

Ipswich Local Plan

Shop Front Design Guide Supplementary Planning Document March 2016



IPSWICH
BOROUGH COUNCIL

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1. INTRODUCTION

- 1.0 Planning permission is required to install and, in some cases, to alter a shopfront. These guidelines give advice on shopfront design and explain the Council's policies. They also describe traditional shopfront designs, and the contribution they can make to the character of a building and street.
- 1.1 The guidelines apply to all shopfronts within the Borough. Several shopping areas fall within all or part of conservation areas (including much of the Central Area) and in the vicinity of listed buildings. In these locations, there is a duty on both applicants and the local authority to pay special regard to the desirability of preserving or enhancing the character and appearance of buildings and their settings. Shop owners should look closely at the existing shopfront or the street scene before commissioning a new front and signs.

2. POLICY CONTEXT

Planning Policy

- 2.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that decisions on planning applications must be taken in accordance with the development plan unless there are material considerations that indicate otherwise. The development plan for Ipswich is the Core Strategy and Policies development plan document (December 2011). This is currently being reviewed and will be replaced by the Core Strategy and Policies development plan document review. In addition, the Council is also currently producing a Site Allocations and Policies (Incorporating IP-One Area Action Plan) development plan document.
- 2.2 National planning policy is a material consideration in the consideration of planning applications. Current national planning policy is set out mainly within the National Planning Policy Framework (NPPF)¹.
- 2.3 This SPD seeks to add detail to the policies found in the Core Strategy, with the aim being to assist anyone seeking to create a new shop front or replace an existing one. The guidance contained within the SPD will be a material consideration in determining planning policies. Upon adoption of the emerging plans this SPD will be applied to the relevant policies contained within these plans (the Proposed Submission² versions of these policies are contained in Appendix 1 to this SPD).

National Planning policy Framework

- 2.4 Paragraph 56 of the NPPF states that 'The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.'

Core Strategy and Policies development plan document

- 2.5 This Supplementary Planning Document will support the implementation of the following adopted planning policies:

¹ National Planning Policy Framework -

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

² Proposed Submission Core Strategy and Policies Review (November 2014)

Policy DM5: Urban Design Quality

The Council will require all new development to be well designed and sustainable. In Ipswich this will mean:

- a. layouts and designs that provide a safe, attractive, permeable, legible and useable public realm for all users, which is pedestrian and cycle orientated;
- b. areas which function well and where possible integrate residential, working and community environments and fit well with adjoining areas;
- c. the promotion of safe and secure communities;
- d. greener streets and spaces to contribute to local biodiversity, visual amenity, and health and well-being, and offset the impacts of climate change;
- e. protecting and enhancing the special character and distinctiveness of Ipswich and helping to reinforce the attractive physical characteristics of local neighbourhoods;
- f. buildings that exhibit very good architectural quality, are highly sustainable and are designed for long life by being capable of adaptation to accommodate changing needs and uses over time;
- g. ensuring that new development incorporates cycle and waste storage, public transport infrastructure and car parking if appropriate, all designed and integrated in a way that supports the street scene and safeguards amenity; and
- h. new buildings in or around Air Quality Management Areas will be designed so that their size and layout will minimise, and at the very least not increase, localised retention of polluting emissions, and will include ventilation systems that protect the health of users of the buildings.

Design that is considered not to adequately meet all these criteria will be refused.

Policy DM8: Conservation Areas

The Council will seek to protect and enhance the character and appearance of Conservation Areas through adopted Conservation Area Appraisals and Management Plans. These will be used to inform the Council's decisions when assessing the impact of proposals for planning permission.

Policy DM9: Buildings of Townscape Interest

There is a presumption in favour of retaining and repairing buildings of local townscape interest. Proposals involving the loss of such buildings will only be permitted if it can be demonstrated by thorough analysis in the Design and Access Statement that the replacement building(s) is of an equal or higher standard of design and incorporates sustainability features.

Different types of shops

- 2.6 A 'shop' is carefully defined in planning law. The Use Classes Order separates activities into different categories. Shops are included in Class A1, but estate agents, building societies, banks and betting shops are in Class A2. Restaurants and cafes are in Class A3, drinking establishments are class A4 and hot-food takeaways are in class A5. Surgeries, amusement arcades, launderettes and car showrooms are examples of *Sui Generis* uses which are excluded from the definition of a shop. However the guidance provided in this SPD should be applied to any of the above uses where a commercial frontage is created, altered or removed. The 2015 General

Permitted Development Order sets out the instances whereby planning permission is not required for change of use between the uses identified above, however where this is the case it is recommended that the guidance in this SPD is followed nevertheless.

