

# STRATFORD-UPON-AVON 'HISTORIC SPINE' SHOP FRONT GRANT SCHEME



## GUIDANCE FOR APPLICANTS

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### BACKGROUND

In early 2010, the District Council set aside a small budget to support a grant scheme designed to improve shop fronts along Stratford's Historic Spine. The scheme was launched in November 2010, inviting applications for a first round of grants. Five grants were awarded and all work on these premises has now been completed.

Following on from this success, the Council launched a second and third round of grants during 2012-2015, this resulted in further major grants being awarded to key shop front premises along the Historic Spine.

The Council is now inviting applications for a fourth round of grants.

The 2016-2017 scheme aims to enhance the character and appearance of shop fronts along the town's 'Historic Spine' (Chapel Street, Henley Street, and High Street) in a manner that is in keeping with town's architectural heritage; furthermore, the grant scheme now includes the additional streets of Bridge Street, Church Street, Greenhill Street, Sheep Street, Union Street and Wood Street.

The District Council hopes the grant scheme will help to regenerate the town's retail offer and provide a better environment for both residents and visitors.

**The deadline for receipt of completed grant applications is 17<sup>th</sup> February 2017.**

### HOW WILL WE KNOW IF OUR PREMISES ARE ELIGIBLE?

Eligible premises:

- Must be located in Bridge Street, Chapel Street, Church Street, Greenhill Street, High Street, Henley Street, Sheep Street, Union Street or Wood Street.
- Must be a commercial property -- priority will be given to retail premises.
- Priority will be given to those premises in the 'Stratford-upon-Avon High Street Study' (Colin Davis Associates, Dec 2005) as being in particular need of refurbishment. This report can be found at:

[www.stratford.gov.uk/files/seealsodocs/10330/Stratford-upon-Avon%20High%20Street%20Study%20-%20April%202005.pdf](http://www.stratford.gov.uk/files/seealsodocs/10330/Stratford-upon-Avon%20High%20Street%20Study%20-%20April%202005.pdf)

### WHO CAN APPLY?

Eligible applicants include:

- Owner of the premises – proof of ownership required.
- Where the premises form part of a larger property in a single ownership, consideration will be given to a single application to refurbish more than one shop front.
- Lessee of the premises, with an unexpired lease of at least 5 years, when conditions of the lease do not prohibit such work. A letter of consent from the owner is required.

## WHAT DOES THE SHOP FRONT GRANT SCHEME OFFER?

The Grant amount is determined by a % of the total project costs up to a maximum of £10,000. The % award varies, but will not exceed 75%. However, the Council reserves the right to increase the grant award in exceptional circumstances.

Eligible costs include the following:

- Replacement of a modern shop front and/or signage that is not in-keeping with the historic environment, as illustrated in the 'Stratford-upon-Avon High Street Study'.
- Restoration/repair and painting of an existing, acceptable shop front – including routine maintenance work.
- Re-instatement of historical, original or traditional architectural features.
- Security features, excluding CCTV, as long as it does not detract from the overall aesthetics of the building.
- Painting and Decoration of shop fronts.
- All designs must aim to be in keeping with the guidelines contained in the 'Stratford-upon-Avon High Street Study'.
- Colour schemes must aim to be in-keeping with the 'Stratford-upon-Avon High Street Study,' together with current listed building regulation advice. Applicants should also refer to the Town Design Guide (Appendix B.)

## HOW DO WE APPLY FOR A GRANT?

Initially, prior to completing any paperwork the applicant should contact the project officer, Lana Long, by email: [лана.лонг@stratford-dc.gov.uk](mailto:лана.лонг@stratford-dc.gov.uk) for grant application guidance.

The attached application form needs to be completed and submitted with a minimum of two itemised quotes separately identifying each element of work to be considered for grant support. Additionally, a copy of relevant permissions (e.g., listed building consent) and lease or proof of ownership needs to be submitted. Applicants also need to bear the following general conditions in mind:

1. Retrospective applications cannot be accepted for work already in hand, or completed.
2. The Council reserves the right to request additional quotes for the proposed work.
3. Should applicants wish to undertake the physical work themselves, grant aid will only be paid towards the costs of materials.
4. Should applicants have a financial interest in any business that has been selected to carry out the work; grant aid will again only be paid towards the cost of materials.

## IS THERE A DEADLINE FOR RECEIPT OF GRANT APPLICATIONS?

The deadline for receipt of completed grant applications is 17<sup>th</sup> February 2017.

