

WORKSHOP - Introduction

Recap on Outcomes

'This session and the afternoon workshop are intended:

- to get you thinking about the realities of a writing a piece of heritage-related guidance;
- to help you to develop a critical eye and to evaluate documents produced by others;
- to develop your ability to produce documents which are of value.'

12 Nov 2019 Kellogg College HTVF Study visit and workshop introduction

4 Groups (provisional)

2 study areas, both in conservation areas – experience both but work on allocated area

Each group to record key aspects of the place in terms of its shopfronts and signage, via photos on a mobile phone

On return to Kellogg, around 12 -15 photos per group to be emailed to htf@kellogg.ox.ac.uk, with Group Number in the message field – WiFi access available – address and codes provided

Photos should document what the place is like in terms of shopfronts and signage, the positive and the negative, and key issues identified...

Site visit

During the site visit and on return identify around 5 key issues, specific to the study area and relevant to planning. These could relate to e.g.

- retention of particular historic features, such as floor tiles;
- standardisation/corporate branding;
- design of shopfronts and signage on modern buildings;
- interventions to improve security;
- loss of active frontages;
- proliferation of signs etc

Consider:

What is it important to conserve? What risks do you identify?

What are your priorities in terms of preventing harm?

Workshop

On return, working with a group which has worked on a different study area, with printouts of photos, review the robustness and applicability of the BDBC principles in relation to the study areas and mark up your copies with suggested amendments. You may find the copy of the Gloucester document provided useful.

- What needs to change to cover key issues identified, to make the principles fit for purpose here?

What key points would you want to cover in supporting text?
Note that principles have to be applicable to both study areas and that they have to relate to the policy in the Local Plan (in this case EM11): the key phrase here is 'conserve or enhance.'

Policy

Policy EM11 of the Local Plan, The Historic Environment, reads as follows:

'All development must conserve or enhance the quality of the borough's heritage assets in a manner appropriate to their significance.

Development proposals which would affect designated or non-designated heritage assets will be permitted where they:

- a) Demonstrate a thorough understanding of the significance of the heritage asset and its setting, how this has informed the proposed development, and how the proposal would impact on the asset's significance. This will be proportionate to the importance of the heritage asset and the potential impact of the proposal;*
- b) Ensure that extensions and/or alterations respect the historic form, setting, fabric and any other aspects that contribute to the significance of the host building;*
- c) Demonstrate a thorough understanding of the significance, character and setting of conservation areas and how this has informed proposals, to achieve high quality new design which is respectful of heritage interest and local character;*
- d) Conserve or enhance the quality, distinctiveness and character of heritage assets by ensuring the use of appropriate materials, design and detailing; and*
- e) Retain the significance and character of historic buildings when considering alternative uses and make sensitive use of redundant historic assets.'*

Principles - Shopfronts

Principle SF01 - Shopfronts: general

In respect of works to shopfronts in conservation areas and/or which are part of listed buildings and/or locally-listed buildings which are subject to planning controls:

- a) Traditional shopfronts should generally be retained and repaired/restored rather than replaced;
- b) Features ¹ which make a positive contribution to the character or appearance of a conservation area and/or to the significance of a heritage asset or assets should be retained, and should not be covered over;
- c) Where modern fascias cover earlier timber fascias, the council will encourage opportunities to be taken to expose and restore those earlier fascias. Where historic features or finishes such as tiling are covered over, it will also encourage opportunities to be taken to expose and restore such features;
- d) Where the three-dimensional form of an existing shopfront makes a positive contribution to the streetscene e.g. by virtue of bays or recesses, that form should be retained;
- e) The design of a new or altered shopfront or of part of a shopfront should respect the building or buildings to which the shopfront relates, and the wider locality;
- f) The size, proportions and scale of elements within a shopfront in an historic context is of particular importance: large areas of glass and large fascias will not normally be acceptable;
- g) Proposals for new or altered shopfronts should not adversely impact on the provision of independent and separate access of upper floors, in order to encourage their use and continued maintenance;
- h) Active frontages should generally be preserved, with views allowed into the building from the public domain;
- i) A building should generally only have one main fascia sign on each elevation. This should normally state only the name and/or trade of the business and should not carry additional advertisements.

¹ such as doors, mullions, transoms, glazing, fascias, cornices, pilasters, capitals, blind boxes, stall risers, floor and wall finishes, ventilation grilles, light fittings, brackets etc.

Principles - Materials

Principle SF02 - Materials and finishes for shopfronts and signage

Works to shopfronts and/or signage in conservation areas and/or which are part of listed buildings and/or locally-listed buildings which are subject to planning controls shall ensure that:

- a) Traditional materials and finishes are normally employed;
- b) Materials and finishes used respond to context, complementing each other, the building to which the shopfront relates, and the wider locality;
- c) Materials are of a high quality and durable.

Principles - Signage

Principle SF03 - Signage

In respect of proposals relating to signage in a conservation area, and/or which is part of a listed building, and/or which is part of a locally-listed building, which are subject to planning controls, in respect of projecting and hanging signs, signage incorporated into fascias or signboards, and other signage:

- a) Signs should respect the character of the individual building to which the signage relates and that of adjoining properties. Businesses should adapt their corporate style to preserve and enhance the integrity of the shopfront and the wider streetscape;
- b) Projecting and hanging signs on or related to historic buildings should generally be of timber with hand-painted signage. Where modern technologies are employed, the finished sign should normally closely resemble signage produced by traditional techniques;
- c) A proliferation of signs should be avoided;
- d) Historic signs and/or lettering which contribute to the significance of a heritage asset or assets or to an understanding of significance should be retained, even when there is a change of use or ownership of the building.

Principles - Lighting

Principle SF04 - Lighting

In respect of lighting related to shopfronts and signage in conservation areas and/or which are part of listed buildings and/or locally-listed buildings which are subject to planning controls:

- a) Lighting should respect the character of the individual building and adjoining properties and should preserve or enhance the character or appearance of a conservation area;
- b) It should provide low levels of illumination, appropriate to context, be discreet and designed to minimise light pollution and glare.