Saltaire Shopfront Design Guide

Gordon Terrace and Victoria Road

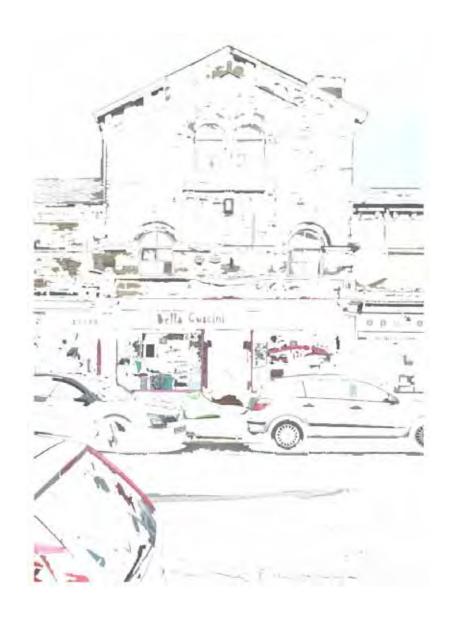




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1.0 Design Introduction

- 1.1 Introduction to the Guidance and Conservation Principles
- 1.2 History of Saltaire's Shops
- 1.3 Site Plan









1.1 Introduction to the Guidance and Conservation Principles

Purpose and key principles of the Design Guide

Retailing has formed an important part of Saltaire's history and it is vital to its present economic well-being. Every retail property in the Saltaire World Heritage Site is a Listed Building, therefore owners and tenants have additional responsibilities. The aim of this guide is to provide you with the information you need to make your business a success while meeting your obligations to ensure the conservation of these unique buildings.

The key principles of this guide are to:

- encourage the preservation of the authentic fabric of the building where it remains
- encourage the restoration of authentic details where they have been lost
- ensure that necessary alterations do not adversely affect the character of the building

Your responsibilities and ours

A Listed Building is one that is of national architectural or historical importance. They are designated by Secretary of State for Culture Media and Sport on the advice of Historic England. Responsibility for protection of Listed Buildings is delegated to the Local Planning Authority - the City of Bradford Metropolitan District Council.

The listing of your building includes the exterior of the building as well as the interior and any boundary walls and outbuildings. If you wish to demolish, alter or extend a listed building either internally or externally in a way that affects its character you must apply for Listed Building Consent from the Council.

The Council can take enforcement action to ensure that alterations made without consent are remedied and can repair and make weather-proof neglected buildings at the owner's expense. It is a criminal offence to make alterations to a listed building without consent. Owners, tenants and contractors allowing or carrying out unauthorised alterations to a Listed Building can be prosecuted and fined or even imprisoned.

The Design and Conservation Team are here to help and advise you. Securing approval from the Council for alterations you wish to make typically takes eight weeks due to the legal processes your application must go through. Contact us at an early stage to discuss your proposals to avoid unnecessary delays.

1.2 History of Saltaire's Shops

Titus Salt had a bold vision: to build an efficient textile factory using the latest technology and to create a new healthy and happy community for his workforce. With his architects Lockwood and Mawson he searched for the ideal location and settled upon the place we now know as Saltaire.

Salts Mill was the first building to be finished in 1853, but a year later 150 houses and eleven shops were complete. The nearest town of Shipley was over half a mile away so local shops were essential. These first retail premises were numbers 1-11 Victoria Road.

As the village expanded, corner shops were provided at the end of some terraced rows. Salt was a strong believer in competition. It is no surprise his model village had so many shops, compared with similar places like Port Sunlight, New Lanark and Bournville. In 1870 there was a choice of six grocers in Saltaire!

Saltaire's retail boom continued after Salt's death in 1876. In the 1890s and early twentieth century numerous houses were converted into shops including Gordon Terrace (51-97 Bingley Road), 101-105 Saltaire Road and 13 Victoria Road. It was probably fuelled by the expansion of Shipley towards Saltaire and the arrival of trams to Bingley Road which made it the busy thoroughfare it is today.

In the 20th Century, old shop fronts were replaced with new materials such as concrete, aluminium and plastic. However, the tide of modernisation that threatened to erode the traditional character of Saltaire's shops was soon to turn as the village's historical and architectural importance was recognised and protected. In 1971 Saltaire was designated a Conservation Area by Shipley Town Council, individual buildings were then listed by the UK government in 1985. In 2001 the village was inscribed on the World Heritage List by UNESCO.







