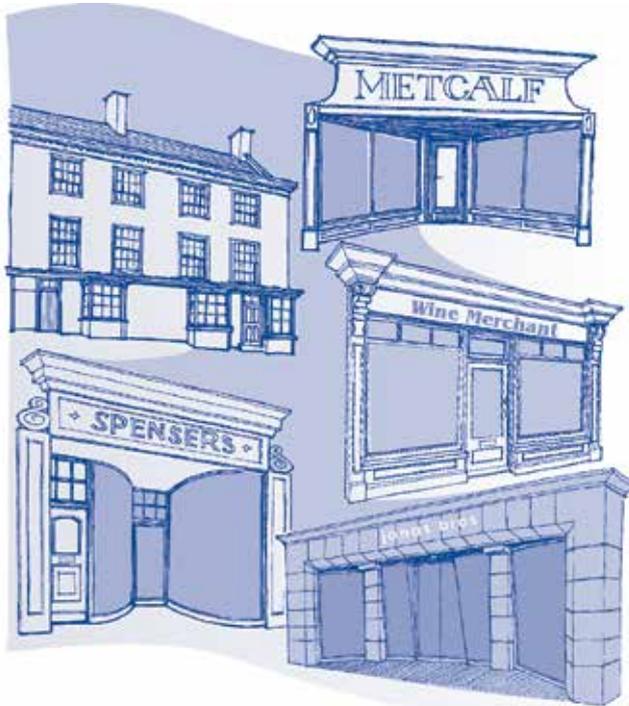


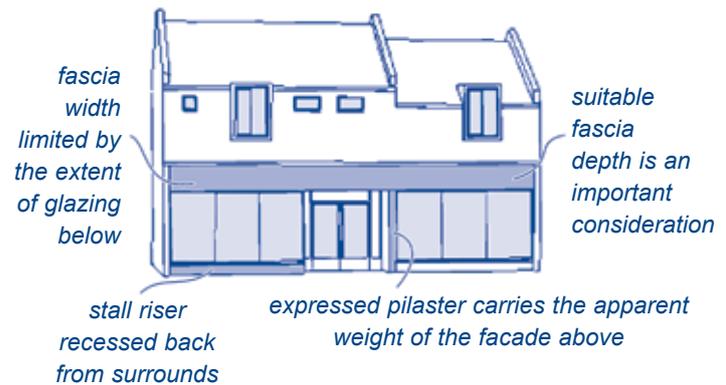
# Shop Fronts

## 1.7



- Changes to listed buildings, both inside and out; or
- Changes to buildings in conservation areas.

You may also need building regulation approval for safety issues, such as fire escapes and the type of glass in the shop windows and doors.



The way the ground floor of a shop is designed affects the building above and the quality of the shopping environment. This guide gives advice about good shop front design, advertising on shops and what permission you need to get from the council.

### 2 The whole building

The front of buildings above shops should be kept free of advertising signs. Often, the building above the shop can be attractive. The more the shop front takes into account the building above, the better the whole building will look.



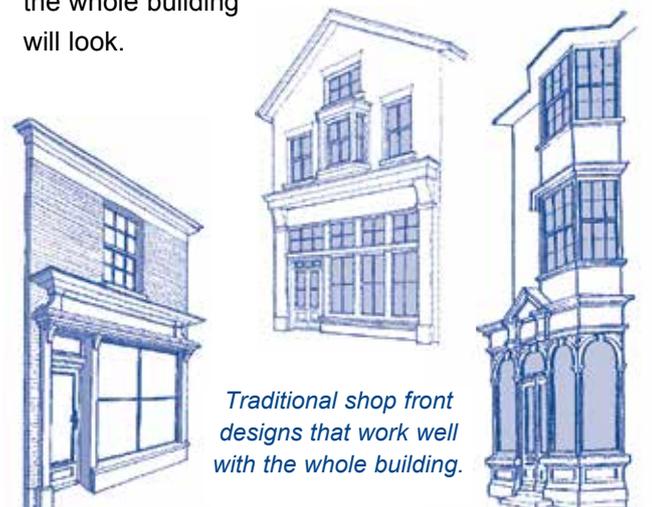
*Shop fronts can unite different buildings*



