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CONSERVATION AREA GUIDE

FOR BUSINESSES

Conservation Area Guidance

Original shopfronts, or elements of original shopfronts, which date from before the mid-20th century, should be retained.

Regular maintenance and decoration is essential if original shop fronts are to remain attractive. This is particularly important in the case of joinery work and metal surfaces.

Where a special case for illumination of a shopfront can be made, **lighting should be sensitive** to the design of the

shopfront and the character of the street scene. **Internal illumination will not be allowed.**

The fitting of external **security shutters** to shopfronts will **not normally** be appropriate in our Conservation Area.

External **ventilation flues, air conditioning plant or other machinery should be located inconspicuously** on less prominent elevations or roof slopes which are not visible from public areas.



An example of illumination and subdivided windows outside Indigo

New and replacement shopfronts



An example of a conservation aware shopfront at Lucy Janes

The shopfront should not be designed in isolation but should be considered as part of the architectural composition of a building and should respect its period and style.

The basic elements of traditional shopfront design and proportion include:

Pilasters as strong vertical elements to each end of the shopfront, which offer visual support to the building above; traditional fronts often have elaborate moulding to the pilasters and particularly the capitals. Pilasters are usually in timber but sometimes in stone or cast iron.

A **timber fascia panel** to contain signage; this should not normally be deeper than 600mm, and the **cornice** should be kept below the sills of the first floor windows. Where separate buildings have been combined to form one shop, each building must retain its own shopfront and the same fascia must not be carried across

What NOT to do...



uPVC windows

Visible extractors

Internally illuminated signage

Visible bins

Roller shutters

An example of a shop front that goes against the conservation guidelines for Colne



uPVC windows

Ventilation flue

Roller shutters

Garish colours

Visible bins

Waste

Another example of what NOT to do on Colne's high street

both units. Often the fascia is angled rather than flat.

| A **stall riser** and **sill** which serves to act as a base and a visual anchor for the windows and the front as a whole. These are generally no higher than 600mm and will line-in with the pilaster plinths. They are usually in ashlar or coursed stone, or sometimes in timber.

| The shop windows can sometimes be **subdivided vertically** to maintain the proportions characteristic of the building and the individual Conservation Area. In Pendle, single windowpanes tend to be

relatively large, but may have smaller **top lights**. **Recessed doorways** are a traditional feature and may be used to subdivide the window. Frames, **mullions**, and sills are normally made of timber, and appropriately moulded.

| **Doorways** were traditionally recessed, either to the centre or side of the shop, and doors usually have a top light above. The most usual pattern is a part-glazed door with timber panelling below; the height of the solid area normally matching the height of the stall riser. The doorway recess was traditionally lined with vertical tongue and

groove boarding, and usually would have had a **tiled floor** and stone steps. New shopfronts should provide level access however, to allow accessibility for all users. Where level access needs to be provided to an older property, it may be necessary, if there is no other appropriate solution, to construct a ramped access to the front entrance. Ramps should always be of a simple design and constructed in robust good quality materials which will not detract from the shopfront. A simple stone plinth and painted metal rail will normally be sufficient.



Ornate vertical uPVC dividers and ramped entrance outside Jaipur

Alterations to buildings

Only high-quality finishes and natural materials should be used; the use of uPVC or other plastics for any elements of a shopfront in our Conservation Area will **not** be appropriate. Softwood timber was the standard shop front material of previous centuries. It is the most versatile of materials; it can be worked into almost any profile, it is durable, and repainting can freshen up or change the appearance of a shop front at minimum cost. Timber shopfronts should be painted rather than stained (*see suggested palette below*). There are many 'heritage' paint colours that are suitable for traditional

shopfronts. These heritage colours can emphasise detail such as timber mouldings and really contribute to creating a vibrant street scene. The choice of colour should relate to the shop's location and context, but very often rich dark colours or lighter muted tones are suitable as they do not detract from the window display and enhance the colour of the stonework.

If **blinds or canopies** are used, these should follow the traditional pattern by using only natural materials, should be retractable, and designed to appear as an integral part of the shopfront.

Shopfronts do not necessarily need to be 'traditional' in style, and a good simple contemporary design which reflects the above elements will often be preferable to a pastiche or reproduction one. Nevertheless, where a uniform terrace originally had identical or similar shopfronts and some of these have been lost or altered, it will normally be appropriate to reinstate shopfronts to follow their original form. The most important elements of a shopfront, of whatever style and period, are good proportions, details and materials, and a sensitive relationship to the building in question.

Suggested palette of colour

This palette is to be used as a guidance tool for what shades of colours are deemed appropriate in our Conservation Area.



A beautifully lit Ava Rose Hamilton with wooden framed windows



Molly Mae's Flowers original stained glass feature top lights