

ADOPTION STATEMENT for the DESIGN GUIDE TO SHOPFRONTS SUPPLEMENTARY PLANNING DOCUMENT

Date

18th January 2022

Relevant legislation

Planning and Compulsory Purchase Act 2004

Town and Country Planning (Local Planning) (England) Regulations 2012

Adoption details

Reading Borough Council formally adopted the Design Guide to Shopfronts Supplementary Planning Document on 17th January 2022.

This document is a Supplementary Planning Document (SPD). It provides supplementary information to support policies in the Reading Borough Local Plan, adopted in November 2019. It relates to the policies of the Local Plan that refer to shopfronts, specifically policies CC7, EN1, EN3, EN6, OU4, OU5, CR2, CR7 and CR8. Before adoption, Reading Borough Council had no specific SPD guidance for shopfront design.

Any person with sufficient interest in the decision to adopt the SPD may apply to the High Court for permission to apply for judicial review of that decision. Such an application must be made promptly and in any event not later than Sunday 17th April 2022.

The SPD is available for inspection on the [planning policy pages of Reading Borough Council's website](#). A Statement of Consultation, summarising the consultation undertaken, comments received and responses to those comments, can also be viewed on that page. Hard copies are available for inspection at the Civic Offices and at all libraries within the Borough.

Changes made to the Draft version (published July 2021) can be seen in the following pages of this document.

Further information can be obtained by contacting the Planning Section, Reading Borough Council [by e-mail](#) or by telephone on 01189373337.

Further information on planning policy documents can be found on the [planning policy pages of Reading Borough Council's website](#).

Changes

This section lists the changes that have been made to the July 2021 consultation draft of the Design Guide to Shopfronts SPD to form the adopted version. Changes have been made for a variety of reasons, including to address points raised during consultation, update the document as a result of new information, correct errors, and make clarifications.

Paragraph references in the table below refer to the adopted version unless otherwise indicated, and may have changed from the draft version. Consequential

changes as a result of the changes below (i.e. to paragraph or page numbering) are not listed unless they form part of a wider change.

Note following the table of contents

Add the following paragraph:

“This document was authored by officers at Reading Borough Council with significant contributions from Purcell (www.purcelluk.com). Applications for permission to reproduce any part of this work attributed to Purcell should be addressed to Purcell at info@purcelluk.com.”

Paragraph 1.1

Add the following as the final sentence in the paragraph:

“Traditional shopfronts can contribute significantly to the locally distinctive character of a town.”

Paragraphs 1.2 and 1.3

Delete the following:

“1.2 The benefits of physical improvements to shopfronts are wide-reaching. These include:

- Contributions to placemaking and vibrancy;*
- Increased retail footfall and dwell time;*
- Attractiveness to investment;*
- Greater levels of occupancy;*
- Improved community cohesion and social outcomes;*
- Enhanced sense of civic pride and higher levels of engagement;*
- More usable floorspace;*
- Higher land values; and*
- Achieving an appropriate mix of uses including residential, commercial and retail. In particular, historic high streets are correlated with better economic outcomes and prove to be more resilient in times of economic downturn.”*

And replace with:

“1.2 As online retail sales increase and brick-and-mortar retail units are experiencing disruption due to decreased footfall, shopowners can improve their attractiveness by investing in physical improvements to shopfronts. Although this requires investment, the financial benefits are wide reaching:

- Increased retail footfall and dwell time;*
- More usable floorspace;*
- Higher land values; and*
- Increased attractiveness for investment.*

1.3 Other wider social benefits include:

- Contributions to placemaking and vibrancy;*
- Greater levels of occupancy;*
- Improved community cohesion and social outcomes;*
- Enhanced sense of civic pride and higher levels of engagement; and*

- *Achieving an appropriate mix of uses including residential, commercial and retail. In particular, historic shopfronts and high streets are correlated with better economic outcomes and prove to be more resilient in times of economic downturn.”*

Paragraph 1.4

Add the following paragraph:

“These positive effects may reduce the incidence of anti-social behaviour or criminal damage, which can have a negative effect on footfall and spending. Customers may choose to shop locally if the visual appearance of shops is improved and a high-quality shopfront will likely result in better business. A well-designed shopfront is one of the most effective advertisements to residents and visitors. Physical improvements to shopfronts may be implemented incrementally and small changes over time can bring about significant positive change.”

