

HAYLE



Cornwall Shopfront Design Guide

Appendix 3: Hayle

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This Appendix has been produced
for Hayle Town Council as part of
the Neighbourhood Plan
by

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Using this guide

This guide is an appendix to the **Cornwall Shopfront Design Guide** (click pink text to view), so you must refer to that document for more detailed information on design, technical advice and good examples. The Hayle Neighbourhood Plan recommends that this document and the Shopfront Design Guide are used in preparing or assessing any applications involving shopfronts or commercial signage.

In this document we are looking at some of the specific characteristics and challenges in Hayle itself, so any new work can be more relevant and locally distinctive.

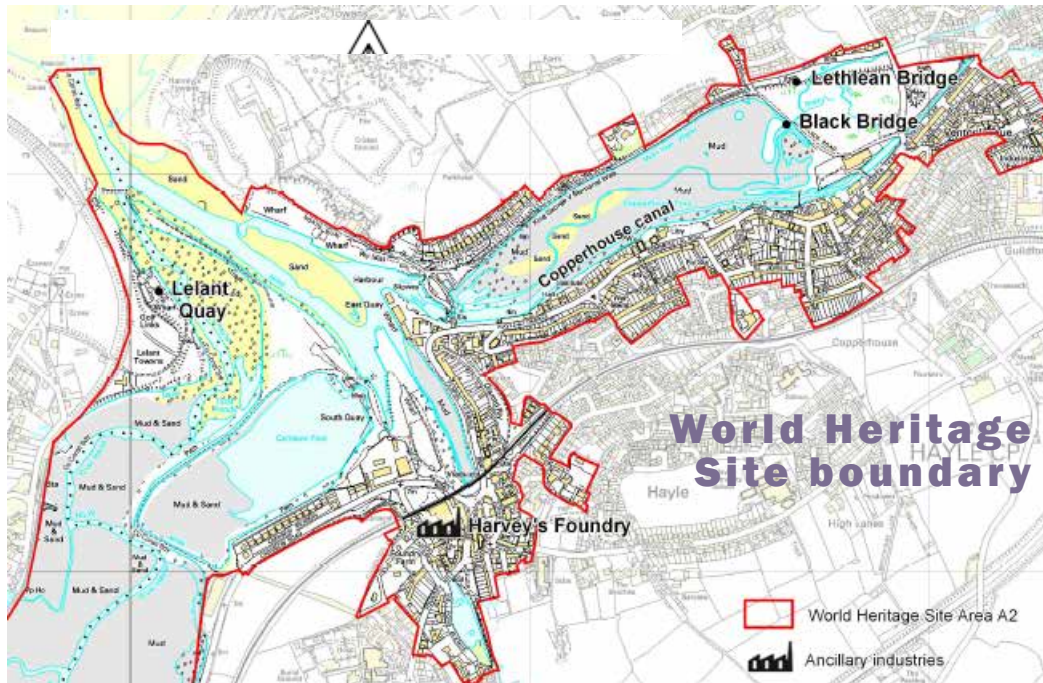
Our objectives are to:

- Avoid any further loss of historic fabric and detail.
- Restore historic buildings and details when opportunities arise.
- Complement the essential character of the place with sensitive new design.
- Strengthen the special character of the two town centres and their historic context.
- Ensure that the town centres remain attractive for visitors and local shoppers.
- Protect the special character of the conservation area, its listed buildings and the “outstanding universal value” of the World Heritage Site.



The former Biggleston's ironmongery shop on Penpol Terrace - one of the original “garden shops” in Hayle

World Heritage Site



The Port of Hayle is designated as one of the principal sites in the Cornwall and West Devon Mining Landscape World Heritage Site. This area is recognised for the outstanding universal value of its port and quays, steam engine manufacturing, exporting copper ore and importing coal, its principal iron foundries and the unique example of the twin towns formed by the two rival companies. The settlements created around the industry are equally important parts of this story. The housing, shops, religious and social buildings are all part of the unique settlement pattern that needs to be protected.

A new **Supplementary Planning Document** sets out what is important and how the planning system can be used to protect, enhance and interpret the features of the WHS.