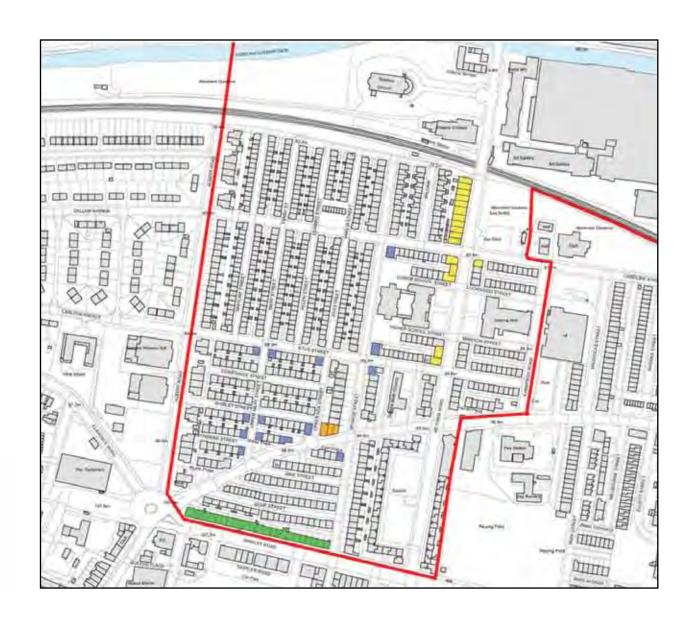
1.3 Site Plan



Commercial Area of Saltaire

World Heritage Site and Conservation
Area Boundary

- Victoria Road Shops
- Saltaire Road Shops
- Corner Shops (some are now houses)
- Gordon Terrace Shops





2.0 Design SectionGordon Terrace

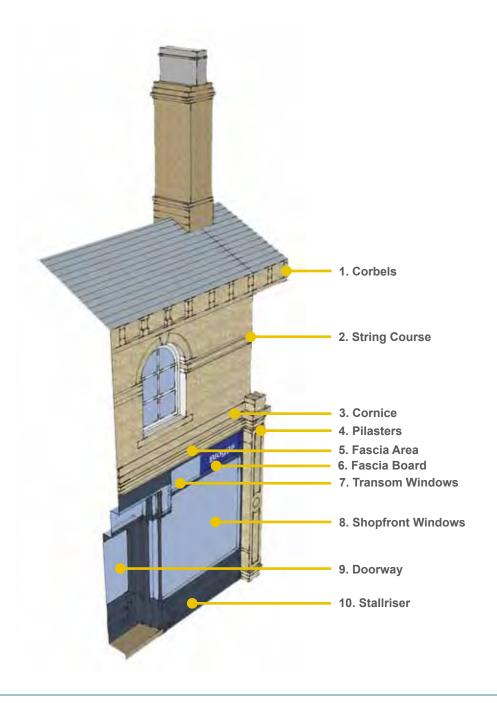
This section describes the authentic shopfront elements and gives advice on each element. The advice is summarised in Section 4.

- 2.1 Description of the Shopfront Elements
- 2.2 Front of the Terrace
 - Historic Details
 - Modern Details and Alterations
 - Fascia Possibilities
- 2.3 Rear of the Terrace

2.1 Description of the Shopfront Elements

Like all buildings in Saltaire the shops were designed in the Italian Renaissance style. Saltaire's architectural family tree can be traced back to the great cities of Florence and Venice and still further to the temples of Ancient Rome. Strong verticals in the form of columns or pilasters are complimented by layers of decoration in horizontal bands.

- The Corbels are a row of decorative stone blocks, which support the stone shelf on which the guttering sits.
- 2. The **String Course** is a moulded horizontal masonry band set into the face of the building adding an element of design into the plain stonework.
- 3. The **Cornice** is a horizontal feature in many Victorian shop front designs. This moulded horizontal band projects above the fascia area. On Gordon Terrace the cornice is made from stone.
- **4. Pilasters** are decorative features commonly found on Victorian shopfronts. They look like a flattened pillar, which gives the appearance of supporting the first floor of the building. On Gordon Terrace they are made of stone.
- The Fascia Area is a plain horizontal band of masonry often used for displaying the fascia board
- **6.** The **Fascia Board** is another name for the shop sign. Traditional fascia boards are commonly made from timber with hand-painted lettering.
- The Transom Windows sit below the fascia area and above the main shop windows. This row of small windows often included decorative glazing or timberwork.
- The Shopfront Windows are large panes of glazing fitted into the timber framework with putty.
- **9.** The **Doorway** is recessed. The traditional shop door is glazed with a rectangular timber panel forming the lowest section of the door.
- 10. The Stallriser forms the solid base of the shop front. The stallrisers are made from timber on Gordon Terrace and are divided into a row of decorative panels.



