

**HADLEIGH  
NEIGHBOURHOOD  
PLAN**

*Shaping Hadleigh's Future*



# Advertising & Shopfront Design Code Document



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The Hadleigh Neighbourhood Plans sets out both a vision for the trading heart of Hadleigh in 2036 together with a set of primary objectives to achieve that vision. The trading heart of Hadleigh refers primarily to the High Street which is in an adopted conservation area.

## **The Vision**

*In 2038 Hadleigh will still have its recognisable character as a small, rural market town.*

*The centre of Hadleigh is a bustling hub of pedestrian activity with reduced vehicle movements through the provision of alternative, low carbon transport modes, particularly walking and cycling. This has helped to breathe new life into Hadleigh's High Street, with shops sitting alongside community activities and heritage attractions.*

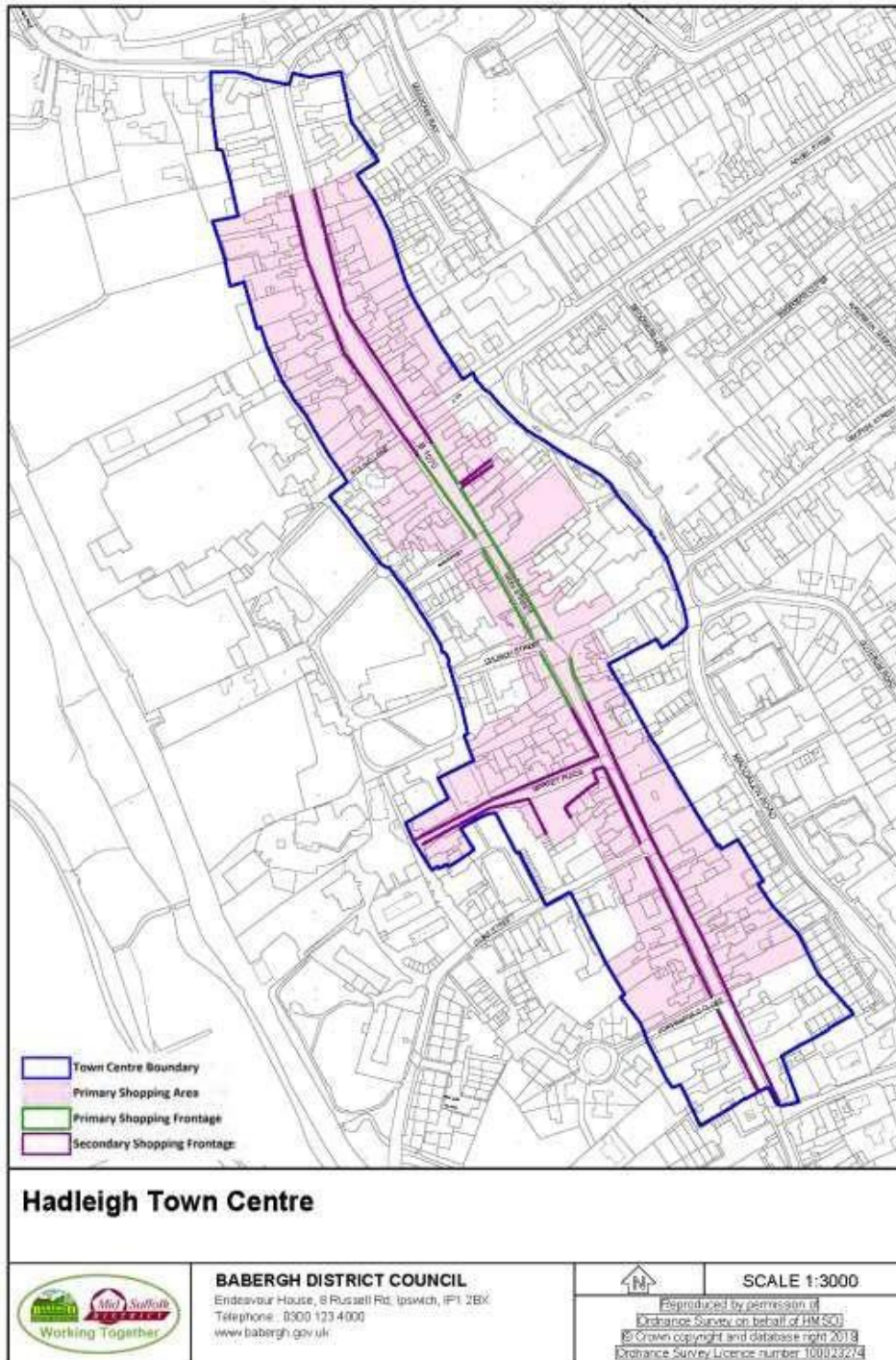
## **The Objectives**

- 1. Maintain the essential character of Hadleigh as a historical market town, respecting the principles of sustainable development for the benefit of future generations*
- 2. Provision of design guidance to reflect the distinctive architectural and historical character of the town*
- 3. Provision of a full range of wellbeing, culture, learning, retail, health, leisure and sports services and facilities for its residents of all ages - A 'destination of choice'*
- 4. Identify and enhance existing visitor/heritage attractions whilst managing visitor numbers to not create traffic and crowding issues*
- 5. Protect the heritage structures of the town but also ensure that essential repair and maintenance takes advantage of modern materials that address climate change*
- 6. Provide more information on the heritage available*
- 7. Provide alternative means of access to the town centre to reduce parking needs*
- 8. Ensure sufficient parking in the town centre for visitors from the wider area*
- 9. Ensure pedestrian routes are safe for all types of users*

## The Trading Heart of Hadleigh

The trading heart of Hadleigh is found along the 700 metre length of the High Street, from its Bridge Street and Calais Street junction in the north, to its junction with Benton Street and Station Road in the south, all within the conservation area.

This trading area is defined by Babergh District Council planning authority in its map of the Hadleigh Town Centre, showing the primary shopping area in pink, with the primary shopping frontage in green, and the secondary retail and service frontages coloured purple.



