

Hertsmere Local Development Framework
Supplementary Planning Document

Planning and Design Guide



Part F: Shop Fronts

March 2011

Large print and languages

The Hertsmere Planning and Design Guide can be made available in large print, braille and audio-tape on request. If you require any of these services or you have difficulty understanding this leaflet because English is not your first language, please contact the Planning Policy Department on 020 8207 2277 and we will do our best to assist.

Please allow sufficient time for the Hertsmere Planning and Design Guide to be made available in the format requested.

اگر آپ کو یہ ڈاکومنٹ (دستاویز) سمجھنے میں یا اس پر رائے دینے میں مشکل پیش آتی ہے کیونکہ انگریزی آپ کی پہلی زبان نہیں ہے تو کوئٹل کی کارپوریشن کو ٹیکسٹ ٹو ٹیبل (020 8207 2277) پر فون کریں۔ ہم مدد کرنے کی پوری کوشش کریں گے۔ یہ ڈاکومنٹ درخواست کرنے پر بڑے حروف، بریل (بصارت سے محروم افراد کے لیے ابھرے ہوئے حروف) اور آڈیو ٹیپ پر بھی فراہم کیا جاسکتا ہے۔ برائے مہربانی مناسب وقت دیں تاکہ یہ ڈاکومنٹ مطلوبہ شکل میں فراہم کیا جاسکے۔

ইংরেজি যদি আপনার মাতৃভাষা না হয় এবং সেই কারণে যদি আপনার এই লেখাটি বুঝতে বা এর বিষয়ে কোন মন্তব্য করতে অস্ববিধা হয়, তাহলে দয়া করে কাউন্সিলের কর্পোরেট কমিউনিকেশন টিমের সঙ্গে 020 8207 2277 নম্বরে টেলিফোন করে যোগাযোগ করবেন। আমরা আপনাকে সাহায্য করার জন্য যথাসাধ্য চেষ্টা করব। অনুরোধ করলে এই লেখাটি বড় হরফে, ব্রেইলে এবং অডিও-টেপেও পাওয়া যাবে। আপনি ঠিক যে ভাবে লেখাটি চাইছেন সেইভাবে এটিকে প্রস্তুত করে আপনাদের দেবার জন্য আমাদের দয়া করে যথেষ্ট সময় দেবেন।

नेवर् ड्रवाठुं दिव दसडवैव ठुं सवखठ विंच नं दिम उे टिपटी वरन विंच उँवलीठ वटे विठुवि अंगुनी ड्रवाठुं पविस्ती ड्रवा ठरी व, ड्रं विरध वरने वठुमिल दे वरधवेठे सुषठा दल ठुं 0208 207 2277 उे संपवठ वठे अडे असी मवद वरन लई अपठी पुठी वमिम वरठो। ठिवेदठ वरन उे दिव दसडवैव वँडे पिट, वेठ अडे अठिठि-टैप विंच वी पेम वीउा नं सवठा व। विरध वरने मीठी गठे पुवठ विंच दसडवैव ठुं वुपलखठ वरवठुठ लई पवठपठ ममे दिठि।

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જો તમારી માતૃભાષા અંગ્રેજી ન હોવાને કારણે તમને આ પત્રિકાને સમજવામાં કે તેના વિશે વાત કરવામાં તકલીફ પડતી હોય તો 020 8207 2277 પર કાઉન્સિલની કોર્પોરેટ કમ્યુનિકેશન્સ ટીમને ફોન કરો અને અમે તમને મદદ કરવા માટે શક્ય તે ભઠા જ પ્રયત્નો કરીશું. આપ માંગણી કરશો તો આ પત્રિકા મોટા અક્ષરમાં, બ્રેઇલમાં કે ઓડિયો ટેપ પર ઉપલબ્ધ કરાવી શકાશે. મહેરબાની કરીને આપે માંગેલ સ્વરૂપમાં આ પત્રિકા ઉપલબ્ધ કરાવવા માટે અમને પૂરતો સમય આપો.

Ukoliko imate poteškoća u razumjevanju ovog dokumenta, jer engleski jezik nije vas maternji jezik, molimo vas da kontaktirate tim Council Corporate Communications na telefon 020 8207 2277 i mi ćemo učiniti sve da vam budemo od pomoći. Na vas zahtjev dokument je također dostupan u vidu publikacije, braila ili na audio traci U tom slučaju vas molimo da nam ostavite dovoljno vremena da pripremimo dokument u zahtjevanom formatu.