**However, the Council reserves the right to process and make decisions on fully completed grant applications received before this date; this means that the limited budget available for projects could be allocated very quickly and before the final deadline as stated above.**

Incomplete applications will be returned to the applicant with a request for further information. Applicants should also note that the Council is looking for high quality applications that address the aims of the scheme and, regrettably, not all applications will receive an offer of a grant.

# STRATFORD-UPON-AVON 'HISTORIC SPINE' SHOP FRONT GRANT SCHEME



## TERMS AND CONDITIONS

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### 1. ELIGIBILITY CRITERIA

#### 1.1 Eligible premises

- Must be located in Bridge Street, Chapel Street, Church Street, Greenhill Street, High Street, Henley Street, Sheep Street, Union Street or Wood Street.
- Must be a commercial property, with priority being given to retail premises.
- Priority will be given to those premises in High Street identified in the 'Stratford-upon-Avon High Street Study' (Colin Davis Associates, Dec 2004) as being in particular need of refurbishment.

#### 1.2 Eligible applicants

- Owner of the premises – need to see proof of ownership.
- Lessee of the premises – where the conditions of the lease do not prohibit such works. Letter of consent from the owner required.

#### 1.3 Eligible works

- Replacement of a modern shop front and/or signage that is not in-keeping with the historic environment, as illustrated in the 'Stratford-upon-Avon High Street Study'.
- Restoration/repair and painting of an existing, acceptable shop front – including routine maintenance work.
- Re-instatement of historical, original or traditional architectural features.
- Security features, excluding CCTV, as long as it does not detract from the overall aesthetics of the building.
- Painting and Decoration of shop fronts.
- All designs must aim to be in keeping with the guidelines contained in the 'Stratford-upon-Avon High Street Study'.
- Colour schemes must aim to be in-keeping with the 'Stratford-upon-Avon High Street Study,' together with current listed building regulation advice. Applicants should also refer to the Town Design Guide (Appendix B.)
- Applicants should also refer to the Town Design Guide, which can be found at: [www.stratford.gov.uk/files/seealsodocs/425/SDC0425APR01.pdf](http://www.stratford.gov.uk/files/seealsodocs/425/SDC0425APR01.pdf) however, a small extract of this has been reproduced at the end of this document.

### 2. AMOUNT OF GRANT

The Grant amount is determined by a % of the total project costs up to a maximum of £10,000. The % awards varies, but will not exceed 75%. However, the Council reserves the right to increase the grant award in exceptional circumstances.

### 3. THE GRANT APPLICATION PROCESS

#### 3.1 Consideration of an application

- SDC will consider each application - based on advice provided by its panel of assessors - and will either approve a grant in accordance with its usual terms and conditions, request additional information before taking a decision, or reject the application.

- The Council's decision will be communicated to the applicant in writing, but will not become a formal commitment until the applicant notifies the Council in writing that they intend to accept the grant offer.
- Each application will be judged on its own merits with regard to how well it meets the criteria set out in this document, and on how effectively it addresses the main aim of the scheme.
- Applicants are strongly advised to email the project officer before submitting a grant application form.

### **3.2 Decision on application**

- Notification of the Council's decision on the application will be made to the applicant in writing.
- The grant letter will specify the eligible applicant, the eligible premises, the eligible works to be undertaken, the approved cost calculated in accordance with one of the quotations submitted with the application, the amount of grant, and percentage of cost to be offered, the date by which the works must be completed.

### **3.3 The grant offer**

- The grant offer must be accepted by the applicant within 14 days of receiving the grant offer letter from the Council. After that date the offer will be automatically withdrawn. The applicant will then have to re-apply, if they still wish to undertake the works. Acceptance will be indicated by returning a copy of the grant letter signed by the applicant.
- An appropriate date for completion of the works will be stated. Spend on the works after this date will be ineligible. SDC cannot guarantee to provide grant aid for works completed beyond this date. If this situation is likely to arise SDC must be notified in advance so that appropriate arrangements can be agreed.
- The grant offer is subject to the applicant obtaining any Planning, Listed Building, Conservation area, Building Regulation permission or other consents necessary to implement the grant aided works. All permissions must be agreed before the grant will be released.
- The grant offer is subject to satisfactory debt checks.