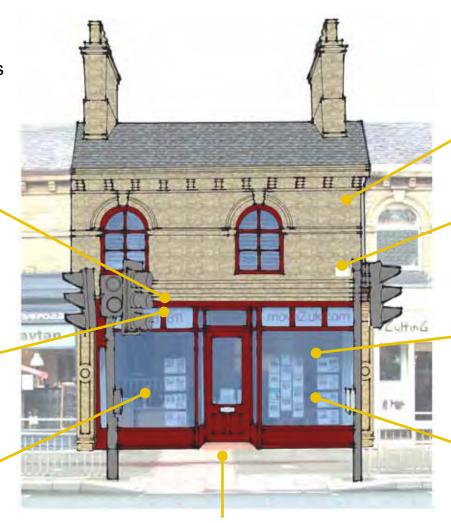
2.2 Front of the Terrace Modern Details and Alterations

Roller Blinds provide a traditional means of shading the front of a shop and advertising the business. Installation requires Listed Building Consent and the blinds must be installed so as not to damage any architectural details.

More detailed information and guidelines on roller blinds can be found on page 4.1 of the Design Guidance.

Hanging Signs should be non illuminated, and would require permission before they were erected. Only one sign would be permitted per shop premises and would be strongly rejected if placed on historic elements such as cornicing and pilasters.

The removal of Internal Features of Historic or Architectural Significance requires Listed Building Consent. This includes, but is not limited to, the removal of internal walls, chimney breasts and staircases.



Accommodating **Access** to Listed Buildings can be difficult to resolve and may lead to compromises. Innovative solutions which respect both the need for access and the character of the building will be necessary. The Council's Design and Conservation Team will be pleased to advise.

Satellite Dishes are not allowed in Saltaire and will not be given Listed Building Consent.

Only one **Alarm Box** is needed and should be placed in a non – prominent position, for example next to existing pipe work or under the eaves of the roof.

Advertisement in the windows is accepted as long as it doesn't harm the aesthetics of the shopfront and the Terrace as a whole. It should be kept to a minimum and placed in an area of the frontage where it isn't too prominent.

Roller Shutters / Security installations can have a considerable impact on the aesthetics of a shopfront.

More detailed information on these can be found on Page 4.2 of the Design Guidance.

Historic Details

Chimney Stacks should be to their full height matching the rest of the properties on Gordon Terrace with tall square Chimney Pots. Chimney stacks should not be rendered. Weathered stone should be carefully cut out and replaced.

Gutters should be made from cast iron and match the profile of neighbouring properties. They should be cleared of debris regularly to prevent leaks

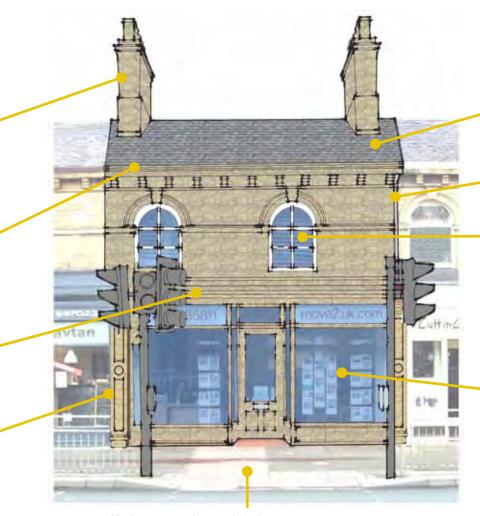
Pilasters, Cornicing and Fascia
Area, should be preserved where they
remain and reinstated back to their original
profile where this has been lost. Stonework
should never be painted as paint traps
moisture in the stone causing long-term
damage. Paint may be removed carefully
where an appropriate cleaning method can
be identified. Alternatively a stone-coloured
paint should be used. Stonework should
never be painted in the same colour as the

shopfront timberwork as this breaks up the

architectural design of the building and

encourages frequent repainting.

