

# Shopfront and Advertisement Design



*Eden* District Council

Supplementary Planning Document

---

# Shopfront and Advertisement Design

Eden District Council

Approved by Eden District Council on 26 October 2006

This document is also available in larger print on request.

Ruth Atkinson  
Director of Policy and Performance  
Town Hall  
Penrith  
Cumbria  
CA11 7QF  
Email: [loc.plan@eden.gov.uk](mailto:loc.plan@eden.gov.uk)

Designed and produced by the Planning Policy Section, Department of Policy and Performance

---

---

## Contents

	Page No
1. Introduction	5
2. Purpose of the Guidance	5
3. Policy Context	5
4. Works Requiring Consent	7
5. Understanding Shopfront Design	7
5.1 History of Shopfront Design	7
5.2 Main Elements of Traditional Design	12
6. Whether to Repair or Replace?	13
6.1 Repair	13
6.2 Replacement	14
7. Design Principles for New Shopfronts	16
7.1 Principles of Good Design	16
7.2 Stylistic Considerations	17
7.3 Design Details & Painting	17
8. Signs	18
9. Shopfront Security	20
10. Blinds	21
Appendix A National, Regional & Local Policies	23
Appendix B Further Advice & References	27
Appendix C Glossary & Abbreviations	28
Appendix D Useful Contacts	30





J & J Graham. Building with integral shopfront c1880

---

## **1 Introduction**

This Supplementary Planning Document (SPD) and associated Sustainability Appraisal have been prepared by Eden District Council in accordance with the Council's Local Development Scheme 2006. It forms part of the Council's Local Development Framework (LDF) which sets out the Council's planning policies for Eden District outside the Lake District National Park.

It supplements the policies in the saved Eden Local Plan 1996, which in due course will be replaced by the Primary Development Control Policies - Development Plan Document.

Prior to adoption of the SPD by the Council on 26 October 2006 it was the subject of widespread community consultation using procedures described in the Council's Statement of Community Involvement (2006).

## **2 Purpose of this Guidance**

Eden District has four small historic market towns, Penrith, Appleby, Alston and Kirkby Stephen, the central areas of which are all designated as conservation areas. The character and appearance of these towns form a significant part of the District's built heritage, of importance to residents and visitors alike. Leisure and tourism are vital to the local economy, and the character and appearance of these towns are fundamental part of their attractiveness as destinations for shopping and tourism.

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

The aim of this guidance is to provide advice to owners and occupiers of commercial buildings, particularly shops and offices, who are considering external alterations to their properties or new build projects. It will also be used by planning officers and members in considering planning applications, Listed Building Consent applications and enforcement issues as well as by the public and amenity societies in formulating their responses to such applications. The guidance contained in this SPD is a material consideration in the determination of planning applications.

Although applying principally to the market towns, there are a small number of shops in the District's villages, some of which also lie in conservation areas, and the guidance will also be applicable here.

## **3 Policy Context**

The system for producing planning policy documents changed in 2004. The old system of County Structure Plans and District Local Plans are being replaced by Local Development Frameworks, which are expected to be fully in place by 2009.

National planning policy exists in the form of Planning Policy Guidance Notes (PPGs) and their ongoing replacements, Planning Policy Statements (PPSs). The most relevant of these are listed in Appendix A. National planning policy is also expressed in the provisions of the relevant Acts of Parliaments, the key sections of which are also reproduced in Appendix A.

---

Regional planning guidance is prepared in accordance with this national guidance by the North West Regional Assembly (NWRA). This sets out the policy framework for the region, in what has been termed Regional Spatial Strategy (RSS) and will be referred to as the North West Plan. The North West Plan will replace the Cumbria and Lake District Joint Structure Plan in 2007.

Local and site specific policies are prepared in accordance with these national and regional policy frameworks. The Planning and Compulsory Purchase Act 2004 brought fundamental changes into the way that local plan policies are produced. The old Eden Local Plan 1996 is being replaced by the new Eden Local Development Framework (LDF) of which this Supplementary Planning Document will form part.

