good visual frame for the shop front. The elements of the frame include the fascias, consoles/corbels, cornices, pilasters and stallrisers (see Figures 1 and 3.1).

## FASCIAS

The design of the fascia is a key element in shop front design. The scale and design of the fascia should be relevant to the character, height and period of the building and in proportion with the design of the shop front. The existence of an over-deep fascia can spoil shop front proportions and traditional fascias do not exceed 380 mm in depth.

Projecting rectangular box sections should be avoided as they look bulky and cumbersome but the fascia can be angled forward. The fascia should be finished with a cornice to the top, with a smaller moulding to the bottom. If the fascia and cornice is not enclosed between consoles, or recessed into an opening, then their profile should be maintained around the returns at each end.



Figure 6: Well-detailed fascia and signage.

A common fascia should not run through several buildings, even when used by the same business, but should be broken up to show separation between the buildings. Conversely, where two users occupy the ground floor of a single building the shop fronts and fascias should be co-ordinated.

The construction of fascias extending above the level of first floor window sills, and the obscuring and defacing of windows and other architectural details, such as string courses, friezes or cornices, is unacceptable.

The fascia contains the main shop name and the design of the lettering should be an integral part of the shop front design. Generally, individually mounted lettering or hand painted lettering is preferred and letter design should be simple and legible.

### **CONSOLES/CORBELS**

Consoles are a feature of Victorian style shop fronts and comprise an elaborate bracket formed to the head (capital) of the pilaster. It is



Figure 7: Ornate Victorian console bracket

noted that console brackets are not a feature used in the design of the historic shop fronts found in all areas. Where their introduction is proposed in a new shop front design they should be kept simple in their decoration and proportion.

### **CORNICES**

The cornice provides a break between the shop front and the building façade and a natural overhang to the fascia, thus shedding water and reducing the risk of decay. The cornice should be finished with a lead flashing, correctly detailed and installed by a recognised competent craftsman.



*Figure 8: Traditional cornice*

### **PILASTERS**

The pilasters are the columns which project slightly from the wall to each side of a shop front, providing visual support to the fascia. It is important that the pilasters are not too wide and they are in proportion with the overall width of the shop. The pilaster should extend to the ground and traditionally they have a broader plinth at the base and a decorative capital to the top.

### **STALLRISERS**

The stallriser is an important component of a shop front and should be an integral part of the design. It gives protection to the base of the shop window and provides the building with a visual anchor to the ground. They should be constructed in substantial and hardwearing materials, with panelled painted timber, brick, stone or rendering preferred. Where Victorian glazed tiles survive these should be retained. It is often possible to unify the façade by using the facing material of the upper floors in the construction of the stallriser.



*Figure 9: Stallriser with fielded panels*



## WINDOWS AND DOORS

One of the most important visual elements of the shop front is the large window area for the display of goods and the attraction of customers.

Large expanses of glass present a blank aspect and should normally be avoided. Shop windows should be divided into vertically proportioned sections with glazing bars or mullions so that together with the entrance they relate to the upper part of the building. Careful attention should be paid to mouldings, sections and details.

When designing a new shop front the windows would normally be set in the same plane as the front of the building. However where a projecting timber bay exists this feature should be retained but where a projecting bay does not already exist it may not be permissible to extend further onto the pavement.

Glass installed to the shop window should be toughened and laminated and the glazing frame beaded internally to improve security and safety.

Single panes of glazing only will be allowed to listed buildings where the installation of double glazing will impact upon its character.

Doors to shops, or premises above a shop, should be designed as an integral part of the façade. A recessed door opening gives relief to the frontage and breaks down the scale of the shop front. Existing original doors or traditional panelled doors should be retained. The design of new doors should reflect the character and design of the shop front.

The bottom panel should be of a height to match the stallriser and the door should usually be constructed in the same material as the frame.



*Figure 10 Traditional shopfront door with pilasters*

## ACCESS

Provision should be made at the design stage to ensure safe independent access for all persons. Particular regard should be given to persons who may have mobility or visual impairment. In this regard, the shop front design should comply with Part M of the Building Regulations and British Standard 8300:2001.

Wheelchair access can usually be achieved without detriment to the design of the shop front and, as a general rule, steps should be avoided and the entrance ramp to the shop should be surfaced with a non-slip material. However, in some cases, this may not be appropriate for listed buildings and will require further careful consideration.

## COLOUR AND DECORATION

Shop fronts should have a painted finish unless there is documentary or physical evidence to confirm that an alternative finish would be more historically or architecturally correct in any particular case.

