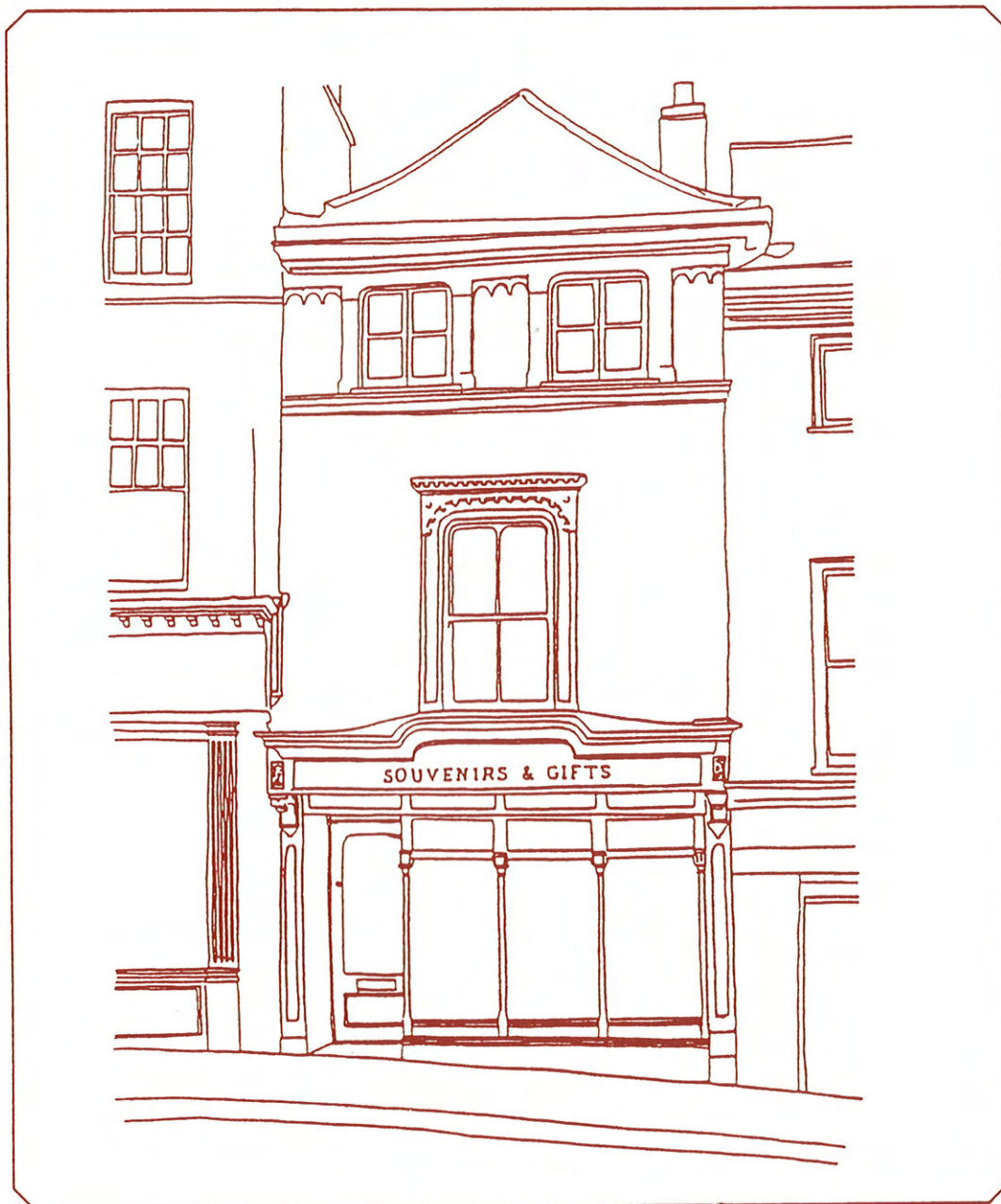


# Shopfronts and Advertisements in Windsor Town Centre Conservation Area



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ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

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Directorate of Planning

Forward Planning Unit

# Shopfronts and Advertisements in Windsor Town Centre Conservation Area

## Introduction

This leaflet is designed to provide additional information for the Windsor Town Centre Conservation Area and should be read in conjunction with the general guidance set out in the "Shopfront and Advertisement Guidelines". Both these documents supplement the policies within the Royal Borough of Windsor and Maidenhead Local Plan relating to shopfront design and advertisements. These guidelines were endorsed by the Borough Planning Committee on 19th January 1993.

To provide detailed guidance for properties in Windsor Town Centre Conservation Area, it has been subdivided into 3 character zones and specific advice has been developed for each zone. All applications for alterations to shopfronts and signage will be considered against these guidelines.

