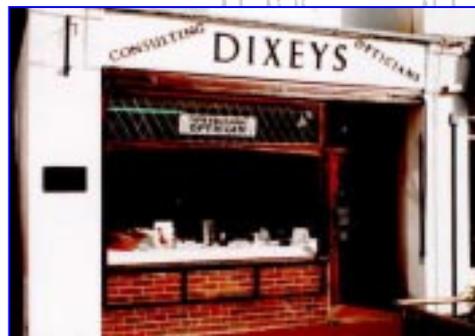
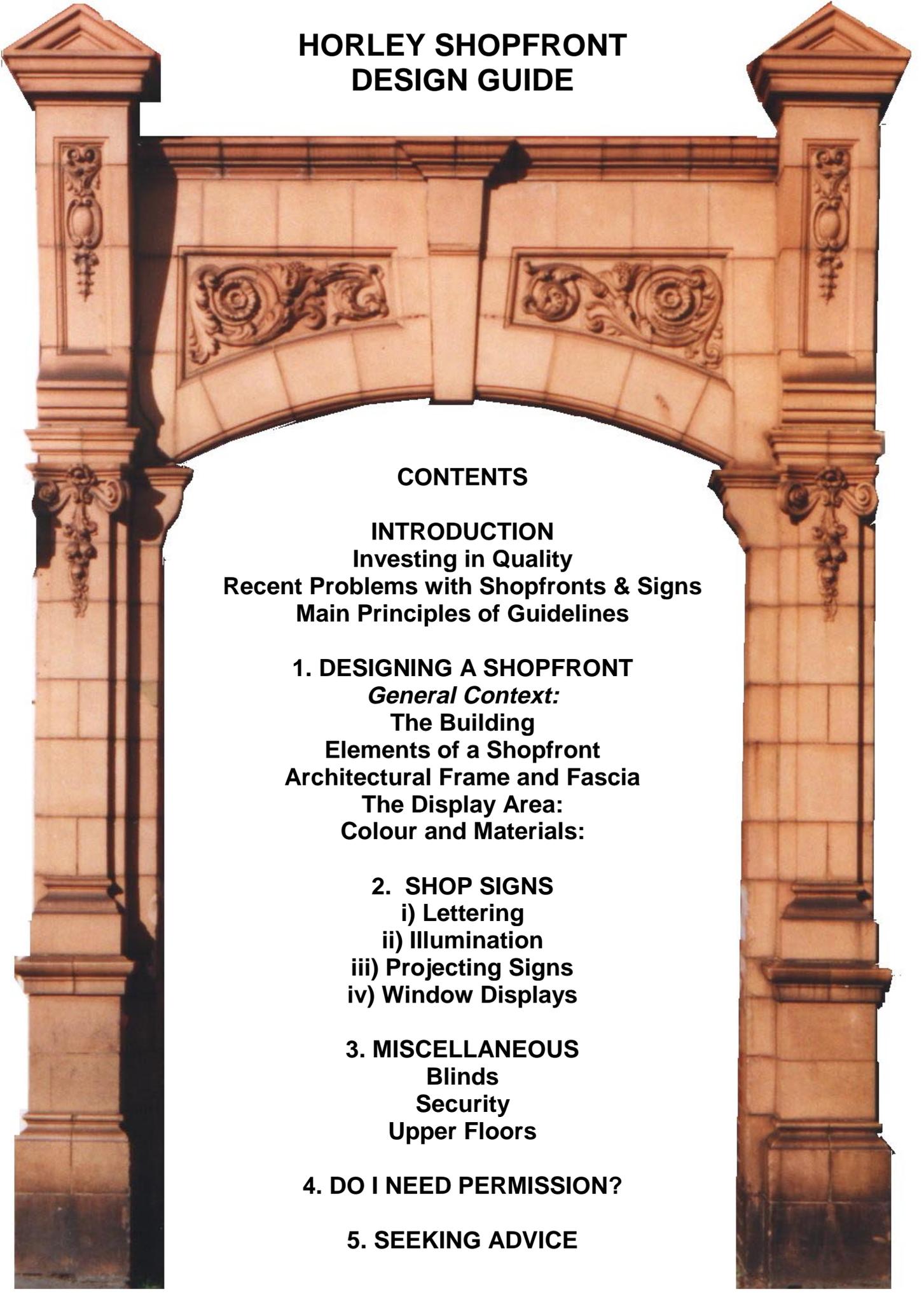