3. DESIGN GUIDANCE

The Benefits of Good Design

- 3.1 The decision to invest in a shopfront can be a substantial one, and businesses naturally want to maximize the return on their expenditure in terms of the number of customers attracted through the door. This can motivate high quality design, though an over-emphasis on the 'eye-catching' aspects of a design can also produce shopfronts which do not sit well in their streetscape, especially in historic areas.
- 3.2 Good shopfront design will draw attention to a business, convey its corporate identity and will be memorable. It can also be sympathetic to its setting, both in terms of the building frontage to which it is attached, and the wider streetscape which surrounds it. In historic areas, the building itself may well draw the by-passer's attention – the shopfront simply needs to amplify the message, without overwhelming its setting.
- 3.3 Shopfront designs which are distinctive and which protect local distinctiveness, for instance through the retention of original features, are often appreciated by customers who enjoy the special quality of a place. Ipswich is fortunate in retaining many original shop units and traditional shopping streets, which local people are keen to see protected. If businesses co-operate, informally, to protect a particular streetscape, the shared benefit can lift the perception of an entire area (just as, where there is no co-ordination, it can depress an area).

The character and appearance of areas

- 3.4 Where the preservation of an original building design is not involved, the character and appearance of the locality will be the most important factor in designing a suitable shopfront.



Fig 1 – St Nicholas Street. A well managed traditional shopping street with historic shopfronts and a minimum of unnecessary visual clutter.

- 3.5 Older streets tend to have narrow-fronted buildings, which give a vertical emphasis. This emphasis is reinforced by the use of tall, narrow, sash-windows; shopfront pilasters; display windows subdivided by slender mullions, and by the upright proportions of recessed doorways. New shopfronts with deep, wide fascias and large areas of glass tend to have a horizontal emphasis, and so conflict with the older character. A standard modern design will often be unsuitable to the characteristics of older buildings, and can also spoil the appearance of newer buildings.
- 3.6 In older areas, the design of new buildings which include shops should relate to the scale of the older buildings and match their vertical emphasis.

Shopfronts in older buildings

- 3.7 Many buildings designed in the past will have integrated the design of the shopfront into the overall design of the facade and where this is the case they should normally be retained intact with any original features.
- 3.8 In many cases, the shopfront design will be mostly or entirely modern. The Council welcomes designs for new shopfronts in older buildings which are innovative and eye catching provided they follow the basic rules set out in these guidelines and are appropriate in their individual setting.



Figs 2 & 3 – Examples of shopfronts successfully incorporated into historic elevations

- 3.9 A shopfront usually needs to be seen as an integral part of a building - not as a separate entity. If a shop occupies the ground floor of two or more buildings, a continuous fascia which runs across the facades of these buildings, disregarding architectural detail and decoration above will not be acceptable. It is more important for a fascia to be related to the building in which it is set, than to line up with those on neighbouring shops. The cheerful irregularity of an old established shopping street is preferable to an unnecessary and insistent uniformity.



Fig 4 – An example of shopfront design which fails to reflect the overall architectural character of the building. The first floor shows a clear separation between principal and secondary elements, indicated by the quoins and the prominent windows, but there is no corresponding division of the fascia in this position. In addition, the large entrance opening visually undermines the principal part of the facade.



Fig 5 – The continuous fascia of this department store ignores the contrasting facades on the first and second floors above, which were built at different times and use different architectural styles and materials.

- 3.10 The "corporate style" of a chain of shops may in some cases clash with the character of individual buildings and of the surrounding area. The Council understands the importance of a corporate style to certain traders, but in some cases this can be adapted or reinterpreted. Large, uninterrupted areas of plate glass will be usually be inappropriate for older buildings. But in some cases, a new design (either modern or traditional in style) will be preferable to an undistinguished older shopfront.



Figs 6 & 7 – Corporate image can be attractively integrated into traditional architecture

- 3.11 Listed buildings, anywhere, must not be altered without "listed building consent" from the Council. In conservation areas it is an offence to destroy part of a building such as an existing shopfront without permission, known as "conservation area consent". Further detail about how to apply is given at the end of this Guidance Note.

