

Shopfront Design and Signage

Supplementary Planning Guidance



Mae'r ddogfen hon hefyd ar gael yn Gymraeg

This document is also available in Welsh

Contents

1. Introduction	3
2. Background	5
3. Typical Elements of a Shopfront	7
4. Planning Permissions and Consents that may apply to Shopfronts	9
5. Key Design Principles	10
6. Design Principle A: Existing Streetscape	11
7. Design Principle B: Building Elevations	12
8. Design Principle C: Shop Frontage	13
9. Design Principle D: Traditional Frontages	14
10. Design Principle E: Signage	15
<i>Fascia Boards and Lettering</i>	15
<i>Projecting / Hanging Signs</i>	19
<i>Welsh Language / Bilingual Signage</i>	20
<i>Signs on Doors and Windows</i>	21
<i>Illumination</i>	22
<i>Banners</i>	22
11. Design Principle F: Canopies	23
12. Design Principle G: Community Safety and Security	24
13. Design Principle H: Access	27
Appendix 1: Welsh Language Support for Existing and New Businesses	28
Appendix 2: Portable Advertising (A) Boards and Street Cafes (tables and chairs) Permits	29
Appendix 3: Consultation on the Draft SPG	30
Appendix 4: Summary of Consultation Representations and Responses	31

1. Introduction

- 1.1 This Supplementary Planning Guidance (SPG) supplements policies in the adopted Cardiff Local Development Plan 2006-2026 (LDP) relating to high quality shopfront design and signage.
- 1.2 Welsh Government support the use of SPG to set out detailed guidance on the way in which development plan policies will be applied in particular circumstances or areas. SPG must be consistent with development plan policies and national planning policy guidance. SPG helps to ensure certain policies and proposals are better understood and applied more effectively. They do not have the same status as the adopted development plan but are a material consideration in the determination of planning applications.
- 1.3 Design policies are embedded throughout the national and local planning policy framework. Welsh Government (WG) guidance includes the following:

Planning Policy Wales (PPW, Edition 10, December 2018)

PPW identifies that good design can protect and enhance environmental quality, help to attract business and investment, promote social inclusion and improve quality of life. At paragraph 3.4 it states that 'Meeting the objectives of good design should be the aim of all those involved in the development process and applied to all development proposals, at all scales'.

Technical Advice Note (TAN) 12: Design

Paragraph 4.3 emphasises the importance of appraising context, identifying that 'Understanding the site and its immediate and wider context is the basis of a meaningful and sustainable design response'.

TAN 7: Outdoor Advertisement Control

This TAN describes how outdoor advertisements may be controlled to protect amenity and public safety. It provides advice on the advertisement applications process including on the criteria for dealing with such applications, advertisement control, and the use of advertisements in areas of heritage interest such as conservation areas.

TAN 24: The Historic Environment

Paragraphs 6.8-6.9 note that preserving the character or appearance of conservation areas is a significant consideration in the control of advertisements.

TAN 20: Planning and the Welsh Language

Paragraphs 4.1.1-4.1.2 note that signs can be one method of promoting the distinctive culture of Wales, which is of significance to the identity of individual communities.

1.4 Cardiff Local Development Plan 2006-2026 (LDP) policies to which this SPG relates include:

- Policy KP5 (Good Quality and Sustainable Design)
- Policy EN9 (Conservation of the Historic Environment)
- Policies R1-R8 (Retail)

1.5 This guidance relates to all Class A1 (Retail), A2 (Financial and Professional Services) and A3 (Food and Drink) uses across the city. It also extends to other ground floor commercial premises with a fascia sign and / or display window within the Central Shopping Area (CSA), Central Business Area (CBA), Bay Business Area (BBA) and District / Local Centres as defined by the Cardiff Local Development Plan.

2. Background

- 2.1 The purpose of this SPG is to seek high quality shopfront and signage design across the city and to indicate the standards and design principles that will be sought when considering planning and advertisement consent applications.
- 2.2 Well-designed shopfronts can add significant value to Cardiff. They can enhance the character and setting of streets, buildings and public spaces, from high streets, shopping centres and Victorian arcades in the core of the City Centre, through to District and Local Centres at the heart of local communities. This in turn can have an impact on commercial success by increasing the attractiveness of shops and shopping centres to customers.



*The Hayes
Cardiff City Centre*

- 2.3 In respect of regeneration, recognition of the role of shopfront and signage design should not be underestimated, particularly in District and Local Centres where the quality of design and visual appearance of shopfronts is a key element in building attractive and safer communities.



*District Centre Regeneration
Loudoun Square, Butetown*

2.4 The promotion of goods and services is a competitive activity which, by its nature, can result in neighbouring shops wanting to appear more attractive, exclusive or different to adjacent premises. This can however lead to the introduction of bigger signs, larger displays, brighter lighting or unusual shopfront features which, if left unchecked, can result in visual clutter and confusion. This does not help the shopper or the retailer and can ultimately detract from the property and the character of the area in which the shop is located.

Advertisements and Deemed Consent

- 2.5 All advertisements (shopfront signs) require consent, either from the local authority or from the legislation governing adverts [The Town and Country Planning (Control of Advertisement) Regulations 1992]. Where an advert meets all of the criteria set out in the legislation, this is referred to as ‘**deemed consent**’. For example, many traditional, non-illuminated fascia signs and hanging signs are likely to have deemed consent subject to a number of conditions and limitations such as size.
- 2.6 It is recognised however that the allowances permitted through ‘deemed consent’ can sometimes appear incompatible and at odds with their surroundings.



Whilst meeting the criteria set out through ‘deemed consent’, shopfronts can sometimes appear at odds with their surroundings, particularly within Conservation Areas

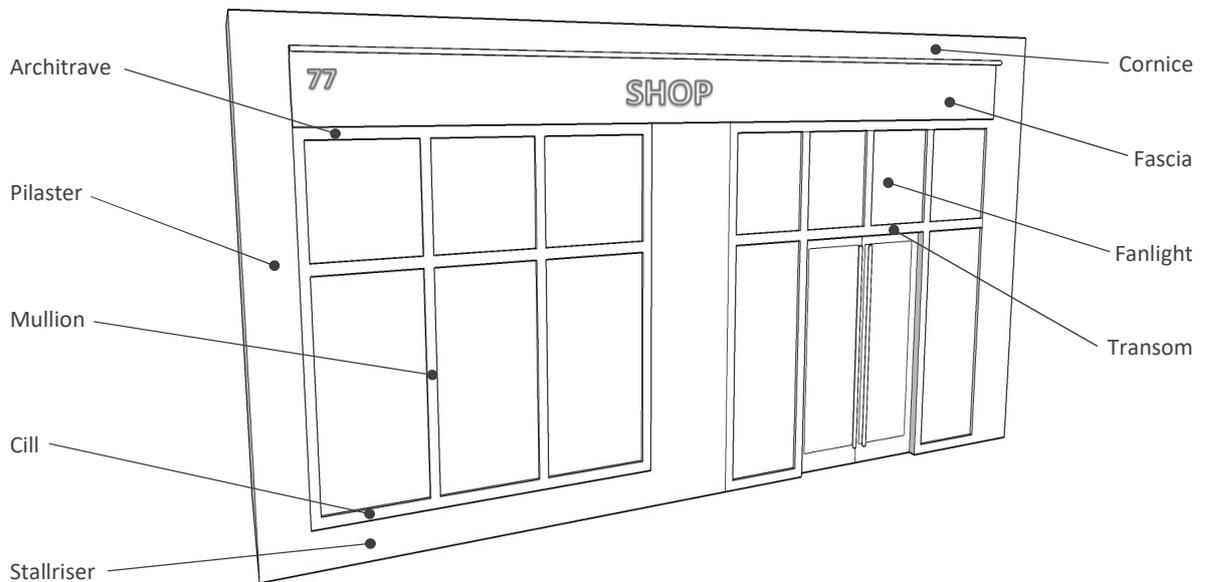
2.7 In this regard, where a business and / or building owner is designing a scheme that would fall within deemed consent, they should use the guidance set out in this SPG when considering their design proposals.

