

Shopfront Design Guide

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City of

NOTTINGHAM

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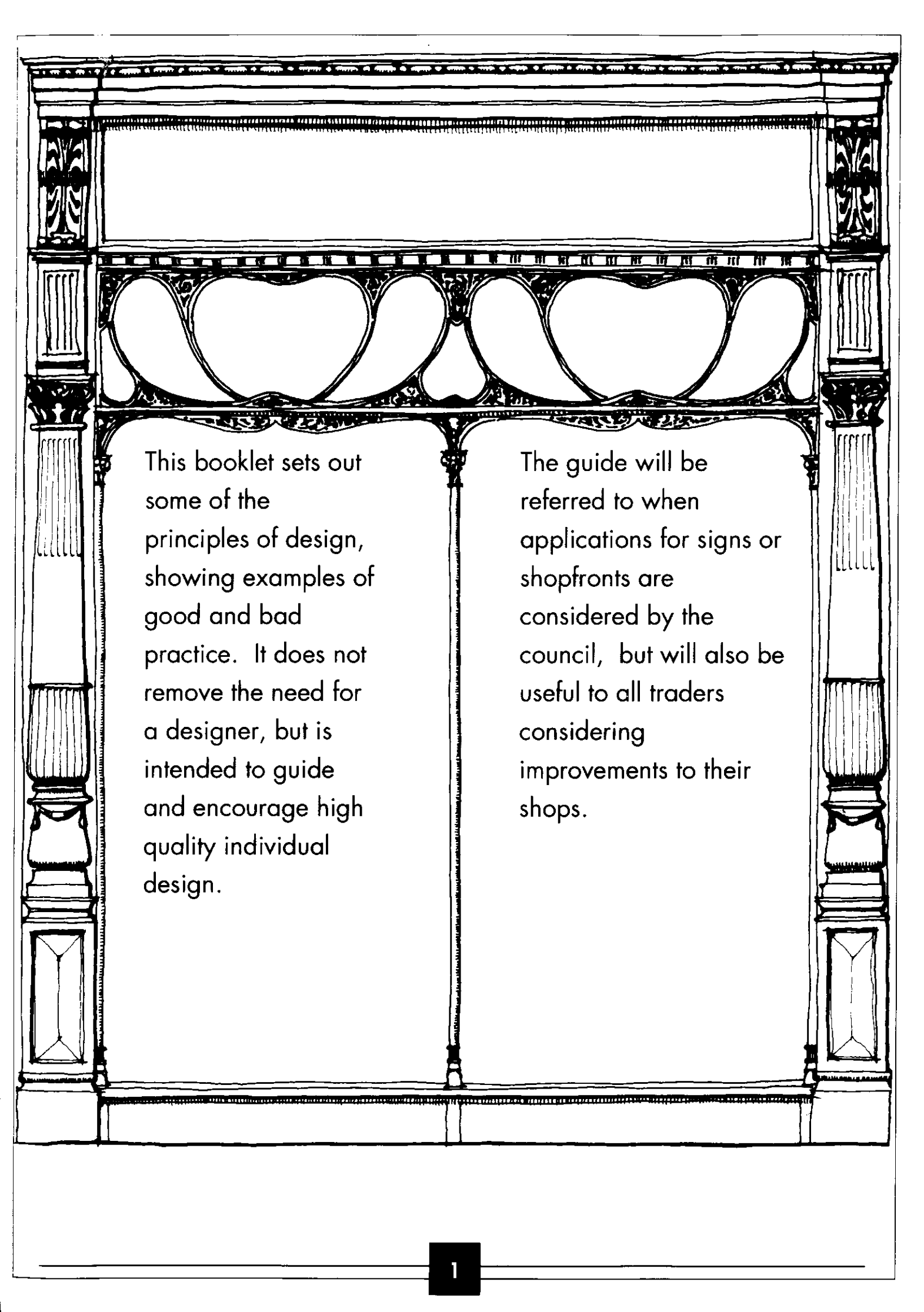
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SHOPFRONT DESIGN GUIDE

NOTTINGHAM is an exciting vibrant city with a unique historic character, attractive streets and a rich diversity of shops. Its image of quality must be retained to continue to attract visitors and shoppers, especially at a time of increasing competition from out of town centres.

The design of shopfronts and signs is crucial to this image. They should enhance the character of the street as well as serving the needs of the trader and customer. The image of Nottingham is just as important as the corporate image of the trader.



This booklet sets out some of the principles of design, showing examples of good and bad practice. It does not remove the need for a designer, but is intended to guide and encourage high quality individual design.

The guide will be referred to when applications for signs or shopfronts are considered by the council, but will also be useful to all traders considering improvements to their shops.

RELATING TO THE BUILDING

Good Design

- Fascia depths and lettering are a more suitable proportion. The fascia is finished by a cornice set below the upper window cills.
- The shopfronts are framed and divided by pilasters giving visual support to the building above and respecting the junction of buildings.
- Shop windows are reduced to more acceptable proportions with stallrisers, and permitting views of displays.
- Recessed shutter box with grille to secure lobby at night.



RELATING TO THE BUILDING

Poor Design

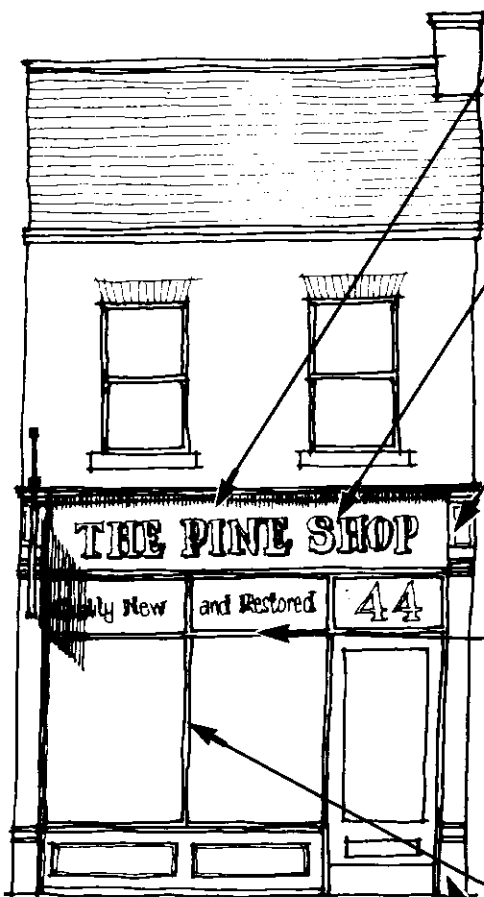
- High level signs clutter the building and obscure architectural detail.
- Shopfront and fascia cut through two different buildings without reflecting the change.
- Fascia and lettering are too large, out of scale with the building and obscuring the cills of the windows above.
- Overlarge plate glass windows do not reflect the character or proportions of the building above nor does a small display window in a tiled wall.
- Projecting shutter boxes add more clutter to the front.
- Stickers or posters in windows create an untidy appearance and obstruct views within.

