



Stockton-on-Tees
BOROUGH COUNCIL

**STOCKTON-ON-TEES
BOROUGH COUNCIL**

**SHOP FRONT DESIGN AND ADVERTISEMENTS
SUPPLEMENTARY
PLANNING DOCUMENT**

NOVEMBER 2013

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1. Introduction

- 1.1 This Supplementary Planning Document (SPD) has been prepared in accordance with Sections 17; 19; 23; and 24 of the Planning and Compulsory Purchase Act 2004, the Town and Country Planning (Local Development) (England) Regulations 2004 as amended, and the guidance in the National Planning Policy Framework (NPPF).
- 1.2 This SPD provides guidance for applicants in the preparation of planning applications. It sets out important design principles and guidance to improve the quality of individual shop frontages and signage within the Borough, with the wider aim of improving the environment of retail centers within the Borough. It is a material consideration in the determination of relevant planning applications and provides additional guidance to policies within the Local Development Framework (LDF)

2. General purpose

- 2.1 This document sets out and explains the Council's requirements and expectations for the design of shop fronts and signage across the Borough, in the interests of creating and maintaining high quality shopping environments. It also aims to complement the policies set out within the adopted Core Strategy and emerging Local Development Framework (LDF) to provide practical guidance and support for those involved in the planning process to;

a) Improve the quality of the street scene, create a sense of place and improve the vibrancy and vitality of retail areas.

b) Create shop fronts which respect the character and appearance of the building and surrounding area in terms of scale, proportion and materials.

c) Create attractive signs and adverts that respect the character of the building and street.

d) Ensure security measures do not detract from the built fabric and create intimidating environments.

- 2.2 This guide has been produced in recognition of the visual impact that shop fronts and adverts can have on the quality of individual shopping areas and has arisen due to growing concerns over shop front design, associated advertisements and security measures. Within conservation areas such as Stockton, Yarm and Norton retail centres and upon listed buildings there will be a need to achieve higher standards of design to ensure that the historic environment is both preserved and enhanced.

- 2.3 The Council as the Local Planning Authority will seek to improve proposals that do not provide for, or meet the principles set out in this Supplementary Planning Document and businesses and commercial property owners are strongly encouraged to follow this guidance wherever opportunities arise, even where no formal planning consent is required.

3. Planning policy background

3.1 This SPD revises and updates Supplementary Planning Guidance (SPG) No. 1; Shop Front Design and has been produced to ensure that the Local Planning Authority provides appropriate and professional advice to developers to help them accord with national guidance and advice when designing shop fronts and advertisements. Various policies which relate to the production of this SPD are discussed below;

3.2 In terms of national planning guidance the National Planning Policy Framework (NPPF) sets out the government's aims in respect of a number of issues. The document sets out a number of core planning principles, those of relevance to this document include the need to secure high quality design and promote the vitality of our main urban areas. Furthermore the following sections of the NPPF are considered to be of relevance to this guidance;

Section 2. Ensuring the vitality of town centres

3.3 Paragraph 23 sets out that planning policies should be positive and promote competitive town centre environments, particular reference is made to supporting their viability and vitality.

Section 7. Requiring good design

3.4 Paragraph 56 outlines the Importance of design in the built environment as it is seen as being a key aspect of sustainable development, indivisible from good planning, and should contribute positively to making places better for people. Paragraph 58 then goes on to state that planning policies and decisions should aim to ensure that developments:

- function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development
- establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;
- respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation;
- create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion

3.5 Paragraph 64, is also quite clear that inappropriate design should not be accepted it states;

“Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.”

3.6 Paragraph 67 specifically refers to advertisements and recognises that poorly placed advertisements can have a negative effect on the appearance and character of the built and natural environments. It maintains that advertisements should be subject to considerations of amenity and public safety, although the cumulative impacts of advertisements should also be taken into account.

Section 12. Conserving and enhancing the historic environment

3.7 Paragraph 126 states Local Planning Authorities should recognise that heritage assets are an irreplaceable resource and conserve them in a manner appropriate to their significance. It outlines the social, cultural, economic and environmental benefits that conservation of the historic environment can bring, promotes new development to make a positive contribution to local character and distinctiveness and recognises the contribution made by the historic environment to the character of a and sense of place.