The World Heritage Site Management Plan sets out Conservation and Enhancement Policies that are relevant to the protection of heritage assets such as shopfronts and the design of new shopfronts and signs in the area:

Policy C1: Sustainable heritage-led regeneration will be encouraged and supported.

Policy C2: New development will add to the quality and distinctiveness of the Site by being of high-quality design and respectful of setting.

Policy C3: There will be a presumption in favour of retaining and re-using historic buildings that are important components of the Site.

Policy C4: Proposals for the resumption of mining will be supported where they do not adversely affect the Outstanding Universal Value of the Site.

Policy C5: Landscape, nature conservation and agri-environment management regimes will have regard for the authenticity and values of the Site.

Policy C6: The conservation and continuing maintenance of the historic fabric of the Site will be undertaken to the highest standards to ensure authenticity and integrity.

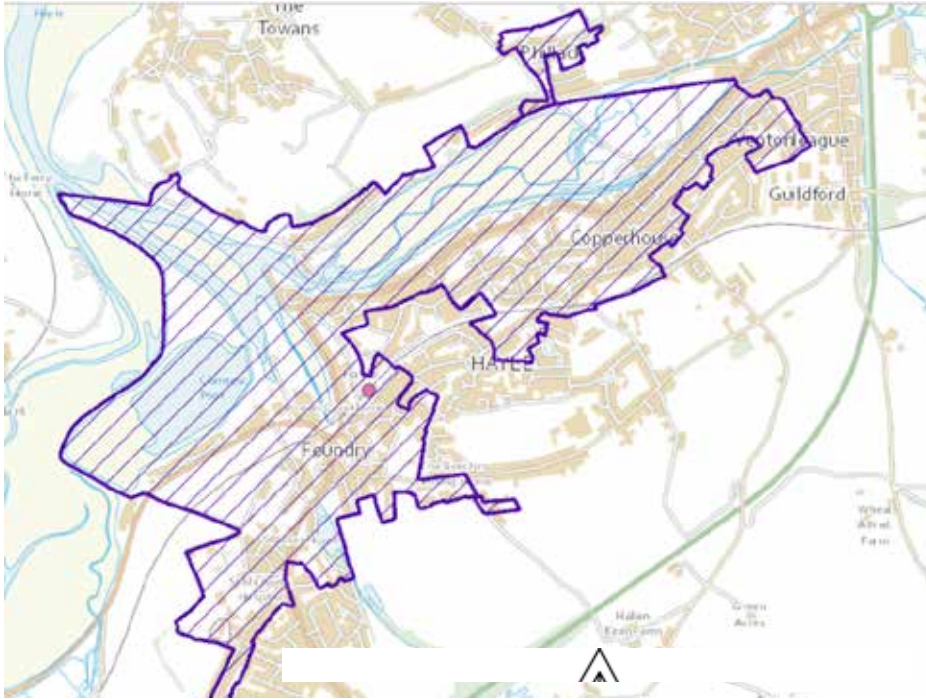
Policy C7: The historic character and distinctiveness of the Cornwall and West Devon mining landscape will be maintained.

Policy C8: Traditional materials and skills will be encouraged in the maintenance of the authentic historic fabric within the Site.

Policy C9: Where the historic fabric within the Site has been lost or compromised through non-authentic materials, inappropriate details and poor workmanship, historic character and detail will be reintroduced wherever and whenever possible.

Policy C10: Resources available for conservation of the Site will be prioritised to address the Vision & Aims.

Conservation Area



Conservation Area boundary

Hayle has been designated as a conservation area. However, it does not currently have a Conservation Area Appraisal and Management Plan document. The significant characteristics and policies are promoted in the World Heritage Site Management Plan and the Cornwall Local Plan. Additionally, a full appraisal of the historic character, the growth of the town, its industrial heritage, settlement pattern and supporting industries are given in the **Cornwall and Scilly Urban Survey for Hayle**.

Applications for planning permission and advertisement consent will be assessed on their impact on the Conservation Area and **Local Plan** Policies.

Policy 24 is about the historic environment.