X



COMPONENTS OF A TRADITIONAL SHOPFRONT

Good Design



CORNICE - Projecting moulding above fascia set below upper window cills and forming the top to the shopfront.

FASCIA - Framed and painted signboard usually flush with the building or sometimes slightly angled downwards.

CONSOLES - Projecting brackets or capitals on top of pilasters supporting the cornice and forming the ends of the fascia.

TRANSOMS - Horizontal members of shop window framing creating smaller upper windows or transom lights, which could be obscured to hide a shutter.

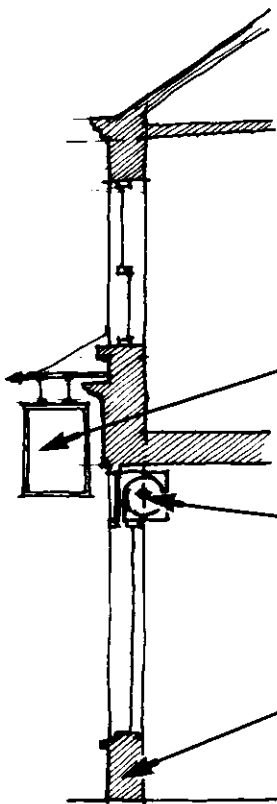
MULLIONS - Vertical framing members dividing wide shop windows into smaller units.

PILASTERS - Vertical columns forming ends and sometimes sub-dividing shopfront. Also giving visual support to upper floor.

SIGN - Framed painted sign hanging from decorative metalwork bracket located in appropriate position on building.

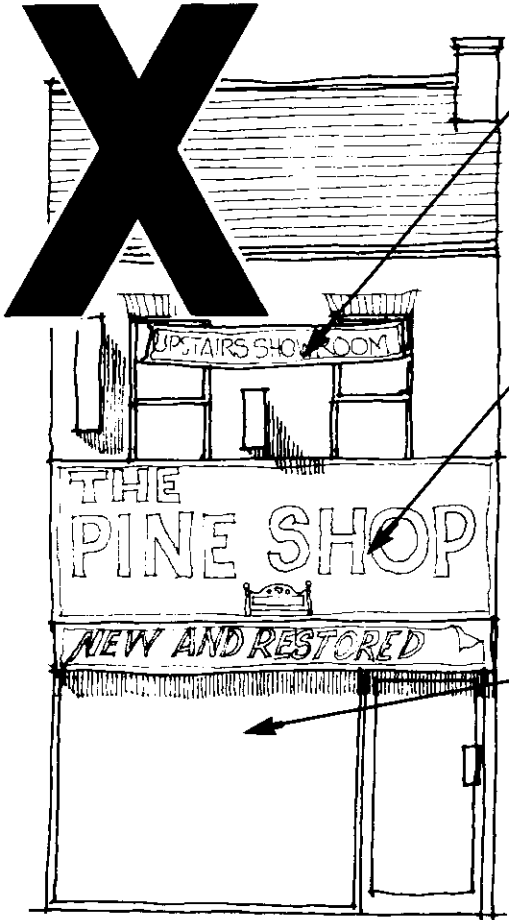
SHUTTERS - Located internally within a concealed box.

STALLRISER - Solid panelled lower section of shopfront - sometimes tiled.



COMPONENTS OF A TRADITIONAL SHOPFRONT

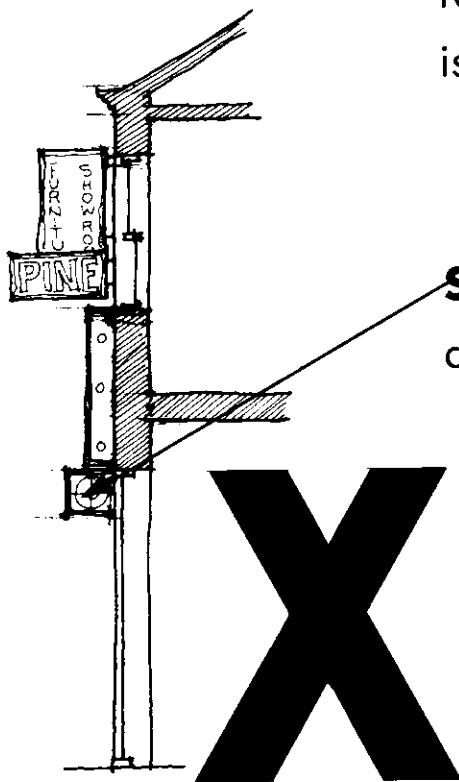
Poor Design



SIGNS - Obtrusive internally illuminated box signs and banners badly located on building.

FASCIA - Very deep projecting box fascia with overlarge lettering obscuring the upper window cills.

WINDOW - Single shop window without stallriser or pilasters gives no visual support and relates badly to the building above. Large areas of glazing are expensive to replace and susceptible to ram-raiding if there is no stallriser.



SHUTTER - Projecting steel shutter box attached to the outside of the shopfront.

ACCESS FOR ALL

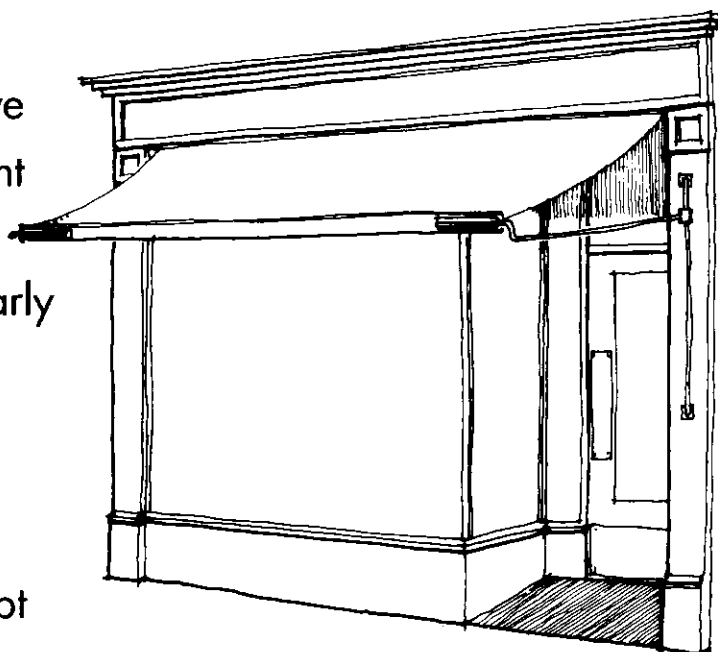
Good Design

Keep all projections such as signs and canopies at least 2 metres above the pavement

