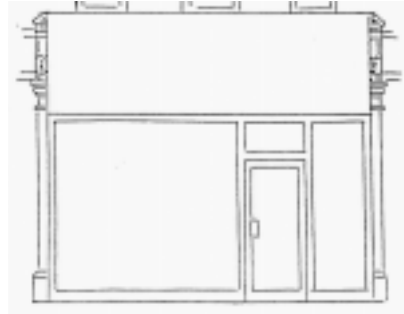


# Shop Front & Shop Sign Design Guide

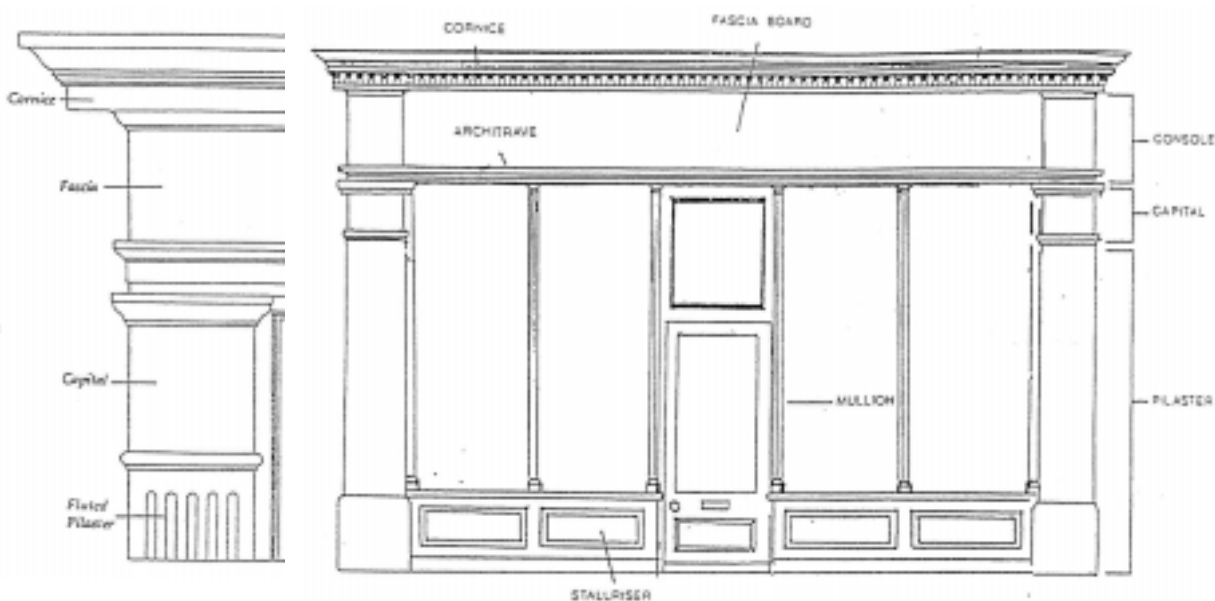


**Examples of GOOD and BAD shopfronts on an existing victorian building**

## INVESTING IN QUALITY

It is widely recognised that shopping is no longer simply the buying and selling of goods, but has become an important leisure activity as well. For the Borough's shopping areas to compete in the present market, a high quality environment must be obtained. It is intended that this publication will assist in the promotion of good shopfront design. The Borough Council and the local traders need to have a pride in their shops and invest in them if they are to encourage a healthy and viable economy. The Borough Council is keen to improve the environmental quality of its shopping areas. Local retailers have an important role to play in partnership with the Council. Careful attention to detail and the enhancement of the image of their shops, when opportunities arise will provide a major contribution to the maintenance of high quality environments.

## ELEMENTS OF A SHOPFRONT



Detail

Main Elements

The following guidance is intended to provide some ground rules for the design of shopfronts and advertisements. It is important that proposals respect the architectural character of the building and the appearance of the street scheme.

## **PROBLEMS**

In recent years, many areas in the borough have experienced some reduction in quality of shopfront design. Common characteristics of this period include the tendency for shopfronts to be poorly related to the building itself ( for instance a plate glass shopfront on Victorian building) or its setting, the use of large expanses of plate glass, the introduction of over large fascia signs (often illuminated in a crude way), increased clutter, such as projecting signs, blinds and shutters and a tendency towards irregular and poor maintenance. These problems need not continue if care is taken to follow a few simple principles.

## **GUIDELINES**

The main principles the Council considers should be followed with any new shopfront are as follows:-

- (a) it should harmonise with the age and original design features of the rest of the building;
- (b) it should be constructed in materials which are sympathetic to the building as a whole;
- (c) the glazed areas should generally be sub-divided to achieve a well-proportioned shopfront and stallrisers should generally be provided where typical of the area or parade.
- (d) the signage should generally not extend beyond the defined shopfront fascia and should avoid lurid colours and excessive illumination;
- (e) features such as projecting signs and blinds should be designed and positioned so that when in use they do not compromise the appearance of the building itself, or unfairly obstruct the visibility of adjacent shops;
- (f) security grilles and shutters if needed, should be mounted internally behind the shop window. If an external shutter or grille can be justified then this should be designed and positioned to be as discreet as possible, especially when in use after shop hours. They should avoid presenting a blank appearance to the street;
- (g) shops in a parade often have a set convention and pattern, which unifies the whole. A careful study of the frame around each shopfront reveals the appropriate size and position of fascia and shopfront;
- (h) The design should accommodate the needs of disabled people, avoid steps, and provide a door width of 875mm for wheelchair users. Where practical, provision of power assisted or for larger shops, automatic doors should be considered. Obstruction of the pavement with a boards should be avoided and where outside seating is proposed a highway license should be obtained.

## **DO I NEED PERMISSION?**

Planning permission is needed for a new or altered shopfront, including external blinds. Advertisement Consent is required for some signs, particularly most illuminated signs. The Advertisement Regulations are complex and advice should always be sought from the Borough Council. Listed Building Consent is also required for alterations to a shopfront or sign on a listed building.

When submitting an application , it will be essential to ensure that the Borough Council understands your intentions by submitting elevational drawings of the shopfront and indicating materials and colours to be used, including samples. The shopfront or sign should be shown in the context of the rest of the building or parade. Cross-sections should be included to indicate the degree of projection, as well as details of any blinds or security grilles, if appropriate.

If you are considering works in Reigate or Horley please consult the Shopfront and Shop Sign Guidance for these areas. A particularly high standard of design, materials and detailing will be expected for shopfronts and shop signs in all Conservation Areas and on all historic buildings. In addition to the above it should be noted that Building Regulation Consent is also required for all new shopfronts.

## **SEEKING ADVICE**

The Council's Development Control officers are always willing to discuss your proposals and offer advice on the guidelines. If you are contemplating alterations to your shopfront please write to: -

R N Clifford, Director of Environmental Services, Reigate and Banstead Borough Council,  
Town Hall, Castlefield Road, Reigate, Surrey RH2 0SH

or if telephoning please ask for: - Development Control, on Reigate (01737) 276000