



INDIVIDUAL CABINET MEMBER AND OFFICER DELEGATED DECISIONS

WEDNESDAY, 7 MAY 2025

Please find enclosed Decision Notice in connection with the following:

ICMD32 Shopfronts and Advertisements Design Guide SPD (Pages 2 - 42)

Please note that this is subject to call-in.

Queries regarding these documents

Please contact Liz Bateson, Democratic Support - email ebateson@lancaster.gov.uk.

Democratic Support,
Town Hall,
Dalton Square,
Lancaster,
LA1 1PJ

Published on WEDNESDAY, 7 MAY 2025

**EXECUTIVE DECISIONS TAKEN BY CABINET PORTFOLIO HOLDER OR DELEGATED OFFICER
NOTICE OF DECISION**

TITLE OF DECISION: Shopfronts and Advertisements Design Guide SPD			
NAME OF DECISION TAKER:		COUNCILLOR SUE TYLDESLEY	
POSITION AND RESPONSIBILITY HELD:		CABINET MEMBER FOR PLANNING	
CONTACT OFFICER:		MEGAN HAINSWORTH, CONSERVATION OFFICER	
TELEPHONE:		01524 582576	
E-MAIL:		mhainsworth@lancaster.gov.uk	
Details of Decision: Approval for the progression of the draft Supplementary Planning Document to Regulation 12 stage public consultation, and adoption of the SPD following any necessary amendments to the draft SPD arising from consultation responses received.			
Reasons for the decision: The City Council have prepared this Supplementary Planning Document (SPD) to support the requirements of Policy DM21 of the Development Management Development Plan Document (adopted in 2025). Policy DM21 states that the Shopfronts and Advertisements SPD will be a material consideration in determining planning applications for new or altered shopfronts and advertisements. Given the SPD provides further detail on policy matters it is considered necessary for an Independent Cabinet Member Decision to approve its adoption.			
IS THE DECISION URGENT No			
I confirm that I have taken account of the options proposed by officers, the various implications set out in the report and the comments of the Monitoring and Section 151 Officers and am authorising the decision as set out above.			
SIGNATURE OF DECISION TAKER:		Councillor Sue Tyldesley	
DATE:		7.5.25	
<i>THIS SECTION TO BE COMPLETED BY DEMOCRATIC SERVICES</i>			REF NO.
			ICMD32
DATE DECISION TAKEN:	6.5.25	DATE RECEIVED BY DEMOCRATIC SERVICES:	7.5.25
DATE DECISION PUBLISHED:	7.5.25	IMPLEMENTATION DATE (publication day + 5 working days):	15.5.25



Shopfronts and Advertisements Design Guide Supplementary Planning Document

Individual Cabinet Member Decision

Report of Chief Officer – Planning and Climate Change

PURPOSE OF REPORT				
To advise of the preparation of a Draft Shopfronts and Advertisements Design Guide Supplementary Planning Document (SPD) and seek approval from the Cabinet Member for progression of the SPD through the statutory consultation process that is required prior to adoption of the SPD as a part of the suite of advice and guidance documents that supplement the adopted Local Plan.				
Key Decision		Non-Key Decision	X	Referral from Cabinet Member
Date of notice of forthcoming key decision				
This report is public				

RECOMMENDATIONS OF THE CHIEF OFFICER OF THE PLANNING AND CLIMATE CHANGE SERVICE

- (1) That the Cabinet Member approves the draft SPD for the purposes of advancing the document to the formal consultation process and delegates authority to the Service Manager – Planning and Housing Strategy to advance the draft SPD through the statutory Regulation 12 consultation processes.
- (2) Unless the response to the formal consultation results in a need to consider significant changes to the SPD it will be formally adopted as presented to the Cabinet Member (with potentially minor amendments). Should further consideration be needed to accommodate significant changes the SPD will be reported to the Cabinet Member again.

1.0 Introduction

- 1.1 The Local Plan sets out policies which seek to ensure that new shopfronts and advertisements in the district are of high design quality and appropriate to their townscape context. The draft SPD explains how these policies will be interpreted and provides guidance on the detail and criteria within policies.
- 1.2 The aim of the draft SPD is to provide guidance for prospective applicants and as a tool in decision making. To be afforded weight in decision making,

the draft SPD must follow statutory consultation procedures with the responses being considered and amendments made where necessary.

2.0 Proposal Details

- 2.1 The draft Shopfronts and Advertisements Design Guide SPD is a proposed update to the existing Shopfronts and Advertisements SPD (adopted in 2016). The document provides a series of design principles to be considered when installing or altering shopfronts and advertisements. The goal is to promote high quality, contextually sensitive designs, particularly in the district's Conservation Areas.
- 2.2 For an eight-week period between 20th July and 1st September 2023 the Council carried out public consultation on the draft SPD (Pre-Regulation 12 consultation). Full details of the consultation arrangements can be found in the Statement of Consultation. The aim was to gather feedback on the content of the SPD. Three responses were received: one in general support of the content of the SPD, and two making the suggestion that the SPD makes provisions to reduce the number of display boards in Lancaster city centre. These comments have been taken into account and the draft SPD amended accordingly.
- 2.3 It is now proposed to move forward with the draft document by undertaking a second consultation period (Regulation 12 consultation).

3.0 Details of Consultation

- 3.1 The formal process for preparing and adopting SPDs is set out in the Town and Country Planning (Local Planning) (England) Regulations 2012. The National Planning Policy Framework (NPPF), as updated in December 2024, defines SPDs as:

Documents which add further detail to the policies in the development plan. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design. Supplementary planning documents are capable of being a material consideration in planning decisions but are not part of the development plan.

- 3.2 SPDs relate to specific sites or specific planning issues. They are not subject to Independent Examination and do not have Development Plan status. However, SPDs are given due consideration within the decision-making process.
- 3.3 There is a three-stage process for the preparation of Supplementary Planning Documents, this includes:
 - Evidence gathering
 - The preparation and consultation of a draft SPD
 - The Adoption of the SPD
- 3.4 The evidence in respect of the policies in the Local Plan was gathered in the lead up to the drafting of policies.
- 3.5 Early engagement in the preparation of SPDs is encouraged. A stage of informal consultation has allowed stakeholders to comment on the content of the SPD, resulting in amendments to the draft.
- 3.6 In order to progress as an SPD, the Council must undertake a statutorily defined consultation process set out in the Town and Country Planning (Local Planning) (England) Regulations 2012, Regulation 12 Public Participation.

- 3.7 The consultation responses must then be considered, and any necessary amendments made to the draft SPD. The final SPD and a Consultation Statement will then be reported to Cabinet with a request that the SPD is adopted.

