

**Oldham**

**Supplementary**

**Planning**

**Document**

**Vibrant Centres**

**Part 2**

**Adopted July 2012**



**Oldham**  
Council

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### Availability of Document

**If you would like to receive this information in another format, such as largeprint, Braille, audio or alternative languages, please call us on 0161 770 4163.**

## 5 Shop and Business Frontage Design Guidance

### Introduction

- 5.1** This guidance comprises Part 2 of the Vibrant Centres Supplementary Planning Document (SPD). It gives good-practice guidance on the design of shop and business frontages.
- 5.2** The aim of this guidance is to improve the quality of design. The contribution that high quality design can make to regeneration and sustainable development is widely recognised. High quality design brings economic, social and environmental benefits, adding to quality of life, attracting new business and investments and reinforcing civic pride.
- 5.3** Over time, the implementation of the good-practice set out in this guidance will revitalise Oldham Town Centre and the other Centres of Chadderton, Failsworth, Hill Stores, Lees, Royton, Shaw and Uppermill and local shopping parades, which will in turn stimulate the economic prosperity of these businesses.
- 5.4** This guidance should be used from the outset of the design process by property and business owners, developers and design professionals in designing new shop fronts, shop front alterations and signage. This should reduce the need to re-design proposals once they enter the planning process. Where applications relate to listed buildings, applicants are encouraged to discuss their design proposals for shop frontage and signage applications with the council's Planning Team, prior to submitting an application.
- 5.5** The general design principles are useful to all types of shop frontage design and should be read as a starting point.
- 5.6** Please note that in the remainder of this SPD these frontages are referred to as `shop fronts` which in this context should be read as a collective term. This includes any business frontage, not just retail shops.
- 5.7** Oldham has many conservation areas, listed buildings and traditional, terraced shopping parades. Historic buildings generally require more specific guidance, as they have architectural features which need to be conserved and enhanced. Each section of this guidance therefore, contains advice on alterations to historic and listed buildings and buildings in conservation areas. It is particularly important to note that where a traditional shop front exists this should in the first instance be maintained and repaired wherever possible, rather than replaced.

#### Local Planning Policy

- 5.8** This guidance provides information to assist with the implementation of Oldham's local planning policies, specifically Policy 20 on Design.<sup>(13)</sup>
- 5.9** Policy 20 states:

"Development proposals must meet the following design principles, where appropriate:

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13 Page 121, Oldham Joint Core Strategy and Development Management Policies Development Plan Document, November 2011

- a. Local Character (including a character appraisal as appropriate)
- b. Safety and Inclusion
- c. Diversity
- d. Ease of Movement
- e. Legibility
- f. Adaptability
- g. Sustainability
- h. Designing for Future Maintenance
- i. Good Streets and Spaces
- j. Well Designed Buildings"

**5.10** This guidance also builds on the council's Design Guide, using the general design principles, set out above, to give specific advice on shop fronts.

### **Character Profiles – The design and architecture of Oldham Town Centre and the borough's other Centres of Chadderton, Failsworth, Hill Stores, Lees, Royton, Shaw and Uppermill**

**5.11** In order that the design of new or altered shop fronts and signage is appropriate, it is important to be aware of the character and style of the host building and the character of surrounding buildings. Set out below are brief profiles of the character and architectural style of Oldham Town Centre and each of the borough's other Centres.

#### **Oldham Town Centre**

**5.12** Oldham Town Centre contains a range of different eras and styles of architecture. The Central Shopping Core includes Spindles Town Square shopping centre, Market Street and High Street and is predominantly modern in character. It contains a mix of large, national chain stores along High Street, Albion Street and Town Square and smaller units in 19th Century terraces on Henshaw Street.

**5.13** The area adjoining the Central Shopping Core, to the east and south, is dominated by late 19<sup>th</sup> Century / early 20<sup>th</sup> Century buildings. It includes the Town Centre Conservation Area, and key routes of Yorkshire Street and Union Street.

**5.14** The Town Centre Conservation Area has many listed buildings. Most proposals for works to shop fronts or advertisements in this area will require conservation area and listed building consent. They should be carefully designed to preserve and enhance the original character of these buildings.

**5.15** Yorkshire Street mainly comprises 19<sup>th</sup> Century terraces to the east and some larger, more decorative buildings to the west, close to the old Town Hall.

- 5.16** Union Street is similar in character to Yorkshire Street with a long stretch of later 19<sup>th</sup> century terraces. However, Union Street is interspersed with more modern buildings, such as 1960s office buildings and the Sainsbury's superstore.
- 5.17** The mix of characters and styles on these streets has led to clashing varieties of shop fronts. Many modern, large fascias and internally illuminated box signs are now present along Union Street and Yorkshire Street. Many of the 19th century terraces, particularly to the west end of Union Street and at the far east ends of Union Street and Yorkshire Street and along Mumps, have been substantially altered or demolished and reconstructed. In these cases traditional shop front features, such as stall-risers, cornices, pilasters and decorative corbels, have been lost and replaced with very simple, much less ornate, modern frontages. These alterations do not conserve or enhance the historic character of these buildings.
- 5.18** The character and appearance of these areas could be improved by following the guidance in the SPD. New shop fronts and alterations should respect the original character of the buildings. Where features such as those mentioned above have been lost, these can be replicated through the traditional styling of any new shop fronts.

### **Chadderton**

- 5.19** Chadderton is located approximately one mile west of Oldham Town Centre and is surrounded predominantly by residential properties.
- 5.20** Chadderton Centre is dominated by the modern, mostly single-storey precinct area and Asda superstore, off Middleton Road. Most of the shop fronts in the precinct have a simple styling, mainly just flat glazing, without traditional shop front frames (created through pilasters, cornice and stall risers).
- 5.21** Shop fronts in the shopping precinct are, for the most part, well-maintained. Future proposals could improve the appearance of the shop fronts; they could benefit from the addition of stall risers and a standard fascia depth, to add interest and make shop signage appear more uniform. The appearance and security of the precinct after dark could be enhanced through improved lighting. This could perhaps be undertaken through finding alternatives to security shutters, where they are present and by internally lighting shop displays.
- 5.22** There is a modern, two-storey mews of offices and shops on Middleton Road, opposite the precinct. These are of a modern design, with floor-to-ceiling glazing in the shop fronts and matching fascias all of the same depth.
- 5.23** Chadderton Centre also contains the Chadderton Town Hall Conservation Area and listed War Memorial and the Old Library. These are very close to the shopping area and any development in the vicinity of these heritage buildings should be sensitive to and not detract from their historic character.

## Failsworth

- 5.24** Failsworth Centre is located at the western edge of the borough, with retailing focused within the purpose-built Centre. Commercial uses are also located on Oldham Road and Sisson Street.
- 5.25** Failsworth Centre has had extensive refurbishment recently. A Tesco superstore dominates the centre and the old precinct was demolished and replaced with a new single-storey shopping parade; modern extension to the old Town Hall; Aldi store; and petrol station. Subsequently, Failsworth's shopping precinct area is now predominantly modern in character, with the exception of the old Town Hall, which has been significantly enhanced through regeneration.
- 5.26** Failsworth Town Hall and Carnegie Library were built in 1880. The Town Hall and library have now been refurbished to house Failsworth Library and other community facilities. The Town Hall sits just within the boundary of the Failsworth Pole Conservation Area, which extends to the north of the Centre, incorporating the Failsworth monument itself and St Johns Church. Any new shop fronts, alterations or signage to commercial premises within or adjacent to the conservation area should be carefully designed to respect the historic character of the area.
- 5.27** Surrounding Failsworth Centre to the north and south are older, 19<sup>th</sup> / early 20<sup>th</sup> Century terraces on Ashton Road West and Oldham Road, which comprise a mix of residential and commercial properties. The quality of shop front design along the main arterial route of Oldham Road / Manchester Road varies. Some commercial premises along this route could benefit from improvements, such as removal of opaque shutters and external shutter boxes and the installation of more appropriately-scaled fascia signs.

## Hill Stores

- 5.28** Hill Stores Centre on Huddersfield Road is located approximately one mile east of Oldham Town Centre along the A62. The surrounding area comprises a mix of uses including commercial and business premises around Greenacres Road.
- 5.29** The Tesco store dominates the Hill Stores Centre. Retailing is focused around the Tesco store and within the Precinct and on Huddersfield Road, with retail frontages along Dunkerley Street and Holt Street.
- 5.30** The Tesco store is a large three-storey building of a simple, modern design, with a row of small retail units at street level facing on to Huddersfield Road. The design of this row of shop fronts is simple and modern; all fascias are uniform - of the same level and depth, however the shop fronts and glazing themselves differ in design.
- 5.31** The Hill Stores Building, built in 1904, sits to the north of Tesco on Huddersfield Road. The upper part of the building retains most of its original architectural features. Unfortunately, over years of changing uses at street level, the ground floor of the building has suffered many inappropriate alterations. The shop fronts which exist in the Hill Stores Building today are, for the most part, out of character with the original building. Inappropriate, modern materials have been used in some cases and shop fronts and fascias are untidy, poorly maintained and obscure original building features along the ground level frontage. Any new shop fronts or alterations should seek to reinstate original features and traditional design.

