

**DRAFT**

# **Winchester Future 50 Conservation Area Project**

## **SHOPS AND SHOPFRONTS**

### **Management Plan and Strategy 2020**



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## WINCHESTER FUTURE 50 CONSERVATION AREA PROJECT

### MANAGEMENT PLAN AND STRATEGY 2020

#### SHOPS AND SHOPFRONTS

##### How is this document helpful?

##### Development Management

This document has been produced in order to aid applicants, agents and decision makers in submitting and assessing planning applications affecting designated assets and applications for listed building consent, within the two character areas St Giles Hill and The Walled Town.

The updated local guidance complements national guidance and supports the Local Plan 2011 – 2029. Changes to the council's guidance relating to the historic built environment are necessitated by and responsive to; *inter alia*, the Localism Act 2011, the General Permitted Development Order (England) 2015, the National Planning Policy Framework 2019, changes to guidance published by Historic England, and recent case law.

Contextual information and definitions of key terms are included within the document in order to guide readers who are less familiar with planning practice relating to historic buildings and places.

However, the emphasis of this document is on providing detailed guidance which is responsive to the particular circumstances of the areas, including those relating to current and anticipated challenges and opportunities presented by the need for new housing and other types of development, the rural character of much of the borough, and the quality and sensitivity of the area's historic, natural and built environment.

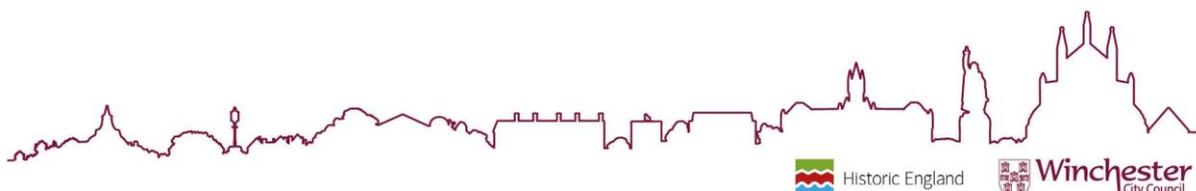
##### How is this document helpful?

##### Community Context

This is an inclusive document which will engage with many different people and organisations. It will depend on the support of the community to achieve its objectives.

It is aimed primarily at the residents, businesses, developers and others living and working in the area. The Conservation Area belongs to its residents, as well as the whole community and their priorities are reflected in this document.

The document has also been prepared to align conservation objectives within different parts of the council, and provide a single point of reference for the management of the area. It represents our shared commitment to conserve the special architectural and historic character, and to help manage sensitive new development and refurbishment where appropriate to successfully preserve and enhance the quality and character of the area.



## SHOPS AND SHOPFRONTS

Sustainable and successful development of traditional and contemporary shop fronts is vital to ensure the continued prosperity of the local historic high streets and town centres. Guidance on the design of shop fronts can be found through the documents highlighted within the appendices. Alongside this, Historic England has drawn attention to the issues facing the historic towns and high streets; the publications of which can be viewed on their website (links available in Appendix 3)

A significant part of the pilot Winchester Future 50 Conservation Area project involved gathering an inventory list and condition reports of the Shop Fronts within two of the character areas within the Winchester Conservation Area. The recorded data and information can be seen through the new Map layer. Further information into the project and the outcomes can also be accessed through the Winchester Future 50 website.

This important relevant information has also help to form the following Shops and Shopfronts Conservation Management Plan and Strategy (DRAFT), which is currently inviting public comment.

It includes an outline of the current issues relating to the management of these significant assets including their setting It also included potential remedies and a time specific strategy for achieving this. The appendices contain the Winchester Future 50 Conservation Area Project survey evidence and additional guidance and initiatives to help manage these important commercial elements within the street-scene.

Should you wish to comment on the content or make suggestions for possible improvement please email Winchester Future 50 Team

[Winchesterfuture50@winchester.gov.uk](mailto:Winchesterfuture50@winchester.gov.uk)



## CURRENT SITUATION

The High Street and adjoining streets is the main retail centre to the city. The surveys completed by the volunteers of the Winchester Future 50 project show that the area is vibrant with a diverse range of shops, cafes, restaurants and banks. Generally the condition of the shops and shopfronts within the Conservation Area are good.

The pre-dominant material for the shopfronts is painted timber; some statutory listed and many of the contemporary are of traditional design or pastiche. There are a small number of non-traditional shopfronts in Upvc.

There is little variety in colour palette for the painted shopfronts with the predominant colours being white, black and grey. There are only a few instances of numbering throughout.

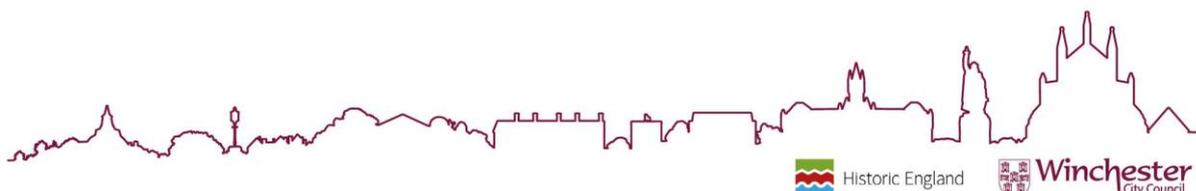
Some units are empty and a number require general maintenance remedial works to the lower parts of timber shopfronts (stall riser), clearing of gutters and removal of vegetation.

There is little evidence of the intrusion birds however a number of the upper parts of the units employ different methods of deterrent including netting and roosting deterrent strips.

There is also little evidence of external security measures; such as shuttering, CCTV or multiple alarm systems. However there is a need for a general de-cluttering of redundant surface wiring and for improved sensitivity for the siting of alarms.

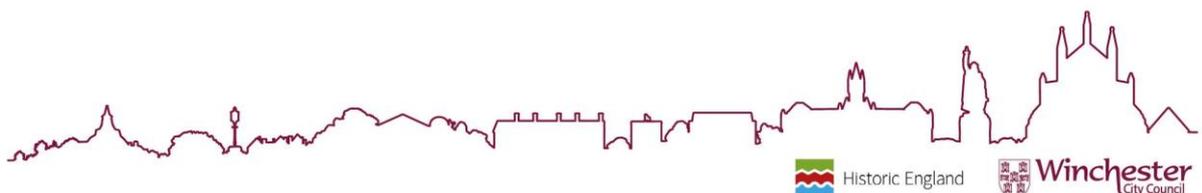
There are instances of illumination to signage for non-night time economy and instances of in-appropriate signage not in keeping with current guidance ***Design Guidance for Shopfronts and Signs (WCC 1998)*** in terms of materials or design including hanging signs. There are also instances of multiple temporary signs such as vinyl's attached to glazing, banners and A-boards which in the latter are potentially un-authorised.

Many of the above shop areas are empty or appear under-used, however a number of these have existing separate external access to the upper floors.



## SHOPS AND SHOPFRONTS GENERAL ISSUES AND REMEDIES

1. LACK OF UP TO DATE EASILY ACCESSIBLE INFORMATION ON DESIGNATED AND NON-DESIGNATED HERITAGE ASSETS WITHIN THE CONSERVATION AREA INCLUDING SHOPS AND SHOPFRONTS
  - **Produce new on-line guidance regarding best practice and maintenance on Historic Environment and Urban Design Web pages to support the current *Design Guidance for Shopfronts and Signs* including de-cluttering and best practice**
2. LACK OF AWARENESS AND SIGNIFICANCE OF THE EXISTING DESIGNATED HERITAGE ASSETS AND LOCALLY DISTINCTIVE STRUCTURES INCLUDING SHOPS AND SHOPFRONTS.
  - **Make available information showing the position, the UPRN, photograph, link to relevant designation document, link to relevant policy and guidance on public Web based mapping.**
  - **Share data gathered through shop-front survey with Economy and Tourism Strategic Planning and BID.**
  - **Share data with Tourism and Arts to support potential Treasure Trail and events.**
3. LACK OF UP-TO DATE EASILY ACCESSIBLE INFORMATION ON THE MANAGEMENT OF DESIGNATED AND NON-DESIGNATED HERITAGE ASSETS WITHIN THE CONSERVATION AREA INCLUDING SHOPS AND SHOP FRONTS
  - **Produce new on-line guidance regarding best practice and maintenance on Historic Environment and Urban Design Web pages including other areas of advice and support.**
  - **Produce specific management plan and strategy for Shops and Shopfronts**
  - **Nominate any potential Non-designated Heritage Assets and the potential emerging Local List of Heritage Assets for assessment against test criteria**
4. POTENTIAL ERROSION OF HISTORIC DETAILING ON NON-DESIGNATED HERITAGE ASSETS.
  - **Produce new on-line guidance regarding best practice and maintenance on Historic Environment and Urban Design Web pages including other areas of advice and support.**
  - **Nominate any potential Non-designated Heritage Assets and the potential emerging Local List of Heritage Assets for assessment against test criteria**
5. NEED TO RETAIN AND NURTURE CLOSE COMMUNITY INVOLVEMENT IN THE FUTURE STEWARDSHIP OF THE CONSERVATION AREA
  - **Devise a Volunteers Retention Strategy including specific Winchester Future 50 Volunteers web pages.**