4.0 Options and Options Analysis (including risk assessment)

	Option 1: The Draft SPD is approved and progressed through the statutorily defined consultation/adoption process	Option 2: The Draft SPD is not approved and not taken through the statutorily defined consultation/adoption process
Advantages	<p>The consultation process will provide engagement with stakeholders and allow them to influence the content of the draft SPD.</p> <p>Consultation and appropriate consideration of the responses will ensure that the SPD can be afforded weight when determining planning applications.</p>	No advantages
Disadvantages	No disadvantages	Additional guidance about the criteria within planning policies will not be available for prospective applicants or as a decision making tool.
Risks	No risks	Progressing the draft SPD without the necessary consultation will reduce any weight which could be attached to it in the decision making process.

5.0 Officer Preferred Option (and comments)

- 5.1 The officer preferred option is option 1 – to progress the SPD through the statutorily defined consultation process. This would ensure that it can be afforded weight in decision making.

6.0 Conclusion

- 6.1 In conclusion, it is recommended that the draft SPD is progressed via a formal consultation process, which would allow stakeholders a further final opportunity to influence its content and ensure that by virtue of being advance through informal and formal consultation it can be afforded weight in planning decisions once adopted.

RELATIONSHIP TO POLICY FRAMEWORK

The Council Plan 2024-2027 includes *An Inclusive and Prosperous Local Economy* as one of its key principles. Ambition 2.4, *Investment and Regeneration* aims to secure investment

and regeneration across our district and encourage tourism and the promotion of our district as an attractive destination for leisure and culture. This SPD provides guidance to help secure the realisation of policy compliant shopfronts and advertisements. The objective of enabling appropriate and thoughtfully considered Shopfronts and Advertisements aligns with the Council Plan's objective; it will help maintain and enhance a visually and aesthetically pleasing townscape that in turn enhance the district's attractiveness as a destination for leisure and culture.

The SPD supports the implementation of Policy DM21 Advertisements and Shopfronts in the Council's adopted Local Plan. The Policy specifically states that Further guidance on both shopfront and advertisement design can be found in the 'Shopfronts and Advertisements' Supplementary Planning Document (SPD) which will be a material consideration in proposals of this nature. The updated SPD presented here will update the existing SPD that was adopted in 2016, this pre-dates the current Local Plan. Updating the SPD will help in maintaining its effectiveness.

CONCLUSION OF IMPACT ASSESSMENT

(including Health & Safety, Equality & Diversity, Human Rights, Community Safety, HR, Sustainability and Rural Proofing)

The report sets out options for proceeding with the formal stage of consultation on a draft SPD. None of the options have adverse impacts on the matters listed above. Legislation and guidance prescribe the processes for preparing and advancing an SPD including the necessary statutory stage of consultation.

LEGAL IMPLICATIONS

There are no legal implications directly arising from this report. Whichever option is agreed, the local planning authority will follow the regulatory process for advancing a Supplementary Planning Document.

FINANCIAL IMPLICATIONS

There are no financial implications directly arising from this report. The SPD provides only guidance on development proposals.

OTHER RESOURCE IMPLICATIONS

None directly rising from this report.

SECTION 151 OFFICER'S COMMENTS

The s151 Officer has been consulted and has no comments to make.

MONITORING OFFICER'S COMMENTS

The Monitoring Officer has been consulted and has no further comments to add.

BACKGROUND PAPERS

Draft Shopfronts and Advertisements Design Guide Supplementary Planning Document.

Contact Officer: Megan Hainsworth

Telephone: 01524 582576

E-mail: mhainsworth@lancaster.gov.uk

Ref:

A Local Plan for

Lancaster District

2020 – 2031

Plan period 2011 - 2031



**Shopfronts and Advertisements
Supplementary Planning Document
[Published May 2025]**

1.Introduction

Background

This document has been prepared by Lancaster City Council to supplement policy set out in Policy DM21 (Advertisements and Shopfronts) of the Development Management DPD to provide further guidance in relation to advertisements and shopfronts.

This Supplementary Planning Document (SPD) will assist anyone proposing to install, alter or replace a shopfront or advertisement anywhere within Lancaster district. This SPD applies not only to retail uses but also the following use types:

- Restaurants and Food & Drinks; and
- Financial and Professional Services

Developers are advised to discuss proposals for new shopfronts and advertisements in historic contexts with the City Council's Heritage and Design Team at an early stage. This will include premises within Conservation Areas or that are either designated or non-designated heritage assets.

Using this Guide

This document is intended to help guide you through the process of designing new or altered shopfronts and advertisements. It may be helpful to begin with the questions posed in section 4.1 when forming a broad idea of your proposal, before referring to sections 4.2 and 5.1 when finalising details. If the building or existing shopfront dates to the interwar period of 1918-1939, Appendix A provides a more specific approach.

2. Planning Context

Almost all proposals for new shopfronts, alterations to existing shopfronts and replacement shopfronts require **Planning Permission**. Alterations to Listed Buildings will additionally require **Listed Building Consent**.

Nearly all illuminated signs and many other signs will require **Advertisement Consent**. If you are proposing to erect an advertisement sign, you should check with Lancaster City Council's Development Management Team whether you need to apply to the Council for Advertisement Consent.

Some forms of advertisement are permitted for display without the Planning Authority's specific approval known as '**Deemed Consent**'. Guidance on those forms of advertisement that benefit from Deemed Consent is available in the Ministry for Housing, Communities and Local Government publication 'Outdoor Advertisements and Signs: A Guide for Advertisers' (June 2007).

National Planning Policy Framework (NPPF)

The *National Planning Policy Framework* (2024) [NPPF] is the overarching policy framework to which local authorities refer when determining planning applications. The NPPF places a presumption in favour of 'sustainable development.' According to the NPPF, '*[g]ood design is a key aspect of sustainable development, [it] creates better places in which to live and work and helps make development acceptable to communities.*'

Part 12 of the framework, 'Achieving well-designed places,' puts good design at the centre of decision-making when determining planning applications: '*The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve.*' It states that '*Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes.*' Design guides are therefore one way to help applicants understand how to fulfil these policy expectations at an early stage of the planning process.

The Local Plan

The Council's Local Plan (adopted 2025) contains policies which are of relevance to the design of shopfronts and advertising which should be read alongside this document. These include, but are not limited to:

- DM16 Town Centre Development
- DM17 Retail Frontages
- DM18 Local Centres
- DM21 Advertisements and Shopfronts
- DM29 Key Design Principles
- DM37 Development Affecting Listed Buildings
- DM38 Development Affecting Conservation Areas
- DM39 The Setting of Designated Heritage Assets
- DM41 Development Affecting Non-Designated Heritage or their Settings

For development in Carnforth, Policy CNDP E4 (Shopfront design) in the Carnforth Neighbourhood Development Plan and the accompanying Design Code should also be referred to.

