

**Supplementary Planning Document 16:
Whitefriargate/Silver Street Shop Front Design Guide**



Hull City Council

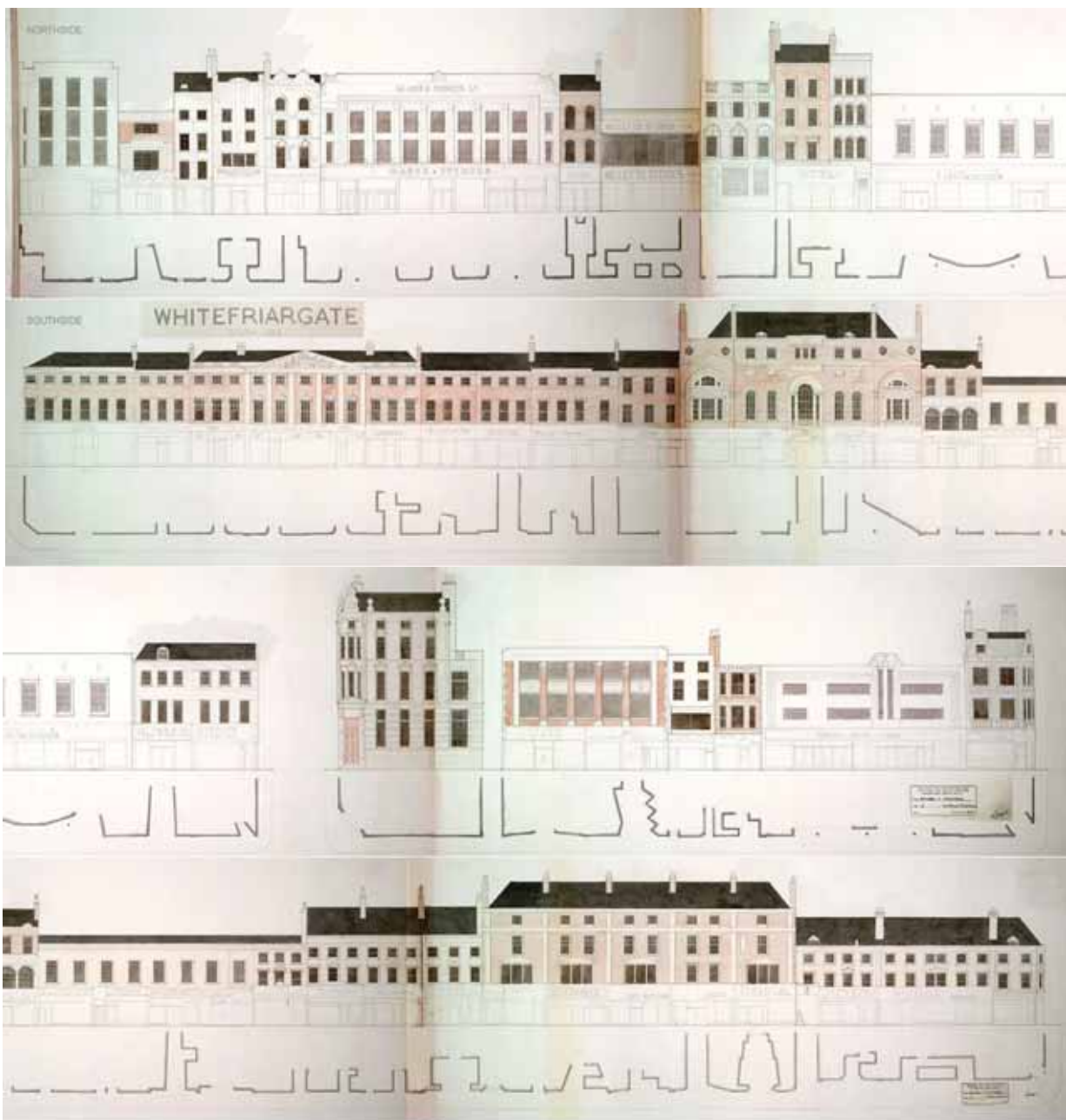
**Adopted 16 June 2020
(Service ref. no. DH/12/2020)**

