

Shop Front Design

We would like to ensure that your new shop front is a positive contribution to the high street. Below are some considerations for you to make when designing your shop front.

1. Historic buildings. The shop front should not be designed in isolation but considered as part of the architecture of the building. Look above and to the sides of the shop front, are there architectural features to respect and enhance? Restore features such as ironwork, mosaic or terracotta tiling, carved stone or coloured glass if possible. In areas with a heritage character hand painted lettering, or individually applied metal lettering are good choices. Fascia should be painted timber rather than plastic.
2. Proportions. If adding a sign onto an existing framework, keep to the original proportions. Where stall risers exist (the panels at the bottom of shop windows) they should be retained. If building a new shop front, ensure the size of the window is appropriate for the building's proportions. If changing the entrance, consider following the same pattern as adjacent shops in terms of size, porch, shape and materials. The shop front should be in alignment with adjacent shops and not be recessed or stand proud. If expanding your shop to include the unit next door, the sub-division of the shop fronts should still respect the integrity of the individual buildings.
3. Local character and neighbouring shops. Consider the local character of the area, the materials and colours used in the immediate vicinity. Are there particular colours used in the public realm street design, or town branding colours that you could tie in with? Balance your own branding with the need to complement the street scene. Your signage needs to be clear but not overpowering. Signage should also not cover the windows as transparent shopfronts contribute to a more vibrant street scene.
4. Shutters. You should only install security shutters if they are absolutely necessary and they should be integrated into the frontage rather than a 'bolt-on', covering only the glazed areas. Solid shutters can be enhanced with artwork to avoid the street scene becoming a 'dead' space in the evening.