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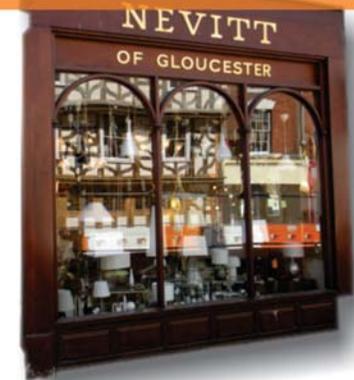
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Southgate Street

Shopfront, Shutters & Signs Guidance



Southgate Street Shopfront, Shutters & Signs Guidance

Southgate Street Conservation Area is characterised by 19th century buildings associated with the growth of Gloucester Docks, to the west of Southgate Street, and the now defunct Gloucester Spa, to the east. The street was the early route from the city's South Gate southwards towards Bristol and there are two 17th century buildings surviving from the destruction of this southern suburb during the English Civil War.

The conservation area contains 31 listed buildings; all of these are Grade II. Today, the street, with modern development at its northern end, is an area of secondary shopping and residential uses. The area is characterised by a mix of commercial and residential properties in which there is evidence of living over the shop. Many former houses have been converted to office/retail use. In addition to shops and houses, there is a former purpose built hotel, non-conformist chapel, mariners' mission hall and five public houses (only four still in use). Building height varies between two and three storeys. Parapets are common. In addition to the listed buildings; the conservation area contains a large number of unlisted 'positive' buildings that make a positive contribution to the character or appearance of the conservation area.

Conservation areas exist to ensure the protection and enhancement of areas of distinctive historic character. The relevant permissions are required from the City Council in order to ensure that any alterations that are made are appropriate for the building and make a positive contribution to the overall appearance of the area.

Many of the buildings in the conservation area have been adversely affected by the replacement of original timber sash windows or doors with uPVC or aluminum, the replacement of natural roof slates with concrete tiles, or the painting of originally exposed brickwork. In many cases, the removal of architectural features such as boundary walls or railings, porches, and chimneys has spoiled the external appearance of a building, and the local streetscape.

These changes have a general negative impact on the overall appearance of the street. Any works carried out without the necessary permission may result in enforcement action if the Council decides that the works have had a negative effect on the building and the conservation area. Enforcement action through courts can result in unlimited fines and even a prison sentence.

To clarify the City Council's expectations, this shopfront guidance leaflet has been produced to summarise the Council's existing and emerging policies. It highlights and gives examples of what is and what is not considered acceptable in terms of the appearance of shopfronts, shutters, signs and advertisements.

Q. What if I've altered my shopfront, installed a shutter, or changed signage without permission from the City Council?

A. If you have carried out works without seeking permission from the City Council you are urged to contact us as soon as possible. The City Council has begun a programme of enforcement work in the area of Southgate Street and if you have been found to have carried out unauthorised works you may face prosecution. However, we would like to help owners improve the overall appearance of their buildings and are happy to provide information and guidance on how to apply for the appropriate consent in order to avoid possible further action from the City Council.

Q. What if my shopfront, shutters or signage was altered before I owned the building?

A. Just as you are now responsible for the building you are also responsible for any unauthorised work that may have been carried out. It does not matter who originally carried out the work as the responsibility is transferred to the current building owner.

Q. Are there any financial incentives to help me carry out the work?

A. Yes, Gloucester City Council has a Historic Areas Grant that is allocated to a specific area of the city each year. For 2011/2012, the Southgate Street Conservation area is being targeted; all buildings in this area are able to receive funding to improve the appearance of their facades. Such works include window and roof repairs, repainting of facades, and potentially helping to reinstate traditional features that have been lost over the years. Further details of the grant are available from the Conservation Department at Gloucester City Council.

Please note that the Council is unable to offer help to rectify any enforcement breaches. Any unauthorised works to listed buildings where consent has not been obtained are illegal and would also not be applicable for grant aid.