CONTENTS

1.	Introduction
1.4	Need for consent
2.	Key design objectives
2.2	Whitefriargate heritage
2.9	Need for the objectives
2.13	Historic shop fronts
3.	Shop front specifications
3.2	Fascia
3.6	Stall riser
3.7	Pilasters and console brackets
3.8	Doorways and entrances
3.9	Accessibility
3.10	Windows
3.12	Materials
3.13	A blind or canopy
3.15	Security measures
3.18	External security measures
3.20	Fitting external shutters to existing buildings
3.23	Fitting external shutters in new developments
3.26	Other security measures
4.	Concept designs for frontage improvements to buildings

1. INTRODUCTION

1.1 Supplementary Planning Documents add further detail to the policies in the Hull Local Plan 2016 to 2032. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design, and are capable of being a material consideration in planning decisions, but are not part of the Local Plan. This Supplementary Planning Document (SPD) focuses on shop front design along one of the Old Town's most important thoroughfares: Whitefriargate/Silver Street. The thoroughfare runs east-west through the Old Town conservation area and is lined with a high proportion of listed buildings (see <https://historicengland.org.uk/listing/the-list/map-search>). Whilst the character and appearance of upper floors remain largely unchanged and of positive value, many ground floor shop fronts have been inconsistently/inappropriately changed, creating a negative and discordant imbalance between the upper and ground floors, and across the streetscape as a whole.



Archive street elevation drawings by Michael Hilyard, 1963

1.2 This SPD sets out detailed design guidelines to help those thinking of altering or installing a shop front at Whitefriargate/Silver Street. This SPD primarily applies to ground floor frontage development which includes Classes A1 (Shops), A2 (Financial and Professional) and A3 (Food and Drink) of the Use Classes Order. For Advertisement Design Guidance see SPD 8.

1.3 Design, Local distinctiveness, Heritage considerations and Shop fronts are considered in the 'Hull Local Plan 2016 to 2032', chapter 9 on 'Design and Heritage'. For further information on these and other policies, see <http://www.hull.gov.uk/council-and-democracy/policies-and-plans/local-plan>

Need for consent

1.4 Generally planning permission is needed for any change in the external appearance of a shop including the installation of shutters or blinds. Any alteration to a Listed Building, including internal works affecting the character of the building, will require Listed Building Consent.

2. KEY DESIGN OBJECTIVES

2.1 The design concepts below represent an aspiration for a regeneration of the whole street, a regeneration that builds upon the unique architectural heritage with shop fronts sympathetic to the character and style of the buildings:

- a) New shop fronts should restore the fundamental relationship between upper levels and the ground floor;
- b) Shop fronts should seek to restore the appearance of the different building blocks of the street by establishing a relationship with the host building;
- c) Shop fronts to grade II listed buildings should respect the traditional elements of their respective periods of construction;
- d) As originally built, pilasters between building blocks should be distinct and not shared. Pilasters between units within the same building block should be shared;
- e) Restore or rebalance the proportion of the overall shop front taken by the fascia to approx. 1/5th of the overall height;
- f) Notwithstanding, shop fronts should be appropriate for potential A3 users with the potential to open to the street with external terraces, awnings, etc.; and
- g) In general shop fronts should be painted hardwood or metal (except for bronze). PVCu shop fronts with their thick and poorly detailed components should be avoided.

Whitefriargate heritage

2.2 Historically, Whitefriargate, and its eastern extension Silver Street, is part of a medieval street originally known as Aldgate, which led from the Beverley Gate, at the west end of the street, deep into the heart of the Old Town. The name Whitefriargate is derived from the street's position alongside the site of a former medieval friary belonging to the Carmelites, or White Friars (on the south side of the street). The site and buildings of the latter, closed in 1539, passed through several hands, including Thomas Ferres, who in 1621 granted the property to Trinity House. Trinity House began a programme of redevelopment in the late 18th and early 19th-century and the uniform appearance created by them remains largely intact above ground floor level. On the north side of the street the architecture is more eclectic with buildings ranging in date from the late 18th century to the late 20th century.



