

The Haslingden Shop Front Design Guide Addendum



October 2020

Contents

1.0	Introduction	6
2.0	Shopfronts in Haslingden	8
3.0	Haslingden's Unique Features	15
4.0	Design Principles & Guidance	23
5.0	Project Planning	30

1.0

Introduction

1.0 Introduction

This document has been prepared by Buttress on behalf of Rossendale Borough Council as a guide to business and property owners with a responsibility for, and interest in, the presentation of commercial shopfronts within Haslingden.

This document should be read in conjunction with the existing Rossendale Borough Council Shopfront Design Guide. This addendum is intended to provide specific guidance relating to the unique heritage of Haslingden.

Shops and commercial premises are important in the historic development of Haslingden. Their locations demonstrate the way the town and its market operated and shifted over time. Many buildings retain their commercial use, and therefore contribute to the heritage value of the townscape.

Many of the retained historic features are aesthetically pleasing and provide aesthetic diversity and interest to the streetscape. Where these are obscured or damaged, there is potential to make appropriate changes and repair to enhance the significance of the individual building, but also augment a positive sense of place in the wider area.

This guide is intended to encourage good practice and thoughtful design for new shopfronts, and for repairs and improvements to existing ones. It is intended that by encouraging positive design practices, it will be possible to achieve a manageable balance between the requirements of modern commercial properties and the sensitivities of the historic conservation area.



Figure 1 Conservation Area Boundary

2.0

Shopfronts in Haslingden

2.0 Shopfronts in Haslingden

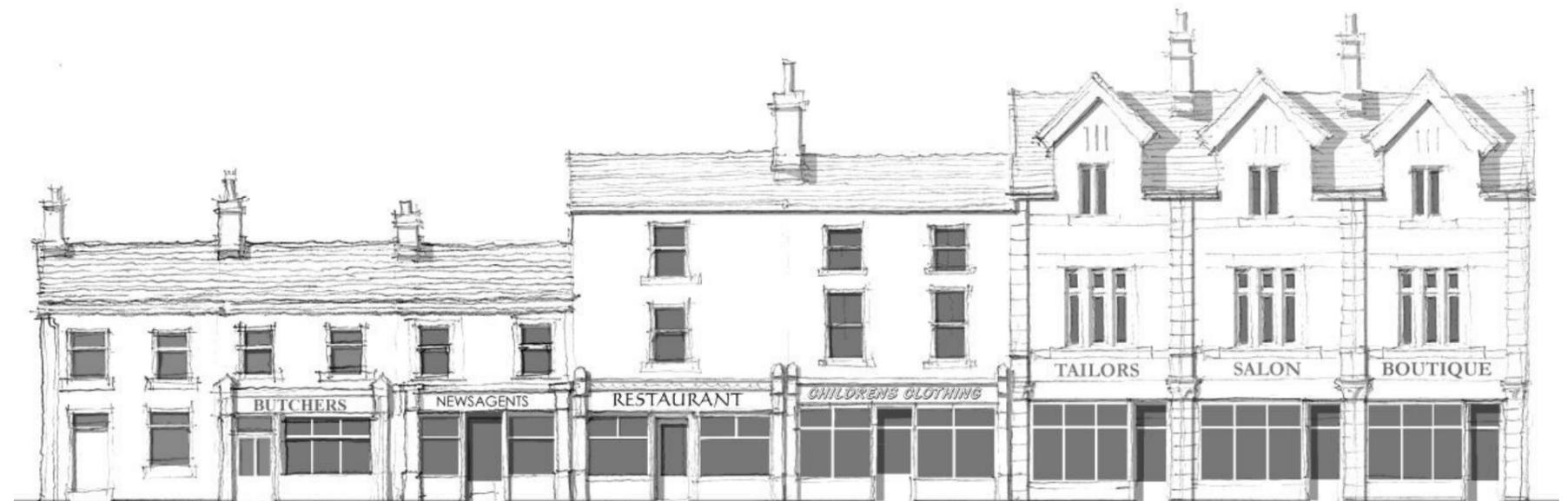
2.1 Typical Shopfronts in Haslingden

Rosendale has many traditional shopping streets. The principal streets of Haslingden town centre are commercial in nature, and a variety of shopfront configurations are visible within the townscape.

In general, 3 basic building types exist which contain shopfronts:

- **The stone built two storey terrace.** This is the most characteristic building type in Rosendale, readily adaptable to commercial uses and surviving in large numbers throughout the Borough. The two storey frontage may originally have been adapted from domestic premises, or purpose built with shopfronts inserted on the ground floor.
- **The three storey terrace.** The earliest examples date from the 18th century and have the simple detailing and proportions typical of the period. As with the 2 storey terrace, the character is more domestic than commercial and many may have started life as private residences, with shopfronts inserted later.
- **The three storey shopping parade.** Dating from the later 19th and early 20th centuries, these are purpose built to impress. The stonework is of a high quality and the shopfronts themselves finished with distinctive detailing such as ornamental tiling and woodwork.

Though individual design elements of traditional shopfronts vary throughout the town, they all respond to the scale and layout of the building, and the wider streetscape context. They are generally all made of the same component parts.



Traditional terrace

Two storey shopfronts - adapted terrace and purpose built

Three storey shopfronts - adapted terrace and purpose built

Three storey arcade - purpose built

2.5 Historic Shopfronts

Haslingden has a strong market and retail tradition. While the historic cattle fairs and other markets no longer take place in the street, the commercial tradition remains in the evidence of the historic shopfronts. Though many of these have been lost or undergone significant changes, there are still some high-quality, good examples of shopfronts remaining in the town. It is likely that some of this is merely hidden behind later stages of signage and is waiting to be revealed.