Paragraph 1.5

Add the following paragraph:

“This supplementary planning document (SPD) is intended to serve as a useful guide for shopowners seeking to undertake works to improve shopfronts and signage throughout the Borough. It also applies to newly built retail units. The guidance seeks to strike a balance between high-quality shopfronts and successful businesses by recommending cost-effective ways to improve our high streets and individual shopfronts.”

Figure 6 (reference according to July draft)

Delete the image of Akwaaba and Hair Sanctuary on the Oxford Road, along with the caption.

Paragraph 2.2

Add the following as the second sentence of the paragraph:

“These may be located within or outside of high streets and may be newly-built or existing.”

Add the following uses in the third sentence:

“[...] solicitors, opticians [...]”

Add the following as the final sentence of the paragraph:

“This guidance does not apply to shopfronts enclosed within private premises, such as the Oracle or the Broad Street Mall.”

Paragraph 2.4

Add the following to the end of the paragraph:

“[...] including any signage such as fascia, posters, blinds displaying images or wording, banners or projecting signs.”

Paragraph 2.5

In the first sentence, replace:

“This SPD should also be used to guide applications to conversions [...]”

With:

“This SPD is also to be used to guide applications to conversions [...]”

Paragraph 2.6

In the third bullet point, replace:

“Alteration of the frontage line”

With:

“Alteration of the existing building line”

In the ninth bullet point, replace:

“Removal or installation of an accessibility ramp”

With:

“Removal or installation of a permanent accessibility ramp”

In the tenth bullet point, replace:

“Repair works and maintenance.”

With:

“Some repair works and maintenance.”

Paragraph 2.7

In the first sentence, replace:

“[...] as unapproved to a listed building is a criminal offence [...]”

With:

“[...] as unapproved works to a listed building are a criminal offence [...]”

In the third bullet point, replace:

“Installation of an extractor fan outlet”

With:

“Installation of an extractor or ventilation fan outlet.”

In the fourth bullet point, remove:

“as it is generally not supported”

Paragraph 2.10

Add the following new paragraph and renumber subsequent paragraphs:

“Where changes are proposed, the National Planning Policy Framework sets out a clear framework for both plan-making and decision-making in respect of applications for planning permission and listed building consent to ensure that heritage assets are conserved, and where appropriate enhanced, in a manner that is consistent with their significance and thereby achieving sustainable development.”

Paragraph 2.12

Replace the reference to paragraph 118 of the NPPF with paragraph 120

Paragraph 2.13

Replace the reference to paragraph 202 of the NPPF with paragraph 208

Figure 9

Add the following sentence to the caption:

“This layout is indicative, representing one variation in design.”

Paragraph 3.3

Add the following new paragraph and renumber subsequent paragraphs:

“Shopfronts should reflect good proportions by relating in terms of scale and measurements to the existing building. Shopfronts should also:

- *Follow the proportions established by the host building and high-quality surrounding shopfronts;*
- *Avoid spanning the entire width of the building, but should be contained within boundaries of the same material as the main elevation in order to provide visual enclosure and to integrate it with the host building;*
- *Be located clearly below the sills of first-floor windows; and*
- *Provide strong horizontal and vertical features that are neatly aligned to ensure overall architectural harmony.”*

Paragraph 3.4

In the fourth sentence, add:

“Although some medieval shopfronts did employ stallrisers [...]”

Add new sentence at the end of the paragraph:

“Many shops were located in basements or undercrofts and several medieval undercrofts are believed to be preserved under buildings at the Market Place in the town centre.”

Paragraph 3.5

In the third sentence, remove:

“In Reading [...]”

Paragraph 3.7

Remove the last sentence:

“There was also the introduction of panels of stained or frosted glass.”

Figure 14

Delete the following caption:

“Example of an Inter-war shopfront, the Lanes, Brighton (Source: RBC Planning).

And replace with:

“Example of a Victorian shopfront, the Lanes, Brighton (Source: RBC Planning).

Figure 15

Delete the following caption:

“Example of an Inter-war shopfront, the Lanes, Brighton (Source: RBC Planning).

And replace with:

“Example of a Victorian shopfront dated 1846, the Lanes, Brighton (Source: RBC Planning).