Source;- BABERGH AND MID SUFFOLK JOINT LOCAL PLAN

## Town Centre Retail, Service & Commercial Frontages

The Town Centre [as defined in Babergh and Mid Suffolk Joint Local Plan] contains a large percentage of the town's nationally important heritage buildings which give the town centre's retail & commercial trading area a very distinctive and attractive shopping environment with a multitude of old eighteenth and nineteenth shop frontages together with more modern but sympathetically designed shopfronts, fascia advertisements and hanging signs.

It is considered that retention of this character is essential to both maintaining and improving the shopping experience in the town for visitors and locals alike as its rather special heritage appearance sets it apart from the many other shopping town centres in the county.

Below are a selection of the many varied and historical examples of shopfronts found in Hadleigh Town Centre from which design principles can be devised to ensure that the town centre continues to maintain its essential character [Objectives 1, 4, & 5] through the application of design guides for shopfronts and advertisements [Objective 2] in the town centre.

Nos. 62, 64 & 66. Grade I. 17th. Century, the original projecting upper story has been under built



with later shopfronts in a Georgian style.

Nos 46 & 48. Grade II\* 17th. Century, the original projecting upper story has been under built with



later shopfronts of various historical styles taken from Georgian and early Victorian designs.



No 3 Grade II, Victorian. A later inserted shop window and door with a decorated Doric case with a triglyph frieze. Whilst not wholly sympathetic in its insertion into the building it is one of the more complete examples of a traditional shop window.

No. 9 Grade II, Late C18 to C19. An old timber shopfront probably inserted in Victorian period in a Georgian style with small glazed panes decorated stall risers, central timber and 6 pane door with transom fanlight over.



No. 65 Grade II, possibly early 17th century but much altered but note the projecting wood case, shop window and subservient door way.



No 37 Grade II - Early Victorian wood shop front with traditional pilasters and fascia, traditional wood and glazed door to left of display window with wood doorcase and a tripartite transom fanlight over.

Nos 22 to 26 Grade II Early Victorian, The floor shop fronts and entrances with pilasters display a variety of traditional designs and which are unified under a continuous entablature.