Development proposals will be expected to:

- sustain designated heritage assets;
- take opportunities to better reveal their significance;
- maintain the special character and appearance of Conservation Areas, especially those positive elements in any Conservation Area Appraisal;
- conserve and, where appropriate, enhance other historic landscapes and townscapes, including the industrial mining heritage;
- protect the historic maritime environment, including the significant ports, harbours and quays.

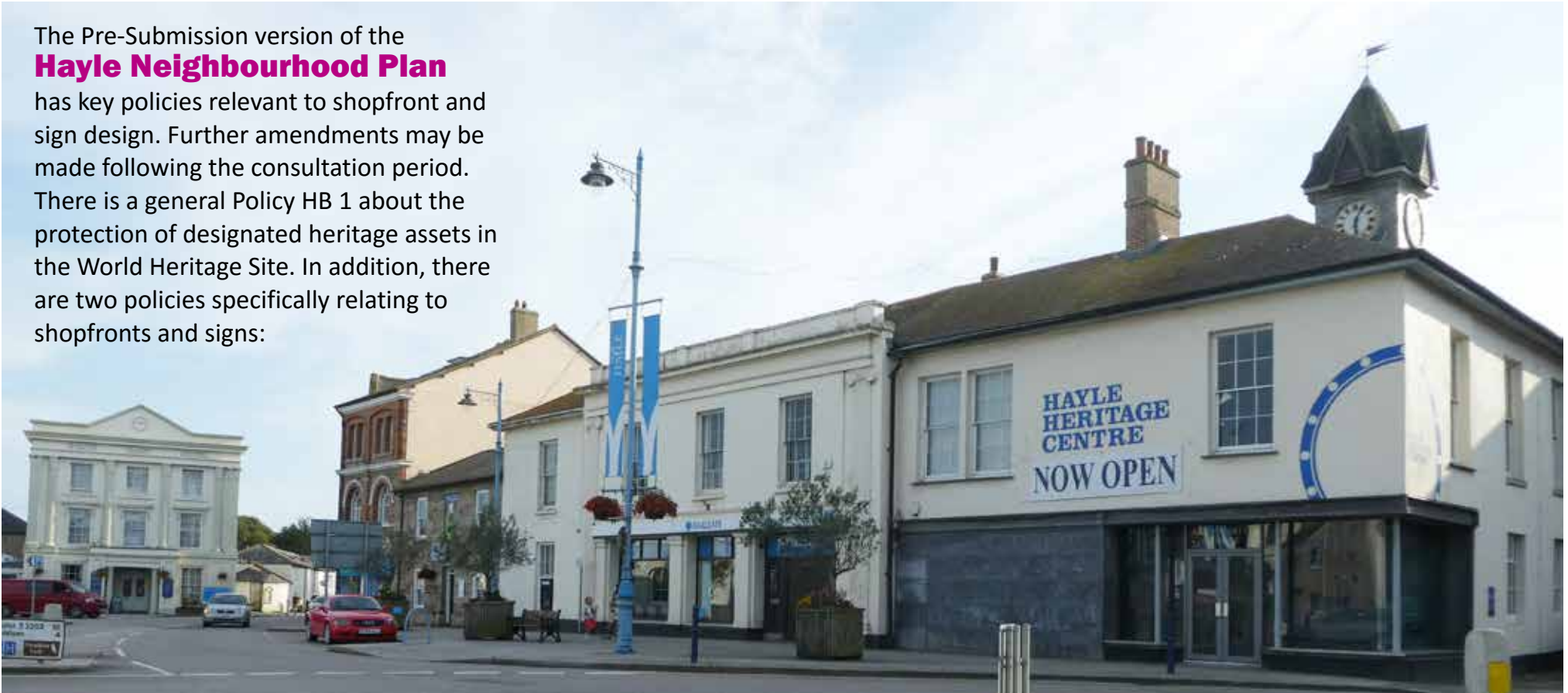
Policy 12 is on design.

Proposals will be judged against fundamental design principles of:

- creating places with their own identity and promoting local distinctiveness while not preventing or discouraging appropriate innovation;
- being of an appropriate scale, density, layout, height and mass with a clear understanding and response to its landscape, seascape and townscape setting;
- providing continuity with the existing built form, respecting and working with the natural and historic environment;
- adaptability and inclusiveness.