3. The History of Shopfronts

In Britain, the origin of shops as we know them today can be traced to the medieval period, when the practice of buying and selling goods began to take on the more organised form of fairs and markets. The earliest shops were either simple market stalls, which could be opened on market day, or rooms on the ground floor of buildings surrounding the marketplace which could serve customers via open windows facing the street. Very few examples of these early shops have survived the development pressure on such prime commercial locations.

By the mid-17th century, the commonplace shop was established across the country, typically with its frontage occupying the full front elevation of a plot at ground floor level and a separate entrance to living accommodation which was situated above or at the rear of the shop. The frontages featured large open windows and timber 'stallboards' which could be lowered when the shop was open to form a counter. It was not until the 18th century that glazing was commonly introduced to the shopfront, as until this time it was prohibitively expensive.

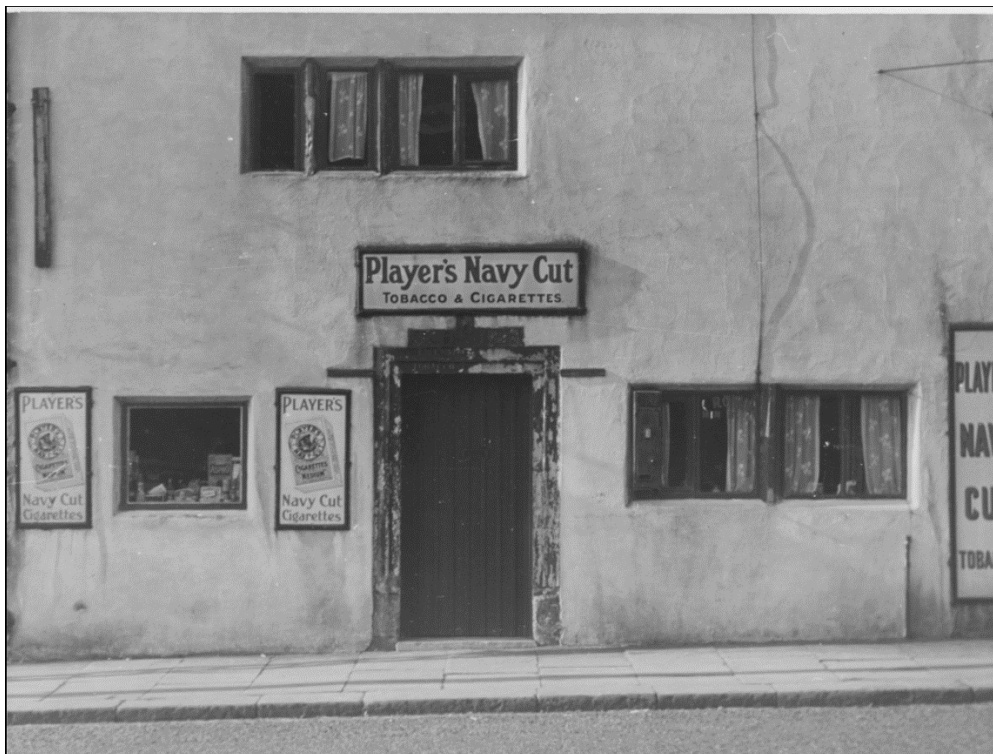
The new accessibility of glass to shop owners in the 18th century, combined with rapid industrial and urban expansion, saw a transition in the treatment of shopfronts, starting in London and spreading across the country to towns and cities such as Lancaster by the 19th century. Glazed shopfronts not only allowed more daylight for indoor shopping, but also provided an opportunity for retailers to advertise their products to passers-by. In hours of darkness retailers began to use artificial lighting to illuminate these displays, giving way to the consumerist spectacle of the high street which would be recognisable to a modern viewer.

The timber double-fronted shop with central customer entrance and fascia signage above prevailed until the early- to mid-20th century, when department stores such as Burton's, featuring large multi-storey areas of glazing, became a common feature of town centres. While some smaller premises continued to install traditional shop frontages, in this period architectural and design movements such as Art Nouveau and Art Deco began to have widespread influence over shopfront design (see Appendix A for further information). From the mid-20th century onwards, retail premises have varied widely in scale, form, style and material palette, resulting in the eclectic street scenes which now characterise towns and cities across the country.



Shops on Market Street, Carnforth (Early 1900s)

© Lancashire County Council Red Rose Collections



Shopfronts come in all shapes and sizes, and often have to adapt to the host building. A 17th century house in use as a shop in Golgotha Village, Lancaster (1930s)

© Lancashire County Council Red Rose Collections



**Georgian
shopfront on St
Leonard's Gate,
Lancaster
(c.1920)**

© Lancashire County
Council Red Rose
Collections

4. The Design of Shopfronts

4.1 Principles for shopfront design

Principle 1: Understanding the context of the street

Alterations to shopfronts should be considered in relation to the context of the street.

Think about the following:

- How old is the street? What do you think its original occupants were like?
- What are the proportions of the street? Is it narrow or wide? Densely or sparsely built? How wide or tall are the buildings?
- What is the rhythm of the street and how would a new shopfront or alterations to an existing shopfront impact it?
- Does the shop occupy more than one building? If so, how can the appearance of two buildings be retained or restored?
- Is the street uniform in its character or are the buildings more eclectic, having developed over different periods and with different architectural styles?
- Is there an opportunity for shop owners to work cooperatively to rationalise the design of the street and create an overall visual harmony?



The buildings on the south side of Market Street in Carnforth are uniform and sweep upwards forming a distinctive streetscape. The buildings date to the late 19th century and are of three storeys and two bays with sash windows to the upper floors and shopfronts below. A regular rhythm is formed by the evenly spaced shop pilasters as they rise up the hill.

Principle 2: Understanding the context of the building

When designing new shopfronts or altering an existing shopfront, consideration should be given to the context of the whole building frontage.

Think about the following:

- What are the proportions of the building? What scale of alteration can it comfortably accommodate?
- What is the relationship between the ground floor shopfront and the floors above? If there is a disconnection or the upper floors appear to be unsupported, are their opportunities to introduce visual ties such as pilasters or columns? Where do the windows of the upper floors sit in comparison to those of the shopfront?
- What is the age of the building? If there is an existing shopfront, what is the age and style of the shopfront?
- What do you think the original status of the building was? How does this compare to its neighbours?
- Which materials and colours sit comfortably?



Shopfronts on this building in Carnforth correspond to the layout of windows on the upper floors. Divisions are provided by cornices and pilasters.

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Principle 3: Enhancing architectural and historic interest

The commercial centres of towns usually form the historic core of the settlement. These areas are often part of a designated Conservation Area where there is a requirement under planning legislation to preserve or enhance the character and appearance of these areas of special architectural and historic interest.