Modern colours can look harsh and should be avoided. Colour schemes adopted should be subtle and blend with the areas historic environment. Rich dark colours can look good. Pale colours or off-white, which were traditionally used on shop fronts, are also fitting. The use of one or two colours is ideal, any more and the result would be garish and confusing to the eye. It is important to consider the colour schemes of neighbouring properties to avoid unsympathetic clashes.



*Figure 11: The successful application of heritage colours to a shop front  
- The use of two colours is successful but any more would be garish.*

## BLINDS AND SHUTTERS

Some historic shop fronts contained a blind as part of the original design, usually in a fully retractable form. Where these still exist it is important that they should be retained.

If sun canopies are required they should be incorporated into the

design of the shop front with the blind box recessed within the fascia.

Traditional retractable canvas straight blinds are acceptable. Other styles and modern materials can be particularly damaging to the appearance and architectural form of an existing shop front and the character of the street scene. Canopies should be at least 2.4 metres above the height of the pavement when fully extended.

Roller shutters deaden the street scene when down and are not permitted. If additional security measures are required the window may be secured with an open mesh security shutter system located on the inner face of the window between the pilasters.

Security glass or unobtrusive devices such as collapsible jewellers shelves are preferred as the visual interest and light from illuminated window displays is maintained at night.

Reducing the size of window panes by glazing bars, mullions and transoms and installing discreet steel shutters behind can provide less of a temptation and reduces the cost of replacing the glass in the event of any damage occurring.

### **CORPORATE IMAGE**

National and regional retailers standard design may be out of character in a particular location and under these circumstances the corporate image should be modified to suit the area in general.

## **PROJECTING AND OTHER SIGNS**

On traditional shopfronts the shop name and assorted advertising should be restricted to the timber fascia and a single projecting sign.

### **Fascia Lettering**

Fascia lettering should convey the essential message of the retailer. The shop name alone will normally have most effect, and additional advertising is generally only confusing and serves to detract from the shopfront.

The character, location and extent of script on a building or a shopfront can play a major part in the overall appearance of a scheme. Hand painted lettering on timber fascias is the preferred form. Individual cast metal letters can be appropriate on certain types of building. Wherever possible, script style and scale should compliment the period of the building and the scale of space available. The council will expect multiple traders wishing to incorporate a corporate image to use sensitivity and modify their standards where this would be desirable

Traditional painted hanging signs on simple unobtrusive brackets are acceptable where they replace a larger sign. Only one projecting sign should be provided per shop, unless the building occupies a corner site. The sign should generally be located at fascia height. Other forms of projecting sign and any form of illumination are not acceptable. As a guideline the sign should be maximum 600 x 900mm on two storey buildings, increasing to 900 x 1200mm maximum size on a building of three storeys or more. Consent will be required under the Town and Country Planning (Control of Advertisement) Regulations 2007 and as amended.

Advertising for ground floor units above fascia level is generally not acceptable. Advertising for upper floor offices etc. should be limited to a single plate at the entrance and, where appropriate, lettering applied direct to the window glass. Additional signs will rarely be allowed where fascia or other smaller signs are already in existence on the same elevation.

The use of timber or modern materials that are indistinguishable from it are the most appropriate. High gloss or reflective plastic signs should always be avoided and bright and garish colours are likely to be at odds with the character of the historic environment.

## **BURGLAR AND FIRE ALARMS**

Burglar and fire alarms are necessary but can often be unsightly and, if possible, should not be placed on the front elevation. The smallest size of alarm box available should be used, painted a colour to match the background. On new shop fronts the alarm should be considered as part of the overall shop front design.

## **ILLUMINATION**

Shop fronts do not need special illumination if the level of street lighting is adequate. Applications for illumination should provide a survey of the existing level of illumination within the street and justify their proposal.

Box fascias, internally illuminated, are unsightly and should be avoided. Discreet spotlights and house lights may create a more even and pleasing effect whereas neon lights, strip lighting (unless concealed) or oversized swan-necked lamps are also to be avoided.

Great care is needed to avoid lighting units which appear unsightly in the daylight and light fittings should ideally be concealed. The sign to be illuminated should be sufficiently well designed to make a positive contribution to the appearance of the area and the scale of the sign should not detract from the appearance of the building or its setting at night.

The level of illumination should not be excessive, having regard to normal levels of background light. In the majority of cases where background lighting is low, illumination should adopt complementary soft and muted forms.

