

QD10 Shopfronts

Replacement shopfronts and alterations to existing shopfronts will be permitted provided that the proposed shopfronts and fascia:

- a. **respect the style, proportions, detailing, colour and materials of the parent building and surrounding shopfronts / buildings;**
- b. **retain a visible means of support to the buildings above and do not interrupt any architectural details;**
- c. **are part of an overall design strategy which covers all elements of the shopfront, including shop-shutters, blinds, advertisements and signs; and**
- d. **allow access for everyone including wheelchair users, the visually impaired and other people with disabilities.**

In respect of conservation areas and listed buildings, shopfront proposals will be required to preserve or enhance the special appearance or character of the area and / or the buildings special architectural or historic interest respectively. Permission will not be given to replace good period shopfronts or remove surviving features of interest.

- 3.42 The design of shopfronts has an important role to play in the appearance of an area. The appearance of shops is often an indicator of the quality, success, prosperity, or image of a town, so the design of a shopfront is important.
- 3.43 Shopfronts and their associated signs are intended to attract attention. Unfortunately, they are often designed to promote a corporate image rather than to respect their setting and townscape context. In order to achieve an attractive and pleasant environment it is important that all shopfronts, including their associated signs, are well designed reflecting the characteristics of the building and area concerned. The design of shopfronts is particularly important in the case of listed buildings, conservation areas and buildings of local interest where it is essential that they complement architectural details and historic features.
- 3.44 Many local shopfronts incorporate traditional features such as a recessed doorway, a timber frame and fascia with mouldings and a rendered or brick stall riser. These features make a valuable contribution and their retention will be sought. Where two or more adjacent units are being combined to form one unit, the shopfront should be designed so as to retain the appearance of separate units, especially within a conservation area, on a listed building and within its setting. Further guidance on shopfronts and associated elements such as security, blinds and advertisements is contained in supplementary planning guidance and /or supplementary planning documents.
- 3.45 Policy QD10 has particular links with the following in this Plan: the policies relating to design; advertisements and signs; shopshutters; boarding up of flats, shops and business premises; blinds; public art; listed buildings; conservation areas; and buildings of local interest.