Figure 4 Cattle Fair



Figure 2 December 17th 1932 - Last Street Market in Deardengate

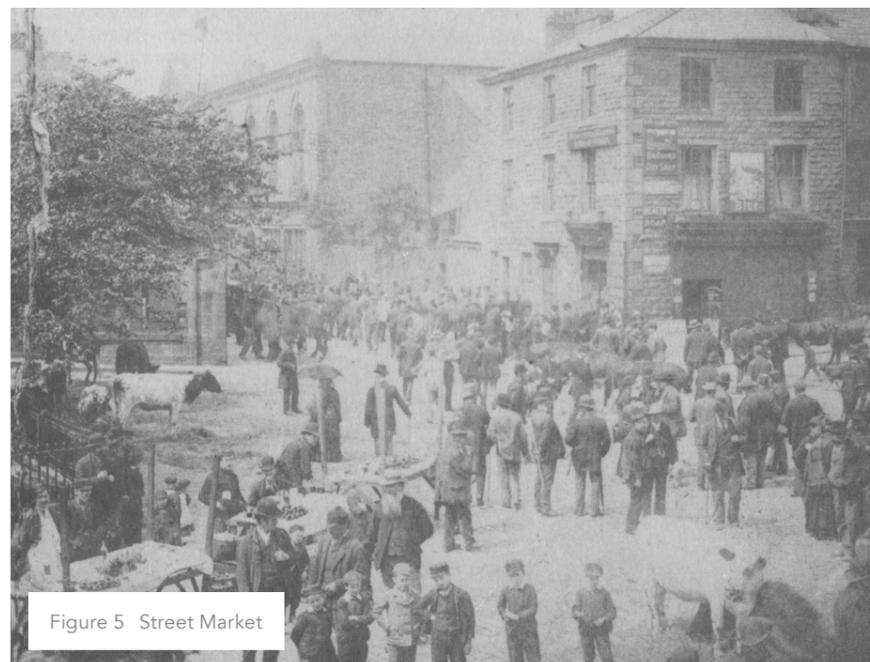


Figure 5 Street Market



Figure 3 December 17th 1932 - Last Street Market in Deardengate



Figure 6 Deardengate, 1965



Figure 8 23-31 Deardengate c1960



Figure 7 Post Office, Deardengate



Figure 9 Deardengate, c 1912

DEARDENGATE, HASLINGDEN.

2.2 Deardengate

The highest concentration of shopfronts is along Deardengate. Buildings incorporating shopfronts on Deardengate are either two or three storeys. There is a mixture of single and double windows on the first (and second) floors. Deardengate also incorporates two shopping parades.

The majority of shopfronts have stall risers that respond to the gradient of the footpath, but in places, the stall riser has been reduced or lost, such as 41 Deardengate.

Some shops on this street have also been installed into buildings that were not intended for a retail purpose originally, such as the Super Pound Store currently located in a building that was a methodist chapel and had been converted to a bank.

There is little visible evidence of original glazing and transom lights, however, it is likely that many elements of historic shopfronts are obscured by modern interventions.

There is a large amount of variation in style between shopfronts, partly dictated by unsympathetic modern interventions. Generally, all shopfronts are separated by pilasters, though some are obscured by signage, fascias, and security equipment. The pilasters themselves come in a variety of shapes, sizes and materials, as described in [3.2 Corbels, Capitals & Pilasters](#).



Figure 15 Former Empire Cinema (1960s)



Figure 14 Deardengate



Figure 13 Post Office



Figure 10 Corner of Deardengate and Manchester Road



Figure 11 Former Co-Op Building



Figure 12 Co-Op Buildings

2.3 Manchester Road

Shopfronts along Manchester Road retain some historic character and proportions, but generally this area is overwhelmed by the presence of modern and inappropriate shopfronts, substantially detracting from the significance of the Conservation Area.

Shopfronts on Manchester Road are generally incorporated into buildings of two storeys. Some of the shopfronts have pilasters, but very few have any capital or corbel detailing. Many have been replaced with uPVC window and door systems, and all have over-sized fascia signage in inappropriate materials.

There is a mixture of shopfronts retaining their stall risers, though heights and materials vary, and many properties have lost their risers entirely.

Historic photographs demonstrate that much of the historic fabric is either lost or obscured.



Figure 16 Manchester Road



Figure 17 Manchester Road

2.4 Blackburn Road

Like Manchester Road, shopfronts along Blackburn Road are incorporated into two storey buildings, with a mixture of single or double window frontages at first floor level.

Historic photographs demonstrate that Blackburn Road was historically home to some significant and beautifully detailed shopfronts, though these appear to have been lost, or their host buildings demolished.

The remaining shopfronts do, however, demonstrate some decorative elements that are not found elsewhere in Haslingden, such as the floral details on 12 Blackburn Road.

