

FOUR

Other key shop front elements

4.1 Blinds and canopies

Generally, planning permission will be required to install a shop blind or canopy.

The main purpose of a blind or canopy is to protect shop goods from damage caused by sunlight. However given that within our borough many of our shopping streets are either north facing or situated within narrow streets, they should not normally be needed.

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

Where used, blinds and canopies should always be retractable so that the fascia is not permanently obscured. Traditionally shop blinds were made of canvas with the blind box incorporated into the fascia cornice.

Blinds will not normally be permitted above the ground floor level. A fixed canopy or blind projecting over the public highway will need a maximum vertical clearance of 2.6 metres, measured from the surface of the highway to the underside of the canopy.



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



In Conservation Areas or in older buildings, Dutch or balloon canopies or any form of plastic canopy will not be permitted (see photograph above). This is because they are usually erected as a means of increasing advertising space and tend to introduce an over-dominant element, which can obscure the fascia. This is frequently out of character with the street.



LDF



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

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

4.2 Ventilation

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

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

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

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

4.3 External security and telecommunication equipment

The installation of any burglar alarms, fire alarms, telecom junction boxes and satellite dishes must be carefully considered and designed as an integral part of the shop front.

The location and size of any of these items should not cover up any important architectural details and the choice of colour should be sympathetic with the overall colour of the shop front.

In most instances, planning permission will not be required for the installation of any burglar alarms, fire alarms, telecom junction boxes. However, satellite dishes located within commercial areas will in most instances require planning permission.

The exception to the above is when the equipment is to be located on a Listed Building, for depending on where they are located they may need Listed Building Consent.

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

4.4 Change of use

There are many examples within our borough where planning permission has been granted to change the use of a building from a shop to residential, only to change back to a shop use.

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

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



4.5 Shops on corner sites

Where appropriate the design of a shop positioned on a corner site must aim to take full advantage of its unique location by incorporating a double frontage.

In contrast where a traditional, high quality double frontage exists, the conversion from a double to a single frontage, in particular by blocking in the side window, would not be an acceptable approach. This is because the design quality of the building and the attractiveness of the street would be significantly reduced. We take the view that a conversion would be acceptable only if the applicant can provide reasonable justification to do so.

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

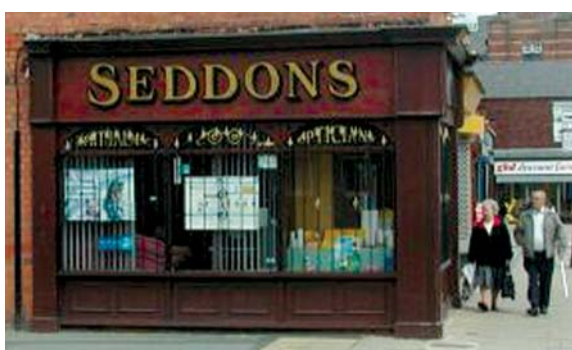




4.6 Provision of public art

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

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



FIVE

Shop security measures

All security measures must be considered in full during the initial design stage and not as an afterthought, ensuring that the attractiveness and vitality of the street scene are preserved and enhanced. It is important to recognise that there is need to achieve a balance between addressing a shop's security issues and responding to the wider environmental and public interests.

There is a wide range of security products available on the market that specifically aim to enhance shop front security without detracting from the appearance. Any planning application must demonstrate that the choice of security measures would have a minimum effect on the architectural features and appearance of a building or the general townscape character.

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

5.1 Shatterproof, toughened laminated glass

This is one of the most visually unobtrusive security measures. It aims to maximise upon natural surveillance opportunities without affecting the overall appearance of the shop front. Unlike other security measures no additional installations or fixings are required and no planning consent is required to install laminated glass.

5.2 Internal security shutters and grilles

Internal perforated or lattice roller shutters that sit behind the shop window and are coated in a colour powder or plastic are the preferred option. This type of shutter system provides a visible



form of security measure that does not compromise the external appearance of the shop. Subject to the design, internal security shutters do not generally require planning permission. The exception is a shop that is part of a Listed Building.