Stallriser clearly defines shop window

Frontage kept clear of obstructions

Wide entrance with a panel at the side of the door. This allows easier access to the handle for those in wheelchairs



Recessed door allows for ramped access if ramp cannot be accommodated inside. Ideal gradient 1:20, maximum gradient 1:12

Clear opening width of doorway to be minimum of 800 mm

Kickplate will protect the base of the door from wheels

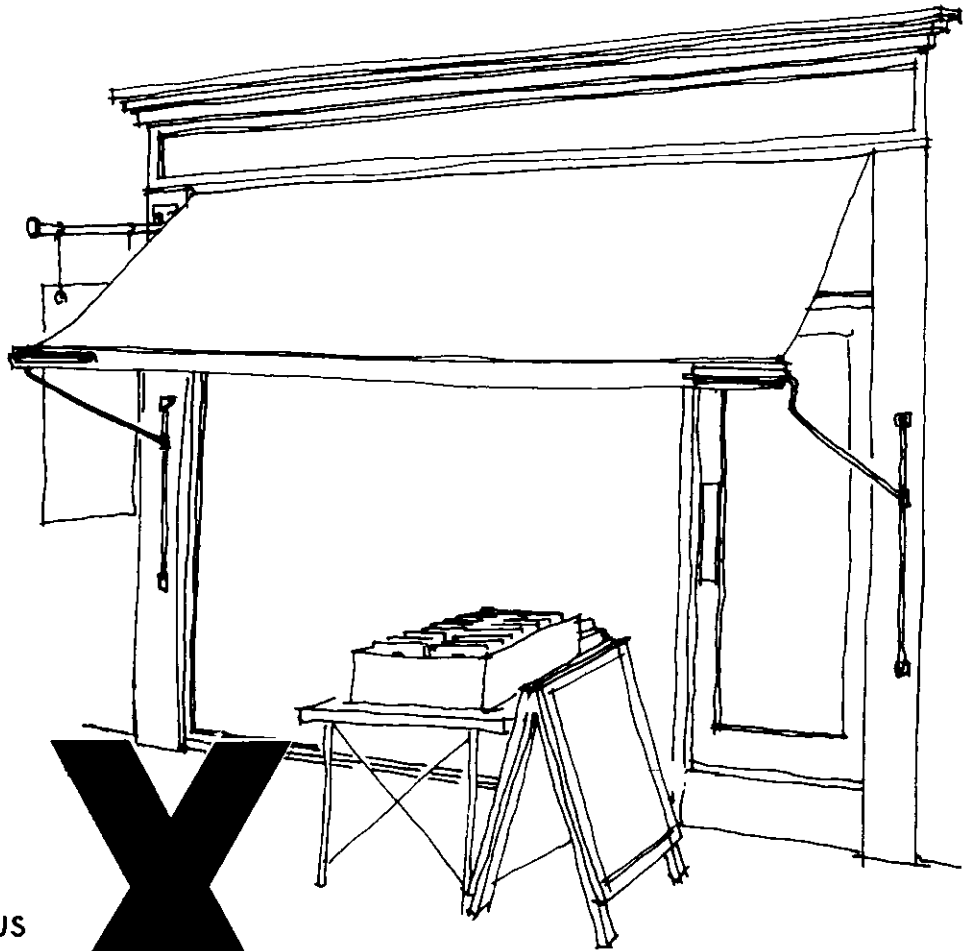
ACCESS FOR ALL

Poor Design

Narrow doorway and high step make access difficult for people with pushchairs, in wheelchairs or with walking difficulties

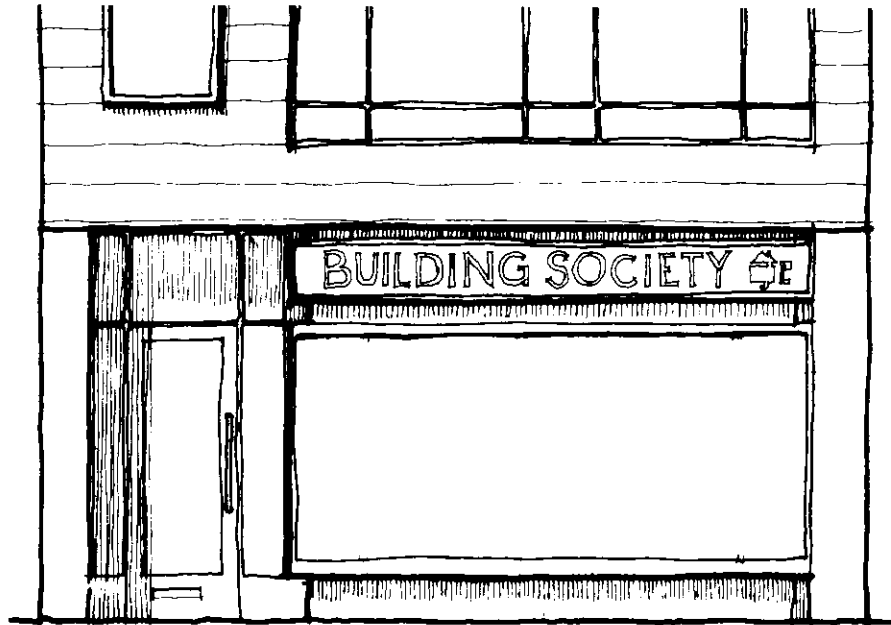
Projecting signs and canopy form obstructions below head height over the pavement

Plate glass windows without stallrisers or mullions can easily be confused with an opening and are potentially dangerous



Displays, "A" boards and other signs obstruct the pavement

STYLE AND DESIGN

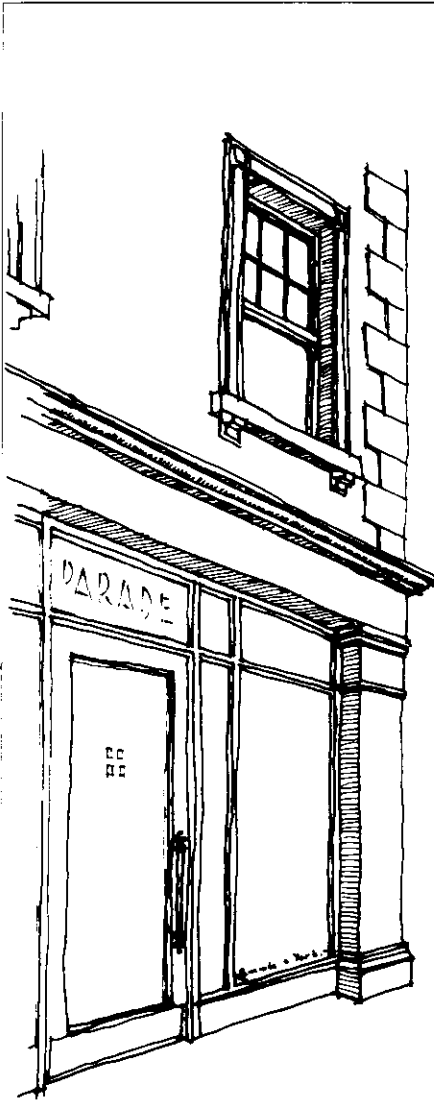


The design and proportion of the shopfront should relate to the building above. A modern building will be enhanced by a modern, well proportioned shopfront.