Important stonework details such as the



Yorkstone paving and kerbstones are an important part of Saltaire's character. Please help help the Council maintain them by discouraging your delivery drivers, customers and staff from parking on them.

Repairs to the **Roof** should be made with Welsh blue slate matching neighbouring properties in terms of size, colour, thickness and coursing.

Drainpipes should be made from cast iron.

The **Upper Floor Windows** should be timber arch-top sash windows. The exception is the second floor windows of 61 and 63 Gordon Terrace, which are rectangular. Secondary glazing can be installed internally to improve the thermal performance of single-glazed windows.

The reinstatement of the **Timber Shopfront** is the most significant improvement that can be made to the appearance of the building. Where an historic or authentic replacement shopfront remains it should be regularly maintained and repainted. Your choice of colour is not restricted by the Local Planning Authority but we would advise against the use of brilliant white, which is a modern shade. Many manufacturers have ranges of Victorian paint colours if you wish to choose one that compliments the style of the building.

Fascia Possibilities

A key issue for the installation of signage on most Gordon Terrace properties is that the stone fascia area is unsuitable for anything other than the smallest lettering. A suitable alternative location is the area of transom glazing.

Other alternatives for signage are individual lettering on the shopfront windows and on internal blinds (see page 3.2 - Fascia Possibilities). Signage can also be incorporated on external shopfront blinds (see page 4.1).

An example of fascia area installation that can be used on Gordon Terrace







In this example the signage is provided by transfers on the inside of the transom windows. This is the ideal solution as all the shopfront details can still be seen.

Examples of good and bad fascia sign installation, with respect to the recessed entrance







In this example two fascia signs have been fixed over the transom windows to each side of the door. This is a good solution as the fascia signs have a limited impact on the design of the shopfront.







An example of poor design, here the sign has been placed over the full width of the transom windows reducing the height of the recessed doorway.

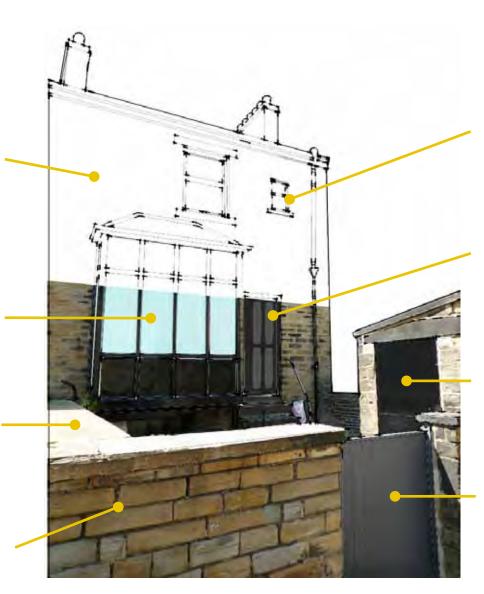
2.3 Rear of the Terrace

Installation of **Extraction Equipment** and **Air Conditioning Units** requires Listed Building Consent and Planning Permission. Extraction equipment should be routed internally as far as is possible. Large external metal flues running the full height of the building are not appropriate on a Listed Building. Air conditioning units should be located in an unobtrusive place at ground level. Business operations requiring extensive extraction equipment may not be a suitable use for a Listed Building if their extraction needs cannot be made without a detrimental impact on its appearance. Early advice should be sought from the Design and Conservation Team as part of your business planning process.

Bay Windows were added to the properties on Gordon Terrace in the early twentieth century. If well-maintained they provide an attractive feature on the rear of the building. To improve security, glazing in the lower sections may be replaced with solid timber. This should be applied internally so as not to cover the external framework.

Boundary Walls should be maintained to full height with stone copings consistent with the area. Re-pointing should not be delayed if needed. Stone thieves are known to target poorly maintained walls and yards where stone can be removed easily without damaging it.

Renovation works on **Pointing** should be carried out using a lime mortar mix. The pointing colour should be a colour that doesn't overpower the existing brickwork, and shouldn't be too white. Ribbon, strap or weatherstruck pointing will not be accepted.



Windows should be timber with sliding sashes. Detailed drawings are available from the Design and Conservation Team for most window designs. To prevent burglary security grilles should only be installed on the inside of the window. Grilles should be painted a dark colour to make them less noticeable. Listed Building Consent is needed to install external security grilles.

The traditional **Rear Door** on Gordon Terrace is a four-panelled painted timber door. Detailed drawings are available from the Design and Conservation Team. Doors may be reinforced internally to improve security. Sheet steel should not be applied externally.

