

Shopfront and Advertisement Design SPD: Schedule of Representation Received and Recommended Responses - Appendix A to Executive Report

SPD Reference	Consultee	Comments/Key Issues raised	Recommended Response
Para 4.6	British signs and Graphics Association	Is not strictly correct. Deemed advertisement consent is granted for a wide variety of both commercial, organisational and national flags. Very few will require express consent. Similarly most canopies and awnings containing lettering are to be found at and below fascia level. As non-illuminated adverts, they will therefore be within Class 5 in Schedule 3 to the Regs and will not require express consent. In respect para 10.10 is more accurate and we suggest para 4.6 be redrafted accordingly.	<p>This part of the SPD refers to the potential for signs and advertisements to fall within the requirements for Express Consent. It is not intended to cover all such circumstances but rather to signpost applicants to the detailed criteria in the DCLG guidance booklet in order to establish whether consent is required. The suggestion to replace the wording in para 4.6 with that in para 10.10 which refers to blinds and canopies is not considered appropriate in this context. However, for reasons of clarity and usability, the text can be amended to provide a clearer indication of those frequently displayed types of advertisement/sign that require express consent. The text will need to make explicit the need to refer to the DCLG's guidance as detailed criteria apply.</p> <p>Minor amendments have been made to enhance clarity and suggested changes have been incorporated where considered appropriate.</p>
Paras 6.6 & 9.12	British signs and Graphics Association	There is an assumption that corporate designs should be adapted and modified to suit the character of the building and the area, especially conservation areas and on listed buildings. But this is not necessarily so. There are often shopfronts, buildings and locations where corporate styles can be displayed without any need for modification. Para 8.43 expresses the point in a far more rational way and we suggest the wording in that para be used in 6.6 and 9.12	Noted. Minor amendments have been made to enhance clarity and suggested changes have been incorporated where considered appropriate.
Para 9.7	British signs and Graphics Association	We understand and agree with the intention of this para. These older types of bulky signs are no longer widely used as modern LEDS do not require such bulky boxes. But we think the second sentence would be better expressed as: <i>Bulky projecting box-like fascia signs, or additional flat fascia panels, crudely attached over existing fascia boards will not be acceptable in Conservation Areas or on Listed Buildings, and are unlikely to be accepted elsewhere</i>	Noted. Minor amendments have been made to enhance clarity and suggested changes have been incorporated where considered appropriate.
Para 9.8	British signs and	This para is unclear. Does the word glossy apply to vinyl, acrylic and	Noted. Minor amendments have been made to enhance

	Graphics Association	aluminium? And what about modern buildings and shopfronts in conservation areas and within Listed Buildings? The para should be redrafted as: <i>Care should be taken with materials. Glossy modern materials (such as some plastics and aluminium with a gloss finish) may not be appropriate on older-style shopfronts and buildings particularly in Conservation Areas and on Listed Buildings. But these materials may well be acceptable on modern shopfronts provided they relate to and integrate with, the other elements of the shopfront and building.</i>	clarity and suggested changes have been incorporated where considered appropriate.
Para 9.10	British signs and Graphics Association	Advert Regs do not permit the Council to control the content of signs unless in the interests of amenity or public safety (Reg 3(4)). The content of a sign should be at the businesses discretion. The para might say: <i>lettering on fascias should be proportionate to the size of the fascia. Too much lettering, or overly large font sizes, can be dominant and spoil the appearance of the premises and surroundings.</i>	There would appear to be some misunderstanding on the purpose of the document and what it is legitimate for a local authority to provide guidance on. The design guidance in the SPD is guidance, not regulation, and it is aimed at encouraging shop owners to consider a range of design options in order to create high quality shopfronts and signage. Minor amendments have been made to enhance clarity and suggested changes have been incorporated where considered appropriate.
Para 9.18	British signs and Graphics Association	There is no justification for the statement that “projecting box signs are bulky and unattractive”. This is simply not true. As with box fascia signs, modern technology means that projecting signs (illuminated or not) are now often slim-line. They can be wholly appropriate on a modern fascia and shopfront where an older-style hanging sign would look totally out of character. We suggest that this paragraph might be redrafted as: <i>Bulky projecting box signs will not be acceptable. Contemporary projecting signs should be restricted to modern shopfronts and buildings and used with discretion on Listed Buildings and in Conservation Areas. They should integrate with the other features of the shopfront. Where illuminated, the method of illumination should be chosen to reflect the character and context of the shopfront and/or building.</i>	Noted. Minor amendments have been made to enhance clarity and suggested changes have been incorporated where considered appropriate.
Para 9.21	British signs and Graphics Association	There may be good reason for the obscuring of glazing (security/internal layout) and this is a matter for the businesses choice. All advertisements within buildings are either excepted from control or have deemed consent under the Regs (including posters/vinyls etc) attached to the inside of glass. These are not controllable by the Council . We suggest	There would appear to be some misunderstanding on the purpose of the document and what it is legitimate for a local authority to provide guidance on. The general design guidance in the SPD is guidance, not