The LDF consists of a portfolio of documents that together set out the proposed spatial development for Eden. At its heart will be the Core Strategy which contains the overarching strategic direction of the LDF. The Core Strategy's vision will incorporate the themes of maintaining and improving the vibrancy of the Eden economy, building on its natural assets and protecting and enhancing Eden's unique environment and heritage. The relevant emerging spatial objectives within the Core Strategy focus on encouraging high quality, sustainable and safe design that respects the character and local distinctiveness of Eden and on protecting and enhancing the historic heritage whilst recognising the need to allow for its continued evolution and growth. There is likely to be a specific policy relating to the design of new development to which this SPD would relate. The timetable for production of the new LDF documents can be seen in the Council's adopted Local Development Scheme on [www.eden.gov.uk](http://www.eden.gov.uk).

Under the 2004 Act the policies in the Eden Local Plan 1996 are saved for three years after the commencement of the Act until September 2007 and can be saved for a longer period with the Secretary of State's agreement. They will be replaced by the new Primary Development Control Policies - Development Plan Document. The existing Local Plan policies most relevant to Shopfront and advertisement design are:

Policy BE3 New Development in Conservation Areas  
Policy BE4 Shop Fronts in Conservation Areas  
Policy BE5 Advertisements in Conservation Areas  
Policy BE19 Quality of Design  
Policy BE23 Display of Advertisements  
Policy SH6 Village Shops

For a full list of relevant saved Local Plan policies please see Appendix A.

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. There are two other SPDs which are also of relevance in considering shopfront design:

- An Accessible and Inclusive Environment (due for adoption in 2006)
- Crime Prevention through Environmental Design (due for adoption in 2007)

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. Applications for listed building consent are judged against the provisions of the Planning (Listed Buildings

---

---

and Conservation Areas) Act 1990 and the guidance contained in PPG15. The guidance in this SPD however is also relevant to applications for listed building consent, particularly where such work involves development.

## 4 Works Requiring Consent

Works of alteration, even minor works, may require one or more forms of consent. Consent is not normally required for repair works or like for like replacements. In the case of listed buildings however it is always advisable to check with the Planning Services Section who will be pleased to advise on any consent requirements - see Contacts section in Appendix D.

- **Planning Permission** is usually required for external alterations to commercial premises, eg the insertion of a new shopfront, the addition of blinds, or the alteration of upper floor flat or shop windows.
- **Advertisement Consent** may be needed for the display of signs (dependant upon their size and type).
- **Listed Building Consent** will be required for most external and internal alterations to listed buildings.
- 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.
- **Building Regulations Approval** is required for many structural alterations.

## 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 its technological limitations.

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

### 5.1 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.

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 Eden, 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 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. Very few shopfronts of this period survive intact in Eden, the most notable being number 2 Devonshire Street (currently The Works).

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.