Saltaire's **Outhouses** are an important part of the layout of the village. By providing each property with its own outdoor privy it was hoped that the health of the residents would be improved. Outhouses should be maintained and can be put to use as additional storage space.

The **Boundary Gates** should be made from timber board and painted rather than stained. A typical gate design drawing is available from the Design and Conservation Team.



3.0 Design SectionVictoria Road

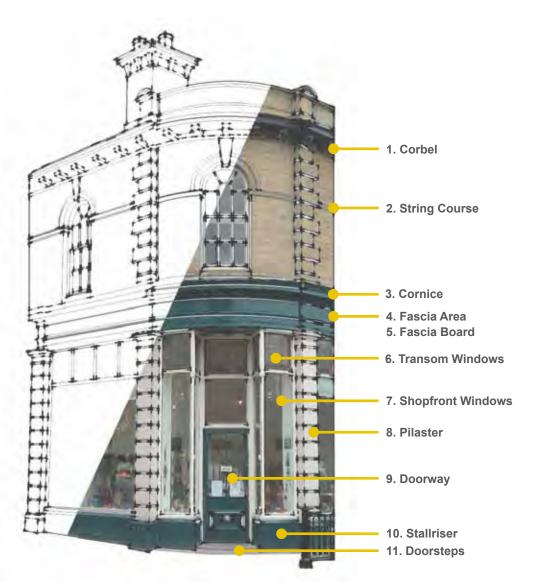
- 3.1 Description of the Shopfront Elements
- 3.2 Shopfronts
 - Historic Details
 - Modern Details and Alterations
 - Fascia Possibilities
- 3.3 Rear of the Shops

3.1 Description of the Shopfront Elements

Like all buildings in Saltaire the shops were designed in the Italian Renaissance style. Saltaire's architectural family tree can be traced back to the great cities of Florence and Venice and still further to the temples of Ancient Rome. Strong verticals in the form of columns or pilasters are complimented by layers of decoration in horizontal bands.

- 1. The **Corbels** are a row of decorative timber or stone blocks, which support the timber or stone shelf on which the guttering sits.
- 2. The **String Course** is a moulded horizontal masonry band set into the face of the building adding an element of design into the plain stonework.
- 3. The **Cornice** is a horizontal feature in many Victorian shopfront designs. This moulded horizontal band projects above the fascia area. On Victoria Road the cornice is made from either stone or timber.
- **4.** The **Fascia Area** is a plain horizontal band of masonry often used for displaying the fascia board.
- **5.** The **Fascia Board** is another name for the shop sign. Traditional fascia boards are commonly made from timber with hand painted lettering.
- 6. The **Transom Windows** sit below the fascia area and above the main shop windows. This row of small windows often included decorative glazing or timberwork. The curved corner properties on Victoria Road have transom glazing.

- 7. The **Shopfront Windows** are large panes of glazing fitted into the timber framework with putty. The shopfront windows on Victoria Road predominantly feature full height glazing, athough these designs differ. Certain properties feature shop windows divided into four by glazing bars. The differences represent historical designs, for example butchers shops traditionally had large sash windows.
- 8. Pilasters are decorative features commonly found on Victorian shop fronts. They look like a flattened pillar, which gives the appearance of supporting the first floor of the building. On Victoria Road they are made of stone.
- **9.** The **Doorway** is recessed. The traditional shop door is glazed with a rectangular timber panel forming the lowest section of the door.
- **10.** The **Stallriser** forms the solid base of the shopfront. The stallrisers are made from stone on Victoria Road and incorporate arch-top cellar windows.
- **11.** The **Doorsteps** should be maintained.



3.2 Shopfronts

Historic Details

Chimney Stacks should be to their full height matching the rest of the properties on Victoria Road with tall square **Chimney Pots**. Chimney stacks should not be rendered. Weathered stone should be carefully cut out and replaced.

Gutters should be made from timber and match the profile of neighbouring properties. They should be cleared of debris regularly to prevent leaks. They should discharge into the internal drainpipes at the front of the property

The **Upper Floor Windows** should be timber arch-top sash windows. The exception is the second floor windows of 5 - 7 Victoria Road, which are rectangular. Secondary glazing can be installed internally to improve the thermal performance of single-glazed windows.