		that this para be deleted entirely as it seeks to restrict personal choice where the law permits latitude.	regulation, and it is aimed at encouraging shop owners to consider a range of design options in order to create high quality shopfronts and signage. No required change.
Para 9.23	British signs and Graphics Association	There appears to be an idea within the Council that they have some right of responsibility to decide if illumination is necessary or acceptable in principle. This is not so. It is the Council's responsibility to consider any application on individual merit. This will include an assessment of the impact of any illumination proposed upon local amenity or public safety. Illumination cannot be refused simply because the Council consider it "unnecessary" in principle. This para is contrary to the law and NPPG (ID 18b-026-20140306) and should be deleted.	The LPA is entitled to decide if illumination is acceptable on amenity and public safety grounds where it requires consent and in accordance with Local Plan Policy TC8(9) . All such applications will be assessed on a case by case basis. The paragraph is not considered contrary to the law. Para 9.23 provides guidance not regulation. It is concerned with the principle of illumination, highlighting the need for restraint when considering illumination, even for those signs and adverts that are permissible. It aims to avoid unnecessary and excessive illumination for the reasons set out in the final sentence of the paragraph. Minor amendments have been made to enhance clarity where considered appropriate.
Para 9.24 & 9.26	British signs and Graphics Association	As above, "where illumination is considered to be acceptable" should be deleted. This is not within the Council's powers to determine. Halo Illumination is not external. The light source is contained within a box (it's internal). The light shines out from the back or sides of the box rather than the front. In your picture of "the forum" each letters are boxes. What is wrong with suitable designed and positioned internally illuminated box signs. They are commonly seen above modern shopfronts where a traditional hand painted wooden sign would look out of place. Modern signs are slimline, often recessed into the fascia or contained within the projection of the pilasters/console brackets. There should be no presumption against such signs on some mistaken principle. Commonly now internally illuminated box signs are constructed with fret-cut panels or built up letters such that the light is seen only through the letters and logos. In this respect, they actually spread less light than externally illuminated signs where the light invariably illuminates beyond the advertisement itself. And what is wrong with individually lit letters?	The LPA is entitled to decide if illumination is acceptable on amenity and public safety grounds where it requires consent and in accordance with Local Plan Policy TC8(9). All such applications will be assessed on a case by case basis. There would appear to be some misunderstanding on the purpose of the document and what it is legitimate for a local authority to provide guidance on. The general design guidance in the SPD is guidance, not regulation, and it is aimed at encouraging shop owners to consider a range of design options in order to create high quality shop-fronts and signage. For the avoidance of doubt, amendments have been made to enhance clarity and suggested changes have been incorporated where considered appropriate.