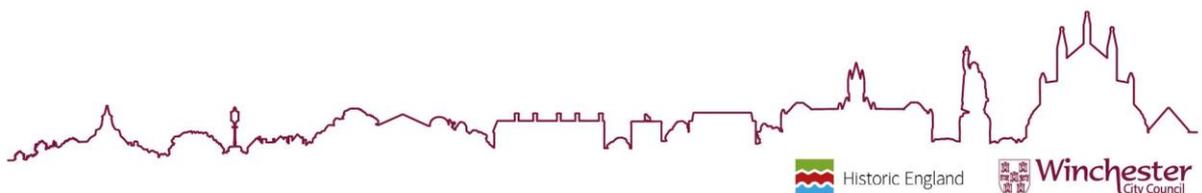
- In line with the emerging Volunteer Retention Strategy explore the potential for training existing volunteers to nominate any shops highlighted through the survey for statutory listing through an application to Historic England and share data through Historic England *Enhancing the List* (if relevant)

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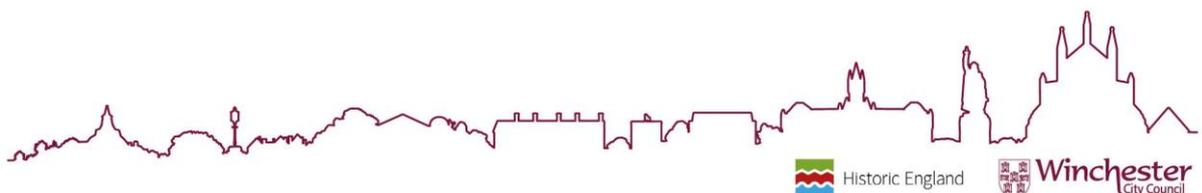
## SPECIFIC ISSUES AND REMEDIES

(See Appendix 1 Winchester Future 50 Survey Data)

1. BLAND UNIFORM COLOUR PALETTE PAINTED SHOPFRONTS
  - **Guidance to be produced on-line regarding preferred colour palette to add vitality and interest to the street-scene,**
  - **Explore potential for introduction of Article 4 directions to manage this area of change**
2. LACK OF NUMBERING THROUGHOUT
  - **Numbering and preferred position to be included in on-line best practice guidance**
3. POORLY SITED AND MULTIPLE SURFACE WIRING
  - **Guidance to be produced on-line to improve siting of surface wiring including alarms.**
  - **Strategy to remove redundant surface wiring and potential re-siting.**
4. UNSIGHTLY SIGNAGE INCLUDING MULTIPLE TEMPORARY SIGNAGE VINYLs, BANNERS AND A BOARDS
  - **Existing *Design Guidance for Shopfronts and Signs* guidance to be highlighted up-dated / produced on line to improve overall signage.**
  - **Strategy to explore removal potential unauthorised/unsightly signage**
5. POTENTIAL UNAUTHORISED SIGNAGE INCLUDING PROJECTING SIGNS AND ILLUMINATED NON-NIGHTTIME ECONOMY
  - **Existing *Design Guidance for Shopfronts and Signs* guidance to be highlighted up dated /produced on-line to improve signage**
  - **Enforcement strategy to remove potential unauthorised signage or re-siting.**
6. SIGNAGE FOR NON-NIGHT TIME ECONOMY
  - **Existing *Design Guidance for Shopfronts and Signs* guidance to be highlighted, up dated /produced on-line to improve signage.**
  - **Explore potential strategy for architectural lighting historic shopfronts to encourage footfall for night time economy and historic interpretation.**
7. EMPTY SHOP ACCOMODATION ENHANCEMENT
  - **Explore strategy to encourage erstwhile use during time of long term vacancy, gallery, and work-space hub.**
  - **Pilot project to aid the design of temporary “shop” fixtures and fittings including visually appealing security hoardings to facilitate the appearance of use.**
8. EMPTY ABOVE SHOP ACCOMODATION MANY ACCESSIBLE BY EXISTING ON STREET ACCESS.



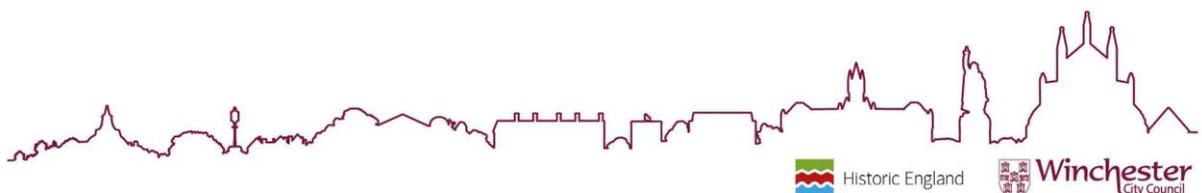
- **Explore strategy to encourage additional use to above-shop premises within the High Street e.g. residential, student, temporary work hub.**
  - **Specific guidance to aid the design of additional /separate access to above shop to facilitate separate use.**
9. LACK OF GENERAL MAINTAINANCE INCLUDING WIDE SPREAD PAINT LOSS TO TIMBER SHOP FRONTS ESPECIALLY STALL RISERS, SOME BLOCKED RAINWATER GOODS AND VEGETATION.
- **Explore potential subscription strategy to encourage regular general maintenance**
10. MINIMAL INSTANCES OF HIGH QUALITY DESIGN IN TERMS OF CONTEMPORARY SHOPFRONTS HIGH NUMBER OF TRADITIONAL PASTICHE.
- **Guidance/Design guidelines to be produced on-line to encourage /improve contemporary shopfront design within the historic setting.**
11. POTENTIAL ENHANCEMENTS INCLUDE ARCHITECTURAL LIGHTING AND SPECIFIC INTERPRETATION OF HISTORIC HIGH STREET AND HISTORIC SHOPFRONTS
- **Existing *Design Guidance for Shopfronts and Signs* and Historic England guidance to be highlighted, up-dated /produced on-line to encourage architectural lighting on historic buildings to encourage footfall and better interpretation.**
12. EXPAND THE WORK OF THE WINCHESTER FUTURE 50 PILOT PROJECT TO INCLUDE ALL CONSERVATION AREAS IN THE DISTRICT
- **Highlight the need for additional resources/ funding and explore.**



## SHOPS AND SHOPFRONTS MANAGEMENT STRATEGY

### 6-12 MONTHS

- Produce new on-line guidance regarding best practice and maintenance on Historic Environment and Urban Design Web pages to support existing Design of Shopfront guidance including de-cluttering and high quality contemporary design.
- Make available information showing the position, the UPRN, photograph, link to relevant designation document, link to relevant policy and guidance on public Web based mapping.
- Share data gathered through shop-front survey with Strategic Planning, Estates, Community Engagement, Tourism and Arts to discuss potential joint strategy.
- Explore and establish ownership and custodianship to share data from the project and highlight new web based guidance through the production and sharing of an information pack with liaison of BID.
- Explore enforcement strategy for instances of potential un-authorised and unsightly signage
- In line with the emerging Volunteer Retention Strategy explore the potential for training existing volunteers to nominate any shops highlighted through the survey for statutory listing through an application to Historic England and share data through Historic England *Enhancing the List* (if relevant)
- Nominate any potential Non-designated Heritage Assets and the potential emerging Local List of Heritage Assets for assessment against test criteria
- Pilot the adoption process.
- Share data with Tourism and Arts to support potential Historic Shop-fronts Treasure Trail and possible additional interpretation.
- Share data with Strategic Planning and Economy and Arts



- Explore potential funding for strategy including a pilot to encourage re-use of above shop accommodation with colleagues in Strategic Planning and Economy and Tourism including design guidance for introduction of separate access.
- Explore potential funding for district-wide strategy including a pilot to encourage re-use vacant shop accommodation with colleagues in Economy, Arts, Tourism and Strategic Planning to including design guidance for introduction of erstwhile uses and enhancements; temporary shop displays, improved appearance of security hoardings.

