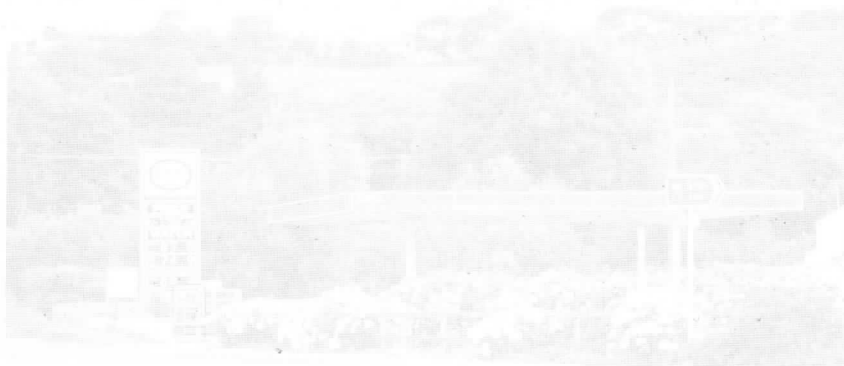


THE CARADON *DESIGN* GUIDE

SECTION I

PETROL FILLING
STATIONS



Supplementary Planning Guidance

July 2000

P E T R O L F I L L I N G
S T A T I O N S

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PETROL FILLING STATIONS



How do we successfully integrate petrol filling stations into the Cornish landscape?

I N T R O D U C T I O N

Caradon District has produced the Design Guide to help conserve and strengthen the special character of the built environment in Caradon district, especially its traditional towns and villages. This fact sheet provides guidance on the design of petrol filling stations in order to protect the special regional qualities of our towns, villages and rural roads.

- *Section A* Explores the concept of local distinctiveness.
- *Section B* Provides information on the Planning System.
- *Section C* Looks at fitting Development into the Landscape.
- *Section D* Focuses on the local context.

PETROL FILLING STATIONS

The nationwide standardisation of corporate styling of petrol filling stations, has in many cases eroded local identity. Development is often out of scale, of contextually inappropriate architectural style and materials. Bright colours, high levels of illumination, tall eye catching pylon signs and canopies may be effective and visually exciting in the modern urban environment, however, they seldom sit comfortably in the timeless, windswept, traditional towns, villages and landscapes of Caradon District.

This fact sheet aims to minimise the visual intrusiveness of petrol filling stations, whilst recognising the need for shelter, safety, visibility, corporate identity and branding.

DESIGN PRINCIPLES

- In order to minimise visual intrusion, pylon signs should be no taller than the canopy, and no more than 3m high in villages or designated landscape or townscape areas.
- The canopy should be of a simple uncomplicated design with a maximum fascia depth of 600mm.
- The canopy height should be of the minimum height to cater for expected traffic.
- Special care should be taken to reduce light pollution - fascias should not be illuminated, and lighting limited to the kiosk entrance and pump area only.
- Avoid bright, shiny or glossy materials which reflect light over long distances, and are visually obtrusive.



The white part of the fascia blends well into the skyline, but would it be too obtrusive when viewed against a darker background? Note the landscape setting.



Are canopies always necessary? Note the grass background along the front boundary, which helps to mask the forecourt paving.



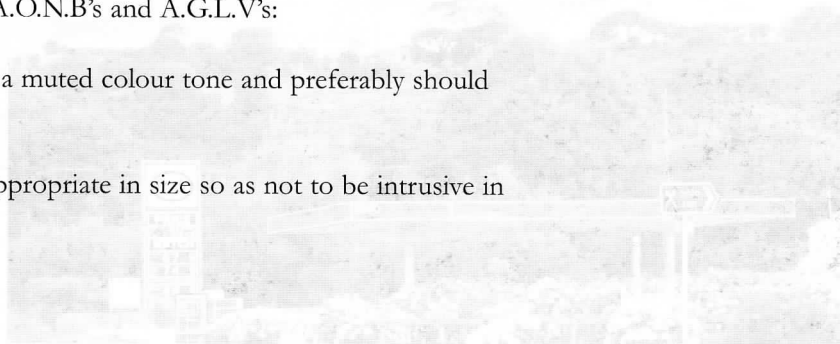
Pylon signs do not have to be tall to display the necessary information. Height is an important issue in historic towns and villages. The brightly coloured shiny fascia is visually intrusive.

P E T R O L F I L L I N G S T A T I O N S

- In order to reflect the gentle tones of historic settlements and countryside colours should be the muted tones of brand colours i.e. BP dark green etc. Shell dark red and gold.
- Logo and names should be discreet and no deeper than half the height of the fascia.
- Consider the siting of the canopy. Where fascias are viewed against the sky pale colours blend in better, where as darker colours are less obtrusive against vegetation and buildings.
- Kiosks should be a simple design reflecting local building patterns, materials and detailing. Avoid gables to the road or complicated window shapes.
- The display of goods for sales should be tidy and discreet, and kept well back from the frontage.
- Minimise the number of signs and sandwich boards. Avoid spinning signs and advance signage.
- Where sight lines allow, consider masking the forecourt paving by planting, banking or Cornish hedges.
- Forecourt paving should be of an appropriate colour and texture to the district. Avoid red brick coloured paving.
- In rural areas consider planting native trees to the rear boundaries. When mature these will screen the rear aspect and provide a backdrop and setting for the canopy and kiosk.

Designated Area

- In Conservation Areas, A.O.N.B's and A.G.L.V's:
 - The fascias should be in a muted colour tone and preferably should not be illuminated.
 - The signage should be appropriate in size so as not to be intrusive in the landscape.



PETROL FILLING STATIONS