Think about the following:

- Is there an existing shopfront? What is its age and state of repair? Does it respond the principles 1 and 2 of this document?
- Are there any historic features? How can removing or covering them be avoided? Are there any features which have previously been covered and could be reinstated? Are there any historic photographs which reveal further information?
- Are there any more recent features which do not fit with principles 1 and 2 of this document? Could they be removed or changed in some way?
- What materials and colours sit comfortably? How can the choice of materials reflect the design, status and period of the building?



This timber shopfront on Penny Street in Lancaster likely dates to the late 19th or early 20th century. Its slender mullions and transoms, panelled stallriser and tiled lobby have survived. There is a large modern fascia which might have been laid over the original slim timber fascia and cornice.

Principle 4: Designing sustainably

By working with quality materials, careful detailing and a high standard of craftsmanship, a more robust design will be achieved resulting in shop fronts with a longer life span that require less maintenance and/or replacement. When specifying and sourcing materials consideration should be given to their durability, and to certification to ensure they are from renewable sources.

Think about the following:

- Where will the shopfront be located? Is this an exposed or coastal location? Is it sheltered? How does the design need to take this into account?
- How can you ensure that the shopfront remains in good condition?
- What is the longevity of the chosen materials? What is their embodied carbon? Are they sustainably sourced?
- How will materials and finishes weather or patinate?

Principle 5: Improving accessibility

Equal access for people with impaired mobility, learning difficulties, visual and hearing impairments and customers with pushchairs and small children should form a basic principle for the design of any shopfronts. It is a requirement under the Equality Act 2010 and the Building Regulations *Approved Document M: Access to and use of buildings (2021)* to provide reasonable provisions to ensure that buildings are accessible and usable.

Think about the following:

- How accessible will the shop be from the street? Is the signage clear, concise and easy to read? Will there be street clutter or pavement signs around the door which may impede accessibility? Is there a level threshold from the street allowing easy entrance for wheelchairs and pushchairs? If not, is a ramp a possibility?
- Are the entrance doors wide enough for wheelchairs to pass through?
- If the building is historic, what are the limitations to providing accessibility? Can alternative forms of access be arranged which would allow the building's special interest to be maintained?
- Do you need to carry out an access audit?

Principle 6: Improving shopfront security through good design

Security should be viewed as a fundamental part of the design process and not as a last minute add on. Good design can improve shop front security in a variety of ways.

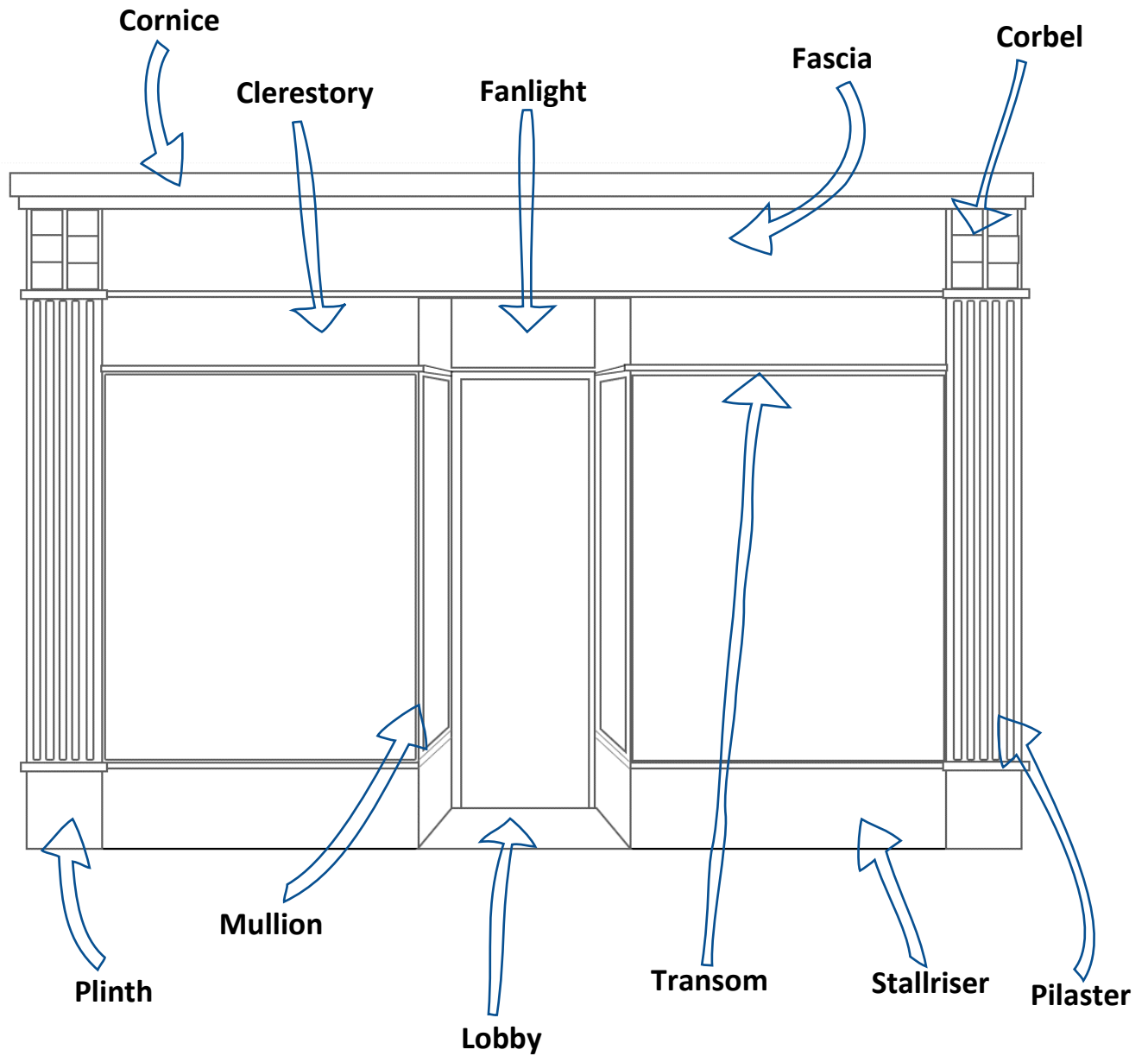
Think about the following:

- What are the security requirements of the premises? If there is an existing shopfront, what are its limitations and how can security be improved? If you are designing a new shopfront, how can security measures be incorporated?
- How much glass is there? Are they historic windows? Is security or toughened glass an option?
- Is a shutter or grille necessary? Where will this be housed? How can vandalism be discouraged? Is a removable option or see-through grille a possibility?



The timber detailing on this Art Nouveau shopfront in Lancaster is left unaffected by security shutters or grilles.

4.2 Typical features of a shopfront



Fascias

The **fascia** normally contains the signage and runs horizontally above the shop window to define it from the building above.