Horley Shopfront Design Guide



Department of
Policy and
Environment





HORLEY SHOPFRONT DESIGN GUIDE

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An attractive shopfront with good architectural detailing, pleasing colour and elegant lettering

INTRODUCTION

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. People now expect attractive, accessible and friendly shopping centres. Horley is a relaxed and attractive shopping area with the opportunity of improving this position further. Its visual assets are its happy mixture of Victorian and later buildings and pleasant street scale. If it is to compete in the present market, strengthening the quality of this environment must be a priority. It is intended that this publication will assist in the promotion of good shopfront design which is essential if the character of Horley, and its attractiveness to shoppers is to be promoted and enhanced.

Investing in Quality

Horley's domestic scale and character has considerable local appeal. However, the Borough Council and the local traders need to have a pride for and invest in the town, if they are to encourage sufficient shoppers from a wider area to achieve a healthy and viable economy. The Borough Council is keen to improve the environmental quality of this traditional shopping area and prevent any erosion of its character. 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 promotion of a high quality environment in Horley Town Centre. Such investment in quality will ultimately benefit all the traders.



A poor quality shopfront with unattractive aluminium frame & fascia sign which is not positioned in line with the Edwardian facade

RECENT PROBLEMS WITH SHOPFRONTS AND SIGNS

Horley has suffered from the indiscriminate use of bland utility shopfronts and a proliferation of cheap plastic signs. The resultant effect has been to degrade the character and quality of the town centre. Common characteristics, are shopfronts being poorly related to the building itself; the use of large areas of plate glass, unsympathetic materials, over large fascia signs, increased clutter, such as blinds and shutters.

GOOD



BAD



MAIN PRINCIPLES OF GUIDELINES

These problems need not continue if care is taken to follow a few simple principles. The shopfront should harmonise with the age and design features of the rest of the building. It should be built of sympathetic materials and signs should generally not extend beyond the shopfront fascia and should avoid lurid colours. Security grilles and blinds should be designed so that when in use they do not have a detrimental effect on the town.

1. DESIGNING A SHOPFRONT

These guidelines are intended to be of assistance to all those contemplating installing a new shopfront or altering an existing one.

GENERAL CONTEXT: THE BUILDING

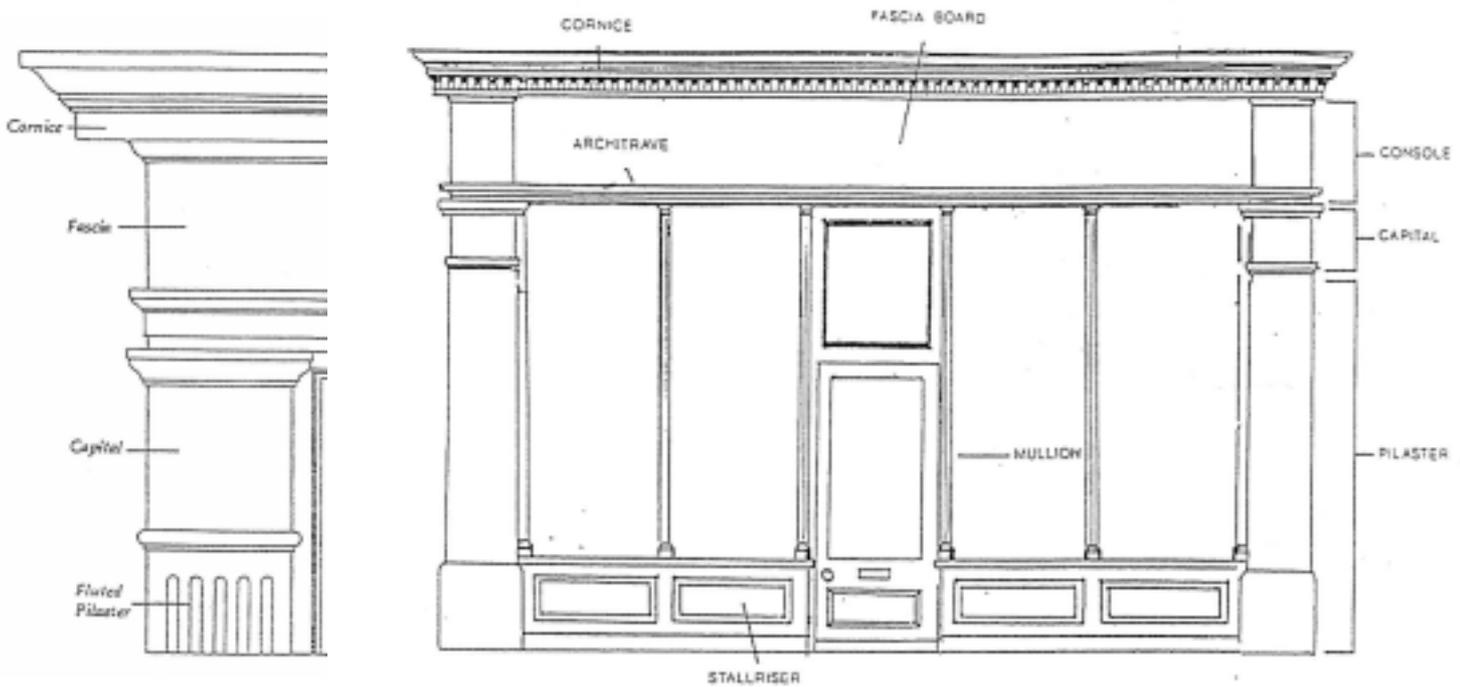
The shopfront should have regard to the age and proportions of the building and evidence of the original shopfront design. For individual units there is the opportunity for independent and distinctive designs.