- 5.32** The 19<sup>th</sup> Century terraces on the opposite side of Huddersfield Road to Tesco and Hill Stores are of a range of different styles. Shop fronts here are more or less of a uniform scale and type. There are a number of shop fronts with external security shutters. Future proposals for alterations to these shop fronts should not include such shutters. These are perhaps unnecessary on frontages opposite a 24 hour superstore, on a key arterial route, which essentially provide surveillance through the day and night.

## **Lees**

- 5.33** Lees Centre is located approximately three miles east of Oldham Town Centre. The main focus of commercial activity is on High Street and St Thomas Parade. The surrounding area is predominantly residential providing a strong walk-in catchment.
- 5.34** Lees High Street is comprised of 19<sup>th</sup> century terraces in a mixture of styles, some brick some stone. Unfortunately, a small number of these buildings have suffered from unsympathetic shop front alterations. In a few cases, inappropriate, modern materials have been used to surround a new shop front. In other cases floor-to-ceiling glazing and large fascias have been installed, which detract from the historic character of the terrace.
- 5.35** There are some good examples of modern buildings and shop fronts replicating traditional design in Lees Centre. For example, the Co-op Pharmacy on Mellor Street has a traditional design with stall risers and stone pilasters. There is also a traditional pharmacy lamp on a bracket by the rear entrance which adds character and interest to the building, as well as having a practical function.
- 5.36** To the east of Lees Centre, off High Street, there is a small, modern, single-storey shopping precinct. Shop fronts in this precinct are of a simple, neat, uniform design, all with low stall risers and fascias of the same height.

## **Royton**

- 5.37** Royton Centre is located on the A62 some two miles north of Oldham Town Centre. The main focus of commercial activity within Royton Centre is within Market Square, Market Street and Rochdale Road.
- 5.38** Royton Centre is comprised of a 1970s shopping precinct. There are 19<sup>th</sup> Century terrace shopping parades to the south and east of this precinct. Although some of the shop fronts in these terraces follow the traditional design, some now have modern styles of shop front (for example, without stall risers, cornices, pilasters and with modern fascias). There is one four-unit, single-storey infill parade of businesses, to the north-east end of the Centre, on Rochdale Road.
- 5.39** Notwithstanding the mix of architecture, Royton Centre maintains many elements of its historic character. Any alterations to shop fronts and signage should respect the traditional shop front design. There are several large historic buildings in Royton Centre. These include: Royton Town Hall, built 1880 and located opposite the 1970s precinct on Rochdale Road; Royton Carnegie Library, built 1907 and sitting adjacent to the Town Hall; and two large stone buildings, built in the early 20<sup>th</sup> Century, which sit diagonally opposite each other, on the main crossroads of Rochdale Road and Middleton Road.



## Shaw

- 5.40** Shaw Centre is located on the A663 some seven miles south east of Rochdale and three miles north of Oldham. Commercial activity is focused around Market Street, Milnrow Road and Rochdale Road and also around the large Asda Store on Eastway, just outside the Centre itself.
- 5.41** Shaw Centre's buildings have a mix of architectural eras and styles. Along Market Street there is a mix of late 19<sup>th</sup> / early 20<sup>th</sup> Century terraces, interspersed with a few modern infill terraces. At the south end of Market Street there is a large, three-storey 1970s shopping parade with flats above. At the north end of Market Street, where Milnrow Road begins there is another building of modern construction; the single storey building which was the Greensway Shopping Centre, which has recently been redeveloped as a Wetherspoons. This redevelopment has brought together the frontage, which used to be separate units, using traditional shop front elements such as stall risers and regular glazing bars and muted colours, to complement the traditional character of the surrounding properties.
- 5.42** Notwithstanding the above, even buildings of the same era have a mix of heights and styles through this Centre. It is important in such environments to ensure that shop fronts and signage are of an appropriate scale and in character with the building itself, whilst not detracting from the character and appearance of adjacent properties, which may be of a different scale and style.

## Uppermill

- 5.43** Uppermill Centre is located some six miles east of Oldham Town Centre on the A670. The main focus for commercial activity is on High Street with secondary frontages including Court Street, New Street and Smithy Lane.
- 5.44** Uppermill Centre sits within the Uppermill Conservation Area. As such, all alterations / development must be in keeping with the historic character of the area.
- 5.45** The majority of the buildings in Uppermill Centre are 19th century, constructed of sandstone and are of different scales and styles. The majority of the shop fronts in Uppermill follow a traditional design and include stall risers (often in matching brick / stone) and many have either stone or timber cornices and pilasters.
- 5.46** To the north of the Centre there are a number of new buildings, (three/four storey apartment blocks and two-storey, terrace shopping parades), constructed in the traditional local character. The retail units here have modern signage, but of a scale and type which fits with the traditional character of the buildings.

## When is planning permission required?

- 5.47** Most external alterations to a shop front will require planning permission. Works to listed buildings and buildings in conservation areas may also require listed building consent and / or conservation area consent. For signage, advertisement consent may be required.
- 5.48** The government's **Planning Portal website** provides information on the types of development which require permission:  
<http://www.planningportal.gov.uk/permission/>

- 5.49** If clarification is required as to whether a development requires permission, advice should be sought from the council before any works or alterations are carried out. Please contact the Planning Team. The details of how to contact the Planning Team can be found in Appendix 1 of the SPD.

### **Visual Appearance and Design**

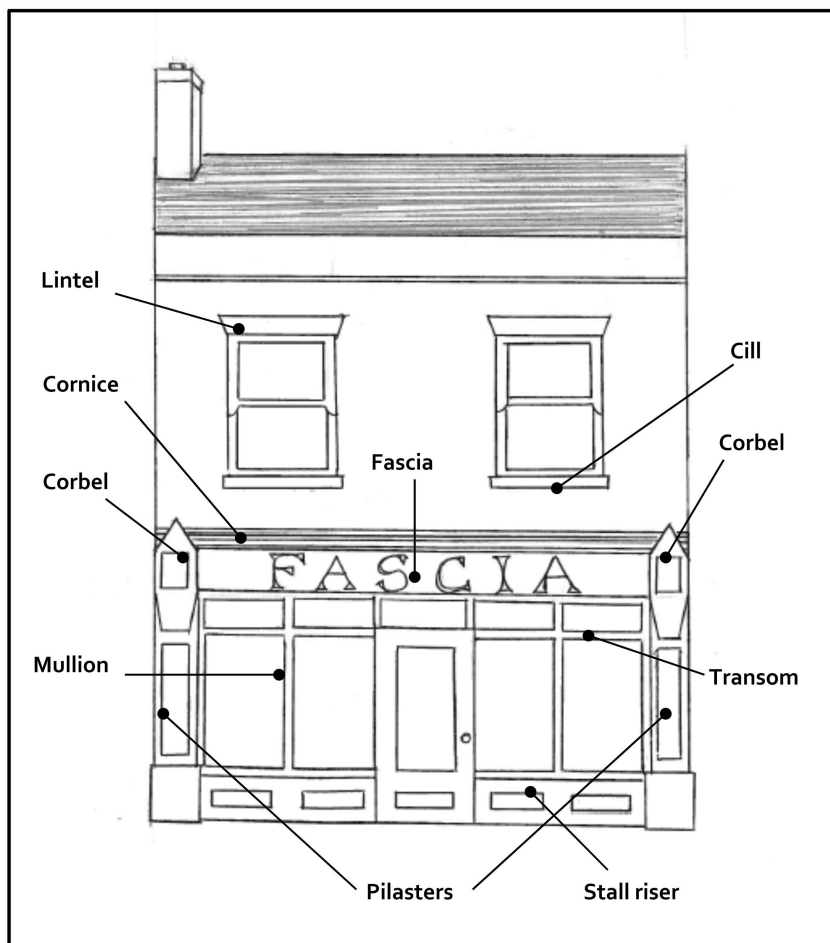
When determining planning applications the council will have regard to whether or not a proposal contributes positively to the visual appearance of the area during opening and non-opening hours.

- 5.50** The council will promote high quality design and sustainable construction of developments that reflect the character and distinctiveness of local areas, communities and sites across the borough.