Local Policies;

3.8 The Stockton on Tees Core Strategy sets out a number of overarching and strategic aims for new development within the Borough. In terms of environmental quality its sets out a vision to regenerate Stockton Town Centre; recognises the importance of the Borough's built and historic environment and a desire to improve and enhance it; promote sustainability; and, to protect and enhance open spaces.

3.9 In particular Core Strategy Policy CS3 deals predominately with sustainable Living and Climate Change. However, part 8 sets out that all new development will be required to make a positive contribution to a local area and safeguard the cultural heritage of the borough. This document will also support the aims and policies within the emerging Environment and Regeneration Development Plan Documents (DPD)

3.10 Saved Policy S16 of the Local Plan Alteration deals specifically with proposals for new shop frontages. It sets out that these will only be permitted where a number of criteria are met. The key aim is to ensure that there design is in keeping with the character, scale, proportions and period of the building and wider street scene and that appropriate lighting, signage and security measures are utilised.

3.11 Saved Policies EN24, EN26 and EN28 of the adopted Local Plan deal specifically with development within conservation areas and those which alter or impact on the setting of listed buildings. Policy EN24 sets out that new development with conservation areas will be permitted where it does not harm its character and appearance and its scale, mass, detailing and materials are appropriate. With regards to policies EN26 and EN28 changes with adversely impact on a listed buildings distinctive character or detract from its setting will not be permitted.



4. Understanding the Issues

- 4.1 Shop fronts play a key part in our perception of shopping streets because they are at eye level. Within Town Centres they help to create a sense of place and should enhance the overall character of the building and wider street scene. The design principles set out in this document are equally applicable to restaurants, bars, public houses, clubs and other buildings with uses containing a shop like frontage and/or signage.
- 4.2 The Council recognises that some retailers and commercial operators may have a specific 'brand' or corporate image that incorporates a specific format including a set design, palette of materials and logos. This standard type of approach generally does not reflect the specific characteristics of a building or the context of the wider street. Therefore, designers are encouraged to adopt a more flexible approach, tailoring corporate brands with the individual characteristics of a building to achieve more successfully designed shop frontages.
- 4.3 Understanding the context of an area is therefore key when considering the following general principles and the design of any new or replacement shop front. The first step will always be to carry out an assessment of the building, its façade, adjacent buildings (including any existing shop fronts) and the wider street,



Above: Examples of both modern and traditional approaches to shop frontages

5. Shop fronts

Guiding principles

- 5.1 Shop Fronts are an integral part of the facade of a building and play an important role in creating a sense of place, particularly at the pedestrian scale. However, the first stage of designing any shop front or advertisement is to consider the context of both the building and wider area. It will be important to consider the scale and proportions of the property, neighbouring buildings and shop frontages to emphasise differences between them, creating a more vibrant and locally distinctive place.
- 5.2 Context involves the visual relationship to the surroundings. Whilst each building is individual, it remains and form part of a much bigger picture, often referred to as the streetscape or

street scene. Understanding the context of a building will involve an assessment of how not only the various elements of the building work together but also how it sits alongside the adjacent buildings and wider street scene.

- 5.3 Having gained an understanding of the wider context of an area or street scene, designers should consider the scale and proportions of the property and neighbouring buildings and be aware that changes to one property may have a knock effect on others.



Above: Newly created traditional styled shop frontages

- 5.4 **The function of the shop front**
Shop Fronts serve a variety of functions, primarily they allow light into the ground floor and provide an area for the display of goods. They also provide visual and physical support for the upper floor(s) of a building. However, they form only one

element of a building and consideration will need to be given to the architectural style of the building as a whole.

Conservation Areas and Listed Buildings

- 5.5 Shop frontages within conservation areas and upon listed buildings will need to be of a high quality. Where previous unsympathetic approaches may currently be present, the Council will seek to gain appropriate improvements to enhance the character of the building and/or the conservation area.
- 5.6 The nature and style of buildings may vary from one property to another and this is also true of the Boroughs various conservation areas, as a consequence each shop front may need to be designed individually. Careful consideration should be given to reflect both the character of an area and the proportions of a building. Some frontages may need to be simple in their detailing whilst others will be able to incorporate a more ornate approach, much will depend on the nature, design and proportions of the property.
- 5.7 In some cases landmark and/or public buildings may have a significant presence within the street scape and as a result require a unique approach to shop fronts and signage. In such cases any proposals should follow the guiding principles set out within this document to ensure any specialised signage is appropriate within the context of the building.
- 5.8 Pre-application discussions with the Planning department and the Conservation Officer are encouraged to ensure that appropriate design solutions are considered. Contact information can be found at the end of this document.