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This document forms part of the Hertsmere Planning and Design Guide. The full guide consists of this document and the following sections:

- Part A: Overview & Context
- Part B: Permitted Development
- Part C: Site Appraisal: Design and Access Statements
- Part D: Guidelines for Development.
- Part E: Guidelines for Residential Extensions and Alterations

The above sections can be obtained either individually or as a whole from the Hertsmere website (www.hertsmere.gov.uk) or by contacting the Planning Policy Team on 020 8207 227

Please note that the pictures in this SPD have not been drawn to scale and are therefore for indicative purposed only.

1. Introduction

- a. Shop fronts form an important part of any town, district or neighbourhood centre and a high quality, well-designed row of shop fronts can help to attract more visitors and consequently help maintain or improve the vitality and viability of Hertsmere's retail centres.
- b. Hertsmere's commercial centres contain a rich variety of building types and shop fronts with historic shop fronts often alongside more contemporary frontages. A significant number of buildings and parades in the main commercial centres such as Potters Bar and Borehamwood are included on the Borough's List of Locally Important Buildings. The improvement of shop fronts within these locally listed parades and buildings is a long-term priority for the Council.
- c. The purpose of this Supplementary Planning Document (SPD) is to provide information and advice to shopkeepers and business owners that are located within smaller shop units as opposed to large supermarkets located within large purpose built buildings, to help improve the quality of Hertsmere's retail centres. However, once adopted, this SPD will be used to determine planning applications for shop fronts within the borough.

i The term 'shop front' as defined in this SPD can relate to the front of retail shops, cafes, pubs, restaurants, estate agents, take-always or any Class A or other use occupying a former shop premises.

1.1. Policy Context

National policy

- a. PPS 1: *Delivering Sustainable Development* emphasises the need to deliver high quality and inclusive design in the built environment.
- b. PPS 4: *Planning for Sustainable Economic Growth* promotes the vitality and viability of town centres.
- c. PPS 5: *Planning for the Historic Environment* highlights the importance of maintaining the character of listed and protected buildings and conservation areas.
- d. PPG 19: *Outdoor Advertisement Control* notes that the purpose of the advertisement control system to ensure that outdoor advertisements contribute positively to the environment. Respect for local authority design guidance is also encouraged within this PPG.

Local Policy

- e. Core Strategy policy SP 1: *Creating Sustainable Development* (criterion iv) and CS 20: *Securing high quality design* both supports the encouragement of a high quality, well-designed built environment.
- f. Core Strategy policy CS 13: *Protection and Enhancement of Historic Assets* states that all development proposals should be sensitively designed to a high quality and not to cause harm to conservation areas and listed buildings.
- g. Local Plan policy D9: *Shop Fronts* states that development that is harmful to the street scene will not be permitted.
- h. Local Plan policy D10: *Advertisements* sets out the considerations regarding the location, illumination, size and type of advertisements including those located within and adjacent to conservation areas and listed buildings.
- i. Local Plan policy D11: *Blinds and Awnings* notes that blinds and awnings must relate architecturally to the buildings on which they are fitted.
- j. Local Plan policy D23: *Access for People with Disabilities* states that proposals for a change of use or alterations to a principle entrance, including new shop fronts, should also demonstrate adequate access for people with disabilities.
- k. Local Plan policy E13: *Listed Buildings – Alterations and Extensions* states that listed building consent will be refused for any works that harm its special architectural or historic character.
- l. Local Plan E18: *Buildings of Local Interest* gives locally listed buildings the same conservation standards as statutory listed buildings in so far as planning controls allow, meaning that development proposals should respect the appearance and character of a locally listed building.
- m. Local Plan Policy E30: *Conservation Areas – Shop fronts* supports the retention of shop fronts that are of architectural or historical interest.

2. General Principles of Good Shop Front Design.

- a. The council will support well-designed shop fronts that include the advice as set out within this SPD. Existing poorly designed shop fronts or advertisements will not be an acceptable reason to grant permission or advertisement consent for a new proposed poorly designed shop front or advertisement.

2.1 Elements of a Shop Front

- a. Well-designed shop fronts must take into account the interaction of all the different elements of the shop front during the design process.
- b. The different elements that make up a shop front are:
 - i. Entrance.
 - ii. Pilaster.
 - iii. Stall riser.
 - iv. Shop front window.
 - v. Fascia board and signage.
 - vi. Cornice.