## 6 Architectural Elements of the Shop Front

- 6.1 Although styles vary, the principal components of the traditional shop front are comprised of the same basic elements. These should relate well with the proportions and design of the host building.

Figure 3 Various design elements of a shop front



### 6.2 Shop front elements include:

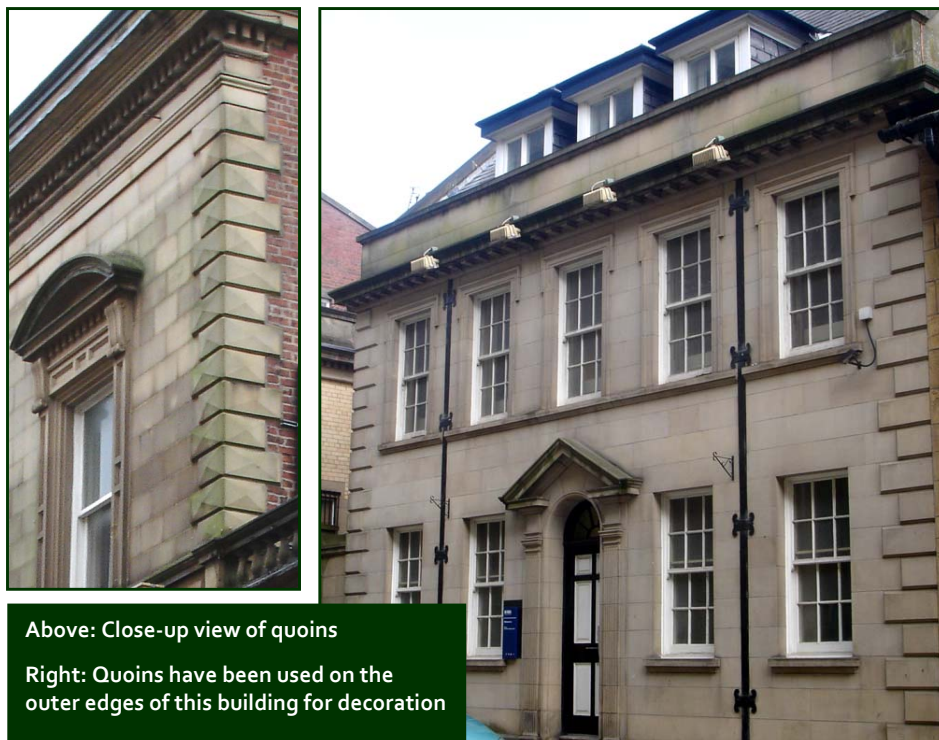
- **Pilasters** - form the vertical frame to a shop front.
- **Cornice** - is the upper-most horizontal 'frame' to the shop front. This could be decorative, adding interest and relief to the shop front and also serves to weather-protect the fascia.
- **Fascia** - The 'heading' for the shop front – provides a space for the fascia sign / shop name.
- **Stall Riser** - creates a base for the shop front – strengthens horizontal emphasis, can provide a platform for goods display and provides protection from ram-raiding.

- **Windows** - large, often with a vertical emphasis. Windows should follow the vertical emphasis and symmetry of the building.
- **Mullions** - Vertical glazing bars. Breaking up glazing with mullions can both strengthen vertical emphasis and adds interest to the shop front.
- **Transoms** - Horizontal glazing bars. Breaking up glazing with transoms can both strengthen horizontal emphasis and adds interest to the shop front.
- **Corbels / Consoles** - Brackets located at each end of the fascia, usually topping the pilasters. Design of these varies widely, depending on the era of the building / shop front.

### 6.3 Other building features include:

- **Lintel** - A horizontal structure / beam which is often found over windows and doors. The lintel can be load-bearing or ornamental and is often constructed of stone, or sometimes timber in very old buildings.
- **Cill** – A cill is a beam found below windows and doors. Again, these are often constructed of either timber or stone.
- **Quion** – Stones or bricks used in the external corner of a wall. In many old buildings, (particularly in larger civic buildings or large public houses for example) these corner stones/bricks are often larger than the main building material and are set in regular patterns, for decoration purposes.

Figure 4 Examples of quions



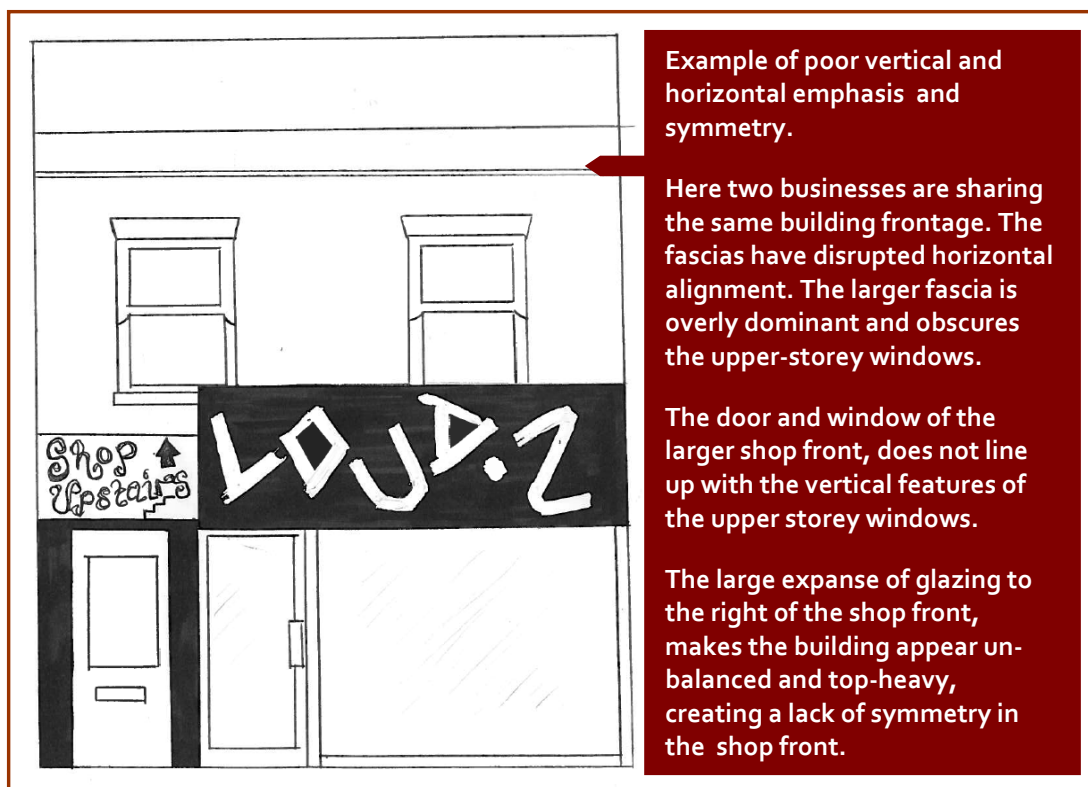
## 7 General Design Principles

- 7.1** The various elements of the shop front should be designed to fit with the character and context of the building itself and the surrounding area.

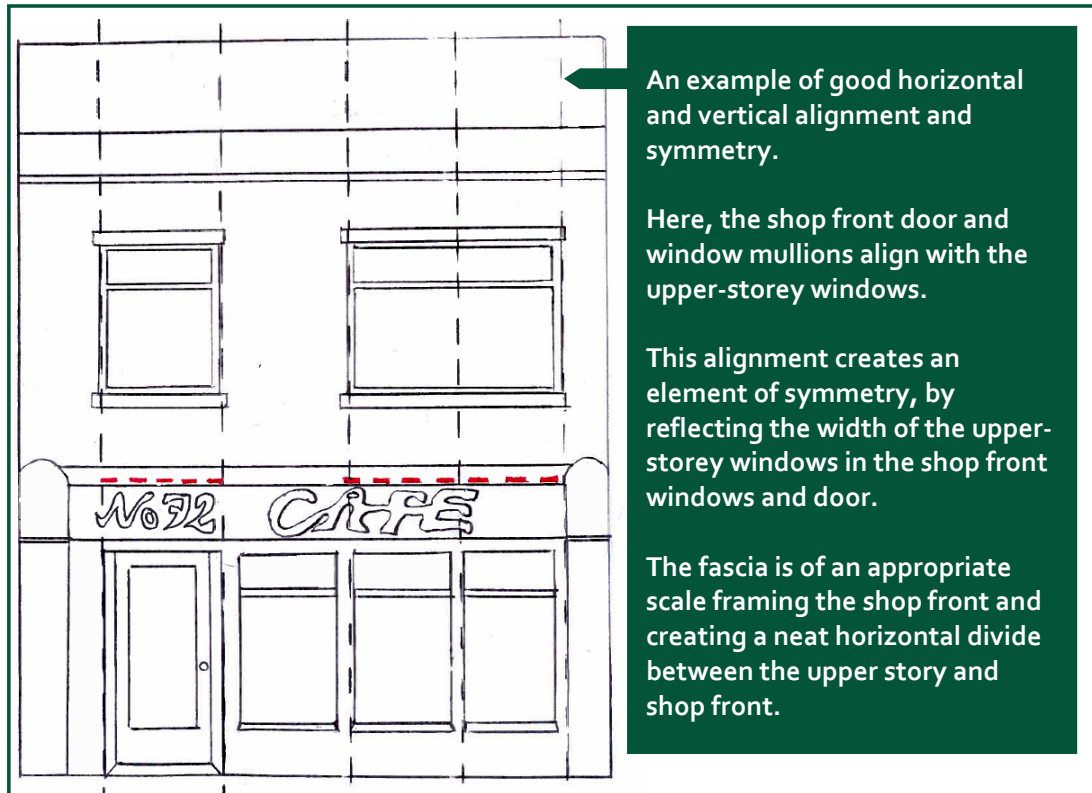
### Vertical and horizontal alignment of building features

