



## Shirebrook Shop Front Repairs Grants Scheme

# Shop Front Design Guide



Building  
Resilience  
Programme



*The Building Resilience Programme is funded by the  
Ministry of Housing, Communities & Local Government*

The purpose of this design guide is to promote good shop front design by showing the standards required for a visually appealing Market Square.

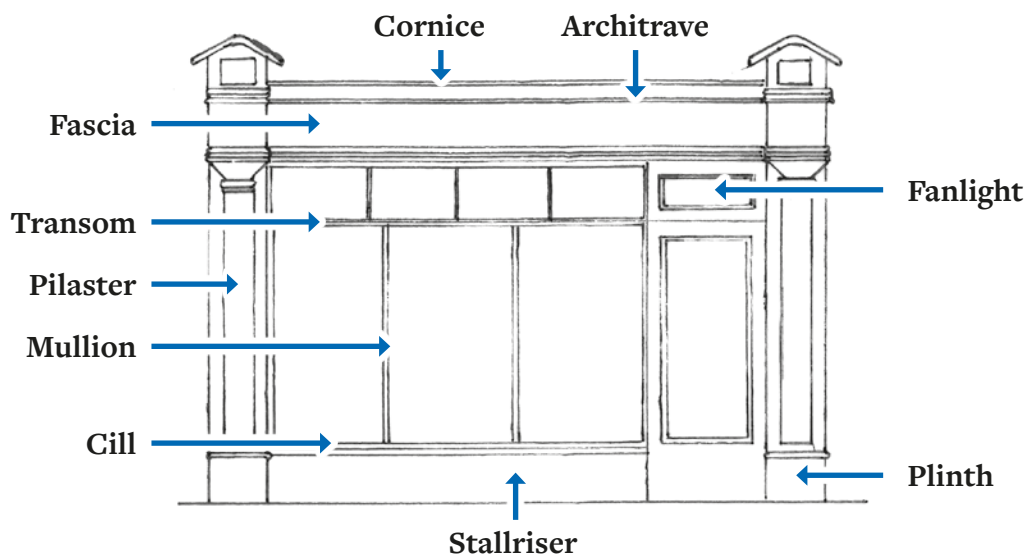
Poor quality shop fronts can spoil the look of a place. It can spoil shopping experiences and damage public opinion of an area and make it feel unsafe.

More attractive shop fronts can increase business for both the individual shop and also the wider area. It can lead to more investment in the area, attracting more visitors and shoppers.

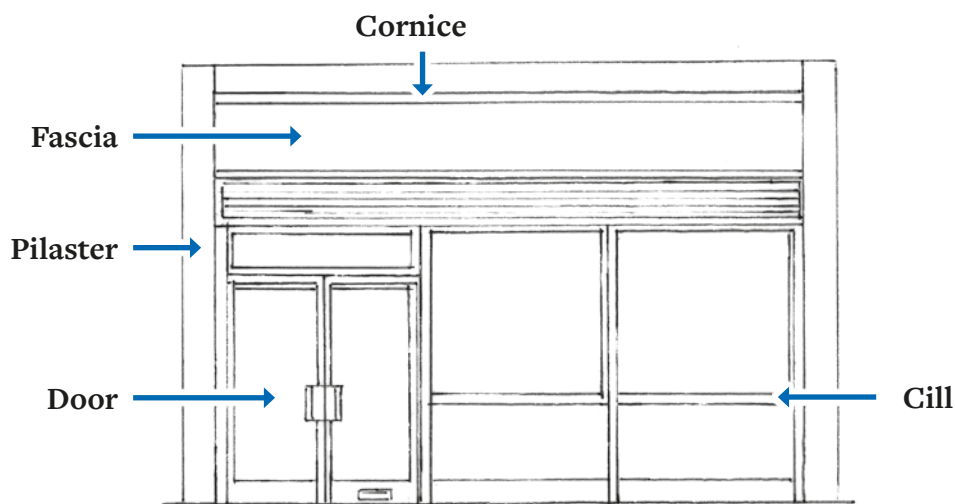
Good quality design that respects the building and street will help to make Shirebrook Market Square an attractive and more enjoyable shopping environment.

