

Illuminated signs

- Always require advertisement consent and listed building consent if the building is listed.

Blinds and canopies

- Blinds require planning permission/listed building consent.
- Fixed dutch or balloon blinds also need advertising consent and will not normally be permitted in conservation areas, on listed buildings or on older buildings
- Traditional retractable canvas type could be considered if a blind is necessary and there is space in the fascia for it.

Roller shutters/grills

- Planning permission is always necessary for shutters and grills. Shutters of the solid type which cover the front of a shop will not be allowed in conservation areas. This is because they create a 'dead' effect in the street scene, attract graffiti and can conceal criminal activities if there is a break in.
- Grills and shutters also require listed building consent where the building is listed.

Satellite/antenna

- These are not permitted on elevations fronting a road in the conservation area and where the building is listed require listed building consent on other elevations.

For further advice or to find out if your shop is in a conservation area or a listed building please call 01386 565565 or email planning@wychavon.gov.uk

WYCHAVON

Planning advice



Quick guide to...
shop fronts and signage

 **WYCHAVON**
DISTRICT COUNCIL
good services, good value

The shopping areas of Evesham, Pershore and Droitwich are Conservation Areas. They have been designated as Conservation Areas because of their special architectural and historic interest.

People like to visit and shop in our towns for their distinctive character and history as well as for the variety of shops and things to buy. Attractive high streets encourage the continued support of shoppers and traders by providing a good environment for all.

Regulations

We have some regulations to ensure that the character of our high streets is not downgraded by poor signage and inappropriate shop fronts. These are **Planning Regulations and Advertisement Regulations**.

Many of the shops in our conservation areas are listed buildings. This means that they have been selected for their architectural and historic interest to be put on a special list. Buildings on the list require separate **Listed Building Consent** as well as or in place of planning permission.

Unauthorised works to listed buildings can lead to prosecution of the owner and the person carrying out the works.

You should make sure that the correct permissions are obtained before making changes to your shop front or putting up advertisements.

Shop fronts

Want to make alterations to your shop front?

- Changes or alterations to shop fronts always require planning permission.
- If the building is listed then listed building consent will also be required.
- Suitable paint colours for shops in conservation areas can usually be found in heritage paint ranges produced by most popular paint manufacturers.

Shop advertisements

In the conservation area or on listed buildings:

- **Signage should be in the fascia area** and should not cover over an existing fascia.
- **Hand painted letters**, or raised metal or timber letters should be applied individually directly to the painted fascia.
- **Separately applied fascias** of plastic or similar materials are not appropriate
- **Box signs** will not be considered on listed buildings or in conservation areas.
- **Hanging signs**, only one per shop if considered necessary. These should be placed at fascia level only. Perspex and plastics will not normally be considered. Listed building consent will be required where the building is listed.
- **Discreetly positioned trough lights** are possible on some shops but would require planning permission/listed building consent.
- **Companies should be prepared to adapt** standard corporate signage.
- **Banners** will not be considered in the conservation area.

Sign regulations

- No bigger than 1.55m².
- No letters or symbols on the sign should exceed 75cm in height.
- Not have its highest part at more than 4.6m above ground level.
- Not have its highest part above the level of the bottom of the first floor window in the wall in which the sign is to be erected.
- Not be illuminated.
- Illumination is only permitted where medical or pharmaceutical services or supplies are available on the premises. Where it is allowed it should only be at a level necessary for information to be read with no moving parts or flashing lights.

To display an advertisement without the necessary advertisement consent is an offence that can result in prosecution.