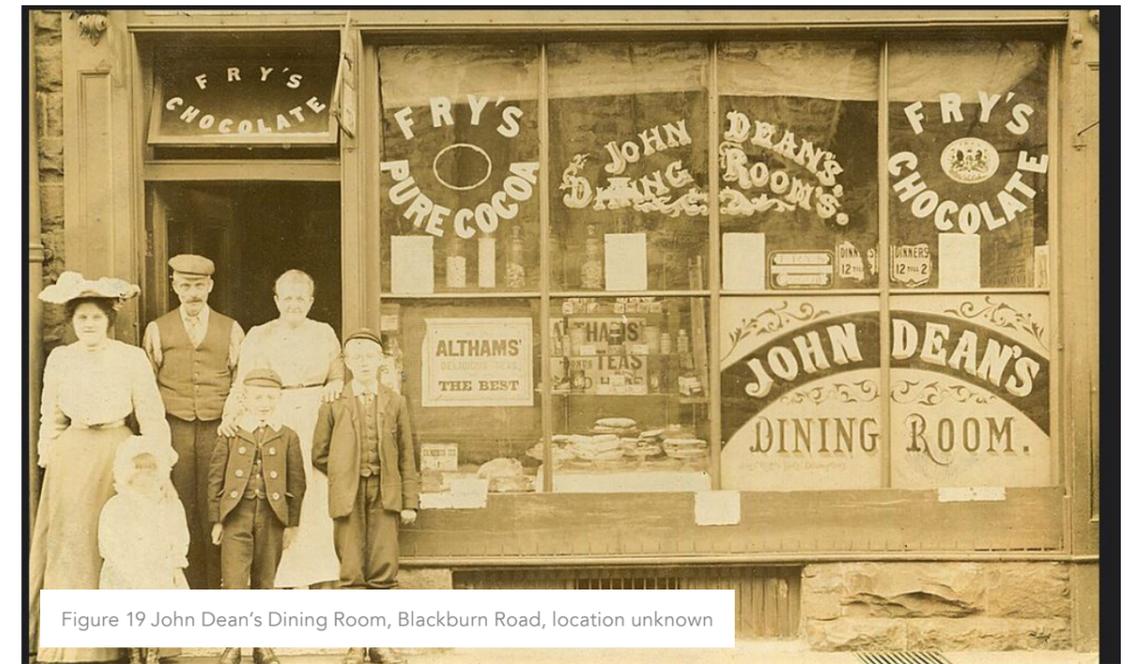


Figure 19 John Dean's Dining Room, Blackburn Road, location unknown

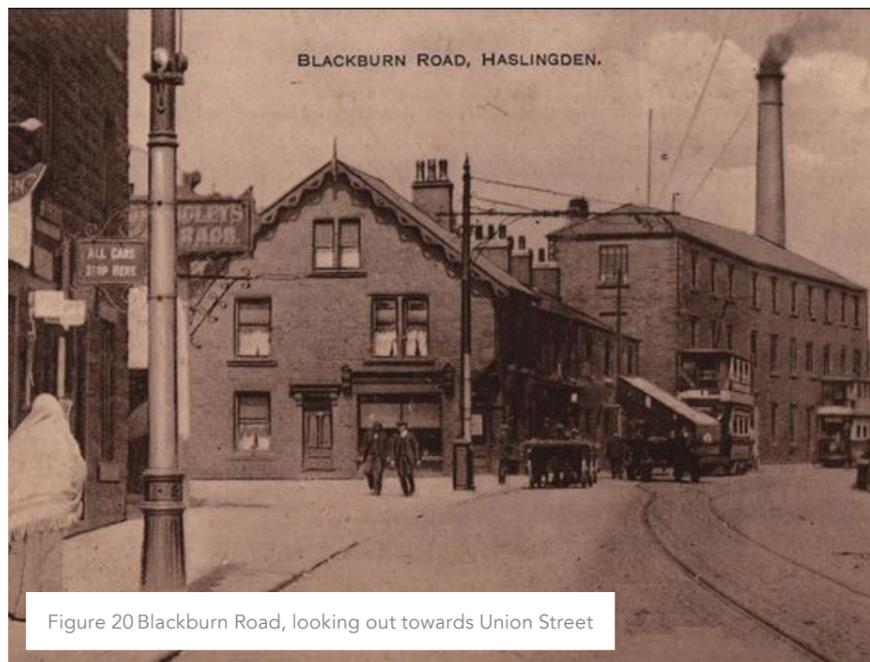


Figure 20 Blackburn Road, looking out towards Union Street



Figure 18 Haslingden Co-Op, (possible 40-44) Blackburn Road (Keith Burton)