- 7.2** It is more important that the shop front fits well with the features of the host building. It should strengthen any existing symmetry in the building where possible. Lining up shop front features (such as windows and doors) with the features on the upper-storeys of the building has an aesthetically pleasing effect through making the shop front appear more ordered and symmetrical. For example, this could be achieved through aligning outer edges of shop front windows with the outer edges of the upper-storey windows or by aligning a central shop front door, with a central upper storey window, where one exists.
- 7.3** Figures 6 and 7 show how the symmetry of a building can be replicated and strengthened through shop front design.

**Figure 5 Example of poor vertical and horizontal emphasis and symmetry**



**Figure 6 Example of good vertical and horizontal alignment and symmetry**



## Cornice

- 7.4** This forms the upper 'frame' of the shop front. Some modern shop fronts do not have these. When installing a new shop front which includes a cornice, this should be located below the bottom cills of the upper storey windows. Where a shop front is asymmetrical a cornice can, along with pilasters, create a strong frame for the shop front, which unifies these features and makes the asymmetry less noticeable.

## Fascias

- 7.5** Fascias are a key, central feature of shop front design. However, they should not be over-scaled, so as to become the most prominent visual element of the shop front. Good fascia design respects the proportions of the shop front by being appropriately scaled, and follows the vertical and horizontal symmetry of the building.

- 7.6** An 'appropriately scaled' fascia is one which:
- Sits below and does not overlap with the cornice (where a cornice is present), and
  - Sits well below the bottom of all upper-storey windows and cills, and
  - Sits above the top frame of the shop front door, and
  - Sits within the frame of the shop; i.e. between pilasters and corbels, where these exist and not overlapping with these or over the edges of the buildings.



- 7.7** Large fascia signs are often erected because it is believed this will maximise advertising space and draw the eye of passers by and encourage them into the premises. However, fascias which are too large / deep have a detrimental effect on the proportions and appearance of the shop front as they can appear garish and can obscure building features.
- 7.8** In terms of drawing the eye to a shop front, a well designed fascia, which does not dominate, but fits in well with the surrounding features can have a much bigger impact. In addition, a well set-out, internal window display and appropriate lighting of the fascia and shop window can be much more effective than simply attempting to visually dominate surrounding businesses.

### Three-dimensional modelling

- 7.9** Completely flat shop fronts can deaden the street view. Whereas creating three dimensional relief in certain elements of the shop front can add visual interest. For example, through adding relief or texture to individual elements of the shop front, such as pilasters, stall risers, cornices, signage and window mullions.

**Figure 7 Examples of three dimensional modelling**



### Glazing

- 7.10** A continuous expanse of glass across a shop front can create a lack of visual support and can make a building appear top-heavy. This can be addressed through sub-dividing windows with mullions and transoms. These mullions, when aligned with the frames of upper storey windows can also strengthen symmetry, as discussed above.

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- 7.11** Sub-dividing large expanses of glazing can also be beneficial from a security and cost-reduction point of view. Large areas of glazing can be expensive to replace when broken. In addition, breaking up expanses of glazing with stall risers and mullions can prevent ram-raiding and make it more difficult for thieves to remove stock quickly.
  - 7.12** Stall risers are also a good way of balancing the horizontal symmetry of a shop front; if floor to ceiling glass is required, false stall risers could be employed by having a band of frosted / opaque glass across the bottom of the shop front.



## 8 Access

- 8.1 Safe and easy access for all should be considered when designing new, or altering existing shop fronts.
- 8.2 The Equality Act 2010 sets out a wide range of anti-discrimination legislation. With regard to access to buildings the Equality Act requires that, where a physical feature puts a disabled person at a substantial disadvantage to someone who is not disabled, reasonable steps have to be taken to avoid the disadvantage.<sup>(14)</sup>
- 8.3 Physical features refers to elements of a building such as doorways, entrances and exits, access within the building and other features.
- 8.4 Part M of the Building Regulations sets out detailed requirements, regarding making buildings compliant with the Equalities Act 2010. For further advice and guidance on making business premises accessible for all please see Appendix 1.

### Doorways

- 8.5 In order to comply with the Equalities Act 2010 and to make buildings accessible for all, doorways should be a minimum of 750mm wide to allow wheelchair access. However, this does not necessarily mean that doorways should be as wide as possible. The design of the doorway should still compliment the vertical alignment and symmetry of the host building and existing shop front (where applicable).
- 8.6 In some cases, for example in listed buildings or buildings within conservation areas, the installation of a new door in a shop front, which is at least 750mm wide, may not be allowed through planning controls. In these cases, alternative solutions may be available through providing access through other doors in the building. Such alternatives will also require approval from the council.

### Providing Level Access

- 8.7 Not all buildings have a level access. This can present a problem to people who use wheelchairs or who have a mobility impairment. In such cases, solutions should be found to provide level access. Examples of some schemes are discussed below.
- 8.8 In some cases it may be appropriate to install a permanent access ramp to the shop front or other external doors. These will always require planning permission and where they cross onto a pavement or right of way will also require highways consent.
- 8.9 Permanent access ramps may be permitted in situations where they have no significant detrimental impact on the character of the building and surrounding area, and where the pavement or forecourt in front of the property is wide enough to ensure that there are no detrimental impacts to access or highway safety.
- 8.10 In some cases, the construction of a permanent access ramp may not be permitted because of its visual impact (for example, in listed buildings and heritage buildings or in conservation areas). There may be alternative ways of providing level access, other than installing an access ramp. For example where the frontage of a property

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14 Equalities Act 2010, Section 20, paragraph 4.

only has one or two steps and there are no other permanent access solutions available, a small, temporary access ramp, which can be set out and removed after use, could be an alternative.

- 8.11** There may be an alternative location on another elevation of the property with level access which could be adapted to allow level access into the shop or business.

**Figure 8 Good example of provision of level access in a listed building**



### Other Access Considerations

- 8.12** Consideration should be given to the height and position of elements such as door handles and cash machines. These should not be located at a level which would prevent some people (for example people using a wheelchair) from accessing/using them. Part M of the Building Regulations recommends that controls on ticket machines should be between 750mm and 1200mm high, which could be applied as a sensible height for cash machine controls also where possible.
- 8.13** Access for people who have visual impairments should also be considered. Building access should not be obstructed with clutter such as free-standing signs, which could create unexpected obstacles and hazards.

## 9 Signage

- 9.1** Please note that many kinds of signage require `Advertisement Consent` from the council.
- 9.2** The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 are summarised in a quick reference guide: `Outdoor advertisements and signs: a guide for advertisers`. Please note that there was an amendment to the Advertisement Regulations in 2011, which relates specifically to advertisements on electric vehicle charging points (Please see Appendix 1 for further details and for the weblink to the full regulations).
- 9.3** It is therefore strongly advised that the requirement for this consent is checked with the council, before erecting any signage.

### Signage Design Principles

- 9.4** Any type of signage or advertisement on a building should:
- Be in keeping with the character of the building and the surrounding area, and
  - Be of an appropriate scale in relation to the type and location of the sign (see below for further guidance on different types of sign), and
  - Not be inappropriately positioned above ground floor level, and
  - Be positioned appropriately so as not to disrupt the building's symmetry or vertical / horizontal emphasis, and
  - Not be inappropriately lit, and
  - Where internally illuminated, signs should generally be slimline and recessed into shop front, and
  - Be an appropriate colour, which does not clash with, or appear visually intrusive, when viewed with the host building or surrounding buildings and shop fronts.
- 9.5** Further, more detailed guidance on the design of specific types of signs is given below.