### Zone 1 - Historic Core and all Listed Buildings

- Area immediately surrounding the Castle, including High Street, Guildhall Island, Thames Street including George V Place, and the upper end of Peascod Street (Nos 2 - 12 and Nos 134 - 142), Goswell Hill, No. 16, Park Street and Nos 1 + 3-4 Sheet Street are also included in this Zone
- All listed buildings within the Windsor Town Centre Conservation Area irrespective of their precise location in the Town Centre will also be subject to this policy. (See Appendix 1)

Zone 1 contains the most important group of commercial buildings immediately outside the Castle Walls, many of which are of historic or architectural interest in their own rights. This area is highly sensitive because of the proximity of the Castle and the policies within this leaflet, therefore, reflect the need to retain the original shopfronts in the buildings and to improve and repair them where necessary. An Article 4 Direction in this part of Windsor controls all the external colours of buildings, and this area of the town is also an Area of Special Advertisement Control and, therefore, the size of signs and lettering is more strictly controlled.

#### **ZONE 1**

**SHOPFRONT POLICY**      An area where original traditional shopfronts and features must be retained and refurbished or where new shopfronts, where replacement is acceptable, should conform to traditional shopfront design.

#### Criteria:

Within this area there will be a strong presumption in favour of retaining all existing traditional shopfronts. The majority of properties are listed and in many cases the original Georgian or Victorian shopfronts have been retained or shops may contain traditionally detailed 20th century shopfronts. Where it is demonstrated that the existing shopfront cannot be retained due to a

poor state of repair, an exact replica would be expected to replace the existing shopfront. In some cases, it may not be appropriate to replace like with like and it will be expected that any new shopfront design should respect the existing architectural facets of the building and its immediate surroundings. A traditional form of shopfront incorporating any existing original details will be appropriate. Modern shopfront designs in this Zone will not be appropriate. Any repainting or new colour schemes will be controlled by the Article 4 Direction.

#### **ZONE 1**

#### **SIGNAGE**

#### **POLICY**

**Advertisements will be strictly limited to traditional styles and materials and illumination not encouraged.**

**Some properties are recognised to require some form of illumination to their advertisements, particularly for evening opening. Where this is applicable it is considered appropriate to allow the illumination of either a hanging sign or fascia, but not both within the strict criteria set out below.**

#### **A. Properties with a traditional shopfront and Listed Buildings:**

- i) Traditional hanging signs are to be constructed from timber or possibly in a matt metal finish, with a painted design. Illumination, if acceptable, must be in the form of striplights housed within a pelmet which matches the hanging sign or bracket in colour. The striplight may require a diffuser or alternative method of light shield or louvre to be fitted and will be restricted in luminance to a maximum level. Illumination of hanging signs that will be seen against views of the Castle, particularly for properties in upper Peascod Street, is not considered appropriate. For such properties illumination of the fascia may be more appropriate, see below. Projecting signs that meet the above criteria may also be acceptable.
- ii) Fascias will only be considered acceptable for illumination in exceptional circumstances.

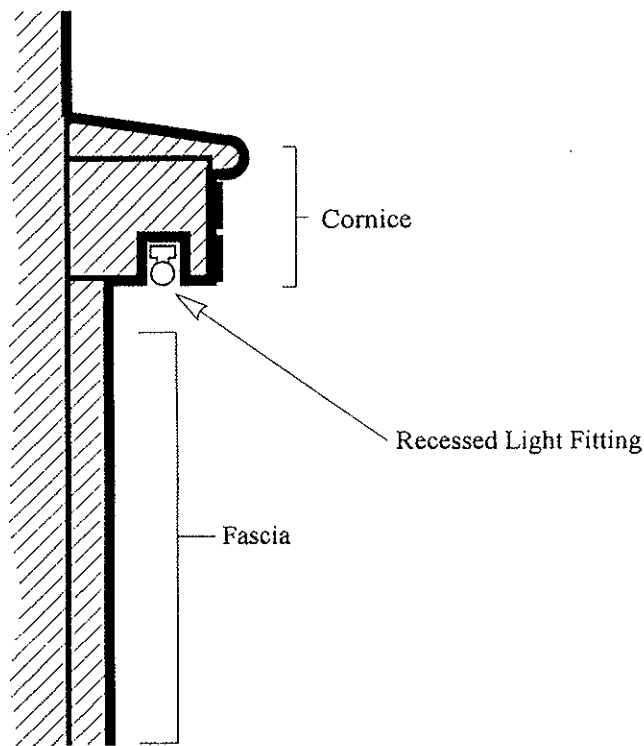
Where it can be demonstrated that illumination can be installed externally between the fascia and cornice without damaging or obscuring any features of the shopfront, a striplight housed within a pelmet integrated into the shopfront may be acceptable. As an alternative, fascias may be illuminated externally with small spotlights if they can be fitted in an acceptable non-intrusive way. As with i) above, the lights must be diffused and limited to a specified maximum luminance. Spotlights or cowl lights on projecting arms are unlikely to be considered appropriate.