SHUTTERS

The Council does not normally permit the installation of solid shutters in a Conservation Area, for the following reasons:

- They make window shopping impossible outside of normal opening hours
- They make the street darker at night by cutting out display lighting
- They discourage pedestrian activity and attract vandalism and graffiti
- They provide cover for intruders whilst they are inside the property
- They are unattractive and inharmonious with the historic environment
- They symbolise an area with problems, which in turn affects people's perceptions and use of the area

Shutters - what is and what is not acceptable

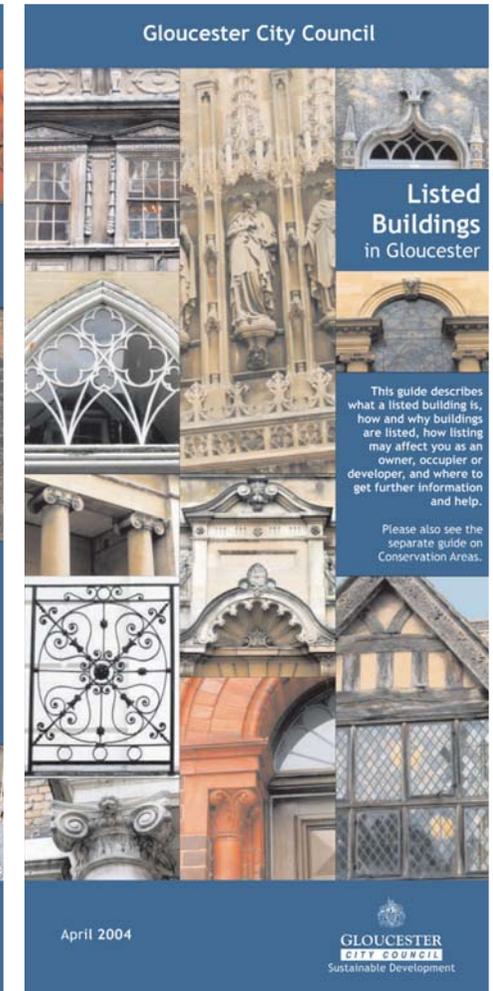
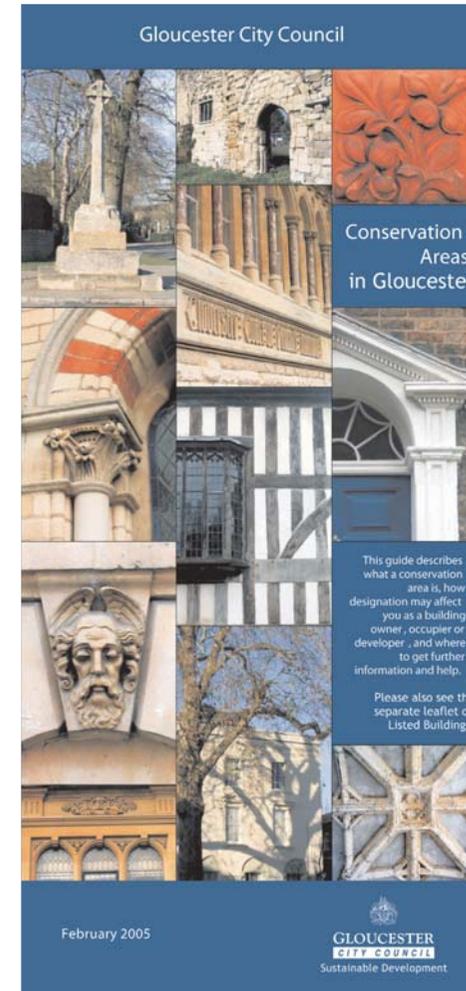