### Fascia Signs

- 9.6** On any building, modern or historic, a fascia sign should be in scale and in keeping with the design of the shop front and should take into account the height, position, design and scale of adjacent shop fronts in the same parade.
- 9.7** Fascia signs should:
- Sit within the fascia, below and not overlapping with the cornice (where a cornice is present), and
  - Sit below the bottom of all upper-storey windows and cills, and
  - Not overlap the upper frames of the shop front door and windows, and
  - Generally, be no deeper than one-fifth of the overall height of the whole shop front (exterior ground level to top of cornice / shop front surround), and
  - Fit horizontally within the frame of the shop, (e.g. between pilasters and corbels, where these exist and not overlapping with these or over the edges of the buildings), and

- f. Should project a minimal distance from the front of the host building, to be in keeping with the character of the area, and
- g. Be constructed of appropriate materials, which compliment the character of the host building and shop front, and
- h. Be of an appropriate colour scheme, which does not clash with the colours of the host or surrounding buildings and shop fronts, or appear visually intrusive.

**9.8** Many traditional shop fronts retain their original fascia as part of the fabric of the shop front. In these cases the fascia should be conserved and enhanced, and traditional methods used where signage needs replacing. For example, sign lettering could be painted straight onto the fascia itself using appropriate colours and design.

**9.9** In some cases raised lettering fitted to a fascia may be appropriate. This method can also be used on modern properties and gives depth, texture and interest to a fascia.

**9.10** In terms of lighting fascia signs, guidance is provided in Section 7 `Lighting`.

**9.11** It should be noted that signage on listed buildings will always require listed building consent, even where advertisement consent may not be required.

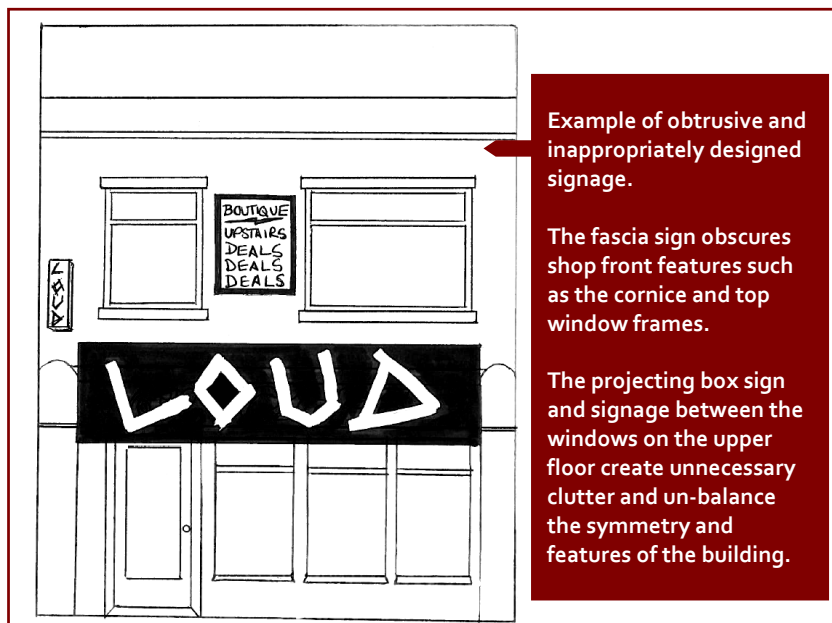
**Figure 9 Good example of a traditional fascia**



**Figure 10 Good example of a modern fascia**



**Figure 11 Example of obtrusive signage**





## **Hanging / projecting signs**

- 9.12** Hanging / projecting signs should generally be mounted either below, or in line with the fascia sign, whichever is appropriate and consistent with other shops and businesses in a parade. If lighting is required, a projecting sign should be lit with an appropriate lighting scheme.
- 9.13** In the interests of highway safety, the Highways Act 1980 currently requires that:
- a. The top of the sign should be no more than 2.7 metres high from ground level; and
  - b. There must be a gap of at least 600mm between the outer edge of the sign and the outer edge of the adjacent highway.

## **Additional signage on building**

- 9.14** Additional signage attached to the walls of the upper-stories of a building can create unnecessary clutter and in some cases will not be appropriate. Where necessary, such signage should be designed so that:
- a. Its scale does not dominate the upper floor of the building, to which it is attached; and
  - b. It does not obscure any architectural features of the host building, such as windows, cills, lintels, cornices, decorative stonework.

## **Signage in upper-storey windows**

- 9.15** Where a business operates from the upper floors of a property and cannot display appropriately designed advertisements at ground-level, it may be necessary to include signage in upper-storey windows. The most appropriate method of achieving this will often be to have tasteful lettering, which does not dominate the window space, or through employing a frosted glass or painted / transfer design.
- 9.16** Many advertisements such as those described above, will often benefit from `deemed consent`, for example not requiring express advertisement consent (see Appendix 1 for link to the Advertisement Regulations guidance booklet). This should be confirmed with the council prior to any works taking place.
- 9.17** In listed buildings consent would be required before any alterations are made to glazing.

**Figure 12 Examples of appropriate window lettering**



### **Free-standing signage**

- 9.18** It is an offence under the Highways Act 1980 to display a free standing advertisement, such as an A-board, on a public highway (See Appendix 1 for link to the Highways Act).
- 9.19** In some cases free-standing sign boards outside retail premises, which are not on a public highway, may be acceptable. These will however often require advertisement consent, depending on their size and location (see Appendix 1 for link to Advertisement Regulations and guidance). These free-standing signs will only be permitted in appropriate locations. For example, where they are positioned safely, away from highway junctions and flows of pedestrian traffic.
- 9.20** Generally free-standing signs on the pavement not only create clutter making the street scene appear untidy, but also present hazards to people who are visually impaired, reduce visibility for motorists and makes travel and access difficult for pedestrians who use wheelchairs or with buggies. For these reasons, free-standing signage on public footways or on forecourts which run adjacent to highways will be resisted in most cases.

## 10 Colour, Materials and Maintenance

### Colour

- 10.1** Bright and neon colours can be visually intrusive and detract from the design of a shop front and building. Whilst vibrant colour schemes can brighten the image of a Centre or shopping parade, colours which clash with building materials of the host and adjoining buildings should generally be avoided. On listed buildings and within conservation areas, dark, pale or muted colours, which complement the building materials and do not detract from design features should be used.

Figure 13 Good examples of colour schemes

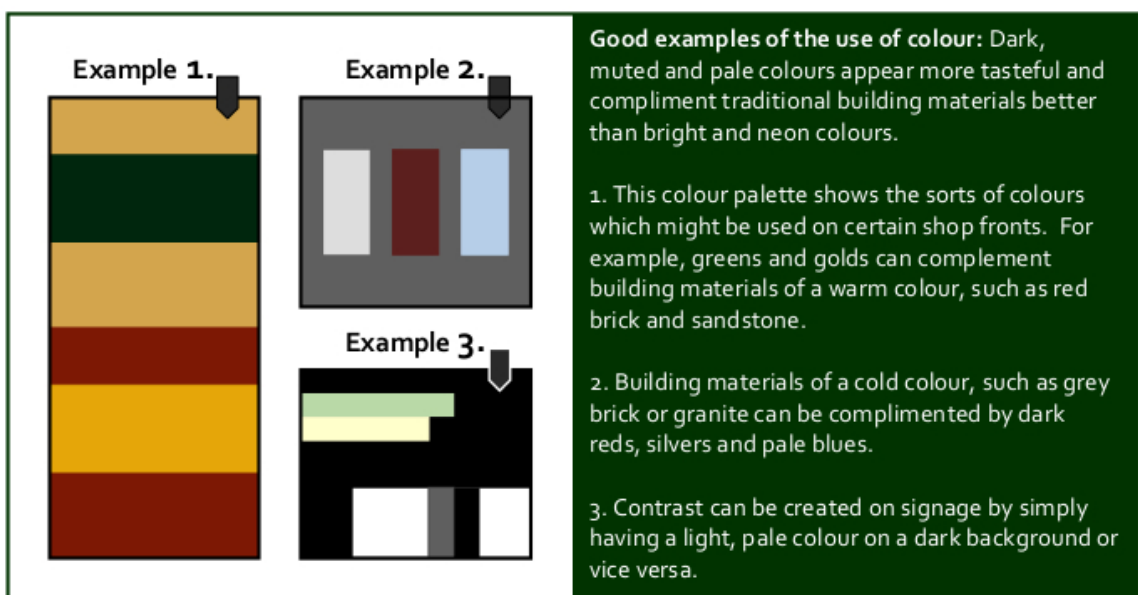
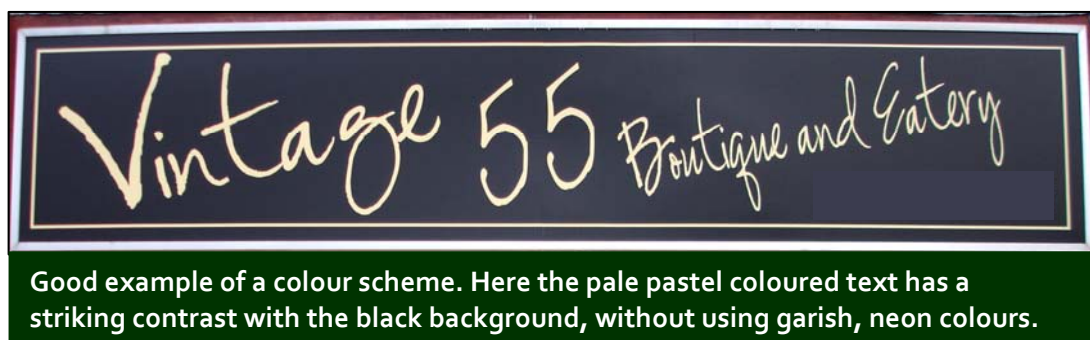


