

Chapter 7: Shopping and Town Centres

Introduction

7.1 Town centres are traditionally seen as the focus of shopping activity. However, they also provide a focus for social and cultural life and help to create local identity. Maintaining the overall health of town centres is therefore of great importance and shopping is recognised as a key activity in this respect.

7.2 Changes to shopping habits over recent years have put a strain on traditional town centres. In particular, there has been an increase in car based shopping at retail parks and free-standing stores outside town centres. In addition, the average size of food stores has increased and more people do their main food shopping in one single trip rather than making frequent visits to smaller shops. It is possible that the growth in telecommunications, in particular use of the internet and digital TV systems, may result in an increase in home shopping during the plan period. This would assist sustainability by reducing the need to travel but it seems unlikely to result in a major change to shopping patterns, especially for food purchases, and town centres are expected to remain the focus for retail and other activity. It is hoped that the application of local plan policies will help to retain trade in town centres with the object of enhancing their vitality and role at the heart of the community.

7.3 Successful town centres provide for a range of different activities throughout the day which complement the shopping facilities. Social and cultural facilities, various business uses

and residential uses within town centres can help to provide activity at all times of the day and promote opportunities for minimising travel. Due to their high level of public transport provision, town centres are accessible to all sections of the community. Policies in this plan, including policy K4, will aim to reinforce these characteristics.

The town centres

7.4 In Broxtowe, the principal four town centres are Beeston, Eastwood, Kimberley and Stapleford. These centres provide the major locations for shopping within the borough but are supplemented by out of town retail areas such as the Chilwell Retail Park, the Ikea retail park and the Tesco store in Toton. Each town centre is a shopping, social and cultural focus for their respective communities. The characteristics of the centres are summarised below; all shopping floorspace figures are net, i.e. relate to sales areas, unless stated otherwise.

Beeston

7.5 Beeston town centre is the largest in the borough with over 14400 sq metres (155000 sq ft) of shopping floorspace comprising 6048 sq metres (65000 sq ft) for convenience* goods and around 8360 sq metres (90,000 sq ft) of comparison* goods. Outside Nottingham, Beeston is the largest centre for comparison goods shopping in south Nottinghamshire. The Greater Nottingham Shopping Survey 1995 notes that Beeston is also the most significant centre for main food trips in south Nottinghamshire.

*Convenience goods are shopping items which are bought regularly and frequently, and include food. Comparison goods are items where choice is important including furniture, clothing etc.

Reasons for its attractiveness include the availability of free parking and a safe pedestrianised environment. The continuing capacity of the town to attract new business is likely to result in increased demands for public car parking space. Existing surface car parks are heavily used and, following recent improvements, the town's multi-storey car park has become popular. The town is also served by a centrally located bus station.

7.6 The main shopping area of Beeston comprises the Square and both sides of the High Road from the Square to City Road and Derby Street. Throughout the centre there is a healthy mix of retail uses, and a small market is held on Fridays and Saturdays off Willoughby Street. The town centre also provides a significant amount of office, food and drink and other services floorspace. The Shaw and Marvin site, off Station Road, offers an opportunity for new development to further enhance the attractiveness of the centre.

Eastwood

7.7 Eastwood centre provides the major shopping centre in the north of the borough. The centre comprises approximately 10684 sq metres (115000 sq ft) of retail floorspace of which around 6500 sq metres (70000 sq ft) is for convenience goods. The major development in recent years has been the opening of the Safeway superstore at the western end of the town centre in 1992. The store greatly increased the overall floorspace of the town centre and also provided much needed parking provision in association with the development. Eastwood has a local catchment area with 96% of people who do their main shopping in Eastwood coming from North Broxtowe (1995 Greater Nottingham Shopping Survey). Apart

from Safeway, Eastwood town centre is traditional in character and runs in linear form along Nottingham Road. A market is held on The Hollies on Thursdays and Fridays. The level of vacant properties and the appearance of parts of the town centre have given cause for concern. The Phoenix Project, comprising a partnership of public and private sector bodies, has secured government assistance towards addressing these problems.

7.8 Eastwood also provides a heritage tourist destination due to its association with D H Lawrence. Much of the town centre is within Eastwood Conservation Area which includes the D H Lawrence Birthplace Museum and associated Craft Workshops. The town centre also provides an important focal point for the local community.