Paragraph 3.8

Add a new sentence as the second sentence:

“Some were formed of two or four panes, including transom lights, and were less expensive to insure as smaller panes cost less to replace when damaged.”

Add new sentence at the end of the paragraph:

“There was also the introduction of panels of stained or frosted glass. New materials included cast iron to create intricate detailing or slim profile framing, such as that at 141 Oxford Road.”

Paragraph 3.9

Add the following at the end of the paragraph:

“This was also a period of increased specialist shopfront design, such as butchers employing easy-to-clean glazed tiles with examples of products for sale or jewellers employing deeply recessed entrances to increase the area of window displays. Many brands created their own shopfront styles at this time.”

Figure 22 (refers to the July draft version)

Remove the photograph of Raayo at 155 Friar St and caption.

Paragraph 3.10

Add the following at the end of the paragraph:

“This period saw a move away from classicism as shops become more focused toward “modern living.” A great example of an Art Deco building including from this period is located at the corner of West Street and Broad Street (73 Broad Street), although the shopfront itself has lost its Art Deco elements. Later shopfronts tend towards modernist principles of simplicity and maximised glazing, sometimes angled toward the street to draw customers to the door. Many national chains continued to develop distinctive styles (such as Marks and Spencers or Woolworths) and in many cases these distinctive buildings have outlived the brands themselves.”

Figure 23

Add photograph of the Harris Arcade Entrance and the following caption:

“Example of Art Deco entrance to the Harris Arcade, Reading (Source: RBC Planning).

Paragraph 3.12

Add new paragraph as follows:

“High-quality modern shopfronts respond meaningfully to their surroundings and host building. Most have simplified, sleek designs with a lack of detailed features, giving a clean appearance. Many traditional elements, such as pilasters, consoles, capitals and mouldings, may be simplified or omitted. High-quality modern shopfronts avoid ill-proportioned fascias and stallrisers, weak framing, superficially applied features or garish and cluttered signage.”

Figure 24

Add the following caption:

“Modern shopfront with simplified, sleek architectural features. This shopfront fits within the host building and is well-proportioned but omits many traditional architectural features. (Source: RBC Planning).”

Paragraph 4.2

Add a new sentence at the end of the paragraph:

“The town has a wealth of historic photos showing the changing faces of shopfronts over the last 150 years available through the Reading Library, Reading Museum or Historic England archives.”

Figure 27 (refers to July draft version)

Remove the image and caption and replace with new Figure 26 and the following caption:

“Figure 26: Sketch proposals for the Oxford Road High Street Heritage Action Zone. Please note that these are indicative of examples that the Council would find acceptable. There is flexibility in terms of colour, for instance. Subdividing the street into individual shopfronts creates a rhythm to the streetscape and reflects appropriate scale, rather than having continuous facades which extend across several buildings. (Source: Purcell)”

Paragraph 4.4

Remove the first sentence:

“Modern shopfronts are almost never appropriate as part of a historic building or within a conservation area.”

And replace with:

“Modern shopfront designs and materials are often inappropriate as part of a historic building or within a conservation area where they detract from the character or appearance the area is designed to protect., but In some cases, high-quality, innovative designs may be permitted as they can add immensely to the streetscene if well-designed.”

Figure 29

Add new sentences to the caption:

“This is a good example of a new shopfront that is designed appropriately to reflect the surrounding environment. It has an adapted corporate logo and employs red brick reflective of the historic surroundings.”

Paragraph 4.5

Add new paragraph and renumber subsequent paragraphs:

“Images and illustrations of particular designs in this SPD are indicative rather than prescriptive and represent one example of acceptable, high-quality design. Each application is considered on a case-by-case basis. Planning officers will seek to strike a balance between practicality and visual improvement.”

Paragraph 4.6

Add new paragraph and renumber subsequent paragraphs:

“Many shopfronts in Reading were not initially constructed as shopfronts. There is great diversity of other purpose-built building types in use as shopfronts, for example public houses, banks or residences. These shopfronts present an opportunity

to reflect some of the original elements of the purpose-built use. Each application will be considered on a case-by-case basis and architectural features of the original use shall be retained or reinstated, where practical. Proposals should seek to reflect the age and initial style of the property as much as possible. Modern, purpose-built shopping parades are expected to reflect the era in which they were built.”