		Indeed what is “forum” but individually lit letters. There is no justification for the total ban on such signs. We suggest these two paras be deleted and replaced with: <i>Illumination of shopfront signs should be appropriate to the design and style of the shopfront and take account of the surroundings. External illumination may be through trough lighting or spotlights. These should be appropriately sized and directed to avoid light spillage. Bulky, fully internally illuminated box signs, crudely attached over existing fascias will not be acceptable. Other forms of internal illumination (eg halo or through individual built-up or fret-cut letters) may well be suitable on more modern shopfronts and in commercial areas</i>	
General	Burnley Civic Trust	We think that this is an excellent document, well researched, well presented and just what is needed. We only hope that the contents will be heeded and implemented.	Support welcomed and noted.
General	Canal And River Trust	Do not wish to comment on the draft SPD	Noted
General	Designing Out Crime Officer Lancashire	<p>The consideration and inclusion of shop front security matters within the draft document is welcomed. You may also wish to consider the following information:</p> <p>Recesses: we would normally ask that these features are ‘designed out’ of a development, due to the fact that they provide concealment, impede natural surveillance to entrance doors and collect detritus that could be used to commit arson. However, you have mentioned that gates, roller shutters or grilles could be utilised for recess security. If you still wish to retain these features and encourage further recesses, we would urge you to recommend lockable metal products that cover the whole doorway i.e. ground to ceiling, to prevent them being scaled thus compromising their intended purpose.</p> <p>Roller shutters, gates and grilles: these should comply with minimum security standards, such as LPS 1175: Issue 7 Security Rating 1 (increased rating for high-risk properties or high crime areas). Roller shutters should be integrated into the fabric of the building. These security features should be linked to the intruder alarm system. Padlocks used to secure grilles or gates should have a hardened steel body and be close shackle types, tested to BS EN 12320</p>	<p>It is important keep a balance between security and design (ie providing an attractive and inviting environment). The security of shops is very important and Section 11 sets out general guidance to help owners/occupiers protect their property and minimise the visual impact of security measures. The Council is willing to discuss individual cases with applicants, and accepts that in a limited number of cases compromise on the design solution may be necessary.</p> <p>The guidance does not intend to remove the need for expert advice in security matters and if an owner/occupier wanted to consider an alternative approach they would be welcome to discuss this with the Local Planning Authority via the pre-application process.</p> <p>Minor amendments have been made to enhance clarity and suggested changes have been incorporated where considered appropriate.</p>

The document mentions businesses that open in the evenings are encouraged to open their external shutters between 9am and 5pm. However, during the early dark winter evenings or in poorly lit isolated high crime locations this could compromise the security of the premises. Repeat offences can adversely affect the longevity of the business.

Canopies and blinds: Preventing easy access onto low roofs or upper floor windows by using canopies or blinds as climbing aids should be considered during the design phase of the development.

Door sets and windows: as a minimum standard, all replacement external door sets and windows should comply with PAS24:2016 enhanced security standard or LPS 1175: Issue 7, SR2: or STS 201 or STS 202: Issue 3, BR2. This includes any sliding/opening door sets that incorporate electrically operated release locks, such as 'mag-locks', as they must be strong enough to withstand attempts of forced entry with pressure or body weight.

Existing door sets and windows: these must be solid, robust and in good repair. Cylinder door locks should conform to BS EN 1303:2015 (TS007 3 Star standard) or mortice deadlock/sashlock that conform to BS 3621. Existing windows should incorporate key operated locks (keys removed); where not deemed emergency exits.

Glazing: Glazing in door sets and windows should include one pane of laminated glass that is securely fixed in accordance with the manufacturer's instructions and certified to BS EN 356 2000 rating P1A (as a minimum standard). Existing stained or leaded glazing in conservation area or on listed buildings should be protected by a least one pane of laminated glazing to BS EN 365 2000 rating P1A or protected with roller shutters. The Architectural Perspex that you advocate may be liable to vandalism and defacing.

Lighting: External lighting should be sufficient to cater for lawful after dark activity and comply with BS 5489-1:2013. The lighting system should evenly distribute the light creating no dark shadows, provide good colour

		<p>rendition, not cause glare or light pollution and should support both formal and informal surveillance of the site. The buildings themselves should also be illuminated at all external door sets with vandal resistant photoelectric 'dusk until dawn' light fitments. In conservation areas and for listed buildings, there will be more aesthetic products that could be utilised depending on the application; however, we would welcome further discussions on this matter.</p> <p>Anti-ram raid bollards or other street furniture: where appropriate, we would ask that PAS 68:2013 bollards/street furniture, installed to PAS 69:2013, be incorporated to protect ATM's or vulnerable shop front areas such as glazed curtain walling, roller shutters etc. to aid protection against hostile vehicles.</p> <p>CCTV: As part of the overall security assessment of each scheme and as a complementary 'tool' to other security measures, we would recommend recorded and/or monitored HD 1080p (as a minimum) digital colour CCTV that conforms to BS EN 62676 series and GDPR 2018. Where not mounted on dedicated external poles or internally installed at entrances, it may necessitate cameras being incorporated on shop facades. This may be in conflict with buildings in conservation areas or listed buildings; however, we would welcome further discussion on this matter to consider alternative solutions.</p> <p>Appendix A: National, Regional & Local Policies: Crime & Disorder Act 1998 Section 17 (as amended by the Police and Justice Act 2006), requires Burnley Borough Council, as a responsible authority, to consider crime and disorder (including antisocial behaviour and other behaviour adversely affecting the local environment); and the misuse of drugs, alcohol and other substances in the exercise of all their duties, activities and decision-making. This means that in all policies, strategies and service delivery there is a need to consider the likely impact on crime and disorder.</p>	
General	Environment Agency	We have no comment to make as this does not fall within our remit.	Noted
General	Gill Hughes	The shop frontages on some shops are an absolute disgrace, and I agree	Support welcomed and matters in relation to enforcement