Modern fascias are often too deep and over-emphasise this horizontal element, which can break up the rhythm of the street. Many retail chains have standardised box and board fascia signs that are pre-designed and don't relate to the design of the individual building or shop front. These should be avoided and be re-designed to better reflect their immediate context (Principle 1 & 2).

Design guidelines:

- **Fascias should be kept as simple as possible and should form an integral part of the overall design. They should not be superimposed onto existing fascias.**
- **The depth of the fascia should be in proportion with the building and the shopfront. They should sit well below the window cills of the first floor and not encroach or overlap with the upper floors. Fascias should not be used to cover false ceilings.**
- **The width of the fascia should be in proportion to the building and the shopfront. One single fascia should not extend beyond the shopfront or extend over party walls. Where there is a double-width shopfront or a retail unit extends into two buildings, the fascia should be defined and broken up vertically by pilasters and, where appropriate, corbels.**
- **The materials of the fascia should relate to the style and detailing of the existing building.**

Cornices, Corbels and Pilasters

A **cornice** is the continuous horizontal projection over the fascia, which helps shed water from the building and in some instances houses a blind box. Traditionally constructed shopfronts will have lead flashing above the cornice and sometimes architectural detailing such as dentilation.

Corbels (also known as consoles) and **pilasters** are used to define the extent of the shopfront and differentiate between adjoining shops and buildings. Where there is a double-width shopfront, corbels and pilasters should be used to break up the horizontal emphasis of the shopfronts which would otherwise create a visual disconnection between the ground floor and upper floors. The **plinth** is the base of the pilaster and will usually be of a plain design.

Pilasters, corbels and plinths in traditional shopfronts often have decorative timberwork such as fluting or moulding and this should be retained or reinstated in existing traditional shopfronts.

Design guidelines:

- Cornices can be incorporated into any shopfront design (whether modern or traditional) and should be detailed so as to allow water to shed away from the building.
- Pilasters, corbels and plinths should always be included in traditional designs for shopfronts and should be of adequate size to provide visual support for the upper floors
- Pilasters provide visual support and rhythm to the street and may be incorporated into traditional shopfront designs. Where this is not appropriate, alternatives such as masonry piers or modern vertical columns may be used.
- The placement of pilasters should relate to the arrangement of windows in the upper floors, so as to create a vertical visual connection between the upper and ground floors.
- Plinths should be of robust materials such as masonry in order to withstand deterioration due to impact, road salt and water ingress.



Cornices and pilasters are an opportunity to introduce detail and to frame the shopfront, as in this example.

Stallrisers

The **stallriser** is the solid base to the shop window and provides balance to the proportions of the shopfront and also can protect the shopfront from damage or rainwater from the street level. There are a range of materials used for stallrisers, often depending on the style and period of the building and shopfront. For example, stone, timber panels, tile or marble have been used.

Traditional shops with suspended timber flooring may also have decorative metal ventilation grilles within the stallrisers and these should be retained to ensure that appropriate ventilation to the building is maintained.

Design guidelines:

- **Stallrisers should be used for the design of both traditional and modern shopfronts as they provide a visual connection to the ground floor**
- **Stallrisers in traditional shopfronts should at least be the same height of the fascia and can be taller. The height of the stallriser often relates to the nature of the goods historically on sale: historic research may inform design decisions.**
- **Stallrisers should be constructed in a suitable material to the style of the building and the street e.g. timber panels, stone, brick, terracotta, tile or marble**
- **Existing metal ventilation grilles should be retained wherever possible and cleared so they can function in providing ventilation to the building**

Windows

The window is an integral part of the shopfront, used to display goods and services. Traditional shop windows are comprised of windowpanes subdivided by **mullions** (vertical bars) and **transoms** (horizontal bars) which provide structural support for the glass. As well as structural support, the mullions provide visual support with the upper floors and when aligned with the windows above they can create symmetry with the rest of the building. Comprehensive design is required to the glazing element of the shopfront with consideration given to the use of the building.

Traditional shops will usually have a **fanlight** above the entrance door, typically rectangular or square glazing set into a timber frame. The glass may be plain or decorative with stained or etched glass, usually as part of a wider scheme for the shopfront. Some fanlights are bottom-hinged to open inwards, allowing ventilation into the shop.

Design guidelines:

- The materials used for the shop window framing should relate to the design and style of the building
- Mullions should be used to vertically subdivide the glazing and should relate to the design of the rest of the building. Where increased security is necessary, mullions and transoms can be strengthened with reinforcing steel.
- Where there is a suspended ceiling internally, transoms and opaque glazing on the shopfront should be used to hide the ceiling
- Where there is a fanlight it should not be blocked up or painted over
- Where ventilation is required, opening fanlights and transom windows should be designed to tilt-in

Doors and lobbies

The entrance to the shop is the key focal point and with regard to **Principle 5 (Improving Accessibility)**, it is the part of the shopfront that is most susceptible to change. Reasonable access needs to be provided either through level or ramped access from the street in compliance with Part M of the Building Regulations. However, consideration still needs to be given to the design in relation to the style of the building.

The placement of the door and threshold should relate to the rhythm and style of the building; it may relate to the arrangement of windows above to create symmetry. With many traditional shopfronts, the door is centrally placed and is usually recessed with a tiled or mosaic **lobby** entrance. Often a separate entrance is required to access the upper floors and this is usually set to one side of the shopfront.



Many lobbies in the district feature decorative mosaics which provide visual interest and occasionally advertise a historic business. These should be retained wherever possible.

Design guidelines:

- **Doors and thresholds should provide level or ramped access from the street level and comply with Part M of the Building Regulations with regard to opening widths.**
- **Materials should be non-slip and provide clear visibility**
- **Consideration should be given to the retention of historic detailing, such as decorative mosaics**
- **Lobbies should be retained where they exist and reinstated where they have been made flush in order to maintain the rhythm of projections and recesses along the street.**

Blinds, Canopies and Awnings

A blind or **awning** offers protection from the sun or rain for both shopfront and shoppers. They were in widespread use from the mid-19th century until the 1950s, and were usually integrated into the shopfront architecture so that they were neatly accommodated when not in use.

Design guidelines:

- **Awnings should be designed to be retractable so that they are only pulled out when needed and housed in blind-boxes when not needed.**
- **If an awning or canopy is planned, this should be designed from an early stage so that a blind box does not need to be retrofitted, which can sometimes appear clumsy, particularly if located above the cornice.**
- **Where there is an existing blind box consideration should be given to restoring the mechanism. New blind cloths should be of non-reflective and durable fabric.**
- **Where an awning cannot be comfortably accommodated, multiple window blinds may be a reasonable option.**
- **Dutch canopies will be discouraged.**

5. The Design of Advertisements

Advertisements allow businesses to display their name and goods or services offered and seek to provide a positive impression to potential customers. Well-designed signage is key to putting across a message of quality and trustworthiness. It is important that the nature and placement of all signs and advertisements is carefully considered in relation to the context of the shopfront building and street.