## 1-2 YEARS

- Production of guidance on colour for painted shopfronts.
- Re-use of above shop accommodation pilot project to create a methodology to re-populate the districts high streets.
- Explore potential funding or potential subscription scheme regular general maintenance scheme for removal of redundant wiring and vegetation; establish.
- Explore potential funding for enhancements; architectural lighting strategy, interpretation.
- Explore the potential for funding for extending the Winchester Future 50 survey of Conservation Areas district wide including Shops and Shop Fronts to facilitate the production of guidance and management strategies.

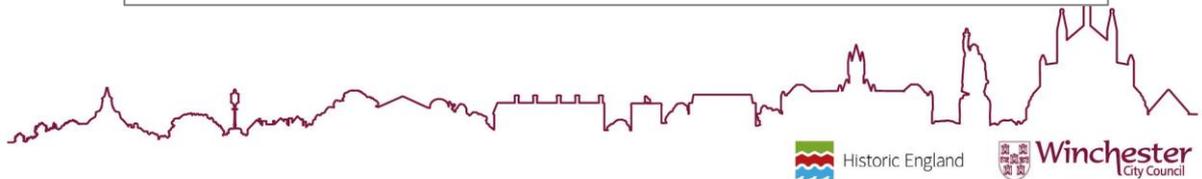
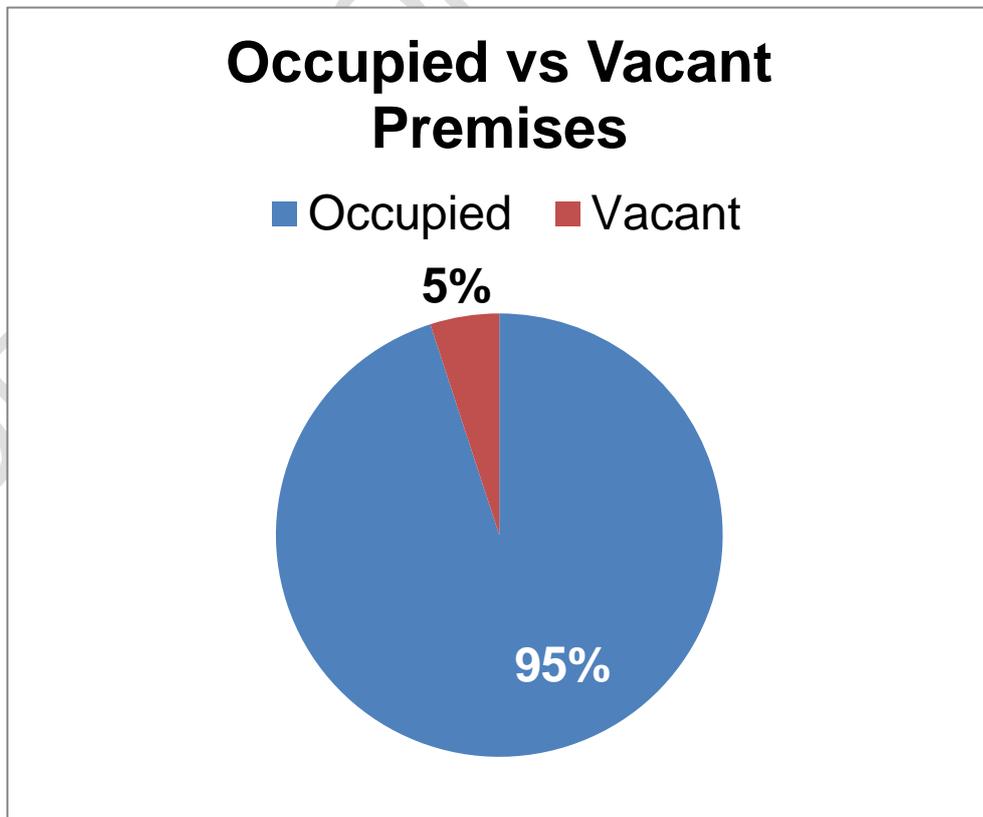
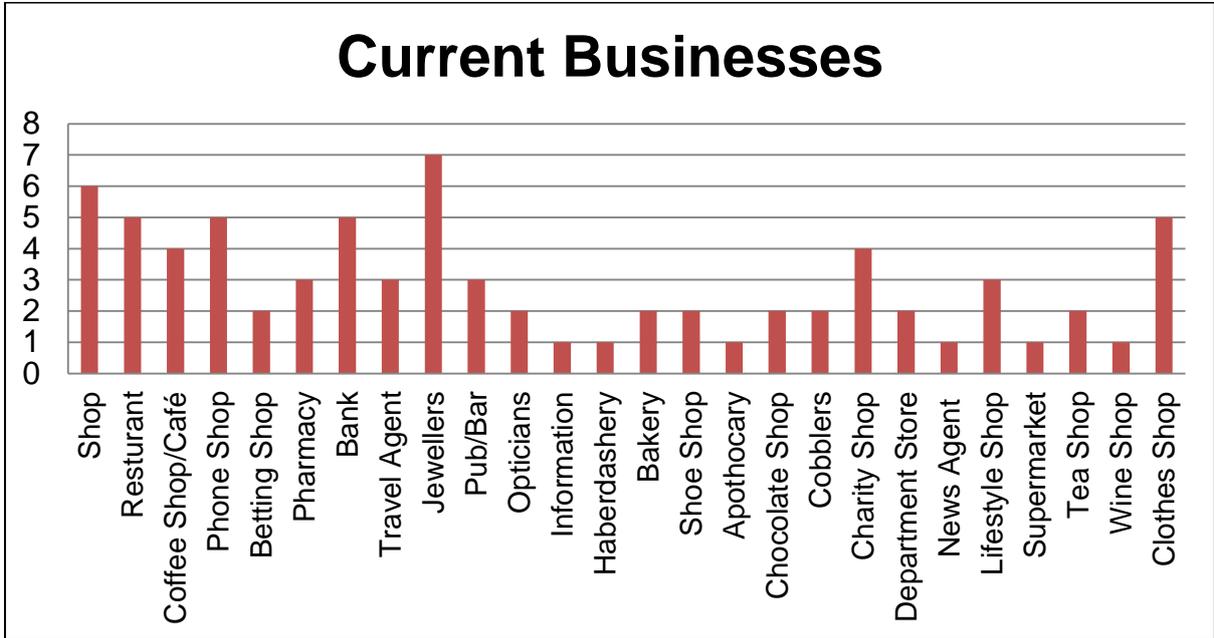
## 2-5 YEARS

- District wide production of Conservation Area Management Plans and Strategies across the district to help inform Heritage Strategy
- Explore Heritage Strategy initiative for the district.