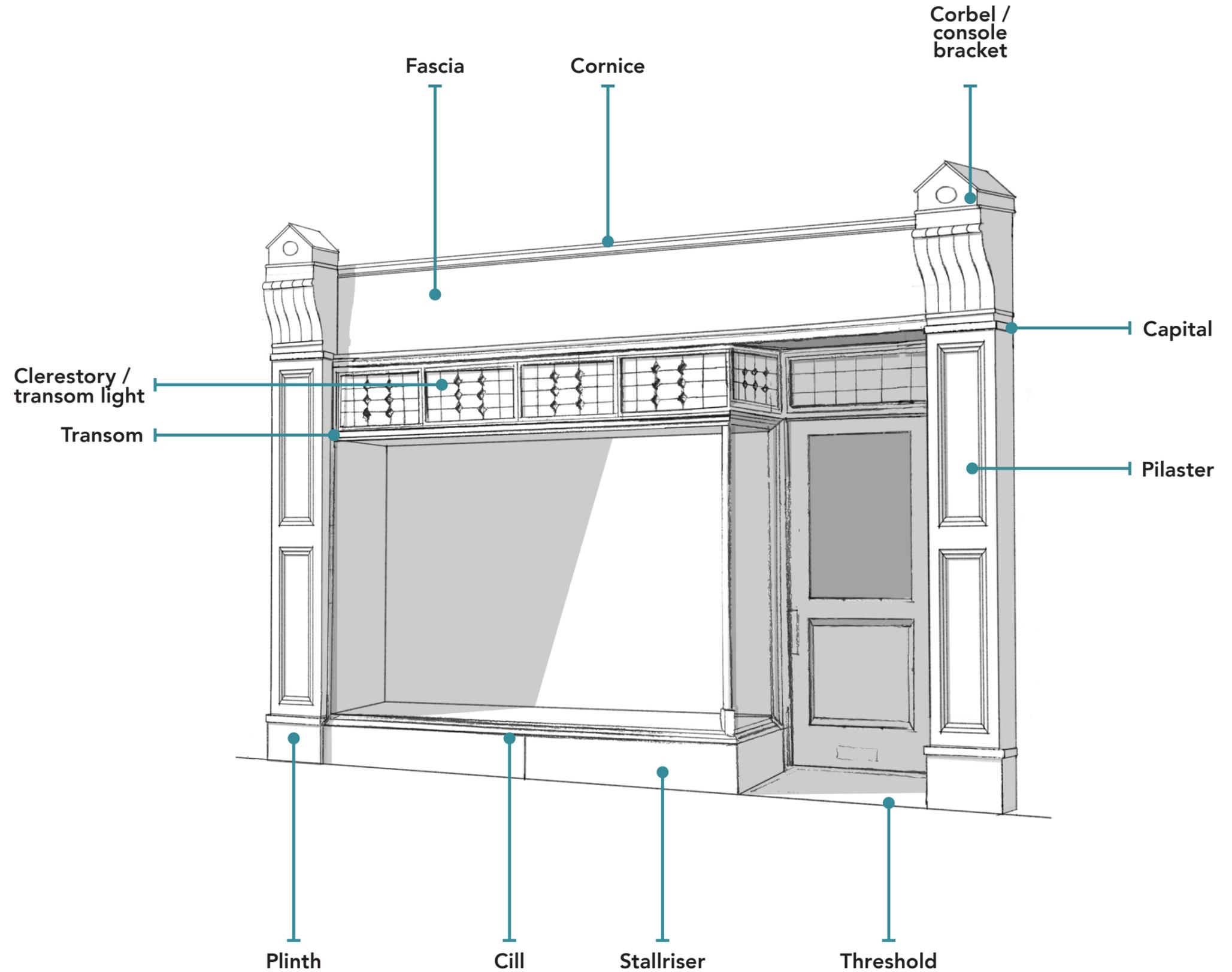
3.0

Haslingden's Unique Features

3.0 Haslingden's Unique Features

If you take a closer look at Haslingden's shopfronts, you'll begin to see a wide range of detail and ornament built into the design. Haslingden's shopfronts present a range of decorative features that demonstrate the time, energy, and skill that went into creating the historic townscape. This section outlines some of the key features unique to Haslingden that can be used to inform our thinking about how shopfronts are presented within the town.

This diagram is intended to explain the key parts of a traditional shopfront. The combination, scale and design of each of these elements will vary across the town.

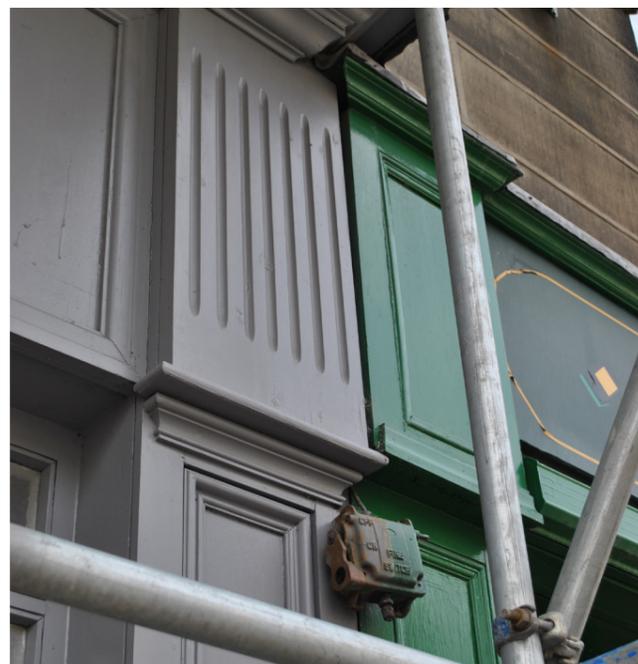


3.1 Corbels, Capitals & Pilasters

In Haslingden, the historic pilasters we can see are either plain, or with some panel detailing. On Blackburn Road, some of these panels have floral patterns.

Corbels across the town vary, but generally they are pitched, and almost always scrolled. There are examples of finely carved floral/leaf designs in timber, geometric designs focussing on circles and lozenges, and some with no detail at all - though these are in the minority.

Shopping parades have stone pilasters with timber corbels sitting atop carved stone capitals. The capitals are always floral with scroll details, with the occasional exception, including a cherub feature.



3.2 Fascias & Cornices

There are not many examples of historic fascias and cornices in tact within Haslingden. Modern signage has removed or obscured some of the town's traditional features, though some are still present and visible.

Traditional fascias are generally of a similar height, though cornice detailing varies across the town. There is historic evidence of some of the fascias tilting forwards, creating an angled sign. There are examples of some simple moulded cornices, and some more decorative, including dentil and dogtooth moulding.