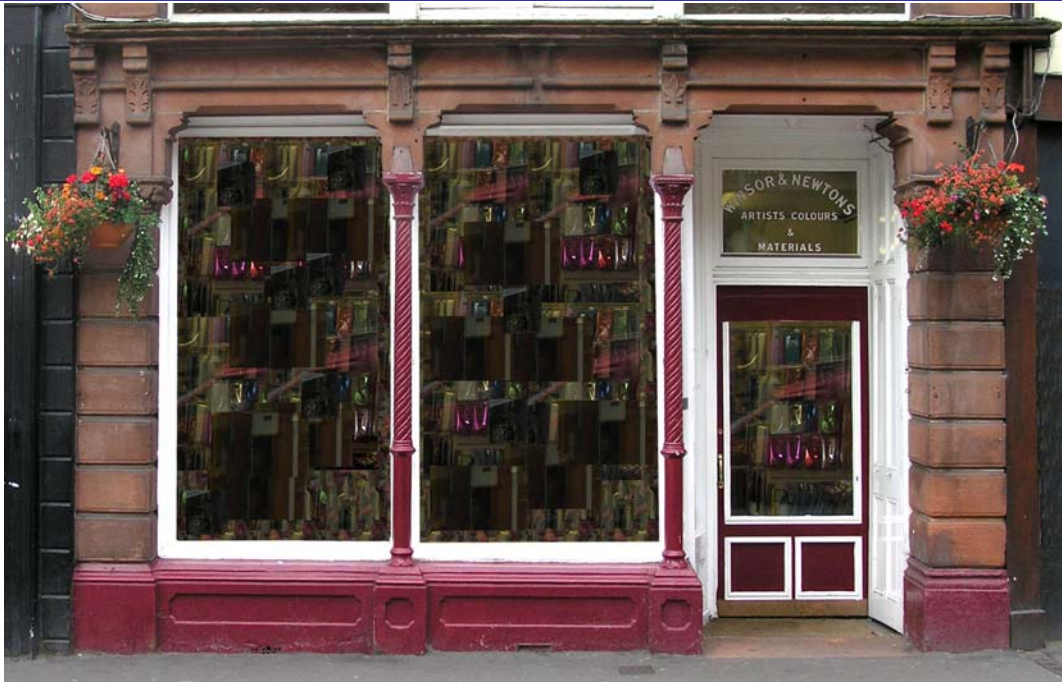


**Attractive and well-maintained early Victorian styled shopfront, Boroughgate, Appleby**

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. A large number of shopfronts of this period have also been lost, although some have simply been re-glazed without their mullions.

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.

Cast iron shopfronts appeared in the nineteenth century followed by brass and bronze. In Eden, a small number of cast iron shopfronts or shop fronts with cast iron elements survive, such as that at Westmorland House, Boroughgate, Appleby (currently The Spar).



**19th century Victorian shopfront with cast iron colonettes**

In the later nineteenth century, first floor display windows also became more prevalent, such as those surviving at no's 5-6 Devonshire Street (currently Shoe Zone) and at 45 & 46 King Street (currently Cumbria Photo and Lakeland Office Point).



**Arnison's, one of Eden's most striking shopfronts. The outer body of the shopfront is late Victorian with an Edwardian remodelling within**

In the Edwardian period and up to the 1920's, taller shopfronts appeared 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. A significant number of these shopfronts survive and are very popular still. Many Edwardian shop doors were almost totally glazed, with only a small panelled area at the bottom.



**Attractive early twentieth century Edwardian styled shopfronts, Bridge Street Appleby and Cornmarket, Penrith**

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, chrome and polished materials such as Vitrolite glass and granite became notable. Shopfronts were sometimes on new or completely remodelled buildings. A number of shopfronts from this period survive in Penrith, sometimes obscured by later modifications such as deepened fascias eg Burton's Middlegate, Penrith (1937).



**Surviving 1930's shopfront, King Street, Penrith**

---

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 shopfront became all too common, as, unfortunately, did security shutters and grilles. The shopfronts in Eden survived this period relatively well compared to some other market towns and although many attractive traditional shopfronts were lost, there are still many fine examples surviving. These surviving shopfronts, often the premises of local firms with a long-standing presence in the town, are a real asset to the area.



In the last decade, however, shopfront design seems to be improving and quality is once again recognised 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. National high street traders have been keen to project their corporate image and this can lead to shopfronts that are out of keeping with the local street scene in terms of design, scale and colour.

There has been a rising awareness of design issues nationally and the growth of the conservation movement, particularly the designation of conservation areas and the associated grant schemes, has been fundamental in changing attitudes. Environmental and social issues such as energy conservation and 'access for all' are now also having an increasingly significant effect on shopfront design and detailing.

## **5.2 Main Elements of Traditional Design**

Although the individual style of the elements varied, almost all traditional shopfronts incorporated the same basic elements:

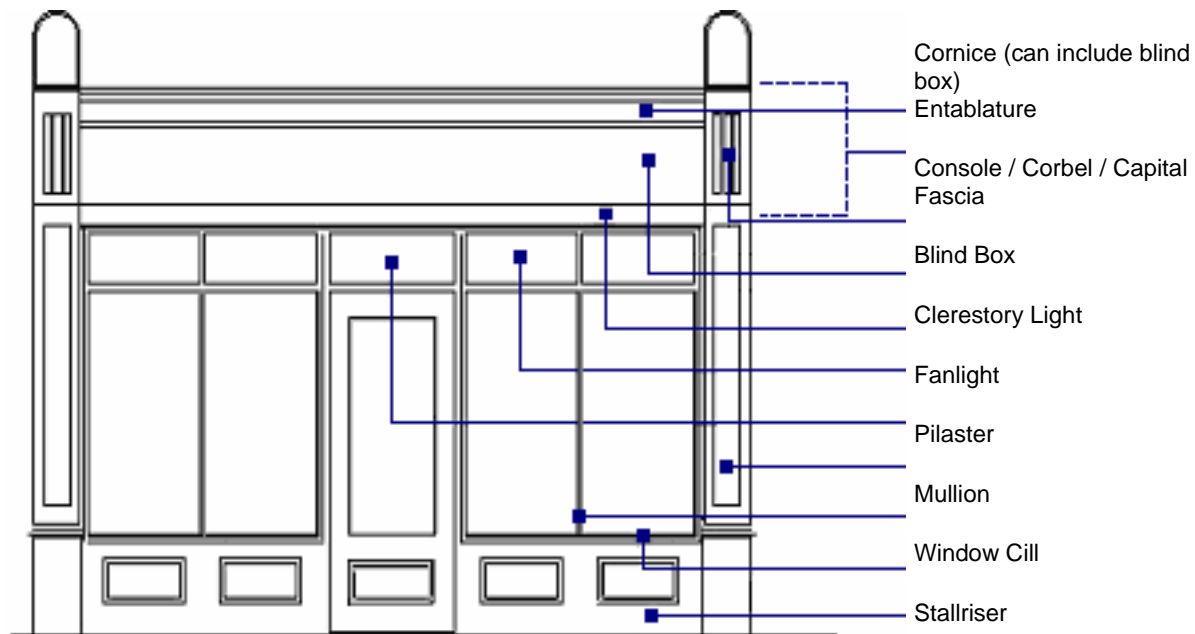
- Large, often vertically emphasised windows for display
- Pilasters providing framing and a vertical separation between shops, and an opportunity for colour
- A cornice providing framing and weather protection
- A fascia providing advertising space that could be easily changed as occupants moved on 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 were normally used
- Design elements were normally structural rather than applied eg 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 eg small panes for a Georgian building, plainer for Victorian



**Figure 1. A typical arrangement of a traditional shopfront**

## **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. Inclusive access for all should be considered during the process of repair or replacement.

### **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 strongly 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.



**This contemporary colour scheme, signage and styling show 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:

### **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.

### **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.

### **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, eg inserting a Georgian shopfront in a building which never had one.

Care must also be taken not to introduce uniformity of shopfront design at the ground floor level without regard to the building(s) above. This applies particularly to situations where one retailer occupies adjacent buildings which themselves differ in design.

### **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.

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 natural materials and reflecting local traditional stylistic and constructional techniques will be strongly encouraged.



**A modern, attractive and well-presented shopfront in a historic building**





**A modern, striking shop unit, utilising natural and local materials**

## **7 Design Principles for New Shopfronts**

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. 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 so that the new shopfront will harmonise with the streetscene and town
- Consider the entire design, including finishes and colours
- Use appropriate, sustainable and good quality materials. Upvc or aluminium will not normally be appropriate for listed or traditional buildings, particularly within conservation areas
- Consider its longevity in physical (including maintenance) and stylistic terms
- Consider the design in three dimensional terms, eg mullion profiles, and show such details accordingly on any plans
- Consider how the design fulfils the functional requirements of the shop, including ease of access



- 
- Incorporate access for all at every stage of the design process
  - 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.
  - Design in any necessary security measures from the outset

## **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 eg painted softwood, unpainted hardwoods, cast/wrought iron, bronze, steel, sandstone plinths etc?

## **7.3 Design Details & 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.

Timber shopfronts, normally of softwood, were traditionally painted rather than stained, although hardwood shopfronts were sometimes unpainted. Darker colours are generally more traditional and appropriate, eg 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 eg 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 eg 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. Care should be chosen over shades of green when used with red sandstone. Co-ordination with neighbouring properties, although ideal, is not essential as these may 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 eg large quantities of very bright blue, the colour scheme should be adjusted, or reversed, to reduce the amount of the garish colours eg restricting it to the signage/fascia only.

## 8 Advertisement and 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.

For details of 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.