Shopfronts in modern buildings

- 3.12 Where the preservation of the character of a traditional building or historic area is not involved, the enhancement of the street scene will be the desired aim. New shopfronts should aim to be in character with the building and the street scene.
- 3.13 Many of the principles of good design found in traditional shopfronts can be applied to new shopfronts, without resorting to poorly executed "pastiche" copies. Considerations will usually include modern interpretations of pilasters, fascia and stallriser.



Figs 8 & 9 – Simple, clean lines are often the best design approach in modern settings.

- 3.14 Where an innovative or contrasting design approach contrast is proposed, the design will be considered on its individual merits. Good modern design is welcome provided it contributes to the overall streetscape setting as well as being aesthetically pleasing in its own right. The visual integration of architectural and shopfront design is likely to be an important determining factor.
- 3.15 "Reproduction" shopfronts (imitations of traditional designs) meaninglessly applied to the facades of modern buildings do not represent good design. In new areas, good modern shopfront design is likely to be more suitable.

Adaptation of Buildings

- 3.16 Many buildings in modern retail locations were originally not designed to accommodate shopfronts, for example banks or industrial buildings on the waterfront. In many cases, it is desirable that these are brought into use as commercial premises, but the design of the shopfront may need careful consideration.



Figs 10 & 11 – Examples of sensitive adaptation of non-retail premises.

- 3.17 It is important that the historic character of the building is identified, and the features that convey that character, both at street level and the floors above. The design of the shopfront should avoid obscuring these features, and should be adapted to fit the overall architectural scheme, for instance bay division, openings, decorative features. A modern shopfront design approach might be appropriate, for instance using applied lettering and minimal modern window and doorway design, rather than trying to impose a 'heritage' shopfront on a frontage that was never intended to take such a feature.

Empty Building Shopfronts

- 3.18 The appearance of empty shopfronts can have a significant negative impact on an area, as well as harming the attractiveness of the property itself from an investor's point of view. The Council would like to encourage proposals for empty shopfront design which promote the property's commercial potential and enhance the setting of both the building and the area.
- 3.19 Proposals should follow the guidelines in this document. It is expected that empty shop displays will focus on the shop window itself, and could comprise a mix of media. Coloured vinyls are a popular design medium.

The traditional shopfront

- 3.20 The first shops were open stalls built into the ground floor of buildings but by the end of the 17th Century shops in towns were enclosing the open area above the stall with a glazed screen. Windows and doors became part of the (now) traditionally accepted shopfront: stallriser; windows; door; and fascia above. These formed the basis of shopfront design in the 18th and 19th centuries, with designs being gradually refined and elaborated upon. A local joiner would be likely to select a design from one of numerous pattern books and adapt it to local conditions and the taste of the shopkeeper.
- 3.21 Later in the 19th century, the elements of the shopfront became heavier and more ornate. New developments in the manufacture of glass enabled much larger panes to be manufactured until the plate glass windows became the norm.
- 3.22 A traditional shopfront is framed by a number of elements that contribute to the character of a building. Each element has a practical purpose:

Pilasters separate each shop from its neighbours. They are particularly important within a row of shops on the ground floor of older buildings, defining the width of each building by coinciding with the line of the party wall. Their bases usually reflect the level of the panel below the shop window (the stallriser) and their tops are designed to match the fascia, which provides space within which the name of the shop can be displayed.

The pilaster heads often project to form a bracket, or **corbel**, to allow the fascia to be installed at an angle, inclined so as to look down to the pavement, or simply for decoration.

A projecting **cornice** defines the top of the shopfront, distinguishes the shop from the rest of the building, and sheds rainwater away from the face of the shopfront.

The **stallriser** was originally part of the display table when shopfronts were open. It concentrates the display of goods at waist rather than floor level and give a solid base to the shopfront.

Vertical glazing bars, or **mullions** sometimes incorporate curved pieces at the top, forming **spandrels** (spaces between the curve and the surrounding rectangular framework). Finally, an **awning-box** houses a retractable awning, or blind.