Figure 14 Good example of a colour scheme





**Figure 15 Good example of traditional shop front colour scheme**



### **Painting of stonework**

- 10.2** It is worth noting that in many older buildings, quoins and other feature stonework, such as lintels, have been painted. This can damage the surface of the stonework, be difficult to maintain and can sometimes detract from these design features and the general appearance of the building. Especially where inappropriate colours are used.
- 10.3** Where possible, existing paint should be carefully removed from stonework features using sensitive methods (for example, measures which will not damage the stonework underneath), employed by an appropriately qualified person. Prior to removing any paintwork, advice on appropriate methods should be sought from the council's Conservation Officer (see Appendix 1 for contact details).

### **Materials**

- 10.4** Materials used in shop fronts and signage should be appropriate and in-keeping with the building and character of the surrounding area. They should also be durable and easy to maintain.
- 10.5** In conservation areas and on listed buildings and other historic buildings, where a replacement shop front is required, this should replicate the original materials. Any new shop front should use traditional materials which are appropriate to the host building (such as wood, brick or stone).
- 10.6** In historic buildings, preference should be given to materials which match or compliment the materials within the existing building. High quality, traditional materials should be used to conserve and enhance the heritage appearance of the building, such as timber, stone, brick, metalwork and tiling. These traditional materials are also more malleable and easily sculpted than many modern materials and give opportunities for a greater range of carving, moulding and forms of decoration.

- 
- 10.7** If works are proposed to a listed building or a building in a conservation area, advice on appropriate materials should be sought from the council. Where planning permission or other consents are required for works to a building, in most cases, any permission will carry a condition. This may require the applicant to submit a sample of the proposed materials for approval, prior to any development being undertaken.

### **Maintenance**

- 10.8** Maintenance and repair are important in maintaining an attractive shop front. As mentioned above, when altering or replacing a shop front, materials should be chosen which are of good quality, durable and easy and not prohibitively expensive to maintain.
- 10.9** Regular maintenance to shop fronts will also make the shop front last longer, so reducing replacement costs in the long term.
- 10.10** Occasionally, there will be properties and shop fronts where maintenance has been neglected to such a degree that it has a significant detrimental impact on the character and appearance of the parade it is in and the surrounding area. In such cases, for example where properties have a combination of several of the following; where significant visible repairs are necessary such as large cracks in brickwork, cracked or boarded windows, missing or broken roof tiles / gutters / down-pipes or rotting / peeling woodwork or signage, the council have the power to take action against the property owner to require them to undertake repair and restoration works under section 215 of the Town and Country Planning Act 1990.  
<http://www.legislation.gov.uk/ukpga/1990/8/contents>

## 11 Lighting

**11.1** Lighting of shop fronts enhances security, enables window shopping and creates vibrancy in a streetscape after dark. Lighting can be used to highlight fascia signs, window displays, and certain architectural features of the building itself. The various types of lighting and design principles of these are discussed below.

### External fascia sign / projecting sign lighting

**11.2** Attractive signage lighting can be achieved through:

- a. Back-lighting of applied lettering, where signage is recessed /sits flush with the shop front where appropriate; and / or
- b. Up-lighting / down-lighting from external lamps of an appropriate design and scale. On historic buildings, listed buildings and in conservation areas traditional, lamp-style fixtures may be appropriate, whereas on more modern buildings, outside conservation areas, modern alternatives such as those below, may be appropriate.

### Building lighting

**11.3** External lighting of shop fronts and building features can create a more attractive and inviting atmosphere after dark. Where a shop or business is closed in the evening, such lighting can encourage window shopping and add to security.

**11.4** Appropriate and tasteful lighting of certain building features, particularly on historic buildings, where appropriate, can create a very attractive effect. English Heritage has produced guidance on 'External Lighting for Historic Buildings'. Please see Appendix 1 for further details.

### Internal lighting

**11.5** A well-lit shop interior not only enhances security, but encourages window-shopping and creates a more attractive street scene after dark.

**Figure 16 Good example of external building lighting**



**Figure 17 Good example of internal lighting**



## 12 Security

- 12.1** Security measures should be considered as part of the design of the shop. It should be noted that security shutters are not always the most effective way of securing premises. There are other, often more effective methods, which should be considered thoroughly, as alternatives.
- 12.2** A range of security measures are discussed below, along with guidance as to their design.
- a. Security Glazing
  - b. Stall Risers
  - c. Security Shutters
  - d. Lighting
  - e. CCTV
  - f. Alarms

### Security Glazing

- 12.3** The use of tempered or laminated glass can complement other security measures.
- a. **Tempered glass** is also sometimes called ‘toughened glass’. It is very strong and difficult to break. When tempered glass is broken it will usually break into small pieces instead of large, sharp shards making it safer.
  - b. **Laminated glass** is not as strong as tempered glass. However, it is shatter resistant and will flex before shattering, meaning that if broken, the pieces will more or less stay in place. This can minimize damage to stock and fittings and is easier to clean-up, causing less disruption to business.
- 12.4** If pieces of glass are knocked out of place, these will crumble into small granules, rather than shards, which makes laminated glass safer than normal glass.
- 12.5** Laminated glass also has good acoustic damping, which means it protects from noise transmission, which is particularly useful for businesses on busy roads. In addition, it blocks almost 99% of ultra-violet light transmission, which will help prevent window displays from sun-bleaching.
- 12.6** Large areas of glass can be expensive to replace. It is often better visually, and in the interests of security and cost-reduction, to sub-divide large areas of glazing with transoms and mullions.

### Stall Risers

- 12.7** Stall risers can be reinforced to protect against ram-raiding.

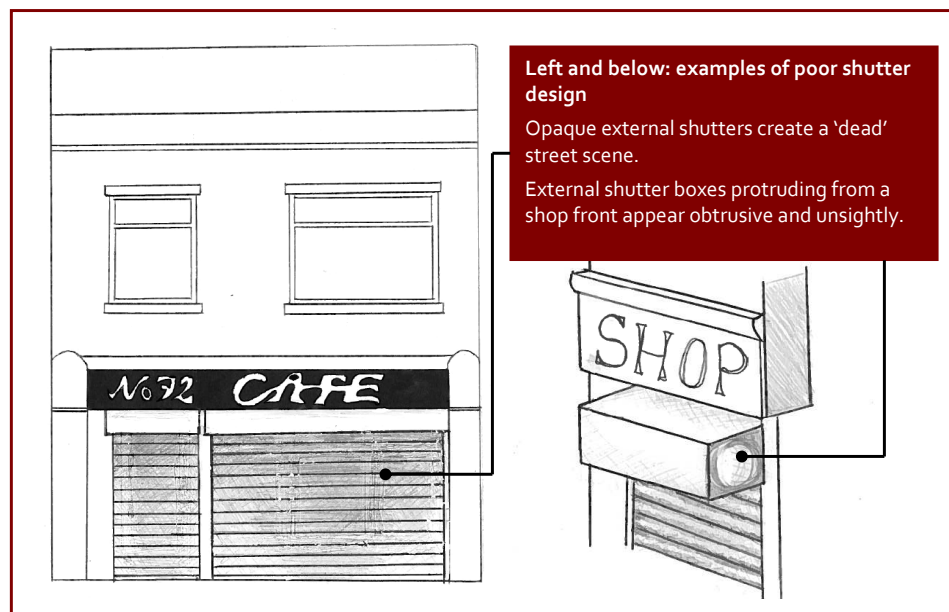
### Security Shutters

- 12.8** External shutters should be avoided wherever possible and solid, opaque shutters will not be permitted in Oldham Town Centre, any of the borough’s other Centres, local shopping parades or along main arterial routes.