The south side of Whitefriargate in the 1880s by F. S. Smith (Hull Museums Collections)



Archive illustration of the Moderne-style building on the north side of Whitefriargate (built on the site of the 3-storey, 10-bay George Hotel), designed in 1934 by A.L. Farman (for British Home Stores) with suntrap windows. It was extended to the left in the same style in 1956-7.

2.3 In the past, Whitefriargate and Silver Street was home to several major banks and building societies, including branches of the Midland Bank, Lloyds Bank, Barclay's Bank, National Westminster (NatWest) Bank and the Britannia Building Society, and large national companies such as F. W. Woolworth, Marks & Spencer and British Home Stores (BHS) all had major stores here. These were interspersed with a variety of small businesses, all contributing to make the area a popular venue for shoppers.



Former NatWest Bank (left), Silver Street



Former Britannia Building Society, 67 Whitefriargate

2.4 Although outwardly still a busy street, this belies the fact that the street has lost its position as a prime retail destination due to new and bigger shopping centres at Princes Quay and St Stephen's with their own parking, and the growth of online shopping.

2.5 Since the 19th-century, other significant changes have also occurred along the actual street, especially on the north side which once boasted no fewer than six drinking establishments in the space of a few hundred yards, including the Andrew Marvell, the Monument Tavern, the Burn's Head, the Red Lion, the Flower Pot and the grand George Hotel, none of which survive as pubs save for part of the George Hotel fronting Land of Green Ginger. The only other survivor is the former Burn's Head (no.39), now a shop. Major erosion of the streetscape at ground floor level has also occurred since the mid-20th century (on both sides of the street), with the loss of many traditional shop fronts. In 1975 the street was pedestrianised.



The Flower Pot (left) and the former Burn's Head (right)

2.6 Despite the many changes over the years, and a shift in retail needs, patterns and focus, the street still provides an important retail axis that links Trinity Market and Hepworth's Arcade, at the heart of Hull's Old Town, with the rest of the city centre. Footfall has always been high along Whitefriargate, and significant recent investments in the public realm has helped to sustain this. The main purpose of this document is to establish a set of key design objectives that can guide further regeneration efforts to enable Whitefriargate to adjust to the large scale changes in the national retail market.



Recent investment in the public realm for UK City of Culture 2017

2.7 In some cases, however, new shop fronts or alterations will not always be appropriate, as several buildings, particularly the old banks, have unspoilt grand facades, whilst some other buildings already have good quality shop fronts and/or quality materials (such as bronze window frames and polished granite features) that should not be lost.



A quality 1930s shop front at Whitefriargate

2.8 Shop fronts have a significant effect on the quality of the environment. If visual quality is to be enhanced, well designed shop fronts using appropriate and sympathetic materials are essential. Measures to achieve shop front security are a particularly obvious part of the fabric of the City Centre. There is no perfect or single acceptable design solution, and proposals need to be tailored to the specific security issues involved and the character of the individual premises and street.

Need for the objectives

2.9 Over the years, new construction methods and materials have led to the introduction of the 'standard' non-traditional shop front along the street. This type of shop front usually consists of large expanses of plate glass, often incorporating a doorway flush with the street line. If this is applied to an old building, it gives a visually unstable, top heavy appearance.



'Standard' non-traditional shop fronts

2.10 New shop fronts should incorporate elements of the traditional shop front (see 3. Advice On Detail) in order to relate them better to the rest of the building. However, there will be a general predisposition to retaining, repairing and adapting traditional shop fronts over modern replacements.



Existing traditional shop fronts

2.11 Selecting from the past elements of traditional shop fronts, as well as encouraging innovative and imaginative new ones (see 4. Concept Designs for Frontage Improvements to Buildings) generally leads to good design. Many national businesses promote their corporate identity by using standardised shop front designs, colours, letters and logos. However, these are not necessarily acceptable in all locations. Retailers are likely to need to modify their 'house styles' to comply with this guidance and ensure that the shop front design reflects the character of the building and the street.

