

Signage

Poor signage can detract from the appearance of the shop front. This is particularly noticeable when signage extends above ground floor level.

Signage which is well designed and located can enhance the attractiveness of the town centre, in addition to serving the needs of the business concerned.

Shop Front Design

Traditional elements of the shop front should be reinstated or repaired to retain the architectural and historic features of the property.

- Fascias should normally be constructed in timber and avoid materials with a shiny or plastic appearance
- The removal of recessed doorways should be avoided
- The particular character of the area should be taken into account in designing the shop front
- Different types of illumination of the fascia should be considered carefully, to choose a type and intensity which is appropriate for the building and its surroundings.

Do I need Planning Permission?

Planning permission is required for the material alteration or replacement of a shop front.

Listed Buildings also require Listed Building Consent for any alterations internally or externally and alterations to shops in Conservation Areas require Conservation Area Consent.

Advertisement Consent is often needed for illuminated signs and signs above the ground floor shop front area.

Local Plan Policy

Applications for alterations to shop fronts will be assessed against Policies S8 and S10 of the Broxtowe Local Plan. In summary, policy S8 states that proposals for new shop fronts will be permitted provided that they relate well to the design of the building and contribute to the maintenance or enhancement of the appearance of the area.

Policy S10 indicates that consent will be given for signage and other advertisements where they relate well within the context of the existing shop front and the character of the area.

A full version of the policies can be found in the Local Plan.

Shop Front Improvement Grants - Keeping up Appearances Grant Scheme

These are currently available to fund comprehensive external improvements to shops and commercial premises, within the programme known as the 'Keeping Up Appearances Grant Scheme.

For further details please contact the Economic Development section in the Planning and Community Development Directorate:



0115 917 3446

Further Advice

This guidance leaflet can only serve as general advice and the Council considers each proposal on its own merits. For further information and advice contact the Directorate of Planning and Community Development and ask to speak to the duty planner



0115 917 7777

Advice on Shopfront Security is given in a separate Guidance Leaflet, available from the Council's Planning Department.

Visit our website: www.broxtowe.gov.uk

If you need this leaflet in other formats or languages, contact us on 0115 917 7777

ਸੇਕਰ ਤੁਸੀਂ ਇਹ ਗਾਈਡੈਂਸ ਲਿਸਟਿੰਗ ਫੋਰ ਡਾਕੂਮੈਂਟ ਵਿੱਚ ਲੈਣਾ ਚਾਹੁੰਦੇ ਹੋ ਤਾਂ ਕਿ ਪੁੱਛ ਕਰਕੇ 0115 9177777 ਤੇ ਸਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰੋ ।

如果你需要此傳單用其他的形式或文字寫成，請撥電話 0115 917 7777 與我們聯絡。

تو براہ مہربانی فون نمبر: 0115 9177777 پر ہم سے رابطہ کریں۔ اگر آپ چاہتے ہیں کہ یہ لیفٹ آؤٹ آپ کو اردو میں مہیا کیا جائے