Kimberley

7.9 Kimberley town centre includes approximately 5110 sq metres (55000 sq ft) of retail floor space, 3530 sq metres (38000 sq ft) of which is for convenience goods. The principal shopping area is concentrated around Sainsburys supermarket and Greens Lane, whilst there are a number of smaller shops and service premises in the older area of Main Street and James Street. The centre attracts shoppers mainly from the area of Kimberley, Nuthall, Watnall and Giltbrook. Car parking provision in the centre is reasonably good. Vacancy rates in the town have been high over recent years.

7.10 Parts of the centre along Main Street and James Street are included within Kimberley Conservation Area. Environmental enhancement works have been completed in James Street, creating a pleasant focus for the area.

Stapleford

7.11 The town centre provides an important local shopping centre with a total retail floorspace of 6782 sq metres (73000 sq ft) of which 2137 sq metres (23000 sq ft) is for convenience shopping. Shopping in the town centre has a localised catchment area with almost 80% of people who do their main shopping in Stapleford living in the south of Broxtowe. Shopping frontages are interrupted, with shops spread out over a long distance and intervening residential and other business uses, resulting in a wide spread of shops along the heavily trafficked Derby Road with an extension north along Church Street from the Roach Junction. Servicing problems and congestion detract from the shopping environment throughout the town centre. Levels of vacant shop units have risen over recent years and there have been few new developments in the town centre. Unlike Beeston, Eastwood and Kimberley, there is no major foodstore in or adjacent to the town centre where the Council has already recognised a specific need. Improvements in the shopping environment for pedestrians were carried out in the centre of Stapleford in 1999.

Other Shopping Areas

7.12 During the 1980's and early 1990's, larger out-of-centre retail facilities were developed as follows (gross floorspace figures quoted):

- a) Queens Road, Beeston:
2800 sq m retail warehouse (non-food).
- b) Barton Lane, Chilwell:
12550 sq m retail warehouse park, not initially including food, although one unit allowed for

food retailing following appeal in 1992.

- c) Derby Road, Eastwood:
3350 sq m retail warehouse (non-food).
- d) Nottingham Road, Giltbrook:
23,225 sq m non-food floorspace granted by the Secretary of State; developed as an Ikea store, Decathlon and Next.

Local shopping

7.13 Local shops provide a valuable facility and focus for local communities and in particular for people who do not have access to a car. They encompass traditional corner shops, modern purpose-built facilities and a wide range of local services and food and drink outlets. It is important to encourage the retention of these facilities and to not disrupt their location pattern by allowing additional facilities in a more dispersed pattern.

7.14 Some planned provision of local shopping facilities has taken place, as summarised below:

- 1) Assarts Farm, Nuthall: a small supermarket and shop units and a doctors surgery on land adjoining Mornington Crescent.
- 2) Giltbrook Farm: a small parade of shop units.
- 3) Toton/Attenborough: a superstore and further local shopping development on Ranson Road.

BACKGROUND TO THE PLAN'S POLICIES

Government Guidance

7.15 PPG1 General Policy and Principles (1997) emphasises the need for a sequential approach to be taken when assessing sites for new retail development and other key town centre uses. This means that town centre sites, or as a second preference edge-of-centre sites, are considered for development in preference to out-of-centre sites. Accessibility by public transport is particularly highlighted as a reason for focusing developments in town centres.

7.16 The PPG states that authorities should include policies to promote and allocate sites for mixed uses, for which town centres are particularly suited. It is acknowledged that a flexible approach may be required with regard to parking standards.

7.17 PPG6 Town Centres and Retail Developments (1996) contains similar advice to PPG1 regarding preferred locations for retail, leisure and employment uses being tested through the sequential approach. It also refers to the appropriateness of mixed use development, including housing, in town centres and advises that sites for this and for retailing should be specified in a local plan.

7.18 Consultation with the private sector is recommended in order to identify sites for development, to draw up a 'strategy and action plan' and to develop a town centre management initiative. Compulsory purchase is encouraged in order to assemble sites for development, and plans should indicate intended action.

7.19 The PPG encourages the identification of different types of centre

and suggests that diversification of uses may be the best solution for centres showing signs of decline. In particular the PPG notes that commercial and public offices, entertainment, leisure and other such uses are appropriate in town centres and smaller scale facilities including pubs and restaurants should be encouraged in local centres.