Paragraph 4.7

Add new paragraph and renumber subsequent paragraphs:

“In light of the Climate Emergency declared by Reading Borough Council in February 2019 and the publication of the Sustainable Design and Construction Supplementary Planning Document, applicants should consider additional measures as response to climate change at the earliest possible stage. In shopfronts, for example, blinds, shades or canopies may increase resilience as the frequency of extreme heat events increases and retention of historic features will help to reduce new waste being generated during construction. Applicants must comply by the climate change policies of the Local Plan and the specific guidance set out in the Sustainable Design and Construction Supplementary Planning Document as well as national energy efficiency standards and all requirements set out in the Building Regulations.”

Paragraph 4.8

Remove the second sentence:

“Display windows should avoid clutter, as well as proliferation of advertising and/or posters or other fixtures.”

And replace with:

“Display windows and frontages should avoid clutter, as well as proliferation of advertising and/or posters or redundant wiring, satellite dishes, CCTV, alarms or other fixtures.”

Paragraph 4.9

Remove the third sentence:

“Shopfronts should remain active during both day and night.”

And replace with:

“Shopfronts should remain “active” by providing visibility into the space, rather than presenting a blank wall during both the day and night. Policy CR7: Primary Frontages in Central Reading provides more detail regarding active frontages and a definition is provided in the glossary in Section 6 of this SPD.”

Figure 31

Remove the caption:

“Oxford Road. Good example of sympathetic window display (Source: RBC Planning).

And replace with:

“Oxford Road. Good example of sympathetic window display that provides visibility into the shop and avoids use of decals or opaque glazing. (Source: RBC Planning).

Paragraph 4.10

Remove the following word:

“opening lights”

And replace with:

“transoms”

Paragraph 4.11

Remove the first sentence:

“Applicants should retain or install a stallriser with a moulded and projecting cill at the base of the shopfront of at least 300mm (450mm to 700mm preferred) in height in order to form a solid visual base.”

And replace with:

“Applicants should retain or re-install existing stallrisers with a moulded and projecting cill at the base of the shopfront of at least 300mm (450mm to 700mm preferred) in height in order to form a solid visual base.”

Paragraph 4.12

Create new paragraph and renumber subsequent paragraphs:

“For contemporary shopfronts, polished granite is a good, hardwearing material. Glazed brick is also a good option. In Reading, red, grey or buff brick moulded terracotta cills and arches may best reflect Reading’s distinct Victorian brick building traditions.”

Figure 36

Add sentence to caption as follows:

“Proportions and maintenance would be improved with the installation of a stallriser.”

Paragraph 4.13

Remove the sixth bullet point:

“• Signage: Discrete downlighting is the preferred choice, avoid lettering which is internally illuminated and comply with the illumination requirements of the Local Plan (Policy OU4 and paragraphs 4.7.24 - 4.7.31)”

And replace with:

“• employ discrete downlighting as the preferred choice, avoid lettering which is internally illuminated and comply with the illumination requirements of the Local Plan (Policy OU4 and paragraphs 4.7.24 - 4.7.31)”

Paragraph 4.13

Remove the seventh bullet point:

“• avoid excessive use of bright colours or any use of fluorescent colours (bright colours and reflective materials such as mirrored lettering should be avoided entirely on traditional shopfronts and historic buildings).”

And replace with:

“• avoid excessive use of bright or fluorescent colours (bright colours and reflective materials such as mirrored lettering should be avoided entirely on traditional shopfronts and historic buildings).”

Figure 37

Add sentence to caption as follows:

“This is also a good example of incorporating both a ground floor retail entrance and entrance to access residential properties on the first floor.”

Paragraph 4.17

Add new sentence to the end of the paragraph:

“Fascias should clearly incorporate the house number according to the Council’s Street Naming and Property Numbering Protocol.”

Paragraph 4.19

Add new sentence as the third sentence of the paragraph:

“These are permitted by the Advertisements Regulations subject to certain restrictions on size and content.”

Paragraph 4.21

Remove the paragraph:

“Signage at high levels should be avoided.”

And replace with:

“Signage at high levels is often particularly prominent and should be carefully designed to avoid detrimental effects on visual amenity.”