Keeping the unity of ground & upper floors makes an impressive impact

Some shop units in Horley are in a shopping parade which has some unifying characteristics. Each parade has a set convention and pattern for framework, which unifies the whole. A careful study of this frame reveals the appropriate size and position of fascia and shopfront.

ELEMENTS OF A SHOPFRONT



ARCHITECTURAL FRAME AND FASCIA

Shopfronts have traditionally been set within a 'classical' framework of proportions and elements, a fascia supported by columns. Where this framework survives it should be followed.

In designing a new shopfront of attractive proportions, the recommended fascia height would generally be no greater than **18 inches (460mm)** for a small shop unit. If an original fascia or console remains, this will normally determine the fascia size and position.



A well proportioned shop front, fascia sign defined within architectural frame

THE DISPLAY AREA:

The use of large expanses of plate glass can detract from the character of older buildings. New shopfronts should try to reduce the amount of glazing by the use of traditional elements. The use of mullions can help to reduce the impact of plate glass and a clerestory at the top of a window, may also be beneficial to the appearance of tall shopfronts.

Doorways should be slightly recessed to provide some articulation to the design. A stallriser, whilst not essential, is a traditional element which helps reduce the amount of glazing and protect the shopfront. A substantial stallriser will be generally be between 500mm and 650mm in height.

COLOUR AND MATERIALS:

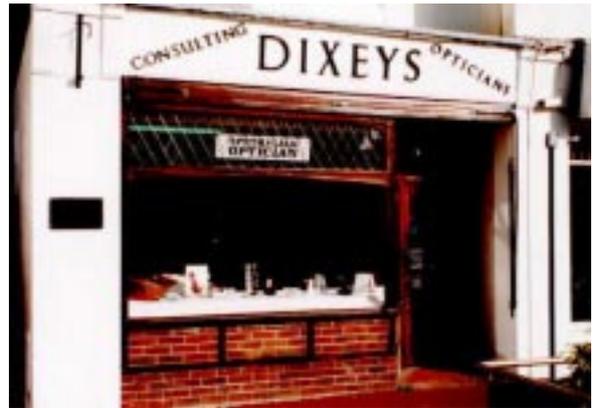
In general, on older buildings, shopfronts are recommended to be of painted timber, which is easy to mould and profile. The sensitive use of traditional colours offers much scope for improving the street scene. Lurid colours, such as pink and orange are undesirable. It would be useful if a colour sample for shopfronts and signs could be provided when an application is submitted. The use of insensitive materials such as shiny plastics and silver aluminium should be avoided.