Hayle Neighbourhood Plan

The Pre-Submission version of the **Hayle Neighbourhood Plan** has key policies relevant to shopfront and sign design. Further amendments may be made following the consultation period. There is a general Policy HB 1 about the protection of designated heritage assets in the World Heritage Site. In addition, there are two policies specifically relating to shopfronts and signs:



POLICY HB2 Shopfront design

The restoration of traditional shopfronts, where they have previously been removed, altered or damaged will be supported. Proposals for new shopfronts or alterations to existing shopfronts will only be supported where they follow the principles of the Cornwall Shopfront Design Guide and there is no adverse impact on the historic character of the Conservation Area or the World Heritage Site

POLICY HB3 Signs, Advertising and Illuminations

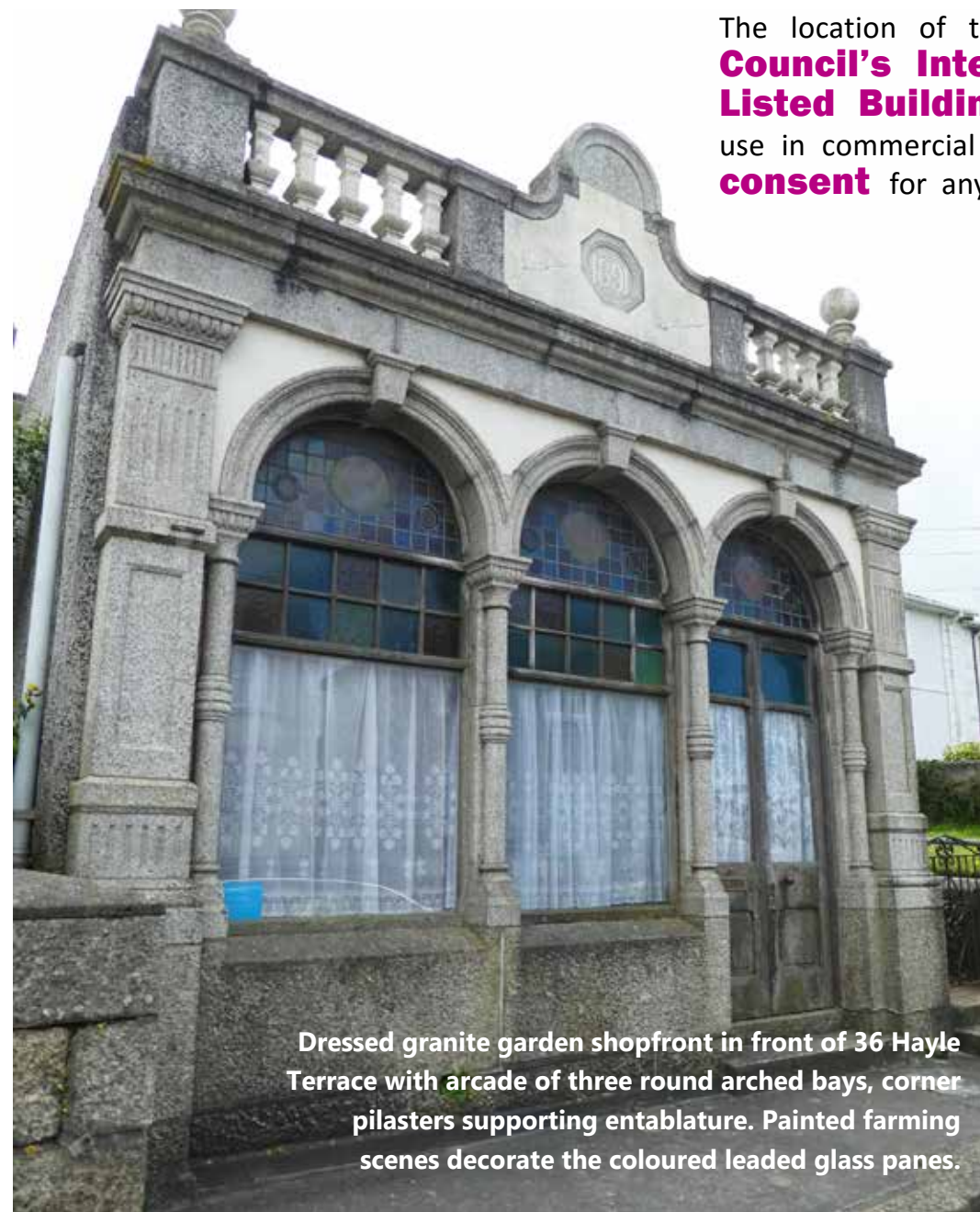
Development proposals within or affecting the Conservation Area or the World Heritage Site shall not include:

