



Cornwall Shopfront Design Guide

Appendix 2: **N E W Q U A Y**

Contents

Page

3	Newquay's Environmental Character
4	Historic Environment
5	Historic Environment
6	Historic Shopfront evidence
7	Seaside character
8	Signs
9	Outdoor seating
10	Placemaking: buildings and spaces
11	Buildings and shops: Central Square
12	Placemaking: Beach Road
13	Useful Links

CONSULTATION DRAFT

This appendix to the new
Cornwall Shopfront Design
Guide has been produced for
Newquay Town Council
to support the
Neighbourhood Plan
by
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Newquay's Environmental Character

Newquay town centre has a vibrant and colourful seaside character but its commercialisation is overlaid on an important historic townscape. Businesses vie with each other to capture the holidaymaking and visitor trade as well as the local shoppers throughout the day and night. The seaside character derives from beach and surfing shops, street-side cafes, restaurants, gift shops and amusement arcades, pubs and clubs.

However, many people may not realise that the town has a great collection of heritage buildings, a wealth of architectural detail and many examples of decorative arts. Many of these are in poor condition or hidden by modern signs and alterations. If restored and complemented by new designs, they would transform the character of the town centre.

How to use this appendix

This document is an appendix to the new Cornwall Shopfront Design Guide viewable [here](#) on the Cornwall Council website. The Design Guide will give specific advice to improve design quality in shopfronts, both contemporary and historic. This appendix will complement it by identifying some of the special characteristics of Newquay shopfronts and some of the local issues or opportunities presented in this town.

The competitive edge amongst businesses and fast changing fashions have brought disadvantages, as more and more locally distinctive elements in the street scene disappear. Bold corporate images and graphics tend to create more of an “anywhere” character, whilst desire for businesses to stand out has created bigger and brasher signage, making parts of the town look cheap and cluttered.

A lack of care about the commercial and street environment can lead to a lack of pride and a poor sense of ownership. It can reduce the attractiveness of the town centre environment which is so important for everyone's business and livelihood. In doing so, it deters shoppers and spoils the visitor experience.

This document highlights some of the special qualities and opportunities we have, to restore that pride again.

Historic Environment

Newquay does not currently have a conservation area nor many listed buildings in its centre. This may be due to the fact that many of its historic buildings have been gradually altered over a long period of time. However there are some notable examples of Victorian and Edwardian buildings with quality design and decoration - often visible above fascia level, where some fascinating architecture is still on display.



Design principle:

Valuing and conserving the historic environment will ensure Newquay's culture and distinctiveness can be restored to pride of place. The principles set out in the Shopfront Design Guide, show how the historic environment can be complemented by colourful, contemporary design to create a stimulating and attractive environment. We should ensure there is no further loss of historic fabric and a concerted programme of restoration where we can find evidence.

Far Left: A historic view of the Fore Street at the Beach Road corner, The shopfronts on the left have been retained but the elegant curved corner shopfronts on the right have been lost.