2.12 A shop front should be treated as being an integral part of the building and should relate to adjoining shop fronts, especially if these form part of the same building. A shop front design should also take into account the relationship with the whole elevation of the building, from the ground to the roof, including the whole width of the building.

Historic shop fronts

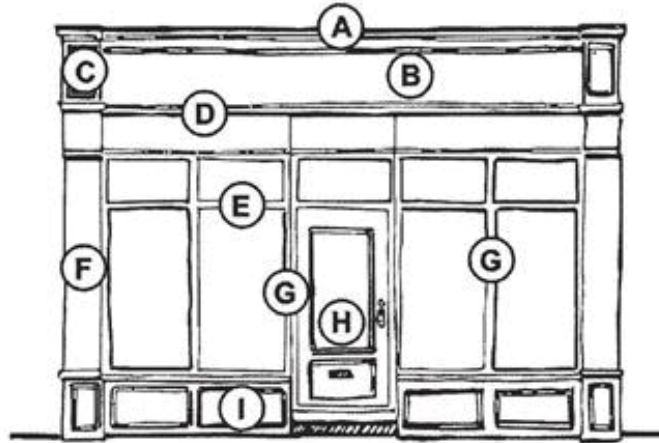
2.13 If a shop front is of historic value, or it is of good quality, it should be retained. An existing distinctive shop front that is repaired and decorated usually looks far better than a standardised replacement. If a group of shops have been designed as a single piece of architecture then retaining the shop fronts and restoring or reinstating them in accordance with the original design should be investigated.



An elegant ashlar shop front

3. SHOP FRONT SPECIFICATIONS

3.1 There are certain components of most shop fronts common to traditional or modern shop fronts. The various components of a shop front are illustrated below.



- A - Cornice
- B - Fascia
- C - Console bracket
- D - Architrave
- E - Transom
- F - Pilaster
- G - Mullion
- H - Recessed doorway
- I - Stall riser

The following paragraphs provide detailed advice on the various elements of a shop front:

Fascia

3.2 The fascia forms a space for advertising the name of the shop and the nature of the business. Together with the cornice this gives a strong line at the top of the shop front.

3.3 In traditional shop fronts, the fascia is angled downwards. The sign should present its message clearly and the quality of the sign is itself an advertisement for the quality of the goods to be found in the shop.

3.4 Modern fascia panels often use materials and colours bearing little relationship to the overall building. They can dominate the shop front framework, competing with one another for the shoppers' attention. This can have a degrading effect on the street scene as a whole. Combined with the plain treatment of the shop front fascia sign, the visual message to the shopper is that of an anonymous shopping street.

3.5 The fascia should generally be:

- confined to the width of the shop front opening between intervening pilasters, retained or reinstated;
- not so high as to obscure first floor window sills or other architectural features of upper floors and there should usually be a space between a shop window/fascia and window sill above;
- designed not to extend across more than one shop front, even where they are in the same ownership or use; and
- lined up with the predominant building line of neighbouring shops. If a particularly high shop front is to be lowered, this can often be achieved by the introduction of a sub-fascia rather than deepening or removing the existing fascia

Stall riser

3.6 Stall risers provide a visual base for the whole shop front and protect glazing from kicks and knocks.



Pilasters and console brackets

3.7 Pilasters and console brackets emphasise division of shop fronts and can provide opportunities for decorative devices.



Doorways and entrances

3.8 Doorways and door design are important to the appearance of a shop. They should form a strong visual element in the shop front. In general, the style and materials of the door should match the rest of the shop front. Older traditional shop fronts often have a recessed doorway creating an inviting entrance and a distinct three dimensional quality. Keeping such original features as entrance recesses often helps to maintain the character of an area. Misuse of recessed doorways can be overcome in some cases by installing a well-designed and related gate.



