

Tuckingmill-Roskear Shopfront Study

2004

A report for **Kerrier District Council**

by

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Tuckingmill-Roskear Shopfront Study

Introduction

Background

This report was commissioned in July 2004 by Kerrier District Council as part of a stage 2 Townscape Heritage Initiative Scheme application for Camborne, Tuckingmill and Roskear (a separate report has been prepared for Camborne).

This report supplements established regeneration initiatives in Tuckingmill and Roskear, including those in the District Local Plan, the Camborne-Pool-Redruth Urban Regeneration Company's strategic plans and the Cornwall Industrial Settlements Initiative (CISI) report produced by The Cahill Partnership for Cornwall Archaeological Unit (March 2002).

Part of the Stage 2 application involved an analysis of certain aspects of the built fabric within the Tuckingmill/Roskear conservation areas (designated 1991). Historic shopfronts have been identified as major targets for townscape improvements and grant aid.

This report, as part of the Stage 2 submission, thus aims to explore the importance of the remaining shopfronts in more detail, to help form a list of target properties for the THI scheme as well as providing important historical information on the development and importance of shopfronts in Tuckingmill and Roskear.

The rapidly-assessed target list of surviving historic shopfronts was prepared as a separate exercise, (Camborne/Tuckingmill THI Shopfront Target List, July 2004), the shopfronts being graded as to importance and viability for THI grant aid.

Aims

The full shopfront report, together with that for Camborne, was commissioned to be compatible with a similar study carried out in 2001 in St Day for Kerrier District Council, and to provide:

- A brief history of Tuckingmill/Roskear, cross referenced

to the Cornwall Industrial Settlements Initiative report for the area.

- Historical information on shops and development of shops in the conservation area.
- an analysis of the quality of surviving shopfronts and whether they have a distinctive character
- SWOT analysis of remaining shopfronts
- A strategy for treatment of remaining shopfronts in each area including objectives and actions for each remaining shopfront
- Detailed actions required on remaining shopfronts.
- Design guidelines
- Location plan showing historic and surviving shopfronts in each area
- Historical shops audit to format of St Day Shopfront Study
- Surviving Shopfronts Assessment sheets to format of St Day Shopfront Study.

Methodology

The detailed and specialised research for this report follows on from the broad-based research and characterisation done for the CISI project, and was carried out in July and August 2004.

The research was based on:

- fieldwork, during which every surviving shopfront and all known sites of former commercial premises were recorded (externally only)
- easily available historical photographs and illustrations (sources given in bibliography)
- printed histories and maps and 19th and early 20th century trade directories

- archaeological and historical building data kept within the County Sites and Monuments Record managed by Cornwall Archaeological Unit.

The data gathered during this survey and research phase was then used as the basis for analysis of the surviving fabric, and for proposing a conservation strategy, policies and proposals for Tuckingmill/Roskear. These have been informed by discussion with Andrew Richards, Kerrier District Council's Conservation Officer, together with examination of the Local Plan and statutory planning guidance, in particular Planning Policy Guidance Note 15 'Planning and the Historic Environment'.

The report has also been written with reference to relevant policy, design and best practice guidance produced by English Heritage, the English Historic Towns Forum, national amenity societies, a wide range of local authority-produced guides from across the whole country, and an extensive surf through internet sources.

The end product is in two forms:

- a printed report
- an electronic copy of the report created in Microsoft Word 2002, and of the underlying database, created in Microsoft Access 2003 (Access 2000 file format). A copy of the database converted to Access 97 was also supplied.

The photographic record stored in the electronic database allows for detailed analysis and referencing; the smaller-scale and lower resolution photographs in the printed reports are for identification purposes only.

A Commercial history of Tuckingmill

Roskear and Tuckingmill were medieval settlements. There are records of mills in the valley of the Red River as early as the 13th century, although the economy of the immediate area seems to have had a relatively simple agricultural base, a character Roskear retained until well into the 19th century.

Industrial activity influenced the character of the settlements from an early period. Local tin streaming was already centuries old by the time deep mining for copper developed in the late 17th century. By the early 19th century, as well as being surrounded by some of the greatest of all Cornish mines, various industrial and manufacturing premises had been set up in Tuckingmill - leather works, ropewalks, Bickford's fuse works (1831), Vivian's Foundry (1833) and by 1834, the first Camborne Town gasworks. The growing industrial and mining complexes in the area attracted improvements in communications in the 1830s - by 1837 the Hayle Railway Co. ran its main line just to the south, with branch lines framing Tuckingmill to west (to North Roskear, including the Boiler Works) and to east (North Crofty). In 1839 the old county road running through Tuckingmill was improved by a new, straight, turnpike cut to Roskear and to Camborne. Even as late as 1902, when the Camborne-Redruth Tramway was laid, improvements in communications were adding a new layer of activity and prosperity to the central area of Tuckingmill.

Despite the mixed fortunes of Cornish mining and industry through the late 19th and early 20th centuries, Tuckingmill remained relatively prosperous until the mid 20th century. This was because of the strength of the local mines (Dolcoath/Roskear were the last of the great mines to close in the 1920s, South Crofty was the last of all Cornish mines to close, and may yet still re-open), the range of activity in and around Tuckingmill, and the strong export market for most for the products of the fuseworks, rock-drill works and foundries.

Decline eventually came in the mid 20th century, with Tuckingmill experiencing the recession that some other mining areas had experienced in the late 19th century. Signs of the decline are the closures of the two branch railways, North Crofty in 1948, North Roskear in 1963, the arteries that fed the boom being finally cut. Although many of the old industrial sites are now used for retailing and light industrial works, Tuckingmill shares the same general levels of unemployment and economic decline as Camborne, and, apart from the stark, and now quiet, complex at South Crofty, the most obvious activities on the ground are local authority and Government-backed land reclamation and regeneration schemes.

The new road built in 1839 opened up land for worker's housing and public buildings. Of the two principal land-owning families in the area, the Pendarves estate was busy exploiting their mineral rights, and developing agricultural land for new housing, shops and public houses. The Bassets, although they were developing their own cottage rows east of the Red River, showed more concern for the spiritual needs of the new settlement, as befitted their philanthropic reputation. They had built both the new Anglican parish church (1843-5) and the adjacent parish school, and given the land for the slightly earlier Wesleyan Chapel at Tuckingmill (c.1841-3).

The communal and municipal facilities that appeared in the later 19th century were thus provided for a buoyant, populous and active working settlement in Tuckingmill, although the provision of facilities shows that Tuckingmill, and especially Roskear, was considered part of Camborne, despite its separate ecclesiastical status. This is reflected in the number and range of shops and similar commercial enterprises in the settlement. These were never as numerous as might have been expected given the size of the population of the new parish.