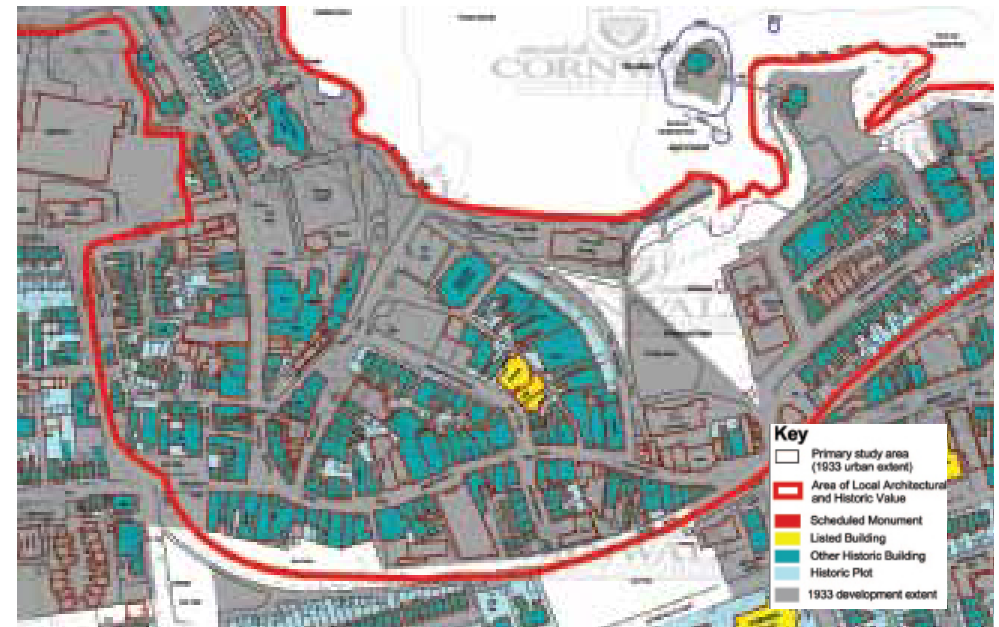
Left: examples of the fine architecture, above fascia level, along Bank Street,

Historic Environment

The Cornwall and Isles of Scilly Urban Survey [CSUS 2003] says, of Newquay town core:

“The built environment is dominated by structures relating to the late 19th and early 20th century urbanisation. Some earlier cottages survive from the pre-urban village. A rich variety of building materials and lavishly ornamented, intensely active facades and roofscapes with a distinctly sea-side character;”

Below: 19th century view of the lifeboat in the Town Square. All the historic buildings in this view are still existing and in use. Source Newquay Old Cornwall Society.



Above: Map of “Central commercial core” one of the character areas in the CSUS survey.

Conservation principle:

There are sufficient heritage assets in the central part of Newquay to warrant the designation of a conservation area. This would bring more protection, improve future design quality and could support funding bids. The **CSUS report is available [here](#)** and provides the basis for understanding the heritage assets and development of the town. A review and update of the character areas is being undertaken as part of The Newquay Character Study to support the neighbourhood plan.

Historic Shopfront evidence

Design principle:

Do not remove any further evidence of historic shopfronts. These are really valuable and should be used to reinstate a really attractive shopfront or incorporated as a feature in a new shopfront.

It does not take long to spot some distinctive historic details that could be restored and used in a new shopfront design. If they have high quality materials or high levels of craftsmanship then they are a great investment to retain.

Decorative brickwork and masonry should not be covered over. Faience and terracotta is very valuable, colourful and has a great finish. Cast iron was used for screens, railings and some special features such as columns.

Refer to the **Cornwall Shopfront Design Guide** to help identify the historic elements of your shopfront.



Seaside character

Newquay is unlike other Cornish towns. Its seaside character, surfing pre-eminence and long tradition as a holiday destination have shaped its character and perception by visitors.

These layers are part of the town's local distinctiveness and should be celebrated and built on as an economic strength.

Surfing, beachwear, souvenirs, fast food, arcades, night clubs, cafes and bars are all part of that economy but also sit alongside local shops and businesses that need to draw customers all through the year.

This ebullient and colourful character can still be expressed, but more needs be done to restore some of the Victorian and Edwardian shopfronts and to design modern shopfronts that complement the heritage buildings.

Routes to the sea from the shopping area are especially important to ensure they are attractive, less cluttered, accessible to all, and well designed.

Design principle:

Celebrate the town's distinctive seaside, surf and holiday destination character, but do not detract from other elements that have an equally important role to play, such as heritage, architectural quality, arts, crafts, a tidy environment and good accessibility.

Below: This is Beach Road which could do with some TLC!



Design principle:

Wherever possible, restore the original shopfront pilasters, console brackets, cornice and fascia to create a strong frame for artistic colourful and contemporary shopfront displays.

Signs



Design principle:

Ensure signage enhances the shopping environment and their host buildings. Newquay is full of signs that compete for attention through their size, shape materials and colour which often results in a discordant cluttered shopping environment. Avoid using large box signs that often hide or disregard the architectural design.