A well-designed and related gate

Accessibility

3.9 Ideally, the design of new approaches, doors and doorways should provide inclusive access for everyone. If possible, gently graded or ramped approaches should be provided to a level threshold without harming the character of the building or street. Stepped entrances should be avoided wherever possible but where they are key to the heritage value of the frontage they should be retained. The doorway should also be wide enough to allow easy access for everyone including wheelchair users and families with buggies. This can be achieved preferably through a single leaf door that complies with best design practice for access for disabled people (BS8300:2018 - the doorway must be at least 1m wide between door frame and open door leaf). Recessed doorways help take up changes in level that could not be catered for if a doorway opened straight onto the pavement. Other points to consider include avoiding heavy doors, doors with strong spring closures, positioning suitable lever door handles at a sensible height, and installing distinctly marked plate glass.

Windows

3.10 Large areas of plate glass with a horizontal emphasis are usually out of proportion with the rest of the elevation, especially if used in old buildings. Subdividing large areas of glass with mullions and transoms as part of the window frame can produce a more elegant effect with better vertical emphasis, combined with more eye catching displays. A move away from retail will often favour frontages which are not wholly glazed so the change of use may support more historic shop fronts or a return to an original appearance.



Out of proportion plate glass shop front with an overly deep fascia

3.11 Support for the upper floors should be expressed in the design. An uncomfortable impression of a heavy upper structure poised on a flimsy sheet of glass should be avoided. Strong framing of the display window gives visual support to the upper part of the building.

Materials

3.12 Materials are significant in forming the character of a shop front. Choose colours, textures and forms that complement or enhance the existing detail of the building and street.



Examples from Whitefriargate: polished blue pearly larvikite from Norway (left) and rapakivi granite (right)

A blind or canopy

3.13 The style of a blind or canopy should fit in with the character of the building and street, and be in a colour and materials in keeping with the existing shop front as a whole. Traditional Victorian style or box-lot awnings (with integral blind boxes which form part of the design of the shopfront) are usually the most appropriate (as illustrated below).



A more suitable traditional Victorian style awning (left) and a non-traditional inappropriate 'Dutch' blind (right)

3.14 Non-retractable blinds, 'Dutch' blinds or balloon canopies are non-traditional styles that are not suitable for traditional buildings along the street. Such visually intrusive blinds are often garish, form a relatively cheap platform for advertising and conceal parts of the street frontages that would otherwise sometimes be visible.

Security measures

3.15 Security should be achieved without spoiling the character or appearance of a building; otherwise the street as a whole may become unattractive to customers, whose trade is vital to the continued viability of shopping.

3.16 Incorporating suitable security measures is more difficult on an existing shop front if the original design does not allow for this. New designs should provide specifically for security.

3.17 Security can be provided with a minimal adverse impact on the street scene in many ways. The following measures are recommended as ways of preventing theft and reducing the likelihood of damage. A combination of these measures will often provide adequate security:

- Laminated or toughened glass – this will resist casual attempts at vandalism.
- Additional glazing bars or mullions – these reduce the area of glazing and strengthen the shop front and can be further reinforced by steel. They minimise access and the cost of replacement glass that large panes create.
- Internal, removable grilles – these are relatively cheap to provide and, in some cases, they can be left in place permanently.
- Internal shutters immediately behind the glazing – open grille, concertina lattice or brick bond shutters can be raised during trading and lowered at night. They are an effective deterrent to theft and therefore also deter damage. If the window is alarmed this will sound when the glass is broken or the shutter

disturbed. They also allow window shopping without being unduly prominent. It is also important to consider design and colour for internal shutters, open mesh in a black or very dark coloured finish allows goods to be seen without detracting from the appearance of a shop front.



