

Policy R9 - Shopfronts

Where an existing shopfront contributes to the character of a building or area, it should normally be retained and restored rather than being replaced. New shopfronts or alterations and additions to existing frontages will generally be approved, where they:-

- (i) Respect the period and style of the building in which they are fitted and display a unity with its architecture,
- (ii) Consist of historically-accurate elements of traditional shopfront design,
- (iii) Are constructed of traditional materials,
- (iv) Reflect the scale and proportions of traditional shopfronts in the streetscene,
- (v) Reflect traditional frontage widths of the area and relate to individual property units,
- (vi) Enhance the visual amenities of the area,
- (vii) Within Conservation Areas and on Listed Buildings the proposals do not include external security shutters.

Policy R10 - Shop advertisements

The District Council will reject poorly designed and sited advertisements which would adversely affect amenity or highway safety. Applications for advertisements will only be approved where they satisfy the following criteria:-

- (i) The size of the advertisement should relate to the form and character of the particular building, its location and the streetscene,
- (ii) Other than for appropriately designed hanging signs consent will not normally be granted for any sign above the level of an existing shop fascia,
- (iii) (iii) All lettering should be of good quality materials, simple in style and appropriate to the architectural character of the building involved,
- (iv) The number of advertisements or external lights displayed on a building should be kept to a minimum,
- (v) (v) The signs would be in keeping with the character of the locality when located in a residential or countryside location,
- (vi) If it is proposed that the advertisement be illuminated, the scale, colour, design and intensity of illumination would not detract from the character or appearance of the area,
- (vii) (vii) Where the proposal is located within a Conservation Area or would affect the

setting of a Listed Building, it would comply with [Policies C5](#) and [C11](#) respectively.

Discontinuance action will be taken to secure the removal of existing advertisements which have a serious adverse effect upon the character or appearance of an area.

Policy C1 - New development and changes of use within Conservation Areas

Within Conservation Areas, the District Council will require new development to be of a high standard of design and to respect and maintain the character and appearance of the Conservation Area. Therefore, within Conservation Areas:

- (i) New development, including alterations to buildings, will be expected to respect its historic context in terms of scale, form, materials and quality;
- (ii) Development will not be permitted if it would generate levels of traffic, parking, noise or environmental problems which would be detrimental to the character or appearance of the area;
- (iii) Consideration may be given to relaxing approved policies or standards if, by doing so, a Listed Building or a building of particular townscape merit in a Conservation Area under serious threat can be retained.

Policy C5 - Advertisements within Conservation Areas

Within Conservation Areas, the District Council will require the design of advertisement signs to be of a high standard, therefore:

- (i) Consent will be granted only where the proposal is in scale and character with the building on which it is located and with that of surrounding buildings;
- (ii) Illuminated signs will only be permitted where the scale, colour, design and intensity of illumination would not detract from the appearance or character of the Conservation Area; and
- (iii) Where unacceptable advertisements already exist, the District Council will, where appropriate, take discontinuance action to secure their removal.

Policy C7 - Alterations or extensions to Listed Buildings

Listed Building Consent for the alteration or extension of a Listed Building will only be granted if it can be demonstrated that the proposal:

- (i) Would not have any significant adverse effect upon either the external or internal character of the building;
- (ii) Is appropriate in terms of design, scale, detailing and materials;
- (iii) Would not result in the significant loss of historic fabric of the building.

Policy C11 - Advertisements on Listed Buildings

Consent for the display of advertisements on Listed Buildings will be permitted only where:

- (i) The advertisement is appropriate in terms of its scale, design and materials and would not detract from the character or appearance of the buildings;
- (ii) The advertisement is not internally-illuminated;
- (iii) If it is proposed that the advertisement be externally-illuminated, the design of the method of illumination would not detract from the character or appearance of the building. Plastic fascia signs, whether illuminated or not, will not be granted consent on a Listed Building.

Policy ENV1 - New development outside Development Limits

Subject to the provisions of other Policies within this Local Plan, proposals for development outside the Development Limits (as defined on the [Proposals Map](#)) will be permitted provided that:-

- (i) They are related to the needs of agriculture or forestry or would benefit economic or social activity; and
- (ii) They would maintain or enhance the rural environment. In particular, the District Council will require that:-
 - (a) The proposal is compatible with the character of the surrounding area and would not have a material adverse impact on the landscape;
 - (b) The proposal safeguards landscape features worthy of protection and complies with [Policies ENV2](#) to [ENV5](#) on the landscape;
 - (c) New buildings are erected only where these would not materially detract from the open rural character of the countryside and where the design, scale, siting and materials of the buildings and structures would respect the local environment and reflect local character;
 - (d) Wherever necessary, the proposal is accompanied by a high-quality landscaping scheme appropriate to its setting which is in accordance with [Policy ENV7](#) and which satisfactorily integrates the development into its immediate surroundings and into any long-distance views of the site;
 - (e) The proposal would not have a material detrimental effect on highway safety, the Public Rights of Way network or the amenity of those living or working in the countryside;
 - (f) Services and infrastructure can be provided without serious detriment to the rural character and appearance of the locality;
 - (g) The proposal adequately protects nature conservation and archaeological interests; and
 - (h) Where the proposal would take place on the best and most versatile agricultural land, it would accord with the provisions of [Policy AG1](#).

Policy ENV29 - Light pollution

Proposals which involve outdoor lighting schemes should normally submit details of such schemes as part of the planning application. Outdoor lighting schemes should represent the minimum level required for security and working purposes and should be designed to minimise glare and spillage. The District Council will normally resist outdoor lighting schemes that would seriously detract from:

- (i) The generally unlit rural character of a landscape; or**
- (ii) Residential amenity; or**
- (iii) Highway safety.**