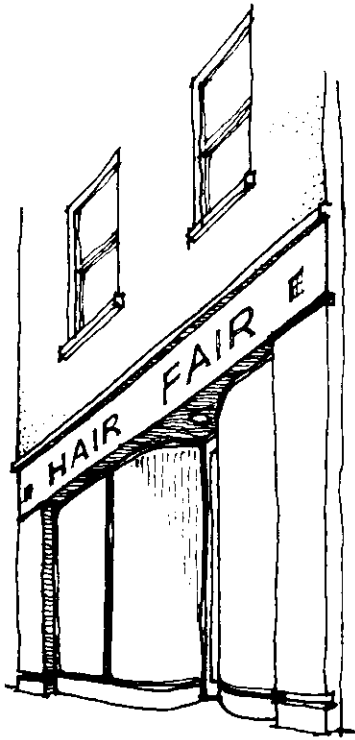


Inspiration for the character and detail of a shopfront could come from other architectural traditions while still retaining traditional proportions.

STYLE AND DESIGN



If a strong "architectural" surround exists, a simple framed shopfront that reflects the proportions of the building is ideal. Signs painted on the glass or suspended behind are preferred.



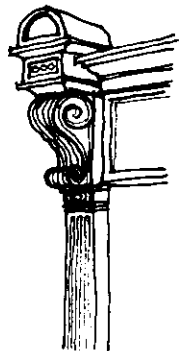
Good contemporary design is to be encouraged. This could mean re-interpreting the traditional design or introducing new forms and materials. The design should create activity and interest at pedestrian level and not cut itself off from the building above.



A wide range of alternative materials can be used on a shopfront such as mosaic tiling, steel, chrome, glass block, stone cladding, curved glass or glazed brick. The quality of the materials and the way they are detailed is vital to the design.

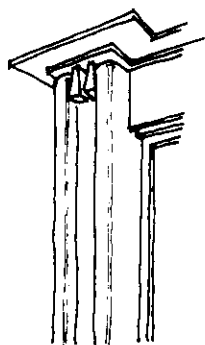
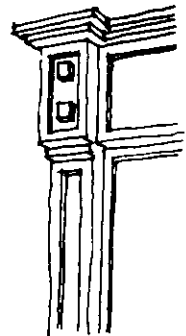
DETAILS

An ornate Victorian console with scroll bracket and fine mouldings at the junction of the fascia and pilaster.

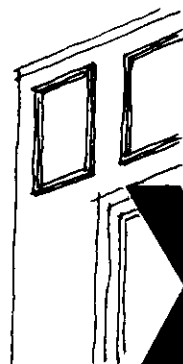


A simplified design built up of square sections, but still creating a solid and decorative projecting console.

The Console



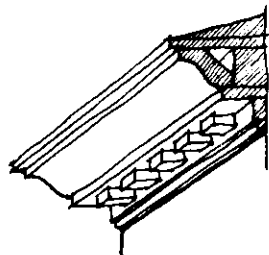
A variation in a different style but still having good detail, depth and projection at this junction.



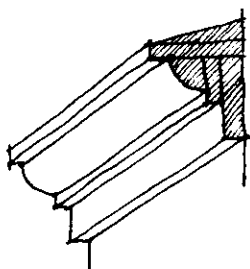
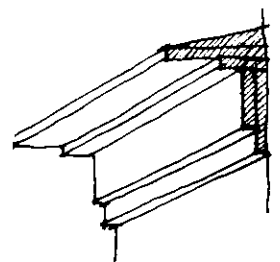
A poor attempt to mimic the console with thin mouldings stuck onto a flat board.

The Cornice

A traditional cornice detail with "cyma recta" moulding and dentil course.



Another version with standard square sections but still maintaining good depth and projection.



A simplified version using square and quarter round sections to create a similar effect.

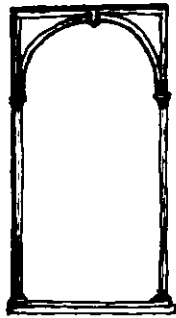


A poor design - a fascia panel is stuck onto the face of the building without framing or cornice.

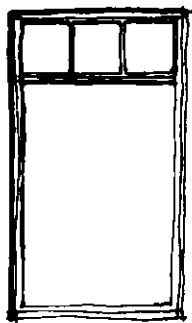
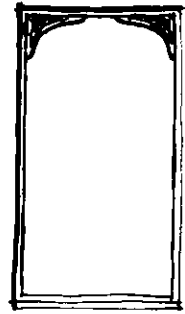
DETAILS

The Window

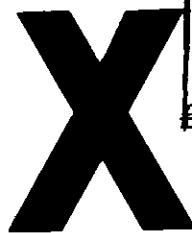
A traditional window with an elegant curved frame and glazed infill lights.



Decorative spandrel brackets are a simple way of adding an elegant curved top to the window.



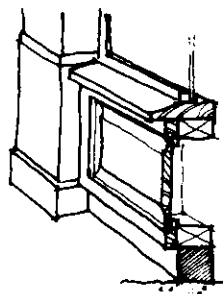
Tall windows can be sub-divided with a horizontal transom and smaller transom lights above.



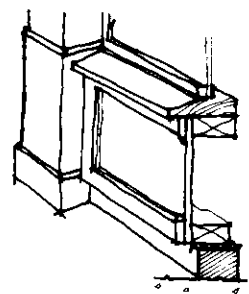
Poor design - avoid fixing on flat plywood fret cut sheets to mimic a round head or arch.

The Stallriser

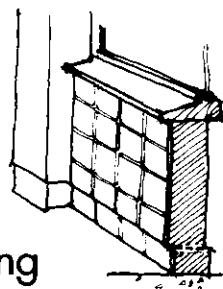
Traditionally constructed panelled stallriser shown here with a raised and fielded panel.