		<p>that the general appearance in some areas puts visitors off. I really welcome this document.</p> <p>In the Design Approach Assessment diagram (app B), there appears to be an arrow missing. Surely the question Is the existing shopfront high quality, distinctive or appropriate to its context? requires a link to NO. I would prefer that the existing shopfront was high quality, distinctive AND appropriate to its context, not any one out of the three options.</p> <p>Shopkeepers will no doubt have issues with the content of this despite your statement that quality signage etc will bring trade to their shops. How will this impact on shops such as the Firework shop in Padiham with its atrocious signage? Will that shop, and others like it, be able to keep the existing signage until it drops to bits? Similarly, the shops on the main road in Padiham around The Picture House are a poor state of repair, but in many cases, the shopkeepers will not have the money to carry out the work required to bring their shops up to the level required by the plan. Will there be some funding available for them to do so, to speed the regeneration along? Maybe a temporary reduction in their rates? What influence can be brought to bear to establishments such as Frost and Co to change the frontage deemed inappropriate in this document? And to remove the awful shutters? Will there be a timescale? Who will act to say that the shopfront including shutters should be replaced? And when?</p> <p>As a nation, we seem to be lacking in creativity in our shop front displays. Attractive shop displays can draw you in. Clearly, there are pockets of creativity in Padiham and Burnley as some of your examples show - but they are few and far between.</p>	<p>noted.</p> <p>Design Approach Assessment - Agreed. Amendments to Appendix B as appropriate.</p> <p>Signs - In terms of signs, the SPD outlines what is considered by the Council to be acceptable in design terms from this point forward. It addresses a gap in local design guidance that has possibly contributed to the incongruous signage that is evident in parts of the Borough. Some advertisements benefit from Deemed Consent allowing a variety of signage to be installed without consent. In such cases the Council can only encourage the proprietors to take on board the guidance in the SPD. For those advertisements that require Advertisement Consent the SPD will be used by the Council to support appropriate enforcement action in situations where the controls are breached.</p> <p>Funding - This guide has been produced to improve the design of retail premises, shopfronts and signage whenever the opportunity arises and is applicable to both publically or privately funded works. At this time shopfront grants are only available through the Padiham Townscape Heritage Initiative Scheme.</p> <p>Shop Window Displays - It is agreed that shop window displays are good for businesses and good for the image and vitality of a street and this is covered in the SPD under para 9.27</p>
General	Equality and Human Rights Commission	The Commission does not have the resources to respond to all consultations, and it is not our practice to respond to consultations on local plans or infrastructure projects unless they raise a clear or significant equality or human rights concern.	Noted
General	Highways England	No comments we need to make on the draft SPD.	Noted
General	Historic England (Yorkshire and	We welcome the production of this SPD which sets out a clear and robust framework for the design of new shopfronts and advertisements within	Support welcomed and noted.