No 60 Grade II, Probably C18. Shopfront wraps around this corner property with an entrance door in wood case with fluted pilasters on the corner all with Doric pilasters and continuous entablature.



No. 50 Grade II, C16-C17 build with late C18 front. Ground floor displays a C19 Double bay shop front contained within traditional pilaster and fascia surrounds.

Nos. 70 to 74 The Cooperative Store. Grade II. C17-C18 with early C19 red brick fronts. Modern installed shopfronts but note use of traditional proportions of display windows, and the clear separation of shopfronts on each individual building rather than joining them in one massive shop frontage.



No 73-77 Grade II Built in 1834 as part of the planned Queen Street development. The shopfront is modern but note it retains the outline of the three original units by reflecting the upper storey projecting brick pilasters, and subdivision of display windows with mullions and transom lights.



No. 57 & 59, Grade II. Mid Victorian. The ground floor of the building has a corner shop front with splayed entrance at the corner, the cornice supported by a slim cast-iron column with twisted shaft. The shop windows have wood mullions and panelled risers, with moulded and ornate modillion cornice over the fascias. Again note the vertical mullion divisions of the shop windows avoiding large plate glass windows.

No. 1 Market Place Grade II [originally part of 37 & 39 High Street] circa 1840. Whilst a modern shopfront it incorporates traditional features of pilasters, decorative stall risers, vertically divided display windows with flat rounded heads.



Nos 96 & 98, Grade II, Mid Victorian. The veterinary practice at 96 has a wood shop front with a small glass pane double bay window and central door, The shop at 98 has display window equally divided with central pilaster to reflect the spacing of the upper floor windows. The doorway is separated with its doorcase pilasters and deep set, corniced and flat roofed door hood.



## Characteristics of Hadleigh Town Centre Shopfronts

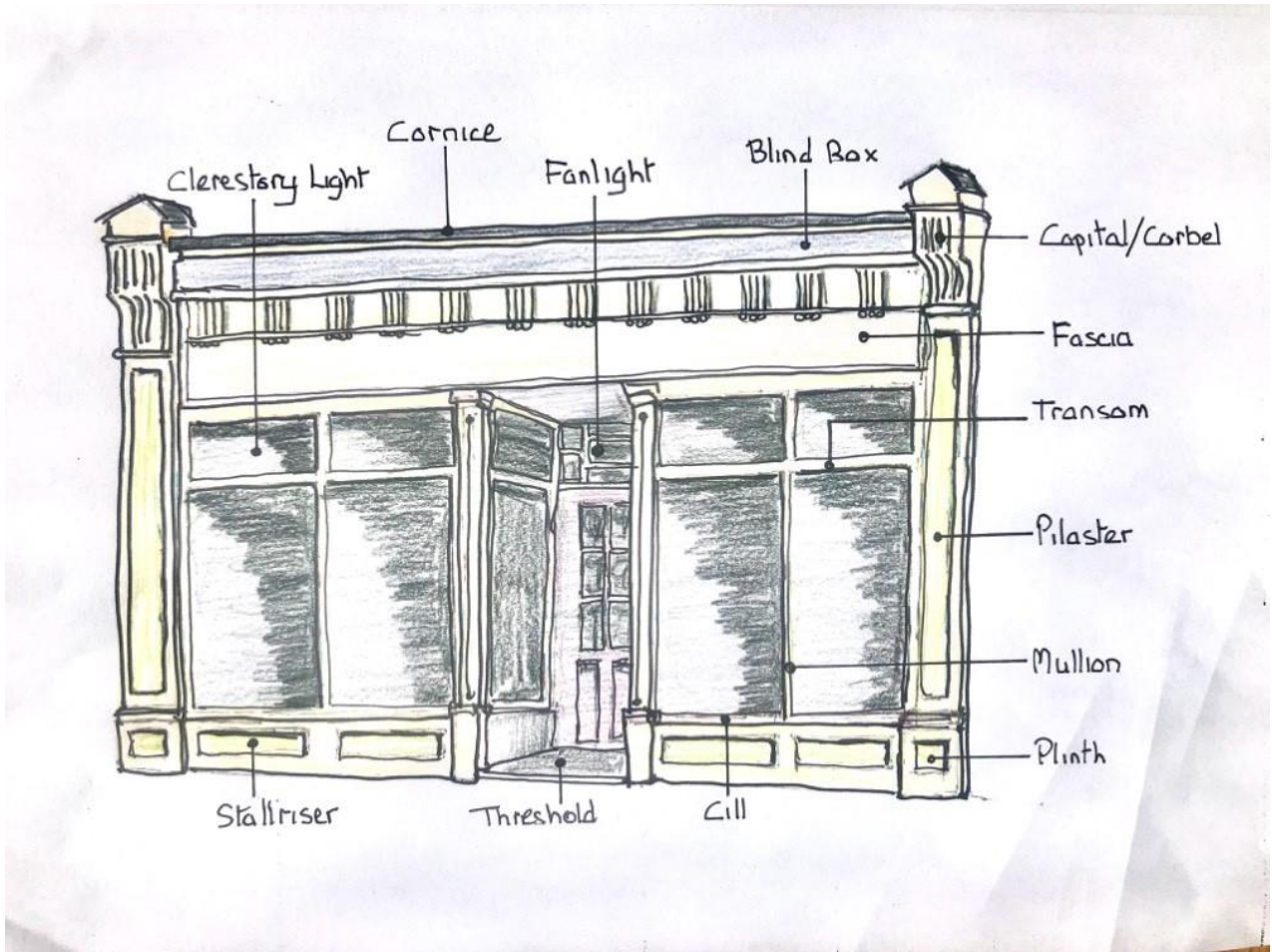
As will be noted from the shopfronts shown there is a wide range of historic shopfront styles found in the town centre which give it its unique, much valued, and treasured character. Although the individual styles of the examples are varied, almost all these traditional shopfronts can be found to contain many of the same basic elements.

