

Hastings Borough Council
Local Development Framework

Supplementary Planning Document
Shopfronts and Advertisements



Adopted September 2007

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1. Purpose of this document

- 1.1 This Supplementary Planning Document (SPD) guides proposals for new or altered shopfronts and shopfront advertising. It is one of many “material considerations” that will determine whether permission or consent for proposals can be granted.
- 1.2 This SPD encourages shop owners, designers, developers, and the shopfitting industry, to share the following objectives:
 1. Securing good design in all the Town’s future shopfronts
 2. Encouraging all-user shared access to retail premises
 3. Discouraging hazardous or detractive shopfront advertising
 4. Encouraging safe, pleasant, thriving commercial areas and streets
 5. Encouraging the retention of existing good quality historic shopfrontsProposals that contribute to these objectives will normally attract the Council’s support while proposals at odds with them are likely to be opposed.
- 1.3 Shopping is an important activity within the Town. The outward appearance of shops is often an indicator of a town’s quality, prosperity and image. The design of a shopfront is, therefore, an important element in the street scene, both individually and collectively. Well-designed and interesting shopfronts and displays make a street a more attractive, encouraging place to shop.
- 1.4 For the purposes of this SPD, reference to a shopfront includes all ground-floor premises with a fascia sign and/or display window, including non-retail uses such as building societies, banks, estate agents and restaurants. The guidance applies to premises in the whole of the Town, not just shopping or conservation areas. All shopfronts should help maintain or enhance the attractiveness of the street scene.
- 1.5 It is not the aim of this SPD to provide a set of inflexible rules for new shopfronts or for alterations to existing ones, nor does the Council wish to restrain creative design. It is intended to offer guidance and illustrations, which amplify Local Plan policy.
- 1.6 To protect the attractive characteristics of the Town’s main shopping areas it is necessary to conserve the vitality and interest of the street scene. This is achieved by protecting the collective and individual qualities of shopfronts, while equally recognising modern retail needs. These two demands are not incompatible. Sensitive design and careful attention to detail can help a shop promote its image through its unique quality.
- 1.7 Without firm control, new shopfronts or alterations to existing ones may be unsympathetic, and therefore harmful, to the character of the individual buildings, the street scene and the wider conservation area.
- 1.8 The guidelines and criteria contained within this SPD are aimed at halting the loss of traditional shopfronts and making sure new shopfronts are well designed, to retain and enhance the quality and vitality of the street scene. Planning applications will therefore be assessed against this document.

2. Do I Need Permission?

2.1 Most alterations and improvements to shopfronts will require permission under the Planning Acts. More than one type of permission may be required depending on whether the alterations fall into any of the following categories:

Planning permission

2.2 Planning permission is required for works that materially affect the external appearance of a shop. For example:

- Modifying the design of the whole or part of the shopfront
- Changing facing materials
- Removing or installing steps or a ramp
- Installing a blind or security shutters/grilles or lighting units

Listed Building Consent

2.3 Any external or internal alteration affecting the character or appearance of a listed building, as a building of special architectural or historic interest, requires listed building consent, which must be granted before the works can commence. For example, in addition to those items requiring Planning Permission the following will require Listed Building Consent:

- Installation of security alarm box, extractor fan terminal, fascia or facade lighting
- Re-painting in a different colour, use of textured paint or painting a previously un-painted facade and advertisements
- Altering the shop interior
- The removal of whole or part of a shopfront

2.4 It should be noted that unauthorised works to a Listed Building are a criminal offence.

Advertisement Consent

2.5 Shop based business operations invariably seek to identify and promote themselves via signs and advertisement display. A system of national control exists. Some fascia signs can be displayed without the need for any planning authority permission, others require formal Advertisement Consent. The advertisement regulations are complex and detailed guidance can be obtained from the Council's planning department.

3. Principles of Shopfront Design

- 3.1 The purpose of a shopfront on retail premises is to display goods for sale and to entice customers into the shop. For non-retail uses its purpose is to inform the public of the nature of the business. An attractive and well-designed shopfront will create a good impression to potential customers.
- 3.2 Whether you are designing a new shopfront or planning to alter or replace an existing shopfront, there are some basic principles of good design that should be followed. The following principles should be applied to both traditional and modern shopfront designs. It is important that any new or altered shopfronts or signs are not designed in isolation but as part of the building and streetscape around them.

