

Shop Fronts

SUPPLEMENTARY ADVICE NOTE NO. 7

Introduction

This leaflet will explain:

- ❑ The Council's aims for shop front design and advertising;
- ❑ The permissions required;
- ❑ The guidelines for achieving a good design which suits your premises and the neighbourhood.

This is not intended to be a 'blueprint' for shop front design. The Council accepts that there may be proposals of exceptional design and originality which diverge from these guidelines and which may also be acceptable.

The Council's Aims

The Council recognises the significant improvement shop fronts can make to the streets and buildings of Clackmannanshire's towns and villages. The aims are to encourage high standards of design and the use of appropriate materials in both new shop fronts and the renovation of existing ones.

The Council encourages the retention of shop fronts which have traditional character and which are visually important to the street setting, particularly when part of a Listed Building or within a Conservation Area.

Permissions

You should arrange to have an informal discussion with a Planning Officer at the earliest opportunity to find out whether you need permission and if so what you need to do - *our advice may save you time and money.*

Your application will need to be accompanied by accurate drawings to scale. In most cases, your plans and elevations should show your proposals as part of the whole building.

Planning Permission

This will generally be required for any alteration to a shop front which significantly changes the character and external appearance of the building. This could include altering the glazing, changing facing materials, installing blinds or shutters or enlarging the size of the fascia.

Building Warrant

You should contact the Building Control Section of the Environmental Services Department at an early stage. You may need a Building Warrant to ensure your alterations are structurally sound and comply with the Building Regulations.

Listed Building Consent

If your building is listed as being of 'Architectural or Historic Interest', consent from the Council will be required for both internal and external works. Some listed buildings will also require the consent of the Secretary of State - allow extra time for this application. Where a shop front forms part of a Listed Building, the Council will strongly favour its retention or reinstatement using traditional and natural materials.

Controls on signs, lettering and choice of materials will be more stringent. External security shutters will be opposed.

Conservation Area Consent

These are designated areas whose 'special architectural or historic character' has been recognised by the Council. In these areas the Council will expect a very high standard of design for shop fronts and sign boards. And so when changes are proposed this may include the removal of unsympathetic alterations. Conservation Area Consent is required if you wish to demolish any part of your building.

The Council's Planning Officers can advise you if your building is listed or in a Conservation Area.

Advertisement Consent

You should always check with a planning officer before you replace existing or erect new advertisements. The advice is free and it could save you time and money.

General Design Principles

Good shop front design should respect and relate to both the building and the streetscape where it is located.

Good design will not only enhance your shop and its appeal to customers, but will contribute positively to the appearance and character of the surrounding area.

We strongly recommend that you get advice from a Chartered Architect or someone trained and experienced in shop front design. The Royal Incorporation of Architects in Scotland can give you a list of experienced local Architects - this is also available from the Council.

Lighting

Where illumination is considered necessary, its design should form an integral part of the shop front and the street. Illuminated fascias and 'box signs' are discouraged. Generally, downlighting is favoured in preference to internal illumination.

Shop Front Elements

All buildings, old and new, provide a framework into which a shop front can be inserted. The shop front itself, whether traditional or modern, usually consists of a number of components all of which have aesthetic and functional values.

Pilasters: These vertically separate individual shop units, and normally relate to the width and design of the building above. They give each unit a separate identity and may highlight the doorway. They should be retained or incorporated as appropriate.

If your shop combines two or more shop units, the rhythm of the street frontage and the original buildings must be taken into account.



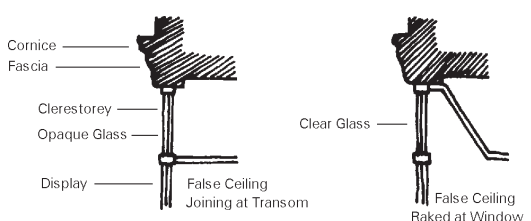
Cornice: This visually separates the ground floor shop from the floors above and emphasises the distinction between the uses within the building. The fascia and signs should therefore be set below the cornice. Where no cornice exists, it should normally be introduced at first floor level at the top of the fascia.

Stall Riser: This is the solid base of the shop front. Functionally, it protects the display windows against street level damage, and allows ventilation or access to basement and cellars. It is always preferred to full depth glazing.



Unsympathetic treatment of shopfront fascias

Clerestory: This is occasionally provided to give extra light or ventilation and modify the proportion of tall windows. It may be decorated or sub divided. It should not be incorporated as part of the fascia.



Fascia: The street number and trade name of the shop are normally displayed on the fascia panel. The size

and scale of the fascia and associated lettering can have a considerable impact on the character and appearance of buildings and the street. The following guidelines will help you:-

- ❑ Design the fascia as an integral part of the shop front. Keep the scale and proportion sympathetic to the building as a whole, its neighbours and the street.
- ❑ Where an existing fascia is excessively deep, consider replacing it in proportion to the shop front - the original fascia may be behind.
- ❑ Keep new fascia panels flush with the face of the surrounding framework - box fascias can look very clumsy.
- ❑ Choose materials which relate sympathetically with the external materials of the building as a whole - traditional materials are stone or timber. Avoid glossy materials. New shop fronts which are not in 'sensitive' areas may use plastics, but they should be of a matt finish.