#### 1 Getting permission from the council:

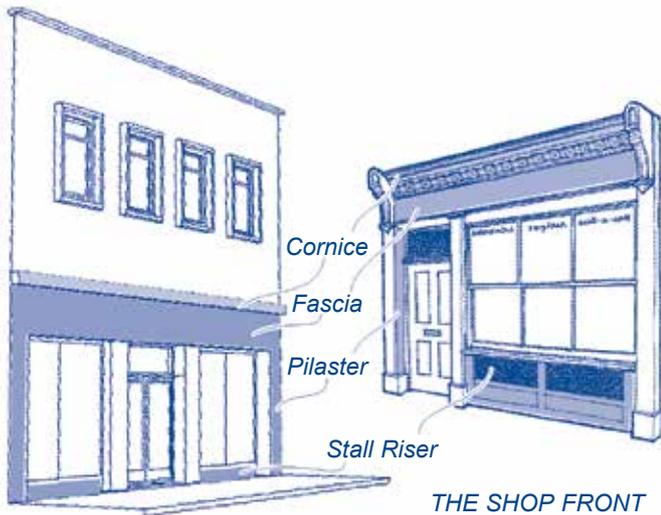
You need permission for new shop fronts and building alterations, including:

- Advertising signs on the building;
- External security shutters or grilles;



*Traditional shop front designs that work well with the whole building.*

### 3 Shop front surrounds



THE SHOP FRONT SURROUND

Shop fronts are usually framed by a surround, which visually separates the shop from the building above. This helps contain the shop front and focuses attention on the shop's display area. Not all shop fronts have a surround, but the idea of a shop front that limits the spread of advertising signs still applies.



Traditional fascia proportions

The style of a building can give clues to shop front design. For example, if the building has a tall appearance, then a similarly proportioned shop front will help blend the upper and lower floors. Over-deep fascias and lowered ceilings can adversely affect the proportion of shop fronts.



AN EXAMPLE OF GOOD MODERN DESIGN

Vertical divisions prevent horizontal emphasis

Recessed door gives depth to shop front (protected by hidden grille)

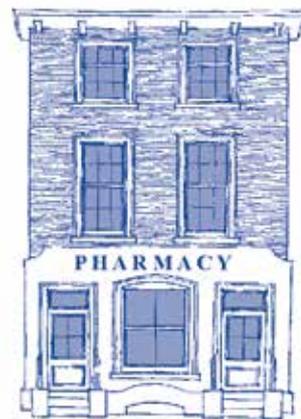
### 4 Shop signs

Signs should not be the main element of a shop front. There should be a balance between the amount of advertising, the shop front and the building. The width of fascias may be set by the size of the shop windows and over-deep fascias are not encouraged

Width of fascia limited by extent of glazing below



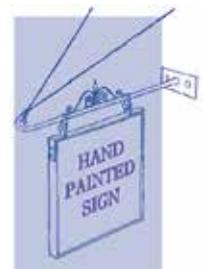
False ceilings need not result in deep fascias



Individual lettering

Individual lettering on the fascia is preferred to signs that are lit from within. However, box signs with a slim profile (either without an edge trim, or a trim that matches the main finish) are acceptable, depending on their location.

The same applies to projecting box signs, which should be restricted to fascia level, although discreet hanging signs may be acceptable above the fascia.



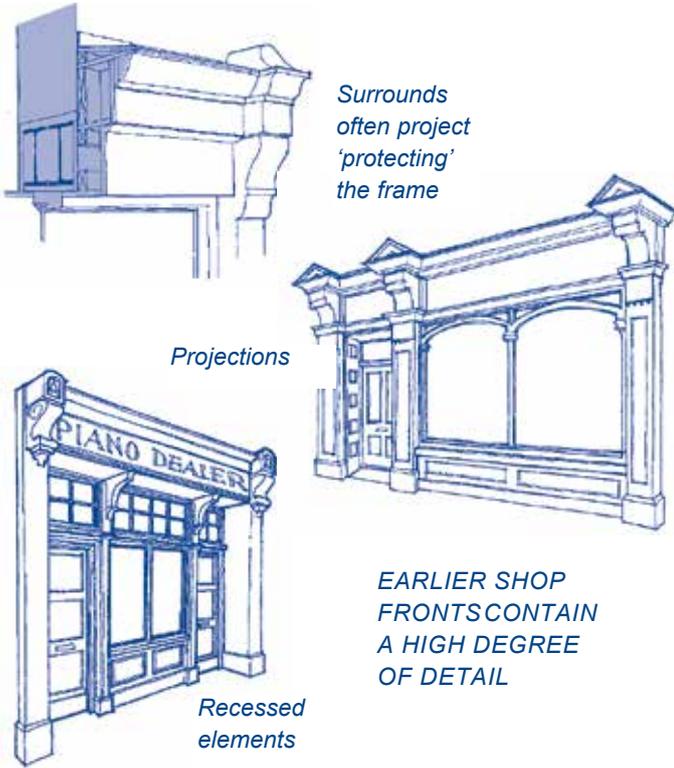
Hanging sign



In some areas, signs need to be discreet so that they don't detract from historic character. In these circumstances, hidden external lighting (not spot lights) is preferred rather than internally lit signs.