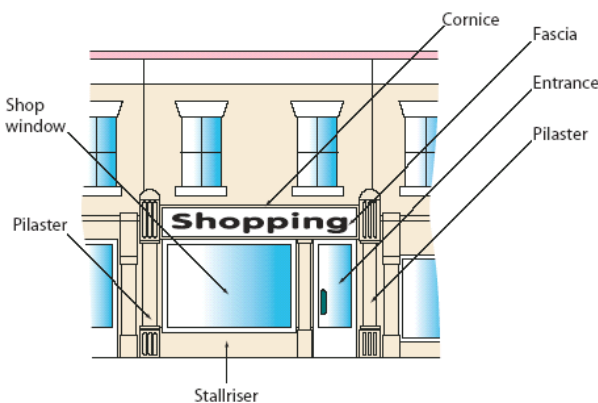


Figure 1: The elements that make up a shop front.

- c. Other factors that need to be taken into account are the colour, materials and proportion of the elements that make up a shop front within the immediate surroundings as these constitute the character of the surrounding area.

2.2 Shop Front Proportions

- a. One of the key reasons for the production of poorly designed shop fronts is the lack of consideration for the relationship between different elements of a shop front.

- b. Shop front fascia boards should not dominate the shop front. Fascia boards should fit neatly between the pilasters and should not overhang either the doorway or the windowsills / windows above, or project past the shop front surround.
- c. New, overly large fascia boards that do not respect the proportions of the original fascia board could have a negative impact on the street scene. In any case, the fascia board (or advertisement that is attached to them) should not normally be more than one fifth of the height of the entire shop front (including the fascia board itself).
- d. Fascia boards should be integrated within the fabric of the surrounding components of the shop front and should not be treated as an after thought.



Figure 2: A disproportionate fascia board.

- e. Stall risers that are an appropriate height improve the visual proportions of the shop fronts. Shop fronts that lack stall risers can appear squat and will not normally be permitted, especially where this would break up a run of shop fronts with stall risers.
- f. Much of Hertsmere's retail centres are characterised by a number of small shop units often within a larger building. It is important that the units are in proportion and relate well to the building above in terms of materials, character and appearance.



Figure 3: A shop front that does not respect the original building

- g. A shop front should still respect the building(s) on which it is sited where proposals to knock two units into one are acceptable. This may require that the two separate shop fronts are retained, especially where the newly formed singular unit runs across what were formerly two different shop fronts/units.

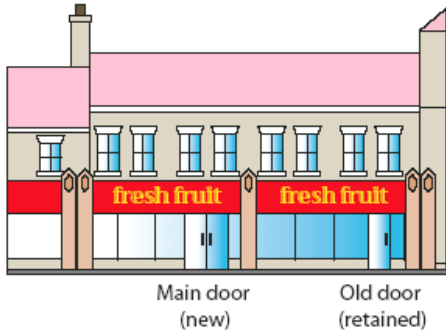


Figure 4: An example of the retention of two different shop fronts for one newly created unit.

- h. Columns, piers and pilasters and doorways should be placed at logical points within the shop front that take into account the position of the windows above.

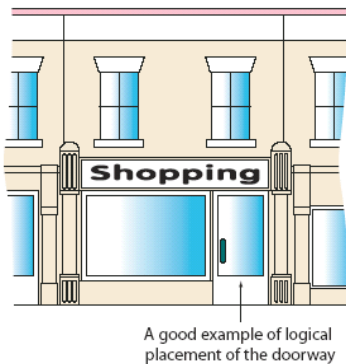


Figure 5: A good example of logical placement of the pilasters, piers and the doorway.

2.3 Blinds, Canopies and Awnings

- a. The council recognises that blinds, canopies and awnings are useful in providing protection for diners or for products within a shop that are sensitive to the weather (such as flowers in the sun).
- b. Where blinds, canopies or awnings are considered necessary, generally projection should be limited to a *maximum* of 1.2 metres depending on the width of the building and the highway (see paragraph h of this section) and character of the surrounding area.

- c. Blinds, canopies or awnings should be constructed out of an appropriate material. Cloth is often the most appropriate material.
- d. The colour should compliment the character of the surroundings. The use of stripes or patterns and bright colours will generally not be supported if it harms the character of the street scene.
- e. Lettering or logos are not necessary where the blind, canopy or awning does not obstruct the fascia board, which is the preferable location for new structures. Where an existing structure does obstruct the fascia board, the use of lettering and logos should be kept to a minimum.
- f. In any case, if the proposed blind, canopy or awning is considered to be detrimental to the character of the street scene due to inappropriate design or concealment of architectural features for example, then planning permission will normally be refused.
- g. Blinds, canopies or awnings must be retractable. They must retract into a blind box that does not project further forward than the fascia board, and as far as possible, be concealed. **Blind boxes** should not be sited above the fascia board, nor should they obscure any architectural features of the shop front.
- h. The highways authority will not allow blinds, canopies or awnings that have less than 2.6 metres clearance when measured from the pathway and less than 0.5 metres from the edge of the carriageway.
- i. Existing historical canopies in **conservation areas** or **listed buildings** should be retained and brought back into working order. If not required, they should be left in situ, together with their metal brackets, stays and winding gear.

