

DRAFT COALVILLE FRONTAGE IMPROVEMENT SCHEME DESIGN GUIDE

HELPING TO IMPROVE COALVILLE'S TOWN CENTRE

SEPTEMBER 2019

Local businesses have told us that they want us to help them make Coalville town centre more attractive and welcoming; encouraging more people to visit, stay longer and spend more money with local businesses. The council has created the Frontage Improvement Scheme to provide grant funding to help improve the quality of shop fronts in the town centre. The scheme offers funding to independent businesses on parts of Hotel Street, High Street, Belvoir Road, Marlborough Square, Jackson Street and Ashby Road.

The scheme is integral to improving the attractiveness of the town centre, and provides investment to support business owners and property owners.

Why are frontages important?

High quality shop fronts help to attract people to use businesses. Collectively, high quality frontages help to create a positive image of a place. A town centre full of well designed, well-maintained shop fronts projects an impression of quality and offers a more attractive environment to residents and visitors.

The Frontage Improvement Scheme aims to ensure that long term, successful repair and restoration takes place in prominent parts of Coalville Conservation Area to maintain the town's architectural interest.

How is the scheme targeted?

The scheme has been targeted at properties on parts of Hotel Street, High Street, Belvoir Road, Marlborough Square, Jackson Street and Ashby Road because:

- These thoroughfares are the main streets running through the town.
- These are the town's original 'high streets' and we are keen to draw more people to the area.
- They are home to a diverse range of independent retailers offering good quality products and services.
- A number of shop fronts need some care and attention.
- Improved shop fronts will encourage people to take notice of the town centre and we hope this will increase footfall and trade.

The design of new or repaired shop fronts

- The grant scheme supports the designing and installation of new frontages that are more sympathetic to the age of the property of which they are part. Where a good shop front already exists, grant funding is available to assist with the cost of repair, reinstatement and the introduction of more traditional features.
- The role of North West Leicestershire District Council is to help co-ordinate the grant scheme and make sure that the restored and new shop fronts complement one another, for example by helping businesses and property owners make changes that sit within this design guide.
- A similar scheme has been operating in Swadlincote for a number of years and significant improvements have been made to shop fronts in the town. If you are looking for ideas for what you might do why not have a look around Hotel Street and High Street in Coalville, and Swadlincote's High Street?

The Coalville Conservation Area local development order

Generally Planning Permission is required to carry out works to a shop front, if those works would materially affect the appearance of the building. In deciding whether or not to grant Planning Permission, the District Council shall pay special attention to the desirability of preserving or enhancing the significance of the conservation area.

The District Council has prepared a draft local development order (LDO) for Coalville Conservation Area. The LDO would permit the refurbishment, repair or replacement of shop fronts provided that the works are carried out in accordance with this design guide.

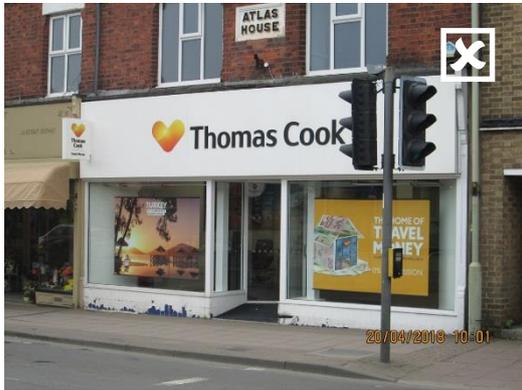
On pages three to six of this design guide, you will find a summary of the elements of a traditional shop front and the range of shop front styles.

On pages four to eight, you will find eleven questions relating to your proposed shop front design. If you wish to comply with the LDO and install the proposed design without Planning Permission, then you shall be able to:

- Answer 'yes' to each of questions 1 and 2;
- Answer 'yes' to each of questions 3 to 11, unless in each case the proposed element would be similar in appearance to the existing.

Before you start work, you should ask the Planning & Development team whether the design that you propose would comply with the LDO. Please telephone the duty officer after 1pm on 01530 454725 or email development.control@nwleicestershire.gov.uk.