5.3 Decorative external grilles

Decorative external grilles offer similar advantages to internal security shutters although they will be more noticeable. Once mounted, well designed security grilles should visually enhance the appearance of the shop front.

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

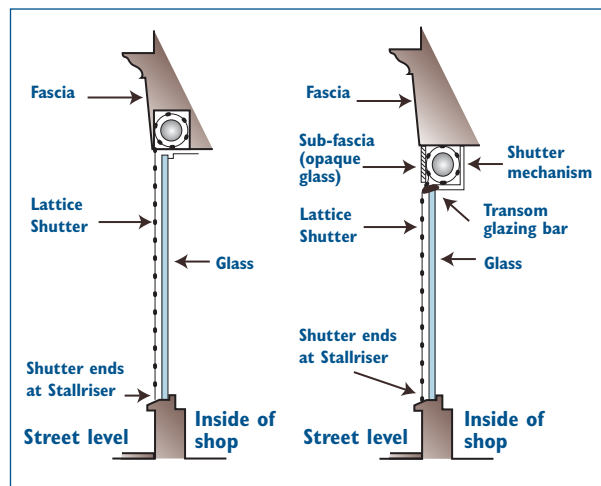
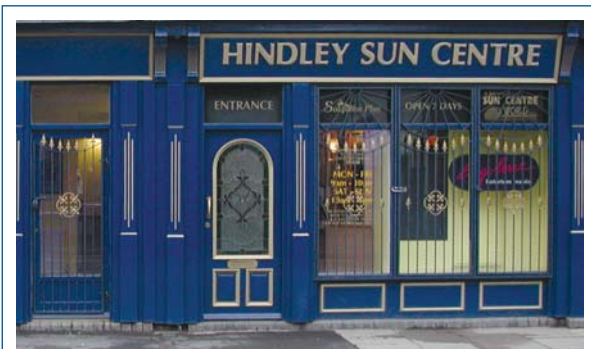
The following photographs show good examples of decorative grilles.



5.4 Reinforced stallrisers

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

5.5 External roller shutters and grilles



Planning permission will be required for all types of external security shutters and in the case of Listed Buildings, Listed Building Consent will also be required in addition to planning permission.

It is important to note that even if existing external security shutters are replaced with a different type of shutter, the external appearance of the premises will change and planning permission will always be required. Planning permission will be refused for poorly designed shutters even if a similar example exists in the locality.

External security shutters that are perforated, slotted or the lattice type will be considered acceptable.

However, the closed, also referred to as 'solid' type shutter would not be considered acceptable. This is because when the shutters are rolled down, they:

- create a dead frontage to a shop;
- provide a potential target for graffiti; and
- in the case of a break-in, the closed shutter provides a screen to conceal criminal activities from public view.

The following photographs show examples of inappropriate security solutions.



- All shutters must be finished in a colour to mix or blend in with the colour of the shop.
- The fixtures and fittings including the housing box and runner must be integrated into the shop front design.



- The housing box must not physically project into the street but instead should be recessed behind the



fascia area in order to allow the fascia board to sit flush with the shop front.

- Where the supporting building structure, for example the lintel, does not allow the space for the shutter box to sit flush with the shop front, the shop front would need to be recessed behind the lintel.
- This will not be acceptable where the result would be a low shop front of squat proportions or a disproportionately deep fascia.
- Runners must be either removable or discreetly concealed within the design of the shop front.
- When rolled down the shutters must not conceal the pilasters, stallriser or other shop front features.

buildings prove to be necessary, the form of security should be designed to be sensitive to the character of that building and the fixings should be concealed in order that the original architectural features or mouldings are not damaged.

In the case of a Listed Building or a building located within a Conservation Area, there will be a general presumption against the use of permanently fixed security shutters on the outside of the Building. If security shutters on Listed



SIX

Signs

The purpose of a shop front sign is to clearly attract our attention and advertise essential information, for example, the shop's name, type of business, the building's street number and, if needed, the shop's address details.