- i) advertising or other signs which are internally illuminated, and
- ii) external illumination of buildings or signs that impact adversely on the heritage areas.

Listed buildings

The location of the Listed Buildings in Hayle which can be viewed on **Cornwall Council's Interactive Map** and full descriptions can be read on the **British Listed Buildings** website. The buildings that incorporate shopfronts, pubs or retail use in commercial frontages are listed below. These would require **listed building consent** for any alteration that affects their character as a building of special interest.

- 1 Market Square (Formerly Copperhouse Market House)
- 50 Commercial Road
- 61 and 63 Fore Street
- 65 and 67 Fore Street
- 22 and 23 Foundry Square (Former Emporium now bank)
- 28 Penpol Terrace (Formerly Biggleston's)
- 42 Penpol Terrace (Carnsew Gallery originally Runnal's butchers)
- 62 Penpopl Terrace
- 3 and 4 Foundry Square (Former Market House now bank)
- 34 and 36 Hayle Terrace (Former dairy shopfront)
- 12 Chapel Terrace (Former Foundry Chapel now indoor market)
- 18,19,20 Foundry Square (Former ironmongers and Cornubia Biscuit factory now shops and flats)
- 25 Foundry Square (Formerly warehouse now shop)
- 55 and 57 Fore Street (Houses with shopfront)
- The Angarrack Inn
- The Bird In Hand - Trelissick Road
- The Bucket of Blood - Churchtown Road
- Fore Street - The Copperhouse Inn
- Fore Street - The Cornish Arms
- Fore Street - The Cornubia Tavern
- Penpol Terrace - The Royal Standard Inn
- Foundry Square - The White Hart Hotel



Dressed granite garden shopfront in front of 36 Hayle Terrace with arcade of three round arched bays, corner pilasters supporting entablature. Painted farming scenes decorate the coloured leaded glass panes.

Context: The Two Companies

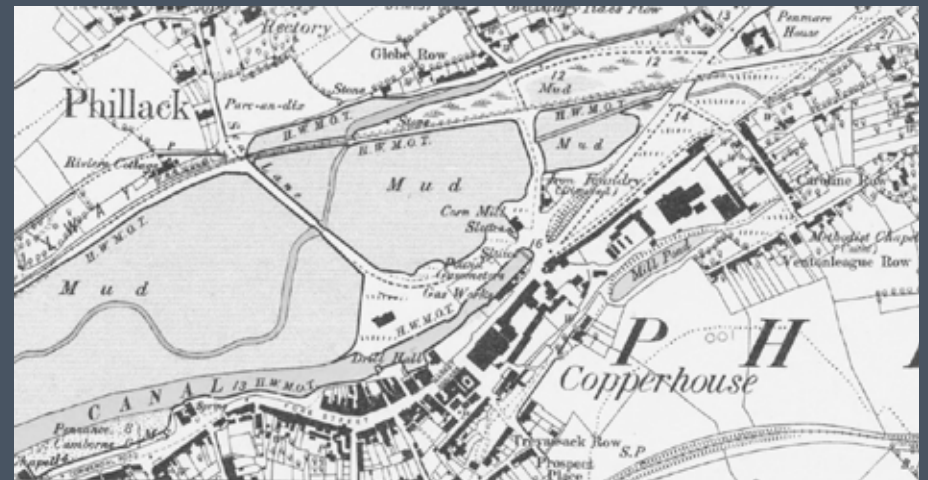
Hayle grew in the 18th century with the emergence of two major companies – Harvey's (1779-1903) and the Cornish Copper Company (1758-1869). The two companies brought prosperity and an enlarging population around their two centres of operation at Copperhouse and at Foundry Square. The Cornish Copper Company began operations in 1758, building a copper smelter at Ventonleague and then an iron foundry in 1820 having ceased to smelt the copper ore. Harvey's established a foundry and engineering works at Carnsew in 1779. The two companies set out on a course of competition for the expanding technological and industrial business that turned into a fierce rivalry. From the 1740s each developed its own industrial quays for exporting copper ore and importing coal. And each developed its own pools to control sluicing, to keep their access channels free of silt.