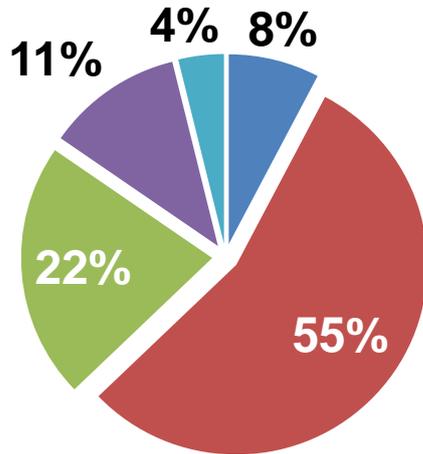
APPENDIX 1

WINCHESTER FUTURE 50 CONSERVATION AREA PROJECT SURVEY DATA 2020

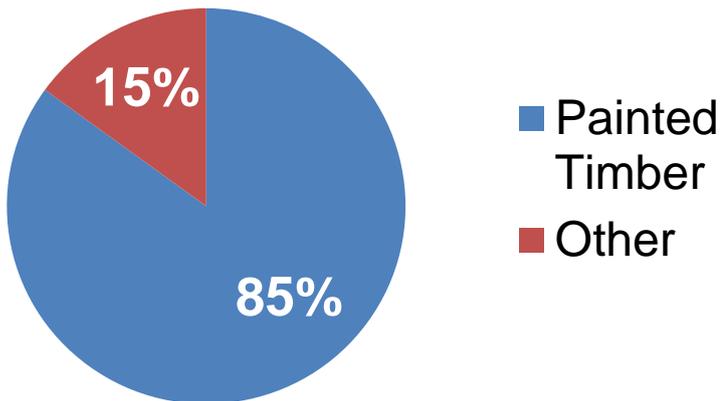


### Condition of the Shop /Shop-Fronts

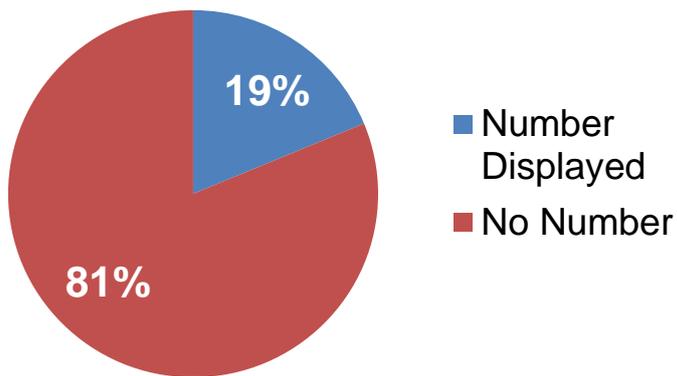
Very Good Good Fair  
Poor Very Poor



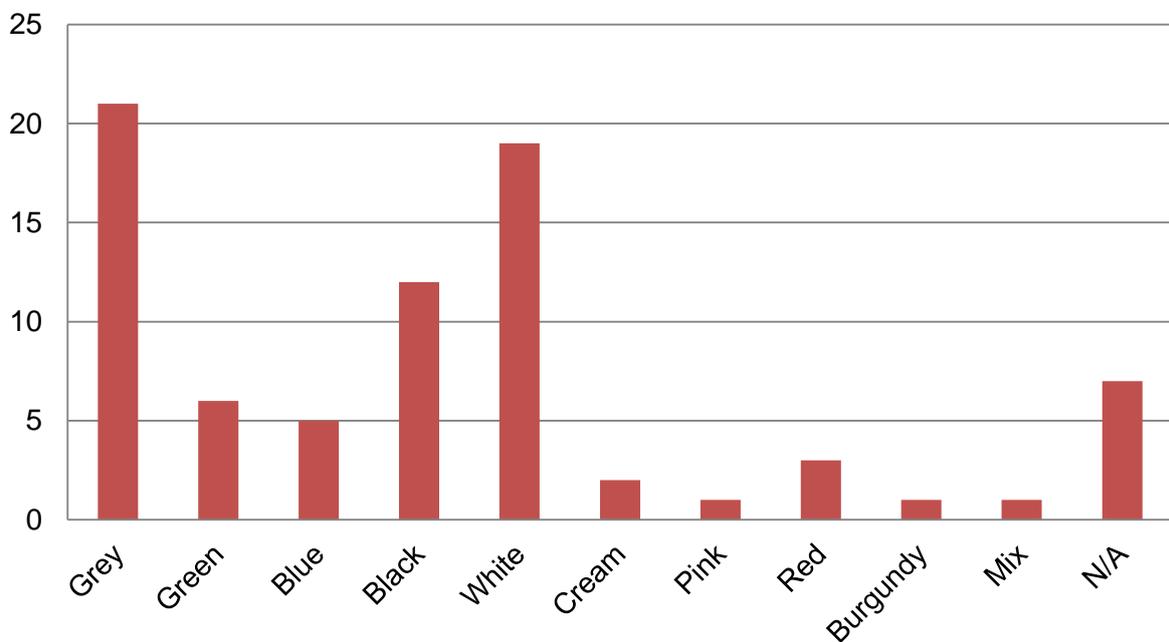
### Main Materials used within Shop and Shopfront

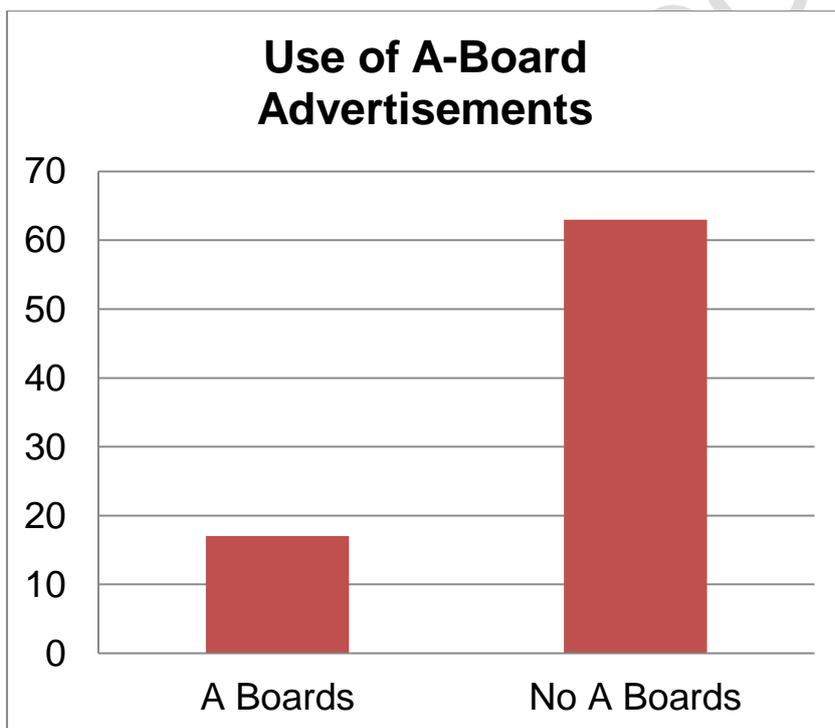
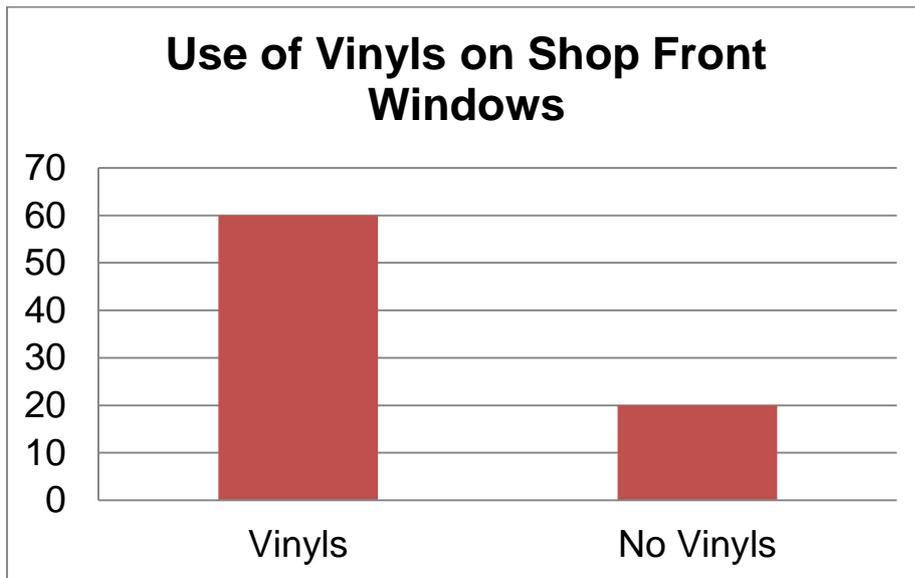