7.20 Plans must incorporate comprehensive parking and traffic management strategies, with parking standards set as maximum figures. Access and mobility for disabled people is identified as a key issue which should be the subject of a needs survey.

7.21 Authorities are encouraged to undertake an urban design analysis and to prepare briefs for key sites.

7.22 PPG13 Transport (2001) complements advice in the other PPGs by promoting development in areas which are accessible by public transport, i.e. town centres generally. It states that a balance has to be struck between encouraging new investment in town centres by providing adequate levels of parking and potentially increasing traffic congestion caused by too many cars. The PPG further promotes the achievement of sustainable transport solutions.

Nottinghamshire Structure Plan Review

7.23 Policies in the 1996 document reflect many of the themes promoted through the Planning Policy Guidance Notes. A new Joint Structure Plan (JSP) is now under review, written with Nottingham City Council (Unitary Authority). This plan will also conform to current government policy.

7.24 Policy 6/1 of the 1996 plan states that provision will be made in local plans for the expansion of retail and other central area facilities and office development within, or on the edge of, the four main town centres. (They are referred to as “district centres” in this policy). This and policy 6/2 set out the sequential approach for considering applications for such uses in in-centre, edge-of-centre, and out-of-centre sites.

7.25 Policy 6/6 states that shopping centres should be improved by ensuring adequate parking for shoppers and by promoting accessibility by public transport.

7.26 Policy 13/4 states that provision will be made in local plans to develop Beeston as a “major district centre” in terms of retailing and other town centre functions. (This policy applies to only four district centres in the whole South Nottinghamshire sub-area.)

The 1994 Broxtowe Local Plan

7.27 The 1994 Plan contained policies intended to maintain and enhance the role of the four main town centres. Generally, these policies were not in conflict with the latest PPG advice and Structure Plan Review, but needed to be refined.

7.28 Retail development was promoted within and adjoining the town centres, along with improved parking, traffic management, public transport and environmental improvements.

7.29 Prime frontages were protected from changes to non-retail uses whilst offices (A2 and B1 (a) Classes) and food and drink outlets (A3 Class) were encouraged within town centres but outside prime frontages.

Structure Plan Technical Report

7.30 The Structure Plan Technical Report records that Beeston has the largest amount of comparison floorspace of all centres in South Nottinghamshire, apart from the City Centre.

Aims and Objectives

Aims

7.31 The strategic aims relevant to shopping and town centre issues are:

- encouraging accessibility by means of transport other than the private car and minimising the need to travel, for example by promoting linked trips for work, leisure and shopping
- protecting and enhancing urban and rural environments
- recognising and promoting the continued importance of the town centres as shopping, commerce and community service centres.

Objectives

7.32 The Council’s shopping and town centre objectives are derived from the strategic aims and are:

- s/a to promote the role of the four town centres as shopping and service centres for the local community
- s/b to provide suitable sites for retail development within or adjacent to town centres
- s/c to protect the prime shopping frontages

- s/d to promote good design in new town centre developments, including shop fronts and shutters
- s/e to ensure the accessibility of town centres to all members of the community
- s/f to promote security and safety in town centres
- s/g to retain and enhance local shopping facilities

7.33 It follows that when these aims and objectives are applied to the process of shaping the future pattern of development, there should be a concentration of appropriate new development within town centres. This aspect of the strategy accords with the pattern envisaged by the Nottinghamshire Structure Plan Review. The policies which follow are designed to implement the shopping and town centre objectives.

POLICIES FOR SHOPPING AND TOWN CENTRES

SHOPPING AND ASSOCIATED USES WITHIN TOWN CENTRES

7.34 The town centres, which are defined on the proposals map, are the appropriate locations for a range of shopping and other complementary uses. The centres are accessible by various modes of transport and on foot and are conveniently located within the communities they serve. The provision of a range of services can promote multi-purpose trips, increase business activity and add to the attractiveness and viability of each centre as a focus for community activity and interest. Proposals relating to the town centres will be considered in relation to policy K4 as well as policy S1.