## Typical Elements of a Shop Front

### Traditional Shop Front



### Modern Shop Front

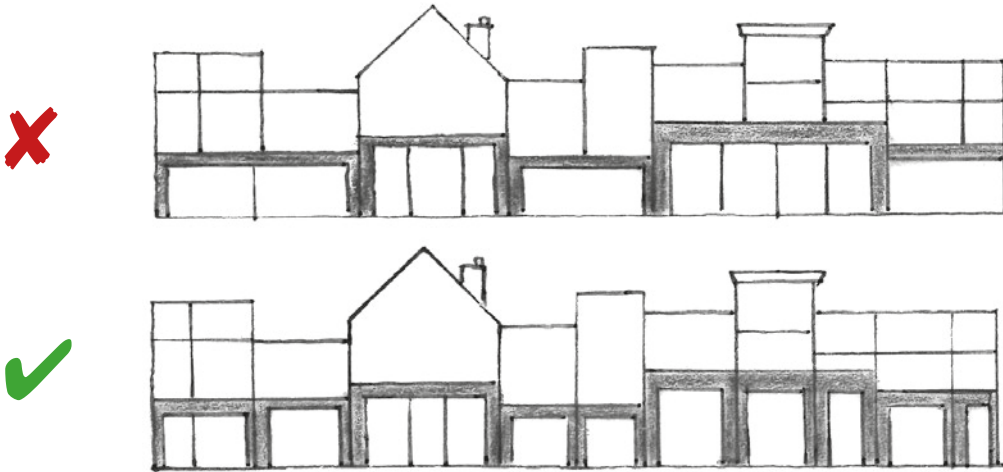


Shirebrook Market Square offers a diverse variety of goods and services that create a lively area in which to shop. It is important that this variety and diversity is reflected in the shop fronts. Creative proposals that incorporate features of the traditional shop front are welcome provided that the quality of materials used is high.



## Respecting the Buildings and Streetscape

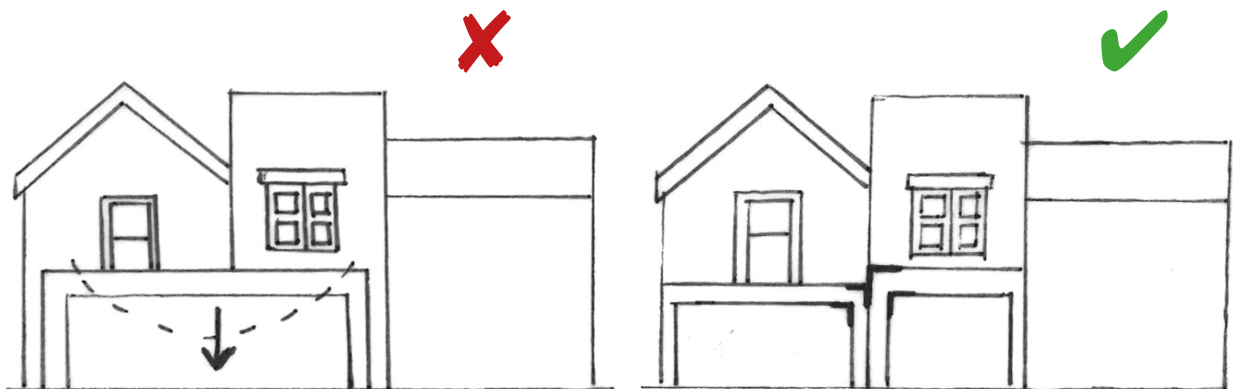
Every effort should be made to make sure that the shop front integrates with the proportions and design of the building within which it sits. Continuous fascia signs across several buildings impose horizontal emphasis on the streetscape and appear out of scale with the buildings. Subdividing the individual shop fronts and varying their height and depth reinstates the vertical rhythm and appropriate proportions of the buildings and street.