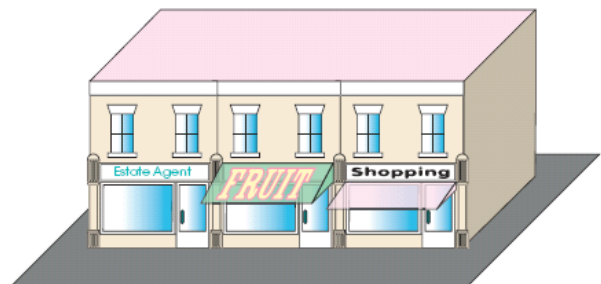


Figure 6: An example of an unacceptable blind (centre unit) and an acceptable blind (right hand unit)

3. Shop Fronts in Hertsmere’s Conservation Areas

- a. Shop fronts in Hertsmere’s conservation areas are expected to preserve or enhance the special character and appearance of the conservation area **in addition to** applying the general principles of good shop front design outlined in section 2 of this SPD.
- b. Conservation areas that currently include shops and/or commercial units are:
 - i. Bushey High Street Conservation Area.
 - ii. Shenley Conservation Area.
 - iii. Radlett North Conservation Area.
 - iv. Elstree Conservation Area.
 - v. The Lake Conservation Area.
- c. In line with local policy, shop fronts that are original to the building, or are not modern additions to the building, or contain original features or any other interesting architectural or historical features should be **retained**.
- d. Materials are a key consideration when determining if alterations to an existing shop front or a replacement new shop front preserve or enhance the characteristic of the conservation area.
- e. The use of uPVC or powder coated aluminium is usually not appropriate within a conservation area. Traditional materials such as timber and cast iron are usually acceptable.
- f. The use of colour will be more strictly controlled. It is not always possible to incorporate corporate colour schemes within a conservation area but it is often possible to successfully adapt corporate colour schemes to preserve the conservation area, by using more subdued and traditional colour tones.
- g. Traditional detailing on pilasters, stall risers and fascia boards will be encouraged.
- h. Large areas of glazing will not normally be permitted, as this is a more modern design feature.

ⓘ It is an offence to carry out any alterations or development works to a listed building without first gaining listed building consent.

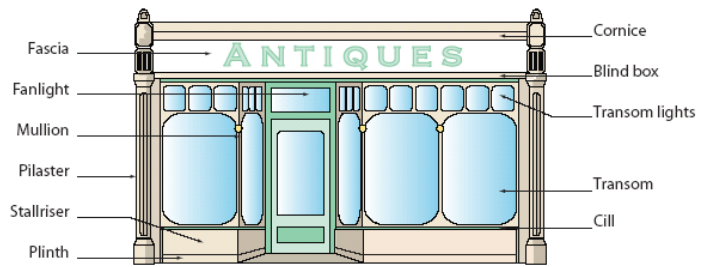


Figure 7: A traditional shop front. Note the detailing.

- i. The existence of more modern shop fronts within a conservation area will not be an appropriate reason for the grant of permission for new modern shop fronts. The replacement of existing modern shop fronts with more sensitively designed shop fronts within conservation areas is encouraged.

3.1 Listed and Locally Listed Buildings

- a. A Significant number of shop fronts are contained within locally listed parades and frontages in Borehamwood, Potters Bar, Bushey and Radlett. Where a shop front is included on Hertsmere’s Local List, it is important that works preserve or enhance the shop front.
- b. Particular attention will be given to the retention of existing shop fronts. This means that it will normally be more likely that repairs to the existing shop front will be required. Where the existing shop fronts are beyond repair a new replacement shop front may be acceptable.
- c. Where replacement shop fronts are necessary, they should, as far as possible, be like for like, where the original was of high quality. Any modern additions to a listed or locally listed building are likely to be refused.
- d. In any case, new, existing or replacement shop fronts will be expected to demonstrate design in keeping with the building, with the addition of character specific detailing and the use of traditional materials such as timber or cast iron.