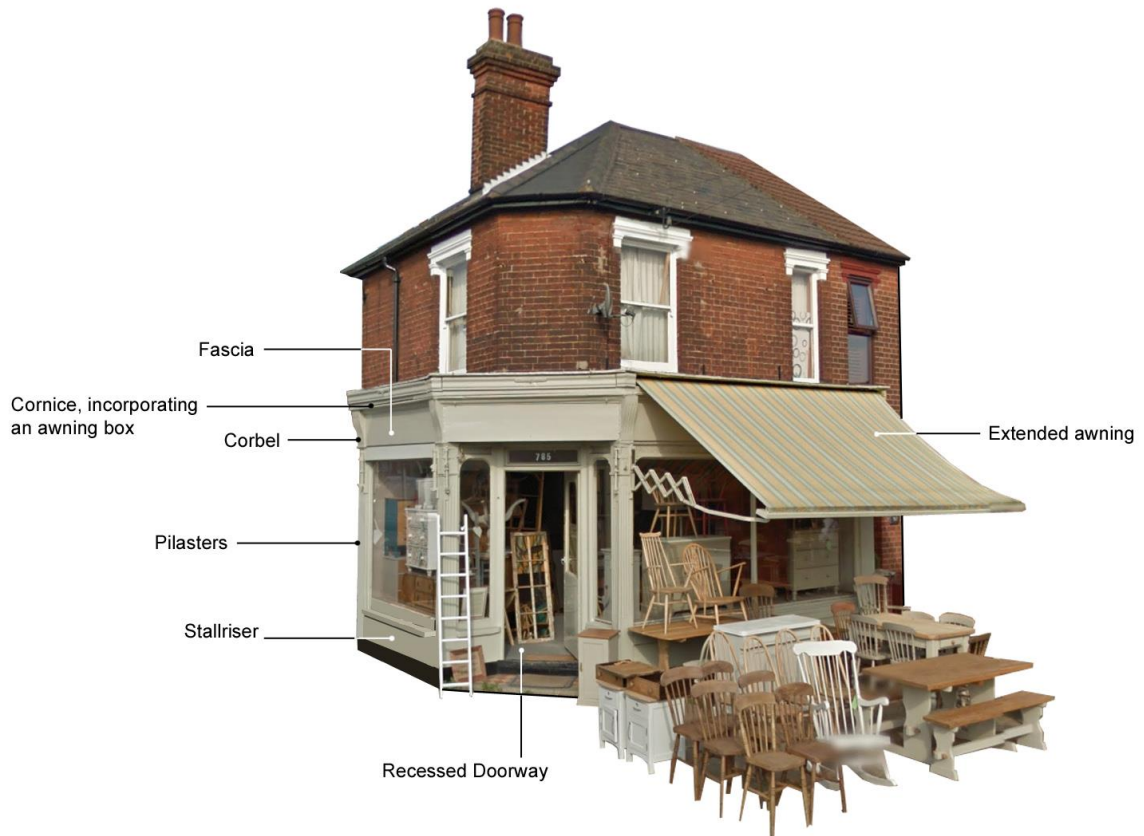


Fig 12 – Traditional shopfront

3.23 These original features still exist on many shops. On others they may be hidden beneath new additions. The Council will expect the preservation of original, attractive shopfronts and features, and will encourage their restoration, where practical.

3.24 Of particular importance is the retention of a shopfront whose design matches another in the same building. Often, repairs or a new colour scheme can provide an effective face-lift for these old shopfronts at a lower cost, more quickly, and with less disruption to business than a new shopfront.

Materials

3.25 Materials should be in keeping with the rest of the building and its surroundings. For older buildings, painted softwood is the most suitable material for the frames and fascias of shopfronts - not stained hardwood. Where aluminium is to be used, bronze or matt black anodised finishes are more acceptable than bright or light-coloured metal finishes.

Colours

3.26 In historic areas, the traditional colours for shopfronts were greens, browns and black. White was not used as extensively as it is today. Vibrant colours can be unsuitable on historic buildings and in particularly sensitive historic areas.

Fascias

- 3.27 The appearance of a building will be affected by the width, length, depth, materials, colour and design of any shop fascias. For good appearance, the fascia should be designed as an integral part of the shop and building. It should be contained within the shopfront, separated from adjacent fascias by pilasters. It should not extend, uninterrupted, across a number of buildings.



Figs 13 & 14 – Traditional shopfront fascias – individually attractive and contributing to varied streetscene.

- 3.28 Unnecessarily deep fascias can appear to slice a building in two and mar the street scene. Sometimes a fascia that is too deep is used to hide a suspended ceiling within a shop. This can be avoided by stopping false ceilings short of the glazing.

Fascia signs

- 3.29 Traditionally, fascia signs were either hand-painted or had individually applied letters. This type of sign can be designed to suit the building. Modern box fascia signs, usually of metal and plastic and often internally illuminated, can be out of character with the building where they are installed, especially in historic areas. Exceptions can apply depending upon circumstances, for instance the use of slimline or fret-cut signage (allowing illumination through the lettering), or the 'halo' illumination of individual letters.
- 3.30 On traditional shopfronts, fascias are made of timber and are often no more than 400mm deep. Fascia signs should not extend above or below the original fascia panel, and should not conceal or damage original architectural features. In some cases, it may not be appropriate for the fascia to extend as high as the first-floor window sills. The fascia sign is a good place to incorporate the street number of the property.