3. Typical Elements of a Shopfront

3.1 The basic architectural features that make up a shopfront are identified below:



Typical Design Features of a Traditional Shopfront



Typical Design Features of a Contemporary Shopfront

Definition of Terms:

Architrave:	A beam that frames the top of a door or window.
Canopy:	A sheet of canvas or other material stretched on a frame and used to keep the sun or rain off a shop window or doorway.
Cill:	A horizontal beam of stone, wood or metal at the foot of a window opening or doorway.
Cornice:	A distinctive horizontal divide between the ground floor and upper floors of the building.
Console Bracket: (Corbels)	Decorative features that traditionally allowed for the fascia to be inclined towards the street. In a more modern context they simply define the ends of the fascia.
Fanlight:	A small window over a door or another window.
Fascia:	The flat or outwardly sloping section at the top of the shopfront (below the cornice) where the name (and preferably street number) of the shop is located.
Mullion:	These provide vertical division between expanses of glass. Mullions should line up above and below a transom level and may reflect the vertical alignment of windows on upper floors. On traditional shopfronts, the base of mullions may be shaped and tie into the architrave.
Pilasters:	These are the uprights to either side of the shopfront. They provide vertical framing to the windows / doors and a visual framing between properties.
Plinth:	The base course of a pilaster or the projecting base of a wall.
Recessed Door:	A door which is set back into the wall or surface to which it is fixed.
Stallriser:	A solid panel below the shop window at ground level. They offer a degree of security and protection against damage and provide balance and proportion in the overall design of the shopfront.
Transom:	A feature that divides the window horizontally, often between the door and fanlight.

4. Planning Permissions and Consents that may apply to Shopfronts

4.1 With regard to planning permission:

- You will need to apply for full **Planning Permission** for any alteration to your shopfront which would materially change the appearance of the property. This may include replacement shopfronts and / or the installation of replacement entrance doors, windows and external security measures: www.planningportal.co.uk/wales_en/
- Small alterations to your shopfront may not need planning permission, but the alterations must not materially change the external appearance of the property.
- If the shop is a listed building (or part of a listed building), you will need to apply for **Listed Building Consent** to carry out any internal or external alterations. This includes new signage: www.planningportal.co.uk/info/200126/applications/60/consent_types/7
- If the alterations to your shopfront will include adding or changing an advertisement or sign (including lettering on a canopy or blind) then you may also need to apply for **Advertisement Consent**: www.planningportal.co.uk/wales_en/info/3/common_projects/1/adverts_and_signs

4.2 If you decide to change the type of business carried out in your shop or convert the business to another use, you may also need planning permission for the proposed '**change of use**': www.planningportal.co.uk/wales_en/info/3/common_projects/6/change_of_use

4.3 You will need **Building Regulations** approval for all works which alter a shop's structure including: entrance arrangements, changes to fire escapes or alterations that affect the level of access currently provided. Building regulations approval may be required even if planning permission is not: www.planningportal.co.uk/wales_en/info/4/your_responsibilities/48/building_regulations

4.4 Once necessary approvals have been obtained, the use of a reputable shop fitter and sign maker is advised to secure a high quality design using high quality materials. Future maintenance of the shopfront should be considered from the outset of a design proposal.

Enforcement

4.5 The Council seeks full compliance with planning controls in respect of development and the display of advertisements. Undertaking development or displaying advertisements without permission (where required) may result in formal action being pursued against those who have an interest in the land. Such action could result in the issue of an Enforcement Notice and / or prosecution through the Courts.

5. Key Design Principles

5.1 When designing a new shopfront, or proposing an alteration to an existing premises, there are a series of key design principles to be taken into consideration (each of these elements are explored in more detail in the subsequent chapters of this SPG):

- A. Existing Streetscape:** Has the proposed design taken into account the rest of the building as well as those adjoining it? Has the design considered the overall character of the immediate environment? Is it part of a group of similar designs? How would the new shopfront fit into the street scene?
- B. Building Elevations:** Is the scale and design of the shopfront in proportion to the facade of the building? Do the upper floors and shopfront complement one another to create one harmonious building frontage? Does the shopfront span two or more buildings?
- C. Shopfrontage:** Has consideration been given to how the individual elements of a shopfront can contribute to the overall character of a building and those that surround it? For example, are the proportions of the fascia, stallriser and glazing patterns similar to surrounding buildings?
- D. Traditional Frontages:** For older buildings: do the proposals respond to the historical context of the shopfront? Are there historic elements that need to be retained and remediated? Are there any historical photos which give clues about the original design of the shopfront? (Adopted Conservation Area appraisals offer a good basis for assessing what characteristics are important).
- E. Signage:** Is the graphic design style of the signage and any proposed illumination appropriate to the rest of the shopfront, building and streetscape? Does it contain Welsh language?
- F. Canopies:** If proposed, have they been considered within the overall design of the shopfront and the building as a whole? Are they appropriate to the use of the premises?
- G. Community Safety and Security:** Do security devices obstruct any architectural features on the building or have a negative visual impact? Have internal security grilles been considered?
- H. Access:** Does the design allow easy access to all, including, for example, those in wheelchairs, the mobility / sensory impaired, people with learning difficulties and people with pushchairs or trolleys?

6. Design Principle A: Existing Streetscape

- 6.1 It is important to consider how shopfronts relate to the character of the street as a whole and how factors such as proportions, materials and detailing relate to and complement surrounding shops and buildings. For instance, stallrisers and fascias may vary to suit different buildings, but they should always respect group value. Bay widths are a key factor which may be shared by an entire parade of shops and pilasters should be retained or reinstated to divide elevations accordingly.
- 6.2 Special consideration should be given to shopfronts within Conservation Areas and those that form part of, or are located adjacent to a listed building.



Consistency of bay widths and positioning of pilasters across a group frontage - Queen Street



Consistent application of fascias and stallrisers across a group frontage - Clifton Street

7. Design Principle B: Building Elevations

- 7.1 Proposals for a shopfront should respect the design of the building into which it is fitted, including its architectural character, age, scale, form and use of materials.
- 7.2 Structural divisions within the upper storeys of a building should be seen to continue through the shopfront to the ground. Proposals which ignore the separate identity of two adjoining buildings in an attempt to give the appearance of a single shopfront will be strongly resisted.
- 7.3 In order not to obscure a building's architectural features, a fascia should not extend above the top of the ground floor, or span more than one building.
- 7.4 An oversized fascia can have a heavy / dominant appearance and harm the proportions of a shopfront. They are often used to conceal suspended ceilings within the shop, but such a change in level can usually be more subtly overcome through the incorporation of transom lights with opaque glass.
- 7.5 Where a shopfront opens directly onto a footway, it is often best to include a stallriser as this can help to provide balance to the overall design of the building and provide a hard wearing surface against knocks.