Planning Advice Leaflet No. 13

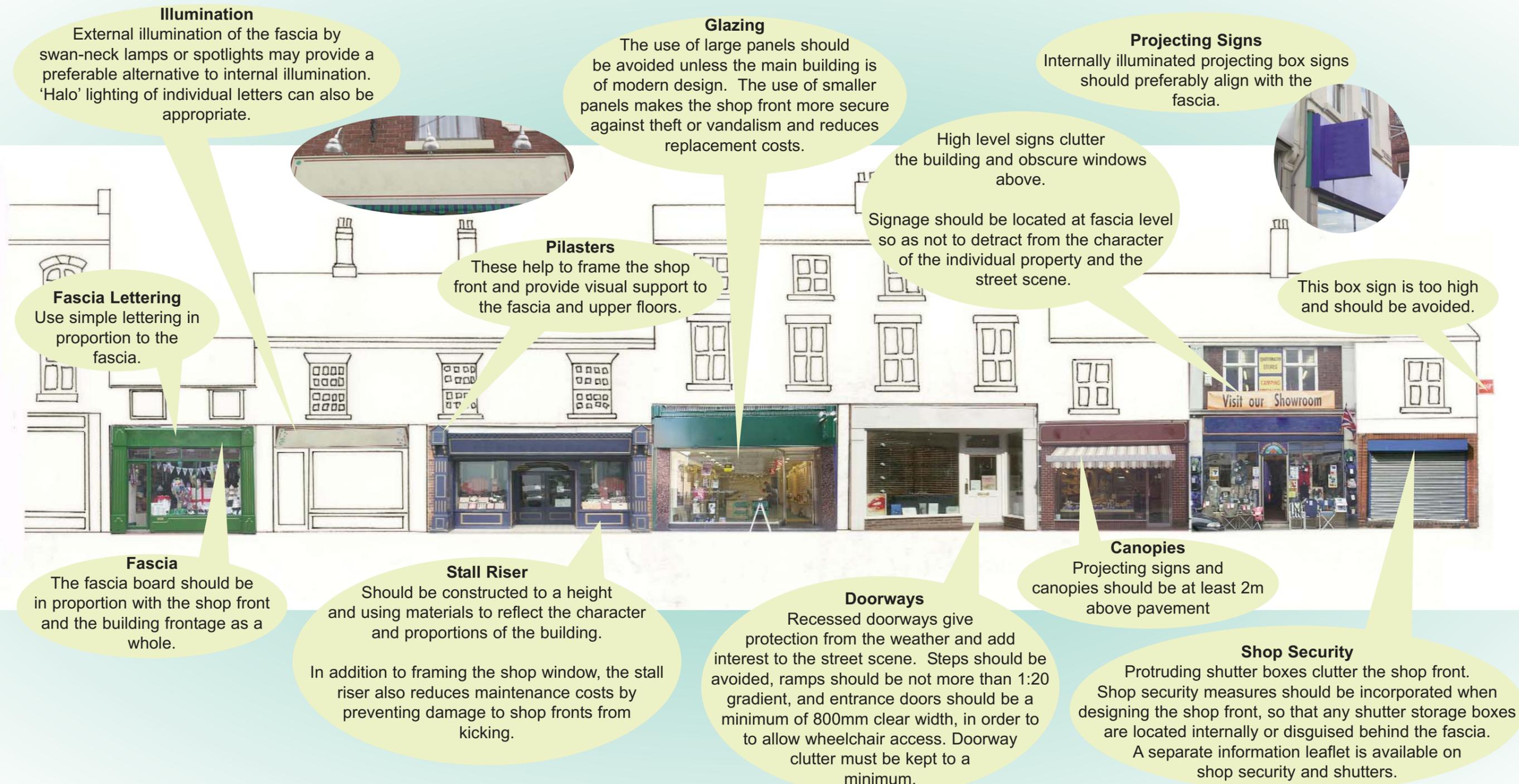
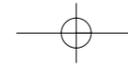
Designing your Shop Front



Shop fronts play an important role in contributing to the attractiveness of the street scene. Well-designed alterations or replacements to shop fronts should enhance the appearance of the premises and the town centre as a whole, whilst also meeting shopkeepers' requirements.



Planning & Community Development
Broxtowe Borough Council,
Foster Avenue,
Beeston, Nottingham NG9 1AB



Illumination

External illumination of the fascia by swan-neck lamps or spotlights may provide a preferable alternative to internal illumination. 'Halo' lighting of individual letters can also be appropriate.

Glazing

The use of large panels should be avoided unless the main building is of modern design. The use of smaller panels makes the shop front more secure against theft or vandalism and reduces replacement costs.

Projecting Signs

Internally illuminated projecting box signs should preferably align with the fascia.

High level signs clutter the building and obscure windows above.

Signage should be located at fascia level so as not to detract from the character of the individual property and the street scene.

This box sign is too high and should be avoided.

Pilasters

These help to frame the shop front and provide visual support to the fascia and upper floors.

Fascia Lettering

Use simple lettering in proportion to the fascia.

Fascia

The fascia board should be in proportion with the shop front and the building frontage as a whole.

Stall Riser

Should be constructed to a height and using materials to reflect the character and proportions of the building. In addition to framing the shop window, the stall riser also reduces maintenance costs by preventing damage to shop fronts from kicking.

Doorways

Recessed doorways give protection from the weather and add interest to the street scene. Steps should be avoided, ramps should be not more than 1:20 gradient, and entrance doors should be a minimum of 800mm clear width, in order to allow wheelchair access. Doorway clutter must be kept to a minimum.

Canopies

Projecting signs and canopies should be at least 2m above pavement

Shop Security

Protruding shutter boxes clutter the shop front. Shop security measures should be incorporated when designing the shop front, so that any shutter storage boxes are located internally or disguised behind the fascia. A separate information leaflet is available on shop security and shutters.