Figs 15-18 – Examples of well designed fascia signs

Projecting or hanging signs

3.31 Often of painted wood and ironwork, these can add originality and interest to the shopfront and street. Hanging signs and their supporting brackets should be designed and positioned so as not to damage or conceal architectural features. They should not normally be placed below fascia level, or above first-floor window-sill height. Projecting signs are usually unsuitable for traditional shopfronts, especially when internally illuminated, for older areas. Projecting signs, on modern shopfronts, should be positioned within the fascia panel.



Figs 19 & 20 – Projecting signs should be an integral part of the fascia design, as in these examples



Fig 21 – These hanging signs are fixed too high on the façade, adding to visual clutter in the streetscape and blocking views of the original early 19th century sash windows at first floor level.

Lettering

- 3.32 There are a large number of traditional and modern fonts which can be used in shopfront signage. The choice of style will depend upon factors such as the message being conveyed, the type of business and the visibility of the location. The design of the shopfront and the building to which it is attached are also important factors, although lettering is an area where contrast can work as well as complement. Historic buildings do not always require a conservative font. Similarly, traditional lettering can work well on a modern façade.
- 3.33 Generally speaking, lettering should be contained by the architectural frame of the fascia panel and should be in proportion with it. Traditional fonts can be eye catching, and work well on historic shopfronts. Hand painted lettering is part of the art of shopfront design and can be used to convey a range of commercial messages – the work of a good sign-writer can be attractive and eye-catching.



Figs 22 & 23 – Examples of hand painted lettering

Windows

- 3.34 Large expanses of glass are expensive to replace and will look out of place in older areas. Vertical glazing bars, or mullions, can be used to subdivide large windows, so that they relate to the divisions of the upper part of the building, and give the shopfront a more human scale.

Window Vinyls

- 3.35 Large areas of coloured vinyl covering part or the whole of a window area can create an eye-catching display, as well as additional shelf space inside the property. However, poorly designed vinyls and / or additional stickers pasted over the original image can look untidy, especially if the adhesion peels and discolours at the edges. The opaque displays can also create an unwelcoming, run down or overly defensive impression in the streetscape, similar to the effect created by closed shutters or boarded windows.
- 3.36 If vinyl graphics are to be used, simple, uncluttered half-window designs are preferred, which allow a view into the shop interior. Avoid using vinyl displays or stickers for short term advertisements – bespoke designs look and last better.
- 3.37 Vinyls on the exterior of windows require advertising consent.

Doors and doorways

- 3.38 The design of doors should be in keeping with the other elements of the shopfront. On many traditional shopfronts the entrance is recessed and the floor of the recess decorated with mosaic or tiles. Where it remains, this feature should be retained. For safety and security, recessed entrances should be lit. The maximum setback for doors in new shopfronts should be 1.5 metres. Where the doorway is recessed, the recess should be square, or angled sharply (long runs of angled shop window should be avoided).



Figs 24-26 – Examples of traditional recessed shopfront entrances.

- 3.39 If there is a separate access to upper floors, it should be retained to allow continued independent use of these floors. Guidelines on access should be followed (see page 16), and advice sought from the Council's Conservation team when dealing with historic buildings or areas.

Stallrisers (panelled fronts on the bottom of shop windows)

- 3.40 Where stallrisers exist they should be retained as they are part of the overall shopfront design. Where they have been removed from older shopfronts, their replacement is encouraged. They should be at least 500mm high, or to the top of the pilaster base. They should be of solid construction and provide a sill beneath the glazing. A stallriser brings the base of the window up to table level, improving the visibility of the goods displayed within.

Canopies and blinds

- 3.41 Retractable canopies or blinds, when well-designed and sensitively located, can add to the attractiveness of shops and provide protection from the weather. They should be designed to fit in with the style of the shopfront and the character of the building, both when opened and closed. There are a variety of attractive retractable blinds available.
- 3.42 Traditional horizontal blinds that fold back into the fascia will normally be preferred. Where existing horizontal blinds exist, every encouragement will be given to retain and restore these in their original position. All canopies and blinds should clear the pavement by 2.3 metres.



Figs 27-29 – A traditional retractable blind (left), a modern version (centre) and a blind retracted into its fascia box.