Important stonework details such as the **Pilasters**, should be preserved where they remain and reinstated back to their original profile where this has been lost. Stonework should never be painted as paint traps moisture in the stone causing long-term damage. Paint may be removed carefully where an appropriate cleaning method can be identified. Alternatively a stone-coloured paint should be used. Stonework should never be painted in the same colour as the shop front timberwork as this breaks up the architectural design of the building and encourages frequent repainting.



Yorkstone paving and kerbstones are an important part of Saltaire's character. Please help help the Council maintain them by discouraging your delivery drivers, customers and staff from parking on them.

Repairs to the **Roof** should be made with Welsh blue slate matching neighbouring properties in terms of size, colour, thickness and coursing.

The reinstatement of the **Timber Shopfront** is the most significant improvement that can be made to the appearance of the building. Where an historic or authentic replacement shopfront remains it should be regularly maintained and repainted. Your choice of colour is not restricted by the Local Planning Authority but we would advise against the use of brilliant white, which is a modern shade. Many manufacturers have ranges of Victorian paint colours if you wish to choose one that compliments the style of the building.

The upper and lower **Fascia Areas** are important timber details on Victoria Road. Where historic or authentic replacement features remain they should be regularly maintained and repainted. Your choice of colour is not restricted by the Local Planning Authority but we would advise against the use of brilliant white, which is a modern shade. Many manufacturers have ranges of Victorian paint colours if you wish to choose one that compliments the style of the building.

The stone **Stallriser** should be preserved where they are in place and reinstated where they have been lost or damaged. As with the preservation of the pilaster, the stallriser should not be painted. The arch-top cellar windows are a key traditional feature of the stallrisers on Victoria Road. These should not be boarded up and painted over, and should be preserved and maintained where they are visible.

Modern Details and Alterations

Satellite Dishes are not allowed in Saltaire and will not be given Listed Building Consent.

Hanging Signs are not permitted on Victoria Road. The hanging sign is not a historic feature of these properties.

Advertisement in the windows is accepted as long as it doesn't harm the aesthetics of the shopfront and Victoria Road as a whole. It should be kept to a minimum and placed in an area of the frontage where it isn't too prominent.

Accomodating **Access** to listed buildings can be difficult to resolve and may lead to compromises. Innovative solutions which respect both the needs for access and the character of the building will be necessary. The Council's Design and Conservation Team will be pleased to advise.



Only one **Alarm Box** is needed and should be placed in a non - prominent position, for example next to the existing pipework or under the eaves of the roof.

Roller Blinds provide a traditional means of shading the front of a shop and advertising the business. Installation requires Listed Building Consent and the blinds must be installed so as not to damage any architectural details.

More detailed information and guidelines on roller blinds can be found on page 4.1 of the Design Guidance.

Roller Shutters / Security installations can have a considerable impact on the aesthetics of a shopfront.

More detailed information on these can be found on Page 4.2 of the Design Guidance.

The removal of Internal
Features of Historic or
Architectural Significance
requires Listed Building Consent.
This includes, but is not limited to,
the removal of internal walls, chimney
breasts and staircases.

Fascia Possibilities

Most of the retail premises on Victoria Road were purpose built as shops in the 1850's and 1860's. The shopfronts are higher than those on Gordon Terrace and so signage can be incorporated with ease.



The above image illustrates how the shop signage can be displayed on the upper part of the fascia area. This can be displayed either through simple painted lettering or with the use of a simple unobtrusive fascia board. Both examples will be satisfactory.



The second image above shows the signage portrayed on a roller blind, which is installed on the lower part of the fascia area. This example will be allowed providing it does not harm the character of Victoria Road.





The second positive example shows the use of simple lettering applied to the shopfront windows. This example will be sufficient providing the aesthetics of the shopfront are not damaged by oversized lettering.





The use of internal roller blinds is a positive way of displaying signage, without harming the historic environment.





This is a poor example of fascia design and signage installation on Victoria Road. There should be no fascia installed across the windows or transom windows. There is sufficient space along Victoria Road for signage to be installed without having to damage the external appearance.

3.3 Rear of the Shops

Installation of Extraction Equipment and Air Conditioning Units requires Listed Building Consent and Planning Permission. Extraction equipment should be routed internally as far as is possible. Large external metal flues running the full height of the building are not appropriate on a Listed Building. Air conditioning units should be located in an unobtrusive place at ground level. Business operations requiring extensive extraction equipment may not be a suitable use for a Listed Building if their extraction needs cannot be made without a detrimental impact on its appearance. Early advice should be sought from the Design and Conservation Team as part of your business planning process.