7.35 In recognition of their wider functions, the boundaries of most defined town centres have been enlarged from those shown on the 1994 Broxtowe Local Plan. Whilst the expansion of the defined areas will assist in the application of policies which encourage the provision of activity and services in sustainable relationship to the surrounding communities, detailed proposals for A1, A2 and A3* uses within the town centres will be assessed in relation to criteria including:

- the need to accommodate retail activity in a convenient and attractive relationship to the main focus of shopping activity;
- appropriate relationship to parking, public transport, service capacity and other transport related measures;

(*refer for definitions to the summary extract of the Use Classes Order in Appendix 3.)

- appropriate relationship to neighbouring development, including that beyond the defined town centre boundary

7.36 The policy is designed to implement objective s/a and accords with Structure Plan Policy 6/1 (c).

S1 Within the four defined town centres, planning permission will be granted for the creation, redevelopment or expansion of shops (Class A1), financial and professional services (Class A2), and food and drink uses (Class A3) providing that proposals do not have an unacceptable impact on neighbouring uses, or on the vitality and viability of the Town Centre.

SITES FOR RETAIL AND ASSOCIATED DEVELOPMENT

7.37 By focusing new retail and other appropriate development in town centres, and resisting development proposals elsewhere, it is anticipated that the increased value of town centre locations will of itself stimulate new and needed development. In order to assist that process, the plan indicates preferred locations in Beeston and Stapleford for retail development. In the case of Stapleford, the identified area could help to consolidate retailing at the currently rather fragmented fringe of the town centre. In Beeston, the identified area is based on a site for which planning applications were received in 1999 and 2003, the latter of which gained outline permission in 2004. A similar but smaller area was previously allocated for retailing in the 1994 Broxtowe Local Plan. The site (c) at Nottingham Road, Giltbrook is intended for non-food bulky goods retailing to complement the existing

adjacent Ikea retail park. In the absence of identifiable sites within or on the edge of the existing centres of Eastwood and Kimberley, this site at Giltbrook represents the next most sustainable option for bulky comparison goods retail development. Any future application for retail development would need to be accompanied by its own sequential analysis to demonstrate that this remains the case.

7.38 This policy is designed to implement objectives s/a and s/b, and accords with Structure Plan policies 6/1(c) and 13/4.

S2 The following town centre areas are identified for new retail and associated development:

- Beeston: area east of Station Road, centred on the former Shaw and Marvin works site.**
- Stapleford: area west or east of Derby Road, south of Sandiacre Road.**

Outside Town Centre:

- Giltbrook: Nottingham Road, on site of former Dyggor Gaylord offices, adjacent to Ikea (non-food goods only).**

RETAIL AND ASSOCIATED DEVELOPMENT IN LOCATIONS OUTSIDE TOWN CENTRES

7.39 Policy S3 includes criteria by which to judge shopping and associated proposals submitted for edge-of-centre and out-of-centre locations. In this context, "associated" is defined as uses falling within the "A"

Classes of the Town and Country Planning Use Classes Order 1987. Guidance is given in PPG6 for the definition of edge-of-centre and in this context the term 'convenient walking distance' in (c) below should be interpreted as within 200-300 metres unimpeded walking distance of a prime shopping frontage within the town centre: the assessment will take into account intervening uses, local topography and other impediments such as major road crossings. Potential harm to the vitality and viability of town centres will be assessed with reference to indicators referred to in Figure 1 of PPG6. The term 'well served by public transport' in (e) below will be tested through the submission of a Transport Assessment. A parliamentary statement in 1999 introduced the requirement for there to be demonstration of the need for the proposal if it is located outside the town centre. The Council will accordingly require a report to be submitted with any application demonstrating both the need for additional facilities (quantitative and qualitative) and that a sequential approach has been applied in selecting the application site.

7.40 This policy is designed to implement objective s/a and s/b and accords with Structure Plan Policy 6/2.

S3 Proposals for retail and associated development of more than 1000 sq metres gross floorspace will be permitted outside town centre locations only if:

- (a) there is an identified need for the proposed development; and**
- (b) availability of a site for the proposed development has been**

examined and demonstrated to be unsuitable, first in town centres, and then in edge-of-centre locations, before any proposal to locate elsewhere is considered; and

- (c) the site (if in an edge-of-centre location) is within convenient walking distance of a prime shopping frontage within the town centre; and**
- (d) the proposal, either by itself or when considered with other committed schemes, would not harm the viability or vitality of any of the defined town centres, or any other town centre in a neighbouring authority; and**
- (e) the proposal would be well served by public transport and would be easily accessible by bicycle and on foot; and**
- (f) the proposal includes appropriate provision for access, servicing and car parking, and the traffic generated by the proposal would be accommodated satisfactorily on the local highway network.**

PRIME SHOPPING FRONTAGES

7.41 Shops are the key element to the life and attractiveness of the town centres. In order to protect those qualities it is important that there are areas where shoppers can expect to find a high concentration of shops

without substantial breaks. These areas are defined as prime frontages, as shown on the proposals map. The two-thirds proportion referred to in the policy will be determined with reference to number of units and length of frontage, and will count temporarily vacant units according to their previous use.