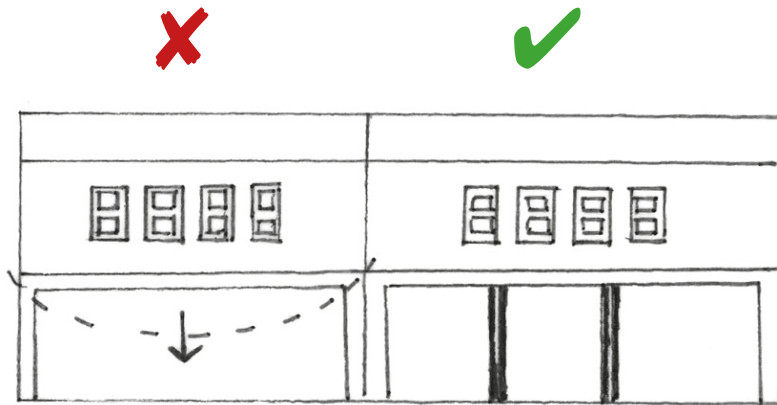
Ground floors should look well supported. A shop front with a lot of glass, thin window frames and no pilasters makes the building look weak. A strong frame overcomes this problem and provides visual support to the building.



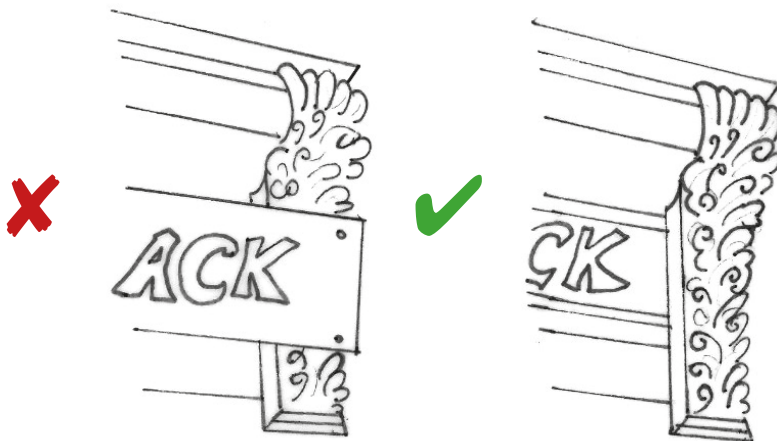
This principle should also apply across two or more buildings. Lack of support under the left hand image makes the two buildings look unstable and the scale of the shop front appears out proportion. In the right hand image, two separate shop fronts overcome this problem and reinstate the vertical rhythm of the buildings.



A wide building can still look weak even if there is a frame. Introducing mullions (right hand image) will provide visual support.



Thought should be given to any interesting features or architectural details. Alterations and signs should avoid covering or obscuring such features.



## Fascia and Signs

The fascia should be in keeping with the building and fascia should be of a scale and design in proportion to the whole shop front and height of the building as a whole. They should be positioned well below first floor window cills and not encroach on any architectural features.

Large fascia signs that obscure the first floor windows and important architectural details should be avoided.

Modern factory produced box signs will rarely be supported unless sited on modern buildings, provided they can be appropriately integrated.





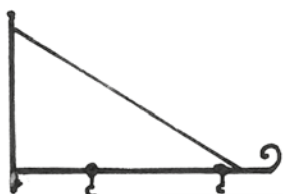
Businesses are encouraged to replace existing plastic, neon and printed signs with good quality signs that complement the design of the shop and building as a whole.

Careful consideration should be given to contrasting colours to ensure signs are easy to read. Clear, well-spaced letters are as easy to read as larger letters. The content of signs should be restricted to the shop name. Don't include product images or offers on the fascia.

New signs of timber construction are preferred. Raised lettering on existing fascia will also be considered. Ideally, plastic, sheet metal and neon should be avoided.

The content of signs should be kept to a minimum; any lettering and/or graphics should be in proportion to the dimensions of the fascia board. Oversized letters (in garish colours or materials) will not be supported and should be avoided, as should the repetition of a name on a single fascia.

## Projecting and Upper Floor Signs



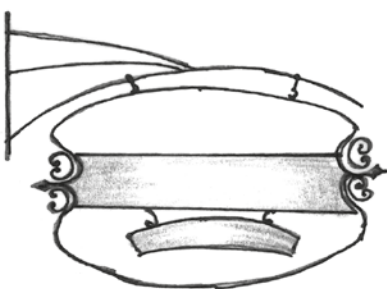
Projecting signs are traditionally positioned to be level with the first floor windows. Projecting signs should be positioned, with care, usually to one side, having regard to the architectural design of the building and its shop front. In some circumstances it may be appropriate to position the sign centrally where maintaining the symmetry of the façade is desirable.