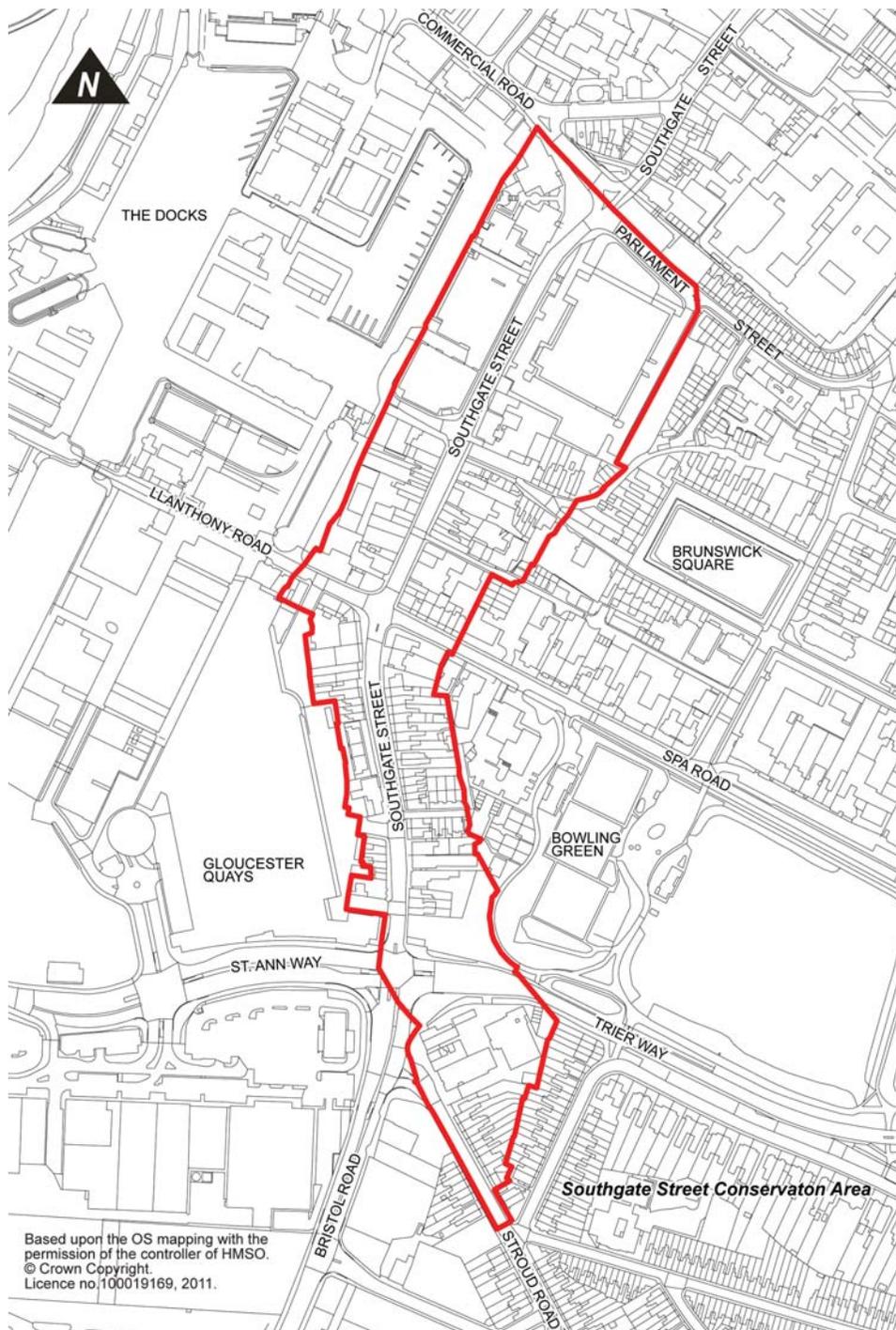
- Security Glass
 Internal Grills
 External Grills
 Solid Shutters

The City Council has produced separate leaflets on Conservation Areas and Listed Buildings which are available by contacting 01452 396194, on the website at www.gloucester.gov.uk/conservation or from the Council's planning reception at Herbert Warehouse, The Docks, Gloucester.

Conservation Areas leaflet.

Listed Buildings leaflet.