## **4 THE GRANT AIDED WORKS**

### **4.1 The works**

- No grant-aided work is to be carried out other than strictly in accordance with the itemised list of works in line with the application and as agreed in the offer letter.
- Variations to the works must be approved in writing prior to such work commencing. SDC reserves the right to refuse grant for changes to the list of works which it deems not suitable.
- Where the applicant proposes to change the contractor, SDC reserves the right to request fresh estimates from the new contractor if not already received.
- Works must be completed by the date specified in the offer letter unless agreed otherwise by SDC. The applicant must inform SDC immediately if the deadline cannot be met. SDC will then consider the most appropriate action but is under no obligation to alter the conditions in the original offer letter, and therefore is under no obligation to pay grant for works undertaken after the original deadline date.

## **5 EQUALITY ACT 2010**

Where necessary, it is a requirement that access for all users to premises is improved. The grant can support the costs of improvements for access to premises which can be achieved by or are required as a result of, the overall improvement scheme. However, the grant cannot pay for isolated alterations solely to make the property DDA compliant. Applicants must be aware that any works must not contravene with the current legislation. Design guidance is available from the Council's Conservation Team – 01789 260339.

## **7. ACCESS TO WORKS**

Officers of SDC may inspect the works that have been approved for grant aid during the time that work is being undertaken and will inspect them at completion.

## **8. THE GRANT PAYMENT**

- Grants are discretionary and SDC reserves the right to withhold payment of the grant in whole or part if any condition of the offer letter has been breached or if the work has not been carried out to a satisfactory standard as judged by SDC.
- In considering whether the work has been carried out to a satisfactory standard, SDC will have reference to the relevant Listed Building consents, Planning Permissions, Building Regulations and conservation Area Consents.
- The applicant must inform SDC when the works have been completed and submit the relevant paid receipts and invoices. The Council will then arrange a final site visit to inspect the works.
- Payment will be subject to the applicant having complied with all terms and conditions of the scheme, and with reasonable requests from the Building Inspector, Planning Officer and the Conservation Team. SDC reserves the right to withhold part or all of payment if the applicant fails to comply with these.
- If the final cost of the works are less than those outlined in the grant application -- and agreed in the offer letter -- payment will be restricted to the amount calculated by applying the original grant % stated in the offer letter to the final cost figure.
- If the costs of the works exceed the costs as agreed in the offer letter SDC is not obliged to increase the grant amount. Increases to the grant payment will only be made in exceptional cases.
- Payment of grant will only be made when the Council receives paid invoices for the works from the applicant, and after the final site visit has been made by the relevant SDC officer. Invoices dated before the date of the offer letter will not be eligible for grant.

## **9. REPAYMENT OF THE GRANT**

SDC reserves the right to recover a percentage of the grant as below, if, within a period of 24 months from the date of payment:

- The applicant removes any of the features that have been paid for by the Shop Front Grant Scheme – 75% of the grant towards the cost of the features.
- In SDC's consideration the grant aided work is changed, altered or not properly maintained – 50% of the grant.

## **10. VALUE ADDED TAX (VAT)**

You must state your VAT status on the application form. Applicants who are VAT registered will have their grant assessed on the net cost of eligible works, non-registered applicants on the gross cost. If the applicant does not know whether they are VAT registered or not they must seek advice from Customs and Excise.

## **11. STRATFORD-ON-AVON DISTRICT COUNCIL LIABILITY**

By making a grant payment to the Applicant SDC does not warrant or represent that the works have been undertaken competently or that the conditions of the premises are thereby rendered fit for any purpose. The recipient of grant shall indemnify SDC against any claim, costs or liabilities for breach of contract, negligence or for any other liability howsoever arising whether by statute or otherwise in connection with the use of the premises.

## **12. OUTCOME MEASURES**

The applicant will be required to assist SDC by providing any suitable data as evidence to demonstrate the economic and other benefits that arise from the improvements.

## **13. DEBT**

A check will be made to ascertain whether the applicant and/or trader has any outstanding debts owed to SDC. If it is found that such debts do exist, SDC reserves the right to withhold grant payment until such debts are cleared.