The street scene

- 3.3 The design of the shopfront should take into account the rhythm and characteristics of the street.

The building

- 3.4 The essential requirement of shopfront design is that it must respect the form and character of the upper floors and be seen as an integral part of the facade. Particular regard should be given to the proportion of the building as a whole and any vertical or horizontal emphasis in the building should be reflected in the shopfront design.



Diagram showing the vertical and horizontal elements of a terrace of buildings

- 3.5 Where a shop includes more than one individual building or facade, the character and identity of each separate building should be respected by a change in shopfronts, i.e. a form of separation between fascia boards, such as a pilaster. The identity of multiple units can be retained through a unified approach to colour, lettering and window display.

The shopfront

- 3.6 Shopfronts should reflect the scale of the building above them, each frontage being separate and with its own individual style yet respecting the form of the building above and facades to each side. This provides the shopping street's rhythm and harmony without monotony.
- 3.7 The first decision to be made by the designer in replacing a shopfront is whether it should be of a traditional or modern design. The main point to remember in considering the design is that the shopfront is part of a building and the building is part of the street.
- 3.8 Take into account the age, history, scale, style and materials of the existing building and remember that the retail unit may only occupy part of a larger building.
- 3.9 Security measures, along with other potential clutter, should be thought about from the outset and integrated into the overall design to avoid the generation of clutter on the shopfront and presenting a clean design.

4. Traditional Shopfronts

4.1 Many shops evolved from terraced houses, the retail and workshop being at ground floor level with living accommodation on the upper floors. These converted buildings were often three storeys on a narrow plot width creating a strong vertical emphasis, which became an important characteristic shopfront design. This vertical emphasis of the elaborate Victorian and Edwardian shopfronts is recognisable in many of the shopping streets within the town today.

4.2 These traditional shopfronts comprised an ornamental surround with a narrow fascia and deep cornice, side pilasters with corbelled brackets, a panelled or rendered stall riser with a deep sill beneath the window which consisted of profiled glazing bars and an entrance door, often recessed.

4.3 The visual solidity of the ornamental surround provides the appearance of structural support to the upper floors. This impression is unlikely to be achieved using large panes of plate glass within thin aluminium profiles. The timber doorframes and mullions reinforce the vertical emphasis and structural coherence. The ornamental architectural detailing of the constructional elements provides depth of visual interest to passers-by. The stall riser raises the window display to a convenient level and improves security. The shopfront is designed as a whole and aimed at drawing the public eye to the display within a strong frame. Thus the traditional shopfront is a sensitive and skilled design for presenting a display as well as being of historic interest. They are difficult to improve on, resulting in invariably the best solution for the large majority of older buildings within the shopping streets of the town.

4.4 Where historic shopfronts exist, special care is required to ensure they are preserved. Where an existing shopfront contributes to the character and visual amenity of the building or area, it should normally be kept rather than replaced. Georgian, Victorian and Edwardian shopfronts are generally of high quality with fine detailing and are often cheaper to retain and refurbish than replace.



Photo showing a traditional shopfront in Kings Road, which visually supports the upper stories of the building