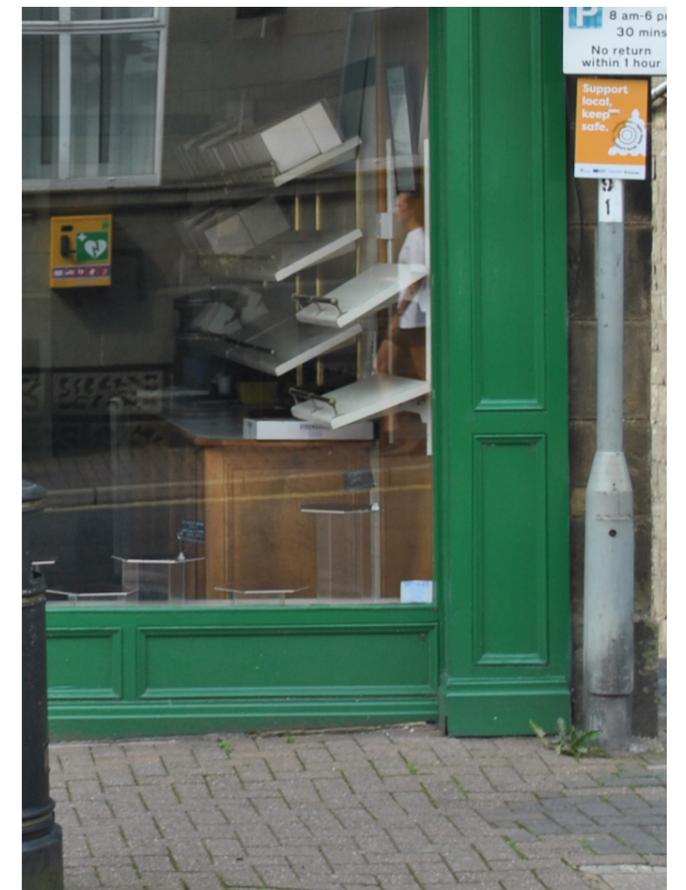
These should be exposed and repaired where they remain behind modern additions.



3.3 Stall Risers, Plinths and Cills

Despite the steep slopes of Haslingden's streets, the stall risers and cills of shops in a terrace of buildings should always be the same height. This helps to create a cohesive and attractive shopping street. This is true for the majority of shopfronts, though a handful do not fit with the style.

Traditional stall risers across Haslingden vary between timber and stone, depending on the building the shop is located in. Many have been removed, or never existed. Those that remain are typically quite simple, with some examples having panels of raised rectangle details, some with concave corners. Others are plain timber, or stone blockwork.



3.4 Mullions & Transoms

Some traditional shopfronts in Haslingden retain their mullions and transoms, though modern styles generally favour large expanses of glass.

Where mullions and transoms are used, they should have an interesting profile to match the detail of the wider shopfront, though remain narrow to avoid distracting attention from the interior.

3.5 Transom Lights

Historic transom lights are rare in Haslingden, though some evidence exists, and therefore some may be hidden behind modern interventions.

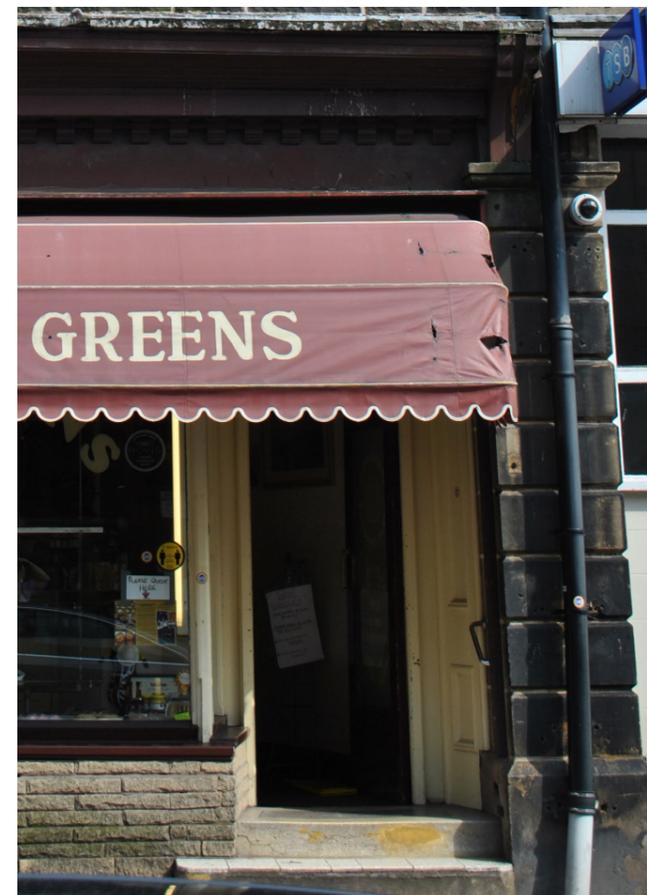
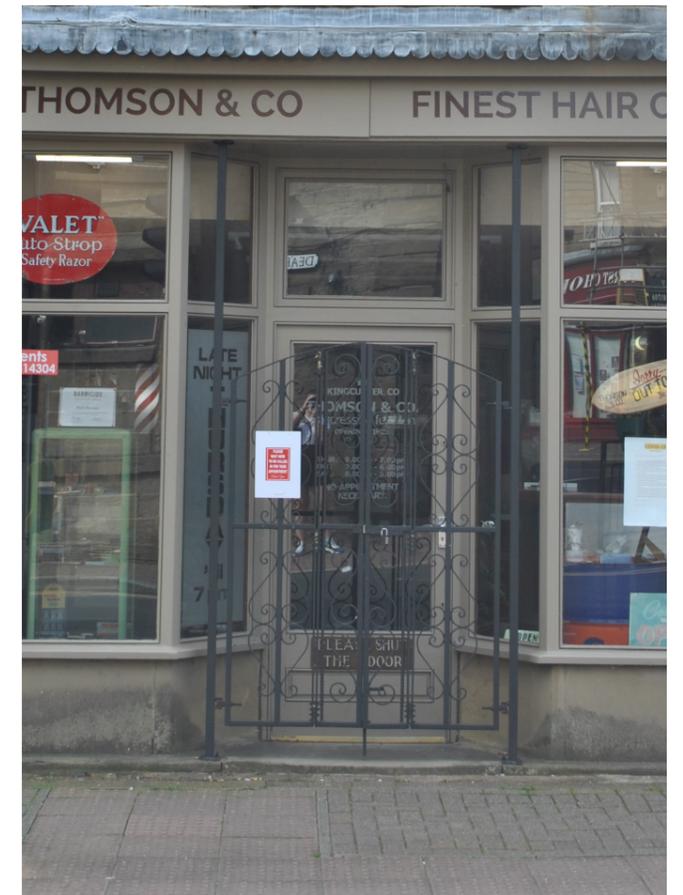
Transoms, where appropriate, should be leaded glass, with stained glass if desired.