Signs can be flat boards or individual letters fixed to the existing fascia, or occasionally the wall of the building at ground or upper floor level. No signs should be applied over or stuck to the inside of the shop window, but carefully designed individual letters or symbols applied to the glass may be acceptable if they are of the highest quality. Etched glass can also be very and attractive and effective, but etching historic glass with signs which will

---

---

only be relevant to a short term occupant, will not be acceptable.

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.

Signs and letters should normally be of painted timber or a quality metal construction. Plastic and plastic-coated signs and letters and garish colours should be avoided and will not be acceptable for listed buildings.



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.

The number of advertisements should normally be kept to a minimum. Too much advertising will defeat its purpose and can create a cluttered appearance.

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. Internally illuminated signs will not normally be allowed and any external illumination equipment, if required, should normally be as small and unobtrusive as possible.

The advertisement control system can be quite complex and the Department for Communities and Local Government's *Outdoor Advertisements and Signs: A Guide for Advertisers* ([www.communities.gov.uk](http://www.communities.gov.uk)) is a useful starting point for more detail regarding consent requirements.





---

## Summary

- The use of quality traditional materials will be expected, particularly for listed and traditional buildings (hand painted signs are very effective)
- Plastic and plastic-coated or highly reflective materials and garish colours will not normally be acceptable, particularly for listed and traditional buildings
- 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 obscure the shop windows will not normally be acceptable
- 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
- Internally illuminated signs will not normally be acceptable
- Wall-mounted or hanging signs above fascia level are only acceptable if they can be satisfactorily accommodated without obscuring architectural features and are of the highest quality
- 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.

## 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 devices, if necessary, should be positioned behind the glazing, minimising any restriction of views into the shop, for example by the use of grilles and shutters with transparent inserts or the perforated lath type.
- External roller shutters and grilles will not normally be acceptable on shopfronts on principal shopping streets. Only where there is a demonstrable high level of security risk or vandalism will the use of externally fitted shutters be considered. Roller shutters convey the image that the area is in decline, they can attract graffiti and will prevent window-shopping.
- If shutters are considered necessary and allowed, the shutter boxes should where possible be incorporated into the fascia design and not stand proud. If disused original blind box fittings exist, consideration should be given to reusing and adapting these.
- If shutters are considered necessary and allowed, their scale should not dominate the shopfront and they should only cover the glazed area; where possible a vertical emphasis should be introduced.

## 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 and well-maintained traditional shopfront with fully-retractable canvas blind**

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.



**Modern retractable blind on re-glazed Victorian Shopfront, King Street, Penrith**

Modern plastic or plastic-coated fixed 'Dutch blinds' (designed like a pram hood) are not 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.

---

## **Appendix A      National Regional & Local Policies**

### **Acts**

#### **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.

### **National Planning Guidance**

See Department of Communities and Local Government website:  
<http://www.communities.gov.uk> - Planning - Planning Policy

PPG15: Planning and the Historic Environment - September 1994

PPS6: Planning for Town Centres - March 2005

PPS6: Companion Guide - Guidance on Design and Implementation Tools - March 2005

Outdoor Advertisements and Signs: A Guide for Advertisers

### **Regional Spatial Strategy - Regional Planning Guidance for the North West**

See documents at North West Regional Assembly website - Regional Planning Guidance - Regional Planning <http://rpg.nwra.gov.uk/planning/index.php>

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

See current version at Cumbria County Council's structure plan website:  
[www.planningcumbria.org](http://www.planningcumbria.org) Planning Cumbria: Your Guide to the Structure Plan

### **Eden Local Plan 1996**

#### **New Development in Conservation Areas Policy BE3**

New development within a conservation area should not adversely affect the character or appearance of the area. It must also respect the scale, form, orientation, materials and architectural detailing of adjoining development; that traditional to the area concerned, and

---

established street patterns and building lines. In order to exercise an appropriate level of control over development the Council will require the submission of fully detailed plans in support of applications for planning permission within conservation areas.

### **Shop Fronts in Conservation Areas**

#### **Policy BE4**

Proposals to alter or replace shop fronts and property facades within conservation areas must wherever possible conserve original features and material, reflect traditional design features and be constructed in traditional materials.

### **Advertisements in Conservation Areas**

#### **Policy BE5**

Within conservation areas, advertisements should not adversely affect the character or appearance of the area.