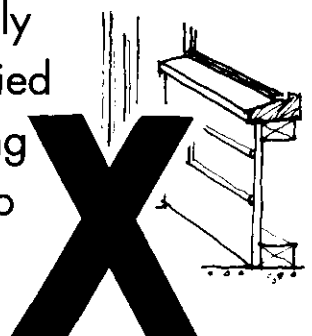
A simplified version with framing fixed to the edges of a plain panel. Care taken to raise panel above-ground and separate with a DPC.



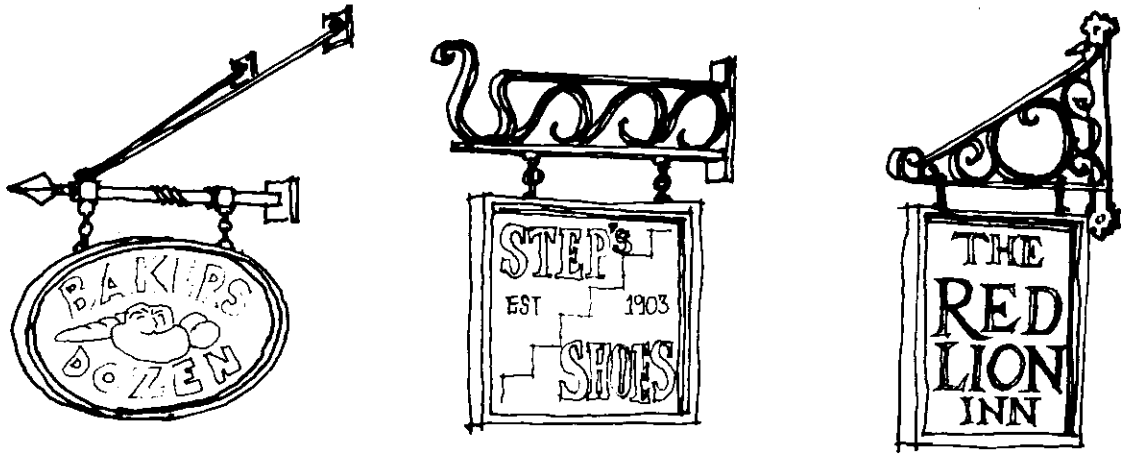
An alternative tiled stallriser between pilasters and still incorporating a DPC.



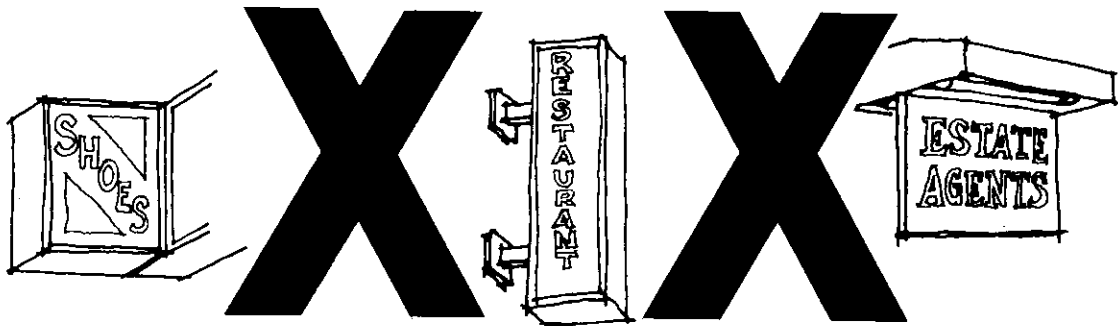
Poor detail - a flat ply sheet with thin applied mouldings and sitting directly on the damp ground.



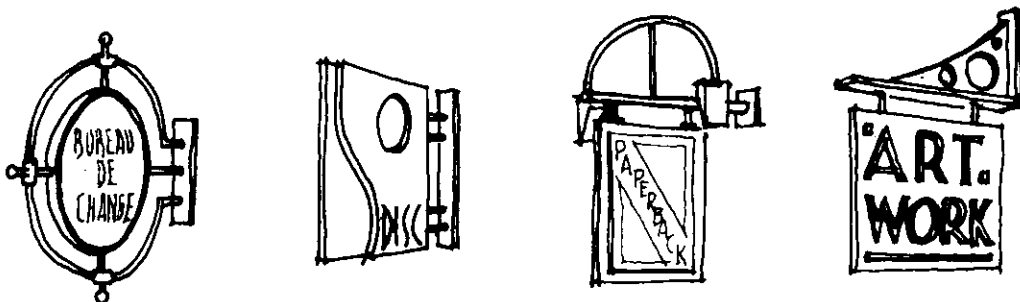
SIGNS



Traditional framed and painted signs hanging from decorative metalwork brackets.

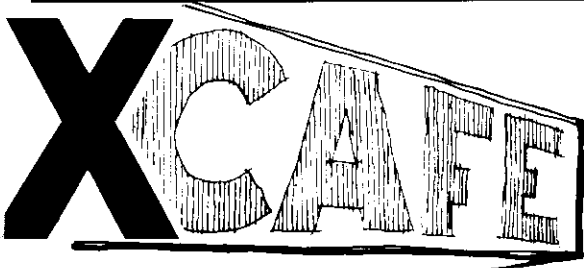


Poor designs including internally illuminated overlarge box signs and bulky lighting hood.



Good examples of contemporary sign design using modern decorative metalwork and built up signs.

SIGNS - Fascia Lettering



Avoid bulky internally illuminated box sign with overlarge lettering.



Flat lettering spaced off the fascia can be difficult to read.



Solid applied lettering with good depth fixed to the face of the fascia is easy to read.



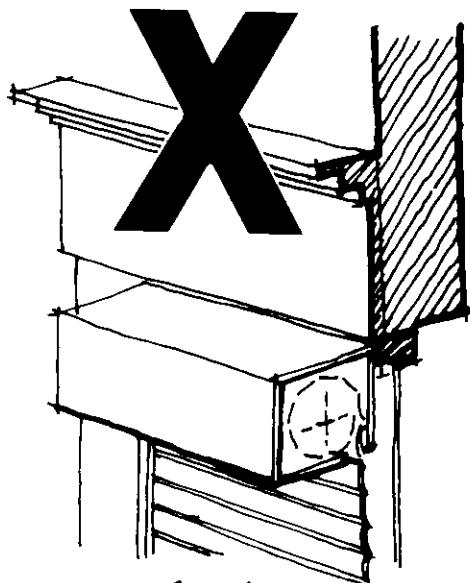
Hand painted signs can use techniques of shadowing and highlighting for impact.