Shopfront does not acknowledge that it spans two historic buildings



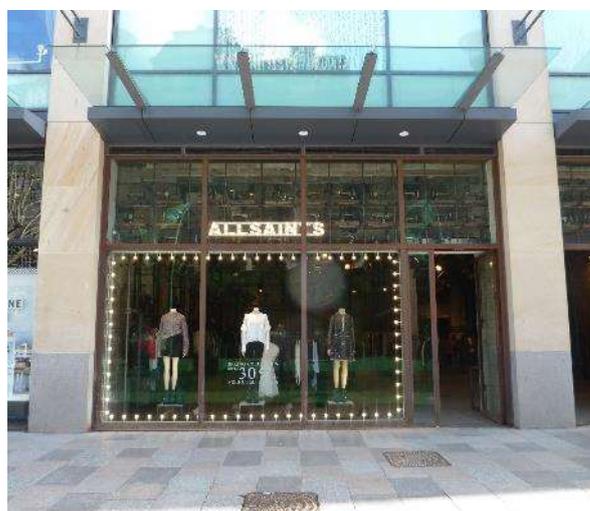
Shopfront design has respected the historic character of the building and that the ground floor premises span two buildings

8. Design Principle C: Shop Frontage

- 8.1 Shopfronts should not be designed in isolation and care should be taken to respect the design of the building into which it is fitted and its neighbours.
- 8.2 Materials should be compatible with the character of the building and the area. Traditional finishes such as painted timber, glass, render, stone and glazed tile are still the most commonly used materials for good shopfronts and feature in most better quality designs.
- 8.3 In Conservation Areas, new shopfront designs must as a minimum 'preserve' and should 'enhance' the local character. Issues of scale, access, relationship to existing townscape, height, form, frontage materials and detailing will all be considered in the assessment of a shopfront proposal.
- 8.4 New shopfront proposals should enhance architectural merit by removing any earlier ill-considered additions, such as surface cabling, redundant services, alarms and obsolete fittings.
- 8.5 Stallrisers can be an important characteristic of a group of shops and should be given consideration in the new shopfront design. They can be finished in a variety of materials and the use of hard wearing surfaces can also have maintenance advantages.
- 8.6 In some instances the use of frameless structural glazing (which precludes the use of a stallriser) may be acceptable. However, the suitability of this type of shopfront will depend on the particular characteristics of the building and area for which it is proposed.



Mill Lane - Shopfront and signage designed around the structure of the historic frontage



St David's Dewi Sant – Consistent shopfront proportions along The Hayes, framed by pilasters and glazed canopies

9. Design Principle D: Traditional Frontages

9.1 Traditional (Victorian and Edwardian) shopfronts, including historic arcades, contribute significantly to the character and architectural integrity of the City Centre and special regard should be given to their enhancement. The main principles are:

- To reinstate lost frontages,
- To retain and refurbish original shopfronts and architectural features,
- Where the replacement of a shopfront is deemed necessary, materials and finishes should be sympathetic to the age and character of the building. Traditional joinery details should be adhered to,
- Doorways and entrances will be expected to be retained in their original form e.g. recessed, or in plain as originally constructed,
- Externally fitted security shutters on traditional shopfronts are not considered acceptable,
- Box signs on traditional shopfronts are not considered acceptable,
- Internally illuminated projecting signs on traditional shopfronts are not considered acceptable.

9.2 Before considering a proposal to alter a traditional shopfront, an evaluation of its quality should be made. If necessary, an investigation should be undertaken in order to establish the quality of any earlier shopfront features which may remain behind later alterations.

9.3 Quality fixtures and fittings should be retained and not discarded. Canopy boxes, ventilation grilles, hanging signs and their brackets, door furniture, tiling and engraved, etched or 'brilliant' glass all contribute to the character of historic shopfronts.



City Centre Victorian Arcades - Examples of what can be achieved by undertaking historic research and careful restoration

10. Design Principle E: Signage

- 10.1 Signs should complement the character and scale of a building and its context. Too many signs on one shop can create clutter and harm the appearance of a whole street, therefore each unit should only have one fascia sign and one ancillary projecting or hanging sign per street frontage. No additional signage should be displayed on the upper storeys of a building, or on the side or rear elevations.

Fascia Boards and Lettering



10.1.1 Fascia boards should be designed to complement the character, proportion and age of a building and the context of the shopfront.

Lettering and graphics should be moderately sized, centrally placed and not run to the edges of the fascia.

A fascia should typically be no deeper than 1/5th of the height of the shopfront.



10.1.2 Materials and lettering should be of a high quality and preferably of a matt finish.

The use of glossy acrylics / plastics and overly bright / highly reflective sheet materials are not considered acceptable on listed buildings, or in the historic setting of a conservation area.



10.1.3 For traditional buildings, the use of hand painted signage (created by an experienced sign writer, so that the sign has a professional appearance and finish) or individually applied lettering is encouraged.



10.1.4 To add legibility, the street number of the shop should be incorporated as part of the overall design.

Within the city centre, Cardiff Bay and conservation areas, fascia signs should not carry extraneous details (e.g. phone number, email address or website information).



10.1.5 New signage should not be oversized or cover an existing fascia. It should not project forward of a console bracket (Corbel), or project above / below the original fascia.



10.1.6 The standard design and corporate image of high street retailers is not always in keeping with the historical character of a Conservation Area or listed building.

In such circumstances a modification of the 'house' style would be sought.



10.1.7 On larger buildings, or in circumstances where a frontage has not historically contained a fascia board, consideration can be given to applying individual lettering directly onto the building.

The size, position and colour of the lettering will need to be appropriate to the character of the building and should complement / not disrupt existing architectural features.



10.1.8 Welsh language and bilingual signage can enhance the character of Cardiff and promote the City and its culture.

Options to display signage in both Welsh and English should be considered as part of shopfront design proposals.



10.1.9 Incorporating advertisements into a fascia can erode the simplicity of a building and make a group of buildings appear cluttered. This approach will not be supported.



10.1.10 Individual letting attached to stone is often preferable to fascia signage on traditional buildings.



10.1.11 A well designed box sign is dependent on a number of factors including size, depth and appropriate lighting technology.

The use of oversized 'deep projecting' box fascias will not be supported.

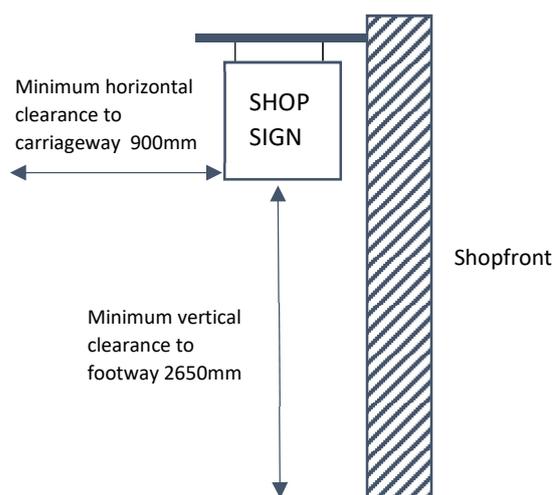
Box signs on traditional shopfronts are not considered acceptable.