ⓘ The List of Locally Important Buildings in Hertsmere can be found here: <http://www.hertsmere.gov.uk/planning/conservation/locallylistedbuildings.jsp>

4. Advertisements and Signage

- a. Advertisements and signage are key elements of a shop front but poor design can lead to an undue negative impact on the building and the surrounding area.
- b. Although many types of shop advertisements and signage do not require the express advertisement consent of the Council, it is still strongly encouraged that advertisements comply with the advice set out within this SPD.

ⓘ If you are unsure if your shop front advertisement requires Advertisement Consent from the council please check the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 or contact Hertsmere's duty planning officer.

4.1 General Principles

- a. In line with the guidance set out in 2.2 (b-d) shop front fascia boards should be **in proportion** with the building on which they are sited.
- b. The council recognises that a variety of different fascia boards on shop fronts can create visual interest within different centres. However, shop front fascias should be **broadly in proportion** to those of the surrounding shop fronts (please see figure 2).
- c. Fascia boards should be sited correctly below the windowsills of the units above and should not overhang the windows or doorways of the shop front on which it is sited.
- d. The use of **box signs** will only be considered acceptable on **modern buildings**. This is because box signs are a relatively modern creation and as such are not sensitive to the character of older buildings.

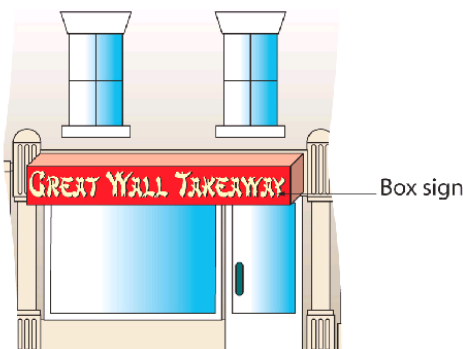


Figure 8: A box sign.

- e. The lettering should be in proportion to the fascia board or box sign on which it is located. Only essential information such as the unit name, number and address should be used. Too many words located on a fascia board can look untidy and can cause confusion to the public.



Figure 9: An example of a good fascia board advertisement.

- f. Advertisement **illumination** will normally only be **supported** in the town and district centres, rather than smaller neighbourhood retail centres.
- g. The use of internally illuminated individual characters or symbols or 'halo' lighting is considered to be acceptable as this reflects the suburban character of Hertsmere's town and district centres. Internally illuminated adverts where the background is fully illuminated will not normally be acceptable. In addition, the use of LED, neon or flashing/moving lights is also not acceptable. This is because these types of advertisements do not preserve the suburban character of Hertsmere's town and district shopping centres.
- h. The luminance of illuminated signs should not normally exceed the candela per square metre given in The Institution of Lighting Engineers Technical Report 'Brightness of Illuminated Advertisements' (TR05).
- i. The use of down lighters that are unobtrusive during the day is an acceptable way of illuminating fascia boards.
- j. The use of up lighters will not be an acceptable way to illuminate fascia boards. This is because of the associated light pollution that would likely occur. Therefore, the preference will be for down lighters where a source of external source of advertisement illumination is proposed.

- k. In any case, any form of fascia board advertisement illumination should ensure that the light source is shielded so that they are not directly visible to motorists using an adjacent highway due to the danger of glare on highway safety.
- l. The use of hanging signs over and above what is permitted through Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) will not be supported, unless they are in a conservation area (see 4.2 g-h as to why this is the case) as they can create a cluttered appearance to the centre.
- m. The use of temporary advertisements (such as estate agent ‘to let boards’) over and above what is permitted as deemed consent through Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) will not normally be supported.

4.2 A- Boards

- a. A – boards on a public highway are discouraged by Hertsmere Borough Council, although they are controlled by Hertfordshire County Council (HCC). It must be noted by HCC that a proliferation of these types of boards can cause a cluttered appearance within the street scene and disrupt pedestrian flow.

i Class 6 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) permits these types of advertisements boards (subject to conditions) on business forecourts.

4.3 Conservation Areas, Listed and Locally Listed Buildings

- a. The use of corporate advertisements and signage may not always be appropriate for shop fronts located within, or adjacent to, conservation areas, on or adjacent to listed or locally listed buildings for many reasons. One reason is because of the style of the lettering and materials but more commonly, because of the use of standardised corporate colours that is not in keeping with the special character of the conservation area.
- b. Many corporate images can be successfully adapted to suit the special character and appearance of the conservation area in which they are located without harming the recognition of the image and associated familiarity.
- c. Both corporate and independent shop front fascias and associated advertisements can be adapted by using **different materials** (such as wood instead of plastic) and more **subdued colour schemes** so they can be used in conservation area and near listed and locally listed buildings.