These elements are:-

- Large, often vertically emphasised windows for display,
- Pilasters with plinth and capital providing vertical framing of the shopfront and separation between shops,
- A cornice providing top framing and separation from the upper floors and weather protection to the fascia and shop front below,
- A Blind Box containing a retractable awning used to shade the window display,
- A fascia providing advertising space and with cornices which were used to hide the structural support beams,
- A stall-riser providing internal and external protection and a solid base at ground level, to the shopfront,
- Windows often divided by transoms and mullions to form horizontal and vertical divisions in the display windows,
- An entrance door part glazed and part panelled and often recessed in Victorian shopfronts,
- Finally the style of the shopfronts often reflected the architectural detailing of the remainder of the building eg small panes for a Georgian building, plainer and larger panes for Victorian, with sheet glazing to twentieth century shopfronts.

The sketch overleaf is of a composite of the typical features found on Hadleigh Town Centre shop fronts.

A SKETCH SHOWING THE MANY DIFFERENT FEATURES FOUND ON HADLEIGH TOWN CENTRE SHOPFRONTS



## Design Guidance for New Shop and Commercial Display Frontages in the Town Centre

Within the defined Town Centre and Hadleigh Conservation Area there will be an expectation of the retention and repair of traditional shop and commercial display frontages of merit particularly where it affects a Listed Building. The indiscriminate replacement of frontages with poorly designed arrangements and or use of modern plastics and aluminium framing will be resisted.

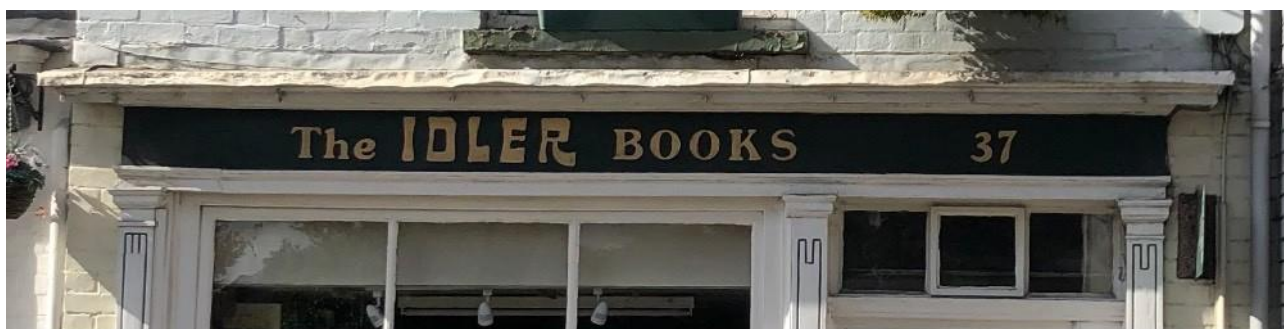
The design principles to be followed in any alteration to shop and commercial display frontages in the Town Centre are:-