The commercial character of Tuckingmill

The different landowning patterns, the location of the various industries, the fact that Tuckingmill was originally divided between two parishes, all had the effect of giving slightly different characters to the east, central and west ends of the settlement. The west end (Roskear), around the church, generally has large houses (and two schools) backed by open parks, sports grounds and former farmland, including some old farm complexes. There never was much here in the way of commercial activity - the old cinema, now sadly demolished, was a late-comer, and the one shop (Wanga House) is set in a very fine mid 19th century villa residence, and is itself probably a much later alteration.

The east end of Tuckingmill was more given over to a dense grid of cottage rows with attendant chapels, all tightly squeezed between the mines and the industrial complexes. The central area is made up of the remains of those industrial complexes - Bickford-Smiths, Vivian's, Bennett's etc, interspersed with some cottages, but also with the large houses of the industrialists themselves (Penlu).

Cutting across this pattern is the dominant influence of the turnpike road of 1839, which opened up land not just for worker's housing, but also for public and commercial buildings (churches, schools, Institute, hotel) which are thus spread out along the main road, rather than grouped in one nucleus. Almost without exception, Tuckingmill's commercial zone was confined to the narrow strip, just a single building plot deep, running along the spine road.

While most of the new shops and businesses along Pendarves Street were similar in scale and detail and grew up alongside the cottage rows, the shops down by Bickford-Smiths' works were slightly different. Here was a short sequence of three shops/villas and the Tuckingmill Hotel, all clearly planned to be an architectural ornament to the streetscene and to the central business district. The Hotel in particular, as a type, was a typical adjunct of manufacturing centres in

Cornwall and played an important part in entertaining commercial visitors and clients (acting in some instances as an informal Court House).

The eastern part of Tuckingmill was different again. Here the new road followed the existing line rather than creating new frontages. The cottage rows ran off at right angles rather than fronting the road, and thus there were fewer opportunities for shops to develop. Those that were built were generally late infill buildings in gardens or empty plots of land - they also seem to have gone out of business much sooner than those in Pendarves Street.

Despite their large numbers - and there were many shops in the central area at the peak early 20th century period - virtually all the shops were supplying the needs primarily of the locals and the daily swell of workers. The number of shops was artificially high in relation to the local resident population as they also served the very large number working, or passing through on their way to work, in the local factories and mines. Huge numbers of pedestrians, cyclists and tram-passengers moved through and along Pendarves Street/East Hill at this time - presenting an unrivalled commercial opportunity.

Despite this concentration in a single street, rather than forming a true commercial shopping centre, this was more like an extended series of corner shops. There were few specialists recorded in the early 20th century - an occasional watchmaker or milliner amongst the grocers and shopkeepers. The attractions of nearby Camborne, and, even slightly further away, Redruth, were too great to compete with, and the Camborne-Redruth Tramway of 1902-27 thus had the paradoxical effect of preventing further growth even in the relative boom time in the early 20th century.

In the 20th century, this pattern has changed somewhat; it is the typical 'corner shops' that have disappeared. There is now a greater level of specialist shops providing a service to a much wider area than the local community. With the recent closure of the post office, only the fish and chop shop, and the newsagent by the Tuckingmill Hotel are really of the local 'corner shop' type, although to some extent this function has

been replaced by the Lidl supermarket in the old Bennets fuseworks complex - but this also serves a much wider area than just Tuckingmill.

Tuckingmill's shopfronts have not survived well. The competition from the larger centres (now including the nearby retail complex at Pool) has increased as mobility and car-usage have increased. The main road remains busy and traffic-dominated. Despite the very welcome presence of on-street parking, and an attempt at traffic-claming, this remains a busy arterial route through the heart of the Camborne-Redruth conurbation, with little opportunity or reason to slow down or linger. While the resident local population has remained stable, indeed expanded in recent years, the working population actually within the commercial area has continued to decline, and these were the very people that maintained the large number of shops in the past.

The severe loss of the actual shopfronts (much more so than other communities where the shop use has changed to residential use) is probably explained partly by the need to keep the noise and fumes of the traffic out, understandable along Pendarves Street/East Hill perhaps, but not to the same degree in Edward Street where there have been similar losses. In addition the grand, highly ornamented type of timber shopfront typical of the late 19th/early 20th centuries proved expensive to maintain and repair and were no longer required to serve the much reduced local demand by the mid 20th century.

The character of Tuckingmill's historic shops

With such great loss of historic shopfronts in Tuckingmill, it is difficult to sum up their design characteristics. It is clear from historic photographs that the majority of shops in Tuckingmill were of well-wrought timberwork appended to or projecting from the host buildings, or else variations on the 'parlour shop' so typical of west Cornwall. Both options are perhaps to be expected given that nearly all the host buildings along Pendarves Street were originally built as simple cottages.

In this they contrast with neighbouring centres like Redruth or Camborne, where the shops were more often of stone or stucco decorated in imitation of stone, and there are virtually none of the 'display' buildings typical of the larger towns where shopfront and architecture are conceived of as a single design. The significant exceptions to this, of course, are the offices and entrance ranges of the major industrial buildings - Bickford Smith's in particular - but these can only in the most general sense be regarded as for display and advertising purposes like a true shopfront.

There are some indications of some architectural pretensions in some of Tuckingmill's shops, such as the partially surviving corner shop at 103 Pendarves Street [33], an example of the cornice and bay-window style so typical of Camborne (but where the emphasis was still on good quality timber work, as shown in historic photographs), and the former post office [18-19] which was also related to this style.

This high quality of early 19th century joinery work in Tuckingmill is reflected in the fortunate, and symbolic, survival of a carpenter/joiners works [8]; this stands to the rear of 103 Pendarves Street [33], a carpenter/undertaker's around 1900.

Of outstanding importance for their streetscape impact as well as the individual qualities of the buildings is the group adjoining the Tuckingmill Hotel [33-35]. This includes at least one listed building, almost uniquely listed because of the shop itself, with evidence of the original internal arrangement surviving. Including the Hotel [36], these are unusual examples of what may have been purpose-built commercial units of a type and design rarely found in mid 19th century Cornwall.

Other surviving historic shopfronts are modest (including those already converted to residential use), either examples of the parlour-shop, with very little more than an enlarged ground floor window [15] [17] [24], or else with very simple timber surrounds [3] [22] [25] [32]. Some are very limited in the degree of survival of the shopfront elements [28] [30]. The loss of most of the historic shopfronts in Tuckingmill makes the survival of the few remaining so much more important.