Examples of internal shutters

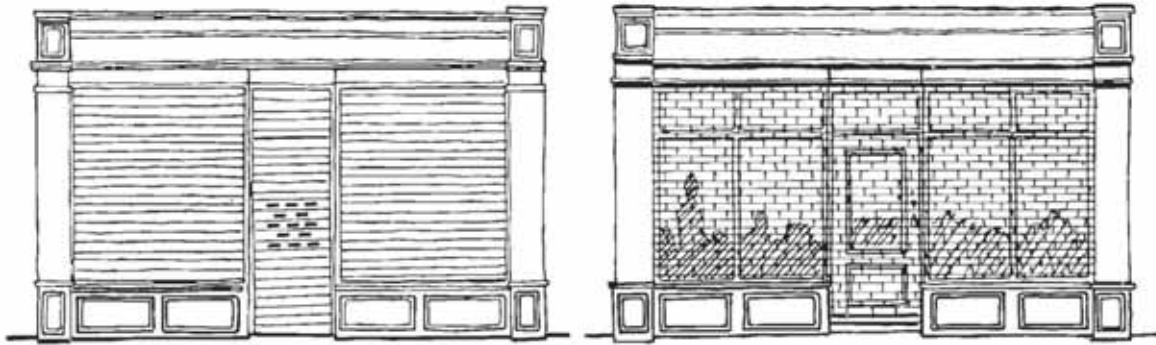
- Low value displays – removing display goods is time consuming and counterproductive to window shopping, but lower value goods and attractive displays can be less enticing to thieves.

In most cases internal measures will not need permission unless a building is statutory listed (a designated heritage asset).

External security measures

3.18 External grilles or shutters almost always require planning permission. Their effect on the appearance of a building or the street can vary depending on the type of shutter used, its finish and the treatment of the permanent fixtures (shutter box and guides). They are difficult to fit to existing buildings without adversely affecting the appearance of the building and the street. Consequently, these security measures will be avoided except in wholly exceptional circumstances where the alternative measures in paragraph 3.17 are demonstrated to be inappropriate for particular circumstances.

- External removable grilles – these consist of an open mesh and can be fitted using relatively unobtrusive brackets as the only permanent features. Window displays can be seen, although the grilles often look untidy. They are a low-cost, low-impact measure;
- Solid external shutters – These are not suitable within Whitefriargate, the historic high street in the heart of the heritage action zone;
- Perforated lath shutters – these have most of the drawbacks of solid shutters. They are rarely suitable in traditional streets. Open grille or lattice shutters also have the drawback of needing a shutter box and guides. They do allow window shopping but are usually unpainted which is not acceptable.



Solid roller shutters (left) and lattice roller shutters (right)

3.19 Using uncoloured shutters are unlikely to be acceptable. Colour choice is often as important as the actual design of the shutters themselves. Black is a neutral colour often suitable in playing down the visual impact of the shutters, although very dark colouring may also be appropriate. Other colour choices may be acceptable but should complement the shop front or building.

Fitting external shutters to existing buildings

3.20 Shutter boxes and guides should be integrated into shop front design. In cases where installation is not possible without extensive works, developers will be recommended to consider a range of alternative measures. In some cases, the shutter box can be concealed within the existing fascia or by adapting the fascia. However, this is only acceptable if a projecting fascia fits into the street scene and the detailing is appropriate. An unpainted and undisguised shutter box is not acceptable.

3.21 Guides should not be fitted onto existing surfaces or features if this would adversely affect the detailing of the shop front. They should be painted in a suitable colour.

3.22 It is often possible to limit the width and length of the shutter to fit with existing pilasters or sills. It is not normally acceptable for shutters to extend the full height and width of a shop front.

Fitting external shutters in new developments

3.23 New development offers the opportunity to provide for security measures from the outset, minimising their impact on the design and the cost and difficulty of installation.

3.24 Space should be allowed above and alongside shop windows, inside the unit, to allow for the fitting of internal shutter boxes, guides and motors. This reduces the need to resort to external measures.

3.25 Spaces should be allowed either below or behind the structures over the shop window or behind the fascia to allow for installing a roller shutter housing. This also enables illumination for the fascia sign without the need for this to project. Providing this space will not automatically lead to the approval of an external roller shutter.

Other security measures

3.26 Entrance doorways and stall risers can be strengthened to resist ram raiding. Reinforcements can be provided by hidden steelwork, brick or blockwork walls or columns. Providing bollards or pillars can be a deterrent but care must be taken to avoid obstructing pedestrians, especially those who are visually impaired.

3.27 Alarm boxes should be carefully sited and preferably coloured and integrated into the building or shop front. On statutory listed buildings they may require consent.