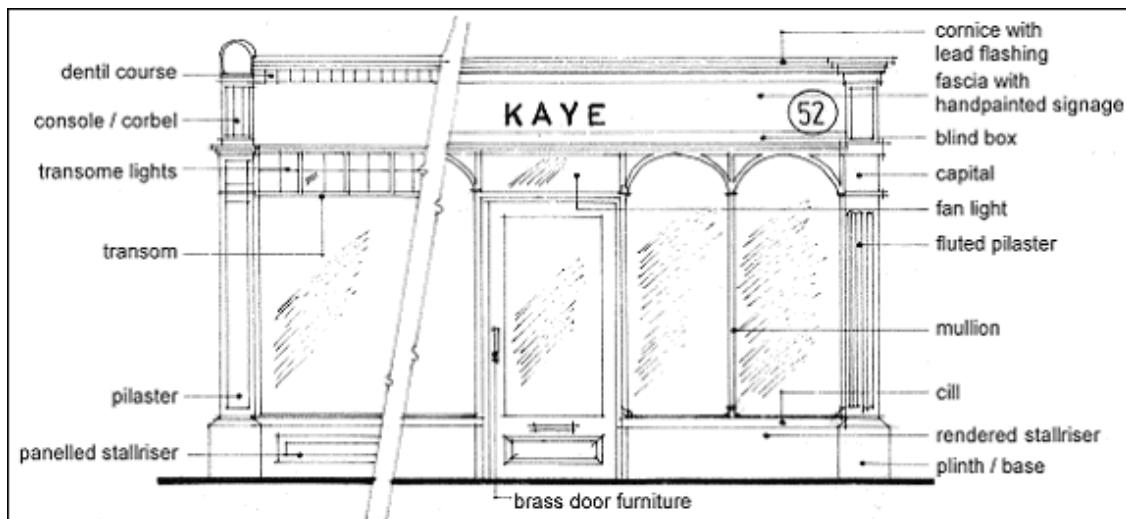


Diagram showing elements of a traditional shopfront

4.5 Original features such as pilasters, corbels or fascias often survive hidden behind later work. Similarly, other interesting elements such as cast iron or brass, ventilation grilles, profiled glazing bars, terrazzo floors, wall or floor tiling may remain. These features should be retained and revealed to enhance the appearance of the shopfront. We would encourage the retention of interesting or historic shop fittings, such as original shop counters and display cabinets.

4.6 Pilasters and consoles are incorporated within the design of the shopfront to provide a visually solid definition of the width of the shop and to visually support the fascia. The combination of pilaster and fascia visually suggest a method of support for the facade above.

Repair or Replace?

4.7 The decision over whether to repair or replace the existing shopfront will depend upon the existing building and the age, quality and condition of the existing shopfront. Inclusive access for all should be thought about when considering whether to replace a shopfront.

Repair

4.8 If the existing shopfront is appropriate to the building, or if it is of architectural or historic interest, then the repair of the existing 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.

Replacement

4.9 If the existing shopfront is unattractive or inappropriate to the building or the locality, or is beyond repair, then a new or replacement shopfront may be the appropriate option, for which planning permission would be required.

Replacing like-for-like

4.10 In the unlikely event of an historic shopfront on a Listed building being beyond repair, it should be replaced with a replica shopfront.

Replacing with an authentic period shopfront

4.11 Where an inappropriate shopfront exists in an older building, an option is to replace with a traditionally designed shopfront. Where this option is taken the design may take the form of the original shopfront on the building, for which photographic evidence may exist.

Elements of Traditional Shopfronts

Fascias

4.12 The fascia is considered to be the most noticeable element of a shopfront. For this reason special care must be taken on its design, which should be appropriate to the character and period of the building, in particular the shopfront.

4.13 The fascia should be of an appropriate height, in scale with the overall height of the shopfront and other elements of the building. Excessively deep fascias should be avoided. Generally the height of the fascia should not exceed one fifth of the overall height of the shopfront and never more than 900 mm, measured between cornice and window frames.

4.14 The fascia should not encroach on or above first floor level or extend uninterrupted across a number of buildings or obscure other architectural details such as cornices, friezes or stringcourses. It will not be acceptable to retain an existing, inappropriate deep fascia. An appropriate height of fascia will be required irrespective of the existence of false ceiling. A shallow fascia can still be achieved by setting back the false ceiling from the shopfront or by using an obscured glazed transom light.

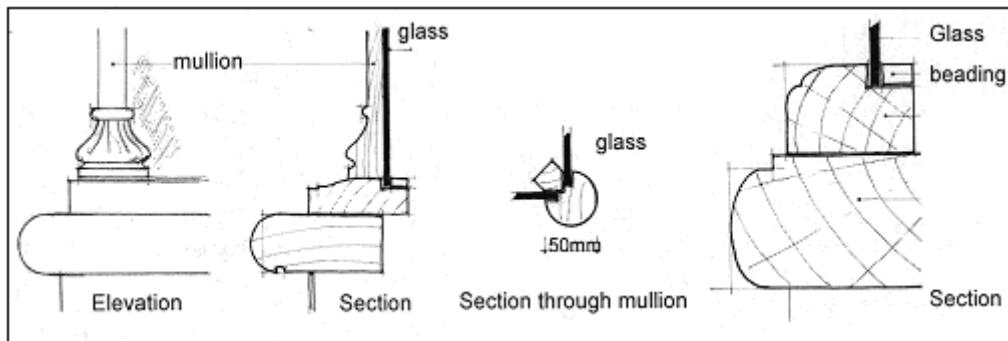
4.15 Where an individual shop is part of a larger business operation with a corporate trading image, such corporate designs are not necessarily sympathetic to the original shop building or area character.