2. SHOP SIGNS

i) LETTERING:

The best quality signs are -painted, using traditional colours, or individual lettering on a painted background. In general, lettering should be not more than 300mm in height, depending on the proportions of the fascia. Variation of Corporate logos and colours is sometimes necessary.

Shop signage should generally be confined to the fascia where there is no fascia panel, individual lettering may be appropriate.



Neat traditional lettering, the sign in proportion to the architectural frame, attention to detailing with leadwork and brickwork all added up to an effective and legible shopfront

ii) ILLUMINATION:

Illumination of signs requires some care. Illuminated box signs and neon can be unsightly, whilst projecting spotlights and swan necks can be prone to vandalism. Trough-lit is the most discrete form of lighting and can often be concealed within a cornice. Halo-lit signs can also be appropriate, particularly where the box can be set flush with fascia.

iii) PROJECTING SIGNS:

Projecting signs should be limited to a single sign, moderate in size and generally fixed at fascia level.

iv) WINDOW DISPLAYS:

Applying large posters to the internal face of the display glass should be avoided. Individual gilded or painted letters on glass can look attractive.



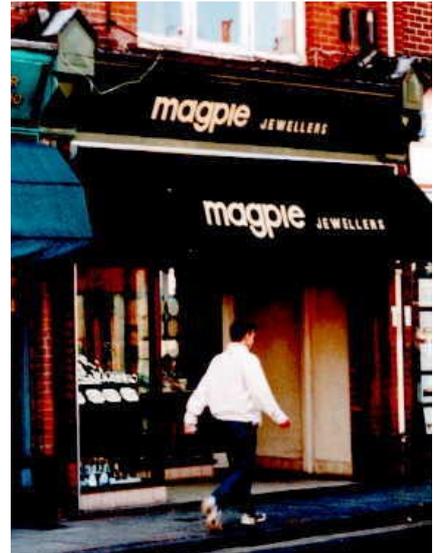
This shopfront respects the building above and uses mullions to divide the plate glass with a fascia sign in proportion to the building.

3. MISCELLANEOUS

BLINDS:

Care is needed with blinds as they can be over dominant obscuring other adjacent shops and detracts from the character of the street. They are obviously needed on shops displaying food and non-food perishable goods, where sunlight is causing demonstrable harm. Where a blind is to be provided it should normally consist of the following elements and dimensions:

The material should be canvas based, in a plain subdued colour, without advertising, to reduce its impact on the street scene. The blind dimensions should be no lower than 2.13 metres at its lowest point and at least 2.3 metres from the kerbside, for safety reasons. It should be set below the fascia, so that it will not dominate the elevation.



Blinds should not dominate the shop or the street. Plain canvas blinds fitted below the fascia are discreet

SECURITY:

External solid security shutters, together with their daytime housings are harmful to the street scene and are particularly unattractive at night. Where security is a problem, it is recommended that the best visual solution is the use of an internal grille mesh. A discreet colour, such as black or bronze is recommended for the grille.

UPPER FLOORS:

For business premises on upper floors, the use of black or gold lettering not more than 100mm high applied directly to the window will be acceptable, if discreet, and if it does not require the removal of glazing bars. Painted or applied signs on upper floor walls will not normally be permitted.

ACCESS FOR DISABLED

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 board should be avoided and where outside seating is proposed a highway license should be obtained.



An internal mesh grille can be both effective and avoid the creating the desolate environment of solid shutters at night.

DO I NEED PERMISSION?

Planning permission is needed for a new or altered shopfront, including blinds. Advice and clarification should be sought from the Borough Council.

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.

When submitting a planning application for a new shopfront, 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.

Building Regulation Consent will be required for all new shopfronts, including access for disabled.

5. 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: -

call the:- Development Control South Team on (01737) 276000.

or write to:-

Director of Policy & Environment
Reigate and Banstead Borough Council
Town Hall, Castlefield Road
REIGATE, Surrey RH2 0SH

For more information relating to making a planning application, please look at Reigate & Banstead Borough Council's website www.reigate-banstead.gov.uk

Prepared in consultation with Horley Town Centre Management Group.



Horley contains a number of attractive Listed Buildings such as The Foresters. Simple and restrained advertising can enhance such buildings.