As the companies expanded they developed and supported their own communities with new housing, retail and community facilities in two independent town centres, with independent administration, at Copperhouse and Foundry. Penpol, the middle ground, was generally populated by the middle classes and shopkeepers – those not directly linked to either company.

The history and development of the town is best described in the **Cornwall and Scilly Urban Survey for Hayle**.



Above: The Foundry area in 1880



Above: Copperhouse area in 1880



Foundry Square



Copperhouse



Principle

Ensure that the characteristics of the two town centres are protected and reinforced so that they remain distinctive and have an individual sense of place.

Foundry Square

This area was the focus of the Harvey's business and its dedicated working community in the 18th and 19th centuries. The company provided hotels to entertain business visitors, banks, a school for workers' families and shops and emporium for the employees. These were housed in impressive 19th-century buildings whose scale, style and detail impart a grandeur and more civic quality to the space. The sense of "square" has been lost by the imposition of all the trappings from a modern busy traffic junction and the lack of enclosure on the eastern side. While the space does not have many traditional shopfronts it has a long history of retail and commercial activity. Harvey's operated a payment by token for its workers thus limiting its exchange at company-owned outlets.

Foundry Square developed into a more formal collection of grander buildings arranged around an open space. Many of these had a key role in the business and its community such as "Harvey's Emporium" – the company shop in no's 22 and 23. These still retain retail banking and commercial uses.



Principles

Ensure that signage applied to building facades complements the architecture of the building. Individual face-fixed letters are a good solution for signs on stone, stucco or formal facades where large sign boards may detract from the building character. On plainer, painted or rendered elevations, hand painted lettering or graphics can be very successful. (See page 17)

Take opportunities to restore shop windows and improve signage on 18-20 (former Cornubia factory).

Ensure that any changes to the Square provide a good sense of public space and comfortable retail environment reducing traffic dominance where possible.

Foundry Square: Restoration



There are many opportunities in Hayle to restore historic shopfronts. For example, the former Cornubia Biscuit Factory has lost the original character and proportion of one of its shopfronts. This could be restored but also adapted for its current business. The stepped and moulded fascia could also be restored on the remaining shopfronts.

Left is the current elevation, Below left is a suggested restoration and Below right is the original elevation.



Garden shops

Harvey's operated a policy to provide workers payment by tokens. These could only be spent at company shops around the Foundry. This restricted the development of private independent shops in the area, unlike Copperhouse. However, a legal challenge to this monopoly eventually saw the token payment abolished in 1831 and the emergence of independent retail businesses on adjacent streets. These took the form of new small shops being added in the front gardens of workers housing on Penpol Terrace and Chapel Terrace.

All the main garden shops we see today are evident on the 1880 OS maps. However, many have undergone significant alterations and have lost their historic character. It is fascinating to note that evidence of the original construction and detail often remains under new fascias and in historic photographs.



Above: The view of penpol Terrace from South Quay where the new bridge will be built.



Above: Penpol Terrace in an early 20th-century postcard showing the garden shops.

The proposed new pedestrian bridge link from South Quay to Penpol Terrace will potentially attract more customers to the shops and pub on the Terrace. However, it may encourage a demand for bigger and bolder signage that is out of character with this historic street and garden shops.

Principles

Protect any remaining historic fabric in these properties and seek alterations to reveal original features.

Promote the restoration of original [19th- or 20th-century] shop designs where there is photographic, drawn or physical evidence.

Ensure any new design complements the scale, design and form of original garden shops and does not conflict with the special character of the terraces through insensitive use of colour, graphics and overly large signs.