Shopfront stall risers

4.16 Stall risers not only improve the proportions of a shopfront but also provide a solid visual base anchoring the building to the ground. They also provide protection to the glass from dirt, kicks and knocks and can be reinforced to assist in providing additional security. Stall risers also allow for the floor inside the shop window to be raised enabling the window display to be at a more convenient level and be seen by potential customers.

4.17 Traditionally each shopfront should have a stall riser, which would usually be between 450 mm and 700 mm high, although they were sometimes shallower during the late Victorian and Edwardian period. Stall risers should be either painted timber panelling, detailed as a framed assembly rather than beading fixed to a plain surface, rendered, glazed tiles or marble, depending on the range of materials used in the shopfront.

4.18 The cill provides a strong visual support for, and junction to, the glazing and should generally consist of a deep moulded section. The design will be dependent on the scale and proportion of the remaining shopfront details.



Typical cill and mullion details for a traditional shopfront of one era – other shopfronts may require different details

Shopfront doors

- 4.19 The entrance to a shop gives an important first impression of the shop itself. Recessed doorways not only provide depth and relief to the shopfront but also break down the scale, having the effect of inviting shoppers into the premises.
- 4.20 The design of the entrance door itself must reflect the design of the other elements that make up the shopfront. Painted timber, part-glazed doors are recommended for shop entrances: the material used and finish should match that of the main shopfront frame.
- 4.21 Access to living accommodation on floors above a shop unit should be integrated with the overall shopfront design. Solid unglazed panelled doors are frequently appropriate, but the chosen material and finish should relate to those used in the shopfront and the overall building design. Access should preferably be recessed from the front wall of the building.

Canopies/blinds

- 4.22 Existing original/traditional canvas blinds and blind boxes should be retained and refurbished. Non-retractable Dutch blinds or balloon canopies are usually installed as a means of increasing advertising space. Such blinds often obscure the fascia and other detailing and introduce a dominant shape, and are therefore only acceptable under certain limited circumstances.