Table 1: Analysis of historic shopfronts in Tuckingmill

There are a total of 36 identified 'shopfronts' in Tuckingmill; this number is unlikely to be significantly added to by future research.		
Historic shopfronts		
Intact	In use	6
	vacant	1
	residential	6
Partial survival	In use	0
	vacant	0
	residential	2
total		15
Historic host buildings		
total		36
listed		4
Selected styles of shopfront		
Timber shopfronts (surviving)		8
Cornice & bay window		2
Parlour shops		5
Commercial buildings without shopfronts		32
	pubs	2
	workshops	2
	Purpose-built offices	1
	Converted industrial	4
	Converted chapel	1

The Issues

Introduction

The important role that Tuckingmill's shops play in defining the special historic character of the conservation area must be fully recognised. The historic shops and shopfronts of Tuckingmill contribute to the valuable and vulnerable sense of local distinctiveness and to the special architectural and historic interest of the conservation area. What distinguishes, and what distinguished Tuckingmill-Roskear historically, from many of the surrounding industrial settlements is the presence of a definable centre – still just hanging on – with a discernable concentration of commercial premises and shops. These, added to the unusual concentration of chapels, church, schools and pubs, mark it out as a fully developed historical community.

Restoring and maintaining the historic shops and shopfronts in Tuckingmill would not only bring cultural benefits; bringing underused buildings back into full use would also result in visual benefit and be a major source of regeneration - decaying buildings are a wasted asset, and no one enjoys living with dereliction.

Historic buildings also represent a significant investment in resources and embodied energy which we cannot afford to lose. The repair and reuse of these buildings makes a significant contribution to the wider objectives of environmental conservation and sustainability.

To achieve this will require more than simply treating the problem as one of repairing decaying fabric. There needs to be an integrated approach. Above all, adequate time, financial, and manpower resources need to be applied by the Local Authority.

The following broad SWOT analysis considers some of the strengths, weaknesses, opportunities and threats in Tuckingmill in particular relation to its shopfront heritage.

SWOT Analysis

Strengths

- good range of community facilities – shops, doctor, school, sports centre, church/chapels, community centre
- Pendarves Street, particularly at its lower end, and its environs contain a unique collection of commercial and mercantile buildings, imposing, attractive and set in a good streetscape
- attractive residential hinterland – the impact of the busy road is only one plot deep, and the whole core is surrounded by parks, sports grounds and informal recreation areas (an urban park made out of the old industrial wastelands)
- good access to main roads (A30) and major retail, educational and cultural facilities (Pool)
- the retention and re-use of the former industrial complexes (Bennets/Bickford-Smiths) has provided a good mix of small, medium and large business and employers providing an economic base for further commercial activity
- on-street parking, good and relatively level access to hinterland (pedestrian and vehicular)
- lots of passing traffic, high visibility for passing trade
- on main bus route; high pedestrian flows
- low property values attract buyers
- outstanding potential, on edge of major redevelopment zone of Camborne-Pool-Redruth regeneration initiatives, yet not likely to bear the brunt of intrusive and destructive redevelopment
- existing businesses serving a wide area are already drawing trade from a broad catchment area – Tuckingmill is known for certain specialist suppliers giving a ready-made commercial image to build upon
- long-established pattern of regeneration and local authority-led initiatives allow an easy lead-in for subsequent programmes

- despite competition from adjacent major retail centres, the increasing local residential population should stimulate local shops and services, which could be targeted and grant-aided for re-location here

Weaknesses

- low property values conversely make for poor investment potential and indicate marginal economic activity
- low income base for restoration, or for match-funding for grant aid
- sources of additional employment within Tuckingmill are limited
- long-term deprivation and recession has left a legacy of many properties under-invested in and needing repair/restoration
- sources of employment/spending power within Camborne-Tuckingmill area are generally still below average levels
- central area typified by 'hard' enclosed streetscape, poor modern shopfronts, boarded up older shopfronts, poorly maintained buildings and the dominant presence of fast-moving and often heedless traffic
- access onto and over the main road from the side streets is very difficult for local traffic
- the pedestrian environment and streetscape is poor along the main road
- Noise and fumes encourage replacement of traditional timber fenestration with less appropriate materials and designs thought to be (usually incorrectly) more insulating
- The position of Tuckingmill close to major retail centres (Camborne and Pool) makes major commercial investment unlikely, and may even discourage local shops
- there are many traditionally detailed timber shopfronts surviving in more-or-less complete condition. These present a considerable challenge in terms of both funding, policies on change of use and conservation management, and the design of suitable alterations and adaptations.

- industrial buildings converted to commercial use are prominent; the signage on them is far from appropriate, it is overlarge, gaudy, excessive and not an enhancement of the conservation area or these important historic building (some listed). The individual design solutions required will be expensive in terms of Local Authority resources/officer time, but critically important to the enhancement of the conservation area.

Opportunities

- the buildings of Tuckingmill provide a resource in themselves - many of the converted shops could easily revert to commercial use; even the generally inadequate level of design and construction in those units converted paradoxically removes objections to future alteration and improvements of a more appropriate standard, including reinstatement of historic detail.
- identified redevelopment schemes could have major beneficial impact
- upgrading of existing housing stock
- heritage-led regeneration schemes involving a relatively high level of grant aid and public funding THI/Hers investment eligibility
- promotion and interpretation of industrial and other elements of the heritage of the town and area
- initiatives to make the best use of those special features of the town that survive to create a sense of place and local distinctiveness, perhaps especially the stock of unused or underused shops

Threats

- the recent loss of the post office has removed a major element in drawing trade to the local shops.
- similarly the failure to find a suitable reuse for the old cinema at Roskear (as community or arts-based use) in favour of housing reveals a weakness in the local policy designations which have

tended to take a simple approach to Tuckingmill that it should be an extended residential area and little else

- threats are most likely to result from failure of development, and even regeneration schemes, to recognise or refer to Tuckingmill's special and locally distinctive character
- the importance, and the plight, of the surviving commercial properties is undervalued, and conversion or loss can be too easily accepted as not being important to the preservation of the character of the conservation area
- the major development proposals could remove much of the special interest of Tuckingmill (particularly some of its unique industrial heritage)
- major schemes, and the proximity of major schemes, could also reduce Tuckingmill to little more than a traffic corridor – various historic buildings within the conservation area (North Lights building) and on its fringes (East Hill) have already been targeted for demolition to improve access to schemes outside the conservation area
- uncoordinated, small-scale and piecemeal proposals could also seriously affect the historic character and current quality of environment
- the streetscape and traffic calming measures in Pendarves Street have gone some way to improve the environment of the street, but much more is required; the danger is that this will mark the main road out even more as a traffic-dominated road rather than a street for the local community
- loss of historic shopfronts by conversion to residential use: even if this process is irreversible, which is far from certain, the design solutions adopted have not been appropriate and are harmful to the character of the conservation area

Shopfront Strategy

Introduction

Reference should always be made to the guidance given in *Kerrier Shopfronts and Signs*, Kerrier District Council, 2001.

The overriding concern of a shopfront strategy for Tuckingmill must be to fulfil first the statutory requirements of conservation area designation – in other words, to ensure that it preserves or enhances the special architectural or historic interest, character or appearance of the conservation area. The importance of conservation and management of Tuckingmill's unique heritage and inheritance will be thrown further into the spotlight by the developing UNESCO bid for World Heritage Site status for Cornish Mining.