Garden shops: Now and then



The leaded glazing and faience lion's head pilaster remain but the pediment has been removed in this 1928 frontage at 25 Penpol Terrace. This was one of a matching pair of shopfronts with No 24.



The shops on Chapel Terrace were originally very similar in design. They have all changed in detail but the convenience store unbalances the general character.



The above picture shows the earliest garden shops on Penpol Terrace in 1892 and their replacements today.



Left: The 1930s photo shows original garden shops on the far left, which have been replaced by more recent buildings shown on the right.



Garden shops: High-quality design



Number 42 Penpol Terrace is a Grade II listed building. This was the site of one of the earliest garden shops in Hayle, shown on the 1880 OS map as a Post Office. The building underwent a change in 1909, when this design was produced, incorporating decorative faience and painted tiles in the facade. It opened as a butchers shop and still has most of its original features, including marble window slab, ventilator grilles and hanging hooks. Only one element has really changed: the original tall and unrestrained glazed fascia, cornice and console brackets have been removed over concern they could collapse in high winds. One bull's head has lost its glazing in the stallriser, but that tells a tale because it is here they always parked their butchers delivery bicycle.



Copperhouse: Market Square

Copperhouse is the name given to the area developed by the Cornish Copper Company. At its heart a new town centre developed alongside key industrial buildings of the Company. At the eastern end of Fore Street, a setting back of the building line marks the focal point of the Market Square. The early Market House, built in 1839, still stands. It was taken over by a metal perforation company, J&F Pool, which used it as company offices until 2001. The building lost a very impressive clock tower after a fire, and its original stone frontage has been stuccoed and extended in recent years. The original central elliptical archway, is still there but hidden by new retail signs.

Next to this building is the early 20th-century cinema. Originally a community hall, St. George's Hall, it was converted around 1914 into a cinema with shopfronts. Its impressive terracotta facade and decorative shopfronts were restored in 2008. The ends of the Market Square are marked by two corner shopfronts.



The original market square is still discernible as a widening of the space, although very cluttered and dominated by parking today. The postcard on the right shows the original clocktower and arched opening of the Market House which is much altered today.



Copperhouse Square, Hayle.

Photo by Bennett, Cookson & Hayle.

Copperhouse: Design opportunities

COPPER can be used in many ways architecturally, as facade cladding, roofing, sculpture, fascias, screens or lettering. Perforated sheets, pioneered by the Hayle company J&F Pool, have been used in many modern buildings. The material can be pre-patinated green or varnished, to retain the copper colour. It can be used as an alloy giving variations in colour. Copper is part of the area's history, through its smelting industry, transportation of ore and copper and production of perforated sheets. It could feature as a distinctive element in lots of new design work.



Principles

Retain the special character of Market Square or Copperhouse Square seeking further restoration of historic shopfronts and shopfront details.

Take opportunities to improve the setting and the shopfront facade of the listed Market House at the area's focal point.

Avoid overuse of large graphics and garish colours on shopfronts which, while making one shop stand out, can spoil the streetscene and the attractiveness of the whole shopping area.

Retain and restore the projecting ground-floor bow or bay windows on Fore Street that are part of the area's special character.

Avoid hiding historic details behind large applied fascias and modern blinds or security shutters.

Consider using copper in the design of new shops and signs in Copperhouse to strengthen its local distinctiveness.

Copperhouse: Fore Street

Fore Street is the street leading to, or before, the market area in a town. This area first developed as part of the expanding community working for the Cornish Copper Company in the late 18th and early 19th century, along the Bodriggy foreshore. It was mostly private development laid out along the company surveyor's lines. This gave it a different character than Foundry.

Fore Street has developed a strong collection of individual shop fronts in terraces and individual set piece buildings.

Historic photographs indicate more of a uniform nature in the shopfront forms although the detail does vary. This is a "pattern book" approach reflecting the popular styles of the period. Modern photographs demonstrate the loss of traditional shopfront elements such as projecting cornices, and the addition of large flat fascias or boxes distinctly change the character of the street.

There are many examples of surviving 19th-century shopfronts and individual details. The west section of Fore Street has a very distinctive terrace of early 19th-century houses with several having added projecting shop bay windows on the street.