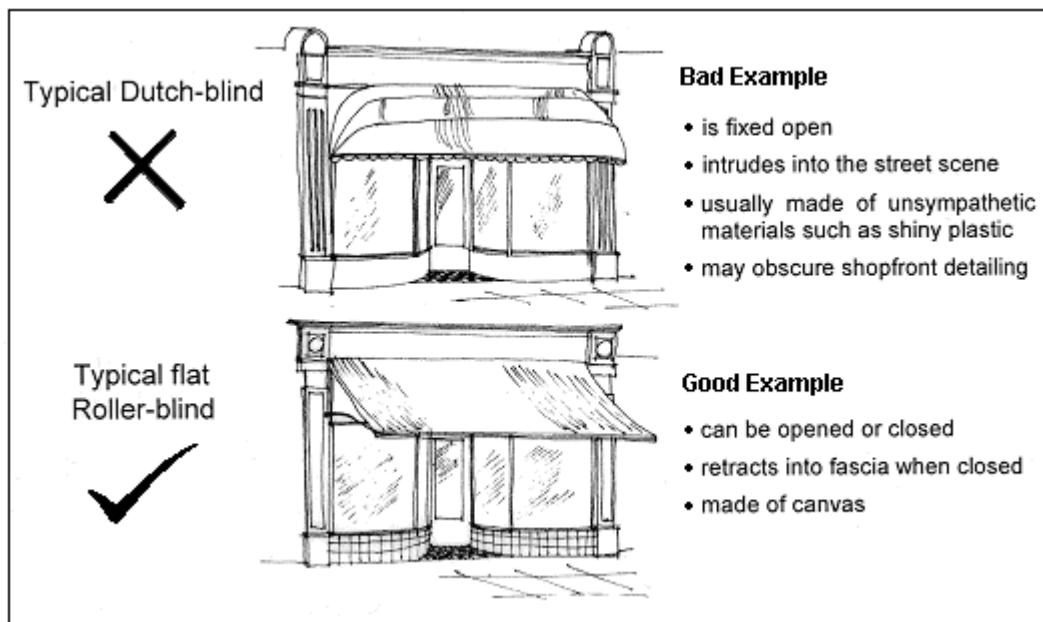


Figure 1: Good and bad examples of canopies and blinds

- 4.23 A retractable canopy may be acceptable where the canopy hood does not project too far forward of the shopfront, fascia or obscure architectural features. Such canopies are difficult to recess in an acceptable manner and this aspect must be considered in the overall design of the shopfront.
- 4.24 When a new external blind is essential as a means of protecting the window display from harmful sunlight, a retractable blind, which extends the full width of the shopfront (between pilasters to be the same width as the fascia) is preferred. Such roller blinds should be of the traditional flat roller type, which can be retracted into a blind-box within the fascia. Its assembly should be integral to the overall design and detailing of the shopfront.
- 4.25 The colour of any type of blind should be subdued. Gaudy colours are not generally appropriate. It is generally accepted that the colour of the fascia and that of the blind should be complementary.
- 4.26 Any blind should be sited well away from the front edge of the road kerb and should be erected in such a way as not to cause obstruction, annoyance or danger to passers-by
- 4.27 Where both the building and surrounding area are modern in character, blinds can provide scope for individual imaginative design adding interest to the visual amenity of the street scene.

Materials and colour

- 4.28 Traditionally timber is the material used for the construction of shopfronts. It is versatile, durable, easily and cheaply maintained or altered. The appearance of a timber shopfront can be changed at minimum cost by re-painting although occasionally, in appropriate cases, polished mahogany or oak is used. Where appropriate to the design, other quality materials could be used including bronze, chrome, marble or ceramic tiling.
- 4.29 Painted timber is generally preferable to stained. When considering the colour of new or replacement shopfronts it is important that the colour scheme complements the character and appearance of the building rather than

conflicting with it. The use of rich colours is generally recommended, as these are traditional. With such 'recessive' colours it leaves the window display to provide the highlight. Vivid colours are invariably inappropriate in an historic environment.

- 4.30 Many retailers often wish to trade on the basis of house colour and house style. The imposition of corporate colour schemes, regardless of the location, may harm the character of the area, but modifications to corporate styles can enhance the unique quality of the shopfront and the location.

5. Contemporary shopfronts on older buildings

5.1 Proposals for replacement shopfronts on older buildings or in older settings do not necessarily have to be of a traditional style. With careful design, today's contemporary shopfronts can sit harmoniously on historic buildings, and in many cases good quality contemporary design will add to the character and quality of older buildings and streets.

5.2 Like all new or replacement shopfronts, contemporary shopfront designs should follow the guiding principles set out in Section 3. In particular, all shopfronts should respect the upper storeys of the building, in terms of the proportion, design and choice of materials.



Photo showing successful contemporary shopfront on an older building

Design statement

5.3 More options are usually open to designers of contemporary shopfronts, than would normally be the case for a traditional shopfront. For this reason, and in these circumstances, it is usually helpful to explain to the Council why a particular design approach has been taken, why other options may have been rejected, and why the preferred construction materials have been selected. This should take the form of a clearly and concisely written design statement, this statement being required for all planning applications.

Contemporary shopfronts on Listed Buildings

5.4 It should be remembered that, if a building is a Listed Building, the existing shopfront may be of particular historic or architectural importance. If that is the case, it is very unlikely that a contemporary design of replacement shopfront design would be acceptable, and the guidance set out in Section 4 (above) on either repair or like-for-like replacement should be followed.

5.5 Where the existing shopfront on a Listed Building is of a poor quality design, its replacement may be justified on those grounds, especially if it is reaching the end of its useful life. In this circumstance, there is a clear choice to be made between an authentic reproduction period shopfront (ie reinstatement of traditional character) guided by Section 4 (above), and a high quality contemporary design (ie adding a new element of architectural interest to the building) guided by this Section. Either option should be considered, providing that the relevant guidance set out in this document is substantially followed.

6. Contemporary shopfronts on recent buildings, and as part of new buildings

6.1 This section sets out guidance for the contemporary design of replacement shopfronts on recent buildings (ie those which are not yet old enough to have any identified or noteworthy historic or period character, including most buildings built after 1945), and the design of shopfronts as part of new buildings. Very occasionally, a classic shopfront from the post-1945 period may be sufficiently intact and of sufficient design quality to merit repair or like-for-like replacement as guided by Section 4 (above)

6.2 Nearly all new shopfronts on recent buildings and in new buildings should be of contemporary design, with a wide range of options available in terms of arrangement of components and selection of materials and finishes. It is inappropriate to consider a traditional or period shopfront design from a bygone age on a more recent building, or in most new-build developments. Exceptionally, if a new building is designed as a reproduction or pastiche of an older period character, the shopfront element of the new building should also be in keeping with that older character.