10.1.12 Fascia boards should not be obscured by other design features, such as retractable canopies when they are in the 'down' position.

Projecting / Hanging Signs

- 10.2 A proliferation of hanging or projecting signs can create visual clutter, thus undermining the purpose of advertising, particularly if signs are located at different levels. Projecting / hanging signs should be aligned with and situated at the end of the fascia. Across a group of frontage in particular, they should be located at a consistent height.
- 10.3 It is recommended that projecting signs have a minimum vertical clearance of 2650mm from the underside of the sign to the pavement. The minimum horizontal clearance between the sign and carriageway is 900mm.
- 10.4 Projecting / hanging signs are not considered acceptable above the ground floor level.
- 10.5 Projecting signs should not be overly large (i.e. should not exceed 600mm in any dimension) and should not compete with / obscure neighbouring projecting signs in respect of scale or location.
- 10.6 Proposals for internally illuminated projecting signs will not be supported on traditional shopfronts or listed buildings.



Dimensions for hanging sign clearance

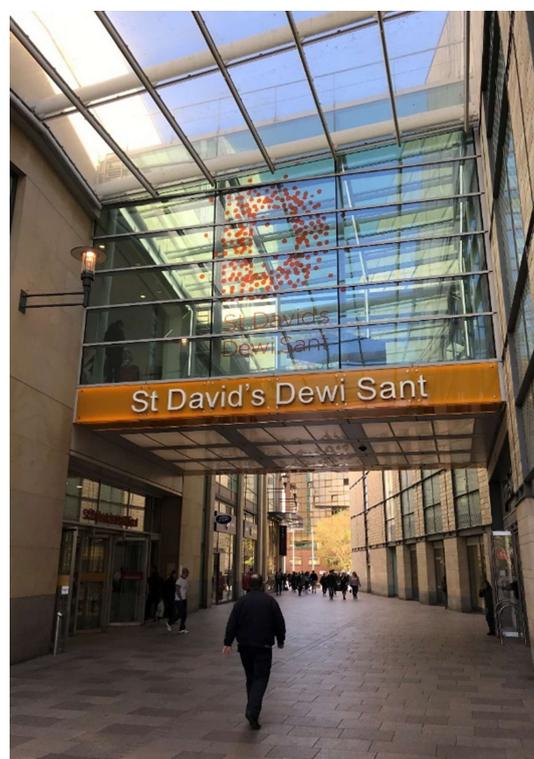
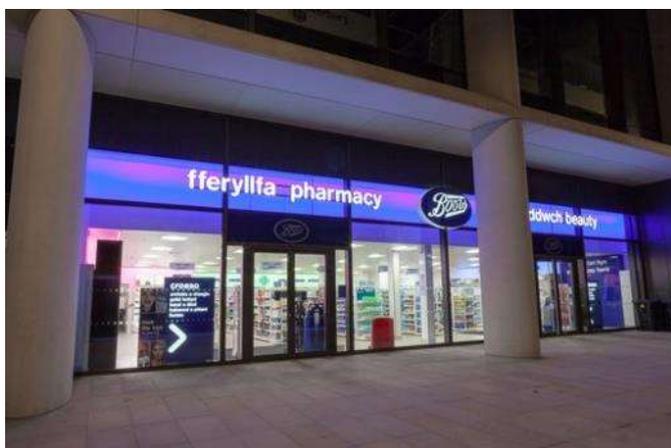


Projecting Signage - St Mary Street

- 10.7 On older buildings, hanging sign brackets may be an original feature and, where of architectural merit, best efforts should be made to retain / restore them. On listed buildings this may be a requirement.

Welsh Language / Bilingual Signage

- 10.8 The Welsh language is part of the social fabric and cultural heritage of Wales and Cardiff.
- 10.9 The ambition of the Welsh Government's Welsh Language Strategy 'Cymraeg 2050' is to see the number of people able to enjoy speaking and using Welsh reach a million by 2050, with the Welsh language forming an integral element of all aspects of everyday life.
- 10.10 Cardiff Council's vision through the 'Bilingual Cardiff Strategy' is to develop a truly bilingual capital city, and to increase the visibility of the Welsh language across Cardiff.
- 10.11 Welsh language and bilingual signage enhances the character of Cardiff and promotes the city and its culture. Its use and incorporation into shopfront signage can help to promote businesses / attract customers and will be actively encouraged and supported as part of well-designed shopfront proposals.
- 10.12 Whilst this SPG relates to shopfronts, the use of Welsh language and bilingual (Welsh & English) signs, notices and displays within shops / buildings is also actively encouraged.
- 10.13 The design of each shopfront sign will need to be considered on a case-by-case basis, however it should be noted that Welsh text must not be treated less favourably in terms of size, colour, font, prominence, position or location.
- 10.14 Further guidance on Welsh language support for existing and new businesses, including the role of the Welsh Language Commissioner and guidance on bilingual design / signage is included at Appendix 1.



Examples of bilingual signage with Cardiff city centre

Signs on Doors and Windows

- 10.15 Entrances should be legible / well defined and doors should be semi-transparent to enable a clear view into and out of the premises. Wholly transparent doors should be avoided, as these may not be apparent to the partially sighted (this issue is regulated by the Building Regulations: Part N).
- 10.16 Shopfront designs should not use large expanses of stick-on vinyl images as they can restrict views of inner activities and create blank / inactive frontages within the streetscape.
- 10.17 Internal arrangements which result in the back of display units being located against windows can also impact on the character and appearance of a street and should be avoided.
- 10.18 Suspended signage positioned behind and at a distance from the glass can help to retain views into a premises and can provide a more suitable alternative to vinyl overlays.



Stick on vinyl images restrict the ability to see into a shop and can create inactive frontages



Smaller suspended signage can help to retain views of activity within a premises and adds natural surveillance to streets

Illumination

- 10.19 In well-lit city centre locations, there should not be a need to light the fascia of a shopfront and a high quality well lit shop window display is likely to have a greater impact than illuminated signage.
- 10.20 If illumination is proposed, it should be by means of a discreet trough light (an enclosed sign lighting unit using a fluorescent or LED tube) discreetly positioned below the cornice. The extent of the lighting should be limited to the shop's name and lettering only.
- 10.21 Backlit fret-cut lettering applied to a solid background may be acceptable in individual circumstances.
- 10.22 Swan neck lamps, large spotlights and dominant fixtures which creates pools of light and areas of shade are not supported. Intermittent, flashing lighting and moving displays are not permitted.
- 10.23 Internally illuminated box signs and projecting signs are not acceptable on traditional shopfronts or listed buildings.
- 10.24 Subtle internal window lighting is encouraged to promote vitality in the street and aid security, especially at night time.



Trough light only extends to shop name



Swan neck lamps can appear over dominant

Banners

- 10.25 Advertising banners require **advertisement consent**.
- 10.26 The use of banners can be visually obtrusive and add to visual clutter and confusion. Their use will not be permitted on listed buildings and proposals are not supported in Conservation Areas.