Paragraph 4.22

Remove the first sentence:

“One, small projecting sign per shopfront frontage may be appropriate. These should be reasonable in scale, avoid internal illumination and should reflect the style of the fascia.”

And replace with:

“One projecting or hanging sign per shopfront may be acceptable. These should be appropriately scaled to reflect the premise’s façade and should not give an appearance of bulkiness. Discrete external illumination will usually be acceptable.”

Figure 39

Add additional sentence to the end of the caption:

“The signage is modest in size and does not employ internal illumination.”

Figure 40

Add additional sentence to the end of the caption:

“Historic image of fascia and modest hanging sign in St Mary’s Butts, Reading.”

Paragraph 4.24

Remove the paragraph:

“Any proposed alterations should result from a full consideration of accessibility. For historic shopfronts, a pragmatic approach should be taken to ensure both reasonable accessibility and retention of historic interest.”

And replace with:

“Any proposed alterations to existing shopfronts or applications for newly-built shopfronts should result from a full consideration of accessibility at the earliest stage. Applicants must ensure that premises are accessible for a wide variety of users with different physical needs. For historic shopfronts, a pragmatic approach should be taken to ensure both accessibility and retention of historic interest. Historic interest should not be an excuse for avoidance of accessibility improvements. Although it is not specific to shopfronts, Historic England provides detailed guidance to help improve access to historic buildings (Easy Access to Historic Buildings). This guide contains many helpful images of appropriate elements, such as ramps and railings.”

Paragraph 4.25

Add the following to the end of bullet point one:

“(or employ the use of a permanent or temporary ramp)”

Add the following to the end of bullet point two:

“(recessed doors, for instance, are useful for the visually impaired)”

Add the following to the end of bullet point six:

“Automatic doors may be used in various forms, such as those with automatic openers or assisted opening on existing doors.”

Paragraph 4.26

Create new paragraph and renumber subsequent paragraphs:

“Permanent entrance ramps usually require planning permission and are preferred, but temporary ramps may also be useful provided they do not create a trip hazard, particularly for the visually impaired.”

Subsection Title: Forecourts

Amend the title of the subsection to:

“Forecourts and Verandahs”

Paragraph 4.27

Remove the paragraph:

“Forecourt seating or trading can invigorate the street scene but must avoid causing obstruction to pedestrians or nuisance to nearby residents.”

And replace with:

“Forecourt seating or trading can invigorate the street scene but must avoid causing obstruction to pedestrians, nuisance to nearby residents or harm to visual amenity.”

Paragraph 4.29

Add the following as the final sentence of the paragraph:

“In the first instance, bins should not be stored in forecourts. If this is not possible, bins must be stored as to provide adequate clearance for pedestrians and avoid harm to visual amenity.”

Paragraph 4.30

Create new paragraph and renumber subsequent paragraphs:

“Shopfronts may wish to make use of forecourts for displaying goods or providing additional space for dining. In many cases, it is considered that this can add vibrancy to the street scene and offer outdoor covered space during inclement weather.”

However, such extensions, if not carefully designed, may harm the amenity of the area, detract from the shopfront itself or obstruct footpaths. The property owner or retailer must ensure that they have secured all relevant permissions for using forecourts in this way (for example, planning permission and approval from building control.) Many shopowners, for instance, do not own the land in front of their shops and therefore forecourt use may not be permitted.”

Paragraph 4.31

Create new paragraph and renumber subsequent paragraphs:

“Many premises, particularly traditional shopfronts, employ retractable or demountable canvas canopies. This is the preferred option. Shopfronts seeking to create covered forecourt space should reinstate or provide high-quality retractable canopies according to the guidelines in this SPD. Canopies should be retracted or removed when not in use to allow the shopfront’s appearance to return to its original form when the canopy is not required or the premises is closed.”

Paragraph 4.32

Create new paragraph and renumber subsequent paragraphs:

Where applicants seek a fixed covering, sometimes referred to as a verandah, a structure must:

- Retain the open character of the frontage and avoid resulting in a closed space;*
- Be proportionate in size and scale to the host building;*
- Avoid obscuring or detracting from any key design or architectural elements of the shopfront;*
- Be designed to reflect the character of the host building, the character of the area and any other existing high-quality canopies or verandahs in the immediate vicinity;*
- Be constructed of appropriate materials reflecting the character of the shopfront; and*
- Reflect the existing level of the ground (elevated terraces which are not level with the pavement should be avoided).”*

And new footnote:

“These guidelines have been adapted from information in a Flyde Council Design Note, “Canopies and Glazed Extensions On Commercial Forecourts.”