Architectural/design components

5.9 Shop fronts are composed of a number of elements; all of which have important practical and visual functions. These are discussed individually below. Clearly some elements are prevalent within both traditional and modern shop frontages and the following section explains the various components and how they may be considered when designing an appropriate shop front. It is envisaged that through considering these aspects the design of shop fronts can be enhanced and enrich our shopping environment whilst still satisfying the requirements of retailers and traders.

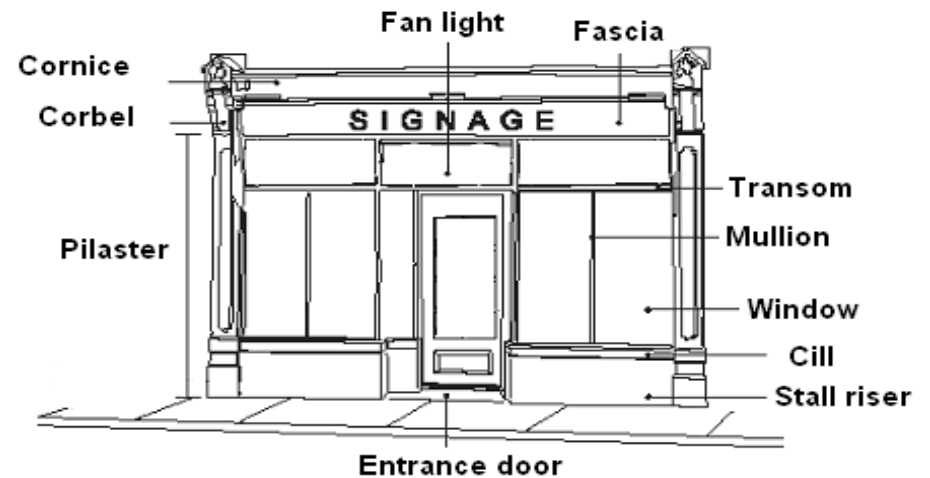
Fascias

5.10 The fascia is a key component of any shop front. It is generally one of the more prominent areas of a shop front as it normally displays the shop advertisement, drawing attention of the shopper to the services on offer. It also helps to distinguish the shop from the upper floors of the building.

5.11 Whether you are designing a traditional or modern shop front the following points in relation to size and siting of fascias should be observed;

- (i) The size of the fascia must be in proportion to the rest of the shop front and the whole building, so that it is not too dominant. Fascia boards generally **should not** exceed one fifth of the total height of the shop front.
- (ii) The top of a fascia should be positioned well below the sill of the first floor windows.
- (iii) Should not obscure any existing architectural features or decoration

- (iv) Should form an integral part of the design of the shop front surround, rather than be a separate board superimposed upon the building.
- (v) They should not extend across two or more individual shop fronts (see horizontal shop frontages below). On traditional frontages or distinctive buildings they should not extend beyond the shop front surround (demarcated by the pilasters or uprights at the outer edges of the shop front).



Cornices

5.12 Cornices are usually timber in construction and form an important part of traditional shop front design. It predominately adds extra decoration but also serves an important function to separating the shop front from the upper floors as well as often providing added weather protection to the shop front.

Pilasters

- 5.13 Pilasters typically provide a vertical frame to a shop front as well as separate adjacent frontages. They are a more traditional building feature and can also be constructed either side of an entrance.

Corbels

- 5.14 The corbels generally offer support for the cornice and are located at the top of the pilasters at each end of a shop front, generally they will project from the fascia of the building, a generally they extend between 10-30cm from the fascia although more elaborate buildings and designs may occasionally exceed this.

Stallrisers

- 5.15 Stallrisers provide a solid base to the shop front and can vary greatly being low level rising towards waist height. Generally they will protect the shop front from knocks and bumps and help to hide the floor level. They can also be re-enforced to provide added security and further advice is contained within the shop security section.

Windows and doors

- 5.16 Windows, glazing bars, mullion bars, transoms should be designed to be in proportion with the shop of the shop front and the rest of the building. They should reflect the design and architectural style of the building. The number of windows and division of the shop front should relate well to the upper floors of the property.