7.42 Outside the prime frontages a more loosely-patterned mixture of uses will be appropriate.

7.43 This policy is designed to implement objective s/c and accords with Structure Plan policy 6/1 (c).

S4 Permission will not be granted for a change of use from Class A1 (Shops) use at ground floor level if it would result in the proportion of Class A1 use falling below two thirds within:

- a) any of the defined sections of prime shopping frontage areas listed below; or
- b) the prime shopping frontages of any town centre taken as a whole.

Permission will also not be granted if a resulting break in Class A1 use within the prime shopping frontage would be created of more than 2 units or 15 metres (whichever is the lesser).

Defined sections of prime shopping frontage:

Beeston

- a) **Both sides of High Road between Wollaton Road/**

Station Road and Stoney Street/Willoughby Street.

- b) **Both sides of High Road between Stoney Street/Willoughby Street and Derby Street/City Road.**
- c) **Both sides of Stoney Street.**
- d) **The Square and both sides of the precinct leading to the bus station.**

Eastwood

- a) **Both sides of Nottingham Road between Mansfield Road/Church Street and Wellington Street/Alexandra Street.**
- b) **Both sides of Nottingham Road between Wellington Street/Alexandra Street and King Street/Queens Road North.**

Kimberley

- a) **The north-west side of Greens Lane ("The Precinct").**

Stapleford

- a) **The north-west side of Derby Road between Albert Avenue and Church Street ("The Roach").**

LOCAL SHOPPING DEVELOPMENT

7.44 Any new local shopping developments should be grouped with existing local facilities in order to

prevent an unduly dispersed pattern of smaller shops, which might encourage greater car use. The other criteria cover the normally applied safeguards common to other retail developments, with an extra proviso of the need to avoid any harm to the viability of any existing local shopping facilities. Proposals of under 100 square metres gross floorspace are not assessed under this policy, as it is expected that these small units would serve a genuinely local function and are unlikely to have any harmful effects on existing shops.

7.45 This policy is designed to implement objective s/a and accords with Structure Plan policy 6/4.

S5 Proposals for retail development outside town centres, of between 100 sq metres and 1,000 sq m gross floorspace, will be permitted only if:

- (a) **the proposal is grouped with other local shopping facilities; and**
- (b) **the proposal, either by itself or when considered with other existing or committed schemes, would not be likely to harm the viability of any other local shopping facilities, or the viability or vitality of any of the defined town centres, or any other town centre in a neighbouring authority; and**
- (c) **the proposal includes appropriate provision for access, servicing and car parking, and the traffic generated by the proposal would be**

accommodated safely on the local highway network.

PROTECTION OF LOCAL SHOPPING

7.46 In order to protect existing local facilities in urban and rural areas, changes of use of local shops out of Class A1 use will be resisted where they would result in an unacceptable deterioration of local shopping facilities. The issue of whether unacceptable deterioration would arise, and therefore whether permission would be refused according to the policy below, will be determined according to local circumstances. Thus it will be necessary to take into account the existing pattern of local shops serving the area and the degree of isolation of local communities, judged in terms of walking distance to alternative facilities and accessibility to frequent public transport services.

7.47 This policy is designed to implement objectives s/g.

S6 Changes of use of existing units within a group of shops from Class A1 (shop) use will not be permitted in cases where it would result in the deterioration of local shopping facilities to an unacceptable degree.