Hanging signs and their supporting brackets must be carefully thought out to ensure the size, materials and detailing are appropriate in terms of scale and design.



Signs should not be located on the pilasters, fascias or other architectural elements of the shop front itself.



There should not normally be more than one projecting sign per shop. Signs should normally be hung below a bracket and the design coordinated with the associated shop front.

As a general rule a minimum clearance of 2.3m must be provided between the base of the sign and the pavement. The projection of the sign may vary, but must not extend closer than 450mm from the edge of the pavement to avoid damage from high-sided vehicles.

## Shop Window Displays

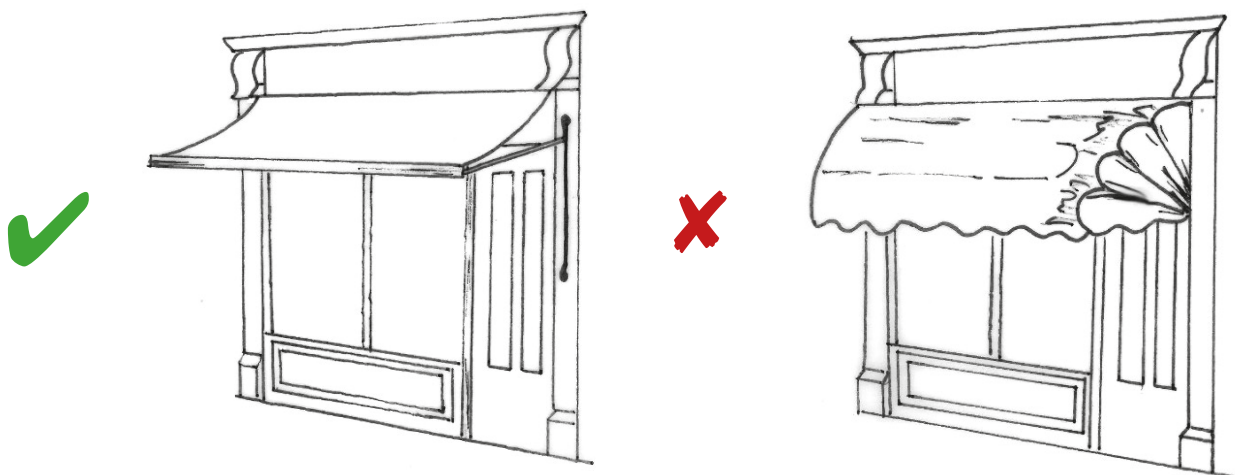
Small changes to the shop window can have a big impact! Avoid window stickers, posters and sales banners on upper floors and on windows. Stickers and other advertisements on windows obstruct views into the shop and create a confusing and cluttered look that can detract from the quality of the market place. Un-obstructed shop windows are more inviting and encourage customers into the store.

Banners on upper floors have an untidy appearance and should be avoided. Satellite dishes, alarm boxes and aerials can also add visual clutter to a facade. If such fixtures are required, they should be discretely located so to appear and as unobtrusive as possible.



## Canopies and Awnings

Improvements should consider replacing balloon or plastic canopies with fabric roller blinds. Roller blinds should be retractable and ideally located in a recessed box below the fascia. Dutch or balloon canopies should be avoided. These are often made from shiny plastic that fades and quickly becomes tired looking.



## Stallrisers

A stallriser gives protection to a shop window and creates a pleasing, visually solid base to a building. Stallrisers that consist of panelled timber or brick, forming a deep moulded skirting which is painted are preferred. Other materials (e.g. tile and stone) will be acceptable where this is shown to respect and enhance the materials of the whole building and shop front.

Contemporary designs should also incorporate some form of stallriser. These can be reinforced to provide additional security, can allow the display of goods at a more visible height and can help to create a horizontal link between adjoining buildings.

## Lighting

Highlighting buildings and pedestrian spaces makes for a lively and safe night time environment. Lighting should be discreet, minimal and in keeping with the overall design of shopfront and building and add to the surrounding environment. Bulky or prominent projecting light fittings should be avoided.

Keeping window displays illuminated through back lighting and internal illumination at night adds to the interest and attractiveness of the street.