3.6 Recessed Lobbies, Doors, Fanlights & Thresholds

Recessed lobbies help to add visual interest to a street lined with shops. Haslingden retains some of these, but many have been brought forward to the street line. Fanlights and tiled entrances have generally been lost, though there may be some remaining behind modern interventions.

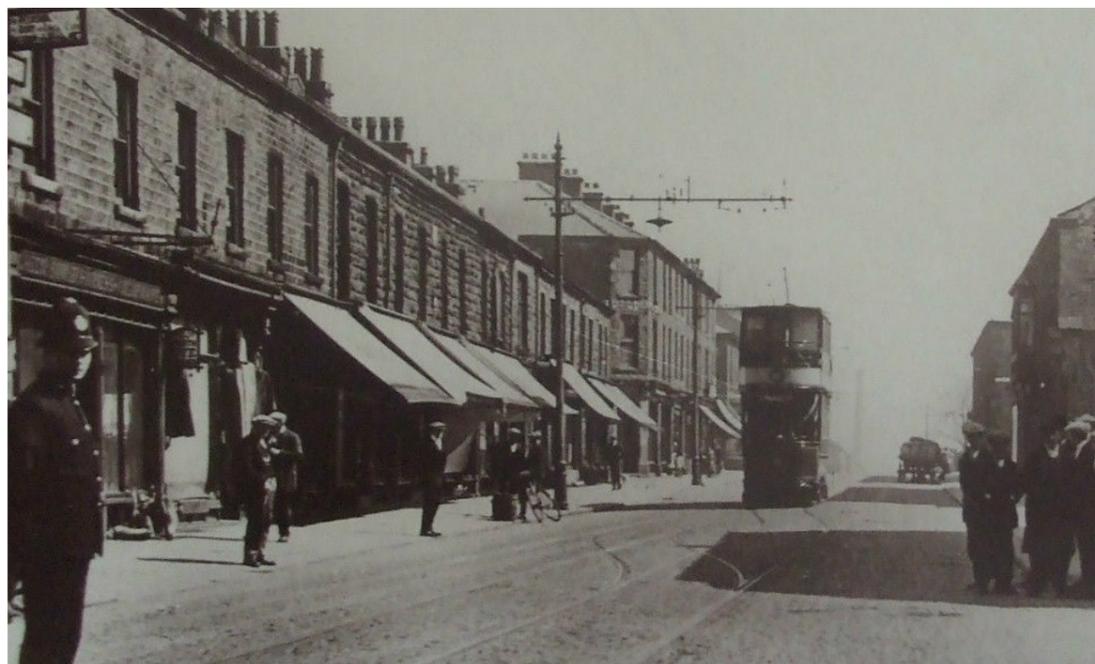
Victorians favoured largely glazed doors, with an opaque panel at the bottom matching the height of the stall riser.



3.7 Awnings & Canopies

Historic photographs show us that many of the shops in Haslingden had awnings to provide shade and protection to the goods in the window, though they are rare at present. Installation of new awnings would be acceptable as part of a comprehensive shopfront design. They should not be fitted retrospectively to modern shopfronts.

Dutch Canopies became popular in the mid-20th century, it is rare for a Dutch Canopy to be appropriate within the context of a historic shopfront. There are relatively few examples within Haslingden.



4.0

Design Principles & Guidance

4.0 Design Principles & Guidance

This section sets out some basic principles for consideration when planning alterations to shopfronts in Haslingden.

It is recommended that owners intending to make changes to their shopfronts seek the advice of suitably qualified professionals i.e. architects with conservation experience. The Council recommends that owners planning changes to their shopfronts should speak to officers in the planning department, who will be willing to provide more detailed advice. Officers will provide advice on the acceptability of the proposals and the relevant permissions that are required, but will not provide design input for schemes.

This document is intended to capture the unique nature of Haslingden. For detailed instructions on how to approach your new shopfront, please refer to the Rossendale Shopfront Design Guide.