6.3 The guiding principles of shopfront design set out in Section 3 (above) should be followed. In addition, contemporary shopfronts should normally be designed so that they substantially meet the following detailed criteria, but on occasion a good quality alternative approach can also be successful.

Cohesive and balanced design

6.4 All components of the shopfront should form a unified, cohesive and well-balanced overall design, using materials, colours and finishes which are compatible with each other and achieve a high quality overall visual effect.

Well-related to the building

6.5 The shopfront should be in scale and proportion with the building façade in which it sits, whether it is a single-width façade or part of a larger street frontage. If the shopfront is one of several along the frontage, it should also be in proportion with the general scale of the whole façade's shopfronts.



Photo showing a successful contemporary shopfront on a new building

All-user access

- 6.6 The shopfront should provide direct and straightforward access to the premises for users of all abilities through the principal entrance to the principal active floorspace inside the premises, without the need for specialist or separate provision.
- 6.7 The photo below provides an example of a modern shopfront that is well related to the host building in terms of its proportion, its relation to the upper storey and other elements of the building and the chosen materials.

7. Advertisements

- 7.1 Well-designed, well-placed advertisements can make a significant contribution to the street scene and to the character of an area. But inappropriate or excessive advertising can defeat its objective by creating clutter or harming the area's visual amenity.
- 7.2 The regulatory system referred to in paragraph 2.6 is operated by the Local Planning Authority, to which enquiries should be made. The following is only general guidance.

Advertisements in Context

- 7.3 External advertising is important for commercial activity and comes in many forms including fascia signs and projecting signs on shops, free standing signs, menu boards at cafés and restaurants and poster hoardings. However, in all cases the design and location is most important. Well-designed signs can greatly enhance the environment whereas poor design can detract from it. In a climate of increasing environmental awareness insensitive advertisements may ultimately deter some potential customers.
- 7.4 It is important to remember that each shopfront and each element within that front contributes to the building as a whole and the character of its surroundings. This applies to situations where the building is used for retail or non-retail trading. An abundance of advertisements is less effective in attracting customers.
- 7.5 It is important that advertisements should be used in context and are sensitive to the particular environment in which they are located. In conservation areas there is a requirement to preserve or enhance the special architectural or historic interest of the area.
- 7.6 Shops, restaurants and financial institutions which propose a standard design to promote a house style or national identity, may be required to adapt their standard signage if it is considered to be detrimental to the character and appearance of a special locality or conservation area.
- 7.7 The Council will encourage identification of property by street numbers on fascias.

Principles of Advertisement Design

- 7.8 Advertisements cannot be designed in isolation. Their effect on the street scene and area character should be considered. Advertisements should be of the correct scale, design and material in keeping with other elements in the streetscape.
- 7.9 A sign should be designed as an integral part of the shopfront and/or building to which it is proposed to be applied. The location, size, design and materials of the sign should relate to the architectural detailing, scale and character of the building.
- 7.10 Advertisements applied above fascia level can be prominent and unacceptable. Only where these are unobtrusive and do not cause significant harm to the character and appearance of the building and area will they be acceptable.

- 7.11 Where no fascia board exists it may be a valid solution to use individual lettering applied directly to the façade of the building. Other options could include hanging a name board in the window or applying painted or etched lettering to the glass.
- 7.12 In traditional shopfronts, painted timber or other solid materials with a matt finish are preferred. The use of reflective plastic, Perspex or bright metal type materials is rarely considered appropriate, but may be an option on a contemporary design.

Projecting and Hanging Signs

- 7.13 Projecting signs should be of a good design quality and relate to the size and scale of the facade and meet the requirements of the Advertisement Regulation limits. In some cases the architectural design of the buildings or the special character of the street will be of such importance and quality that any form of projecting sign may be unacceptable.
- 7.14 Traditionally, projecting and hanging signs have been associated with specific trades, e.g. Inns & public houses. Where they are to be considered, traditional painted hanging signs are recommended with appropriate lettering or trade symbols. Trade symbols can add considerably to the character and appearance of the street or area and their use is welcomed.
- 7.15 Proposals for projecting box signs will be assessed with regard to their location, the character and appearance of the area and the design quality of the box sign.
- 7.16 A proliferation of projecting and hanging signs can destroy the visual harmony of an historic street and lead to a cluttered appearance. There should normally be no more than one hanging sign per building and this should be so positioned to take account of any architectural features of the building.