A business on New Street in Lancaster boasts an unusual symbol sign denoting a toy shop.

It is listed at Grade II.

5.1 Typical advertisement types

Fascia signs and lettering

Fascia signage is the principal advertising opportunity for a business, and care should be taken over its design, colour scheme and typography.

Design guidelines:

- **Fascia signage should convey the name and nature of the business without detracting from the appearance of the shop front or the building. Simply stating the name of the business is usually all that is needed to provide a clear and effective sign.**
- **Fascia signage on historic buildings should be either sign written or consist of individually applied letters on risers. Box signs and applied fascia boards should be avoided.**
- **Lettering should be in proportion with the sign and be easily contained within the fascia, while allowing for a reasonable margin of empty space above and below.**

Projecting and hanging signs

Well designed hanging signs can add visual interest and help convey the nature and quality of the business.

Design guidelines:

- **There should be no more than one projecting or hanging sign per shop front.**
- **Signs should normally be located to one side of the shop front and no higher than the first floor cill. Signs positioned in the centre may potentially be located higher.**
- **Signs should not be affixed to any existing historic or architectural feature.**
- **Hanging signs should be in a style and colour which coordinates with that of the shop front.**
- **Proposals for well designed symbol signs indicating the trade or nature of the business will be acceptable.**
- **All signs should adhere to the minimum clearance requirements of 2.5m between the base of the sign and the pavement, and 600mm between any part of the sign and the kerb edge.**

Illumination

Illuminated signs will often require consent from the Council, and can make a positive contribution to the appearance of the streetscape at night, as well as improving safety for pedestrians, where well designed.

Design guidelines:

- **Lighting should not be excessive or contribute to visual clutter, excess energy consumption or light spillage. Where possible, illumination should**

be incorporated into the design of the shop front. Light fittings must be designed to be unobtrusive and illuminate fascia and lettering only.

- **Internally illuminated box signs will not be permitted in the Conservation Area or on listed buildings.**

Window advertisements and wall signs

Other types of advertisement such as window and wall banners may be appropriate in some circumstances, such as when advertising an event on a temporary basis.

Design guidelines:

- **Banner and poster signs should be generally avoided. Where they are necessary on a temporary basis they may be located as part of a shop display and should be set as far back from the window as practicable.**
- **Upper floor windows should not be used to increase the advertising space for the business occupying the ground floor.**
- **Completely obscuring windows through the application of vinyl film or similar is discouraged.**

Appendix A. Interwar Shopfronts

What is Moderne, or 'Art Deco'?

In the years following the end of the First World War, Western visual arts saw radical change. Architectural Modernism emerged in Western Europe and Russia as architects increasingly pursued truth to their modern materials and functions. While the intellectualism of Modernism in its various guises dominated in entries to international competitions and the pages of architectural periodicals, the 'style moderne' (or 'Art Deco,' after the Exposition Internationale of 1925) was its cousin in visual design, which spoke to the hedonism, glamour and youth culture of the 'roaring twenties.' While in Britain Art Deco did not gain widespread traction as it did in mainland Europe and the United States, this moment in visual culture was nonetheless manifested in specific contexts, namely commercial and leisure. This meant that the style was ubiquitous in the popular seaside resorts such as Morecambe, and commonplace on the high streets of fashionable towns and cities.

Art Deco was an architecture of opulence and abundance which reflected the conspicuous consumption of the interwar years. Art Deco designs were dominated by sleek, glossy and streamlined profiles, complemented by reflective materials. Following Howard Carter's discovery of the Tomb of Tutankhamun in 1922, Egyptomania gripped the imagination of the public, and highly stylised 'Egyptian' motifs, such as geometric patternwork and pyramidal parapets, made their way into Art Deco products and buildings. Signature characteristics of Art Deco include geometric shapes and angular corners broken up by ornamental motifs. Entrances are often extravagant, roofs tend to be flat and windows can be made up of continuous bands of glass. Common motifs also included the 'sunburst' pattern, zig-zags, and asymmetric glazing.



Shopfront for a new branch of the Lancaster and District Co-operative Society (1930s)

© British Newspaper Archive

Art Deco Shopfronts

In the 1920s, retailing practices changed as the rise of consumerism saw ordinary people spending money on a wider variety of non-essential goods. The customer's ability to make a selection from a wide array of products, and to follow the latest fashions, became paramount concerns.

Following the Exposition Internationale of 1925, the new style moderne was adopted in the small shops of Paris. These had shiny glass-covered interiors with opulent colour schemes featuring green, black and gold. Their windows were treated as exhibitions of the brand (a novel approach). They were considered the height of fashion and began to be copied elsewhere. Accordingly, shop traders back in Britain began to value display space more than ever before. Shop windows became ever larger, encouraging window shopping and allowing for creativity of shop window dressing. Newly available plate glass and steel joists – enabled large expanses of unbroken display window. Gas lighting was being replaced by electricity, which, without a naked flame, could be used within the actual window with much reduced condensation. The transom window, previously of stained or frosted glass, could now be used to hide the wires etc. beneath suspended ceilings.

Sunburst patterns and asymmetric glazing are typical of Art Deco shop frontages – particularly as they were an easy and inexpensive way for a shop owner to upgrade their building and appear modern. Vertical emphasis was common, and some older buildings had newly refurbished front elevations with tall vertical windows or 'fins' installed. Materials such as faience, terrazzo, granite and Vitrolite were used to create sleek, glossy, minimalist finishes.

New materials came into use which gave the glossy finish of marble without requiring expensive craftsmanship. Vitrolite was the most important of these, classified as an opaque silica wall lining, which could be bent, bevelled or drilled. Impervious and easily cleaned, it was much used for the internal walls of hospitals during the early 1920s, but by 1925 was beginning to be used for shop fascias. In that year, it was first made in jade green, which was a popular colour at the time through its associations with Aztec art objects in Brazilian onyx.

Block or box letters were directly applied to a smooth fascia. Many were of painted wood or stainless steel. Lettering was often arranged in a typographical manner, either in distinct blocks or as upright columns of letters.

Key Characteristics – What to look out for

- Clean, smooth and glossy facades without cornices, brackets or mouldings, and with frameless glazing
- Zig-zag arcade entrances - the splayed windows cut down reflection - and island show-cases with faceted sides
- Egyptian style decorations and geometric designs, such as the sun-ray motif or lightning bolts, on door panels, ventilation grilles and transom lights
- Use of chrome, granite, marble or Vitrolite
- Colour schemes which are variations on black, grey, white, gold, silver and green

Risks and Vulnerabilities

Throughout history, shopfronts have been subject to constant flux as retailers undertake successive rebranding measures in order to meet demands of current market trends. While Victorian shopfronts are often robust enough to withstand some degree of intervention while retaining their integrity, interwar shops tend to be extremely sensitive to inappropriate alterations. Their minimalist style means that the overall architectural composition is easily compromised, for example through alterations to signage, entrances and windows.