# STRATFORD-UPON-AVON 'HISTORIC SPINE' SHOP FRONT GRANT SCHEME

## APPLICATION FORM



If you require this information in a different format please contact:  
Lana Long 01789 260609 or e-mail [iana.long@stratford-dc.gov.uk](mailto:iana.long@stratford-dc.gov.uk)

### 1. Applicant details:

Applicant's Name:		
Business Name:		
Business Address:		
Telephone	Land line:	
	Mobile:	
E-mail Address		

Name and Address of contact if different from above:	

Please confirm status and enclose the evidence as indicated.	<b>Status</b>	√	<b>Evidence required</b>
	Owner/Occupier		<b><i>Proof of ownership</i></b>
	Landlord		<b><i>Copy of Lease</i></b>
	Tenant		<b><i>Copy of Lease</i></b>
If you are the Lessee, do you require the permission of the owner to do this work?	Yes / No  <b><i>If yes, please provide evidence of landlord's permission.</i></b>		

**2. Project details:**

Please clearly list details/items of proposed works including types of materials and colours where appropriate:

*Note: if not enough detail is provided in this section your application will be returned to you.*



### 3. Project costs:

Please list below the total estimated cost of works as per your selected/preferred contractor(s). Please take costs direct from the written estimates/quotes you have been provided with.

Note that we still require at least 2 quotes for each item of work to be attached to your completed application form.

CONTRACTOR	ITEM	COST
<b>Sub total</b>		£
<b>VAT</b>		£
<b>Grand total</b>		£

***(Please attach at least two quotes for each element of work required to be undertaken, unless it has been agreed that one will suffice because of the specialist nature of the work).***

Are you VAT registered?	Yes / No
If Yes, VAT registration no:	

Amount of grant requested ( <b>up to 75% or £10,000 max</b> ): (Please note if VAT registered, grant should be calculated on net costs)	£
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### 4. Permissions:

Prior to submitting an application you should obtain advice and guidance from relevant SDC officers concerning planning permissions, listed building consents and building regulations - contact details are given at the end of this application form. Note that a Planning Officer will be consulted by the panel/lead officer.

Please also refer to the shop front guidance notes on pages 13, 14, & 15 of this form; these documents are taken from Stratford District Council's Design Guide.

<http://www.stratford.gov.uk/files/seealsodocs/425/SDC0425APR01.pdf>

***If already obtained planning permissions for your proposed work please enclose copies of all paperwork.***

Please tick the appropriate boxes.	Obtained	Applied For	Not required
Planning permission:			
Listed Building Consent:			
Building Regulations:			

## 5. Additional project information:

When do you propose to start the works?

How long will the project take to complete?

Do you or the business have any financial interest in any company who has supplied any of the quotations provided with this application? If yes, then the grant aid will be limited to material costs only.
<b>Yes / No</b>

<b><i>Please attach a colour photograph of the existing shop front</i></b>	Please tick if enclosed
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<b><i>Please attach close up colour photographs to show the area of the shop front that work is to be carried out on, please mark on the photographs with a pen to indicate specific areas of proposed work</i></b>	Please tick if enclosed
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<b><i>Please attach an edited photograph or sketch of what the shop front will look like when the works are complete, e.g. if you are installing new windows or lights please show where these will be located and what they will look like – colour, design, materials used.</i></b>	Please tick if enclosed
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<b><i>Please keep a copy of your completed application form and it's enclosures for your records.</i></b>	Please tick if enclosed
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## 6. Signed declaration:

Signed declaration:

I confirm that if successful in our application that I agree:

1. to use the grant solely for the purposes specified in the Grant Funding Application Form in accordance with these conditions and under no circumstances for any other purpose
2. to allow any authorised officer or representative of the Council access to the shop to inspect the works/goods that are the subject of the grant at any time.
3. to advise the Council of any changes to the details contained in this application.
4. to acknowledge SDC (Stratford on Avon District Council) as supporters of our proposed work/goods on all marketing materials/press releases.
5. to supply copies of all marketing materials and press releases to SDC as part of SDC's monitoring requirements as listed in the eligibility criteria and guidance notes.
6. that in the event that the work/goods as described in this application form are no longer required, the amount awarded will be paid back to SDC in full within fourteen days of being requested.
7. to the other terms and conditions as set out in the 'Eligibility Criteria and Guidance Notes' as set out on pages 6-8 of this document.
8. to comply with all statutory requirements and other laws and regulations relating to the works/goods that are the subject of the grant and to ensure that all relevant permissions, insurances and health and safety measures are in place.
9. that I, the applicant, will own and accept all liabilities for purchased items.
10. to allow SDC to use images and information from this grant to publicise grant funding and other economic enhancement activities within the District and beyond.
11. to secure all additional funding required to deliver the work/goods including any shortfalls which may be incurred
12. that, without prejudice to SDC's other rights and remedies, the grant shall be repaid on demand if (1) I cease to trade, am declared bankrupt or enter into any arrangement or composition for the benefit of creditors and/or (2) in the reasonable opinion of SDC I fail to apply the grant or any part of it for the purpose for which it was made or fail to complete the project in accordance with the application
13. that SDC, its servants or its agents shall not at any time be liable to any person in relation to any matter arising in connection with the grant and in particular but without limitation shall not be liable to me for any loss or damage arising directly or indirectly as a result of my compliance with the terms and conditions of this grant
14. that I read and fully understand all terms and conditions that apply, and are attached to this grant document.