11. Design Principle F: Canopies

Retractable fabric canopies

11.1 Retractable canopies should only be proposed in circumstances where they are in keeping with the age, character and architectural detailing of a building. The following issues will need to be taken into consideration:

- It is important that the design of any canopy respects the character of the building and that its size, proportion, position, colour and shape complements that of the shopfront,
- It should form an integral part of an overall frontage design and must not be a 'bolt-on' feature,
- It should be of a traditional design using canvas, or a similar non-reflective material,
- A canopy should always be located below and should not obscure a fascia sign,
- Canopies should retract fully into the façade of the building and should be boxed discreetly,
- Box housings that project forward of a fascia and / or pilaster will not be supported,
- There should be a minimum clearance of 2650mm above the pavement and a minimum of 1000mm between the canopy and the kerb edge,
- Consideration will need to be given to service vehicle routes in pedestrian areas,
- Listed building consent would be required where a proposal involves a listed building,
- Canopies must have no form of support from the public highway and no means of enclosure.

Fixed fabric and 'Dutch style' canopies

11.2 Fixed fabric / non-retractable blinds are not considered appropriate as they permanently obscure a shopfront and introduce discordant materials and shapes into the street scene.

11.3 In order to maintain a simple and uncluttered street scene, blinds should have the ability to fully retract into a blind box, as such, the provision of 'Dutch style' canopies will not be supported.

Fixed structural / glazed canopies

11.4 Proposals for fixed structural / glazed canopies will only be considered in exceptional circumstances. Particular account would need to be taken of the impact on the character of the building / surrounding area and the interface between public / private spaces and service vehicle movements.

Insurance and Maintenance

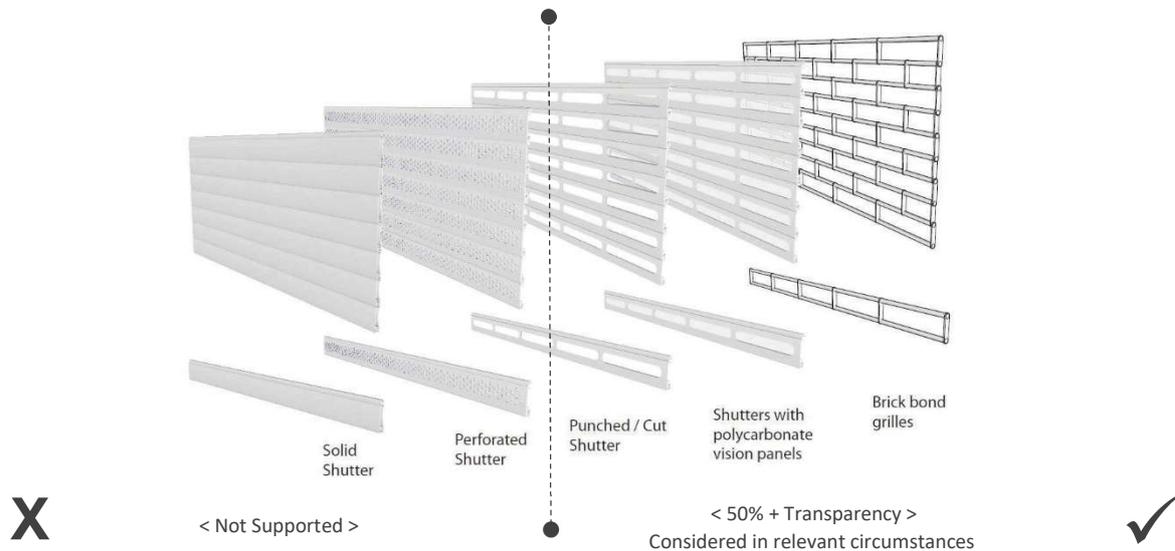
11.5 It is the business's responsibility to ensure any canopy is maintained and that insurance for the canopy is in place. The Council is reviewing the need to license canopies with terms and conditions, to ensure that businesses are appropriately managing their assets and that insurance for any potential claims are in place. This would provide assurance for members of the public and would be supported by a visual inspection of canopies by Council Officers on an annual basis.



12. Design Principle G: Community Safety and Security

Security grilles and shutters

- 12.1 Shopping streets should be attractive and visually lively, even after shops have closed. Solid and perforated security shutters create a bleak, unattractive and hostile environment when premises are closed and typically encourage rather than discourage criminal activity. Consequently, the installation of any form of solid / perforated roller shutter will not be supported.



- 12.2 Within the City Centre (Principle Shopping Area / Central Business Area), Cardiff Bay (Bay Business Area), Conservation Areas and with regard to listed buildings, **external security shutters** are not considered acceptable and will not be supported*. Where considered necessary, proposals should be for internal grilles only, using a brick bond or similarly transparent design solution.

- 12.3 ***Recessed shop entrances:** Brick bond grilles can sometimes be used to protect recessed shop entrances. In such circumstances the box housing should be located behind the fascia and should not extend across adjoining windows. Shutter runners will need to be concealed and it will need to be ensured that a design proposal does not compromise the appearance of a shopfront and / or impact on the character of a building.

- 12.4 External shutters will only be considered in District, Local or Neighbourhood Centres in exceptional circumstances. In such circumstances, considerations should include whether:

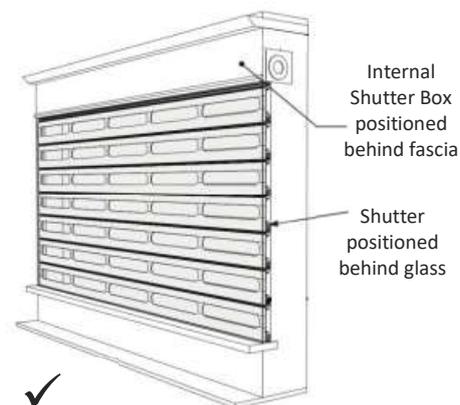
- The shutter and shutter box is recessed so that it fits behind the shopfront fascia,
- The side runners are concealed within the pilasters (where present),
- The shutter allows at least 50% transparency and is not solid or perforated,
- The shutter's metalwork is colour coated to match the colour scheme of the shopfront.

- 12.5 **Planning permission** is required for all externally mounted security grilles / shutters. **Listed Building Consent** is usually required for proposals for both externally and internally mounted grilles / shutters.

Shutter boxes and runners

12.6 In the first instance, the preferred approach is for a shutter to be located internally behind a shop window. The shutter box should be positioned out of view / above the top of the window frame.

12.7 If proposed externally, shutter box housing should always be located behind a fascia. Design proposals that are either located beneath and / or that project forward of a fascia will not be supported. Design proposals that result in a fascia projecting forward from a pilaster will only be considered in exceptional circumstances.



Internally positioned security shutter

Shutter finishes

12.8 Shutter and shutter boxes should be finished in such a way that reflects the overall design of the shopfront via paint, powder coat or stove enamel. The finish of the shutter / box is important in maintaining the overall character of a building and streetscape, therefore uncoated shutters will not be supported.

Other security measures

12.9 Laminated glass: The use of laminated / security glass can often minimise the need for other security measures and can help to reduce the risk of injury to people / damage to property. The replacement of standard glass with reinforced / laminated glass does not usually require planning permission but may require **Listed Building Consent**. Laminated glass should be considered in the city centre and areas that are considered to be crowded places.

12.10 CCTV cameras: Where CCTV cameras are required for security, they should not be located prominently on the front of the façade. Small 'dome' type cameras should be used rather than cameras mounted on brackets, as these are easier to conceal. The colour of the camera housing should be chosen to best suit its location and wireless technology should be used to reduce the need for wiring. Planning permission may be required for CCTV cameras and this should be checked with the Local Planning Authority prior to installation. CCTV systems should be capable of providing evidential quality imagery and systems should comply with data protection legislation.