Any wider regeneration and policy framework must work toward the same overall aims, as well as clearly addressing the need to redress the levels of deprivation, low incomes and poor image from which Tuckingmill has suffered for many years (with the collapse by the late 20th century of its traditional mining and engineering employment bases).

There is a well-established policy and regeneration context for Tuckingmill as a whole, much of which will impact upon a shopfront strategy.

The policy context

The immediate context is in existing statutory and Local Plan designations and policies. The Tuckingmill-Roskear Conservation Area covers mostly residential streets, but, especially along the spinal route through the conservation area (East Hill-Pendarves Street), there is a wide range of streetscapes, uses, building types and historic structures (domestic, religious, social, industrial and commercial).

The few listed buildings in the conservation area include three substantial middle class houses, church, school, chapel, Bickford's industrial complex, the Tuckingmill Hotel [36] and adjacent shop [35].

A shopfront strategy thus concentrates on one of the core characteristics of the

conservation area; what separates it from the surrounding mass of industrial settlements is this richly diverse central area. This is emphasised by the listed buildings – few as they are it is significant that two of them (The Tuckingmill Hotel [36] and 107 Pendarves Road [35]) are commercial buildings. Moreover, it is extremely rare, if not unique in the industrial towns of Cornwall, that a building is listed primarily because of the quality of its surviving shop frontage and fittings, as is the case with 107 Pendarves Road.

The relevant statutory framework lies in the Planning (Listed Buildings and Conservation Areas) Act 1990 and Planning Policy Guidance Note 15, together with subsequent amendments, clarifications and relevant case law.

In practice, the policies and guidance set out in those statutory documents have been adopted by the Local Planning Authority. The Kerrier Local Plan has a good raft of relevant policies (see Table 2):

- listed building and conservation area policies and controls
- specific policies concerned with shopfront and advertisement design and regulation within conservation areas
- general policies concerned with the quality of shopfront design and advertisement control throughout the District that are cross-referenced to the need to respect, preserve and enhance where appropriate historic buildings and areas.

The range of these measures means that the principles and strategy set out here can be effectively extended outside the conservation area itself.

Kerrier Shopfronts and Signs, Kerrier District Council, 2001, incorporates these policies and principles, and has been adopted and put into practice as Supplementary Planning Guidance.

Table 2 – summary of relevant local plan policies

All areas	B.EN9	Listed Buildings - Preservation, alteration, extension and change of use
All areas	B.EN10	Listed Buildings - Demolition
Conservation Areas	B.EN11	Conservation Areas - Preservation or enhancement
Conservation Areas	B.EN12	Conservation Areas - Demolition
All areas	B.EN13	Enhancement schemes in town and village centres
All areas	B.EN14	Building design
All areas	B.EN16	Shopfront design
All areas	B.EN17	Advertisements - Siting and design
Conservation Areas	B.EN18	Advertisements in Conservation Areas - Siting and design
All areas	B.EN19	Design for crime reduction, building security and environmental safety
All areas	SPG	Kerrier Shopfronts and Signs, Kerrier District Council, 2001

The regeneration context

Tuckingmill is broadly identified in the Kerrier Local Plan as a focus for housing development. This has been to some extent at the expense of the diverse character and facilities the conservation area and the wider settlement offer – in particular by the proposed infilling of areas of existing open space between the residential streets (see the Tuckingmill CISI report for further comment). Whatever the potential perceived benefits of this strategy for Tuckingmill and the District as a whole, the concentration on this image of Tuckingmill as primarily residential has missed much of the essential character of the conservation area, and consequently could threaten the retention of existing or remnant shops, and their associated uses.

Employment and commercial uses in the conservation area should be given much greater emphasis – this current study should be seen a part of that process.

The future of Tuckingmill is dominated by the emerging proposals associated with the Camborne, Pool, Redruth Urban Regeneration Company's (URC) strategies. These have for the most part developed the idea of Tuckingmill as a residential area. There are proposals for both an urban village and a new employment area south of the existing centre. Although these proposals do include recognition of the need for employment and community facilities, it is not clear how these will link with the existing centre, nor how they will be complementary rather than competing with existing businesses.

Perhaps significantly there are few direct proposals relating to the historic core of the conservation area (apart from very welcome rejoinders to preserve high quality historic buildings). Moreover, the proposed new 'avenue' link road between Camborne and Pool would by-pass Pendarves Road; this may not be the best way to regenerate the commercial, cultural and social activities along the existing main road.

However there could be an opportunity to develop existing commercial activity on the back of this sort of development. Retention of existing units, and potential reversion of

those in part converted, should thus be seen as a sensible management of resources.

The THI bid is (October 2004) being submitted the Heritage Lottery Fund and, if approved, will prioritize:

- quality traditional repairs, utilizing local materials and building techniques on targeted historic buildings within the town centre.
- bringing buildings and vacant or underused floor space back into use, providing a long-term solution to bringing derelict and underused properties back into more economic use.
- repair of quality surviving historic shopfronts and reinstatement of lost architectural details.

To this end, the current study has been commissioned, while a target list of historic shopfronts has already been prepared as a companion to this report (the targeted premises are highlighted in the accompanying tables and indices).

Objectives

- Preserve or enhance the character and appearance of the conservation area
- Increase economic activity and reduce numbers of vacant premises
- Encourage greater investment in repair and maintenance of buildings
- Improve environment so Tuckingmill is perceived as an historic location of high quality and local distinctiveness
- Encourage use of traditional and local materials, and foster traditional and locally based craft skills (e.g. in quality joinery work)
- Increase diversification of the centre, bringing back employment and community life.

General principles

Consistent general principles should underlie all the actions, aims strategies and programmes of work within the conservation area. These principles apply to

all surviving historic shopfronts in the Conservation Area, and indeed all surviving historic frontages which can be regarded as commercial display (including the architectural context of existing or recoverable historic shopfronts).

List of general principles:

- Apply all relevant Statutory and Local policies
- Retain old shopfronts of merit as a fundamental principle
- Repair and maintain the existing stock of historic shopfronts in Tuckingmill
- Establish and promote grant schemes and investment initiatives to repair and re-use vacant buildings
- Integrate shopfront schemes into a wider framework of regeneration measures
- Review extent and effectiveness of town centre designations and associated policies
- Celebrate interpret and present historic buildings etc
- Local authority to effectively exercise statutory controls as well as enabling role

The principles and policies in detail

Apply all relevant Statutory and Local policies

A self-explanatory requirement; this is a statutory duty. See 'Policy context' above and Table...