### **Grant Award**

Stratford District Council will provide a one-off grant towards the costs of work/goods to help enhance the physical appearance and help stimulate the economy of Stratford upon Avon's town centre.

This offer of payment is one off funding and does not constitute a formal arrangement or an obligation by SDC to fund this or similar activities on an on-going basis.

### **Disclaimer**

The applicant indemnifies SDC from any liabilities that may occur as a result of this application.

I confirm that, to the best of my knowledge and belief, all the information in the application is true and correct and I am aware that any false declarations may invalidate my application.

Signed:

Print name:

Dated:

## 7. Checklist:

I have enclosed/actioned:-		Please tick
Requested in Section 1	Proof of Ownership if owner/occupier	
	Copy of Lease if Landlord/Tenant	
	Landlord's permission	
Requested in Section 3	Two quotes for each item of work	
Requested in Section 4	Copies of the relevant permission, consent or regulations	
	Obtained advice and guidance from the relevant SDC officers concerning planning permissions, listed building consents and building regulations prior to submitting this application.	
Requested in Section 5	Colour photograph of the existing shop front	
	Close up colour photographs to show the area of the shop front that work is to be carried out on	
	Edited photograph or sketch of what the shop front will look like when the works are complete	
	Kept a copy of completed application form and it's enclosures.	
Requested in Section 6	Read, understood, signed and dated the Declaration and Signature section	

**PLEASE RETURN THE COMPLETED FORM TO:**

Lana Long, Stratford District Council,  
Elizabeth House, Church Street, Stratford-upon-Avon, Warwickshire CV37 6HX

If you require any further assistance please phone: 01789 260609 or email: [lana.long@stratford-dc.gov.uk](mailto: lana.long@stratford-dc.gov.uk)

# Shopfronts and signage

## Appendix B

- B.1 General considerations
- B.2 Shopfronts
- B.3 Signs and advertisements

### General considerations

**B.1.1** The character and appearance of buildings and streets can be affected to a surprising degree by shopfront design, signs and advertisements. Ill-considered and overly intrusive designs can have a very detrimental effect. At the same time, the right design in the right place can be a very positive contribution to the overall scene.

**B.1.2** As many examples attest, when there are too many signs and shopfronts screaming for the attention of a limited number of passers-by the situation can lead to an escalation in the desire to grab attention. The next new sign has to be bigger and brighter than the last in order to stand out. The escalation tends to create a kind of visual noise that drowns out all the signs. The result is an over-intensive and often disruptive visual environment. Such an environment is generally at odds with the overall character of most settlements in the District. The result can also be a degradation in the quality and attractiveness of the street as a place for trading and commercial activity.

**B.1.3** The overriding principle for the design of shopfronts and the design and placement of advertisements should be restraint.

**B.1.4** Signs and shopfronts should work within the overall form and structure of a building and be subservient to it.

*A good example in Stratford-upon-Avon. The window framing works with the structure of the building.*



### Shopfronts

**B.2.1** There is considerable variation in the design of shopfronts across the District. The starting point for any design should, therefore, be the shop building itself and other shops in the immediate surroundings. Information submitted with an application should show the entire building both as existing and proposed. Supporting information showing examples of other shops in the area of the proposal can also be helpful.



*A good example of a shopfront in Shipston-on-Strour. The display windows fit within the main structure and retain the vertical emphasis of the other windows.*

**B.2.2** A shopfront should suit the type and style of the building seen as a whole.

**B.2.3** If, for example, the building is symmetrical, the design of the shopfront should maintain the overall symmetry. If the building is in a Classical or Georgian style, for example, some of the characteristic features that define the style should be carried forward into the new design such as proportions of openings, patterns of glazing or moulding profiles.

**B.2.4** If a blind is proposed it should be retractable, ideally the type that is integral with the shopfront and retracts into the fascia.