Few Outhouses remain on Victoria Road, however Saltaire's outhouses are an important part of the layout of the village. By providing each property with its own outdoor privy it was hoped that the health of the residents would be improved. Outhouses should be maintained and can be put to use as additional storage space.

Windows should be timber with sliding sashes. Detailed drawings are available from the Design and Conservation Team for most window designs. To prevent burglary Security Grilles should only be installed on the inside of the window. Grilles should be painted a dark colour to make them less noticeable. Listed Building Consent is needed to install external security grilles.

The **Rear Facade** should be made of traditional sandstone bricks. The stone should remain clear of satellite dishes, and any alarm boxes should be placed in unobtrusive places on the facade.

Many properties have been altered at **ground floor level**, for example to accomodate double doors for goods deliveries. Please contact the Council's Design and Conservation Team for advice on alterations to these features.

Drainpipes should be made of cast iron, and should be preserved and maintained.

Boundary Walls should be maintained to full height with stone copings consistent with the area. Re-pointing should not be delayed if needed. Stone thieves are known to target poorly maintained walls and yards where stone can be removed easily without damaging it.

Renovation works on Pointing should be carried out using a lime mortar mix. The pointing colour should be a colour that doesn't overpower the existing brickwork, and shouldn't be too white. Ribbon, strap or weatherstruck pointing will not be accepted.

The traditional **Rear Door** on Victoria Road is a four-panelled painted timber door. Detailed drawings are available from the Design and Conservation Team. Doors may be reinforced internally to improve security. Sheet steel should not be applied externally.

The Boundary Gates should be made from timber board and painted rather than stained. A typical gate design drawing is available from the Design and Conservation Team.

4.0 Design SectionGeneral Design Principles

- 4.1 Roller Blinds / Awnings
- 4.2 Security Installation
- 4.3 Best Practice in Saltaire

4.1 Roller Blinds / Awnings

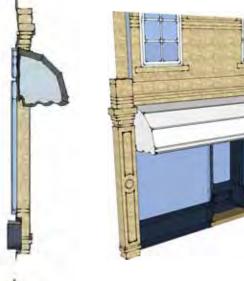
Roller Blinds will be permitted in Saltaire where they fit in with the shopfront aesthtics, and do not result in damage to the architectural stonework.

Traditional retractable roller blinds are the only acceptable design. Modern designs such as 'Dutch' blinds will not be permitted.

Today, companies on Gordon Terrace attach the blinds either on or slightly above the fascia board which is placed above the transoms on the fascia area. Roller blinds are easier to install on Victoria Road. They are installed on the lower part of the fascia area.

The colour of the roller blind is key to preserving the aesthetics of the shopfront. Selection should consider the colour of the fascia to prevent reducing the quality of the shopfront.

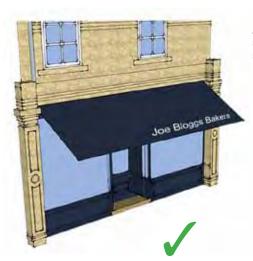
On Gordon Terrace, accomodating fascia signs and roller blinds can be problematic. A co-ordinated approach is required with respect to roller blinds, fascia signs and hanging signs, all of which require permission. It is unlikely that all these can be incorporated without a detrimental impact on the Listed Building.



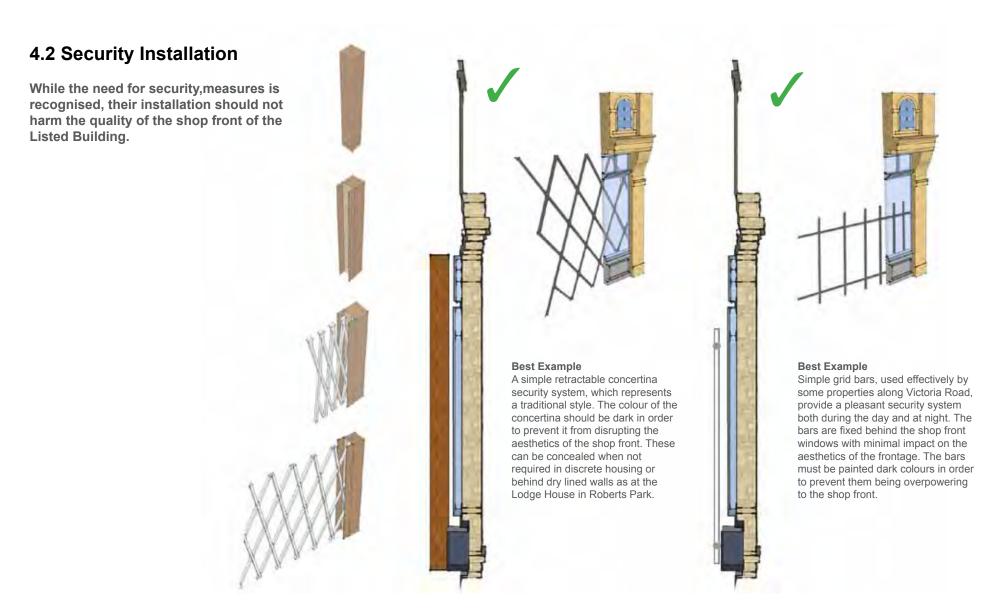
Examples of good and bad awning / sun blind installation