	Question	Comment
	Retaining features of significance	
1	<p>Was the existing shop front installed after July 1948? If the existing shop front was installed before July 1948, then have any features of significance been removed or obscured?</p>	<p>If you are proposing to replace an intact historic shop front, then you should seek planning permission.</p>
		
2	<p>Do you propose to retain and incorporate all surviving features of significance?</p>	<p>If you are proposing to remove any features of significance, then you should seek planning permission.</p>
		

	Question	Comment
	Designing in character	
3	Would the proposed shop front be installed within a single building?	If you are proposing to install a shop front across more than one building, then you should seek planning permission.
		
4	Would the top of the proposed shop front be lower than the bottom of the first floor window sill?	If the shop front would extend above the bottom of the first floor window sill, then you should seek planning permission.
		
5	Would the proposed shop front have a fascia and cornice no more than one fifth of the height of the shop front overall?	If the fascia and cornice would be more than one fifth of the height of the shop front overall, then you should seek planning permission.
		

	Question	Comment
	Materials and finishes	
6	Would the proposed shop front (excepting the stall riser and pedestals) be faced in painted timber?	If you are proposing a facing material other than painted timber, then you should seek planning permission.
		
7	<p>Would the proposed shop front include a stall riser and pedestals faced in red brick, blue brick, glazed brick, glazed tile or render?</p> <p>Would the stall riser be at least 300mm high at its lowest point?</p>	If you are proposing any other facing material, then you should seek planning permission. If you are proposing a very low stall riser, or you are not proposing a stall riser at all, then you should seek planning permission.
		 

	Question	Comment
	Good architecture	
8	Would the proposed shop front have a fascia supported at either end by pilasters?	If the fascia would not be supported at either end by pilasters, then you should seek planning permission.
		 
9	Would the proposed shop front have a fascia enclosed by brackets and a cornice?	If the fascia would not be enclosed by brackets and a cornice, then you should seek planning permission.
		

	Question	Comment
	Shop blinds and security grilles	
10	If the proposed shop front would include a blind, would this be an awning blind?	If you are proposing to install another type of blind (e.g. a 'dutch' blind), then you should seek planning permission.
		
11	If the proposed shop front would include security grilles, would these be installed internally?	If you are proposing to install any form of external security grille, then you should seek planning permission.
		

The drawing on page 5 is reproduced with the kind permission of A+G Architects of Loughborough.

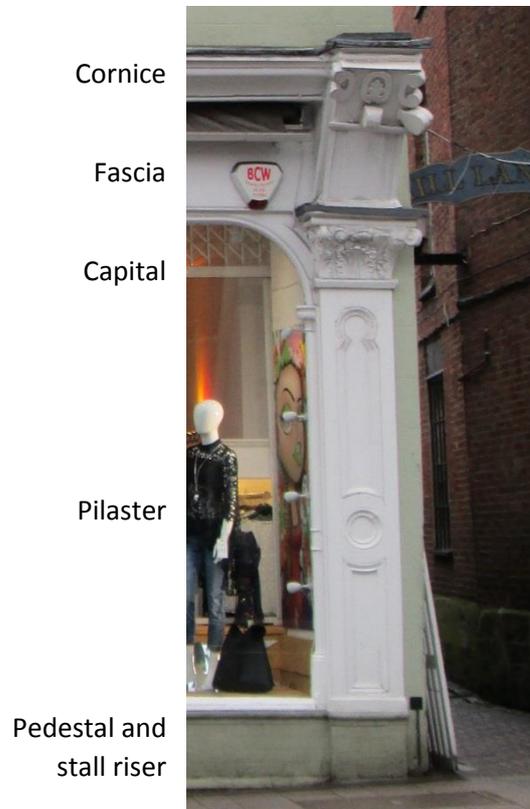
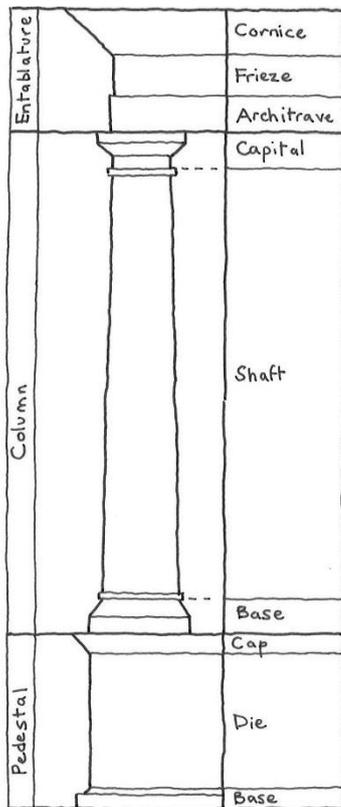
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Appendix: Traditional shop fronts