4. Concept Designs for Frontage Improvements to Buildings

4.1 The following concept designs, prepared by Wren Architecture, are based on the key design objectives in section 2. They illustrate how they can be successfully applied to the following buildings:

No.1 Whitefriargate
No.3 Whitefriargate
Nos.4-5 Whitefriargate
No.6 Whitefriargate
No.8 Whitefriargate
No.11 Whitefriargate
No.16 Whitefriargate
No.23 Whitefriargate
No.26 Whitefriargate
No.30 Whitefriargate
Nos.34-35 Whitefriargate
No.36 Whitefriargate
No.39 Whitefriargate
No.45 Whitefriargate
Nos.46-48 Whitefriargate
Nos.49-50 Whitefriargate
Nos.52-53 Whitefriargate
Nos.57-60 Whitefriargate
No.61 Whitefriargate
No.62 Whitefriargate
Nos.64-66 Whitefriargate
No.67 Whitefriargate
Nos.4, 5 & 6 Silver Street
No.7 Silver Street
No.28 Silver Street

4.2 Development proposals that embed the design principles in section 2 and as illustrated in the concept designs will be supported as they draw on the clear heritage value of each building. Development failing to comply with these principles will be resisted.



No.1 Whitefriargate



No.1



No.3 Whitefriargate





Nos.4-5 Whitefriargate





No.6 Whitefriargate





No.8 Whitefriargate





No.11 Whitefriargate





No.16 Whitefriargate





No.23 Whitefriargate



23



No.26 Whitefriargate





No.30 Whitefriargate





Nos.34-5 Whitefriargate





Nos.34-5 Whitefriargate





No.36 Whitefriargate





No.39 Whitefriargate





No.45 Whitefriargate





Nos.46-48 Whitefriargate





Nos.49-50 Whitefriargate





Nos.52-53 Whitefriargate





Nos.57-60 Whitefriargate





No.61 Whitefriargate



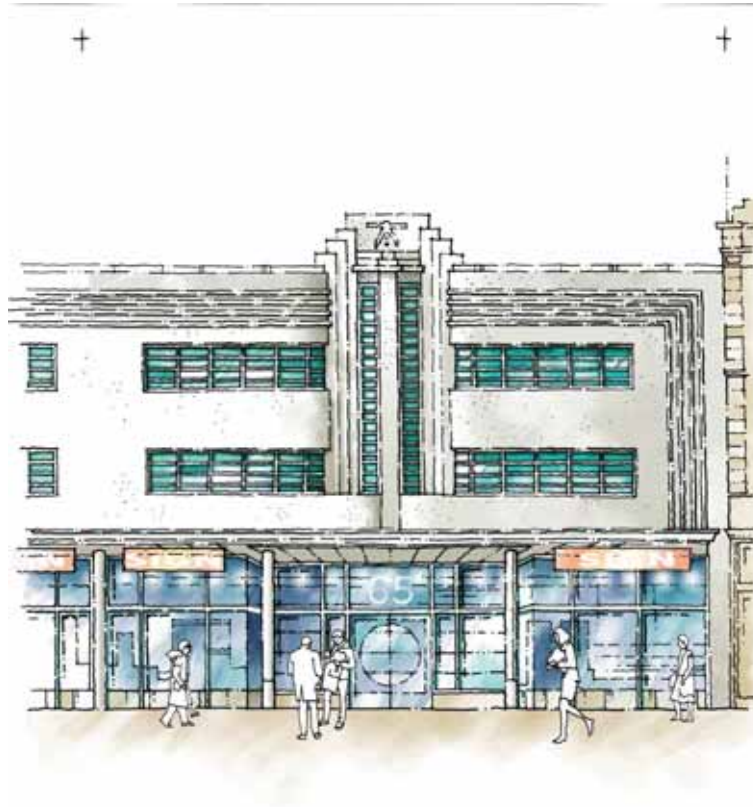


No.62 Whitefriargate





Nos.64-66 Whitefriargate





No.67 Whitefriargate





Nos.4, 5 & 6 Silver Street





No.7 Silver Street





No.28 Silver Street



28