Doorways

- 5.17 Again the location, size and style of the door and doorway should reflect the proportion and character of a building. More ornate buildings may require appropriate doorways and entrances that may need to include additional features such as recessed doorways and transom window.



Doorways and access for people with disabilities

- 5.18 Every opportunity must be taken to make sure access to and within a property is accessible for all members of the public, including those with mobility or sight difficulties. Highlighting entrance steps, overhanging edges and avoiding open risers and all assist where entrance steps are unavoidable. Recessing doorways can also assist in removing the need to incorporate steps and ramps.
- 5.19 All designs should conform to current standards as set out in Part M of the Building regulations where applicable. Further

5.20 advice can be gained from the Council's Building regulations department.

Blinds and canopies

5.21 Historically blinds and canopies were used to protect goods which were on display from sunlight and were constructed from lightweight materials such as canvas. Often they were installed behind the fascia and cornice and were retractable.

5.22 The majority of these blinds and canopies have now been lost and where they remain, their retention will be encouraged, providing the historic principles are followed. New blinds and canopies will generally not be supported, but where they are they should remain retractable, over an appropriate scale and design and be constructed from lightweight materials.

Modern Shop Frontages

5.23 Typically the above guidance relates to more traditional shop frontage design, although some elements will also relate to more modern shop fronts. The above guiding principles will still need to be followed as necessary and there will remain the need to ensure designs are appropriate in scale and character, provide active frontages and contribute positively to the street scene.

5.24 Modern and contemporary designs can also be incorporated into more traditional buildings and still make positive contributions to the street scene. These designs will often involve careful consideration of a number of factors. Experience has shown that typically these types of design have involved a more interpretation of traditional shop front design



Above: Example of a modern shop frontage within a shopping centre

Illumination

5.25 Good illumination can help to create more attractive and vibrant environments, particularly where it is done in a sensitive and coordinated manner. In some instances this may involve internal illumination of a shop window or by externally illuminating a shop frontage.

5.26 Not only can this help to create a safer atmosphere after hours but also offer views into shops for natural surveillance and the display of products. The use of appropriate methods of lighting (including colour) within shop frontages that respects the character of a building will therefore be supported in major commercial centres. The use of appropriate illumination to pick out the key characteristics or architectural qualities of listed buildings and those within conservation areas will also be

encouraged where appropriate and where there is no significant harm to any neighbouring residents.

Horizontal shop expansion

5.27 Horizontal shop expansion has become a more common feature within our high streets and town centres. This is where smaller shop units have been combined to create a single larger premise. Where a single large fascia continues across multiple frontages it detracts from the features of each individual building and creates an unbalanced appearance when considering the buildings as a whole.

5.28 Maintaining the individual shop frontages reduces the visual impact on the street scene and creates more unique and vibrant environments. It is possible to create and maintain a unified appearance for any business, through the use of colour, lettering and shop display. The example below demonstrates some successful ways in which this can be overcome.

6. Shop security

6.1 Crime and the fear of both crime and anti-social behaviour have created a high demand for security measures within shop frontages. It is recognised that many shopkeepers and businesses wish to install security measures to protect both their premise and stock. The use of security measures should be considered as part of the initial design stage of any new shop front. They should ensure that they do not detract from the vibrancy of the street scene and where possible enhance it. The following section sets out a number of options to consider;



Above: The negative visual impact of external roller shutters

Shatterproof, toughened laminated glass

6.2 This is the least obtrusive measure in protection shop fronts, it maintains an excellent degree of security to a shop frontage, including natural surveillance, without having any impact on its external appearance. A further advantage is that the installation of this security measure does not require planning permission.

Internal shutters and grilles

6.3 Internal shutters and grilles generally sit behind the shop windows or display area and come in a variety of forms and styles. The advantage of this type of shop security is that they maintain the external appearance of the shop front and do not require planning permission provided they are not installed within a listed building.



Above: Security grilles within the shop front

- Decorative external grilles**
- 6.4 These offer similar advantages to internal security shutters in that the external appearance of the shop front is often maintained. Well designed external grilles can also help to enhance the appearance of shop front, typically they will not cover the pilasters. Typically they are designed to be removed or to fold away when not in use. These types of grilles will require planning permission.
- Roller shutters and external grilles**
- 6.5 A consequence of such measures is that they often result in visual harm to the building, the street scene and the character of an area, particularly when premises are closed. The negative visual and environmental consequences arising from the use of inappropriate security measures (either individually or cumulatively) is that they create dead frontages and sterilise

the environment giving feeling of a fear of crime and sense of loneliness.