Retain old shopfronts of merit as a fundamental principle

Wherever old shopfronts of merit survive every effort should be made to retain them in their entirety, because:

- there is a statutory duty to reserve or enhance the character or appearance of the conservation area/listed buildings
- when the buildings are listed or in some other way make a positive contribution to the character of the conservation area (as do all the surviving historic buildings in

Tuckingmill), applications to remove or alter them will have to be carefully justified. Proposals to remove or alter historic detail will need to show *'the extent to which the proposed works would bring substantial benefits for the community, in particular by contributing to the economic regeneration of the area or the enhancement of its environment'* – [PPG15, 3.5 (iv)]

- *'...the destruction of historic buildings is ...very seldom necessary for reasons of good planning, more often it is the result of neglect or the failure to make imaginative efforts to find new uses for them.....'* [PPG15, 3.16]
- such buildings give a strong sense of place, they are landmarks of local history and memories and give continuity and stability in the changing streetscene: they represent the 'familiar and cherished local scene'
- they are a reservoir and showcase of locally traditional materials, details and skills
- this applies to preserving details as well as whole shopfronts - it is virtually impossible to find a contemporary building with the depth of interest, in terms of materials and craftsmanship, to be found in such historic buildings

Table 3: surviving historic shopfronts in Tuckingmill

3	24	34
15	25	35
17	30	
18	32	
22	33	

Repair and maintain the existing stock of historic shopfronts in Tuckingmill

Regular maintenance and repair are the keys to the preservation of historic buildings. Modest expenditure on repairs keeps a building weather-tight, and routine maintenance can prevent much more expensive work becoming necessary at a later date

- appearances can be deceptive; a run-down and vacant building may look so far gone as to completely obscure its possibilities, but there is often a 'credibility gap' between this

appearance and what is actually possible - the most alarming defects can sometimes turn out to be easily remedied

- repairs should usually be low-key, and new work should be fitted to the old to ensure the survival of as much historic fabric as is practical. Old work should not be sacrificed merely to accommodate the new.

Policies and guidance on repair of historic buildings can be found in a number of comprehensive guides, e.g.-

- *Buildings At Risk - A New Strategy*, English Heritage, 1998
- *The Repair of Historic Buildings - Advice on Principles and Methods*, English Heritage, 1995
- guides produced by English Heritage, The Society for Protection of Ancient Buildings, The Georgian Group, The Victorian Society etc.
- *Kerrier Shopfronts and Signs*, Kerrier District Council, 2001

Architectural and surveyors' practices are experienced in establishing and supervising regular planned maintenance programmes - the Church Of England's quinquennial inspection system is one of the most universally applied and successful (now used by other denominations and institutional property holders), and could be easily adapted to a wide range of buildings. See *Inspection and Repair - A Guide to Church Quinquennial Surveys*, Council for the Care of Churches.

The local authority has a role to play:

- in giving general planning and conservation advice
- in the exercise of statutory controls (see above); much is summarised in Environment Circular 02/98 - *Prevention of Dereliction through the Planning Process*
- in investigating new ways of sponsoring maintenance rather than crisis management of often wasteful and destructive capital repair programmes, through advice and grant

aid programmes or partnership agreements or direct labour

- legislation allows for grant aid for maintenance; in other countries (such as the Netherlands) teams of trained maintenance workers visit historic properties once or twice a year to do basic chores such as cleaning gutters and down pipes, fixing missing slates and tiles, replacing perished lead or zinc in the valley gutters and inspecting the roof voids for outbreaks of rot and woodworm.

Integrate shopfront scheme into a wider framework of regeneration measures

There are many existing initiatives which may be relevant, whether national, regional or local: these have been summarised above (see Policy Context).

There are other, sometimes less formal or less immediately obvious avenues which can be explored. Again the Local Authority is likely to play a leading role:

- economic regeneration, small business, social development schemes etc. should all be considered in addition to buildings-based regeneration schemes (e.g. Kerrier Empty Homes schemes)
- the impact of traffic management, environmental enhancement schemes and allocation for car parking will have an impact on viability of individual streets and shops
- positively targeting local businesses or those making enquiries in the area and encouraging them to relocate to Tuckingmill by means of financial, administrative or planning concessions should be pursued, perhaps by co-ordination with organisations and agencies outside both the District and Cornwall (SWERDA, small business confederations, etc.)

Establish and promote grant schemes and investment initiatives to repair and re-use vacant buildings

This study is one of a series of studies and surveys undertaken as part of a stage 2 THI bid. The local authority is best placed to co-ordinate, through conservation/planning, economic development and housing

sections, a complex package of grants such as is likely to be required; there is a well-established experience at Kerrier District Council of putting together funding sources for heritage-based regeneration packages, which could bring in funding from some surprising quarters.

This report is based in part on a broad-based Buildings at Risk style survey - this will need to be followed by a more detailed assessment of the major structural and external elements of some or all of the buildings concerned to provide a realistic indication of the level of expenditure necessary to bring the physical fabric back into good repair. This will supplement existing Housing Surveys and Condition surveys undertaken as part of the THI bid.

Additional funding sources should investigate different ways of funding, especially those that will provide revenue funds, both to make new business viable, and for a new approach to maintenance grants.

Table 4: 'Camborne/Tuckingmill THI Shopfront Target List 2004' - Tuckingmill

3 25 22 25 26 32 33 34 35

The THI funding should be seen as a first stage in the process; nearly all of the surviving and partly-surviving shopfronts and commercial premises in Tuckingmill could benefit from some sort of input, many of which should be regarded as high priority targets for improvement, even if they have not met the right criteria to be selected as priority THI sites (which necessarily weighted sites with a good degree of survival of historic shopfront details).

Funding should be sought within the lifetime of the THI scheme for a continuation or extension of any strategy and programme. The most likely fund schemes to be relevant are:

- public/governmental grant aid
- County, District and Parish Council funding
- historic buildings and areas grants under section 57 of the Planning (Listed Buildings and Conservation Areas) Act 1990 allow for grants or loans for both repair and maintenance

- housing improvement grants
- regional government sources (SWERDA)
- Objective One. This programme can fund not only physical fabric, but also small businesses, diversification and conversion of vacant/redundant buildings etc. for special uses
- Heritage Economic Regeneration Schemes (English Heritage). HERS concentrate on neighbourhood businesses, high streets and corner shops - employment-generating activities which form the focus for community life and prosperity, and where area-based assistance with building repairs and enhancement will help to maintain local employment, provide new homes and encourage inward investment
- Building Preservation Trusts. Quite a number of endangered buildings have been saved by local people who have set up a building preservation trust, acquired the building, restored it and sometimes resold it. Such trusts can obtain special low interest loans from the Architectural Heritage Fund, and grants from the Heritage Lottery Fund and English Heritage. The AHF now also offers a range of other financial packages to help BPTs, such as feasibility study grants
- LOTS (Living Over the Shop)

It is estimated by the Living Over the Shop Project (a national programme based in York) that at least half a million and possibly up to one million new homes could be created in empty or underused upper floors above or behind shops. This accommodation suits the smaller one or two person households that will make up the bulk of the predicted extra 4 million homes needed by 2016 and is located by its very nature in the centre of settlements, reducing reliance on road transport.