Position Of Signs On The Building

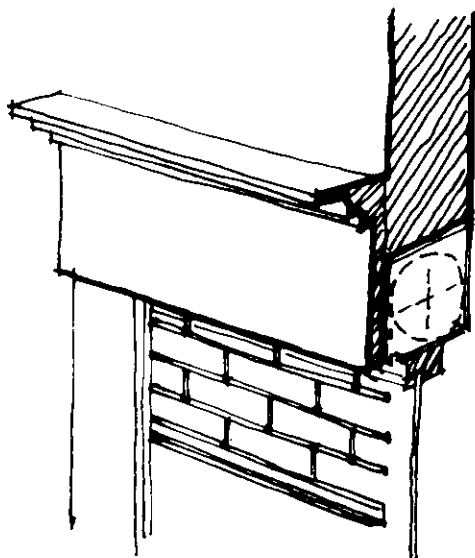


If the building has no fascia or no suitable location for one, then individually applied letters of appropriate design can be considered for signing on the facade. Hanging or projecting signs should normally be fixed at fascia level. Higher signs of any description will only be considered in exceptional circumstances where appropriate for the use or design of the building. Additional signing of suitable design can be back painted on windows.

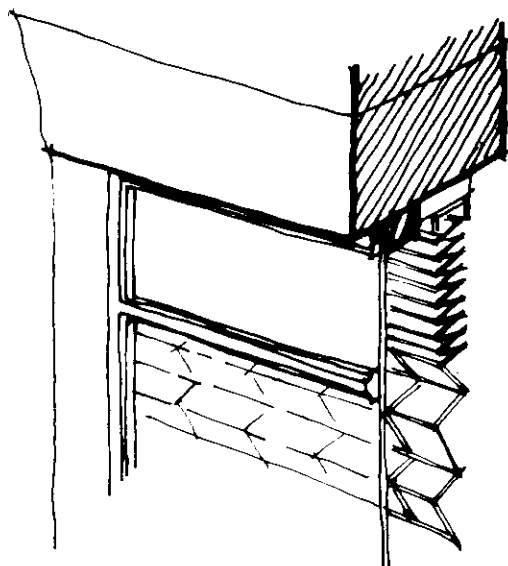
SECURITY



Do not fix shutter boxes to the outside of a shopfront. They are obtrusive and will hide architectural detail.



Consider recessing shutter boxes behind the fascia at an early stage in the design. These can be opened inside or outside the window.



Where the structure will not allow the box to be hidden at high level a transom light can be created and back painted (black) to hide the shutter.

In listed buildings and conservation areas special consideration will be given to the visual impact of shutters and their effect on the building. In these locations solid shutters will be resisted and in some cases external shutters of any kind will not be granted consent.

**All designs should comply with the Councils
" Roller Shutters Policy "**

SECURITY



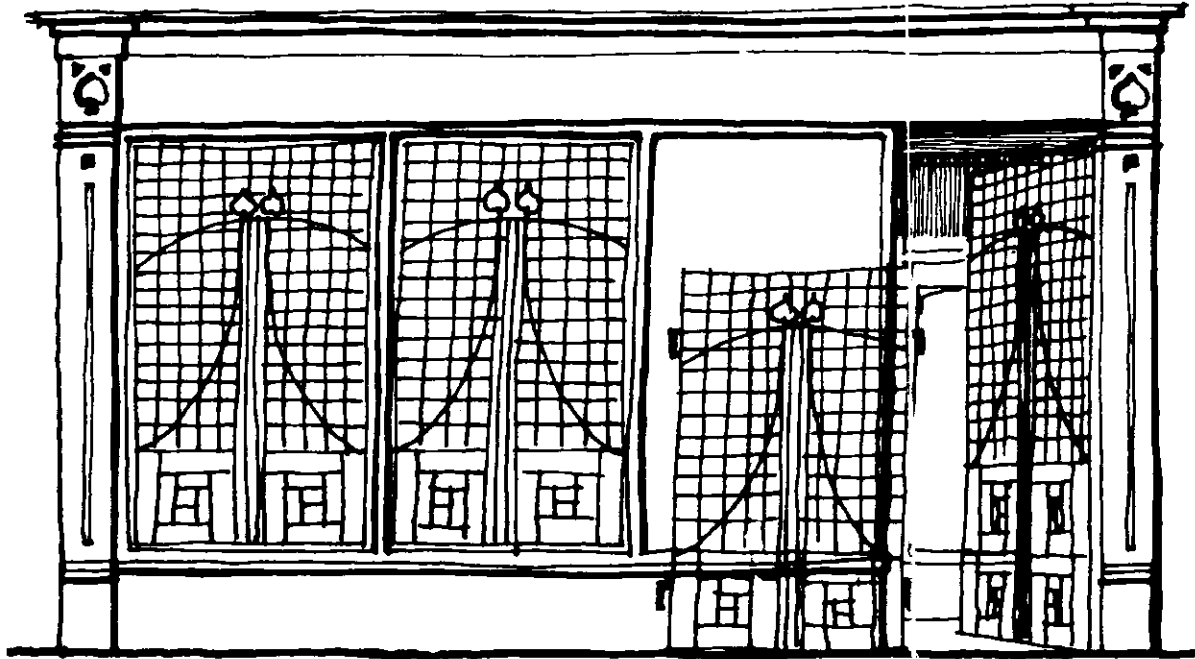
■
Laminated glass will provide additional security which may remove the need for additional shutters.

■
Any external shutters should be designed to stop at the stallriser and to be divided between pilasters and mullions with guide rails incorporated into the framing. This retains the key features and proportions of the shopfront.

■
To minimise the visual impact of shutters, locating them inside the shop is preferable. Equally an open lattice shutter will permit a view of the shop display and interior which is a significant deterrent to thieves.

■
Solid or perforated shutters should only be used in exceptional circumstances. They should be divided in the way described above and coloured to compliment the shopfront.

SECURITY



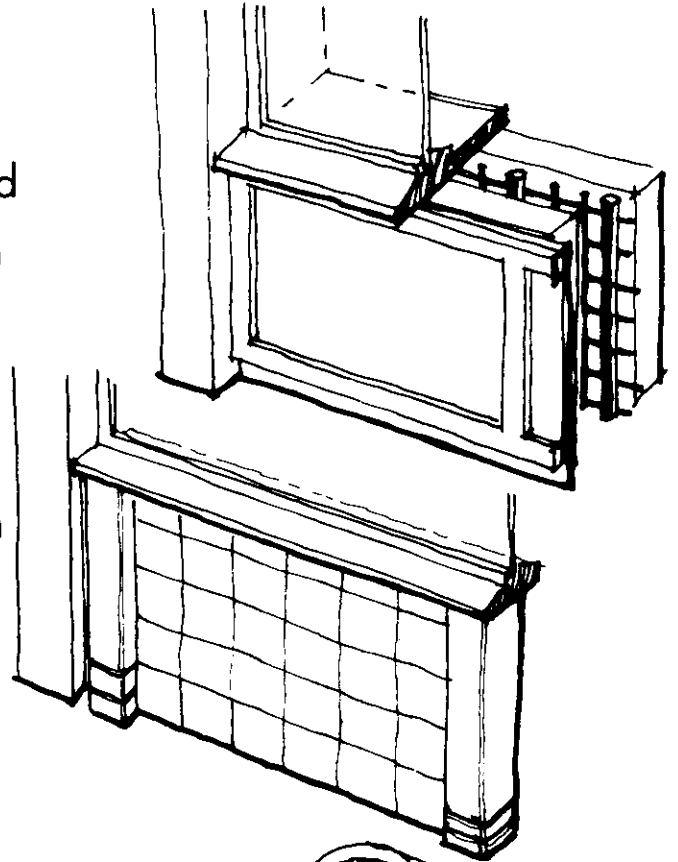
■
Individual steel frame or mesh screens can be hung and locked to the shopfront, if there is adequate space to store them during the day.