	East Lancashire)	the Borough. The SPD fully accords with the advice in the NPPF regarding the promotion of good design, the creation of high-quality places and the reinforcement of local distinctiveness and should help to deliver the Vision and Objectives of the Local Plan. The guidance will help to safeguard but also reinforce the distinctive character of Burnley's Conservation Areas and historic buildings.	
General	Historic England (North West)	We would encourage you to consider the historic environment in the production of your SPD. We recommend that you seek advice from the local authority conservation officer and from the appropriate archaeological staff. They are best placed to provide information on the historic environment, advice on local historic environment issues and priorities, indicate how heritage assets may be affected and identify opportunities for securing wider benefits through the conservation and enhancement of the historic environment.	Noted. The Council's Principal Planner with responsibilities for Heritage and Design was the lead officer in drafting the SPD. The historic environment was a key consideration in the preparation of the document.
	Howard Baker	<p>I do not believe that re-arranging the deckchairs by seeking to control further the design of shop fronts and advertisements is the way forward.</p> <p>By attempting over the medium term to level the playing field by attempting to force shop frontages back to a long-forgotten era and controlling any innovation in advertisements this will have the effect of hastening shop failures.</p> <p>Generally, the shops throughout the area appear tired and in need of innovation and renovation but they are most assuredly not in need of restoration.</p> <p>The future of shopping in Burnley lies in innovation, competitive marketing practices and not in seeking a return to the appearance of a bygone era. Do not restrict our shopkeepers and force them to live in the past</p>	<p>There would appear to be some misunderstanding on the purpose and status of the document. The general design guidance in the SPD is guidance, not regulation or policy. It has been prepared to encourage shop owners to consider a range of design options in order to create high quality shopfronts and signage.</p> <p>It is not the aim of this SPD to provide a set of inflexible rules nor does the Council wish to restrain creative design. The SPD is aimed at encouraging shop owners to consider a range of design options in order to create high quality shopfronts and signage. Principally shopfronts should be part of, and/or consistent with the overall design of the building in which they are located. There is no expectation that a shopfront in a modern building should have a traditional appearance. Any shopfront should be in keeping with both the building in which it is located and its context.</p>
General	Iris Willis	I would like to say that given the beautiful listed buildings, improvement to the shop fronts in keeping with the style would be a benefit to the overall shopping experience and add to the identity of the town. It might also be an opportunity for those shops which at present do not have disabled access, to improve conditions in line with current disability law.	Support welcomed.

General	Natural England	The topic of the SPD does not appear to relate to our interests to any significant extent. We therefore do not wish to comment.	Noted
General	Maureen Neave	All shop fronts should have shutters. If you choose a few period colours for shop fronts to give a more uniformed, tidier look it will improve the Town. Stop all the cheap nasty posters/boards outside the shops. Have them on part of the shop window area only not all the window. Insist on proper shop signage, not cheap nasty painted DIY rubbish and restrict how much pavement space they take up with their goods.	<p>The SPD seeks to discourage the use external solid roller shutters, for the reasons set out in para 11.4, but the text is already worded to indicate there may be circumstances where some use of shutters may be permitted and this will be assessed on a case by case basis.</p> <p>Colours – The choice of colour will depend on many factors. It is considered that the guidance on colour is sufficiently addressed in Paragraphs 8.41and 8.42 of the SPD.</p> <p>Adverts and Signage - The SPD outlines what is considered by the Council to be acceptable in design terms from this point forward. It addresses a gap in local design guidance that has possibly contributed to the incongruous signage that is evident in parts of the Borough. Some advertisements benefit from Deemed Consent allowing a variety of signage to be installed without consent. In such cases the Council can only encourage the proprietors to take on board the guidance in the SPD. For those advertisements that require Advertisement Consent the SPD will be used by the Council to support appropriate enforcement action in situations where the controls are breached. The issue of street clutter is dealt with separately by highways regulations.</p>
Section 9	Network Rail	Any proposals for illuminated signs and LED sheet ads would need to be reviewed by Network Rail for impacts upon the railway infrastructure.	Noted
General	Alun room	Whilst I support the intent of this document I feel it is very heavy in suggestions and too light in direction and clarity for shop owners particularly in being clear as to what is not acceptable and the consequences. There is an elephant in the room called car parking and the issuing of parking fines that has to be the major barrier to attracting customers not the varied shop fronts. Let's not lose credibility as a council by pretending that the appearance of shop fronts is a disincentive for visiting Burnley the lack of free parking has to be the major	It is not the aim of this SPD to provide a set of inflexible rules nor does the Council wish to restrain creative design or create standardisation in shopfront design. The SPD is aimed at encouraging shop owners to consider a range of design options in order to create a shopfronts that are well-proportioned, well-designed and respectful to their surroundings. The aim being to provide a favourable first impression of both the business behind the shopfront and