- 12.9** When closed, external shutters obscure the design features of the shop front, create a blank and 'dead' street scene and prevent window shopping. External and opaque shutters also create the impression that an area is unsafe and discourages people from walking in these areas in the evening. This may have a direct, detrimental impact on the vibrancy and vitality of an area after dark.
- 12.10** The impact of shutters could be eliminated in the first instance by not having security shutters at all. However, shutters should be located internally behind shop front glazing, rather than externally, wherever possible. Where external shutters are required, the visual impact can be lessened by having lattice work shutters, or transparent, polycarbonate shutters, to allow views into the shop. These see-through, external shutters may be considered acceptable in some local shopping parades, or areas which have less natural surveillance in the evenings.
- 12.11** In all cases, shutter boxes should be located internally, behind the shop's fascia (i.e. not projecting from the shop front).

**Figure 18 Example of poor shutter design**



**Figure 19 Good example of good internal shutters**



### **Lighting, Alarms and CCTV**

- 12.12** Security can be enhanced by ensuring that the interior of premises are well-lit after dark and that internal CCTV systems are visible. Alarms and alarmed glass can also add to security, as can external lighting and CCTV. Visible alarm boxes can be a deterrent for burglars. It should be considered which elevations of the building would be most susceptible to break-in and the alarm box placed on such elevations in an appropriate location, to act as a deterrent to criminals. Alarm boxes should be located so as not to have a detrimental impact on design or to obscure any building features.
- 12.13** If an alarm is set off, it is important that it is easy to identify that property. Usually an alarm box will have a flashing light on it as a visual indicator that the alarm is sounding. In cases where it is not appropriate to put a standard alarm box on the front elevation of a property, a small light could be fitted somewhere on the front elevation which would be barely noticeable until the alarm sounded. The light would then flash to identify the source of the alarm.
- 12.14** External wiring for CCTV, lighting and alarms should be avoided wherever possible. It can appear unsightly and it could be tampered with to disable security devices.

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- 12.15** If required, external wiring should be located inconspicuously, so as not to obscure any architectural design features. Where necessary these should be neatly fixed and pinned, or housed beneath wiring covers of an appropriate colour to blend in to the colour of the fabric of the building.
- 12.16** Businesses in a parade of shops or a shopping area may want to work together to improve security, for example through joint-funding additional CCTV. For further information on how to improve security, please see Appendix 1 for Greater Manchester Police `Design for Security` practice contact details.



## 13 Other Considerations

### Canopies, awnings and blinds

- 13.1** Canopies, awnings and blinds, unless their purpose is to cover an outdoor goods display or seating areas, will be resisted. If required however, the design of these should follow the guidelines below.
- 13.2** Canopies, awnings and blinds should be retractable. Permanent, fixed canopies obscure building features and can deteriorate quickly, making them difficult to maintain. Glossy, plastic canopies, awnings and blinds are generally not appropriate in conservation areas or on heritage buildings as they would be out of keeping with the historic materials of the buildings. Where they are required in conservation areas and on listed buildings, the colour of canopies and awnings should complement the colours and materials of the host and surrounding buildings.
- 13.3** In order to ensure highway safety, canopies when fully extended must leave a gap of at least 600mm between the edge of the canopy and the outer edge of an adjacent highway, in order to comply with the requirements Highways Act 1980 (See Appendix 1 for weblink to Act). In some circumstances, canopies will not be permitted in the interests of highway safety (Please see Appendix 1 for further advice).

### External Extraction Flues and Ventilation

- 13.4** Where external extraction flues and ventilation equipment are required, these should be sensitively designed and located. Flues should be hidden from view of the street scene wherever possible.
- 13.5** Where required, flues and ventilation equipment should be designed to follow the criteria below. In order to minimise their visual impact on a building they:
- a. Should be no larger than necessary, and
  - b. Should be located:
    - i. to the rear or side of the property and should not be located on the front of a property, and
    - ii. so as not to obscure any building features, such as windows, and
    - iii. so as not to exceed the highest point of the roof of the property, and
  - c. Should be of an appropriate material and colour so as to be camouflaged against the building to which it is attached. Stainless steel flues are visually obtrusive and unacceptable. Such flues should be treated with an appropriate, matt colour.
- 13.6** Odour extraction systems and flues will need to meet the relevant environmental health and safety standards in terms of the equipment itself, and its appropriate siting on the building. Please contact the council's Environmental Health Section for advice, prior to choosing a new extraction system (see Appendix 1 for contact details).

## **Bin and refuse stores**

- 13.7** Bin and refuse storage for shops, particularly those selling food to eat on or take off the premises, should be considered carefully as part of the proposals. Unsightly refuse storage areas can detract from the appearance of the building and area, be off putting to customers, as well as presenting a health and safety risk.
- 13.8** Bin stores should generally be located to the rear of the property and well screened from view of the street scene. Bin stores should be no larger than necessary and, where possible, hidden behind existing walls or fences of the curtilage of the property.
- 13.9** Bins and bin stores should be kept locked when not in use and cleaned regularly to guard against vandalism and to prevent vermin.
- 13.10** There are specific environmental health requirements regarding refuse storage and removal. For further information, please see Environmental Health contact details in Appendix 1.

## **Cash Machines**

- 13.11** When designing a new shop front which is to include a cash machine, consideration should be given to the positioning of this. For example, windows of a shop front could be divided by mullions to replicate the width of the cash machine, to give the impression of the cash machine being another window.
- 13.12** When adding a cash machine to an existing shop front, care should be taken to ensure that the shop front isn't simply 'bricked-up' around the cash machine. Where a cash machine will be replacing an area of glazing, the visual impact of this could be minimised by fitting glazing-like material (for example, a durable, opaque plexi-glass), to replicate adjacent panels of glazing.
- 13.13** The height of a cash machine should allow disabled access in line with the Equalities Act 2010 (see section 9, 'Access').

**Figure 20 Good example of cash machine design**



### **Treatment of basement forecourts and light-wells**

- 13.14** In some areas, shops and businesses have basement forecourts or light-wells which are located on or adjacent to a pavement / public highway.
- 13.15** Where original forecourts or light-wells remain, these should, where possible, be conserved and any repairs or replacements made with materials and techniques to replicate the original feature.
- 13.16** Where these have been resurfaced and / or require repair or replacement, they should either be restored to their original state, or surfaced over in materials to match the pavement.

## 14 Appendix 1 - Checklist and Useful Contacts and Information

### SECTION 1 - CHECKLIST

- 14.1** If you are thinking about setting up a shop or premises for retail, leisure, culture or tourism activity, you may find the following checklist of matters that you should have regard to useful. Please note this is not an exhaustive or definitive list. Oldham Council accepts no responsibility for the information contained in this checklist.

#### Planning

- 14.2** Proposals for new shops or premises, changes of use, or premises that involve a listed building or are located within a conservation area will normally require planning permission. Changes to opening hours, alterations of planning conditions and new or altered extraction flues may also require planning permission.
- 14.3** Oldham Council's Validation Checklist provides further details:  
[http://www.oldham.gov.uk/planning\\_and\\_building/planning/planning-checklist.htm](http://www.oldham.gov.uk/planning_and_building/planning/planning-checklist.htm)
- 14.4** For further information, please contact either the Strategic Planning team [spi@oldham.gov.uk](mailto:spi@oldham.gov.uk) or the Development Management team at [planning@oldham.gov.uk](mailto:planning@oldham.gov.uk)

#### Advertisement Consent Guidance

- 14.5** The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 are summarised in the following document: `Outdoor advertisements and signs: a guide for advertisers`. Please note there was an amendment to these Regulations in 2011, which relates specifically to advertisements on electric vehicle charging points:  
<http://www.communities.gov.uk/documents/planningandbuilding/pdf/326679.pdf>

#### Licensing

- 14.6** Applicants should apply for a premises licence for the sale of alcohol, entertainment or late night refreshment (late night refreshment is defined as the sale of hot food or drink between the hours of 11:00pm and 5:00am).
- 14.7** Oldham Council's Licensing team can provide further details:  
<http://www.oldham.gov.uk/business/licensing-in-oldham.htm>

#### Waste

- 14.8** Under the Environmental protection Act 1990, it is the business owner's responsibility to make sure any waste is removed from the premises. Applicants are advised to have an active trade contract or keep an audit trail of their waste collection. Oldham Council's Waste Management team can provide further details:  
[http://www.oldham.gov.uk/rubbish-recycling/business\\_waste.htm](http://www.oldham.gov.uk/rubbish-recycling/business_waste.htm)

## **Building Regulations**

- 14.9** Proposals that involve new buildings or structural alterations will require Building Regulations. Oldham Council's Building Control team can provide further information on Building Regulations, if and what you need to apply for and retrospective / regularization applications:  
[http://www.oldham.gov.uk/planning\\_and\\_building/bc-home.htm](http://www.oldham.gov.uk/planning_and_building/bc-home.htm)

## **Environmental Health**

- 14.10** Oldham Council's Environmental Health team can provide further information on public health matters including food safety, disposal of waste / bin storage, extraction flues and ventilation equipment:  
<http://www.oldham.gov.uk/environment/environmentalhealth.htm>

## **Greater Manchester Police – Design for Security**

- 14.11** For shop and business premises security advice, visit the GMP 'Design for Security' web page for further details: [www.designforsecurity.org](http://www.designforsecurity.org).