- 3.43 Fixed 'Dutch blinds' or canopies obscure the shopfront and the materials used for these, such as plastic, are often inappropriate.

Shutters and grilles

- 3.44 The Council is concerned to balance the security needs of shopkeepers against the detrimental effect on the appearance of streets caused by certain types of shutters. Traditional timber shutters are a feature associated with certain trades, but solid, external metal shutters are very unattractive and attract graffiti.

3.45 Roller grilles can be acceptable in certain areas because they can provide security without totally deadening the street scene. If installed outside the glazing, they require planning permission. Roller shutters are unattractive and detract from the appearance of streets. They require planning permission and are usually unacceptable to the Council.

3.46 Open-mesh grilles allow a display to be seen, even when closed. Installed behind the glass, these are preferable to a solid shutter. Box housings and guide channels should be integrated with the shopfront, if not removable. Darker colours are preferable to bright colours. Laminated glass incorporates a plastic layer and can remain intact even when broken.



Fig 30 – Decorative iron grilles set behind the glass provide security, have a minimal impact on the appearance of the fascia and allow the display to be seen.

Details

3.47 The details of a shopfront are important to the building's character and its contribution to the interest of the street scene. Details that lend themselves to decorative treatments are doors, entrances (sometimes tiled), stallrisers, corbels, glazing bars (sometimes curved at the top to form spandrels), pilasters and cornices.

3.48 Traditional features are an invaluable part of shopfronts. Special features on existing shopfronts such as decorative ironwork, carved or moulded timber, decorative plasterwork, terracotta tiling, stonework, glazed tiles and coloured glass should be retained, and restored where necessary.

3.49 The street number of the property should be incorporated somewhere on the shopfront. Cash dispensers (ATMs) require careful thought to be given to their positioning - especially where they are to be incorporated in older buildings.