- 6.6 When considering the installation of security measures it may be helpful to think about the following key principles;
- 6.7 Key Principles of Grille and Shutter design;
- Each building needs to be treated and designed individually.
 - Grilles and shutter should only cover the glazed elements of the shop front.
 - The shutter box should not protrude from the fascia or beyond other architectural features
 - Perforated, punched or polycarbonate shutters are considered preferable to solid shutter designs.
- Security design in conservation areas/listed buildings**
- 6.8 Given their distinctive character there is a need to protect the architectural and historic value of Listed buildings and Conservation Areas. The use of security measures in these instances therefore need more careful consideration and the priority in considering applications in these locations will always be towards preserving and enhancing the sense of place and enhance the overall character of the built environment.
- 6.9 in these instances the use of external grilles and roller shutters is unlikely to be considered acceptable and the most appropriate measures of shop security will include;
- The use of toughened or laminated glass,
 - Strengthening or shatterproof adhesive films; or
 - Internal open grilles.
 - Use of, and/or reinforcement of stall risers

7. Advertisements

7.1 Advertisements have a clear purpose and play an important role in attracting custom, providing information and giving direction. Whilst it is recognised that they can add colour and vitality to shopping areas where they are designed and located sensitively, advertisers need to be aware that insensitively sited or over large signs can have the opposite effect and spoil the appearance or character of a building and its surroundings. Equally too many signs can create clutter harming a buildings character and external appearance as well as defeating their main purpose - to provide clear information and advertising.

7.2 Advertisements do not always require advertisement consent further advice on this matter for further advice please contact the Council's Planning Department. Contact details can also be found at the end of this document.

7.3 Those adverts that do require advertisement consent can only be controlled in respect of 'amenity' and 'public safety' as set out in the National Planning Policy Framework (NPPF). In considering 'amenity' regard is given to its effect on the appearance of the building and the surrounding area (in terms of scale, appearance, cluttered environment and restrictions on important views). In terms of a signs impact on 'public safety' consideration is given to the safe use of any form of transport, highway network and pedestrians.

General Principles

7.4 Below are some guiding principles to be used when considering the display of advertisements. These principles should be applied to all types of development and commercial activities when considering design and location of advertisements.

Typically they will apply to facia signage and hanging/projecting signs as these are the most common types of advertisement. However, they may also be of relevance for other types of advertisements.

7.5 Further guidance and considerations for other types of signage are also outlined later in this document.

Form

7.6 Like shop front designs, advertisements will need to respect the style and character of both the building and the surrounding area in terms of their design, materials and location. The proportions of an advertisement should reflect those of the building and excessively large advertisements that dominate a building will not be supported.



Above: Subtle advertisements displayed as part of the shop frontage/window display

7.7 The location of any signage will be of prime importance in attracting business, a good location for a sign can often be more important than the actual design and size of the sign itself. Side elevations of buildings present a special challenge and in some cases it may not be appropriate for adverts to be sited on these elevations due to their visual harm. Where a building or shop front pays respect to its corner location it is accepted that further adverts have help to provide an attractive frontage. In all cases excessive amounts of signage either upon a building or within the boundaries of a site will often result in a cluttering effect, which is likely to detract from the building and the wider area. The Local Planning Authority will not support proposals which include excessive amounts of signage.

Materials

7.8 When considering the choice of materials for advertisements, it will be important to consider which materials will relate to the architectural style of the building, the shop front and street scene. The colours should also be in harmony with the building and not be overly dominant within the street scene, particularly in conservation areas.

7.9 Today, it is not uncommon for multinational and national companies to have a corporate image or branding associated with the business, so they are instantly recognisable to customers.

7.10 A consequence of this approach is that it can create bland and generic high streets and retail centres that bear little resemblance to an area's heritage and individual character. Designers should be prepared to compromise on matters of corporate design where it would be unsuitable on a particular building or in the street, particularly on a listed building or within a conservation area. Where such approaches are used they

can often help to re-establish a strong sense of place and reflect the identity of local surroundings.

7.11 More modern materials such as Acrylic, Perspex or other shiny/glossy materials may well be appropriate in certain areas and on modern shop fronts. Their use on listed buildings or within conservation areas must ensure they do not detract from the character or appearance of the individual building or street scene, where more traditional materials and methods of advertising will be strongly encouraged.