Paragraph 4.33

Create new paragraph and renumber subsequent paragraphs:

“Verandahs may employ security grilles to prevent use of covered outdoor space outside of operating hours. These must allow visibility into the verandah and retain an open character. Opaque or solid security shutters should be avoided.”

Figure 41

Create new figure with caption and renumber subsequent figures:

“Example of a verandah with open character and high-quality materials, not within Reading. The structure is supported from the building’s face (above fascia level in this case but providing alternative signage at the opening of the verandah) with a sloping glazed roof extending. It is supported by stanchions to the front face at the corners of

the structure and is open at the front and sides. Structural posts should contain decorative capitals and ornamental brackets. (Source: RBC Planning)."

Paragraph 4.34

Remove the paragraph:

"All shopfronts are expected to use high quality materials and avoid the use of plastics, metal and reflective materials. UPVC should be avoided. Modern metal frames are not supported."

And replace with:

"All shopfronts are expected to use high quality materials. Traditional hardwood, brick, glass or tile is preferred. The use of plastics, metal and reflective materials (high gloss finishes or reflective metals) is usually not appropriate, but may be acceptable if part of an innovative modern design. Weathered bronze or chrome with black vitriolite is often a good option for modern shopfronts. UPVC should be avoided. Each application will be considered on a case-by-case basis to ensure a high level of craftsmanship that contributes to the host building and the surrounding area."

Paragraph 4.35

Add the following as the final sentence of the paragraph:

"Traditional materials may, in some cases, require higher upfront costs, but with good maintenance can often outlast less-expensive, non-traditional materials."

Remove the sentence:

"UPVC should be avoided."

Paragraph 4.36

Add the following at the end of the paragraph:

"[...] but must be done carefully to avoid damaging the face of the brick underneath."

Figure 44

Remove figure 44 (Hair Sanctuary and Akwaaba on the Oxford Road) with caption and renumber subsequent figures.

Paragraph 4.37

Remove the first bullet point:

"• be at ground level only and should avoid spanning more than one structural bay;"

And replace with:

"• be fitted at the ground level only and should avoid spanning past corbels;"

Paragraph 4.40

Remove the paragraph:

"Security shutters detract from the character of the high street and should be avoided in favour of laminated glass as 10-15mm glass can often achieve the same level of security. If laminated glass is not possible, internal grilles should be used. Solid internal shutters are generally inappropriate. All effort should be made to ensure that the shopfront display remains visible. If necessary, demountable or removable grilles are preferred to external roller grilles."

And replace with:

“Security shutters detract from the character of shopfronts and should be avoided in favour of laminated glass as 10-15mm glass can often achieve the same level of security. If laminated glass is not possible, internal grilles should be used. Solid internal or external shutters are generally inappropriate. All effort should be made to ensure that the shopfront display remains visible both day and night. If necessary, demountable or removable grilles are preferred to external roller grilles. External shutters that prevent access to recessed doorways may be appropriate to prevent access outside of trading hours, but these should provide as much visibility as possible. Applicants should also refer to the Thames Valley Police guidance for keeping businesses safe.”

Figure 48

Insert new figure with caption and renumber subsequent figures:

“Shopfront with discreet, internal security shutters that allow visibility into the premises (not in Reading) (Source: RBC Planning).”

Paragraph 4.41

Remove the paragraph:

“External lighting should only be used on shopfronts that trade after dark. Light-coloured writing on a dark background can be effective. In conservation areas or on listed buildings there should be particular caution with internal illumination, for instance face or halo illumination of individual letters may be appropriate and discreet slim-line LED downlighters may be acceptable.”

And replace with:

“External lighting should only be used when shopfronts are trading after dark. Light-coloured writing on a dark background can be effective. In conservation areas or on listed buildings there should be particular caution with internal illumination, for instance face or halo illumination of individual letters may be appropriate and discreet slim-line LED downlighters may be acceptable. Evening lighting of shopfront window displays can contribute to a feeling of safety and activity, but will only be acceptable when energy-efficient LED lighting is used.”