All fascias should be sign-written or painted on a wooden, or exceptionally a matt, metal panel. Alternatively, appropriately designed applied lettering may be used on a fascia but it is unlikely that any illumination to the fascia will be acceptable since the lettering in itself can be sufficiently assertive.

B. Properties with a non-traditional shopfront:

- i) Hanging or projecting signs - as A i) above.
- ii) Fascia signs - as A ii) above. Additionally, a carefully designed form of cut out lettering inserted into a flush matt fascia panel may be permitted. Internal or external illumination of cut out and applied letters may be acceptable if the letter dimensions are modest and with a projection from the fascia of 30 mm (1") maximum, and in the case of external lighting the criteria set out in A ii) above are met.

SECTION THROUGH SHOP FASCIA AND CORNICE  
SHOWING RECESSED LIGHT.



Zone 2

Area covering the remainder of Peascod Street and parts of Victoria Street, William Street, Oxford Road East, River Street, Thames Avenue, and Datchet Road.

Within Zone 2, there is a variety of different architectural styles of buildings varying in quality and age. It is recognised that some improvements could be made to the existing shopfronts where there are presently modern insertions into older buildings for example. Where

such opportunities arise, applicants will be encouraged to discuss their proposals in detail preferably before an application is submitted. A particular feature of Zone 2 in Peascod Street and River Street are the views of The Castle and, therefore, any signs which are considered to intrude upon this view may be refused.

#### **ZONE 2**

**SHOPFRONT POLICY**      **An area where original/traditional shopfronts and features should be retained. Where shopfront replacement is appropriate the opportunity to introduce new shopfronts of a high standard of design and materials and appropriate in style to the individual building will be expected to be taken.**

As there is a large variety of different styles and periods of architecture in this area of the town centre a flexible approach will be taken to shopfront design. Where original traditional shopfronts exist or appropriate replacement shopfronts have been installed, there will be a presumption against their replacement. Any original features which can be demonstrated to be part of the original design of a building must be retained and incorporated into a replacement shopfront where applicable.

Some shopfronts are modern replacements which are inappropriate and do not make a positive contribution to the character and appearance of the Conservation Area. Where a new shopfront is proposed for a shop in this situation, the opportunity should be taken to construct a shopfront of high quality design and materials which is appropriate to the rest of the building and will enhance the street scene.

#### **ZONE 2**

**SIGNAGE POLICY**      **Similar principles of limited illumination and traditional materials will be applied as for Zone 1, but slightly more flexibility will be allowed in the type of lighting used. There will again be a presumption against both fascia and projecting/hanging signs being illuminated on any property, and in Upper Peascod Street and River Street there will be a presumption against illuminated hanging/projecting signs where these would intrude in long views of the Castle.**

#### **Criteria:**

- i) Projecting/Hanging signs - General principles of Zone 1 A i) above apply. Within Peascod Street, north-east of William Street and River Street, illuminated hanging and projecting signs will only be considered acceptable where they will not impinge on views of the Castle. Illumination will be restricted to the strip form only, if a sign of this type is accepted on this principle. Elsewhere within Zone 2, hanging or projecting signs may be illuminated either with striplights or spots assessed on the merits of their design and the appearance of the individual building. In all cases luminance levels will be restricted.

- ii) Fascia signs - General principles of Zone 1 B ii) apply. In addition, small or medium-angle floodlights or small tungsten-halogen floods on arms may be appropriate on modern-style shopfronts. A maximum luminance will be specified.

### Zone 3 - King Edward Court

King Edward Court Shopping Centre is a modern shopping precinct on the north west side of Peascod Street.

King Edward Court is a large, modern shopping centre built in the late 1970's. The architecture is relatively uniform and shop units are quite small. Most have a single shopfront of similar design and materials. The policies for this area require that new shopfronts should conform to the original style and design of the centre.

A recent scheme to refurbish the whole of King Edward Court has been approved (February 1994) and within this scheme is the wholesale replacement of existing projecting signs with signs of the same shape and dimensions for each unit. Once this scheme is implemented, all new advertisement proposals will be expected to conform to the new regime and additional guidance may become necessary.

#### **ZONE 3**

**SHOPFRONT POLICY** An area that is characterised by modern style shopfronts. New shopfronts will be expected to follow the regime established by the architectural detailing of the centre for opening sizes and signage positions. Modern materials will be accepted.