12.11 Alarm boxes: Although intruder and fire alarms are necessary for many premises, their insensitive siting can be visually detrimental to a building and can damage or obscure architectural features. Alarm boxes should be located in a way that ensures that they achieve their purpose as a deterrent without being overly prominent. Wireless technology should be used wherever possible.

12.12 External windows and doors should comply with a recognised security standard such as (at December 2018) PAS24:2016, STS 202 or LPS 1175 SR2.

Cash dispensers

- 12.13 Cash dispensers / ATMs should only be located on frontages where there is sufficient pavement width to ensure that queuing customers will not cause a blockage to pedestrian movements.
- 12.14 Dispensers should be located in highly active public environments, with good natural surveillance and good lighting. Facilities should be fully accessible to people with disabilities.
- 12.15 The architectural detailing of an existing shopfront, or the proportions of a new shopfront should not be compromised by an ATM. An adjustment to the standard size and positioning of ATM equipment may need to be explored, particularly in circumstances involving listed buildings.
- 12.16 ATMs require **planning permission** and **advertisement consent**.



ATM incorporated into glazed frontage

13. Design Principle H: Access

- 13.1 Easy access into shops should be available to all, including, for example, those in wheelchairs, the mobility / sensory impaired, people with learning difficulties and people with pushchairs or trolleys.
- 13.2 The Equality Act 2010 provides the legislative framework to protect the rights of individuals and advance equality of opportunity for all. It places a duty on providers of goods, services and facilities to make reasonable adjustments in order to avoid a disabled person being placed at a 'substantial disadvantage' compared with non-disabled people when accessing services and facilities.
- 13.3 It is recognised that there is no standard solution as each building and the needs of user groups will be different, but generally, shop entrances should be clearly identifiable, well lit, level and with no obstructions. Doors should be lightweight or automatic, have a minimum width of 800mm and have handles that are easy to grasp / offer support. Signs (push / pull / automatic) should be clearly posted.
- 13.4 In respect of more sensitive 'Listed' buildings, there is sometimes conflict between the need to preserve the architectural quality of an entrance and the desire to improve access. Cadw's publication, 'Overcoming the Barriers : Providing Physical Access to Historic Buildings' (2002), provides practical advice and examples for improving access to 'Listed ' or historic buildings.



Listed Building ramp conversion

APPENDIX 1: WELSH LANGUAGE SUPPORT FOR EXISTING AND NEW BUSINESSES

Welsh Language Commissioner

The Welsh Language Commissioner has a specialist team to provide support and guidance for medium to large businesses on developing Welsh language services. Based on consumer research and business feedback the team can help you maximise the business potential of using the Welsh language.

The team offer a host of free services tailored to your needs. These include:

- Advice on translation, bilingual design and effective signage,
- Proof reading service,
- Advice on recruiting and developing Welsh speaking staff,
- Advice on developing a bilingual communications and marketing strategy,
- Advice on IT applications,
- Support in putting a Welsh language policy and action plan in place.

Contact the team for more information:

- Website: www.welshlanguagecommissioner.wales/hybu
- Telephone: 0345 603 3221
- Email: hybu@welshlanguagecommissioner.wales
- Twitter: [@hybucymraeg](https://twitter.com/hybucymraeg)

Welsh in Business:

Welsh in Business offers support to small businesses to develop Welsh language services.

There are twelve officers throughout the country, who can help support businesses with advice on using Welsh in business; sharing useful bilingual marketing goods; translation services; and referring to specialist services, such as Welsh language lessons for staff.

The project also shares good practice stories on social media, which can help to bring businesses to the attention of a wider audience.

Contact the team for more information:

- Website: cymraeg.gov.wales/business/?lang=en
- Email: rhys.ruggiero@businesswelsh.wales
- Twitter: [@Welsh4bizSouthE](https://twitter.com/Welsh4bizSouthE)
- Facebook: [Welsh4business](https://www.facebook.com/Welsh4business)

APPENDIX 2: PORTABLE ADVERTISING (A) BOARDS AND STREET CAFÉS (TABLES AND CHAIRS) PERMITS

Introduction

The Council as the highway authority is responsible for overseeing the safe operation of public roads and footways and has a duty to protect the rights of the public to enjoy using them. People's ability to move freely and confidently throughout public areas of Cardiff is extremely important to everyone living, working or visiting the city.

Portable Advertising (A) Boards

Advertising signs placed on the highway are generally known as A Boards. If the area where an A Board is to be placed is part of the highway then, under the Highways Act 1980, you are required to apply to the Council for a permit.

Details of how to apply for a permit and a copy of the Council's 'Portable Advertising Boards Policy and Guidance' can be viewed/downloaded here: <https://www.cardiff.gov.uk/ENG/Business/Licences-and-permits/Roads-and-highways-licences/A-Board-Permits/Pages/default.aspx>

Street Café (tables and chairs) Permits

Cardiff Council supports and encourages the provision of street cafés, as they can make a positive contribution by adding vitality, colour, life and interest to the street scene.

While street cafés are encouraged, it is important that they are properly administered and managed to ensure that they meet the high standards expected in Cardiff.

For this reason, you must first obtain a licence from the Council before you can place a street café on the highway.

Street café licences apply to any cafés, restaurants, public houses or other catering establishments that serve food and drink within the premises.

Details of how to apply for a street café licence and a copy of the 'Street Café Terms and Conditions' can be viewed/downloaded here: <https://www.cardiff.gov.uk/ENG/Business/Licences-and-permits/Roads-and-highways-licences/Street-cafe-licence/Pages/default.aspx>

APPENDIX 3: CONSULTATION ON THE DRAFT SPG

Public consultation was undertaken between Thursday 8th November 2018 and Thursday 20th December 2018. A press notice was placed in a local newspaper on Wednesday 7th November 2018. Copies of the draft guidance were placed in all Cardiff libraries and at County Hall Reception. The draft guidance was also published on the Council's website. A letter/email notification that consultation was being undertaken on the draft guidance was sent to all Councillors, the Welsh Government, Community Councils in Cardiff and any interested persons and organisations known to have general interests in planning in Cardiff or a potential interest in this guidance.