Kerrier has experience elsewhere of successful LOTS schemes, and it would be appropriate in Tuckingmill where there is evident under-occupation of upper floors throughout the central commercial zone.

- Private sector finance

Nearly all the grant schemes outlined above assume a varying level of private money in partnership with the grant aid, although some can sometimes be matched by other grant sources, or grant aid up to 100% of certain types of projects. Although there has been a greater willingness on the part of lenders in recent years to fund restoration of empty and dilapidated buildings (particularly in Europe), there remain very few mortgages especially aimed at this market. Two well-established schemes are offered by the Ecology Building Society and Norwich and Peterborough Building Society:

Ecology Building Society

18 Station Road, Cross Hills, Near Keighley,
West Yorkshire BD20 7EH

0845 674 5566 (local rate)
<http://www.ecology.co.uk/>

Norwich and Peterborough Building Society Principal Office: Peterborough Business Park, Lynch Wood, Peterborough PE2 6WZ

01733 372372
<http://www.norwichandpeterborough.co.uk/>

Review extent and effectiveness of designations and associated policies and strategies

This means re-considering the image of Tuckingmill as overwhelmingly residential, and re-considering concentrating on new development initiatives in brownfield and greenfield land outside the core area, and actually concentrating on developing policies and strategies for the existing historic core. There is a resource here that appears set to be by-passed both physically and metaphorically if its worth is not recognised and built into emerging regeneration strategies

Programme of managed retreat

Linked to the idea of recognising the potential resource available in the central area of Tuckingmill, is a co-ordinated strategy to value existing historic shopfronts and shop units as a potential resource, not just as interesting but expensive to maintain relics. Their retention after conversion to any use, including

residential, should be mandatory; loss of retail and/or commercial use should be resisted, or at least controlled through a programme of managed retreat. It is not necessarily the case that shops currently out of use are unlikely to find a commercially viable future; allowing conversion to residential use may be an acceptable short-term expedient, losing the resource of an existing good quality commercial frontage for future use could be much less acceptable.

Celebrate interpret and present historic buildings etc.

The purpose of the THI and the conservation area designation is, in some measure, to celebrate the character and appearance of Tuckingmill; to promote its historic qualities, and its present attractions. Whereas the shopfronts today contribute only modestly to the character of the conservation area, their importance in the past was much more significant. This is an element of Tuckingmill's history that has been overlooked. In promoting, quite rightly, the enormously significant industrial history of the conservation area, other aspects have been underplayed.

It is important to redress this balance not simply in the cause of historical accuracy, but in order to draw attention to the importance, and the plight of the commercial properties surviving, and particularly so that they are not undervalued, and conversion or loss too easily accepted as not being important to the preservation of the character of the conservation area.

This is especially important given the quality of the listed 107 Pendarves Street and its 1 neighbouring properties (including the Tuckingmill Hotel) [33-36], which form one of the most significant groups of their kind in the whole District.

These should be celebrated; their presence should be highlighted; they should be regarded as target buildings for restoration and appropriate re-use. Their role, and that of all the other former and surviving shops, in the history of Tuckingmill and in forming the character of the conservation area should be celebrated as much as the industrial complexes, the chapel and church

and the houses of the great and the good, since they probably saw as many if not more people through their door as all these other places, and represent the Tuckingmill that most locals remember and still think of.

Local authority to effectively exercise statutory controls as well as enabling role

The success of any strategy depends entirely on the local community agreeing and adopting these proposals. Clearly adequate resources must be made available, and this is likely to be a major consideration. The local authority must play a continuing role in enabling action by:

- regular monitoring to identify vulnerable buildings before they become at risk by means of simple, regularly updated condition surveys
- prioritising action
- running grant schemes to underwrite a significant proportion of irrecoverable costs; programme of grant aided works to repair and re-use vacant buildings
- grant aided repair and restoration projects should be carefully conditioned to encourage sustainable sources and practices and develop local skills and the use of local materials, suppliers and craftsmen
- produce detailed technical step by step guide to re-use/conversion/repair (there have already been moves to publicise housing repair/maintenance)
- effective use of statutory powers as well as enabling role to ensure the preservation and enhancement of the special character of the conservation

area, listed buildings, and the historic built environment in general and to ensure owners maintain buildings adequately:

- normal exercise of planning controls - the emphasis on controlled and positive management of change
- special planning controls in conservation areas, including control of partial demolition and use of Article 4 Directions (although this is unlikely to be much of an issue given the lack of permitted development rights on commercial buildings)
- listed building controls
- designation of 'local list' and appropriate policies
- urgent works/repairs notices
- amenity notices - Section 215 of Town and Country Planning Act 1990 aimed at removing eyesores and untidy land, including buildings in need of repair
- new or additional planning policies may be required, which may initially take the form of Supplementary Planning Guidance, but which should be incorporated into the statutory local plan at the next possible opportunity. (See also Environment Circular 02/98 - *Prevention of Dereliction through the Planning System*).

Detailed and site-specific actions

- Encourage the re-use of historic shopfronts in Tuckingmill by promoting their suitability for a variety of new uses.
- Target key buildings and reinstate missing elements of shopfronts as part of townscape and streetscape improvements.
- Ensure the most appropriate schemes when change of use and/or loss of existing shopfronts become inevitable.
- Encourage the replacement of inappropriate modern shopfronts with either traditionally detailed shopfronts based on historic evidence or with appropriately and well-detailed modern shopfronts.
- Review application of advertisement controls.

Encourage the re-use of historic shopfronts (and commercial frontages) in Tuckingmill by promoting their suitability for a variety of new uses

'Each historic building has its own characteristics which are usually related to an original or subsequent function. These should as far as possible be respected when proposals for alterations are put forward....Local planning authorities should attempt to retain the characteristics of distinct types of building, especially those that are particular to their area.' [PPG15, Annex C2].

The best way of securing historic buildings is to keep them in use; new or continuing uses will often entail some alteration or adaptation, so that the range of acceptable uses is a consideration. Judging best use is difficult, it requires balancing the economic viability of possible uses against the effect of any changes to the special architectural and historic interest of the building or area and it is necessary to assess the elements that make up special character (decorative facade, internal features, and layout, archaeological or technological interest).

In principle the aim should be to identify the optimum viable use that is compatible with the fabric, interior, and setting of the historic building; the best use will very often be the use for which the building was

originally designed and the continuation or reinstatement of that use should certainly be the first option when the future of a building is considered.

Achieving the proper balance can be done if reasonable flexibility and imagination are shown by all parties and local authorities apply planning/building control legislation flexibly, or if an applicant is willing to exploit unorthodox spaces rather than set a standardised requirement – building regulations, fire safety and disabled access provision should be enforced sympathetically to the requirements of the historic fabric.