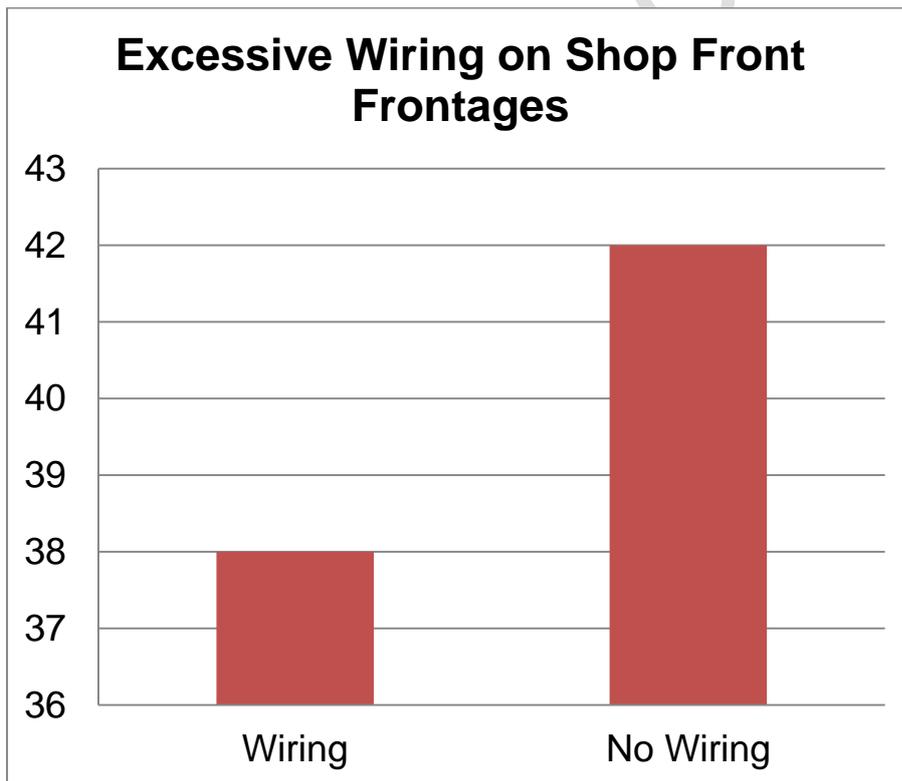
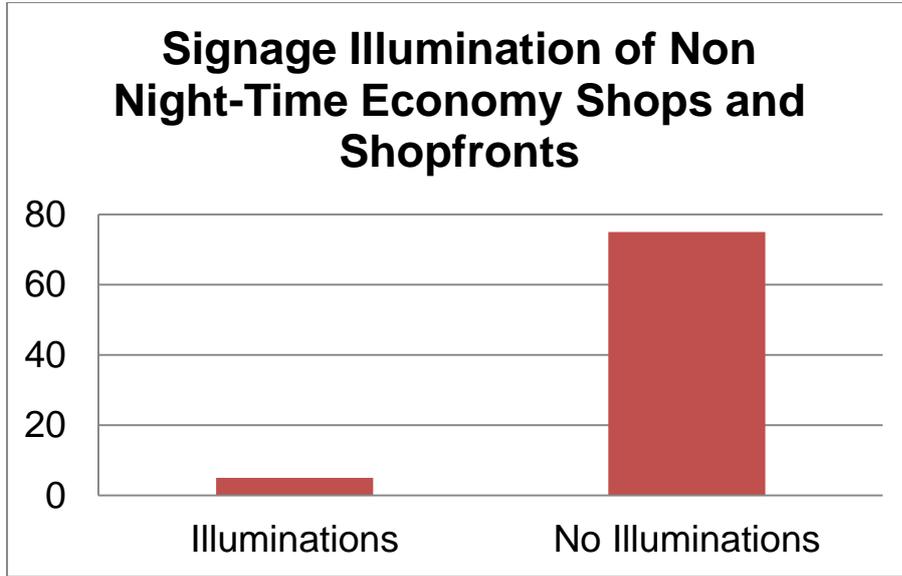
### Shop Fronts with Displayed Property Number

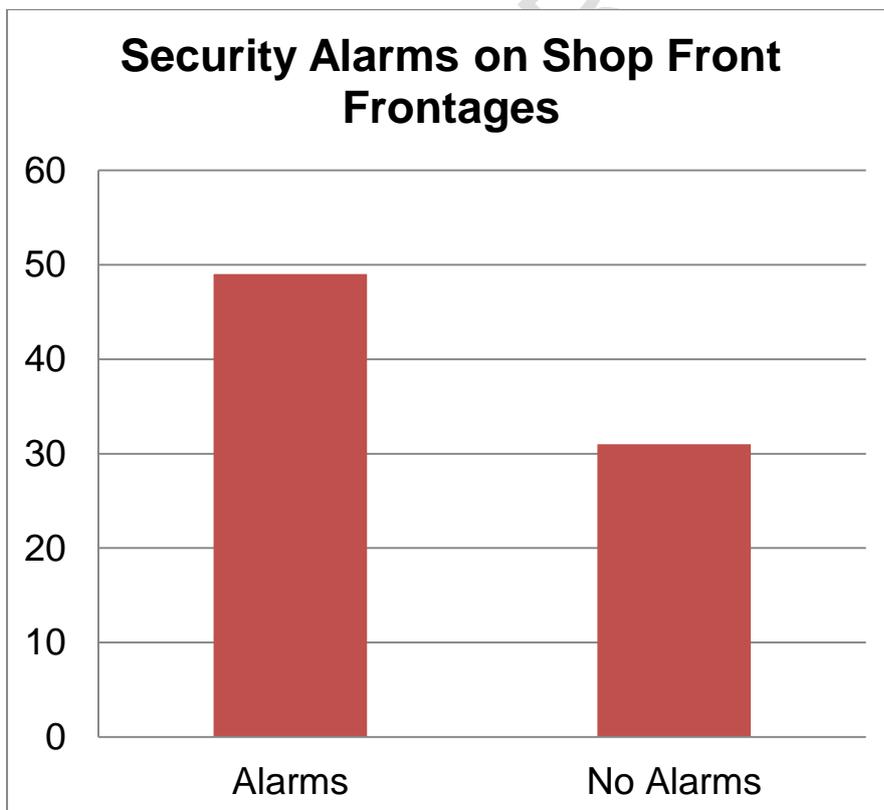
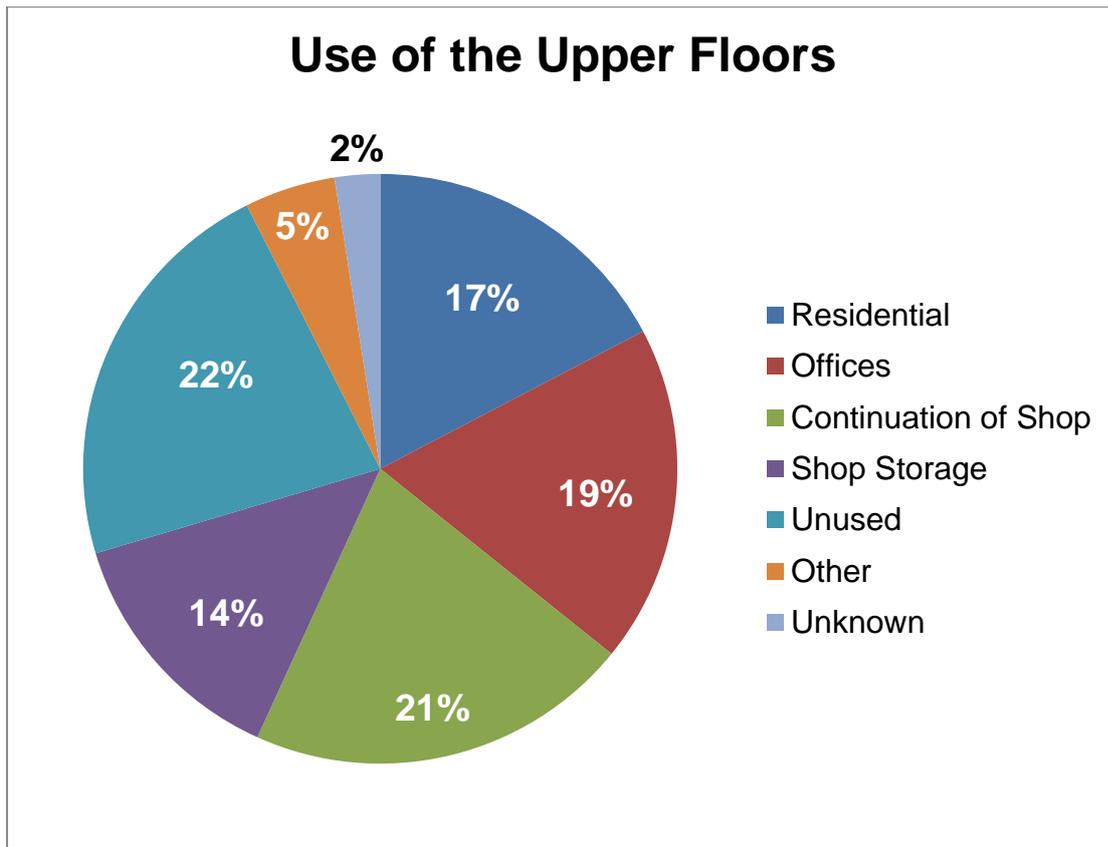