The illumination must not create a danger to highway safety by, for example, glare or leading to confusion with official highway signs.

## RELEVANT POLICY REGARDING SIGNS AND SHOPFRONTS IN NORTH LINCOLNSHIRE CONSERVATION AREAS.

These Particular Polices Are Against Which Development Proposals Are Assessed.

- PLANNING( LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990

**Section 72** places General duty as respects conservation areas in exercise of local authorities in exercise of planning functions

In the exercise, with respect to any buildings or other land in a conservation area, of any *functions under or by virtue of* 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***

*Using traditional materials i.e timber and traditional designs for shopfronts and signs ensures that the character of the conservation area is protected and ensures national legislation is complied with.*

- NATIONAL PLANNING POLICY FRAMEWORK

The Government's National Planning Policy Framework (NPPF) states that in any application for planning permission or listed building consent, your authority should

aim to achieve the objective of sustainable development which means guiding development towards a solution that achieves economic, social and environmental gains **jointly** and **simultaneously** (paragraph 8). An environmental gain in any planning application that affects the historic environment would be the continued conservation of heritage assets in a manner appropriate to their significance so that they can be enjoyed for their contribution to the quality of life of this and future generations - a **core planning principle** (paragraph 17, NPPF).

Local authorities should also take account of the desirability of sustaining and enhancing the significance of heritage assets (paragraph 131, NPPF). The NPPF also states that when considering the impact of a proposed development on the significance of a designated heritage asset, **great weight** should be given to its conservation, and the more important the asset, the greater the weight should be (paragraph 132).

*Good shop front design is a prerequisite to the visiting public's perception of the character, vitality, and economic health of an area. It is generally accepted that historic towns with attractive, locally distinctive and well-maintained shopping centres have a better prospect of retaining and improving their economic well being. Conserving the character and appearance of traditional shopfronts and signs is in line with the latest government guidance.*



- NORTH LINCOLNSHIRE CORE STRATEGY (Adopted June 2001)

**CS4: Creating A Renaissance In North Lincolnshire**

The Council will work with its partners to promote and secure area wide renaissance in North Lincolnshire through delivering the following major transformational projects:

6. Crowle - development in the Market Place to expand the range and quality of shops and other facilities and improve the quality of the environment.

**CS5: DELIVERING QUALITY DESIGN IN NORTH LINCOLNSHIRE**

All new development in North Lincolnshire should be well designed and appropriate for their context. It should contribute to creating a sense of place. The council will encourage contemporary design, provided that it is appropriate for its location and is informed by its surrounding context. Design which is inappropriate to the local area or fails to maximise opportunities for improving the character and quality of the area will not be acceptable. New development in North Lincolnshire should:

**Ensure it takes account of the existing built heritage** from the earliest stages in the design process, in particular terms of scale, density, layout and access.

**CS6: HISTORIC ENVIRONMENT**

The council will promote the effective management of North Lincolnshire's historic assets through:

Ensuring that development within North Lincolnshire's Market Towns safeguards their distinctive character and landscape setting, especially Barton upon Humber, Crowle and Epworth.

The council will seek to protect, conserve and enhance North Lincolnshire's historic environment, as well as the character and setting of areas of acknowledged importance including historic buildings, **conservation areas**, listed buildings (both statutory and locally listed), registered parks and gardens, scheduled ancient monuments and archaeological remains.

**All new development must respect and enhance the local character and distinctiveness of the area in which it would be situated, particularly in areas with high heritage value.**

**CS14: RETAIL DEVELOPMENT**

The Council will work with partner organisations to identify, protect and enhance the following hierarchy of vital and viable town, district, and local centres in North Lincolnshire:

Market Town Centres of Barton upon Humber, Brigg, Crowle and Epworth

To fulfil their role as key shopping and service centres in North Lincolnshire, the market town centres will be supported as locations for further retail, leisure, cultural and tourism development. Development will only be permitted that meet the needs of the area served by the centre in a sustainable way, is of a scale appropriate to the centre, and that will not adversely impact upon the vitality or viability of other nearby town and district centres. **Within the town**

**centres, any new development should respect their historic character.**

District Centres of Kirton in Lindsey and Winterton

To fulfil their role as key shopping and service centres the district centres will be supported as locations for further retail, leisure, cultural and tourism development. Development will only be permitted that is required to meet the needs of the area served by the centre in a sustainable way, is of a scale appropriate to the centre, and that will not adversely impact upon the vitality or viability of other nearby town and district centres. **Within the district centres, any new development should respect their historic character.**

*The above adopted core strategy policies clearly put a big emphasis in protecting the traditional character and local distinctiveness of conservation Areas. The existing traditional shops and signage which are provided provide attractive streetscapes and provide a clear identity enabling enjoyable shopping trips. This helps to prevent the general shopping trends away from town centres.*

## SAVED NORTH LINCOLNSHIRE COUNCIL LOCAL PLAN POLICES

HE2 - Development in Conservation Areas

All development proposals in, or which affect the setting of, Conservation Areas should preserve or enhance the character and appearance of the area and its setting.