### **Development Affecting Listed Buildings**

#### **Policy BE13**

Development proposals which would adversely affect the character or setting of a listed building or result in the loss of important features will not be permitted.

### **Alteration of Listed Buildings**

#### **Policy BE14**

Minor alterations which are necessary to facilitate the appropriate change of use of listed buildings or to improve accessibility will be supported provided they are judged acceptable in relation to Policy BE13.

### **Quality of Design**

#### **Policy BE19**

In considering development proposals the Council will have regard to the quality of the design submitted. It will be expected in all cases that this will be such as will maintain the quality of the landscape or built environment within which the proposal is located. Where development is proposed in juxtaposition to existing development which is traditional in character the Council will require designs to have particular regard to the scale, massing, character, architectural features and materials of that existing development. Regard must be had in all proposals not only to the design of buildings but also to the provision and proper layout of open spaces and landscaped areas.

### **Light Pollution**

#### **Policy BE21**

Applications for development requiring or likely to require external lighting shall include details of lighting schemes. Such schemes will be assessed against the following criteria:

- i) that the lighting scheme proposed is the minimum to undertake the task;
- ii) that light spillage is minimised;
- iii) in edge of town or village locations, or in rural areas, that landscaping measures will be provided to screen the lighting installation from neighbouring countryside areas; and
- iv) that road safety will not be compromised as a result of dazzling or distraction.



---

## **Display of Advertisements**

### **Policy BE23**

Applications for consent to display advertisements will be permitted where the size of the sign and the materials to be used are appropriate to the location and will not have an adverse affect on either the visual amenity of the locality or on highway safety.

## **Retail Developments in Towns**

### **Policy SH1**

Proposals for developments for retail purposes within the established shopping areas of Penrith, Alston, Appleby, and Kirkby Stephen, as set out on the inset maps, will be permitted providing:

- i) the proposal is of a design and scale suited to its location: and
- ii) parking and servicing space is provided to an adequate standard.

## **Use of Upper Floors in Retail Areas**

### **Policy SH5**

Proposals for the usage of upper floors within the established shopping areas of Alston, Appleby, Kirkby Stephen and Penrith, including those introducing appropriate uses outside Use Classes A1, A2, and A3 (shops, financial and professional services, and food and drink respectively) will be permitted providing:

- i) the proposal is acceptable in terms of its impact on the conservation area, and/or on listed buildings;
- ii) impact of the proposed use on adjoining occupiers is acceptable;
- iii) access and parking arrangements are acceptable.

## **Village Shops**

### **Policy SH6**

Proposals for small retail outlets and post offices within existing settlements, but outside established shopping areas, will be permitted provided that:

- i) the proposal is of a design and scale suited to its location;
- ii) access and parking arrangements are satisfactory;
- iii) impact on the amenity of other occupiers in the locality is of an acceptable level; and
- iv) the proposal is acceptable in terms of its impact on the local built form, landscape, and conservation interests.

## **Village Shops and Post Offices**

### **Policy SH7**

Proposals which assist in the provision or retention of village shops or post offices will be supported.

---

## **Development in the North Pennines AONB**

### **Policy NE2**

Priority will be given to the protection and enhancement of the special character of the North Pennines AONB. Within the North Pennines AONB development proposals will only be permitted on sites within or immediately adjacent and well related to settlements. Major development outside established settlements will only be permitted if an exceptional case can be made and all reasonable alternative locations have been explored and shown to be unacceptable. All development within the North Pennines AONB must, through appropriate siting, design, materials and landscaping measures, minimise environmental impacts and contribute to the preservation or enhancement of the distinctive character of the landscape and of the area.

## **Access to Buildings**

### **Policy PT8**

Through negotiation the Council will seek to ensure that all new development to which the general public have access makes provision for access by people with physical disabilities.

---

## **Appendix B      Further Advice & References**

### **Eden District Council**

#### **Other relevant Supplementary Planning Guidance**

Eden Design Summary (1999)

The North Pennines Area of Outstanding Natural Beauty - Good Practice in the Design, Adaptation and Maintenance of Buildings (1998)

An Accessible and Inclusive Environment (2005)

#### **Other Guidance**

Listed Buildings - A Guide for Owners and Occupiers

Conservation Areas - A Guide for Owners and Occupiers

Replacement Windows and Doors Guide

In need of Pre-Application Advice?