		<p>incentive. I have never had a parking ticket in Tesco, Asda or the Trafford Centre. What sticks in the memory more getting a parking ticket for parking on the street for 45 minutes or varied shop fronts? I haven't got time to admire shop fronts as I'm rushing back to my car before I get a ticket. (Tell me that in your personal life that you don't feel the same). Finally diversity in town centres has to be celebrated and encouraged. Who enjoys walking round a town centre where all shops look the same? Not very memorable or inviting. Let's not sacrifice vibrancy and diversity for a bland, uniformed town centre. If it's not broken don't fix it.</p>	<p>the area the shop is located in. This can also reflect on the street or shopping area as a whole making an area attractive to visitors which in turn leads to increased footfall and enhances the overall trading strength of the area.</p>
General	Duncan Armstrong	<p>General agreement with the SPD and provides detailed comment on the SPD as follows:</p> <p>5.14 – Maroon, green and brown colours also commonly used</p> <p>5.16 –lower panel may be single fielded with multi-panes above</p> <p>5.21 – But only to shopfronts of appropriate period and style</p> <p>6.6(4) – Though modern materials may be acceptable if indistinguishable from natural materials where they are prohibitively expensive or where weathering is likely to cause deterioration.</p> <p>6.6(5) – A number of shop fronts have had a single colour applied, grey or black over an extensive area which appears unsatisfactory</p> <p>6.6 (9) – Some corporate identities may need radical alterations</p> <p>6.6(10) – Though in some cases this may be impossible</p> <p>7.6 –Corporate signs/colours should be modified to suit</p> <p>7.16 – Careful design is required. Simplification should not abandon traditional design features</p> <p>7.17 and 7.18 – Disagree – Yes to simplify but not modernise</p>	<p>Comments are noted and minor amendments have been made where considered appropriate.</p> <p>Amend as appropriate</p> <p>Noted</p> <p>Noted</p> <p>Noted. This principle would not preclude modern materials where they are indistinguishable from natural materials and are sufficiently durable.</p> <p>Noted</p> <p>Noted. This principle allows for radical alterations/redesign</p> <p>Noted. The principle requires access to be considered at the design stage.</p> <p>This issue is addressed under Section 9: Signs</p> <p>Noted. The issues raised are covered in Section 8.</p> <p>The guidance seeks to ensure high standards of design, including high quality modern designs relevant to the character of the area as well as providing guidance on designing and restoring traditionally-styled shopfronts. It makes clear the approaches that should be considered in response to the character of the building and its context.</p>

	7.22 Only on modern structures	Noted
	8.1 –Modern fronts to appropriate buildings only	Noted
	8.14 –There might be cases where early shop fronts and adapted terraced houses did not have pilasters	Noted
	8.17 –Where a very ornate corbel/console would be prohibitively expensive to produce modern materials ie fibreglass or concrete would be appropriate providing they are identical to the originals and finished to match the surrounding colour scheme	Noted
	8.19 – In early shopfronts the fascia can be across the pilasters	Noted
	8.21 – Moulded cill does not always overlap the stallriser	Noted
	8.23 –Stallriser should always be employed on older buildings	Noted
	8.29 –Many late Victorian shopfronts had quite large undivided single panes	Noted. Para 8.30 allows for undivided panes as appropriate to the architecture of the building.
	8.31 – Many traditional cills sat on top of the stallriser though not ideal for weather protection. This could be improved by adding a capillary groove. Traditional overhanging cills were usually rounded	Noted
	8.38 – Improvements have been made to uPVC profiles and should not be totally dismissed. Bulky sections can, by careful design, be set behind pilasters, rebates and fascias	Noted. The SPD seeks to discourage the use uPVC, but the text is already worded to indicate there may be circumstances where some use of uPVC may be permitted.
	8.43 –In some cases overall design may need to be modified too	Noted
	9.2 – Sign may be ornate if building is likewise – disagree on modern sign on historic/listed buildings	Noted
	9.6 - Style and depth of letters carefully designed. Not generally in favour of individual letters applied directly to a building	Noted
	9.9 - Lettering to be of a traditional style and not thick	Noted
	9.10 - Cluttered signs have been used historically and may be acceptable in certain circumstances	Noted
	9.11 - Both serif and non-serif lettering has been used historically. Non serif being used mainly for main wording and generally in capitals and	Noted