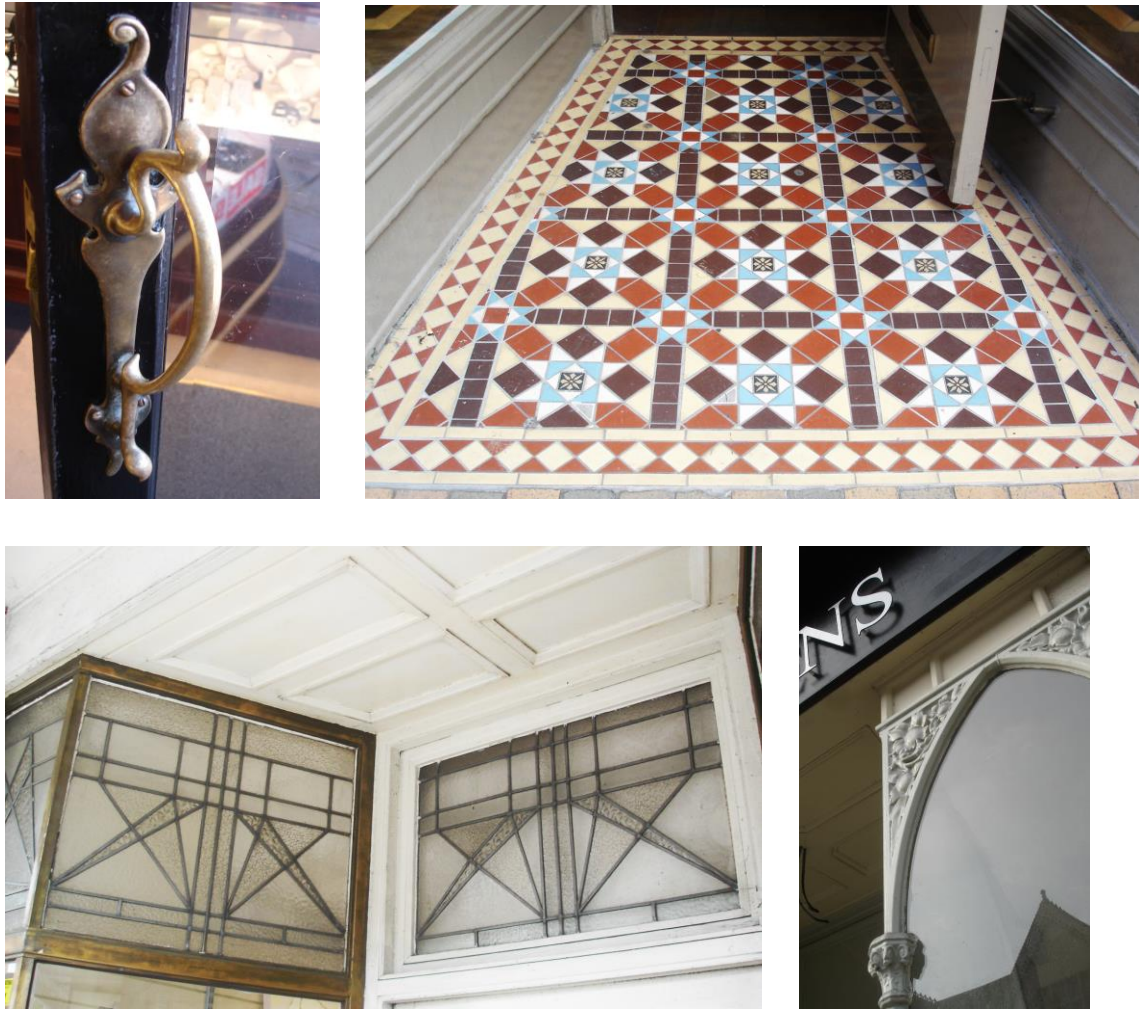


Fig. 31-34 – Examples of historic shopfront details in Ipswich – clockwise from above, brass doorhandle, decorative entrance tiling, carved window frame, period leaded glass windows and metal frames.

Forecourts

3.50 Any fore-court in front of a shop should be maintained and paved in materials suitable to the locality. Where there is a wide area of paving in front, the use of the fore-court for attractive displays (but not signs) can add to the visual interest of the street. The public footpath, however, should not be obstructed.

Requirements for access

3.51 New shopfronts should allow convenient access for all, including those with disabilities, and the design approach should recognise the likelihood of an increasing number of older people. All relevant standards should be complied with, including the following:

- Thresholds should be flush with the pavement.
- Should there be a difference between the shopfloor level and the pavement, a ramp should be provided to enable wheelchair access. This should preferably be no steeper than a gradient of 1 in 20. (Ramps any steeper should be strictly limited in length).
- Floor surfaces should be even and non-slip.
- Any mat should be recessed in a mat-well, and flush with the floor. Coir (coconut fibre) mats should be avoided.

- Entrance doors with a clear opening width of 900mm. will allow access for double buggies. Where double doors are used, one of the leaves should by itself provide a clear opening of not less than 800mm.
 - Self-closers on doors should be adjusted so that they are not too strong for people with disabilities to cope with. Doors should have a kicking plate, preferably at least 40cm high.
 - Colour and contrast can be used to assist people with visual impairments, for example in identifying doorsteps.
- 3.52 Door handles, bell-pushes, letter boxes etc, should be set no higher than 1 metre above floor level. Lever door handles are easier to use than knob handles. Handles should be clearly apparent. Fully glazed doors need full-width warning strips.
- 3.53 In dealing with historic buildings, access requirements call for careful thought. It is best if no alterations are made to listed buildings, or to unlisted buildings in conservation areas, without first contacting the planning authority. Consent may be required.
- 3.54 In addition to the design of the shop front itself, consideration should be given to the positioning of A-boards and tables and chairs so that they do not create obstacles for pedestrians. Within the footway, easy access (including for the disabled and visually impaired), should always be maintained. For more detailed guidance on the positioning of advertising signs in the highway, see Suffolk County Council's Highway Advice Note ESE 01. For the creation of outdoor seating areas, see Ipswich Borough Council's guidance on Amenity Consents for Pavement Cafes.

4. CHECKLIST FOR APPLICANTS

- 4.1 Often, planning permission will be needed to alter a shopfront. Consent is also required for certain signs and always when they are to be illuminated. In Conservation Areas, consent may be needed to demolish an existing shopfront - or even part of one. This can include the removal of architectural features. Listed building consent may be required for works to a listed building.
- 4.2 It is wise to consult the Development Management & Conservation service of the Council at an early stage when considering alterations to a shopfront. Some changes can be made without the need to make a planning application, but remember that planning controls can cover development in backyards and forecourts.
- 4.3 Depending on your proposals, you may need approval under the Building Regulations. This is not a planning matter. Enquiries should be made to the Borough Council's Building Control team.

Is the shop part of a Listed Building?

- 4.4 It is a criminal offence to alter, extend or demolish any part of a listed building without first obtaining listed building consent. This involves a separate application from that for planning permission. You may need both. See the Council's leaflet 'A Guide for Owners of Listed Buildings'. Note that listed building consent also covers the interior of a building.