19th-century postcard view of Fore Street



Above Fore St. 1910 and Right today. Several shopfront bay windows are retained on Fore Street with potential for restoration



Two striking traditional shopfronts on Fore Street retain most of their original elements including pilasters, cornices and a working blind. The shop below is missing its mullions.



Copperhouse: Fore Street opportunities

There are many ways to design shopfronts to strengthen the historic character of an area – sensitive modern shopfronts can work as well. These examples are not singled out, but show some examples of the range of enhancements that could be achieved in this conservation area. They include minimising the clutter of multiple signage, avoiding too much use of high-contrast colour, replacing box signs, reinstating cornices and fascias, reinstating whole shopfronts, and using applied or painted lettering on original fascias.



Principles

Avoid overuse of large graphics and garish colours on shopfronts, which, while making one shop stand out, can spoil the streetscene and the attractiveness of the whole shopping area.

Retain and restore the projecting ground-floor bow or bay windows on Fore Street, which are part of the area's special character.

Avoid hiding historic details behind large applied fascias and boxing-in, uncharacteristic modern blinds, and security shutters.

Consider using copper in the design of new shops and signs in Copperhouse to strengthen its local distinctiveness.

Modern retail and commercial design

The history of Hayle has been one of dramatic change, fuelled by major industrial forces, technological innovations and company competitiveness. Hayle celebrates and protects its rich heritage, but also is adapting to meet new needs and opportunities. These bring new businesses and new architecture that do not need to mimic the designs of the past, which might diminish real historic value. New design can complement the old by reflecting some of the essential characteristics and not vying for too much attention in this special historic environment.

The ASDA store is a particular example where a standard large retail shed would have had a dramatically negative effect on the historic quays and foundry area. The form and simple components of the building sit well with the railway line and quays, the weathered cladding and dark brick reflect the general tone of the surroundings and nod to the history of metal working. The signage is focused and simple, restricted to a few key effective locations.



These same principles could be applied to individual new shopfronts and retail design, reflecting the proportions and form of traditional shopfronts or sensitive signage on buildings. See the **Cornwall Shopfront Design Guide** for more ideas and guidance

Signage

The Cornwall Shopfront Design Guide has good examples of signage, both contemporary and traditional. On larger buildings without typical shopfronts it can be a challenge to find appropriate signage that works for the business and enhances the historic building.

One opportunity is using the characteristic stucco work typical of Hayle. This can be used to create large permanent lettering on rendered facades.

Individual letters fixed to the facade or fascia can also work well, but far better when they have a depth or 3D form and are fixed directly onto the face. These can be particularly effective when they match the colour of the face.

Painted framed panels fixed to the face of a building or on a projecting bracket are always very popular on pubs and restaurants. It is important that these have a good artistic contribution and are not just cheap lettering panels.

In the Victorian era, large signs, hand-painted directly onto the facades of a building, were very popular. This is a great tradition that could be used with traditional lettering or even artistic graphics as demonstrated at the Heritage Centre. It is particularly effective when lettering is highlighted or shadowed to give a 3D effect.



Links

Click the [pink](#) title to link to the website

Cornwall Shopfront Design Guide

The parent document to this appendix with comprehensive design guidance on shopfronts.

Hayle Neighbourhood Plan

See the latest version of the Neighbourhood Plan including policies affecting retail, signs and shopfronts.

Heritage Trails: Hayle Townscape Initiative

Walking trail. Get to know some of the stories behind Hayle's important buildings.

Harvey's Foundry Trust

Promoting Hayle's rich history and turning Harvey's Foundry site into a vibrant centre including its key activities: the **Hayle Heritage Centre** and the **Hayle Community Archive**.

World Heritage Site Management Plan

Key document outlining the areas, outstanding universal value and important policies for protection and enhancement.

World Heritage Site Supplementary Planning Document

Planning guidance on how to understand and apply principles of protection in the WHS.

Listed Buildings in Hayle

Formal list and building descriptions.

Cornwall and Scilly Urban Survey for Hayle

Detailed record of the historical growth of Hayle, its industries, settlements and important characteristics.