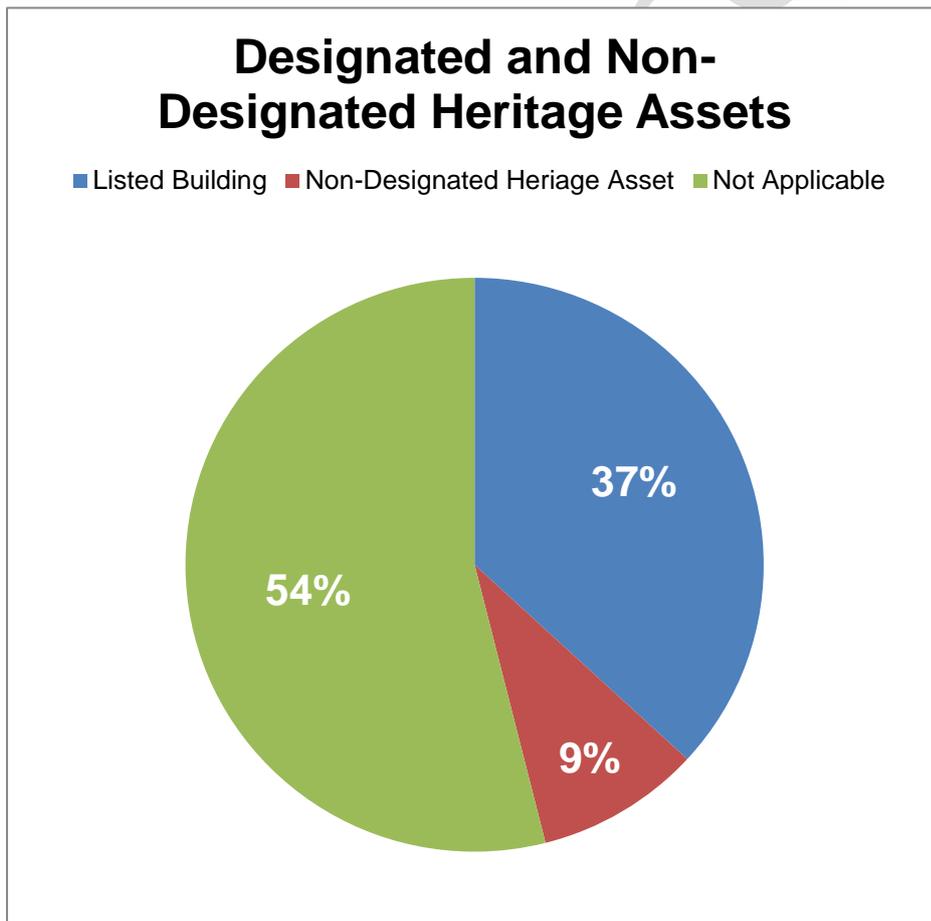
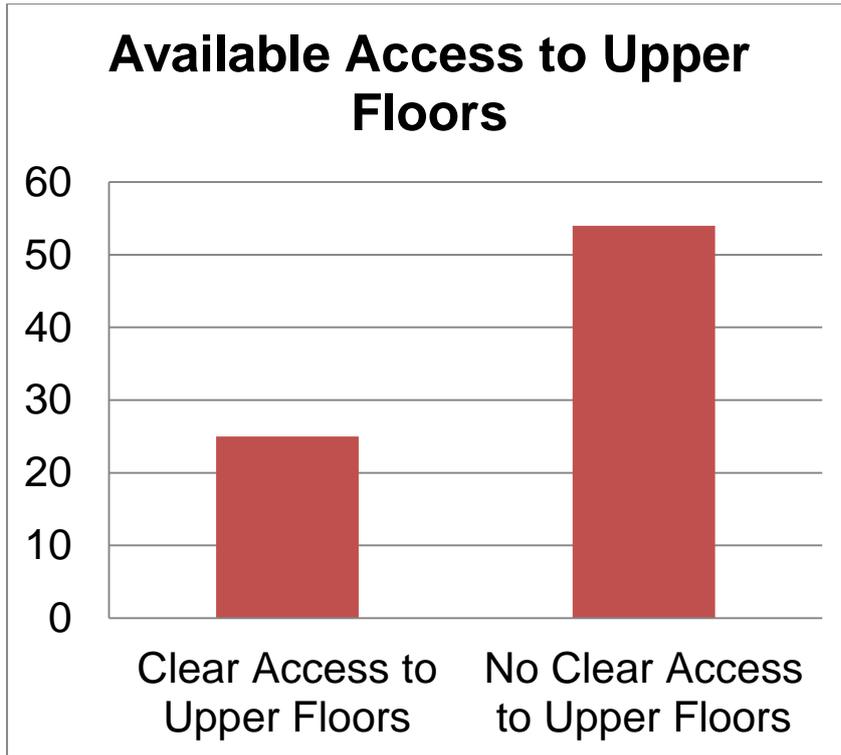
### Current Colour Palette of Shops and Shop Fronts