Lettering

7.12 Large lettering can often dominate the building and advertisement. Equally large flat fascia panels are not always as successful as those that create some depth through the use of projecting letters or otherwise. Within conservation areas and listed buildings the use of individual lettering will be strongly encouraged and where a building is of considerable significance this may be insisted upon. Again alternative approaches to the typical corporate image may be required.



Above: Individual Lettering upon shop frontages

Illumination

- 7.13 Illumination can play an important role with creating attractive and vibrant street scenes and retail areas, particularly during the evening. Where illuminated signage is required, the luminance levels of any signage and shop frontages should take into account advice set out in the Institute of Lighting Engineers technical guidance (no.5) and that of the Local Planning Authority.



Above: Alternatives to internal illumination

Advertisements in conservation area and listed building

- 7.14 As with shop fronts, advertisements in conservation areas and on listed buildings may require an element of individuality and careful consideration will need to be given to ensure they do not detract from the building or shop frontage. Signage that is

of an appropriate scale and style will be required and the use of appropriate materials, colours and illumination will be key to their success. In such cases more creative solutions will be required. Careful consideration will also need to be given to the method of illumination where options such as non-illuminated signs or externally illuminated signage will be strongly encouraged.

Enclosed shopping Areas

- 7.15 Although advertisement consent is generally not required for most types of advert within an enclosed shopping area, it is recommended that the developers/retailers follow the guiding principles of this document in order to ensure that shop frontages remain attractive and appropriately designed.

Types of signage

Fascia

- 7.16 A traditional fascia advertisement would typically have comprised of a painted timber background with hand painted lettering or raised metal or timber letters. This is considered to remain an appropriate approach for traditional shop frontages or older buildings. As a general rule, original or existing fascia areas should not be increased in height to accommodate any new signage nor should any signage boards protrude above or below this line. In cases where signage has already been increased beyond the original fascia and are considered to be disproportionate, a reduction in their size may be sought.

Hanging

- 7.17 Hanging and projecting signs are normally used to help identify a shop from longer distances, again they are a traditional approach, although modern interpretations are also evident. The sign must be of an appropriate scale and be designed to

enhance the character of the building and street. The style of any supporting brackets should also reflect the character of the building.



Variety of approaches to types of hanging signage

7.18 Box
 Surface mounted box signs normally are attached to the front of fascias, and tend to include some form of illumination. By their nature they tend to project from the fascia and any detailing i.e. pilasters, cornices and corbels. As a result this type of

approach will generally not be supported in Conservation Areas or on Listed Buildings.

7.19 Should box signs be used they must be recessed into the fascia wherever possible. Where this cannot be achieved alternative solutions, such as a 'slimline box' or flat fascia board may be appropriate. However, this will depend entirely on the overall design of the building and shop front and the signs visual impact on the street scene

Other types of advertisements;

Free Standing

7.20 The use of freestanding or A-boards placed on the public highway will generally not be permitted as they can provide a cluttered and unattractive appearance as well as cause obstructions. The Council may however, consider the provision of a shared advertisement display for surrounding businesses if this can be sited in a suitable location and is of an appropriate design.

7.21 As well as advertisement consent, a license will be required from the Council in order to allow the use of the public highway for advertisement purposes.

Totem signs

7.22 These are generally taller signs that display a limited amount of information such a company name, store opening times and any services available. Typically they are seen as a way of attracting passing motorists and are fairly commonplace for

supermarkets, restaurants and petrol stations that lie next to major roads.

- 7.23 In these types of locations they are likely to remain acceptable subject to being of an appropriate height. Typically a height of 4m is considered to be more than adequate but each case will need to be assessed on its own merits and such a height may not always be considered acceptable. In more sensitive locations such as the residential areas, high streets/shopping parades, and conservation areas they are unlikely to be considered acceptable.