Projecting Signs Summary

Not normally permitted

- Internally illuminated signs
- More than one per building
- Acrylic or plastic signs
- Signs over 50mm deep
- Boxstyle signs mounted directly onto building

Normally permitted

- One sign per building
- Constructed from wood
- Displayed on a metal hanging bracket
- Size of sign of a suitable scale for building
- Signs should be no more than 600mm by 400mm in size

(Note: This table relates to period buildings within the Conservation Area. Modern buildings post 1920s may well require a different approach. Even if the details of what is 'normally permitted' are followed it is likely that you will still require the relevant planning consents from the local planning authority prior to carrying out the works. Therefore please contact the City Council Conservation or Urban Design teams in order to discuss any proposals at an early stage).

The following images of projecting signs are considered to be examples of signs that would not normally receive planning consent in a conservation area. These styles of signs are strongly discouraged, and the Council may take enforcement action if no valid planning permission exists for a projecting sign.



Q. Why is the appearance of my one shop so important?

A. It is well known that people's expectations of a place and how they behave in that place are strongly affected by its appearance. This sends strong messages to people about what sort of place it is and what level of behaviour is acceptable.

How would you feel walking around these two different areas: safe or unsafe? Welcomed or unwelcomed? Would you want to explore inside the shops? Do the places say positive or negative things to you?

Would you rather spend time and money here?



“This place looks dirty and I would feel unsafe here especially at night ”

“It all looks run down and grotty ”

“...the graffiti and the big signs make it look tacky and cheap ”

“The shops and signs spoil the buildings ”

Or here?



“This place looks smart and clean ”

“You can see all of the building rather than just the shopfronts ”

“This feels more welcoming and safe. I would feel comfortable shopping here ”

The external appearance of buildings and shopfronts has an enormous impact on the overall appearance of the area and people's perceptions of it.

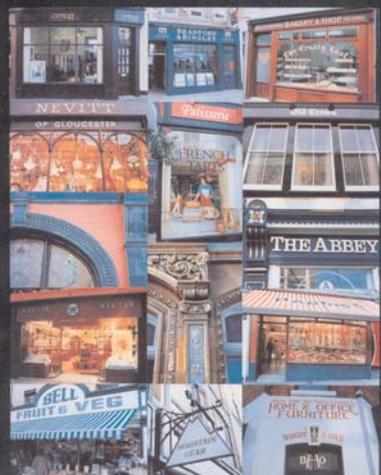
It should be the aim of everyone to create a positive impression of Southgate Street for not only the people who live and work there, but also for the people who use it, and for any visitors to the city.

There follows a list of designs that are considered acceptable or unacceptable to the Council. **Please note that changes that are considered acceptable are still likely to require planning permission.** Therefore please contact the Council before undertaking any changes.

Further details with regard to shopfront, shutter and sign design can be found in the Council's 'Shopfronts – Design Guidelines' document. This is available by contacting:

Tel 01452 396194 or 01452 396847,
on the website at
www.gloucester.gov.uk/planning or
from the Council's planning reception
at Herbert Warehouse, The Docks,
Gloucester.

SHOPFRONTS



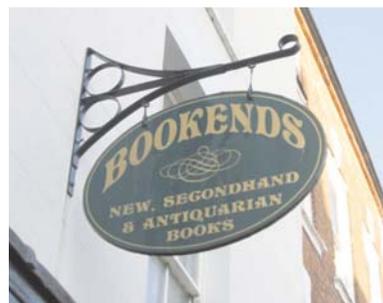
DESIGN GUIDELINES FOR GLOUCESTER

PROJECTING SIGNS

Like shopfronts and fascia signs, projecting signs on traditional buildings should ideally be constructed from timber and be hand painted. Signs should be displayed on traditional hanging brackets in a style to suit the building. The positioning of the bracket will depend upon the style of the building, but an acceptable position is usually adjacent to the fascia sign at first floor level. However, it should be noted that advertisement consent would be required and only one hanging sign per business is normally permitted.