Traditional shop fronts use elements borrowed from classical architecture. This is reflected in the terms that we use to describe the elements of a shop front.



The shop front, piece by piece

The fascia: The fascia is equivalent to the classical *frieze* and *architrave*. A fascia is supported at either end by a pilaster and in turn it supports the cornice. A fascia is bounded at either end by a bracket. The fascia should be in scale with the shop front and the building as a whole.

The cornice: The cornice is equivalent to the classical *cornice*. A cornice is supported by the fascia and at either end by a bracket. A shop front should incorporate a cornice to enclose the fascia and offer visual support for the upper part of the premises.

The bracket: The bracket is equivalent to the classical *console*. A bracket supports either end of the cornice and bounds either end of the fascia. A shop front should incorporate brackets to enclose the fascia.

The pilaster: The pilaster is equivalent to the classical *column* or *pilaster*. A pilaster is supported by a pedestal and in turn it supports either end of the fascia. A shop front should incorporate pilasters to offer visual support for the upper part of the premises.

The pedestal: The pedestal is equivalent to the classical *pedestal*. A pedestal supports a pilaster and bounds either end of the stall riser. The pedestal is best executed in durable materials; timber is best avoided.

The stall riser: The stall riser is equivalent to the classical *podium*. A stall riser supports the shop window. A stall riser is bounded at either end by a pedestal. A shop front should incorporate a stall riser to minimise the risk of people colliding with transparent glazing. The stall riser is best executed in durable materials; timber is best avoided.

The shop window: The shop window may be subdivided with mullions, transoms and glazing bars. The subdivision of the shop window should reflect the proportions of the building and its vertical or horizontal emphasis. The subdivision of the shop window also has the advantage of reducing the amount of glass that has to be replaced in the event of breakage.

The threshold: The threshold should be level (i.e. it should offer a slope no greater than 1:20) and the route across the threshold should provide weather protection. A recessed entrance provides weather protection and may account for a sloping threshold. It also offers additional space for advertisement and shop window display.

The entrance door: The entrance door should be accessible to all. The entrance door should be wide enough to allow unrestricted passage for a variety of users including wheelchair users. An entrance door with powered operation is the most satisfactory solution for most people. The entrance door should be glazed to allow people to see others approaching from the opposite direction.

Styles of shop fronts

There are a range of shop front styles in Coalville town centre. Some are older, some are more modern. A number of the older ones have been altered over the years, some less successfully than others. A number of modern shop fronts do not respect the rest of the (older) building of which they are part as well as they could.

The following pages provide some illustrations of shop front styles.



*Market Street, Ashby de la Zouch
Shop front installed shortly after 1880*



*Borough Street, Castle Donington
A late nineteenth century shop front*

Around 1850, large shop windows became possible with the introduction of cast iron piers. Large windows allowed more room for display and let more light into the shop itself. Both qualities were enhanced by plate glass. By about 1850 it was possible to get sheets of plate glass at less than one tenth of the eighteenth century cost.



*High Street, Kegworth
A late nineteenth century shop front*



*Market Street, Ashby de la Zouch
Shop front installed after c.1880*

The trend towards larger windows continued through the nineteenth century and on into the early twentieth century. The advent of these new plate-glass windows introduced a different scale to the design of shop fronts, with the stall riser at the base of the window virtually disappearing, and the front being carried much higher up, thereby increasing the natural internal light. The fascia also grew and was often canted outward so that the face of the board faced towards the onlooker. This also resulted in larger brackets at the end of the fascia.



*Market Street, Ashby de la Zouch
Shop front installed shortly after 1902*



*Market Street, Ashby de la Zouch
Shop front installed c.1930*