A poor example of an awning installation, where a Dutch awning has been used. This example would not be acceptable.





A good example of awning installation is a simple unobtrusive roller blind. This example should be designed and installed to become part of the shopfront, in order to preserve historic architectural details.



If greater security is essential within the design of the shopfront, internal roller shutters can be a suitable alternative. However, best practice must be used to prevent security systems from having a negative impact on the Listed Building. **Good Example Bad Example** Good examples of security An example of poor quality security shutter installation are internal installation. The shutter has been lattices, trellises and brick trend, placed on the exterior of the shop rather than solid systems. This front. Architectural stonework has is probably the best example of had to be cut away to accomodate an internal roller shutter, by the shutter box and it has a allowing the shop to display its severe detrimental impact on the products and remain visible. appearance of the Listed Building. The use of internal roller shutters can help to preserve the aesthetics of the building and preventing the area from becoming an unwelcoming and intimidating environment at night.

4.3 Best Practice in Saltaire

Blinds and Security



This image, taken of Shimu on Victoria Road, highlights a good use of internal roller blinds displaying the name of the shop sign. The shop also uses simple, effective security bars. Their appearance could be improved by painting them a darker shade to reduce their visibility at street level.

Individual Lettering



The simple lettering used by Bradford and Bingley on Albert Road produces an effective signage Hand crafted letters are a traditional signage alternative and add to the historic character of the building, providing they are not obtrusive to the design.

Window Lettering



Unobtrusive gilt lettering(as shown in the window of Magic Number Three on Victoria Road), makes a pleasant alternative to signage installation.

Stonework Detail



Traditional stonework details are key to emphasising the historic design of Saltaire's shops. The fascia, cornice and pilasters on Massarella's on Victoria Road have been well preserved and provide a good framework to the shop window.

Internal Roller Shutter



This image highlights a well installed internal roller shutter along Gordon Terrace. The shutter is not obtrusive to the shopfront and allows the shop to display its products in an effective way.

'A' Boards



'A' Boards and any other type of freestanding signs on the pavement are not allowed.

Internal Security



The newly refurbished Lodge House in Roberts Park incorporates an effective security system. A traditional retractable concertina system is a simple way to secure a building and preserve its historical aesthetics.

Traditional Roller Blinds



The traditional retractable roller blinds incorporated in the Don't Tell Titus shopfront along Victoria Road are pleasing from an aesthetic perspective. The use of the company logo on the blind is effective.

Fascia and Transoms



Russo on Gordon
Terrace portrays strong
historic details, such
as a strong fascia area
and traditional transom
area. However, the
fascia sgin could be
reduced in height
slightly to fit within
the fascia area.
Glazing could also be
reinstated back into the
transom frame.

External Lighting



This image illustrates an external fascia lighting detail on the front of The Beauty Workshop, 49 Gordon Terrace. The lighting detail is successful, encased within a simple trough that matches the colour of the existing fascia. This reduces impact onto the streetscape and the listed building.

Gordon Terrace Yard



This image portrays the yard at the back of 55 Gordon Terrace (Cotson Reddish). This is one of few well preserved yards on Gordon Terrace, and one that retains its historic details. The bay window, outhouse and boundary wall all remain in situ.

Contact Information

More information and advice about the requirement for planning permission and listed building consent can be found on the Council's website at:
www.bradford.gov.uk/planning

or by contacting the planning service on: 01274 434605.