Some surviving shopfronts in Morecambe have been overlaid by large fascia boards and cladding. Examples include Bay Beds (35 Queen Street); The Warehouse (13 Queen Street); 21 Pedder Street; Bays Bikes (231-233 Marine Road Central), Brew Me Sunshine (Victoria Street); Clark St garage (Tyson's Antiques), and Black Thai (Ground Floor of the former Crescent Café on Marine Road Central).

LANCASTER
GIVES GREAT WELCOME TO
MR. WEAVER

Mr. Weaver, who directs the Weaver to Wearer organisation. The new shop in Lancaster has caused quite a sensation, and Mr. Weaver tells you why.

PUBLIC
MAKE A BEE LINE
FOR NEW TAILORING VALUES!

LANCASTER men were not slow to take advantage of these super suit values. From an early hour on opening day the shop was besieged by interested throngs, who were obviously delighted with the value offered.

Messrs. Weaver to Wearer's new branch at 12, Penny Street, Lancaster

This extract from the Lancaster Guardian of 1937 advertises new, modern shop premises on Penny Street . © British Newspaper Archive



Top: Chrome
Lettering
(1930),
Bottom:
Timber
Lettering on
opaque glass
and chrome
background
(1930)



Principles for Alterations to Art Deco Shopfronts

Principle 1. Treat the shopfront as a whole

Composition and clean lines are key. This is all about a sleek, flawless appearance. Projecting signs and fascia boards, while seemingly small details, can affect this.

Principle 2. Attention to detail

Architects and shopfitters paid attention to even the tiniest details such as door furniture, light fittings and ventilation grilles. Consider how these elements of your shopfront complement the whole.

Principle 3. Get rid of your fascia boards!

Art Deco shopfronts were usually designed to be flush, meaning that overlaid fascia boards can be damaging to their significance. Consider how the fascia board fits into the shopfront as a whole - is it possible to dispense with it altogether?

Principle 4. Attention to materials

Glossy, glamorous appearing materials are key. They need not be expensive but should be well considered. Unfortunately, Vitrolite is no longer widely available. Consider if the effect can be achieved with alternative materials. The completeness of the shopfront might mean that the benefit of replacing the whole outweighs repair or replacement of single sections of damaged Vitrolite.

Principle 5. Experiment with lettering

Like everything else in an Art Deco design, the signage and lettering should be considered as part of the whole. The 1920s and 30s saw a great deal of experimentation with typography, and modern sans serif fonts with bold downstrokes and thin crossbars were popular. Consider your choice of lettering carefully – calligraphic and overly decorative fonts will not be appropriate. Cut-out, incised, or mounted individual letters will usually work better than standard fascia board signage. This can be achieved in a variety of materials.

Examples of typefaces suitable for Art Deco shopfronts and advertisements:

Gill Sans

Bahnschrift

**British
Rail**

Gadugi

Haettensweiler

**Century
Gothic**

A Local Plan for

Lancaster District

2020 – 2031

Plan period 2011 - 2031



**Statement of Consultation Shopfronts and
Advertisements Supplementary Planning
Document
[Published February 2025]**

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1. Introduction

- 1.1 The Consultation Statement has been prepared in accordance with Regulation 12 of the Town and Country Planning (Local Development) (England) (Amendment) Regulations 2012. The Consultation Statement sets out how the Council considers it has fulfilled its duty to consult and engage with the stakeholders in the preparation of a Viability Protocol Supplementary Planning Document (SPD).
- 1.2 Supplementary Planning Documents (SPDs) relate to specific sites or specific planning issues. Unlike Development Plan Documents, they are not subject to Independent Examination and do not have Development Plan status. However, SPDs are given due consideration within the decision-making process and provide more detailed advice and guidance on policies in the adopted local plan.

2. Purpose of this document

- 2.1 This Consultation Statement provides a summary of the stages of engagement and consultation which the Council has undertaken to inform the preparation of the SPD.
- 2.2 The Consultation Statement outlines:
 - Section 3: Who we consulted
 - Section 4: What we consulted on
 - Section 5: How we have engaged
 - Section 6: What issues were raised at the pre-Regulation 12 consultation stage and how the issues have been addressed

3. Who we consulted

- 3.1 The Council has sought to engage with the widest range of individuals, communities, organisations and stakeholders who may hold an interest in, or may be affected by the content of the SPD and make clear:
 - The purpose of the SPD, the process of preparing it and how and when they may be affected.
 - How and when they can comment on and get involved and what they can and can't influence.
 - How and when their comments will be taken into account by the Council; and
 - The remaining stages in preparing of the SPD and further opportunities to comment.
- 3.2 The Statement of Community Involvement (SCI) was reviewed and adopted in January 2019 and reflects the 2012 Regulations. Temporary COVID-19 and social distancing related updates were made in June 2020. The SCI sets out the Council's approach to engaging in preparing planning document and in considering planning applications. It identifies who we engage with. The table below is not exhaustive and is amended or added to as required.
- 3.3 In addition to the organisations set out in the table below, the Council also consulted with the general public, all Council Members, agents, developers, education establishments, 3rd sector and local businesses who sign up to the Council's Planning Consultation Database.

Who we consulted	
Specific Bodies	
The Coal Authority	
The Environment Agency	
Historic England (Historic Buildings and Monuments Commission for England)	
Marine Management Organisation	
Natural England	
Office of Rail and Road (now called Office of Rail Regulation)	
Highways England	
Homes England	
Adjoining Local Planning Authorities	Barrow Council Craven District Council Lake District National Park Authority Ribble Valley Borough Council South Lakeland District Council Wyre Borough Council Yorkshire Dales National Park Authority
Area of Outstanding Beauty	Arnsdale and Silverdale AONB Forest of Bowland AONB
County Council	Cumbria County Council (+ libraries in the Lancaster District) Lancashire County Council
Parish Councils	
Lancaster City Councillors	
Local policing body	Lancashire Police and Crime Commissioner Lancashire Constabulary
Relevant telecommunications companies	PO Broadband, BT Openreach, Vodophone, O2, EE
Primary Care Trust or successor body	Clinical Commissioning Group
Relevant electricity and gas companies	National Grid (Electricity) National Grid (Gas) Electricity North West E.on British Gas
Relevant water and sewerage companies	United Utilities
Others	Members of public Developer / Agents Landowners Businesses 3 rd Sector Advocate groups Educational establishments Government organisations (NHS)

4. What we consulted on

Pre-Regulation 12 Consultation 20th July-1st September 2023

- 4.1 For an eight-week period between 20th July and 1st September 2023 the Council carried out public consultation on the draft SPD.