It is possible to successfully incorporate external lighting into a shop front design by the use of concealed trough lights with a hood finish to match the background colour of the fascia. The use of large spotlights, swan-necks or heavy canopy lights should be avoided.

Internally illuminated fascia box signs and projecting signs are not in character with most retail areas and will not be an acceptable form of illumination.

The use of intermittent light sources, moving features, exposed cathode tubing or reflective materials are not considered acceptable lighting solutions.

On hanging signs if illumination is proposed it should be very discreet and ideally attached to the bracket.

## Security Shutters

External security shutters tend to require bulky box fittings that detract from the look of the building. When closed, shutters also create a deadening effect on the street, which both individually and collectively harms the appearance of the streetscene and can add to a sense of insecurity.

Any improved or replacement shop front proposing to include security shutters, should ensure that these are internal to the shop front and integrated as part of the overall design, as opposed to external fixtures.

Shutter screens should comprise open mesh or similar open design to ensure a high degree of transparency and openness to prevent a closed look to the premises when shutters are closed.

## Painting and Rendering

Shop front frames, door and window should all be painted in the same colour. An accent colour can be used to pick out detail and features but should be kept to a minimum.

The front façade of the building can be painted in a complementary colour to maximise the visual appeal of the shop front. Ideally the building should be painted in a lighter complementary colour and the shop front in a darker shade to draw attention to the shop front on the lower level.

Upper floor windows can be painted in a complementary colour to add variation of colour.

Where gutters are to be painted, these should be in black or white to contribute to a coherent and consistent look and feel.

Applications that take into account the look of the whole front façade, including painting and rendering of the façade to replace existing poor quality paint finishes or blown render, will be favourably considered.



## Proposed Colour Scheme

A colour palette has been provided to encourage vibrancy. The aim is to achieve a coherent and visually attractive variation of colours throughout the market square.

Applicants should have regard to the attached palette at Appendix 1 but may propose other colours. Any proposed colours will need to be agreed with Economic Development prior to carrying out any works.

## Access for all

Access to shops has to be given special consideration, as required by the Disability Discrimination Act 1995. Every opportunity must be taken to ensure that access to and circulation within shops is possible for all members of the public.

All designs should conform to current standards of the Building Regulations where applicable.

Any solutions to conform to these requirements may need a creative and flexible approach, necessitating detailed discussions between the applicant and the Planning department.





# Examples of good shop fronts



# Appendix 1

## Shopfronts

Shop front frames, fascia, door and window all to be the same colour.

If there is an existing externally mounted security shutter, then shutter box and guide rails to be powder coated in same colour as shop front to minimise the impact.

	RAL 1020 Olive yellow		RAL 6012 Black green
	RAL 3033 Ruby red		RAL 6020 Chrome green
	RAL 3005 Wine red		RAL 7008 Khaki grey
	RAL 4007 Purple violet		RAL 7012 Basalt grey
	RAL 5008 Grey blue		Ral 7026 Granite grey
	RAL 5011 Steel blue		RAL 8014 Sepia brown
	RAL 5014 Pigeon blue		RAL 8019 Grey brown
	RAL 6003 Olive green		RAL 9011 Graphite black
	RAL 6006 Grey olive		

## Gutters, fixtures and fittings (i.e. hanging brackets)

To be painted in black or white.



## Walls

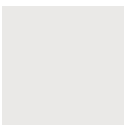
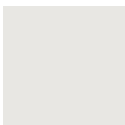
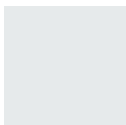
The palette for the walls has been restricted so as to maintain a level of variation in colours throughout the market square.

Colours taken from the Dulux Heritage range of colours (all available in masonry/Weathershield finish).

	Linen White		Fennel White		Blue Ribbon
	Powder Colour		Cream		Lavender Grey
	DH Linen Colour		DH Pearl Colour		DH Blossom
	Pale Nutmeg		Green Oxide		Golden Ivory
	Potters Pink		Clear Skies		Pale Olivine
	DH Stone		Copenhagen Blue		Rosemary Leaf
	DH White		Light French Grey		Light Teal
	Silver Fern		Country Sky		

## Windows, window sills and window reveals

To be painted in a complementary white.

	Wiltshire White		Wishbone White		Swedish White
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