Projecting signs should not be internally illuminated and ideally be no greater than 50 mm in depth. The size of the sign itself will need to be carefully considered in order to ensure that it sits comfortably on the building without dominating the scale of the building or the streetscape; a typical rectangular sign is usually 400mm in width and 600mm in length.

The following images of projecting signs are considered to be good examples that would normally receive planning consent in a conservation area.



Fascia Signs Summary

Not normally permitted	Normally permitted
<ul style="list-style-type: none"> ● Internally illuminated signs, swan neck and other projecting lights ● Boxy, deep fascia signs which dominate the shopfront or sit proud of fascia board, pilasters or console brackets ● Fascia signs constructed from acrylic or plastic ● Fascias coloured in overly bright or garish shades that would not normally be considered acceptable in the historic setting of a conservation area ● Signs with a gloss finish 	<ul style="list-style-type: none"> ● Constructed from timber with hand painted lettering ● Lettering to detail business name and street number ● A size of fascia sign that sits comfortably on the building between console brackets ● Signs with a satin or matt finish ● Signs illuminated by trough light or individual halo illumination

(Note: This table relates to period buildings within the Conservation Area. Modern buildings post 1920s may well require a different approach. Even if the details of what is 'normally permitted' are followed it is likely that you will still require the relevant planning consents from the local planning authority prior to carrying out the works. Therefore please contact the City Council Conservation or Urban Design teams in order to discuss any proposals at an early stage).

The City Council has a development plan containing policies that assist in shaping developments and ensuring good standards [The City of Gloucester Second Stage Deposit Local Plan (2002)]. The plan has a policy relating to shopfronts, shutters and signs which states:

Policy BE.11 Shopfronts, Shutters and Signs

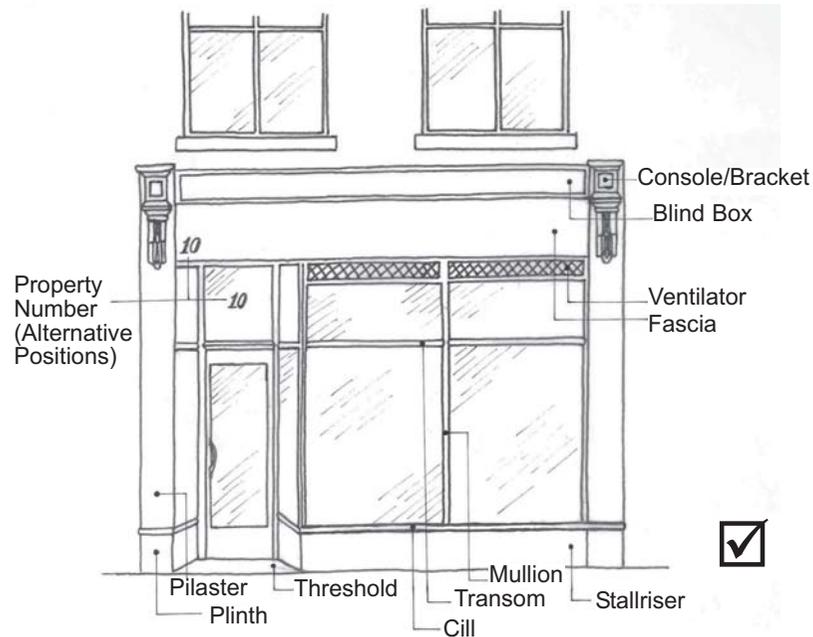
Proposals to alter an existing shopfront or sign, or create a new shopfront or sign, should take account of the following guidelines:

1. There will be a presumption in favour of retaining good quality traditional shopfronts where they make a positive contribution to the character of the area and are capable of repair;
2. A new or refurbished shopfront should be designed to take account of the design, style and proportions of the building of which it forms a part and the character of the street in which the proposal is located;
3. Advertisements, signs and notice boards must be appropriate in scale, design and materials to the character and appearance of the building of which it forms a part and the street scene in which the proposal is located;
4. Proposals for external security measures on shopfronts will only be approved where the proposal harmonises with the shopfront and the street scene;
5. The new shopfront should be accessible to wheelchair users wherever this is practical;
6. Hanging or projecting signs must not interfere with the visibility requirements of existing CCTV cameras.