1. The design shall be in character with the existing building, its architectural style and the street scene in terms of its size, detailing and use of materials;
2. Traditional materials such as timber or painted cast metal should be used wherever possible and use of uPVC or other plastics and anodised aluminium should be avoided, particularly on listed buildings or traditional buildings within Conservation Area;
3. Blinds and canopies, if appropriate with the street scene, must be in keeping to the character of the frontage and its setting. Only fully retractable canvas or wooden blinds will be supported and all forms of fixed or Dutch style canopies, whether canvas or plastic, are not acceptable to retaining the special heritage character of the town centre.
4. Inset entrances should be glazed and well-lit to contribute to the attractiveness, safety and vitality of the area and avoid blank frontages to the street;
5. Security shutters and grilles should be internal where possible and external solid security shutters are not in keeping with the historic character of the town centre and should not be fitted.

## Advertisements on Shopfronts and Commercial Premises in the Town Centre

### Fascia Signs

An integral element of shop and commercial units in the town centre are the need for advertisements to announce the name of the trader and the products or services on sale and the quality and character of places can suffer when advertisements are poorly sited and designed. [see para 136 NPPF 2021]. In Hadleigh, as with the shopfronts, there is a wide range of sympathetically designed fascia and hanging signs which positively contribute to the town centre's historic character. Examples of shopfront fascia and hanging advertisements found in the town centre are set out below.



A simple but effective traditionally sign-written fascia sign.



Another example of traditional sign-written fascia which whilst contemporary in appearance compliments the shop frontage.

An example of sympathetic applied raised lettering to R. Gwinnell & Sons the undertaker's.



A further example of a traditional sign written fascia.

## Shop Blinds & Awnings

Traditionally, blinds (or awnings) are made of canvas and are fully retractable when not in use into 'blind boxes' which are designed as an integral part of the shopfront. The blinds can be used to display advertising.

Such blinds can positively add to the town centre character and interest in the street scene, whereas modern plastic or plastic-coated fixed 'Dutch blinds' are not considered acceptable in Hadleigh town centre conservation area. These modern blinds can look unattractive, are out of character with the heritage buildings and can permanently obscure the shopfront.

Traditional shop awnings are found in the primary shopping frontage of Hadleigh town centre on two to three shops. An example of the modern plastic Dutch blind which is found in the lower part of the High Street in the secondary shopping frontage.



A traditional canvas awning which brightens up the street scene and carries simple advertising for Andrews Butchers shop.



Simple retractable canvas awnings used at Greggs giving shade and shelter from the extremes of weather to the shop window display and also the outside seating.

## Hanging Projecting Signage

Traditional style projecting or hanging signs on a decorative metal bracket can add interest to a building and the street scene. These signs should normally be small and compact, made of wood or metal only and complement the business and shopfront. Only one hanging/projecting sign is necessary for a building. Where possible the sign should normally be positioned at fascia level however in many instances it may be necessary to locate a sign above fascia level. If a sign is to be placed above the fascia it should only be positioned in a place where it does not interfere with architectural detail and preferably compliments the design of the fascia and the building.

Projecting signs above fascia level should preferably be hung underneath decorative metal brackets.

In Hadleigh town centre all hanging signs are of a traditional painted appearance and hung from a variety of different decorative style brackets.



A decorative projecting sign that forms an integral part of the supporting metal bracket supports.

Modern sign painted hanging sign for an Italian restaurant.





Matching contemporary fascia and hanging sign displayed for opticians. Note hanging sign in line with fascia.



A simple painted fascia and matching hanging sign with on ornate decorative bracket.