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

6.1 Number of signs

As a general rule, one fascia sign per shop and only if required one hanging sign, would be acceptable. This is because a well designed sign (suitably located with a clearly written sign message) is more effective than a number of different signs (competing for attention).

6.2 Sign sizes

The size of the sign must be kept in proportion and scale with the whole of the building as well as the shop front itself.

As a general rule, fascias look well proportioned if they are no deeper than a fifth of the shop front's overall height.

6.3 Lettering and symbols

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

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

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

For traditional shop fronts in the most sensitive areas, sign written letters or individual lettering applied to the fascia may be the most appropriate solution.

In Conservation Areas individual well designed letters in high quality materials for example bronze should either be applied directly onto the fascia board or attached to the natural material of the building.

Over sized letters (in bright colours and materials) should be avoided.



6.4 Corporate identities

Adopting a standardised design approach of set letter sizes, logos and colours may not be considered appropriate for every building and street. This is because a standardised corporate identity may conflict with the architecture of a particular building or the character of the area.

In these circumstances companies must be prepared to adapt their own individual corporate identity and styles in order to not compete with the character of the building and the wider area.

6.5 Different types of signs

6.5.1 Fascia signs

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

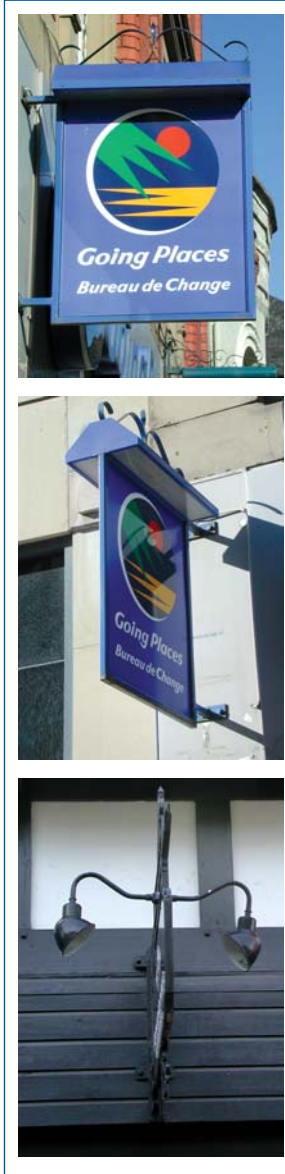
As a rule, original or existing fascia areas should not be increased in depth to accommodate a new sign.

6.5.2 Hanging and projecting signs

Hanging and projecting signs are normally used to help identify a shop from a longer distance.

The sign and the supporting brackets must be designed to enhance the character of the building and street. As shown in the photographs opposite.





A single hanging or projecting sign should be installed at fascia level at each end of the fascia board, but should not cover up important architectural features such as pilasters or decorative consoles. Installing signs above or below the fascia level will not be considered acceptable.

The overall size of the sign must be in proportion to the fascia, shop front and whole building.

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

Hanging signs are a traditional feature used on Listed Buildings, in Conservation Areas and on older buildings. As a result signs are usually made from painted timber and cast metal with hand painted lettering applied.

6.5.3 Box signs

Surface mounted box signs attached to the front of fascias, whether illuminated or not, tend to detract from the appearance of shop fronts, as they project in front of important shop front details (for example, cornices, console brackets and pilasters). They will not be permitted in Conservation Areas or on Listed Buildings and alternatives should be considered.

If a box sign is to be used it must be fully recessed behind the fascia. Ideally the lettering should be flush with the background panel or only project very slightly and it should have a matt or sheen surface so that it looks as little like plastic as possible.

This photograph shows an unacceptable sign.





6.5.4 Business nameplates

Where there is an office use or another business activity located above street level it is usual to have a business nameplate next to the street entrance.

The size of the plates must be of modest proportions. Traditional business nameplates would not normally be illuminated however discreet illumination may be considered acceptable. If nameplates are to be located on a Listed Building planning permission and Listed Building Consent, will be required.

No more than one sign may be displayed for each person, partnership or company. In Conservation areas, on Listed buildings and buildings of local interest brass plates are often the most appropriate.