SHOPFRONTS

Shopfronts should be designed in order to respect the whole building both in terms of scale and character. Therefore traditional building designs will require traditional shopfront features.

Traditional shopfront features include the following elements:



It is extremely important that the materials that comprise a shopfront are historically appropriate. Timber shopfronts are normally considered acceptable on traditional buildings, whereas metal shopfronts and tiles would not normally be considered appropriate within a conservation area.

It is also important for shopfronts to relate well to the rest of the building as a whole. When designing a new shopfront it is essential to take this into account and design in respect of the proportions of the whole building.

If a shop occupies more than one building, its shopfronts and signage should relate to those buildings individually rather than disregarding the relationship with each of the individual buildings.

In general, fascia signs in conservation areas should be constructed from timber with hand painted lettering. They should contain the name of the business and the property number. Internal illumination/back lighting as well as swan neck lighting is not considered acceptable within conservation areas. Only trough lighting or halo illumination is acceptable within conservation areas.



A copy of guidance to advertisements and signs, published by the Department for Communities and Local Government, can be downloaded from the following site:

www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements

The fascia box sign in the image below is completely unacceptable in a conservation area. It is far too big for the scale of the building, it is internally illuminated, and constructed from acrylic. The sign obscures the first floor windows and detracts not only from the building itself but also the attractive period buildings around it. The traditional elements of the shopfront have been lost, although they may still exist behind the new sign.



These other fascia signs are also considered unacceptable within a conservation area.



If a shop occupies more than one building, its shopfronts and signage should relate to those buildings individually rather than disregarding the relationship with each of the individual buildings.

The signage and shopfront of these buildings (illustrated below) breaks the building horizontally and does not relate to each of the individual buildings. Also, a number of traditional features have been lost under the fascia board. This is considered inappropriate.



In the drawing below the buildings have been dealt with individually and have retained their traditional features. This approach is considered acceptable as it helps to maintain the character and appearance of the buildings.



Shopfronts Summary

Not normally permitted

- Inappropriate materials such as aluminium, acrylic, plastics and tiles
- The loss of traditional shopfront features
- Overly large shopfronts which dominate the scale of the original building
- Shopfronts across more than one building that do not respect the individual buildings of which they are a part
- Shopfronts coloured in overly bright or garish shades that would not normally be considered acceptable in the historic setting of a conservation area

Normally permitted

- Shopfronts constructed from timber
- Inclusion of appropriate and traditional features
- Appropriately scaled shopfronts which do not overly dominate the building as a whole
- Shopfronts across more than one building which individually respect and respond to each building
- Painted shopfronts in colours that are considered suitable for a conservation area

(Note: This table relates to period buildings within the Conservation Area. Modern buildings post 1920s may well require a different approach. Even if the details of what is 'normally permitted' are followed it is likely that you will still require the relevant planning consents from the local planning authority prior to carrying out the works. Therefore please contact the City Council Conservation or Urban Design teams in order to discuss any proposals at an early stage).

FASCIA SIGNS

The image below shows two approaches to fascia signs and shopfront design. The one on the left would not normally be considered acceptable. The fascia board is overly large in comparison to the building as a whole. The fascia conceals traditional features such as the first floor windows and the corbel brackets. The traditional shopfront features such as the plinth, pilaster, transom, and mullions have been lost (a diagram listing the traditional features of a shopfront can be found on page 7).

The building on the right hand side of the sketch has retained or reinstated its traditional features and the shopfront and fascia sign is the right scale for the whole building. This makes the building look far more appropriate for a conservation area and creates a more positive and desirable appearance, which then goes on to improve people's impressions of the area.