APPENDIX 4: SUMMARY OF CONSULTATION REPRESENTATIONS AND RESPONSES

No	Section	Representation	Response
1.	General	The alteration to or conversion of properties, or works to historic buildings may have archaeological or historic environment issues that may require mitigation. Some proposed changes may require archaeological fieldwork where a building is within an Archaeologically Sensitive Area, or where features are noted within the Historic Environment Record. Changes to historic buildings may also require historic building recording as mitigation.	Noted. This would be addressed through the planning process. No Change.
2.	General	All historic environment and archaeological work, including that undertaken to assess change in sensitive areas and which may impact the historic environment should be undertaken to the Standards and Guidance of the Chartered Institute for Archaeologists.	Noted. No change.
3.	Chapter 12	Proposed minor amendment to read: “Design principle G: Community Safety and Security”.	Text has been amended accordingly.
4.	Para 12.9	Proposed additional text to read: “ Laminated glass should be considered in the City Centre and areas that are considered to be crowded places. ”	Text has been amended accordingly.
5.	Para 12.10	Proposed additional text to read: “ CCTV systems should be capable of providing evidential quality imagery and systems should comply with Data Protection legislation. ”	Text has been amended accordingly.
6.	Para 12.11	Minor amendment to read: “Alarms boxes: Although intruder and fire alarms are necessary for many premises ...”	Text has been amended accordingly.
7.	New Paragraph (12.12)	Suggestion of a new paragraph to read: “ 12.12 External windows and doors should comply with a recognised security standards such as (at December 2018) PAS24:2016, STS 202 or LPS 1175 SR2. ”	Text has been amended accordingly.
8.	Para 12.14	Proposed minor amendment to read: “Dispensers should be located in highly active public environments, with good natural surveillance and good lighting . Facilities should be fully accessible to people with disabilities.”	Text has been amended accordingly.
9.	General	Chapter 9, Traditional Frontages. Note with interest the proposed guidance in this section and fully approve of the guidance.	Noted. No change.
10.	Chapter 9	A photograph of the Wyndham Arcade is used, but there is not recognition in the text that this is a fine example of what can be achieved by careful restoration	Noted. A photo description has been added in Chapter 9 to recognise this example.
11.	Paragraph 10.2 and Paragraph 10.4	Suggested that it is wrong to have fixed dimensions for projecting signs for two reasons: <ol style="list-style-type: none"> 1. Some sites, either as a result of their location, scale, or design, may benefit from larger projecting signs. These paragraphs of the Draft SPG need to be amended to offer support for signs that are appropriate and proportionate to the host building and surrounding buildings without setting defined dimensions. 2. There will be cases where landowners, as part of estate management strategies, may deliver a consistent and coherent package of advertisements across an estate, which may exceed the thresholds set in paragraph 10.2. The Draft SPG needs to recognise that owner-led estate management can deliver consistent and uniform signage strategies. 	A key objective of this SPG is to ensure consistency in shopfront design and signage, as such, the guidance on the positioning and dimensions of projecting / hanging signs is considered appropriate. Proposals for larger premises (e.g. shopping centres) and estate management strategies would be considered on their merits on a case-by-case basis. No change proposed.

12.	Paragraph 11.2 Design Principle F: Canopies	Paragraph 11.2 states that fabric and Dutch style canopies will not be supported in the CBA,BBA or CSA. No justification is provided within the Draft SPG for this far reaching restrictive approach but presumably it centres on design grounds and the perceived negative impact of such features.	Fixed fabric / non retractable blinds are not considered appropriate as they permanently obscure parts of the shopfront and introduce discordant materials and shapes into the streetscene. Blinds should fully retract into a blind box in order to maintain an uncluttered shopfront and streetscene, which excludes the use of 'dutch style' canopies. Wording amended to provide further clarity.
13.	Paragraph 12.2 Design Principle G: Security	Paragraph 12.2 states that Security shutters will not be supported in the CBA,BBA or CSA. No justification is provided within the Draft SPG for this far reaching restrictive approach but presumably it centres on design grounds and the perceived negative impact of such features.	This issue is addressed in paragraph 12.1. No change proposed.
14.	Paragraph 11.2 Design Principle F: Canopies	The Draft SPG fails to recognise the use of canopies in coastal areas can make developments more water resilient.	Issue not considered significantly different than in any other part of the city. No change proposed.
15.	General	The SPG should include details relating to portable advertising boards (A Boards) and Street Café (table and chairs) permits in the SPG. Recognise that it does not relate specifically to shopfront design, but it would be useful to make people aware of the issues surrounding their use (the need for highways consent) and the fact that there is related guidance on this topic.	Noted. Appendix 2 has been added to highlight this issue and signpost people towards the relevant guidance.
16.	10. Design principle E: Signage	The SPG fails to recognise the negative impact that brush colour schemes can have on the character of an area.	This is address in Chapter 10E. Text amended to clarify issue.
17.	10. Design principle E: Signage Fascia boards	SPG Text: The fascia sign should only state the name or trade of the premises and should not carry extraneous details (i.e. phone numbers, email address or website information). Comment: This is quite limiting for businesses and in reality, these are key pieces of information. Many of the examples shown in this SPG have such details and if they are designed appropriately they can look good.	It is considered that the need for additional information (phone numbers / web addresses) is becoming less of an issue with the increased use of smart phone technology and website search engines. Wording amended to enable the issue to be considered on a case by case basis in district / local centres.
18.	Paragraph 12.4 (Security grilles and shutters)	SPG Text: The shutter is of an open lattice design which allows at least 50% transparency. Comment: Use the same terminology as the diagram above to avoid confusion – punched out / cut shutter.	Noted. Text amended accordingly.
19.	General	This planning guidance is brilliant especially as it encourages businesses to use Welsh by providing Welsh or bilingual signage. Thank you for being so progressive as to include this.	Comment noted.
20.	Paragraph 10.7	Suggest rewording of paragraph – The Welsh language is part of the social fabric and cultural heritage of Wales and Cardiff.	Text amended accordingly.

21.	Paragraph 10.8	Suggest rewording of paragraph – Welsh Government’s ‘Welsh 2050’ ambition is to have a million Welsh speakers enjoying speaking and using the language by 2050, with Welsh forming an integral part of every aspect of daily life.	The paragraph references the Strategy document. No change proposed.
22.	Paragraph 10.9	Suggest rewording of paragraph – Cardiff Council’s ambition via the Bilingual Cardiff Strategy is to develop a bilingual city and improve the visibility of Welsh in all parts of Cardiff.	Current wording is consistent with the Bilingual Cardiff Strategy 2017-2022. No change proposed.
23.	Paragraph 10.10	Suggest rewording of paragraph – Welsh bilingual signs improve the character of Cardiff and promotes the city and its culture. Promoting and supporting the use of Welsh and including the language on shopfront signage form part of a good design and shopfront offer.	Considered that this does not change the emphasis of the paragraph. No change proposed.
24.	Paragraph 10.11	Suggest rewording of paragraph - Even though this SPG is concerned with shopfronts, the use of bilingual signs, notices and displays (Welsh and English) within the shop/building is also encouraged.	Considered that this does not change the emphasis of the paragraph. No change proposed.
25.	Paragraph 10.12	Suggest rewording of paragraph – See further guidance on Welsh assistance for businesses, including the role of the Welsh language Commissioner and further guidance on bilingual design/signage in Appendix 1.	Considered that this does not change the emphasis of the paragraph. No change proposed.
26.	Appendix 1	Proposed amendments to details contained in Appendix 1 (Welsh in Business)	Noted. Text amended accordingly.
27.	General	Thank you for designing the planning guidance and for encouraging the people of Cardiff to use more Welsh.	Comment noted.
28.	10: Design principle E: Signage	Although we agree with points 10.7 – 10.9 and acknowledge that the Council recognises the Welsh Government’s target of a million Welsh speakers and the need to include this in all aspects of life, the guidance does not strengthen the status of the Welsh language on this aspect of life.	The SPG seeks to encourage the use of Welsh and bilingual signage, which will help to increase the visibility of Welsh language across Cardiff.
29.	Paragraph 10.10	The wording used is not strong or robust enough. Suggest rather than using the words ‘encourage’ or ‘support’, the Council should state that it expects every company to ensure that Welsh signage is part of their shopfront and signage plans.	With regard to the ‘six tests’ associated with the use of planning conditions and particularly where the majority of shopfront signs only relate to company trading names, businesses cannot be required to provide Welsh language / bilingual signage through the planning process. As such, the SPG seeks to raise awareness and actively encourage / promote its use, so that it can be more frequently taken into consideration and, where opportunities arise, incorporated from the outset of new development proposals / planning applications.
30.	10: Design principle E: Signage	The Council should explain that using the Welsh language can promote businesses and attract customers. It shows that businesses welcome Welsh speakers and respects Cardiff’s efforts in terms of being a completely bilingual city.	Noted. Text amended to include reference to Welsh language helping to promote businesses.
31.	10: Design principle E: Signage	Welsh signage should be a condition of planning permission for new large companies (1000m2 or more). Welsh signage should be on display inside these companies as well as outside.	Businesses cannot be required to include Welsh language / bilingual signage through the planning process. As such, the SPG seeks to raise awareness and actively encourage / promote its use, so that it can be taken into consideration and incorporated from the outset of new development proposals / planning applications. No change proposed.