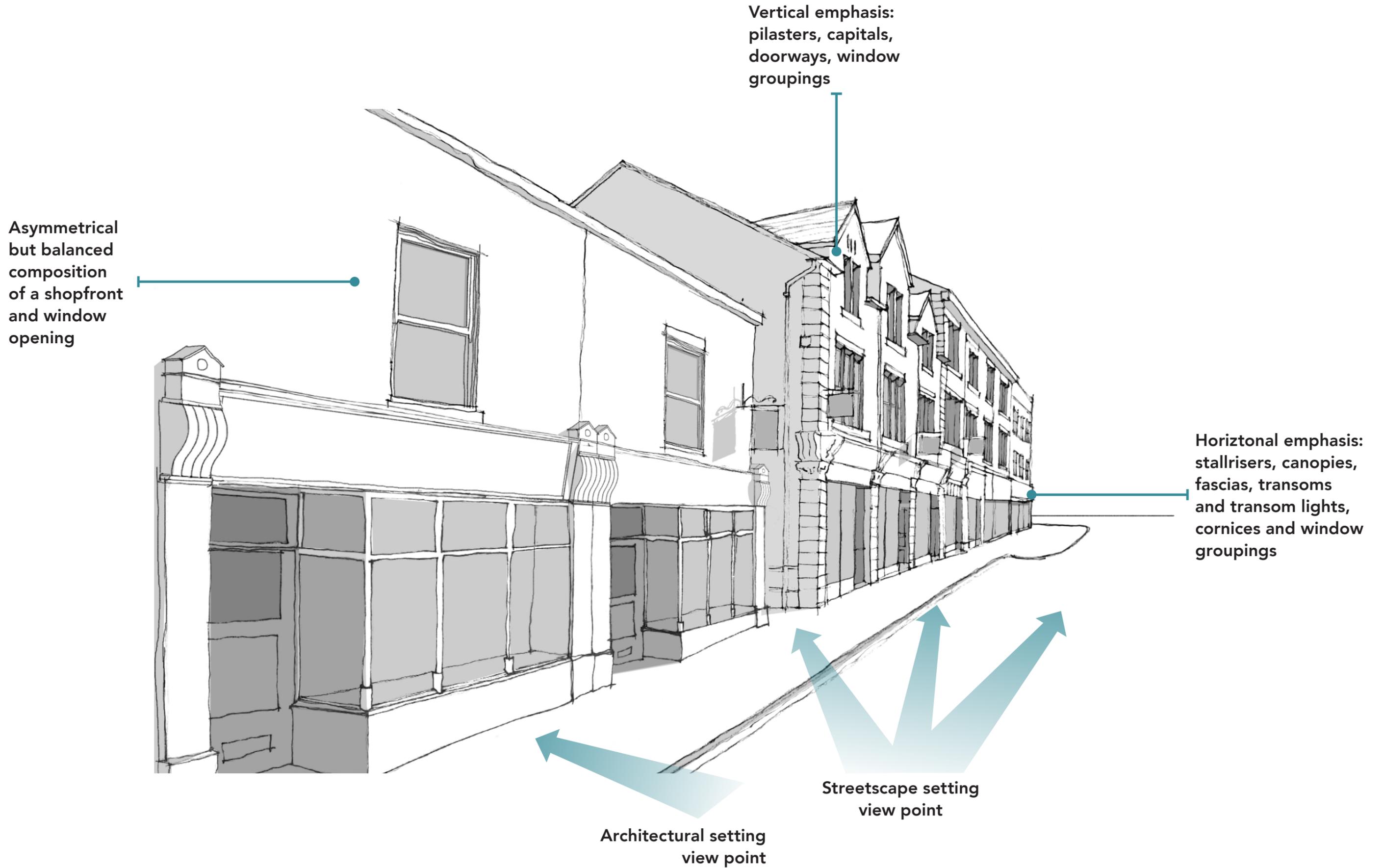
4.1 Sensitivity to Context

The design of each individual shopfront element is important in developing its character. However, the most important factor is context. This will dictate scale, height and proportion of these elements; how they interact with each other and with their host building. Not only does the shopfront need to respond appropriately to the individual context, but it must also sit comfortably within the wider streetscape.

4.1.1 Streetscape Setting

Streetscapes are enhanced by well-designed, well considered shopfronts that respond to their context, and to each other. This is particularly important in Haslingden due to the long-range views up and down the principal shopping streets, and views out to the surrounding countryside. Well-designed streetscapes have the potential to be visually engaging, and to enhance the heritage significance of the Conservation Area.

It is important that a shopfront functions individually within the context of its building; responding appropriately in scale, massing and detail. It is also important that individual shopfronts come together to form a coherent streetscape, responding to the design of its neighbours. Elements considered during the design process should seek to compliment the horizontal and vertical emphasis of its respective property



4.1.2 Architectural Setting

Shopfronts in Haslingden usually form the ground floor level of a larger building, which extends either one or two storeys above. This ratio should be respected by the designer when considering new or altered shopfronts. Taking due consideration of the whole building's configuration will result in more appropriately scaled shopfronts that contribute to the overall harmony of both the individual building, and its relationship with its neighbours. This ratio can also inform intrinsic design elements, such as window distribution, mullion location, and doorway positions.

4.2 Restore or Renew?

The Council's presumption is in favour of retaining and repairing features of historic interest, on all buildings within the Conservation Area.

Historic elements of Haslingden's shopfronts are significantly obscured across the town as a result of modern intervention. Therefore, all shopfronts should be fully assessed to establish the existence and condition of historic elements before new designs or features are proposed. This includes the replacement of one particular element, i.e. fascia signage.

The removal of any modern elements should be done with the presumption that historic elements remain, and therefore undertaken with due care and consideration.

In some cases, retention of some individual elements may be more appropriate than the conservation of the whole shopfront. In this case, the re-designed replacement should seek to incorporate these significant features in a sympathetic and appropriate manner.

Advice should be sought from suitably qualified professionals when proposing restoration or repair works to shopfronts. Officers at the Council will provide advice on the acceptability of the proposals.