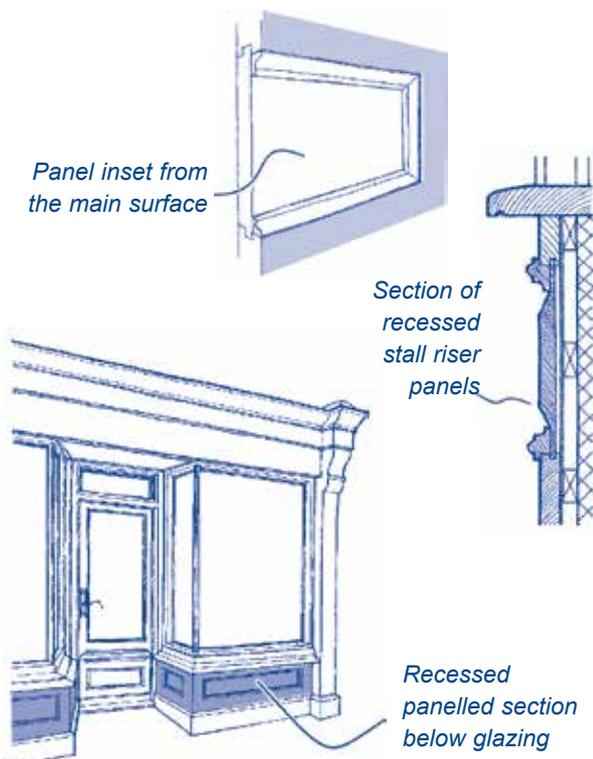
A sensitively positioned hanging sign

## 5 Details



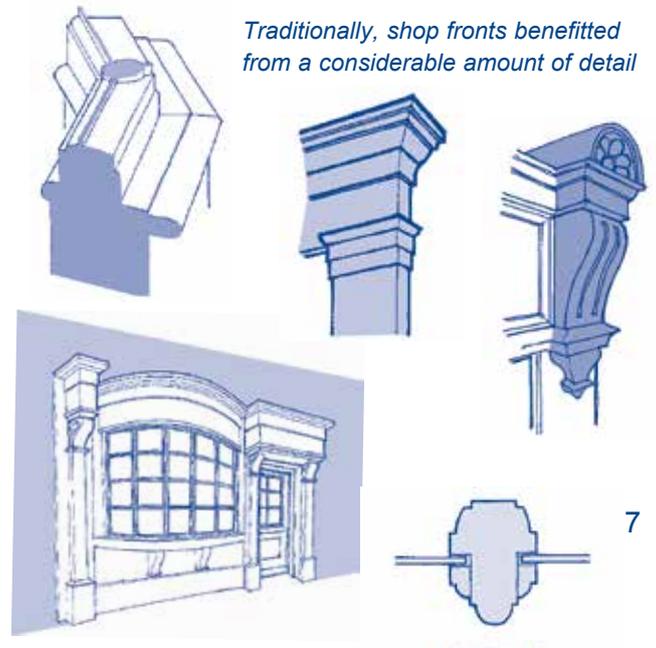
Shop fronts can give depth and interest to what's above. Often, older shop fronts have interesting detail that can be enhanced by good shop front design. In particular, a projecting cornice above the shop fascia both protects and gives a pleasing finish to the top part of the shop front.

The walls set below windows add security and help protect windows. This area is more attractive if it is recessed back slightly from the surround. If this area is to be panelled, then recessed panelling is preferred.