Upper Floors

- 7.17 Hastings has a high number of businesses occupying space above street level. Adverts for these businesses that are located above street level should preferably be applied directly to the glazing of the relevant window(s). They should be of a form, style and colour that would be in sympathy with the architectural style and material of the facade. Any proposals for signs on upper floor would be considered in relation to the character of the surrounding area.

Illumination

- 7.18 The lighting of commercial centres requires a co-ordinated approach. It is generally acknowledged that the highlighting of buildings and pedestrian spaces contributes colour, interest and vitality making an area more welcoming and safe in the evening.
- 7.19 Shop signs do not need special illumination if the level of street lighting and the light from shop window displays is adequate for trade. Indeed, a well designed and lit window display is a very effective means of advertising as well as providing a positive contribution to the street scene at night.



Photo showing a fascia sign in Kings Road that is adequately lit by street lighting alone



Photo showing an effectively illuminated window display in the High Street

7.20 The use of illumination can greatly detract from visual character, in particular, the use of internally illuminated box fascias. Many buildings located in commercial areas are externally lit beyond the basic requirements of both their character in the street, and the merit of their architectural detailing. It is therefore important that restraint be applied in order to retain the visual quality of the street scene at night as well as providing a significant saving in energy.

7.21 Where illumination is appropriate, halo lighting is the preferred method. Halo lighting is where the light source is concealed behind lettering which is raised from the fascia creating a glow or 'halo' around the lettering. In some cases individual box letters internally lit may be acceptable. Internally lit fascia signs may be acceptable providing the fascia does not project unduly and if the individual letters only transmit light, the background being opaque.

7.22 Whilst each proposal is unique, generally illumination should be treated as an integrated part of the overall design and not merely a means of highlighting the advertisement. Where illumination is permissible this should be restrained being appropriate to the context and general character of the particular street as well as being discreetly sited on the building itself. The intensity of illumination should allow the sign to be easily read but not cause a distracting glare.

7.23 Proposals should not result in the introduction of clutter, e.g. by the installation of projecting spotlights etc. to the building. Generally lighting of fascia signs should illuminate the advertisement and not the facade. Such lighting is to be fixed to the fascia (not the building), painted to match the fascia or made of brass.



Photo showing a 'halo' illuminated sign in Carlisle Parade

- 7.24 Illuminated fascias and signs, where appropriate, should present a neat appearance during daylight hours with all switchgear and wiring being properly concealed.
- 7.25 Many of the shopping streets within Hastings contain residential properties. Signs should therefore be restrained in terms of their location, size and design and the level and type of illumination. Particular regard will be required to avoid light intruding into private residences.

Traffic signs

- 7.26 For traffic safety reasons, it is important that any advertisement or illumination should not wholly, partly obscure or be likely to be confused with a statutory traffic sign.

8. General Considerations

8.1 Where appropriate, new shopfronts should be designed to achieve current energy efficiency standards.

Access

8.2 All new shopfronts should be designed to take full account of disability legislation and the need to provide full access for all users.

8.3 On listed buildings and in very important and sensitive historic areas the need for full access for all users should be weighed against the need to preserve the special architectural or historic character of the building or area.

Shop security

8.4 The Council wants to obtain good design of new shopfronts while preserving or enhancing traditional shopfronts. The need for security is also recognised. As with all elements of a shopfront, security solutions should be incorporated within the basic shopfront design. It is important to recognise that there are a number of measures that can be used to secure business premises.

8.5 Solid external shutters, which completely cover the shopfront when closed, have a major impact on the street scene. This affects street character and visual amenity, giving a dead appearance to the frontage and contributes to the creation of an unwelcoming and hostile environment. They are vulnerable to graffiti, which gives out signals about the area's vulnerability to crime and can deter shoppers from using such locations, thus losing the benefit of passive surveillance.

8.6 Where security shutters are necessary an open grille design should be considered. This design allows light from the premises onto the street outside normal opening hours and can help to maintain the attractiveness of the area. Shutters of this type also enable passers-by to see inside which can help to deter criminals further.