The following criteria will be applied in determining applications for development in Conservation Areas:

- i) development should be of a standard of design which respects the appearance and character of the Conservation Area in terms of its bulk, height, mass, vertical and horizontal emphasis, proportions, layout, siting, landscaping and other matters of design such as roofscape and architectural style and detailing;
- ii) development should harmonise with adjoining buildings, preserve or enhance the street scene and should not detract from important existing spaces and views; and

HE4 - Shopfronts, Advertisements, Canopies and Blinds in Conservation Areas

The removal of traditional shopfronts within Conservation Areas will be resisted if they are of architectural or historic value and contribute to the special character of the area. Such features should be restored and repaired wherever practicable.

Proposals for new shopfronts or the alteration or replacement of existing shopfronts which do not warrant retention will be allowed provided that the design respects the character and appearance of the buildings and their surroundings.

In dealing with applications involving shopfronts and associated signs in Conservation Areas the following criteria will be taken into account:

i) the shopfront must respect the character and architectural composition of the building in which it is set, in particular the design of the upper elevation of the building. It should also be sympathetic to the character of adjoining properties and shopfronts. The use of materials unsympathetic to the character and appearance of Conservation Areas will not be allowed; and

ii) stall risers, pilasters and recessed doorways will be included where they are traditional characteristics of the area, and will be of a design which respects the local context; and

iii) unsympathetic alterations to the facades of shops including blinds, awnings, canopies and security grilles which are inappropriate in terms of design, or materials will not be allowed. Security measures including shutters should be located inside the shop front and should be capable of being shielded from view when not in use. Security shutters should be of an open grille type; and

iv) fascia signs should be in keeping with the character of the shopfront and the building as a whole, particularly in terms of their size, proportions, positioning, materials, type of construction, colour and style of lettering. Sign written fascias will be preferred; and

v) external box housings will not be permitted unless they can be incorporated within fascias and thereby rendered unobtrusive; and

vi) the Council will only permit internal illumination of either fascia or projecting signs in a Conservation Area

where there are no detrimental effects on the architectural or historic quality of the Conservation Area; and

vii) canopies and blinds on shopfronts should respect the age, scale and appearance of the premises with regard to size, proportion, materials and colour.

*The saved North Lincolnshire Council Policies put a strong emphasis on the retention of historic shopfronts in conservation areas in order to preserve and enhance the character of conservation area. The policies backup the general guidance in this document to use traditional designs and materials when putting in new shopfronts and signs in order have complimentary development in old historic areas.*

## **PLANNING PERMISSIONS AND CONSENTS THAT MAY APPLY TO SHOPFRONTS**

You need planning permission for any alterations or changes that materially affect the appearance of your shopfront.

Most alterations to a shopfront require planning permission, for example you will need consent for

- Replacing a shopfront
- Addition of blinds, canopies and security grills
- Signage is controlled by the Control of Advertisement Regulations and again separate permission may be required.

Before starting any works to a shop, owners and tenants should contact the Development Control Section of the Council to discuss their ideas and check what permissions are needed.

### Contact details

[planning@northlincs.gov.uk](mailto:planning@northlincs.gov.uk)

[01724 297420](tel:01724297420)

Development Control  
Planning and regeneration  
Civic Centre  
Ashby Road  
Scunthorpe  
North Lincolnshire  
DN16 1AB

Regarding installing a new traditional shopfronts in conservation areas the councils conservation officer can be provide the relevant advice.

### Contact details

[eddie.rychlak@northlincs.gov.uk](mailto:eddie.rychlak@northlincs.gov.uk)

Customer Contact Centre:

01724 297634

REMEMBER: -

Good drawings which clearly show the joiner what he is being asked to make are the key to producing a quality end product. If you can't draw it, how do you expect the joiner to make it?

In general sections through the cornice, fascia, window frame, cill and sub-cill, and stall riser should be at a large scale, 1:10, 1:2 or even full size, while elevations should be 1:20