Is the shop in a Conservation Area?

- 4.5 It is a criminal offence to demolish part of an unlisted building in a conservation area without first obtaining conservation area consent. (Boundary walls and architectural features may be included). In considering any planning application, special attention must be paid to the preservation and enhancement of the area.

Appendix 1: Proposed Submission Policies

Policy DM5: Design and Character

The Council will require all new development to be well designed and sustainable. In Ipswich this will mean:

- a. layouts and designs that provide a safe, attractive, permeable, legible and useable public realm for all users, which is pedestrian and cycle orientated;
- b. areas which function well and where possible integrate residential, working and community environments and fit well with adjoining areas;
- c. the promotion of safe and secure communities;
- d. greener streets and spaces to contribute to local biodiversity, visual amenity, and health and well-being, and offset the impacts of climate change;
- e. protecting and enhancing the special character and distinctiveness of Ipswich, including significant views that are recognised as being important and worth protecting, and helping to reinforce the attractive physical characteristics of local neighbourhoods and the visual appearance of the immediate street scene;
- f. buildings that exhibit very good architectural quality, are highly sustainable and accessible and are designed for long life by being capable of adaptation to accommodate changing needs and uses over time;
- g. ensuring that new development incorporates cycle and waste storage, public transport infrastructure and car parking if appropriate, all designed and integrated in a way that supports the street scene and safeguards amenity;
- h. new buildings in or around Air Quality Management Areas will be designed so that their size and layout will minimise, and at the very least not increase, localised retention of polluting emissions, and will include ventilation systems that protect the health of users of the buildings; and
- i. provision of public art where this would be required to enhance the public realm and/or reinforce a sense of place, which may include new installations where this would be commensurate to the scale and type of development or otherwise take the form of bespoke paving, street furniture and landscaping.

Design that is considered not to adequately meet all these criteria will be refused.

DM8: Heritage Assets and Conservation

a. Listed Buildings

In considering proposals for external or internal alterations and extensions to a listed building, the Council will seek to ensure that this would enhance the character, features and setting of the building and resist development that would adversely affect its historical significance.

An application for the change in the use of a listed building will only be permitted if the applicant can demonstrate that the use proposed and any consequent alterations will not be detrimental to the structure, character, appearance or setting of the building. Applications that provide insufficient information to assess the impact of alterations associated with the proposed change of use will be refused.

b. Conservation Areas

The Council will seek to protect and enhance the character and appearance of conservation areas through adopted Conservation Area Appraisals and Management Plans. These will be used to inform the Council's decisions when assessing the impact of proposals for planning permission.

The position, height, mass and materials of a proposed building or extension, and the design of the space and landscaping around it, shall pay regard to the character of adjoining buildings and the area as a whole.

The Council will seek to ensure that proposed changes of use within or adjacent to conservation areas would not detract from the character and appearance of the designation, which should include sympathetic alterations and additions to facades that are visible from the public domain and the retention of any existing features of special architectural merit. New shopfronts in conservation areas should be constructed from high quality materials and respect the character and appearance of the building and street scene into which it is installed. Planning applications that seek permission to demolish a building or structure within a conservation area will only be granted where:

- (i). the building/structure does not contribute to the character of the conservation area;
or
- (ii). it can be demonstrated that the building/structure is incapable of repair and reuse;
and
- (iii). the demolition works form part of an approved detailed redevelopment scheme.

c. Archaeology

Within the Area of Archaeological Importance defined on the policies maps, development will not be permitted which may disturb remains below ground, unless the proposal is supported by an appropriate archaeological assessment of the archaeological significance of the site and, if necessary, a programme of archaeological work in accordance with that assessment. Planning permission will not be granted if the remains identified are of sufficient importance to be preserved in situ and cannot be so preserved in the context of the development proposed, taking account of the necessary construction techniques to be used.

In all other circumstances where planning permission is to be granted, the Council may impose a condition allowing an appropriate contractor to monitor the works under archaeological supervision and control during the necessary stages of construction.

DM9: Buildings of Townscape Interest

There is a presumption in favour of retaining and repairing buildings of local townscape interest. Proposals involving the loss of such buildings will only be permitted if it can be demonstrated by thorough analysis in the Design and Access Statement that the replacement building(s) is of an equal or higher standard of design and incorporates sustainability features.

Appendix 2: Further reading

'The Brightness of Illuminated Advertisements', Institution of Lighting Professionals