Apply to:

1	2	3	8	9	10
11	12	15	16	21	22
23	24	32	33	34	35
36					

Target key buildings and reinstate missing elements of shopfronts as part of townscape and streetscape improvements

Restoration/enhancement schemes should locate and focus on some of the important focal points: the closing buildings to views and approaches (Wanga House), or on prominent corners (103 Pendarves Street, 77 Edward Street); important groups of buildings in the streetscape (as at the heart of Tuckingmill, grouped around the central crossroads). Shopfronts should be restored or improved where they have this extra townscape character.

It is important to preserve the best surviving examples of the shopfronts themselves, not only as quality artefacts in their own right, but as a vital element of Tuckingmill's history. In some cases, restoration of a lost shopfront could have considerable visual benefits for the whole centre. Number 103 Pendarves Street, for instance, is prominent in the street scene, and forms a transitional point from upper Pendarves Street to the more tightly constrained industrial zone in the lower part of the street. Its restoration would in many ways lift the whole of the streetscape.

This approach underpins the THI (and HERS) approach of targeting specific,

prominent and important buildings in order to create a knock-on effect and general improvement to the whole townscape.

Apply to:

1	2	3	7	8	9
10	11	12	21	23	30
32	33	34	35	36	

Ensure the most appropriate schemes when change of use and/or loss of existing shopfronts become inevitable

This should be seen in the context of an overall policy and strategy aim of retaining shopfronts a part of a programme of 'managed retreat'; shopfronts should be seen as a potential resource for the future. Allowing conversion to residential use may be an acceptable short-term expedient, losing the resource of an existing good quality commercial frontage for future use could be much less acceptable.

The loss of shopfronts is currently a severe problem facing the conservation area. There is very little available guidance on how to deal with redundant shopfronts, either from statutory bodies, Cornish local authorities, or indeed nationally. Virtually all published shopfront guides deal with repairs, alterations or designs of new shopfronts, not why or how to keep redundant shopfronts beyond general statements.

Even initiatives like Living Over The Shop (LOTS) are more concerned with underused parts of existing commercial premises rather than preserving unused shopfronts.

Useful guidance is given in the *Kerrier Shopfronts and Signs* guide, and this should be supplemented by specific advice and design input by specialists (notably the Local Authority's conservation and design officer). It will often be necessary, however, to design each case as a unique, one-off solution, and to go back to basic principals, and particularly the statutory guidance produced by the Government (PPG 15), as well as such guides as *Conservation Area Practice*, produced by English Heritage. These suggest the following broad principles:

- changes of use generally will be permitted only where they are consistent with maintaining the viability and historic character or appearance of the area
- proposals must take account of the significance of the building type, and give substantial weight to this in Tuckingmill because of the importance of shops to the character of the conservation area.
- retention of old buildings should not be a slavish exercise in preservation for its own sake – those with architectural quality in the facades should be adapted; where replacements must be made, they should be carried out in harmony with the rest of the building
- reinstatement and restoration schemes should not be considered in isolation from the host buildings, nor just in terms of being vaguely appropriate to the date and style of the building, but they should properly be regarded as part of the restoration of the building elevation itself. Conversely, any independent schemes to restore the building elevations should be regarded as being incomplete without tackling the shopfront.
- don't overlook the contribution buildings make to their neighbours, a group or the streetscape, the building's setting and its contribution to the local scene where it shares particular architectural forms or details with other buildings nearby

There are examples of 'parlour-shops' still in commercial use in Tuckingmill, which would easily convert to residential use, and back to commercial use if the occasion arose, with very little physical alteration to character or appearance.

However, there are also many traditionally detailed timber shopfronts surviving in more-or-less complete condition. These represent a substantial problem. Of those in use, a shopfront is in itself not a necessary element of the business/use of the building; other examples are in residential use, and the shopfronts must be considered at risk – even in the case of the listed 107 Pendarves Street [35].

These shops present a considerable challenge in terms of both funding, policies on change of use and conservation management, and the design of suitable alterations and adaptations. The easiest solution in many instances might be to seek a return to retail use.

Apply to:

1	2	3	8	9
10	11	12	17	18
19	21	23	25	26
30	32	33	34	35

Encourage the replacement of inappropriate modern shopfronts with traditionally detailed shopfronts based on historical evidence or with appropriately and well-detailed modern shopfronts

'The designs and appearance of shopfronts and of their projecting blinds can have particular impact and should be related to the character of the building and to their locationUnsympathetically designed shopfronts are likely to detract from the appearance of areas of character. The use of standardised company-type shopfronts with large areas of plate glass, plastic, metallic or tile finishes are unlikely to harmonise with their surroundings and would certainly be unacceptable on listed buildings or within areas of character and visual amenity.'
Kerrier Local Plan, p. 87.

Extensive guidance on the principles of shopfront design are to be found in the *Kerrier Shopfronts and Signs*, Kerrier District Council, 2001, to which reference should always be made.

This programme should be integrated with targeting key buildings and streetscape elements.

Apply to:

13	15	16	22	32	33	34	35
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Monitor and review application of advertisement controls

Although there are existing policies in the local plan controlling advertisements, signs, fascia boards etc. (particularly *Policy B.En18: Advertisements In Conservation Areas - Siting And Design*), the effectiveness of the plan should be monitored, and the stricter requirements for conservation areas rigidly applied. The policy is rightly phrased so as to allow considerable flexibility, but many, if not

most adverts/fascia boards etc. in Tuckingmill would fail to meet the acid test of the duty to preserve or enhance.

Possible limitation of deemed consent and other Advert Regulations criteria should be investigated.

A campaign of collaboration, information and dissemination of information may well be required. This will require a proactive role by the Local authority - at the very least by dissemination of available guidance (such as the *Kerrier Shopfronts and Signs handbook*).

This is particularly acute in Tuckingmill given the number of commercial premises without shopfronts (particularly the converted Bickford's and Bennets industrial complexes and the pubs).

The pubs are admirably modestly signed with appropriate fixings, painted signs etc. The signage on the industrial buildings, however, is far from appropriate, it is overlarge, gaudy, excessive and not an enhancement of the conservation area or these important historic building (some listed). The *Kerrier Shopfronts and Signs handbook* provides some guidance.... *'a subtle and sensitive combination of ... various options should provide sufficient advertising for any businesses.* Individual solutions will be needed and will have to be carefully designed and negotiated with relevant authorities.

This will inevitably be a matter of allocation of sufficient resources and specialist advice; the impact on the conservation area is so great, that it must be considered a primary element of any enhancement programme.