■
These can be purpose designed to enhance the appearance of the shopfront, and painted to match the shopfront colour scheme.

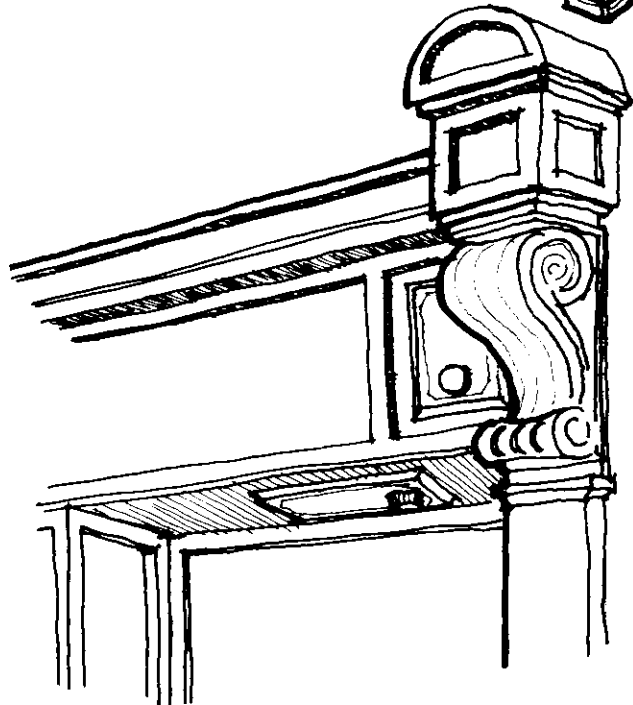
■
Recessed doorways should always be closed at night by a gate or screen.

SECURITY

RAM-RAIDING is rare but additional protection against it can be incorporated into the design of the stallriser. This can be achieved by incorporating square steel bollards perhaps separating tiled panels, or building in 3" steel posts, set in concrete, linked by a reinforced mesh and concrete infil. This could be faced with timber panels, brickwork stone or tiles.



Further advice on security measures can be obtained from the "Shop Security Advice Pack" available from the Development Department.



ALARM BOXES need to be seen, but do not fix them in obtrusive places. They could be neatly recessed into panels in the shopfront.

LEGAL REQUIREMENTS

Planning Permission is needed for replacement shopfronts which differ from the original.

Conservation Area Consent is also needed for demolition which can include removal of parts of an existing shopfront if the building is within a Conservation Area.

Advertisement Consent is often needed for illuminated signs, projecting signs and unusually large signs above the ground floor shopfront area.

Listed Building Consent will be required for new shopfronts in listed buildings and may be required for new projecting signs or even small alterations to existing shopfronts.

Building Regulation Approval will be needed for any works requiring structural alteration or changes to a shop that would affect the means of escape in the event of fire or would make access more difficult for people with disabilities.

Carrying out any of the above without the required consent, permission or approval is illegal.

Early discussion with Council officers is recommended to confirm whether any application is needed, and to seek advice on aspects of design.

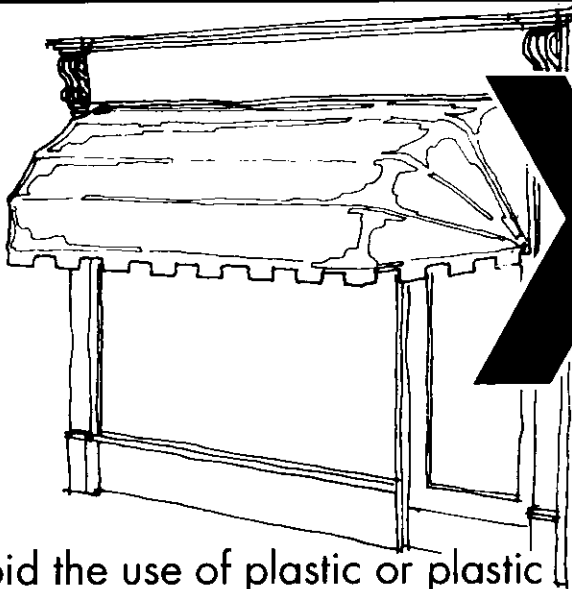
LEGAL REQUIREMENTS

The Council may choose to declare certain parts of the City as areas of special advertisement control. In such cases individual owners will be notified of any special requirements.

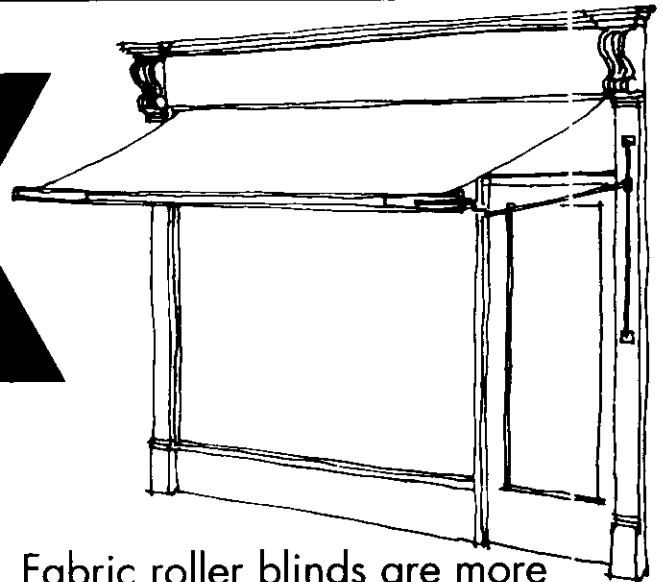
The City Local Plan sets out all the policies adopted by the Council that are referred to in the determination of applications. These include policies on adverts, new shopfronts and shutters. A new Roller Shutters Policy was adopted by the council in November 1993.

Where substantial alterations or refurbishments are taking place the design of any shop or office will have to comply with the Workplace (Health and Safety and Welfare) Regulations 1992, and food outlets must comply with the Food Safety Act 1990.