Photo showing an acceptable 'open' shutter that allows the inside of the shop to be seen and does not mask the detail of the shopfront

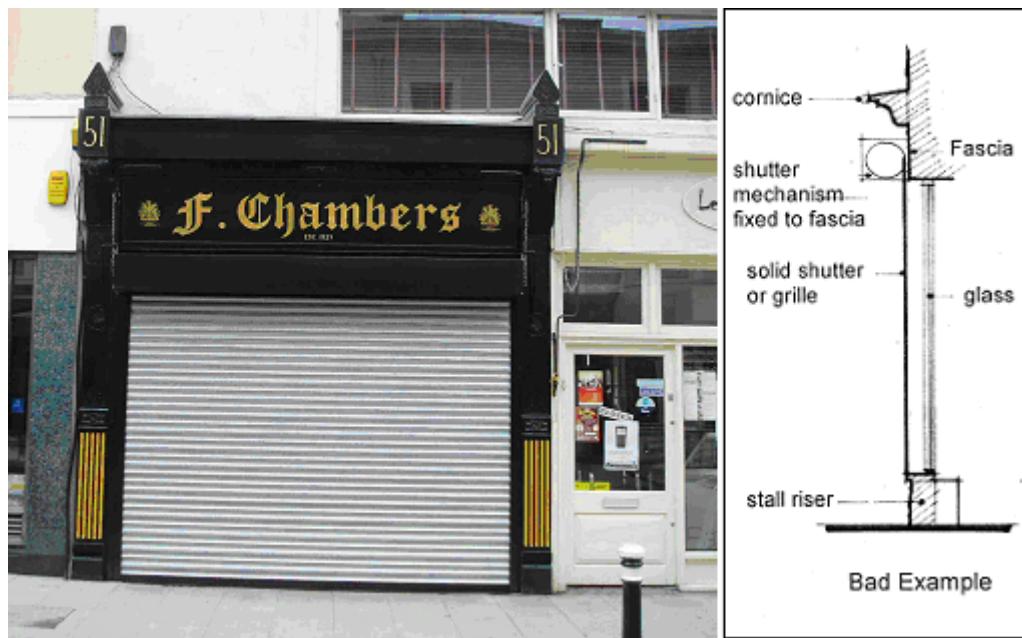


Photo showing an unacceptable 'solid' roller shutter that has been installed with the shutter box on the outside of the shopfront, masking architectural detail

8.7 Alternative solutions therefore must be considered in maintaining high standards of shopfront design, which will include: -

- Laminated glass is the most favoured solution as this provides security without affecting the appearance of the building.
- Internal lattice grilles are generally the next most favoured solution with the housing situated behind the fascia where possible.
- Removable or demountable shutters, which have no bulky box housing, may be acceptable as an alternative to internal grilles on a traditional shopfront, provided fixings are concealed and do not damage or cover architectural features or mouldings. Such shutters should be coloured to match the shopfront and when not in use stored within the building.
- In some cases, external roller grilles may be acceptable provided that the box housing is concealed behind the fascia or incorporated flush beneath it. Where permitted, external roller shutters should be 'open' in design to allow vision through into the shop. Existing architectural features should not be obscured or interrupted by the box housing or guide channels and all associated components are coloured to match the shopfront.

8.8 Alarm boxes should be sited sensitively and must not obscure or damage architectural detailing. If the box is to be positioned on the shopfront, then aesthetically the best position is usually at a corner of the fascia. The box must be painted to suit the shop colour scheme where on a listed building.

8.9 If the shop concerned forms part of a listed building, listed building consent will be required for the installation of any security measures.

9. Further Information and Contact Details

- 9.1 For further guidance on planning matters or general design advice on shopfronts in the town please contact the Council's Planning and Conservation Officers who will be pleased to assist.
- 9.2 You may make contact as follows:

Write to:

Borough Planning Officer
Regeneration and Planning Directorate
Aquila House
Breeds Place
Hastings
East Sussex
TN34 3UY

Telephone or e-mail:

Planning Officers

Phone:01424 783201
e-Mail dcenquiries@hastings.gov.uk

Conservation Officers

Phone:01424 451092
e-Mail conservation@hastings.gov.uk

Internet:

Visit and download from the Hastings Borough Council website
Hastings Online at www.hastings.gov.uk/planning