4.3 Traditional or Modern?

Due to the historic nature of Haslingden's town centre, and its designation as a Conservation Area, traditional shopfronts are most appropriate. Where all elements of traditional shopfronts are lost, modern alternatives may be considered, but these must still confirm to key components of the traditional shopfronts explored in this document, i.e. stall riser and fascia heights.

If shopfronts are required to be set in modern buildings within the Conservation Area, these should take into consideration the scale of the host building, and the wider streetscape.

4.4 Materials

Timber and glass are the most prevalent materials across historic Haslingden shopfronts, with some incorporating stone elements. Timber is favoured for the construction or repair of traditional shopfronts. Modern shopfronts are generally uPVC and other synthetic materials, which are not appropriate for buildings within the Conservation Area.

4.4.1 Paint

Paint colours and finishes should be chosen through analysis of the host building and the street context. Generally, the following are to be avoided: gloss finishes; primary colours and blocks of white; and strong contrasts between paint colours within one shopfront, and between its neighbours.

This does not mean that paint schemes need to be bland. The examples presented here demonstrate how an appropriate colour palette, when properly distributed, can help to create an interesting and aesthetically pleasing streetscape. Colours should generally be muted in tone, though the Council are open to discussions for alternative colour palettes.

4.5 Doors, Windows and Stall Risers

4.5.1 Doors

Existing recessed doorways are generally original features, and should be retained, unless historic evidence demonstrates an alternative configuration.

Recessed doorways are also encouraged for the design of new shopfronts as they enhance the aesthetic appearance of the retail unit, and the display areas. It also provides an opportunity to install shallow ramped access between the street level and the interior of the building to aid accessibility. This area helps to define the visual space between the shopfront and the street.

Historic doors within Haslingden should be timber, with glazed panels, usually to match the height of the stall riser. Where evidence of tiles, mosaics, leaded glass, or other decorative elements are known or discovered, these should be preserved and repaired for inclusion in the new scheme of works. uPVC doors, and solid opaque doors, will not be considered acceptable.

4.5.2 Windows

There are few remaining examples of historic windows within Haslingden. Some leaded glass panels are visible at 30 Deardengate and 15 Deardengate.

Haslingden has lost a significant number of transom lights, which have been obscured by fascia boards, or blank infills. Transom lights should be reintroduced where possible, and incorporated into the scale and proportion of any new shopfront design.

New shopfronts should consider the most appropriate way to glaze their fronts in relation to the rest of the shopfront and the building. Windows with subdivision should be regularly subdivided by mullions to create consistency between the bays of the building and the window.

4.5.3 Stall Riser

Haslingden has a mixture of timber and stone stall risers, and in some cases, a combination of both. Some contain simple and gemoetric decorative elements befitting the context of the design, that add visual interest to the shopfront. The Council will expect existing stall risers to be retained, and modern shopfront proposals to include them. Non-timber cladding materials are not considered acceptable.

4.6 Fascias

Fascias are an intrinsic part of shopfront design as they communicate the key information about the business to their surroundings. Despite this significant role, they must not dominate shopfront designs, and sit comfortably within the overall layout of the building, and the wider streetscape. Haslingden has a large number of inappropriate fascia signage that detracts from the aesthetic qualities of the building, the streetscape, and the wider Conservation Area.

Fascias that do not correspond to the scale, materials, and detailing of the shopfront and its host building are not considered appropriate.

Where modern fascias have been installed, and are considered to obscure historic architectural details, these should be removed, and replaced with a sympathetic design.

4.7 Signage

4.7.1 Design Principles

The occupying business should appropriately adopt their brand identity to fit the context of the historic shopfront and fascia dimensions.

Signage should be presented clearly and appropriately scaled within the context of the shopfront and the wider streetscape. Designs that fail to respond to design principles, such as complex, disjointed, cluttered or poorly detailed designs, should be avoided.

Fascias are an intrinsic part of shopfront design as they communicate the key information about the business to their surroundings. Despite this significant role, they must not dominate shopfront designs, and sit comfortably within the overall layout of the building, and the wider streetscape.

4.7.2 Position of Signage

Signage should be focussed on the fascia only.

4.7.3 Lettering Design

For traditional shopfronts, clean and traditional fonts are recommended. Generally, these should be serif, non-cursive fonts, with clear differentiation between upper case and lower-case typography. Fonts and lettering with clearly distinguished upper and lower case lettering also has accessibility benefits, as these forms of lettering are easier for people to read.

It is advised to consult professional sign writers to establish a traditional typology that matches the brand of the occupying business.

4.7.4 Illuminated Signs

Flashing internal or external lighting, or internally illuminated box signs are unlikely to be permitted in Conservation Areas or on Listed Buildings, and their use will be discouraged elsewhere.

4.7.5 Hanging and Projecting Signs

There is some photographic evidence of hanging and projecting signs within the historic Haslingden townscape. This may be allowed if discussed and agreed with the Council.

If employed, the signs should be made of materials to match the shopfront, and finished with traditional hand painted lettering. Brackets should be simple wrought iron.

4.8 Canopies

The installation of canopies will be permitted where evidence can be provided for their historic precedent and design. New installations of canopies should not damage historic shopfront features. Canopies bearing logos and/or advertising may need Advertising Regulations consent.

5.0

Project Planning

5.0 Project Planning

For all further advise and processes regarding the adaptation or installation of shopfronts within Haslingden, please refer to the Rossendale Shopfront Design Guide,

Buttress

Architects | Masterplanners | Heritage Consultants