32.	10: Design principle E: Signage	The SPG should state that it expects current large companies to ensure that they have Welsh signage as soon as possible.	This issue is outside the remit of the SPG. SPGs relate to / are taken into consideration as part of new development proposals (planning applications) only. No change proposed.
33.	10: Design principle E: Signage	There is no mention on how the Welsh language should be displayed on signage. The guidance should clearly state that the Welsh language should be above and to the left of the English language.	This issue would need to be considered on a site by site basis, depending on the characteristics of the shopfront and the name / details of the premises. Text added at Chapter 10 (Welsh language/bilingual signage) to provide further guidance.
34.	10: Design principle E: Signage	Too much emphasis on bilingual signage in this section and suggest that Welsh language signs should be used as much as possible.	Noted. Text amended to reflect both Welsh language and bilingual signage.
35.	10: Design principle E: Signage	New companies should be encouraged and supported to use names which reflect the Welsh history and tradition in the local area.	Noted. No change proposed.
36.	10: Design principle E: Signage	As well as new shops, the guidance should explain that Cardiff Council, as well as the local Welsh for Business office, is happy to help current smaller shops, and ones which are being developed, to ensure that they have Welsh Signage.	Noted. Wording amended at Chapter 10 and Appendix 1 to reference existing and new businesses.
37.	Page 10 Key Design Principles, Point E	Suggest amendment of wording to: Does it include and prioritise the Welsh language?	Emphasis is considered consistent with the other key design principles identified in this section. No change proposed.
38.	General	The Draft guidelines aren't strong enough with regards to the expectations for the use of the Welsh language. The inclusion of Welsh should be a clear priority in the guidelines.	Businesses cannot be required to include Welsh language / bilingual signage through the planning process. As such, the SPG seeks to raise awareness and actively encourage / promote its use, so that it can be taken into consideration and incorporated from the outset of new development proposals / planning applications. No change proposed.
39.	General	Welsh should be displayed inside and outside shops and trading centres in the city.	This is highlighted at paragraph 10.12. No change proposed.
40.	General	Many thanks for the recent increase in the road signs that place the Welsh form above the English, or on the left, as it should be, although there is still a lot of work to be done.	Comment noted.
41.	General	Welsh should be placed above the English on the city's emblem / logo	As part of the Welsh language commissioner's assurance report 2017-18, it was confirmed that the Council's logo does comply with the relevant Welsh language standards (standard 83). If the Council logo is rebranded in future, the Council will give consideration to the order of 'Caerdydd' and 'Cardiff'.

42.	General	<p>Place names should not be abbreviated. E.g: Pen-y-bont = Pen-y-bont ar Ogwr.</p> <p>The sign needs to be corrected: Yr Aes = Yr Ais.</p>	<p>In official documents, the Council would use Pen-y-bont ar Ogwr.</p> <p>In terms of yr Aes/Ais, the Council has used yr Aes for at least 20 years. We acknowledge that it is a matter of interpretation as to whether yr Ais/Aes should be used. We would argue that Yr Aes is now better known and used more widely than yr Ais.</p> <p>A street naming panel has recently been established that will have responsibility for naming new streets in Cardiff, ensuring that they have a historical and cultural connection. The panel will look into this matter.</p>
43.	Paragraph 10.7-10.9	<p>Congratulations to the Council on points 10.7 to 10.9 in the Guidance, and your support for the drive to achieve a million Welsh speakers by 2050.</p>	<p>Comment noted.</p>
44.	General	<p>It's important to do more than encourage businesses to put Welsh language signs on their shopfronts; Welsh language signs should be a planning permission condition – especially for large companies. This will show Welsh speakers are welcome and will give Cardiff a special image.</p>	<p>Businesses cannot be required to include Welsh language / bilingual signage through the planning process. As such, the SPG seeks to raise awareness and actively encourage / promote its use, so that it can be taken into consideration and incorporated from the outset of new development proposals / planning applications. No change proposed.</p>
45.	General	<p>I agree that well designed shopfronts add substantial value to Cardiff. They can improve the character and layout of streets, buildings and public places, from larger streets, shopping centres and Victorian arcades in the city centre, to District and Local Centres at the heart of local communities.</p>	<p>Comment noted.</p>
46.	Paragraphs 10.7-10.12	<p>I strongly agree with points 10.7-10.12 and commend the Council for including guidance for businesses to use Welsh in creating and designing signage and shopfronts. I would like to see the Council adopting policy that makes it a requirement that shopfronts and signage (apart from branded names) be bilingual.</p>	<p>Point 1: Noted Point 2: Businesses cannot be required to include Welsh language / bilingual signage through the planning process. As such, the SPG seeks to raise awareness and actively encourage / promote its use, so that it can be taken into consideration and incorporated from the outset of new development proposals / planning applications. No change proposed.</p>

47.	General	I want to live in a city where the Welsh language is commonplace throughout, thereby creating a city that not only improves Cardiff's character but strengthens our social and cultural fabric and our heritage as well as contributing towards Welsh Government's ambition to reach a million Welsh speakers by 2050.	Comment noted.
48.	General	I'd like to confirm how great it is to see the guidance encouraging businesses to use the Welsh language on shop signs etc. Using the Welsh language is an excellent way of introducing Welsh culture to visitors and to strengthen the sense of place in the city! Fantastic!	Comment noted.
49.	General	After reading the Draft Guidance, and even though Welsh is encouraged, I believe that Cardiff Council should be more robust as regards the Welsh language in the guidance. It should include Welsh as a priority in the guidance.	Noted. It is considered that the emphasis placed on Welsh language is consistent with the other key principles identified in the SPG that need to be taken into consideration as part of the design of new shopfronts. No change proposed.
50.	General	The draft guidance should remind businesses of the economic advantages of displaying Welsh signage, especially in the capital.	Noted. Text amended at Chapter 10 to identify that incorporation into shopfront signage can help to promote businesses.
51.	General	The Welsh language needs to be normalised, verbally and visually if we are to reach the target of a million Welsh speakers.	Noted. No change proposed.
52.	General	I would like to call on you to strengthen the guidelines by ensuring that the Welsh language is one of the main principles of the guidelines, in order to reflect that it is an integral part of our capital city.	Noted. It is considered that the emphasis placed on Welsh language is consistent with the other key design principles identified in the SPG at Chapter 5.1. No change proposed.