Shopfronts and Advertisements Supplementary Planning Document Consultation

- 4.2 The aim was to carry out consultation with stakeholders and provide an opportunity for comments on the draft SPD. The aim was to gather feedback on the content of the SPD and how this may be amended to better address the way in which viability assessments in respect of planning applications can be dealt with.
- 4.3 Two survey responses were received.

5. How we have engaged

- 5.1 Table 5.1 below outlines the consultation methods adopted for the Pre Regulation 12: Public participation stage (in order to satisfy the requirements of regulation consultation and to ensure that the requirements of the Council's Statement of Community Involvement have been met.

Requirements of Regulation	How the Council satisfied the requirement
Which bodies and persons the local planning authority invited to make representations	<p>Consultation Database www.lancaster.gov.uk/ppcl) consultees were notified on the opportunities to participate in preparation of the draft SPD.</p> <p>The database consisted of residents and organisations who had been consulted on previous policy matters, those that had requested for inclusion and statutory bodies for which the Council must satisfy commitments to engage in ongoing duty to co-operate obligations.</p>
How those bodies and persons were invited to make representations.	<p>Consultation ran for eight weeks from 20th July to 1st September 2023</p> <p>Further details on the publicity methods are set out in more detail within Appendix B.</p> <p>Emails sent to over 2,500 consultees on the consultation database</p> <p>Information on the consultation was published on the Council webpages and copies of the consultation documents were made available at the 'Principal Offices'.</p>
A summary of the main issues raised by the representations made	<p>The main issues raised in the representations are summarised in Section 6 of this document.</p> <p>Full details on the main issues raised and an officer responses are set out in Appendix A: Summary of Consultation Responses</p>
How any representations made pursuant to regulation 18 have been taken into account.	<p>The Council has responded to each comment submitted to the Council following the period of consultation. Replies also outlined how the comments have informed the final draft SPD.</p> <p>Section 5 of this statement outlines how the Council engaged in this round of consultation</p>

Requirements of Regulation	How the Council satisfied the requirement
	Section 6 outlines what issues were raised and Section 7 outlines how these issues have been addressed.

6. What issues were raised at Pre Regulation 12: Public participation and how these issues were addressed in the final draft SPD

6.1 Consultation on the Draft SPD provided the first opportunity for members of the public and interested parties to comment on the finer detail of the draft SPD. There were three separate consultee responses raising three comments.

6.2

Representation	"The number of A boards in Lancaster's main shopping area is now out of control. Most of the Design Guidelines set out are being disregarded. Not only do these boards degrade the street scene and create an unwelcome clutter, but they also present a hazard for the elderly, infirm, the blind and partially sighted. The City Council should take action to remove them."
Council Response	The draft SPD includes provisions for minimising the number and size of A-boards under section 5.1. This section can be removed from the text of the proposed SPD to avoid encouragement of A-boards.

Representation	"The Council should not be encouraging the use of A-boards for advertising."
Council Response	The draft SPD includes provisions for minimising the number and size of A-boards under section 5.1. This section can be removed from the text of the proposed SPD to avoid encouragement of A-boards.

Representation	"Supporting the guidance for the proposals."
Council Response	Noted

Appendix A: Summary of Consultation Responses

REF NU MBE R	NAME	ORGANISATION (IF APPLICABLE)	SUPPORT, OBJECTION OR GENERAL COMMENT	SUMMARY OF COMMENTS	OFFICER RESPONSE	ACTION – Noted / Change Made / No Change
001	Jean Nelson	n/a	Support	Expression of support for the content of the SPD	Noted	No Change
002	Hugh Roberts	n/a	Comment	Suggestion that the SPD should restrict the number of A-boards in central Lancaster	The draft SPD has been amended to remove reference to A-boards under section 5.	Change Made
003	Clr Sally Maddocks	Lancaster City Council	Comment	Suggestion that the SPD should not encourage the use of A-boards	The draft SPD has been amended to remove reference to A-boards under section 5.	Change Made

Appendix B: Publicity Methods

Methods	Main consideration
Documents made available for inspection	This is a minimum requirement as set out in the Regulations. Relevant documents will be made available for inspection during consultation period at the Council's offices in the Lancaster and Morecambe Town Hall and libraries in the Lancaster District. Public access to these documents is available via PCs in the reception areas
Website	Each consultation stage will feature prominently on the homepage of the council's consultation and planning policy webpages. This will link directly to information on document production, providing access to the consultation material and advice on how and when comments can be made. Articles providing updates on plan production, which may include consultation and engagement opportunities, may be published in the Council's online news section periodically but it will not be solely relied upon as a means of communication.
Adverts/public notices	Notices will be placed in a local newspaper advertising consultation and engagement opportunities, where appropriate. Statutory requirements to publish notices advertising certain planning applications
Mailing List – Email / Letter	The Council operates a database of individuals and organisations that have expressed an interest in the plan-making process, have previously been actively involved in policy development or are statutory consultees. Those who wish to be involved will be directly notified at each stage either through email or letter of opportunities to comment. Those who are interested in planning policy development and wish to be notified can be included on the Council's mailing list at any time
Press release	To be undertaken in accordance with the Council's media team, Media briefings/press releases will be issued to local media. Although items may only be reported if they are considered newsworthy by the newspaper editors, therefore publication is not guaranteed.
Parish and Town Council and Community Group publications	These types of publications are distributed to local residents at least quarterly. The Council will work with relevant organisations to utilise these publications to notify residents of consultation and engagement opportunities, where possible. Consideration will need to be given to the timing of the consultation, and the timing and circulation of any publications outside the Council's control.
Posters	Posters may be sent to relevant Parish and Town Councils and libraries to be displayed on notice boards to raise awareness of any public consultation and engagement opportunities. Posters may also be displayed in other appropriate locations across the District.
Leaflets	Leaflets may be used to gain wider public awareness of a consultation or engagement opportunity, for example leaflets may

Methods	Main consideration
	be distributed at key attractors/destinations such as train stations and local schools.
Social Media	Media such as Twitter and Facebook will be used to highlight public consultations on planning policy documents with direct links to the Council's website and information on how to comment, and any engagement events. Such messages may be retweeted periodically throughout the consultation period. However, comments will not be accepted via social media.
Events	Such events may include drop-in sessions, public exhibitions and/or targeted workshops. Parish and Town Council meetings will be utilised where possible. The type of event undertaken will be dependent on a number of factors, including the consultation stage, and time and resource constraints. Careful consideration will be given to the timing, venue and format of events to ensure accessibility and inclusivity.
Key stakeholder Groups	We will liaise with key stakeholder groups at key stages in the plan making process, to discuss issues and keep them informed of progress.
Questionnaires / surveys	Questionnaires / surveys may be used to focus comments and to help ensure that feedback relates to issues that are within the scope of the document being consulted upon.