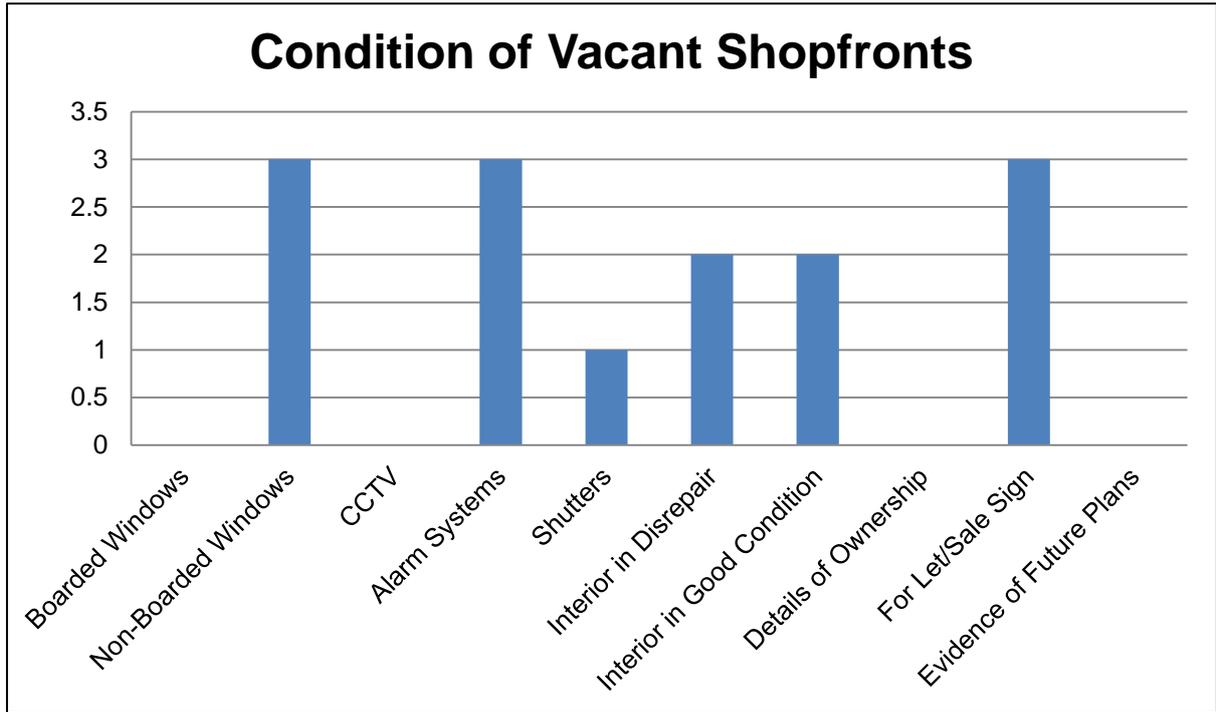












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APPENDIX 2

DRAFT UPDATED SHOPFRONT GUIDANCE

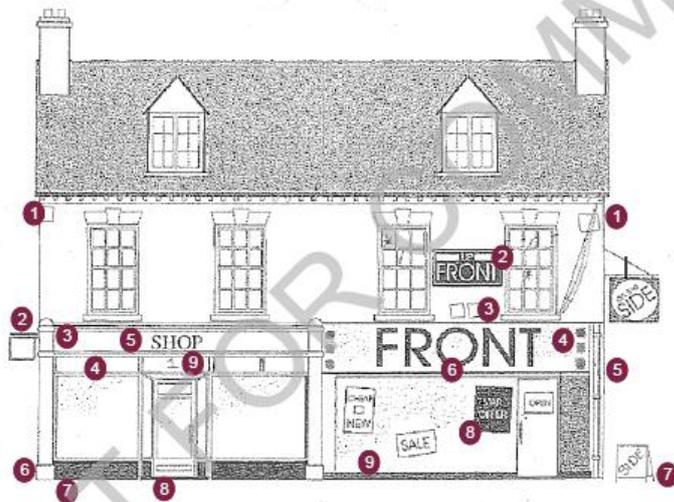
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TRADITIONAL SHOPFRONT GUIDANCE

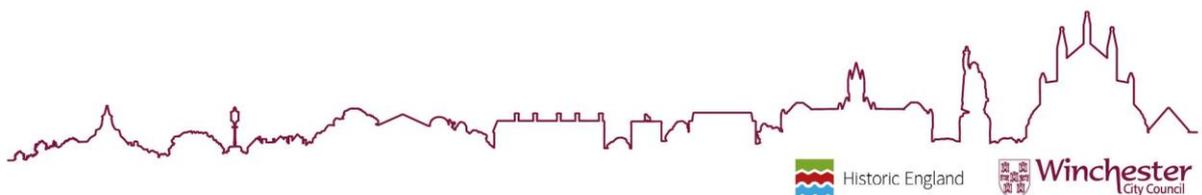
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Good Design

Bad Design



- |   |   |   |  |   |   |
|---|---|---|--|---|---|
| <p>1 Alarm system and wiring placed discreetly</p> <p>2 Timber hanging signs in proportion and level with fascia</p> <p>3 Console bracket helps to frame fascia board</p> | <p>4 Window tracery provides glazing detailing</p> <p>5 Sign-written or applied individual lettering in proportion to fascia</p> <p>6 Timber pilaster provides a frame to the opening and interest to the eye</p> | <p>7 Stallriser provides base to display window. A darker colour or material adds visual 'articulation' and aids maintenance</p> <p>8 Door positioned to reflect symmetry of design of upper floor</p> <p>9 Property number displayed</p> | <p>1 Excessive and untidy wiring covering front of building</p> <p>2 Multiple forms of advertising obscuring design and proportions of building</p> <p>3 Multiple security alarms in multiple places forming clutter</p> | <p>4 Lighting inappropriate if daytime economy</p> <p>5 Pilaster removed, exposing downpipe and brickwork</p> <p>6 Over-large fascia sign</p> | <p>7 Use of A-Boards obstruct pavement and form part of visual clutter</p> <p>8 Window stickers and vinyls create visual clutter and obscure displays</p> <p>9 Large areas of glass are uninteresting and can be prone to vandalism</p> |
|---|---|---|--|---|---|

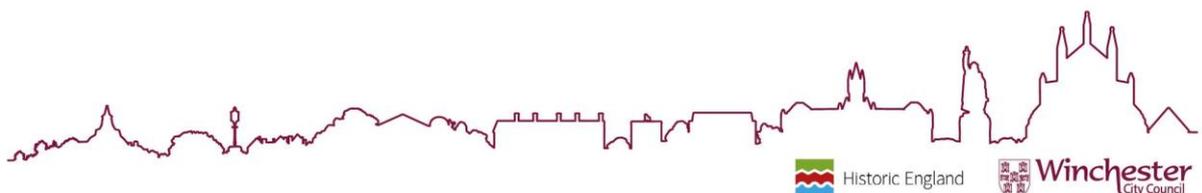


Good Design Principles:

- Whole building is attractive and well maintained
- Simple but effective shop sign and a good level of advertisements.
- Display windows relate well to upper floors in terms of design.
- The proportions of the fascia, projection of the fascia, size of lettering and width of shop to all be in balance with each other.
- The stallrisers to be painted in a sympathetic darker shade of the main chosen colour or the use of a darker and hard wearing material to provide a base to the window display and allow easy maintenance.
- Use of window tracery to provide human scale proportions to the windows frontage.
- Regard for the quality of the materials both in terms of aesthetic aspects as well as the durability and weathering resistance.
- Property number display encouraged.
- The colours scheme for the overall shopfront to allow for vibrancy and avoid areas of block colours with neighbouring sites. The colours should also reflect the location of the shop to avoid dark areas.
- Overall design and colours of shopfront to be suitability influence by neighbouring sites and respond positively to the context.

Bad Design Principles:

- Only ground floor aims to attract custom, through at the loss of character to the whole shopfront.
- Upper floors detract—chance to give a good impression has been lost.
- Presents a image of clutter and disorder.
- Multiple advertisements clutter site and/or are not in proportion with other elements of signage.
- Colours and size of signage vastly differ from neighbouring shopfronts reducing balance of area.
- Large windows without stallrisers to trceries are uninteresting and prone to vandalism.
- Multiple alarm systems increasing visual clutter.
- Contrary to adopted guidance Use of illuminations on non-night time economy.
- Similar colours of shopfronts lead to block colours and reduce the visual attractiveness of the area. In addition to this, the use of dark materials and colours in dimly lit areas (such as the Pentice) reduce the visual appeal further.
- Overall poor condition of site presents a bad impression and leads to further maintenance issues.



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CONTEMPORARY SHOPFRONT GUIDANCE

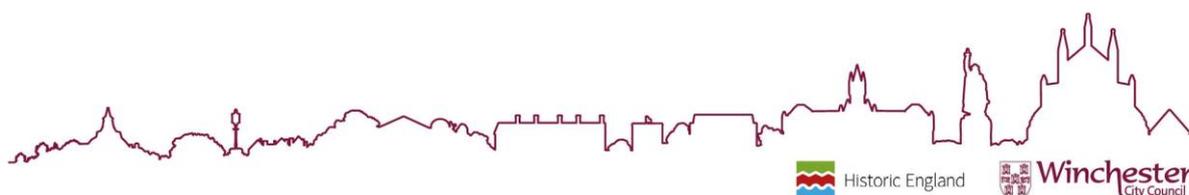
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- 1 Alarm system and wiring placed discreetly
- 2 Property number displayed
- 3 Uncluttered lettering displayed above doorways
- 4 Internal security options e.g. shutters
- 5 Flexibility within symmetrical design for plots with restricted width
- 6 Access to upper levels should be taken into care as to not disrupt overall design. Asymmetrical designs would provide viable solution
- 7 Large automatic doors flush to the boundary of plot increases accessibility and reduces risk of bad behaviour
- 8 Large glazed frontages establish display spaces and create living connection to the street
- 9 Doors may be fully glazed or may include imitation stallrisers which could be achieved through opaque glazing methods
- 10 Door positioned to reflect symmetry of design of upper floor
- 11 Stall-riser provides base to display window. A darker colour or material adds visual 'articulation' and aids maintenance
- 12 Toughened glazing methods such as laminated glazing
- 13 Impression of "traditional" features such as pilasters and stall-risers creates a visual frame to unit and establishes vertical rhythm by separating from other units