Figure 10: Original logo (left) and adapted logo in timber for the conservation area (right).

- d. All illuminated signs located within a conservation area, and on listed and locally listed buildings require Advertisement Consent. The use of **internally illuminated fascia boards and box signs** and **LED or neon lighting** will not normally preserve and enhance the character of the conservation area or the character and/or setting of listed or locally listed building and will normally be **refused Advertisement Consent**.
- e. Examples of the successful integration of the use of lighting include the use of sensitively designed halo lighting, provided that it does not harm the character of the building through its dominance.

- f. Box signs on shop fronts located within conservation areas and on listed and locally listed buildings will **not be permitted** for the reasons stated in 4.1 (d).
- g. Small hanging signs were historically used as adverts on shop fronts and sensitively designed hanging signs can enhance the conservation area and listed and locally listed building.
- h. Restrictions placed on shop fronts and advertisements within conservation areas and on listed and locally listed buildings ensure that the addition of small hangings signs would not impact the street scene in a conservation area in the same way that it would in any other location.
- i. Special attention should be given to the location of the hanging sign in relation to the building on which it is mounted and to the bracket detailing. Hanging signs should not normally be located above fascia level.
- j. Any new signage should not result in a proliferation of signs or advertisements on any one or group of buildings.

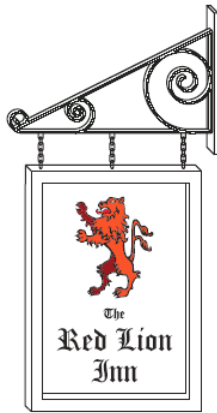


Figure 11: A hanging sign

- k. The use of temporary advertisements (such as estate agent 'to let boards') over and above what is permitted as deemed consent through Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) will not normally be supported.

5. Security

- a. Shop front security features, such as roller shutters and grilles *can* have a negative impact on the character and appearance of the building and the centre, especially where there is a mix of uses and opening hours (for example restaurants, pubs and shops).
- b. The components of shop front security features that need to be carefully considered at the design stage are:
 - i. Roller shutters.
 - ii. Roller shutter housing.
 - iii. Security and burglar alarms.

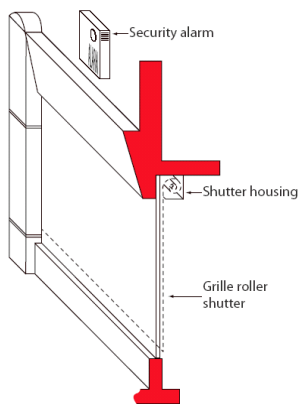


Figure 12: components of a typical shop front security system

- c. The installation of solid roller shutters within Hertsmere's shopping centres will not be supported.
- d. The use of both external and internal solid roller shutters creates blank frontages, which detract from the visual vibrancy of the centre during the daytime and can create a hostile environment during the evening. External solid roller shutters can also attract graffiti, thereby creating additional maintenance costs to shop owners.
- e. The installation of perforated grille roller shutters is a more acceptable alternative to solid roller shutters as a less visually intrusive feature in the street scene.
- f. Ideally, perforated grille roller shutters would be located internally either behind toughened or laminated glass. This option, in conjunction with low-level lighting within the shop or commercial unit serves to create a softer and ambient environment within the centre, especially during the evening.
- g. Where external grille roller shutters are installed, the housing case should be concealed.

- h. Externally sited grille roller shutters should only cover the shop front they are protecting. The fascia and pilasters should remain visible after the grille roller shutters have been extended.

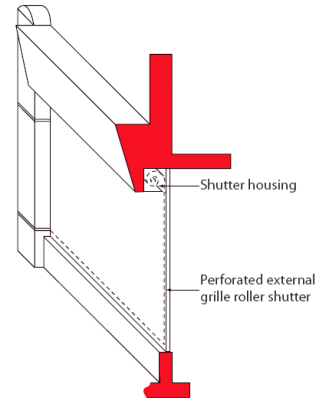


Figure 13: Perforated grille roller shutters

- i. In some cases grille roller shutters need not be installed at all. The use of toughened, laminated and/or security alarmed glass has the additional benefit of enabling internal CCTV cameras to be positioned to look outward.