Entrance and Display Area: This is contained within the framework of pilasters, fascia and stallriser. Generally, an excessive amount of plate glass should be avoided and the entrance must be easily distinguishable from adjoining windows.

Materials used should be compatible with the surrounds. Consider sub-dividing large windows by mullions and the door frame, to avoid an excessively horizontal emphasis to the shop front.

Doors must allow easy access for wheelchairs, pushchairs and prams. Consider a recessed entrance to add interest and to provide shelter.

The needs of disabled people must be considered and for advice on this you should contact the Community Access Officer for disability.

Signs and Advertisements

Shop front signs can have a big impact on the appearance of the shop and the street as a whole. The following guidelines will help you:

- ❑ Relate the size of the lettering to the area of the fascia in a style appropriate to the shop front and building.
- ❑ Consider using hand painted signs. They give a shop a unique character.
- ❑ In some instances, a fascia may not be appropriate. Consider applying lettering directly

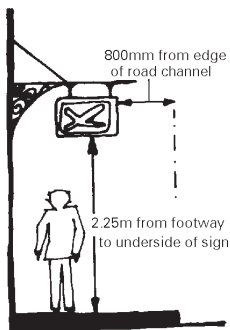
to the building or to the display window glazing. A fascia may not be necessary

- ❑ Avoid signs above ground floor level. Exceptions may be made for upper floor businesses. Lettering should be small and discreet. At ground floor level an appropriate plate or sign can be sited.



A fascia may not be necessary

- ❑ The excessive use of 'house styles' by chain stores, building societies, and many others has caused a great deal of damage to the character of many towns. If you wish to use a corporate sign or logo, consider adapting it to suit the building and the individual conditions of the site.



Projecting Signs: If you are considering a projecting sign, come and discuss this with a Planning Officer at an early stage.

Where appropriate, the Council favours high quality small traditional signs hung from a bracket, with external lighting if required. There will normally be a limit of one projecting sign for each shop.

Advertising on shop fronts: Excessive advertising is out of place on shop fronts and will be discouraged by the Council. Sales posters attached to the inside of display windows are also discouraged - and require consent if they cover more than 10% of the display area.

Canopies

Canopies and sun shades are a well established feature of some shopping streets, and as well as serving a practical need, can enliven the streetscene. The following guidelines apply:-

- ❑ retractable canopies should be fitted below first floor level and generally below fascia level.
- ❑ Because of their dominating shape, 'Balloon' type canopies will be discouraged.
- ❑ Canopies should have a non-reflective surface.
- ❑ Lettering on canopies will be discouraged, but where it is considered justifiable the lettering should be small and the wording minimal.
- ❑ Canopies on listed buildings will be discouraged.

Traditional Canopy



canopy to high

preferred position

Non-traditional Canopy



canopy to low

preferred position

Security

It is important to consider all aspects of security. You may obtain advice on 'Secured by Design' from the Central Scotland Police. Traditional shop fronts with smaller paned glass, transoms, mullions and stallrisers can prove more difficult to break into. Security can also be achieved by opening up the window areas to allow a better view from the street into the shop.

Consider fitting an alarm as an integral part of the shop front design. (On listed buildings consent will be required) Avoid siting it in a prominent position and consider colouring it to match the building. Where possible, site alarms inside windows or fanlights.

Modern Shops

Shops forming part of modern buildings can offer different opportunities. Clear, modern design and materials can help corner shops to become focal points in their area. Advertising 'clutter' should be avoided, and security measures should avoid creating bleak frontages covered with shutters and grilles.

Modern blocks or parades of shops need not mimic traditional designs and materials. However, they can benefit from using the broad design guidance given in this leaflet.

Shutters

Consider using laminated glass, and if necessary a lattice grille behind the glazing. Fit a gate if the shop entrance is recessed.

Projecting roller shutters and boxes which obscure the window display detract from the visual impact of the building and will be discouraged. Where security is a

major problem, and an external shutter is the only solution, open mesh shutters will be preferred. These shutters should cover only the glazed areas and not the whole of the shop front.

Useful Contacts

Planning Permission and Advertising Consent

Development Services,
Kilncraigs, Alloa,
FK10 1EB Tel: 01259 450000

Building Regulations

Building Standards,
Environmental Services, Kilncraigs, Alloa,
FK10 1EB Tel: 01259 450000

Architectural Advice

Royal Incorporation of Architects in Scotland, 15
Rutland Square, Edinburgh Tel: 0131 229 7205

Crime Prevention

Community Safety Department, Police Office, West
Bridge Street, Falkirk, FK1 5AP

Disability

Community Access Officer, c/o Central Shop Mobility
Ltd, Car Park Level 4, Callendar Square Shopping
Centre, High Street, Falkirk,
FK1 1UJ Tel: 01324 630500

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