FOOD AND DRINK RETAILING OUTSIDE TOWN CENTRES

7.48 There has been a continuing growth in the food and drink sector in recent years, particularly in the variety of hot food outlets, which often seek to occupy standard shop unit premises. These uses, which fall within Class A3 of the Use Classes Order, can add to the variety and attractiveness of local shopping areas, but may also produce

problems of noise, smell, litter and traffic. In some cases these problems may be satisfactorily contained by the imposition of a condition restricting opening times to prevent nuisance beyond reasonable hours. There may, however, be instances when a proposal is poorly located in relation to residential property and where it cannot be made acceptable by the use of conditions. There may also be cases where the cumulative detrimental effects of two or more outlets would become unacceptable and should be prevented. This policy will apply outside town centres; within town centres policy S1 will apply.

S7 Proposals for Class A3 (food and drink) uses outside the town centres will not be permitted if their individual or cumulative effect would cause environmental or traffic problems or detriment to residential amenity. Where permitted, opening hours of Class A3 uses may be restricted in order to protect residential amenity.

SHOPFRONT DESIGN

7.49 Well designed alterations or replacements to shopfronts can meet shopkeepers' requirements whilst also enhancing the appearance of the premises and the centre as a whole. The proportion, scale and materials of the various elements of shopfront design should reflect the character of the individual property, including the upper floors, and should be appropriate to the environment of the street scene as a whole. Any new signage should be anticipated when designing the new shopfront, in accordance with policy S10.

7.50 Further advice is available in a Shopfront Design Guidance Note,

which can be obtained from the Council Offices. The Council presents an annual 'Smart Shop' award for shop fronts, which aims to encourage owners in maintaining attractive street frontages.

7.51 This policy is designed to implement objective s/d.

S8 Proposals for new shopfronts will be permitted provided that they relate well to the design of the building concerned, are in keeping with the frontage as a whole and contribute to the maintenance or enhancement of the appearance of the area.

SECURITY MEASURES

7.52 For any situation, a variety of security measures are available in combination. When a shopfront is modernised or replaced, measures can be incorporated as part of overall improvements. The sill heights of display windows can be raised to protect against 'ram-raiding'. Panes in display windows can be reduced in size, and thicker safety glass used. Internal grilles fitted behind shop windows displaying "dummy goods", in combination with thick laminated glass, can be an effective option and may not require planning permission.

7.53 If an external shutter is considered, then its appearance must be carefully assessed. Shutters which consist of bare metal, are solid or incorporate only small perforations create a stark appearance which is detrimental to the character and vitality of the area. These shutters may be more likely to attract graffiti and provide a screen behind which intruders can operate unseen, as well as making the centre less attractive to shoppers. They therefore may create a spiral of

decline which would threaten the long-term viability of the centre. In contrast, shutters which are colour coated and which give a high degree of visibility into the shop can maintain an attractive appearance, encourage window shopping, deter vandalism and theft and so help to protect the vitality and viability of the shopping area.

7.54 Various shutters are available which combine high visibility with high security, including shutters in which slots are filled with clear perspex. The policy requires open grille or 'large' slots; the size of such slots will depend partly on their density and the precise design of the shutter, however they should normally measure at least 150mm x 25mm. Overall, the effect should be that the minimum area of shutters through which visibility is achieved is two-thirds.

7.55 Shutter housing boxes should preferably be located internally or behind the shop fascia sign.

7.56 Further advice is included in a Shopfront Security Guidance Note, which can be obtained from the Council Offices. Grants equivalent to the planning application fee may be available on completion of the fitting of shutters which comply with this policy.

7.57 This policy is designed to implement objective s/d and s/f.

S9 Proposals for shopfront security measures will be permitted where:

(a) the proposals are designed to integrate with the shopfront and do not detract from it and its surroundings; and

(b) security shutters incorporate a substantial

proportion (at least two thirds of the total area of the shutter) of open grille or large slots in order to give a reasonable degree of visibility; and

(c) shutter boxes are located and designed discreetly within the shop frontage.

SHOPFRONT SIGNAGE

7.58 Shopfront signage which is well designed and located can enhance the attractiveness of the town centre as well as serving the needs of the business concerned. However poor signage can create competition for attention with resultant visual clutter. This is particularly noticeable when signage extends over the whole face of buildings above and beyond its retail or business facade. Particular attention to detail will be needed in respect of any shopfront signage within the Eastwood and Kimberley Conservation Areas.

7.59 Further advice is included in the Shopfront Design Guidance Note.

7.60 This policy is designed to implement objective s/d.

S10 Consent will be granted for shopfront signage where its location, size, design and illumination relates well within the context of the existing shopfront, and with regard to the building fabric, as well as the character of the area.