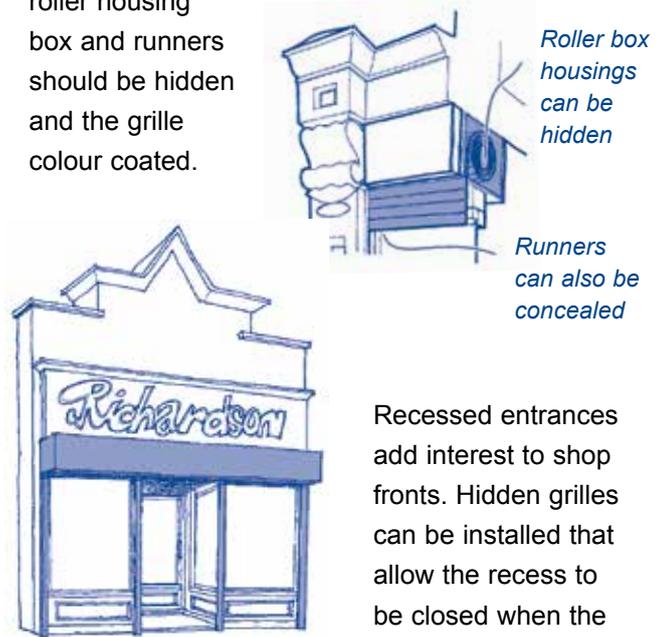
## 6 Materials

Appropriate materials are often suggested by the building and its location. Powder coated aluminium is more attractive than plain aluminium; plastics and laminates appear flimsy; and moulded frame divisions suit timber framed shop fronts. Non-reflective surfaces are preferred and glossy plastics should be avoided.



## Shutters

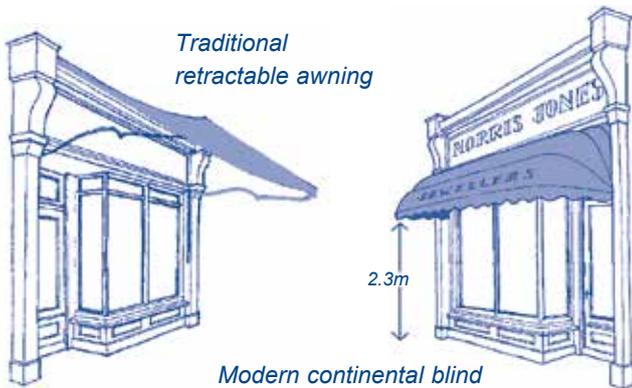
Solid shutters provide security but they can make streets look unwelcoming when the shop is closed. Roller grilles inside the shop are preferred because they allow the shop display to be seen at night. When external grilles must be used, the roller housing box and runners should be hidden and the grille colour coated.



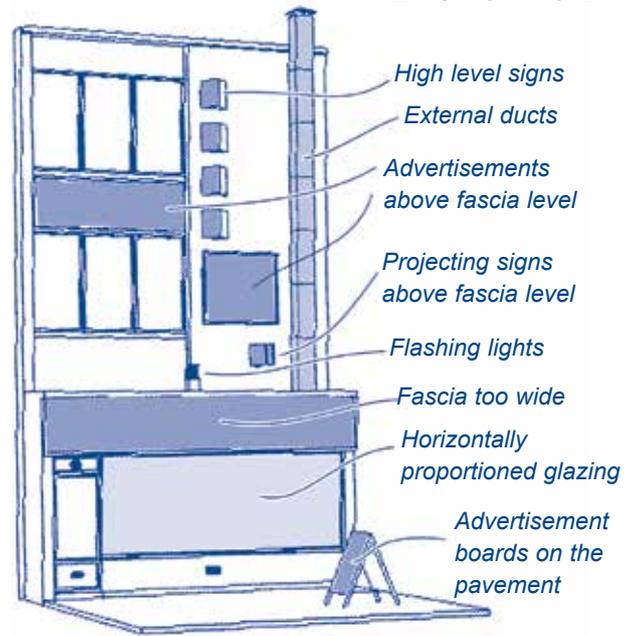
Recessed entrances add interest to shop fronts. Hidden grilles can be installed that allow the recess to be closed when the shop is shut.

## 8 Blinds

Blinds are usually acceptable provided that the amount of advertising is not excessive when combined with that on the shop front. On older shops, awnings are often the best way of providing shade.



## ITEMS TO AVOID



## 9 Access

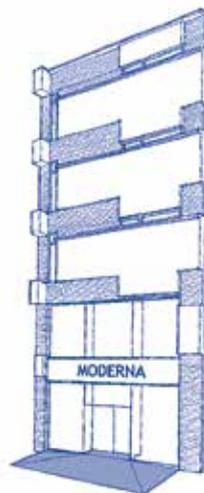
Level entries into shops are much easier for disabled and elderly people, as well as parents with pushchairs.

The opening width of a shop doorway needs to be at least 800mm wide, although 900mm or more is preferred.

Access by a ramp should be no steeper than 1 in 12 and not less than 1200mm wide. Where a ramp is not practical, steps should not be higher than 150mm and the treads should be no deeper than 280mm.



*Apron area forward of shop front discreetly ramped to allow convenient access*



*Shop front designed to reflect the architectural style of the facade*

## Help and advice

For crime related issues please telephone the Crime Prevention Design Adviser on 01908 257991

For listed building issues and consents please telephone 01296 585679 or [email](#) us.

For an audio or large print version of this leaflet, please phone 01296 585454

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