SEVEN

Sign lighting

7.1 General requirements

As a general rule, apart from the limited illumination of lettering, most illuminated signs will require an application for Advertisement Consent. Early discussions with the Planning and Regeneration Department are strongly recommended. In Conservation Areas and on Listed Buildings all illuminated signs require Advertisement Consent.

Deciding on the most appropriate method, design and type of lighting solution will greatly be influenced by the design of the shop front, whether the building is located within a Conservation Area and/or if the building is Listed.

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

- 700 candelas/m² in major town centres and principle shopping areas.
- 350 candelas/m² in neighbourhood centres and residential areas.

7.2 External sign lighting

Where external lighting is to be used, careful consideration must be given to the method of lighting to ensure it does not become a safety hazard to motorists. An intermittent light source, moving feature, animation, exposed cold cathode tubing or reflective materials are not considered acceptable lighting solutions.



External lighting may be appropriate for example by the use of a trough light with a hood finish to blend with the background colour of the fascia. This means that the signage is noticeable

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



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



However the number of spotlights and lamps should be kept to a minimum so that the lamps do not compete with the signage for attention or conceal any important architectural features.

7.3 Internal sign lighting

As a general rule, any signs with individual letters and logos to be internally illuminated or have halo background lighting will not require consent provided the background to the sign is not internally illuminated as well.

7.4 Lighting shop front windows

The impact that attractively lit window displays can have on trade and on the vitality and sense of security of shopping streets at night should not be forgotten. Traders are encouraged to keep their premises lit well into the evenings. Carefully illuminated displays using spotlights rather than bare fluorescent tubes generally have the most impact.

Although internal display lighting is not subject to planning control, it should be noted that illuminated signs within a metre of a shop window do require 'Advertisement Consent'.

APPENDIX A

Access to information and how to contact us

We have in place the following means of access to planning information, which take into account issues of equality and diversity among the community.

- All documentation published by the council will be made available in electronic and paper format.
- To assist people with particular needs, many of our documents can be made available on request in large print, braille and in a number of alternative languages.
- Copies of all documents produced by us will be made available to view at all of the local libraries in the borough, including the three mobile libraries; Wigan and Leigh Town Halls; and the Planning and Regeneration Department offices at Civic Buildings, New Market Street, Wigan and Gateway House, Standishgate, Wigan. Opening times will vary for these locations and you are advised to check them first.
- If you have difficulty getting to any of the above locations, then the home library service may be able to bring documents to you on request. However, you must be registered with this service first. For further information, you can phone the home library service on 01942 486985.

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

You can contact us in the following ways:

If you require copies of documents please contact:

Implementation administration

By telephone 01942 404240

Other means of contacting the Implementation administration

By email to:
planning@wiganmbc.gov.uk

By facsimile to: 01942 404222

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

If you have any questions or need further advice or information about dealing with planning applications or if you want to arrange a pre-application discussion, please contact:

Development Control - West of the Borough

Wigan
Telephone 01942 488045



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

Telephone 01942 404275

Shevington, Standish and Aspull

Telephone 01942 404274

Development Control - East of the Borough

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

Telephone 01942 404261

Leigh, Golborne and Lowton

Telephone 01942 404264

Other means of contact for all planning control matters

By facsimile to: 01942 404222

By email to:

devcon@wiganmbc.gov.uk

By letter to: Development Control, Planning and Regeneration Department, Wigan Council, Civic Buildings, New Market Street, Wigan, WNI 1RP

Building Control Service

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

By telephone 01942 244991

By facsimile: 01942 404222

By letter to: Wigan Council, Planning and Regeneration Department, Building Control Section, Civic Buildings, New Market Street, Wigan, WNI 1RP

For other specialist planning advice please contact the following teams:

● Conservation issues

For advice on conservation matters

Telephone: 01942 404254
or 404253

● Urban Design issues

For advice on general design matters

Telephone: 01942 404243

● Access issues

For further advice and guidance on access issues

Telephone: 01942 404247

Other relevant external organisations and agencies

Fire Safety

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

By letter to:

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

By telephone: 01942 650110

By facsimile to: 01942 650127

Greater Manchester Police Architectural Liaison Unit (GMP ALU)

An early discussion with the GMP ALU is recommended before a planning application is submitted. The Unit can advise on shop security measures, which can be used to help reduce crime and anti-social behaviour.