		<p>lower case for secondary wording.</p> <p>9.16 and 9.17 – Sign board should incorporate a raised/moulded surround with bracket carefully designed to match sign and style of building. Concerned with modern brackets</p> <p>9.21 – In the 1950s and 60s shopkeepers painted lettering to shop windows, these would be wiped off and replaced regularly</p> <p>9.22 – Lighting can be provided by using a blind box above the fascia</p> <p>9.25 – projecting traditional lantern with spot lamps directed towards fascia may be acceptable</p> <p>9.27 – Window displays have now largely disappeared often due to shelving being placed up to the window and/or vinyls. Where businesses do not need to display their services items of interest could be displayed to attract attention and custom. Shop windows could be rented to businesses located away from the main street or have no shop front but would wish to display their wares</p> <p>10.1 – The main purpose is to protect goods from sunlight</p> <p>11.3 –Where external shutters are necessary the daytime impact can almost be eliminated by fixing the shutter channels behind the pilaster and locating the box within the shop. I incorporated this idea in the design of 6 Standish Street</p> <p>11.4 – Better than solid but there is still the issue boxes/channels.</p> <p>11.6 – Could they be colour treated</p> <p>11.7 –With split shutters it may be difficult to conceal the shutter channel between the window and door</p> <p>11.10 – Owners may be reluctant to use security glass due to cost though benefits include extra security and cheaper insurance.</p> <p>11.13 – Where the shopfront is a light colour. The grille may be less conspicuous in darker finish to match the inside of the shop.</p>	<p>Amend as appropriate</p> <p>Noted</p> <p>Noted</p> <p>Noted</p> <p>Noted</p> <p>Noted. This is covered under “weather protection”</p> <p>Noted</p> <p>Noted</p> <p>This issue is addressed in Para 11.8</p> <p>Noted</p> <p>Noted</p> <p>Noted</p>
		<p>11.14 –Where architecturally acceptable, windows can be divided into smaller panes to make break ins being more difficult, and harder to</p>	<p>This issues is addressed in Para 11.15</p>

access with any broken panes being cheaper to replace.

11.15 – Agree. Colour to be less intrusive.

Expresses agreement with and provides a view on the figures as follows:

Fig 1 Fig 3 (left) – Sign is mediocre

Fig 3 (left) – Sign is mediocre

Fig 5 (left) – Good example but for the lack of fascia signage, black paint and window graphics. (right) – Good example except for the inappropriate size and style of “ART” also too many sweeping curves to capitol

Fig 8 – Shutter box and its channels are detrimental and cover much of the stained glass transoms.

Fig 9 – Shutter channels have a detrimental effect and box appears to be camouflaged by a poorly designed fascia

Fig 10 – Generally not in favour of lowercase lettering for main wording on fascias

Fig 11 left – Entablature appears top heavy, variations of colour may be helpful. Not keen on over-rounded corbels

Fig 12 – letter style not good but well set out. Doors are not to original style but acceptable

Fig 13 (left) - Entablature appears top heavy, variations of colour would help. Not keen on over-rounded corbels (right) - Letter style not good but well set out. Doors are not original style but acceptable

Fig 14 (right) – Door is too modern, stallriser should be slightly deeper and corner post heavier.

Fig 15 left –Colour/style/arrangement of lettering is poor

Noted

Comments are noted and minor amendments have been made where considered appropriate.

		<p>Fig 16 right – Would prefer central lettering</p> <p>Fig 18 – Although this actual shopfront is not appropriate to age and simplicity of the building it is not out of place.</p> <p>Fig 19 (mid) Would prefer more traditional lettering. (right) – A cheap fascia board has been planted over the original flush design which incorporated a blind box for concealed trough lighting. The heavy door pilasters were needed for structural reasons.</p> <p>Fig 21 – Would prefer a plinth at the joint of corbel and pilaster</p> <p>Fig 25 left – Shopfront is good but black colour is bland and does no justice for ornamental details. Fascia is poor though lettering style is acceptable and formal arrangement good. (right) Shopfront is good, undecided on colour, lettering is average but formal. Not keen on wavy lettering or projecting sign.</p> <p>Fig 27 (top left) – Sign is lacking a raised border, the modern design contrasts with traditional bracket main title should be heavier non serif letters in capitals with secondary lettering of lower case serif.</p> <p>Fig 30 (left) – less garish and smaller would be acceptable on modern property. (right) – would be acceptable on modern</p> <p>Fig 31 – I would prefer capital letters to main fascia wording but balanced arrangement is good</p> <p>Fig 35 left – May be better in a darker colour to blend with the background. (right) – Generally agree but darker colour to blend with background</p>
--	--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------