Apply to:

1	2	9	10	11	12	14	21
26	36						

Table 5 - Summary of recommended actions for each shopfront

Ref:	No	Street	Actions
1		Chapel Road	1,2,3, 5 8
2		Chapel Road	1,2,3,5,8
3	10	East Hill (even)	1,2,3,4,5
4	12	East Hill (even)	5
5	5	East Hill (odd)	5
6	36	Edward Street (even)	5
7	77	Edward Street (odd)	2, 5
8		North Roskear Road	1,2,3,4,5,6
9		North Roskear Road	1,2,3,5,8
10		South Roskear Terrace	1,2,3,5,8
11		Pendarves St (even)	1,2,3,5,8
12		Pendarves St (even)	1,2,3,5,8
13	14	Pendarves St (even)	4,5
14	20	Pendarves St (even)	5,8
15	30	Pendarves St (even)	4,5,8
16	38	Pendarves St (even)	4,5,8
17	40	Pendarves St (even)	1,3,5
18	42	Pendarves St (even)	1,3,4,5
19	44	Pendarves St (even)	1,3,4,5
20	78	Pendarves St (even)	5
21	84	Pendarves St (even)	1,2,3,5,8
22		Pendarves St (odd)	4,5
23	19	Pendarves St (odd)	1,2,3,4,5
24	29	Pendarves St (odd)	5
25	45	Pendarves St (odd)	3,5
26	47a	Pendarves St (odd)	3,5,8
27	51	Pendarves St (odd)	5
28	55	Pendarves St (odd)	5
29	79	Pendarves St (odd)	5
30	81b	Pendarves St (odd)	1,2,3,4,5
31	83	Pendarves St (odd)	5
32	85	Pendarves St (odd)	1,2,3,4,5
33	103	Pendarves St (odd)	2,4,5,8
34	105	Pendarves St (odd)	1,2,3,4,5
35	107	Pendarves St (odd)	8
36	109	Pendarves St (odd)	1,2,3,4,5

Design Guidelines

Shopfront design

By the later 18th century shopfronts were executed largely in good quality joinery giving a rich overall texture of fine details, and relied on classical design traditions, fundamental principles of proportion and the classical orders. These were adopted to form a framework for the shopfronts, which were also often designed as an integral and unified part of the complete building.

By the later 19th century, new influences in design led to more inventive shopfront design, matched by increasing levels in craftsmanship and skill in the use of cast and machined materials. Overall proportions were not so strictly governed by classical rules and detailing changed to become bolder and more ornamental, and often larger.

Increasingly seen in the late 19th/early 20th centuries were shopfronts forming part of the overall architecture of the host building - typical shopfront elements like pilasters, cornices, doorways etc. are all part of the structural grid of the main elevation, and are inevitably masonry-built rather than with fully-framed timber constructed attached shopfronts such as is usually associated with traditional shopfront designs; first floors often consist of large display windows. The whole building is in effect designed as an ebullient display advertising the commercial activity, on both purely commercial buildings and when partly residential.

Shopfront and advert design

Reference should be made to local plan policies, general guidance and above all *Kerrier Shopfronts and Signs*, Kerrier District Council, 2001 for all aspects of design guidance.

Change of Use and Redundant Shopfronts

The question of conversion to residential use is particularly difficult to resolve in terms of design and workmanship, so some additional advice is appropriate here.

Despite policy controls and the best efforts of local communities to resist it, shops do

sometimes close down. Where a change to other uses is permitted, for instance offices or residential use, careful thought has to be given as to what happens to the shopfront.

The general presumption will be in favour of retaining the shopfront where possible. This is especially so if it is a good example in itself, or is on a listed building or in a conservation area and even more so if the building was designed from the outset to incorporate a shopfront.

Where a building has retained the overall integrity of its design, reinstatement of missing elements could be considered.

Having a well-lit room and attractive frontage for the new office or home can be very beneficial - a typical alteration to many traditional buildings has been the enlargement of domestic-scale windows or the insertion of bay windows, often inappropriate to the host building, but clearly desirable to householders, and perhaps are seen to increase property values ; the existence of an old shop front can provide just exactly this sort of feature, and yet all too often its possibilities in this respect are ignored.

If the glazed area is felt to be too great for comfort, it is possible to screen off parts of the interior of a converted shop:

- by the use of curtains and blinds
- by internal secondary glazed screens or solid screens disguised externally by curtains/obscured or etched glass (in small areas only)
- and/or by placing ornamental objects and displays in the window itself
- the use of curtains and screening in this way has a long tradition of its own, and is seen to good effect in places such as Penryn, or more locally, Chacewater, where the shops face directly onto a busy road, and are subject to similar levels of noise, fumes and pedestrian traffic as Tuckingmill.

In other cases an appropriate and sympathetic alternative might be possible:

- while leaving the timber frame of the shopfront unaltered, it may be possible to make alterations to the glazed areas to create sash windows rather than plate glass, rather like a traditional butcher's shop (but not by filling-in most of the glazed area with masonry or render)
- in extreme cases, it may prove acceptable to carefully reconstruct the ground floor to match the rest of the building

Although many shops are themselves later insertions into earlier buildings, and proposals to remove a modern shopfront to restore an elevation to its previous designed appearance matching the rest of a terrace can usually be encouraged, these should be viewed with caution in cases where the shopfront is of interest in itself.

Don't overlook the contribution buildings make to their neighbours, a group or the streetscape, i.e. the building's setting and its contribution to the local scene where it shares particular architectural forms or details with other buildings nearby.

Loss of shopfront and replacement with masonry may mean the increased use of render, which is already inappropriately dominant in many streets – it has been used to hide a number of conversions, and in consequence texture and detailing on whole buildings and streetscene has suffered, not just the shopfront.

Useful Addresses

The first point of contact will usually be Kerrier District Council

Kerrier District Council

Dolcoath Avenue,
Tuckingmill TR14 8SX
01209 614000
The Council's conservation officer is in the Planning Department.

Other local and regional agencies can be reached through Kerrier District Council (including the County Council, English Heritage, the Heritage Lottery Fund etc.):

Cornwall County Council

County Hall,
Truro, TR1 3AY

English Heritage, Central Office

23 Savile Row, London, W1X 2ET
Tel: 020 7973 3000 Fax: 020 7973 3001
Website: www.english-heritage.org.uk

English Heritage, Southwest Regional Office

29, Queen Square, Bristol
BS1 4ND
Tel: 0117 975 0700

Lottery Heritage Fund (Townscape Heritage Initiative)

020 7591 6042/3/4/5

Other useful contacts include:

The Architectural Heritage Fund (AHF)

Clareville House,
26/27 Oxendon St,
London SW1Y 4EL
Tel 0171 925 0199
Fax: 020 7930 0295
Website: <http://www.ahfund.org.uk/>
Email: <mailto:ahf@ahfund.org.uk>

The Association of Building Preservation Trusts (APT)

Clareville House, 26/27 Oxendon St, London
SW1Y 4EL
Tel 0171 930 1629

Development Trusts Association (DTA)

20 Conduit Place, London, W2 1HZ

Tel: 020 7706 4951

Website: <http://www.dta.org.uk/>

The Prince's Foundation

19-22 Charlotte Road

London

EC2A 3SG

Telephone: (+44) (0) 20 7613 8500

Fax: (+44) (0) 20 7613 8599

Website: <http://www.princes-foundation.org/>

Email: enquiry@princes-foundation.org

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