What Happens to your Planning Application?

Planning Applications: Considerations and Decisions

Planning Applications that go to Committee

Do you want to Comment on a Planning Proposal?

The Enforcement of Planning Control

#### **Available from:**

Eden District Council  
Department of Technical Services  
Planning Services Section  
Mansion House  
Penrith  
Cumbria      CA11 7YG  
e-mail: [planning.services@eden.gov.uk](mailto:planning.services@eden.gov.uk)

#### **Department for Communities and Local Government**

Outdoor Advertisements and Signs: A Guide for Advertisers  
<http://www.communities.gov.uk>

---

## **Appendix C      Glossary & Abbreviations**

**LDF**   Local Development Framework

The LDF is a portfolio of Local Development Documents (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

**RPG**   Regional Planning Guidance

Regional Planning Policy Guidance issued for each region in England by the Secretary of State. Most RPG becomes the Regional Spatial Strategy until revised by replacement RSS

**RSS**   Regional Spatial Strategy

The RSS, incorporating a regional transport strategy, provides a spatial framework to inform the preparation of local development documents, local transport plans and regional and sub regional strategies and programmes that have a bearing on land use activities

**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 replacing SPGs.

**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 denote 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 or 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 rectangle pier or column projecting from a wall
<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 D      Useful Contacts

### Local Planning Authority Contacts

Eden District Council Website address: [www.eden.gov.uk](http://www.eden.gov.uk)

Main Tel. number: (01768) 817817

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

Eden District Council  
Department of Technical Services  
Planning Services Section  
Mansion House  
Penrith  
Cumbria      CA11 7YG  
e-mail: [planning.services@eden.gov.uk](mailto:planning.services@eden.gov.uk)

Development Control - North Team	Ext 2446/2368/2486/2479
Development Control - South Team	Ext 2318/2476/2481
Building Control North	Ext 2340/2445/2373
Building Control South	Ext 2342/2341/2340

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

Eden District Council  
Department of Policy and Performance  
Planning Policy Section  
Town Hall  
Penrith  
Cumbria      CA11 7QF  
e-mail: [loc.plan@eden.gov.uk](mailto:loc.plan@eden.gov.uk)

Senior Planning Policy Officer (Conservation and Design)	
<a href="mailto:loc.plan@eden.gov.uk">loc.plan@eden.gov.uk</a>	(01768) 212158

Access Officer	
<a href="mailto:loc.plan@eden.gov.uk">loc.plan@eden.gov.uk</a>	(01768) 212159

Architectural Liaison Officer - security issues	
<a href="mailto:loc.plan@eden.gov.uk">loc.plan@eden.gov.uk</a>	(01768) 212157

Economic Development and Tourism	
<a href="mailto:econ.dev@eden.gov.uk">econ.dev@eden.gov.uk</a>	(01768) 212163

Environmental Health (food safety)	
<a href="mailto:env.health@eden.gov.uk">env.health@eden.gov.uk</a>	(01768) 212366

Environmental Health (health & safety)	
<a href="mailto:env.health@eden.gov.uk">env.health@eden.gov.uk</a>	(01768) 212352

---

## Other Useful Addresses

Cumbria County Council  
Highways, Footpaths, Road Lighting  
contact@cumbriahighways.co.uk (0845) 6096609

English Heritage  
northwest@english-heritage.org.uk (0161) 242 1400

English Nature  
cumbria@english-nature.org.uk (01539) 792800

Cumbria Rural Enterprise Agency  
enquiries@crea.co.uk (01768) 891555

Rural Regeneration Cumbria  
info@ruralcumbria.co.uk (01931) 711130

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

The Society for the Protection of Ancient Buildings  
www.spab.org.uk  
37 Spital Square, London, E1 6DY

The Georgian Group  
www.georgiangroup.org.uk  
6 Fitzroy Square, London, W1T 5DX  
Tel 020 7529 8920

The Victorian Society  
www.victorian-society.org.uk  
1 Priory Gardens, Bedford Park, London, W4 1TT



Department of Policy and Performance  
Eden District Council  
Town Hall  
Penrith  
Cumbria  
CA11 7QF