## **Health and well-being**

- 14.12** For further information about healthy eating, please contact the Primary Care Trust [jofarrington@nhs.net](mailto:jofarrington@nhs.net)

## **Oldham Town Centre Manager**

- 14.13** Oldham Town Centre manager can provide further information about regeneration activities in Oldham Town Centre. For further information, please contact [Sara.Hewitt@oldham.gov.uk](mailto:Sara.Hewitt@oldham.gov.uk)

## **District Co-ordinators**

- 14.14** District Co-ordinators can provide further information about regeneration activities in the borough's neighbourhoods. For further details, please contact [neighbourhood.managers@oldham.gov.uk](mailto:neighbourhood.managers@oldham.gov.uk)

## SECTION 2 - USEFUL CONTACTS AND INFORMATION

**14.15** Both parts of the Vibrant Centres SPD make reference to various information sources and contacts. This information is listed below:

**Oldham Council Joint Core Strategy and Development Management Policies  
Development Plan Documents (DPDs) Adopted November 2011**

[www.oldham.gov.uk/oldham\\_council - joint\\_dpd - adopted 9 november 2011.pdf](http://www.oldham.gov.uk/oldham_council_-_joint_dpd_-_adopted_9_november_2011.pdf)

**Oldham Urban Design Guidance Supplementary Planning Document (SPD) Adopted  
2007**

[http://www.oldham.gov.uk/urban\\_design\\_guide\\_oldham.pdf](http://www.oldham.gov.uk/urban_design_guide_oldham.pdf)

**Oldham Council Development Management**

**14.16** If further guidance or clarification is required on any of the guidance contained within the Vibrant Centres SPD, or if pre-application advice is required please contact the Development Management Team via **email:** [planning@oldham.gov.uk](mailto:planning@oldham.gov.uk) or **Telephone: 0161 770 4105 / 4107**

**Oldham Council Conservation Officer**

**14.17** For specific advice on heritage buildings, please request to speak to the council's Conservation Officer **Telephone: 0161 770 4105 / 4107**

**Oldham Council Environmental Health**

**14.18** For advice on public health matters, including: food safety, disposal of waste / bin storage, extraction flues and ventilation equipment, **email:** [environmentalhealth@oldham.gov.uk](mailto:environmentalhealth@oldham.gov.uk) or **Telephone: 0161 770 2244**

**Greater Manchester Police – Design for Security**

**14.19** For advice on shop/ business premises security, visit the GMP `Design for Security` web page: [www.designforsecurity.org](http://www.designforsecurity.org) or for further advice **email:** [info@designforsecurity.org](mailto:info@designforsecurity.org) or **Telephone: 0161 856 5912**

**Planning Application and Validation Checklist links**

**14.20** Electronic application forms and validation checklist can be found at the following link, under the sub-heading `Apply`. Other information and resources relating to the planning process can also be found on this page: [www.oldham.gov.uk/planning\\_and\\_building/planning.htm](http://www.oldham.gov.uk/planning_and_building/planning.htm)

**Planning Portal**

**14.21** Government Website for planning and building advice: [www.planningportal.gov.uk](http://www.planningportal.gov.uk)

## Advertisement Consent

- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 can be found at the following link:  
[www.legislation.gov.uk/uksi/2007/783/contents/made](http://www.legislation.gov.uk/uksi/2007/783/contents/made)
- The Town and Country Planning (Control of Advertisements) (England) (Amendment) Regulations 2011 can be found at the following link:  
[www.legislation.gov.uk/uksi/2011/2057/made?view=plain](http://www.legislation.gov.uk/uksi/2011/2057/made?view=plain)
- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 are summarised in the following guidance document `Outdoor advertisements and signs: a guide for advertisers`:  
[www.communities.gov.uk/documents/planningandbuilding/pdf/326679.pdf](http://www.communities.gov.uk/documents/planningandbuilding/pdf/326679.pdf)

## Highways Act 1980

- 14.22** The Highways Act 1980 can be found at the following website:  
[www.legislation.gov.uk/ukpga/1980/66](http://www.legislation.gov.uk/ukpga/1980/66)

## Town and Country Planning Act 1990

- 14.23** The Town and Country Planning Act 1990 can be found at the following website:  
<http://www.legislation.gov.uk/ukpga/1990/8/contents>

## Business Premises Accessibility

- 14.24** The Building Regulations 2010 - Access to and use of buildings - Approved Document M can be found at the following weblink:  
[www.planningportal.gov.uk/buildingregulations/approveddocuments/partm/](http://www.planningportal.gov.uk/buildingregulations/approveddocuments/partm/)

## English Heritage Guidance – External Lighting for Historic Buildings (2007)

- 14.25** Guidance on the effective and appropriate lighting of historic buildings can be found at the following web link:  
[www.english-heritage.org.uk/content/publications/docs/external-lighting2.pdf](http://www.english-heritage.org.uk/content/publications/docs/external-lighting2.pdf)



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## 15 Appendix 2 - Extract from Local Planning Policy 15

“In addition to the above policy requirements, proposals for food and drink and uses related to the night-time economy, such as hot food takeaways, restaurants, cafes, pubs, winebars, other drinking establishments and nightclubs, wherever located, either individually or cumulatively with similar uses within the area, must demonstrate that:

- a. there is a need for the proposal, having regard to the number of existing and proposed establishments (including those already permitted) within the area; and
- b. it contributes positively to the local environmental quality, including the experience for visitors and users of the area; and
- c. it does not have an unacceptable impact on the environment, or on human health and well-being, or on residential and workplace amenity of current, future and neighbouring occupants, or on users and visitors to the area, through air quality, odour, noise, vibration, light pollution, littering, graffiti, privacy, safety and security, access to daylight and other nuisances; and
- d. it contributes positively to the visual appearance of the area during opening and non-opening hours; and
- e. it does not have adverse impacts on traffic generation on the highway network and the free flow of traffic, and on highway and pedestrian safety; and
- f. it contributes towards community safety and security, and does not contribute to increased crime and disorder.”<sup>(15)</sup>

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15 Page 46, Oldham Joint Core Strategy and Development Management Policies Development Plan Document, November 2011



## 16 Appendix 3 - Extract from Local Planning Policy 9

“a. The council will protect and improve local environmental quality and amenity by ensuring development:

- i. is not located in areas where it would be adversely affected by neighbouring land uses; and
- ii. does not have an unacceptable impact on the environment or human health caused by air quality, odour, noise, vibration or light pollution; and
- iii. does not cause significant harm to the amenity of the occupants and future occupants of the development or to existing and future neighbouring occupants or users through impacts on privacy, safety and security, noise, pollution, the visual appearance of an area, access to daylight or other nuisances; and
- iv. does not have a significant, adverse impact on the visual amenity of the surrounding area, including local landscape and townscape; and
- v. does not result in unacceptable level of pollutants or exposure of people in the locality or wider area. Developments identified in the Air Quality Action Plan will require an air quality assessment; and
- vi. is not located in areas where an identified source of potential hazard exists and development is likely to introduce a source of potential hazard or increase the existing level of potential hazard; and
- vii. minimises traffic levels and does not harm the safety of road users. Proposals to work from home must also ensure provision is made for access, servicing and parking.

### Community Safety

b. The council will promote community safety by ensuring that development:

- i. minimises opportunities for crime; and
- ii. reduces the fear of crime; and
- iii. provides for the safety and security of all sections of the community.”<sup>(16)</sup>