## **Illuminated Signage in Hadleigh Town Centre.**

Direct or in direct lighting of advertisements and shopfronts requires careful consideration and choice of the means of illumination. Often normal street lighting and lighting from window displays can provide a sufficiently visually pleasing nighttime appearance without the addition of numerous illuminated advertisements. In Hadleigh town centre it is the street lighting and illuminated shop window displays that provide the nighttime character of the area. There are few directly externally illuminated advertisements and no internally illuminated box fascias or projecting signs. The premises illuminated at night in the High Street are limited to the restaurants, takeaways and inns of the town. The illumination used for these premises is principally by external down lighting of the buildings frontage which gives an inviting warm appearance reflected off the painted plaster walls as well as safely illuminating the entrance to the premises.

In the Hadleigh Town Centre full internally illuminated fascia boxes and projecting signage are not currently displayed in the area and consequently any proposals for any such fitments will be heavily resisted, particularly as so often they, by their design and scale create over dominating, visually intrusive and distracting features within the historic setting of the Conservation Area.

Where external lighting is proposed and considered acceptable in principal it should preferably be subdued down lighting of frontage. This should preferably be by means of concealed lighting such as slim line LED trough lighting. Large spotlights, swan neck lamps or heavy canopy lights should be avoided, as they can clutter a building and be over-bright.

In Hadleigh town centre there are only two directly illuminated hanging signs, both on the two High Street Inns of the Kings Head and The Georgia. Therefore on existing or future hanging signs, if illumination is appropriate for the building or area, this should be through discreet slim line lights attached a short distance off the bracket arm.



**Hadleigh Town Centre at night where it is the street lighting that dominates the illumination of the area.**





**Greggs, The Spice takeaway, and the George Inn at night. Greggs has no external illumination using its well lit interior to invite customers in, whilst The Spice and The George use external down lighters.**



**Two shops at night which do not have any external illumination but rely on visual impact from their internally illuminated shop displays.**



**The Kings head at night, probably the largest externally lit frontage with down lighters fixed eaves level and externally illuminated hanging sign.**

## **Design Guide for Advertisements in the Town Centre**

In examining the character and styles of advertisements found in Hadleigh Town Centre guidelines for the display of signage in determining visual public amenity principles in allowing or refusing future advertisements to safeguard the historically important and visually attractive setting need to be devised. Without sensitive control of advertising material, new and replacement advertisements could easily destroy the special character of the town centre, therefore it is expected that any advertisements displayed in the area should comply with the guidelines set out below.

- 1. The use of quality traditional materials will be expected, particularly for listed and traditional buildings**
- 2. Fascia signs should preferably sit neatly within the fascia and clear of any framing detail.**
- 3. Projecting box-like fascia signs should be avoided and will not normally be acceptable.**
- 4. Over-large fascia or hanging signs or letters, that are out of scale and character with the property, with adjoining fascias or obscure the display windows will not normally be acceptable.**
- 5. Plastic and plastic-coated or highly reflective materials and garish colours will not normally be acceptable, particularly for listed and traditional buildings - hand painted signs are a very effective and a traditional form of advertising in this historic setting.**
- 6. Where separate buildings have been amalgamated at ground floor level into one unit, the fascias should be kept separate with strong vertical divisions between the buildings.**
- 7. Where two or more shop units occupy the same building frontage, the signage and colour schemes should compliment one another and minimise any fragmentation of the otherwise unified building frontage.**
- 8. Wall-mounted or hanging signs above fascia level are acceptable if they can be satisfactorily accommodated without obscuring architectural features and are of the high quality. Use of traditional decorative hanging brackets for signs are considered most suitable whilst bulky projecting box signs should always be avoided.**
- 9. Internally illuminated signs whether fascia or hanging signs will not normally be acceptable.**
- 10. External illumination of advertisements by subdued strip lighting are considered appropriate for use in the historic town centre but should take into account climate change measures such as energy saving lamps and use of LED.**
- 11. Down lighting of shop frontage should be subdued, discreet and sympathetic to the building and the surroundings and take into account climate change measures such as energy saving lamps and use of LED.**