**B.2.5** Fixed blinds of the curved plastic type are seldom compatible with the buildings in most commercial areas and will normally be resisted. It should be noted that any non-retractable blind on the front face of a building requires Planning Permission. Also, blinds that include advertisements may require Express Consent as discussed below.

**B.2.6** In all cases the shopfront should remain subservient to the building and appear as a component part of it.

## Signs and advertisements

**B.3.1** The display of advertisements is controlled by the Town and Country Planning (Control of Advertisements) Regulations 1992. The following sets out the policy which the District Council has adopted regarding the control of advertisements.

**B.3.2** In many instances Express Consent is required for advertisements. Also, in parts of Stratford-upon-Avon there are areas of special control in which the restrictions on advertising are more rigorous. To determine which regulations apply in a particular instance, please contact a District Council Planning Officer.

**B.3.3** The following guidance applies generally to proposed signs and advertisements within the District and especially those that require Express Consent or Listed Building Consent.

**B.3.4** The overriding principle for the design and placement of advertisements should be restraint.

**B.3.5** The aim should be to create an environment in which the buildings and activities themselves are the principal attraction and visual interest, not the signs.

**B.3.6** In general, signs and advertisements should be kept within the commercial, 'shopfront' area. This tends to be limited to the ground floor, street frontage of the building.

**B.3.7** Signs should remain secondary to any individual building and help to maintain the character and rhythm of the building and the street frontage.

**B.3.8** Signs should not clutter or dominate the facade of a building nor, by extension, the entire street frontage.

**B.3.9** The colour, material and illumination of signs should be subdued and not harsh or aggressive.

## Position and size

**B.3.10** Signs should be positioned to work within the structure of the shopfront or building

**B.3.11** Signs and advertisements should be positioned below the level of the first floor window cill.

**B.3.12** No signs should be displayed on an elevation that does not contain a shop window or main customer entrance.

**B.3.13** Where no proper frontage or fascia exists, signs are best made up of individual letters fixed to the external wall or window glass.

**B.3.14** No fascia or sign should run continuously across two or more adjacent buildings.

**B.3.15** The lettering and symbols of signs, particularly on fascias, should not exceed 40cm. in height.



*Two good examples of signage in Stratford and Shipston. The lettering is restrained and kept within the structure of the building.*

## Hanging signs

B.3.16 Depending on the height of the building, brackets for hanging signs should be fixed so that the sign hangs at a level between the ground and first floor windows. In some cases a hanging sign may be positioned between the cill and head of the first floor window. It is very unlikely that a hanging sign positioned above the head of a first floor window will be acceptable.

B.3.17 Hanging signs should be restricted to one per shop or business.

B.3.18 The size of hanging signs should be proportionate to the building.

B.3.19 It should not dominate the facade or obscure architectural details or adjacent buildings. Lettering and symbols should be proportionate to the size of the sign.

B.3.20 Painted or low relief boards should be used as opposed to 'box' signs.

B.3.21 In the interest of contributing to the liveliness and quality of the street scene, pictorial, iconic or 'object' signs are encouraged as are well designed decorative brackets.

*Well placed and inventive panel and object hanging signs in Shipston.*



## Content

B.3.22 As a general rule, the content of all signs should be limited to the name, nature and services of the shop or business. Advertising for particular brands or products should be avoided.

## Illumination

B.3.23 External illumination of buildings and signs will normally be resisted. Careful flood-lighting of key buildings of particular architectural quality may, however, be permitted and in some cases encouraged.

B.3.24 Limited lighting of hanging signs and fascias may be allowed in the case of businesses open in the evening such as restaurants, pubs, theatres and clubs but not in addition to floodlighting. In such cases, the principal purpose of the external lighting should be to make signs legible at night. The lighting should not be a feature in itself and the fittings should be as small and unobtrusive as possible.

B.3.25 No signs may be internally illuminated with the exception of signs indicating medical supplies.

## Materials

B.3.26 The materials and construction of signs and advertisements should be robust and of high quality. The signs should appear solid and permanent as opposed to flimsy and temporary.

B.3.27 Harsh and shiny or reflective surfaces such as many acrylics and plastics and chrome should be avoided as should bright and garish colours.

For helpful advice on:

## Planning

Please contact:

01789 260303

[planning@stratford-dc.gov.uk](mailto:planning@stratford-dc.gov.uk)

## Completion of application form

Please contact:

Lana Long

[lane.long@stratford-dc.gov.uk](mailto:lane.long@stratford-dc.gov.uk)