Unlike the other zones where buildings have been built over many centuries, King Edward Court was built as a complete entity in the late 1970's. The shopfronts are, therefore, fitted within a relatively uniform architectural regime with opening areas defined by brickwork and a fairly uniform fascia height and depth followed throughout the centre.

Individual shop units obviously need to express their own identity but it will be expected that shopfronts should continue to respect the opening detail of the original design and not add fascias or signage outside these areas. Shopfronts can be of varied materials but maintaining the overall use of timber or coloured aluminium. Where stallrisers are required this may be timber, brick or tile. In many instances this detail may be replaced by a simple brick or tile plinth. Colours of shopfronts and signs should preferably be muted and shiny or glossy surfaces should be avoided.

#### **ZONE 3**

**SIGNAGE POLICY** There is a variety of different forms of advertisement within this modern shopping precinct. Some do not conform to the more traditional designs of other parts of the town centre. It is, therefore, considered that a restrictive regime as proposed for Zone 1 and 2 will not

be so appropriate for Zone 3. However, the inappropriate signs, as described in the Shopfronts and Advertisement Guide are equally unacceptable in this area. Where hanging/projecting signs might be appropriate they should follow the criteria as set out below.

Criteria:

- i) Hanging/projecting signs and fascia signs:- Materials - Although shop units are modern in design, use of glossy finishes will not be considered acceptable for fascia panels, hanging/projecting signs or lettering. Illumination, subject to a maximum luminance level, will be accepted but methods of illumination must not be obtrusive. Fully internally illuminated signs will not be accepted.

Contacts:

General enquiries about applications for shopfronts and advertisements should be made:-

- York House, Sheet Street, Windsor, SL4 1DD
- Aston House, York Road, Maidenhead, SL6 1PS

Proposals relating to listed buildings and conservation areas can also be discussed with the Conservation Officers, based in Aston House, Maidenhead - Tel 0628 798888 ext. 3059 or 6057.

APPENDIX 1

List of Listed Retail Buildings in Windsor Town Centre Conservation Area

Outside Zone 1

Zone 2:-

Peascod Street: No. 27 and 28, No. 32 (Laura Ashley), No. 33, No. 72  
The Criterion Public House, The Crosses Corner Public House, Nos 78 to  
80, No. 81 + 82, No. 83 + 84, No 86 + 87, No. 93A + 94, No. 98, No.  
101, No. 104

(No. 134a, 134 No 135 + 136 + No. 140 are also listed but in Zone 1)

Victoria Street : Nos 59 + 61, 61A, 63, 65, 67 + 69



# ZONES OF SHOPFRONT AND ADVERTISEMENT CONSTRAINT WITHIN WINDSOR TOWN CENTRE CONSERVATION AREA



- Windsor Town Centre Conservation Area
- Zone 1.
- Zone 2.
- Zone 3.

WINDSOR TOWN CENTRE CONSERVATION AREA - SUMMARY TABLE FOR ADVERT GUIDANCE

		ZONE 1 + LISTED BUILDING	ZONE 2	ZONE 3
SIGN WRITTEN FASCIA	NI	A	A	A
	EXT I	A*	A*	A
APPLIED/CUT OUT LETTERS ON MATT FASCIA PANEL	NI	O	A	A
	EXT I	O*	A*	A
	INT I	O*	A*	A
APPLIED/CUT OUT LETTERS ON GLOSSY FASCIA PANEL	NOT ACCEPTABLE IN ANY SITUATION, SIGNS ERECTED UNDER DEEMED CONSENT PROVISIONS OF ADVERTISEMENT REGULATIONS WILL NOT SUBSEQUENTLY BE ALLOWED TO BECOME ILLUMINATED			
PROJECTING BOX FASCIA	NOT ACCEPTABLE IN ANY SITUATION, SIGNS ERECTED UNDER DEEMED CONSENT PROVISIONS OF ADVERTISEMENT REGULATIONS WILL NOT SUBSEQUENTLY BE ALLOWED TO BECOME ILLUMINATED			
SIGN WRITTEN HANGING/PROJECTING SIGN	NI	A	A	A
	EXT I	A*(+)	O*+	O
PROJECTING BOX SIGN	NI	X	X	O 2
	INT I	X	X	O 2
TRADITIONAL HORIZONTAL BLIND		A	A	O 2
DUTCH CURVED BLIND		X	X	X

NI - Non-illuminated  
 EXT I - Externally illuminated subject to luminance  
 INT I - Internally illuminated subject to luminance  
 A - Acceptable  
 X - Inappropriate  
 O - On merits

NOTE

\* - ZONE 1 + 2 - EITHER ILLUMINATED FASCIA OF HANGING/PROJECTING SIGN  
 BUT NOT BOTH ON ONE PROPERTY

+ - EXCLUDING PROPERTIES IN UPPER PEASCOD STREET AND RIVER STREET

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