Advertisement hoardings

- 7.24 The Council recognises that advertisement hoardings are an established way of advertising for a variety of purposes. Advertisement hoardings are typically large structures that generally have a significant visual impact. New proposals for advertisement hoardings that require advertisement consent would be appropriate in scale to their surrounding and will not be supported where they cause harmful visual impact or harm public safety.
- 7.25 More sensitive locations will typically include areas such as the open countryside, conservation areas and residential areas where large hoarding advertisements would not normally be allowed. In all other locations including commercial areas, each application will need to be judged on its own merits and early discussions with the planning department over the suitability for an advertisement hoarding is advised.
- 7.26 Exceptions in sensitive location may be allowed where they are for a temporary period in order to advertise key regeneration projects or housing developments. In these cases, the locations of such signage will need to be sensitively located. Where

advertisement hoardings are allowed, applicants may be expected to provide landscaping details in order to minimise any impact. Any landscaping will need to be maintained by the applicant unless an appropriate commuted sum is paid to the Council for maintenance purposes.

Advertisement Banners

- 7.27 Advertisement Banners can come in a variety of sizes and are often made to each individual clients specification. Typically they are for temporary periods and used to draw the public's attention to a new developments/works, retail sales and/or special events.
- 7.28 However, like advertisement hoardings, they can often be visually intrusive and need to be sensitively located. Generally the use of advertisement banners will not be supported, except where banner advertisements are for temporary periods to draw attention to specific events or activities taking place across the borough. The siting of advertisement banners upon listed buildings will however be strongly resisted.
- 7.29 In order to ensure that public and highway safety is safeguarded there is a legal requirement to ensure that all banner signs are securely fixed.
- #### **Directional signage**
- 7.30 These signs will highlight the location of particular services where businesses will be located off main routes.
- 7.31 They should be small in scale and contain limited information. Careful consideration should be given to their location and they will generally only be allowed in exceptional circumstances to avoid a cluttering impact on the street scene. They will only be

supported in isolated or rural locations where they are sensitively designed in terms of their number, location, size and colour and do not either individually or cumulatively, harm the character of the surrounding countryside.

Flagpoles

- 7.32 Flagpoles and associated advertisements are becoming increasingly popular on commercial premises. Whilst they can often act as a feature or marker to a site entrance, they are often over used. Again the choice of location will be a key consideration, choosing the right location will often reduce the need for a greater number of flagpoles across a site.
- 7.33 The use of multiple flagpoles on a site will generally not be considered acceptable as this will typically give rise to a cluttering effect within the street scene. Where a number of flagpoles are proposed their proximity to one another should be severely limited, as this will again give rise to a cluttering effect within the street scene

7. The need for planning permission and other consents/submitting an application

When will I need to submit a planning application?

- 8.1 Generally, the insertion of a new shop front or the replacement/alteration of an existing frontage, including the installation of security grilles/shutters, canopies or blinds, constitutes 'development' as defined by the Town and Country Planning Act 1990, and therefore requires planning permission.
- 8.2 If you are in doubt, then please contact the planning department direct.

Other consents

- 8.3 If a building is Listed, Listed Building consent will also be required in addition to planning permission. Similarly, a non-Listed building within a Conservation Area may require Conservation Area Consent for the removal/demolition of the existing shop front in addition to planning permission.
- 8.4 In all instances you are advised to consult the Development Services section of Stockton Borough Council's Planning Department at an early stage to gain advice in these matters.

Advertisements

- 8.5 Advertisement consent is often required for the display of signage and illuminated signs. The Town and Country Planning (Control of Advertisements) Regulations 2007 sets out three different groups of advertisements, of which only one requires the Planning Authorities approval, these are;
- Advertisements which the regulations exclude from planning control.
 - Advertisements which have 'deemed consent' provided they meet certain criteria; and
 - Advertisements where the Planning Authorities permission is required.
- 8.6 However, the advertisement regulations are complex and we would strongly encourage consultation with the planning department at the earliest opportunity.

8.7 In all circumstances all advertisements must meet the following 'standard conditions;

- Be kept clean and tidy
- Be kept in a safe condition
- Have the permission of the owner of the site they are displayed

- Not obscure or hinder the interpretation of official road, rail, waterway or aircraft signs or cause a hazard to these types of transportation.
- Be removed carefully where required

8. Contacts

9.1 For further information and advice on the likely acceptability of some options and the need for planning permission or listed building consent please contact the Planning Section

Stockton On Tees Borough Council,
PO BOX 34,
Municipal Buildings,
Church Road,
Stockton – on – Tees,
TS18 1LE.
Telephone 01642 393939

9.2 For additional advice on shop security, lighting, alarm systems, closed circuit television and other security measures, please contact the Cleveland Police Crime Reduction and Architectural Liaison Officer on 01642 302271.