CANOPIES AND BLINDS



Avoid the use of plastic or plastic coated blinds. Their design and reflective surface often detract from the character of a building. These are not suitable for use on historic buildings.



Fabric roller blinds are more suitable. They can still be found on original shopfronts and modern alternatives can be supplied. They are usually located in a recessed box below the fascia.

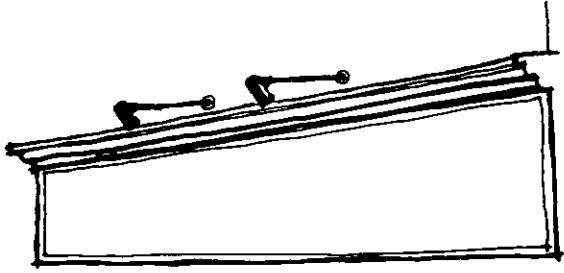
MAKING AN APPLICATION

If an application is needed it is best to appoint a qualified and experienced designer - an architect, building surveyor or architectural technician. They will need to produce certain drawings to accompany the application forms (available from the Development Department)

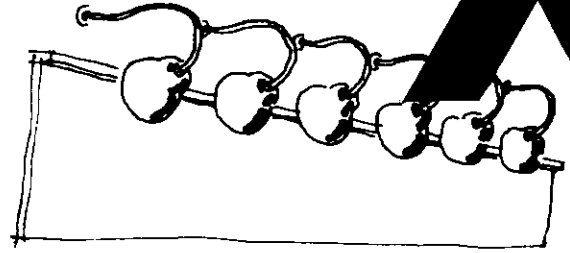
The drawings and information needed should include:-

- 1.** A 1:1250 scale location plan.
- 2.** An elevational drawing showing the FULL elevation of the building and at least part of the building either side (Scale 1:50 or 1:20).
- 3.** A plan showing the shop with position of doors, windows, ramps etc. (1:50 or 1:20).
- 4.** A vertical section through the full shopfront, showing its relation to the upper facade and windows, the position and depth of all elements, projections and mouldings including signs and lighting (Scale 1:20).
- 5.** Any key details, eg. profile of moulded cornice, panelling to stallriser, cross section through pilaster etc Scale 1:10 or 1:5).
- 6.** A full schedule of materials and colours - notes on drawings or samples.

LIGHTING FASCIAS



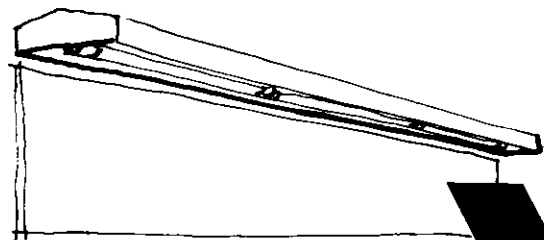
A good rule is to keep the lighting minimal - to highlight the sign. Unobtrusive modern fittings can work on an old shop.



Don't clutter the fascia with too many obtrusive light fittings. These will detract from the shop and sign itself.



Integral strip lighting can be built into a cornice if the fittings and box are kept small.



Over large fittings can look clumsy.

GREEN PRACTICE IN BUILDING

If you are specifying a timber shopfront, especially a hardwood one, you should ensure the contractor provides evidence to show that the timber has come from a sustainable source.

POINTS OF CONTACT

MAIN SWITCHBOARD NUMBER (0115) 948 3500

Conservation and Design -

Extension 5475 Direct Dial 935 0866

Advice on design and detail in historic and modern buildings .

Applications for Lace Market Town scheme repair grants (where applicable).

Development Control -

Extension 5414 Direct Dial 935 0774

Applications for planning permission, advertisement consent, listed building and conservation area consent.

Building Control -

Extension 5358 Direct Dial 935 0765

Applications for building regulation approval, advice and grants (where applicable) for disabled persons access. Green practice in building.

Local Plans -

Extension 5455 Direct Dial 935 0782

Advice and possible grant assistance for shopfronts, facelifts, living over the shop and shop security, particularly in the inner city.

Business Support -

Extension 5399

Selective financial assistance for businesses in the inner city.

Inward Investment -

Extension 5382 Direct Dial 935 0951

Bi-monthly property register listing premises in the city to buy or rent.

City Centre Management -

Extension 5308 Direct Dial 935 0860

Promoting the city centre, improving the environment, facilitating the traders needs and organising street traders associations.

Health and Safety

Extension 6756 Direct Dial 935 0708

Provisions for health and safety in the workplace.

If you have any difficulty understanding this guide please contact the Translation and Interpretation Unit on 935 0651.

اگر آپ کو اس گائڈ کے سمجھنے میں مشکل درپیش آتی ہے تو آپ ہماری ٹرانسلیشن یونٹ سے اس فون نمبر: 935 0651 پر رابطہ کریں۔

ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਗਾਈਡ ਨੂੰ ਸਮਝਣ ਵਿੱਚ ਕਿਸੇ ਵੀ ਤਰ੍ਹਾਂ ਦੀ ਮੁਸ਼ਕਲ ਪੇਸ਼ ਆਉਂਦੀ ਹੈ ਤਾਂ ਕਿ੍ਪਾ ਕਰਕੇ

ਸਾਡੇ ਟ੍ਰਾਂਸਲੇਸ਼ਨ ਯੂਨਿਟ ਨੂੰ ਟੈਲੀਫ਼ੋਨ ਨੰਬਰ 935 0651 ਤੇ ਫੋਨ ਕਰੋ ।

এই "গাইড" (নির্দেশাবলী) বুঝতে আপনার কোন অসুবিধা হলে অনুগ্রহ করে 'ট্রান্সলেশান এন্ড ইন্টারপ্ৰিটেশান ইউনিট'-এর সাথে 935 0651 নম্বরে টেলিফোন করে যোগাযোগ করবেন।

Nếu quý vị có khó khăn để hiểu tài liệu hướng dẫn này xin liên lạc với cơ quan phiên dịch và thông dịch số điện thoại 935 0651

अगर तमने आ मार्गदर्शिका समजवामां मुश्किली पडे तो महेरबानी करी ट्रांसलेटर अने इन्टरप्रीटर

युनिटनी ९३५ ०६५१ ७५२ सपर्क करो.

如果你有任何困難看懂這份指南，請致電 935 0651 與翻譯及傳譯部 (Translation and Interpretation Unit) 聯係。

अगर आपको इस गाइड को समझने में किसी प्रकार की कठिनाई पेश आये तो कृपया हमारे ट्रांसलेशन और

इन्टरप्रेटेशन यूनिट को 935 0651 पर टेलीफोन करें ।

This guide is also available in Urdu and Punjabi.



City of
NOTTINGHAM

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