### Contemporary Shopfront Design Principles

- Primary aim of designs should be to ensure a balance between innovation and respecting the local character of the area. As of this, the inclusion of the interpretation of local forms is encouraged. Alongside this, the overall design of the shopfront should reflect the building as a whole, in terms of proportions to establish an symmetrical design. However, some flexibility in terms of symmetry may be permitted when constrained, for instance by a restricted width of a plot. Further to this, shopfronts should take note of the neighbouring shops and/or buildings to ensure that new frontages are considerate of the wider street scene.
- Contemporary designs within historic settings and buildings should respect the architectural form of it surroundings.
- A great number of design principles directed towards traditional shopfronts can be equally assimilated to contemporary designs. It is therefore encouraged that designs should imply the introduction of traditional features such as stallrisers and pilasters. This establishes a visual frame for the shopfront and provides a visual support for the upper levels. Alongside this, the use of pilasters establishes a strong vertical rhythm within a streetscene by separating units. Furthermore, this allows for further innovation in terms of design and materials; for instance, stallrisers may be achieved through opaque glazing.
- Simplicity is not a matter of quality or style but rather the degree of elaboration—a less is more design is encouraged therefore the number of different materials and colours should be kept to a minimum in order to avoid over cluttering and clashing with neighbouring buildings. This also gives way for further innovation in design of fascias and lettering.—keep it 3d
- Frontages which incorporate full or large sections of glazing allow the owner to fully showcase their merchandise and allow for a living connection to the street. The integration of high levels of glazing also encourages shops to pursue innovate methods of displays through electric lighting and reflectors to increase the attractiveness of the displays. However, the type of glazing used in designs with high levels should be directed towards laminated glazing. This will further increase the energy efficiency of the shop and as well as the security levels.
- The use of wide and flush automatic doors as the main access to the shopfront. This will increase the flexibility for the internal layout and displays of the shop as well as discouraging bad behaviour or public disturbances that may occur in a recessed doorway. By having flush doors, internal security options are available such as shutters. Alongside this, care should be taken when positioning additional doors to allow for separate access to the upper floors as not to disrupt the overall design.
- Wide automatic doors further increase the accessibility of the shopfront for users with wheelchairs.
- A less is more design approach should be taken and it is encouraged that lettering should be holistically designed and should take an integrated approach in terms of the materials used. For instance, lettering may be achieved through the absence of another material by cutting the proposed fascia to the design of the lettering. This could be achieved through a variety of materials including perforated copper. Lettering incorporated into the designs of shopfronts should be balanced in terms of proportions and design to avoid over cluttering. Any additional advertisements through posters an/or vinyls should be consistent in terms of proportions and design with the rest of the shopfront.
- A wider palette of materials should be considered and the use of contemporary materials such as chrome, aluminium and copper would be encouraged due to the ease of maintenance of these materials and versatility of their incorporation into designs.



## APPENDIX 3

### ADDITIONAL INFORMATION

#### Website Links

For general advice and enquires concerning the condition information surrounding the various Buildings of Faith including cemeteries and graveyards within the district, please contact the relevant denominations of the local dioceses via the links below:

Winchester City Council - Historic Environment and Urban Design

<https://www.winchester.gov.uk/historic-environment>

Winchester Future 50 Conservation Area GIS Map Layer

<https://winch.maps.arcgis.com/apps/webappviewer/index.html?id=c856364e7dfc401783f1711890156d6c>

Winchester Future 50 Volunteer Page

<https://www.winchester.gov.uk/historic-environment/conservation-areas/volunteering>

Enhancing the list

<https://historicengland.org.uk/listing/enrich-the-list/>

Historic England List Search

<https://historicengland.org.uk/listing/the-list/>

Historic England Guidance on Technical Conservation

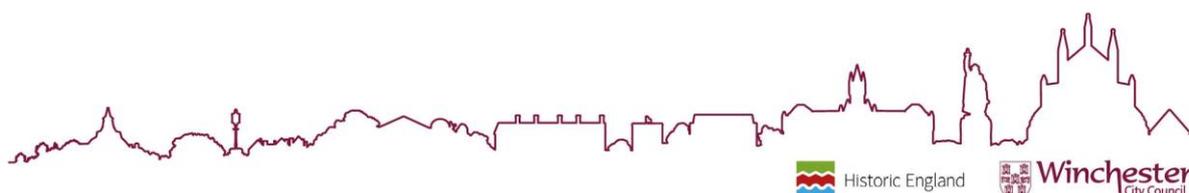
<https://historicengland.org.uk/advice/technical-advice/buildings/technical-conservation-guidance>

Historic England Guidance on High Streets Heritage Action Zones

<https://historicengland.org.uk/services-skills/heritage-action-zones/regenerating-historic-high-streets/>

Historic England Guidance on Historic Town Centres and High Streets

<https://historicengland.org.uk/advice/planning/historic-towns-and-high-streets/>



## Glossary

**Conservation Area....** Conservation Areas are described as areas of ‘special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance’ Planning (Listed Buildings and Conservation Areas) Act 1990. They are designated by local planning authorities. The legislation relating to Local Planning guidance and advice concerning conservation areas is set out through this and the act mentioned above. Conservation areas are part of our local environment with special architectural or historic qualities. They are established by the council, in consultation with the local community, to help preserve and enhance the specific character of these areas for everybody.

**Conservation Area Appraisals....** To identify the special character of its conservation areas, the Council has already completed a number of ‘Conservation Area Character Appraisals’ which consider the historic development of each area and record its most notable features. Copies of these appraisals are available on the Historic Environment Conservation Area webpage.

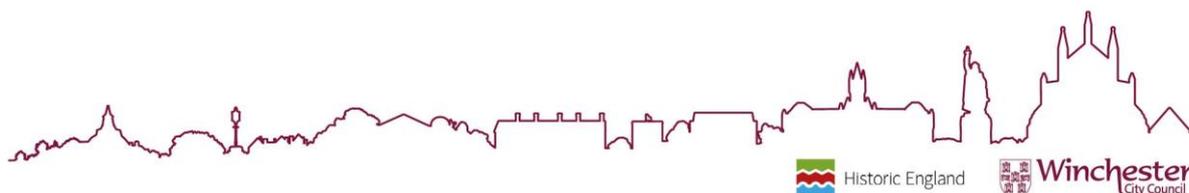
**Conservation Area Management Plan....** Conservation plans are recommended for all classes of heritage asset, where appropriate and proportionate, and may also form an element of a wider regeneration strategy. They may be used to identify necessary works of conservation or consolidation as well as on-going management tasks and monitoring of the condition of features identified as vulnerable in the appraisal.

**Local List of Heritage Assets....** Historic England suggests in their Local Heritage Listing Advice Note 7 that Local Planning Authorities should aim to identify and compile a list of **Local Heritage Assets....** These are individual buildings, structures, monuments, valued open spaces, or designed landscapes that fall short of meeting the statutory tests to be included on the National List of Buildings England, but are valued highly for their heritage significance by the surrounding communities in which they sit.

### Heritage Assets....

**Designated Heritage Assets.....** When a building is described as listed it means that it is included on a list of buildings which are considered to be of sufficient historic or architectural interest to merit special protection. The list is drawn up by the Department for Culture, Media and Sport on the advice of Historic England. Listed buildings are protected by law under s.69 Planning (Listed Buildings and Conservation Areas) Act 1990. Buildings are listed so that we can identify and protect our architectural heritage. However, this does not suggest that it must be preserved for all time, rather which care will be taken over the decisions affecting its future. Additional information regarding the listing process and the affects on ownership can be found through the Historic England guides on listed and historic buildings.

**Non-Designated Heritage Assets....** Non-Designated Heritage Assets are individual buildings, structures, monuments, open spaces or designed landscapes that display a



degree of heritage interest. They do not benefit from any form of statutory protection, but they can often add a richness to the character and appearance of an area, and as such, merit consideration in the planning process.

**Article 4 Directions....** Article 4 of the GPDO (General Permitted Development (England) Order 2015) gives local planning authorities the power to limit these 'permitted development rights' where they consider it necessary to protect local amenity or the wellbeing of the area. Using the provisions of Article 4 of the GPDO brings certain types of development back under the control of a local planning authority so that potentially harmful proposals can be considered on a case by case basis through planning applications.

**Listed Building Consent.....** In general terms Listed building consent is required for all works of demolition, alteration or extension to a listed building that affect its character as a building of special architectural or historic interest.

**Shopfront....** The façade which faces the street, including the door and windows. The shopfront is separate from the upper levels which may have differing uses.

