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National Planning Policy

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Local Planning Policy

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What is Good Shopfront Design and Why is it Important?

How do you Assess the Building's Context?

Should you Retain, Repair or Replace a Shopfront?

What are the Principles of Good Shopfront Design?

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Original features may have been covered or

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Fascia boards and lettering should be constructed to respect the building as a whole. Fascia should not dominate the shopfront and should be in proportion to it. The fascia sign should not reach the base of the first floor window sills and care should be taken when a fascia board straddles more than one building. On a traditional building, an angled timber fascia is most appropriate either with hand painted lettering or with individual cut stand off lettering. Consol brackets should be hardwood, while the pilasters can be clad in wood or other aesthetically suitable material.

Where possible, doors that are recessed should be retained in any shopfront design. Separate entrances to upper floors should be retained and incorporated into the shopfront frame of pilasters and fascias. Doorways and entrances that are suitable for all users including disabled people, parents with pushchairs and the elderly should always be considered in all shopfront proposals. Advice in relation to inclusive access is included Part M of the Building Regulations

Stallrisers provide a visual base for the shopfront and may be stone, brick, render, tiled or panelled wood.

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shops on eastern sides of streets permanent plastic blinds

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External roller shutters with the following characteristics are more likely to be considered acceptable:

- x Lattice or brick bond grille style roller shutters

If other security measures are clearly demonstrated not to be appropriate, external roller shutters may be considered, depending on the type and location of the building. However, solid metal are not acceptable (Photo 5).

It is important to note that the housing of any proposed roller shutters must be a minimum 2.1 m above ground level, and that the locking system and guides of the roller shutters must not encroach onto the public highway.



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Photo 8

This is a bad example of a solid metal roller shutter with external housing box in galvanised metal finish

This section of the document focuses on the location and design of all advertisements in Blaenau Gwent. Advertisements are, by their very nature, intended to stand out, their primary function being to attract attention and highlight the goods or services to which they relate.

There are two types of advertisements:-

- x Advertisements relating to buildings
- x Advertisement hoardings

#### ADVERTISEMENTS RELATING TO BUILDINGS

The design of any sign should always be in proportion and scale to the building to which it is attached. On shops the usual and most appropriate location is the fascia board. The materials and style of the building should also be reflected in the design of the sign. Where a business operates from premises which is predominantly residential in character it may be appropriate for properties to restrict to a single external nameplate or equivalent.

#### Illuminations

Many signs require extra lighting at night. However, in the interests of visual amenity projecting box signs and internally illuminated signs will be resisted. Where existing street lighting is deemed insufficient the use of trough

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gable ends of a house will be strongly opposed unless the house is immediately adjacent to a commercial centre.

Freestanding hoardings may be suitable where they screen unsightly or vacant ground or are positioned adjacent to roads in or near shopping areas. However, where they are located cutting primary routes and in areas of landscape value they will be opposed in the interests of visual amenity.

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Objective 1:

By 2021, Ebbw Vale will be the main service and retail hub

Principal Town Centre

- a. Ebbw Vale will perform a sub-regional retail role.

District Town Centres

b. Abertillery, Tredegar and Brynmawr will act as district shopping centres principally to service the needs of their districts. Brynmawr District Town Centre will be linked to the new retail provision at Lakeside Retail Park.

Local Town Centre

c. Blaina will act as a local shopping centre that will

protected and enhanced to provide facilities for the local community.

Neighbourhood Centres

a. Local shops in neighbourhood centres will be protected to meet every day local shopping needs.

2. In order to improve the vitality and viability of the town centres

a. Shops, offices and other commercial premises where appropriate, will be upgraded by means of refurbishment and redevelopment;

b. Opportunities to improve the retail offer will be implemented;

c. The provision of better vehicular access and circulation arrangements, improved public transport facilities and provision of additional car parking spaces will be provided where necessary; and

d. Disabled access and facilities will be improved.

3. In order to address local retailing needs, provision for 10,200 sq m of comparison and 2,445 sq m of convenience floorspace is required over the period.

6.21 In order to meet future retail needs in a coordinated and sustainable manner, a retail hierarchy has been

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Development Management Policy:

DM2 Design and Placemaking

Development proposals will be permitted provided:

- a. They are appropriate to the local context in terms of type, form, scale and mix;
- b. They are of good design which reinforces local character and distinctiveness of the area or they positively contribute to the area's transformation and raise density, where appropriate;
- c. The development has regard to 'Secured by Design' principles;
- d. In the case of extensions to buildings, they reflect, complement or enhance the form, siting, materiality, architectural details and character of the original building, its curtilage and the wider area;
- e. In the case of proposals for new and replacement shopfronts and signage, they make a positive contribution to the streetscene, Roller shutters should be sensitively designed and integrated into the overall design of the shopfront;
- f. In the case of the public realm and key locations such as town centres, major routes and junctions, the character and the quality of the built form is to a high standard of design and, where appropriate, includes public art; and

- g. Landscaping and planting, where appropriate, achieves a suitable visual setting for the scheme and integrates it into the wider context.
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both individually and collectively, have an effect on the character of an area. It is important that such extensions are well designed, in relation to the main building and to the general street scene. Extensions should be subservient to the original building and, where possible, significant alterations and extensions should be confined to the rear and side elevations. Detailed guidance in respect of householder applications is contained in Supplementary Planning Guidance on Householder Development in Blaenau Gwent.

7.26 The success of Blaenau Gwent's commercial centres is crucial to the delivery of the objectives of the LDP. Shopfronts and commercial frontages are an essential element of the commercial activity of Blaenau Gwent's Principal, District and Local Town Centres. If the visual quality of the area's shopping streets is to be enhanced, well-designed shopfronts built with good quality materials are essential. The design, proportion and scale of the shopfront must relate to both the building of which it is part, and to adjoining buildings. Detailed guidance is provided in the Council's Supplementary Planning Guidance on Shopfronts and Advertisements.

7.27 Whilst all design should be of good quality it is imperative that buildings in key locations should provide a good impression of the area as this will raise the image of the area. This adds, not only to the quality of life for local residents, but also enhances the ability to attract potential investors and visitors to the area. Blaenau Gwent has a

strong cultural heritage and the Council will ensure that new developments continue to add to the cultural fabric of the area. In considering proposals for public art as part of development schemes, the Council will seek artist commissions that add cultural value to the architecture, landscape design and sense of place.

7.28 The landscape and the natural environment are amongst the most important local resources and both need to be protected and enhanced. This does not mean that there should be no change but there is a requirement for high quality design solutions that complement or contribute to landscape character. The key is to incorporate areas of established importance and ensure these are protected and enhanced, for example through their management and the incorporation of new features such as native trees and plants.