Paragraph 4.42

Remove the paragraph:

“Illuminated projecting or hanging signs on the exterior of the building will not be permitted.”

And replace with:

“Illuminated projecting or hanging signs on the exterior of the building are usually not appropriate.”

Paragraph 4.43

Delete the final sentence of the paragraph:

“Refer to Figure 40.”

Paragraph 4.51

Remove the paragraph:

“The architectural features of reinstated shopfronts should be indistinguishable from nearby units which have been retained in good condition.”

And replace with:

“The architectural features of reinstated shopfronts should be influenced by nearby units which have been retained in good condition.”

Paragraph 4.52

Add the following as the final sentence of the paragraph:

“See Figure 37 (The Factory) for a good example of a dual access shopfront.”

Figure 49

Remove the caption:

“Dual access shopfront. Shop entry and residential, Brighton (Source: RBC Planning).”

And replace with:

“Traditional shopfront with restored historic elements and retractable canopy, Brighton (Source: RBC Planning).”

Figure 50 (refers to July draft numbering)

Remove the figure and the caption:

“Figure 50: Cornice with lead flashing over, Reading (Source: RBC Planning).”

Paragraph 4.55

Remove the final two sentences:

“Any original brick, bronze or hardwood should not be painted. Reflective materials should be avoided.”

And replace with:

“Any original brick, bronze, tile or hardwood should not be painted. Highly reflective materials should be avoided.”

Paragraph 4.67

Remove the paragraph:

“Glossy, reflective or plastic/acrylic fascias are not acceptable.”

And replace with:

“High-quality materials should be used. Glossy, reflective or plastic/acrylic fascias are rarely acceptable and materials should employ a matte finish, where possible. In historic areas or on historic buildings, traditional materials are most appropriate.”

Paragraph 5.1

Remove the first sentence:

“Applications to convert shopfronts to residential use will be expected to retain the shopfront to the greatest extent possible.”

And replace with:

“Applications to convert shopfronts to residential use will be expected to retain the shopfront’s appearance to the greatest extent possible.”

Add the following as the penultimate sentence:

“Each conversion will be dealt with on a case-by-case basis.”

Figure 54

Add new figure with caption:

“Figure 54: Poor example of shopfront to residential conversion, not within Reading (Source: Purcell).”

Figure 55

Add new figure with caption:

“Figure 55: Good example of shopfront to residential conversion, Oxford. This residence was formerly a pub and has retained its traditional fascia and tiled stallriser. This façade provides sufficient privacy while retaining the shopfront’s original windows. (Source: RBC Planning).”

Figure 56

Add new figure with caption:

“Figure 56: Good example of a shopfront to residential conversion, Oxford. It retains the fascia and shopfront windows, as well as the distinct glazing above the former shopfront’s doorway on the corner. (Source: RBC Planning).”

Figure 57

Add new figure with caption:

“Figure 57: Good example of a shopfront to residential conversion, Oxford. This conversion retains the shopfront’s stallriser and display windows. (Source: RBC Planning).”

Glossary

Add the following terms and definitions:

“Active frontage - a frontage that engages with passersby by creating visual interest. Active shopfronts are welcoming and open, rather than unresponsive and expressionless. Solid roller shutters, for example, are an example of an inactive frontage.”

“Canopy - an attached outward projection from the building frontage which takes the form of a cantilevered structure without the vertical supports associated with a verandah.”

“Conservation Area - defined areas of special architectural or historic interest which are worth preserving.”

“Dentils - in classical architecture, small rectangular blocks resembling teeth used as a decoration under the moulding of a cornice.”

“Heritage asset - A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decision, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).”

“Verandah - A structure that extends from the frontage of a building at ground floor level, often over a forecourt. These are typically supported from the building above or below fascia level and have a sloping glazed roof extending from the building to the frontage. Stanchions support the verandah’s face at the corners of the structure and would be completely open at the front and sides. Structural posts often contain decorative capitals and ornamental brackets.”

Appendix 1, Table A1.2: Additional considerations checklist for conversions from shopfront to residential

Delete the fourth point:

“Has a solid visual base been retained?”

And replace with:

“Has a solid visual base, such as a stallriser, been retained?”