ⓘ Planning permission will normally be required for the external security features that alter the buildings appearance with the exception of fire and burglar alarms.

5.1. Conservation Areas, Listed and Locally Listed Buildings

- a. Security systems on shop fronts that do not preserve or enhance the character of a conservation area, listed or locally listed building will normally be refused. It is advisable to contact English Heritage.
- b. The use of externally located solid roller shutters will normally be refused as they detract from the character and appearance of conservation areas, listed and locally listed buildings for the reasons stated in 5 (d). Alternative security options are outlined in paragraph 5 (e and f).
- c. The use of colours (e.g. luminous) or materials (e.g. polished aluminium) that are not in keeping with the character of the conservation area will normally be refused.

ⓘ You will need to apply for **Listed Building Consent** in addition to planning permission for any security features on listed buildings.

6. Accessibility

- a. The council supports and encourages the creation of more inclusive environments that are accessible to all. This means that ease of accessibility into shops or commercial buildings must be considered at an early stage in the process of improving/altering an existing or installing a new shop front.
- b. There are many different ways in which shop units in commercial buildings can be more accessible and inclusive. New shop fronts or extensive alterations to existing shop fronts that do not make reasonable provision (as per the Disability Discrimination Act 1995) for improved accessibility will not be permitted.
- c. Where possible, the entrance into a shop or commercial building should be level. Where a ramp is proposed, it should be no steeper than 1:20. It must be noted that not all people find ramps easy to negotiate. Therefore, the provision for both a ramp and steps should be made, where the entrance is wide enough.
- d. Entrances should be at least 1 metre in width for new commercial buildings and 0.775 metres in width for existing commercial buildings. The council will support proposals for door widths that surpass the minimum requirements (exceptions may occur for development within conservation areas and for listed and locally listed buildings, see section 6.1 for further guidance).
- e. Entrances should be easily identified for those with visual impairments. This means that the use of transparent doors should have some sort of contrasting feature in order to distinguish the opening.
- f. All manual opening doors should be able to be opened with minimal force.

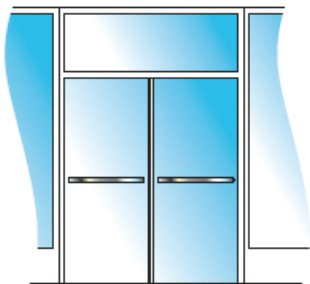


Figure 14: Use of visual contrast (handles) on a glazed door.

① *The Buildings Regulations (2000) Part M: Access to and Use of Buildings, 2004 edition provides detailed guidance.*

6.1 Conservation Areas, Listed and Locally Listed Buildings.

- a. It is possible to adapt shop units and commercial buildings to increase accessibility in conservation areas and listed and locally listed buildings without causing harm in most cases.
- b. Sensitively designed accessibility adaptations to shop fronts within conservation areas, or for listed and locally listed buildings will be encouraged.
- c. Lowering or raising the threshold area levels, using materials in-keeping with the street context and/or the building's characteristics to avoid unsightly ramps where possible, will be encouraged. External platform lifts should also be considered as an alternative to ramps.

① *If you require advice regarding improving accessibility in a conservation area, listed or locally listed building without harming the character, you can contact Hertsmere's conservation officers or English Heritage (for listed buildings only).*

7. Submitting a Planning Application

- a. This section of the Design Guide will assist you in submitting a complete planning application which will help to speed up the planning process, should you require planning permission, advertisement consent or listed building consent. The following sections relate to national validation requirements.
- b. It is important to note that the more information that is supplied within an application, the easier and sometimes quicker it is for officers to determine. If planning applications are submitted without all of the relevant information, it will be assessed as 'invalid' and you will be contacted to supply further information.

N.B For more information on application and validation requirements please visit www.hertsmere.gov.uk or call the duty officer on 0208 207 2277.

7.1 Full Planning Permission

- a. New shop fronts and alterations to existing shop fronts will normally require planning permission. Applications for full planning permission require the following:
 - i. A location plan at a scale of 1:1250 or 1:2500 with the application site outlined in red.
 - ii. A site plan at 1:500 or 1:200.
 - iii. Detailed existing and proposed elevations at a scale of 1:100 or 1:50. Details to include surrounding shop fronts in relation to the application shop front, distance from the road if the application proposed id for a blind, canopy or awning and please specify the colour and material.
 - iv. Proposed floor plans at a scale of 1:100 or 1:50.
 - v. Roof plans at a scale of 1:100 or 1:50 (especially where a blind, canopy or awning is proposed).
 - vi. A complete 1-app application form.
 - vii. The appropriate fee.