By letter to:

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

By telephone: 0161 856 5914

By facsimile to: 0161 855 2331

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

By telephone: 01942 404235/
404237/404238

By facsimile to: 01942 404222

By email to:

planningpolicy@wiganmbc.gov.uk

By letter to:

Planning Policy Team, Planning and Regeneration Department, Wigan Council, Civic Buildings, New Market Street, Wigan, WNI 1RP

APPENDIX B1

Planning policies

Summary of the **Adopted** UDP policies:

- **EN7 Design** – This is the overarching policy, which sets out the council's commitment to the achieving of good design in all development.
- **EN7A Design of New Development** - This states that all development proposals will be required through their design to promote a number of design requirements. In terms of shop front development the following are relevant:
 - character and identity;
 - continuity and enclosure;
 - public spaces and routes;
 - movement and accessibility;
 - legibility;
 - urban forms; and
 - sustainability.
- **EN7B Advertisement** - The display of any advertisement must not cause visible harm to the character of the building, the general appearance of the area or to public safety.
- **EN7C Design of Frontages to Shops and Commercial Premises** - Design of frontages to shops and commercial premises – In addition to policy EN7A's design requirements, any new shop front and alteration will be required to use materials and a design that takes in to account the general

appearance, character and security needs of the whole building and surrounding premises. The design must provide and allow ease of access for all people.

- **EN7F Disabled Access** – seeks to improve accessibility within the Borough for people who have physical and/or sensory disabilities.
- **EN8 Conservation** - This overarching policy identifies the need to protect and enhance the character and appearance of Listed Buildings and their surrounding area, Conservation Areas and buildings of local interest.
- **EN8A Development and Design in Conservation Areas** – The design and development within a Conservation Area must preserve and enhance the character and appearance. Any demolitions or alterations that cause harm to the historical, architectural or industrial archaeological character or appearance will not be permitted.
- **EN8B Listed Buildings** - These are Buildings of Special Architectural or Historic Interest. The policy seeks to encourage the protection of enhancement of buildings of special architectural and historic interest and their settings. The demolition of Listed Buildings or significant parts of Listed Buildings will not be permitted.



Summary of the emerging **draft Replacement**

UDP policies:

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

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

APPENDIX B2

Planning applications requirement checklist

In submitting any application the following information must be included as a minimum:

4 copies of each required drawing.
Appropriate fees.

Required drawings/photographs are:

- **Location plan** – clearly showing the application site and the surrounding area with the site outlined in red at a scale of 1:1250, including a north point. A set of location plans can be purchased from the Planning and Regeneration Department.

Diagrammatic location plans drawn to scale are unacceptable.

- **Site plan** – A site plan of not less than a scale of 1:50, illustrating the location of the building into which the new shop front is being inserted and its surroundings. The application premises should be outlined in red.
- **Floor plans** - Fully detailed existing and proposed plans, elevations and sections must be drawn accurately to scale. You must show the details of access into the buildings taking into account the needs of disabled persons.

- **Elevations** - The elevation drawing must indicate the entire building elevation both as existing and proposed and show the adjoining buildings. Details of materials colours and finishes must be specified.
- **Sections** – Sections must be drawn through the shop front, showing its relationship with the upper elevation and indicating the position and depth of the shop front framework and any signs, security measures and lighting provision.
- **Details** – In some cases, for example, for Listed buildings, large-scale details of shop front elements may be required, for example pilasters, stallrisers and glazing bars drawn to a scale of 1:5.
- **Photographs** – Include photographs of the whole of the existing front and side views of the shop or building, including their relationship with adjacent buildings.

If the drawings are also to be used for a Building Regulations application, you will need to provide a number of structural and drainage details and cross sections. Please contact our Building Control Section for further information. You will find contact details on page 32.