Refer to the **Cornwall Shopfront Design Guide** for more advice.



Outdoor seating

Who would not want to enjoy an outdoor meal, or drink watching the Newquay life around you?

Street cafes are an integral part of the town's life and economy and help to create an attractive environment. But if they are not designed well, they can add to the clutter, detract from the street scene and even impede accessibility.



Above: The Cribbar has neat, well-contained outdoor seating areas

Design principles:

- Put a simple well-designed edge or enclosure around the seating.
- Use good quality furniture
- Make the seating areas accessible for a buggy or a wheelchair to get to the tables and the inside of the shop.
- Don't clutter with too much signing, let the design speak for itself.



The seating area is an important part of the street scene and deserves to be designed well, just as much as the building or shopfront. These examples contribute little to the street scene and will deter some customers.



Above: Examples of good design in other towns.

Placemaking: buildings and spaces

Project Principle:

Develop co-ordinated placemaking improvement projects. Enable the private and public sector to work together to bring about a transformation to some of the great spaces and buildings in the commercial heart of the town.

Placemaking is about creating a memorable “place” that is attractive, safe, accessible, and has a character of its own. A special place could be a square, a park or a sheltered corner. It could be active or tranquil. It succeeds when all the components of the built environment work well together - the architecture, shopfront designs, street trees, sitting areas, street furniture, highway design and paving.

Newquay has some potentially great spaces and buildings, but they are often undervalued or even unrecognised.

Placemaking project example

Central Square:

This space was once much larger, and was redeveloped in the late 19th Century as the commercial focus of the town.



The long term goal should seek to remove or reduce the impact of vehicles in the space, changing it from a congested road to an elegant paved pedestrianised space.

Design improvements and restoration to all the surrounding buildings and shopfronts should be undertaken to create the distinctive enclosure more fitting to the most important space in Newquay.



Buildings and shops: Central Square



These images show some of the buildings and shopfronts around Central Square that could be restored or improved with new shopfront and sign designs as part of a co-ordinated improvement scheme to create a memorable space at this focal point in the town.



These form the backdrop to the most important commercial space in the town and owners should be encouraged to work co-operatively to follow design guidance and support any funding applications that may be developed. The aim would be to make this space and its buildings the pride of Newquay once again!



Placemaking: Beach Road



Beach Road / Fore Street junction

Placemaking project example Fore Street/ Beach Road:

This junction is a memorable location but in need of restoration and improvement both to the buildings, shopfronts, footpaths and the highway.



Source: Newquay Old Cornwall Society



Top of Beach Road

This includes: street trees, walls and steps as well as tackling the clutter of signs. Further down Beach Road this building (bottom right) is much later but a typical example of later 50's early 60's architecture. It could be restored and improved, with co-ordinated shopfronts, to create a more dynamic focal point.



Bottom of Beach Road

Useful Links

Newquay Neighbourhood Plan 2018 .

Emerging plan to guide development, planning policies, design objectives developed by the community and led by Newquay Town Council.

Cornwall Shopfront Design Guide 2017

New guide produced by Cornwall Council to enhance the shopping environment in all towns and villages throughout Cornwall [Special appendices can be produced for individual towns or villages by local Councils or organisations].

Cornwall Design Guide 2013

A guide produced by Cornwall Council to cover all other forms of development, landscape and local distinctiveness.

Cornwall Local Plan 2017

All the key strategic planning policies for the County. With specific guidance on design [policy 12] and historic environments [policy 24].

Planning Practice Guidance on Design

The government guidance supporting the National Planning Policy Framework.

Cornwall and Isles of Scilly Urban Survey for Newquay 2003

Produced by Cornwall Council - A very informative documentation of the historic development and growth of Newquay, why its urban form looks like it does, what regeneration challenges it faces and what its special qualities are that should be protected.

The Newquay Pattern Book 2005

Produced by The Duchy and Adam architects - a more in-depth examination of building types and spaces in the town.