- b. The submission of a design and access statement that shows how you have considered this SPD and other design implications and an access statement to show how you have considered accessibility in terms of section 6 of this SPD is not a national requirement but is strongly encouraged by the council.

7.2 Advertisement Consent

- a. The Town and Country Planning (Control of Advertisement Regulation) 2007 details the type of advertisements that require 'deemed consent' whereby an application would not be required to be submitted and 'express consent' whereby an application for advertisement consent would be required to be submitted to the council for consideration.
- b. Where an application for advertisement consent is necessary, the following will also be required in addition to the requirements as set out in 7.1.a:
 - i. Advertisement drawing(s) (e.g. at a scale of 1:50 or 1:100) showing advertisement size, siting, materials and colours to be used, height above ground, extent of projection and details of the method and colour(s) of illumination, if applicable.

7.3 Listed Building Consent

- a. Alterations to shop fronts on listed buildings will require listed building consent **alongside** full planning permission.
- b. Applications for listed building consent are required to include criterion i - vii of section 7.1.a of this SPD. In addition, more detailed elevations and sections may be required as well as a Design and Access Statement, which is a national requirement.

ⓘ You can submit a planning application electronically through the planning portal website. However, if you wish to submit a paper copy you must provide the original components of the application and three additional copies.

8. Publications

- a. This Supplementary Planning Document has been informed by and refers to a number of publications. These publications can provide further assistance when considering an alteration or new shop front.

Local Government. Available from www.communities.gov.uk.

- c. *Disability Discrimination Act 1995 (as amended)*. Available from http://www.opsi.gov.uk/acts/acts1995/ukpga_19950050_en_1.

8.1 Government Policy

- a. *Planning Policy Statement 1: Delivering Sustainable Development*. (2005). Department of Communities and Local Government. Available from www.Communities.gov.uk.
- b. *PPS 4: Planning for Sustainable Economic Growth*. (2009). Department of Communities and Local Government. Available from www.Communities.gov.uk.
- c. *PPG 5: Planning for the Historic Environment*. (1994). Department of the Environment, Department of National Heritage. Available from www.Communities.gov.uk.
- d. *PPG 19: Outdoor Advertisement Control*. (1992). Department of the Environment. www.Communities.gov.uk.
- e. *The East of England Plan: The revision to the Revision to the Regional Spatial Strategy for the East of England*. (May 2008). Government Office for the East of England. Available from www.gos.gov.uk/goeast/.
- f. *Core Strategy (Hertsmere Local Development Framework Development plan Document)*. (Submission to the Secretary of State December 2008). Hertsmere Borough Council. Available from www.hertsmere.gov.uk.
- g. *Hertsmere Local Plan*. (Adopted 2003). Hertsmere Borough Council. Available from www.hertsmere.gov.uk.

8.2 Legislation

- a. *The Town and Country Planning (Control of Advertisements) (England) Regulations 2007*. (2007, number 783). Available from <http://www.opsi.gov.uk/>.
- b. *The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Communities and Local Government Circular 03/2007*. Department for Communities and

8.3 Hertsmere's Publications

- a. *Bushey High Street Conservation Area Appraisal (2008)*. Available from <http://www.hertsmere.gov.uk/planning/conservation/busheyhighstreetconservationareaconsultation.jsp>.
- b. *Radlett North Conservation Area Appraisal(2010) (Draft)* Available from <http://www.hertsmere.gov.uk/planning/conservation/RadlettNorthConservationArea.jsp>.
- c. *List of Locally Important Buildings in Hertsmere*. Available from <http://www.hertsmere.gov.uk/planning/conservation/locallylistedbuildings.jsp>.

8.4 Other Publications

- a. *Outdoor Advertisements and Signs: A guide for advertisers*. (2007). Department for Communities and Local Government. Available from www.communities.gov.uk.
- b. *Planning and Access for Disabled People: A good practice guide*. (2003). Department for Communities and Local Government. Available from www.communities.gov.uk.
- c. *The Validation of Planning Applications: Guidance for Local Planning Authorities* (2007). Department for Communities and Local Government. Available from www.communities.gov.uk.
- d. *Manual for Streets*. Department for Transport. (2007). Available from <http://www.dft.gov.uk/pgr/sustainable/manforstreets/>.
- f. *Brightness of Illuminated Advertisements (Technical Report Number 5)*. The Institution of Lighting Engineers. Available from www.ile.org.uk.