

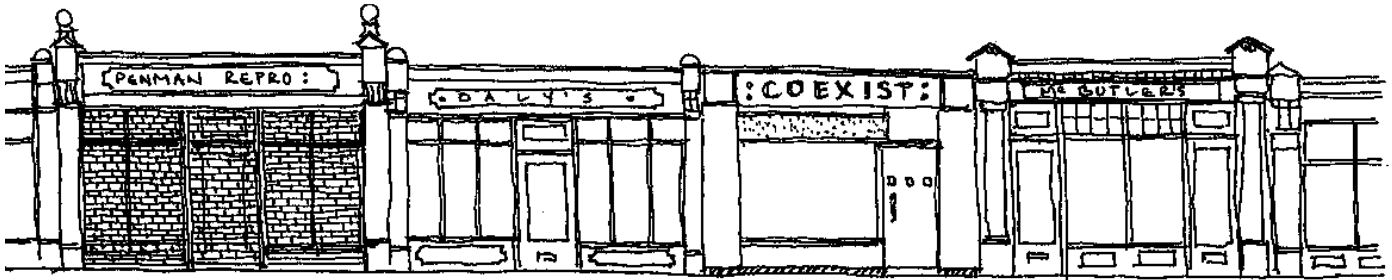


Shopfront Design Guide

Supplementary Planning Guidance

Hackney Environmental Services





USEFUL CONTACTS

Design and policy advice:

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Environmental Services
161 City Road
London EC1V 1NR

Tel. 020 8356 8056

General planning advice:

Building and Development Control
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Produced by The Conservation and Design Team, London Borough of Hackney,
with the assistance of Butler and Hegarty Architects

Designed by Applejuice Design Limited 020 7249 8203

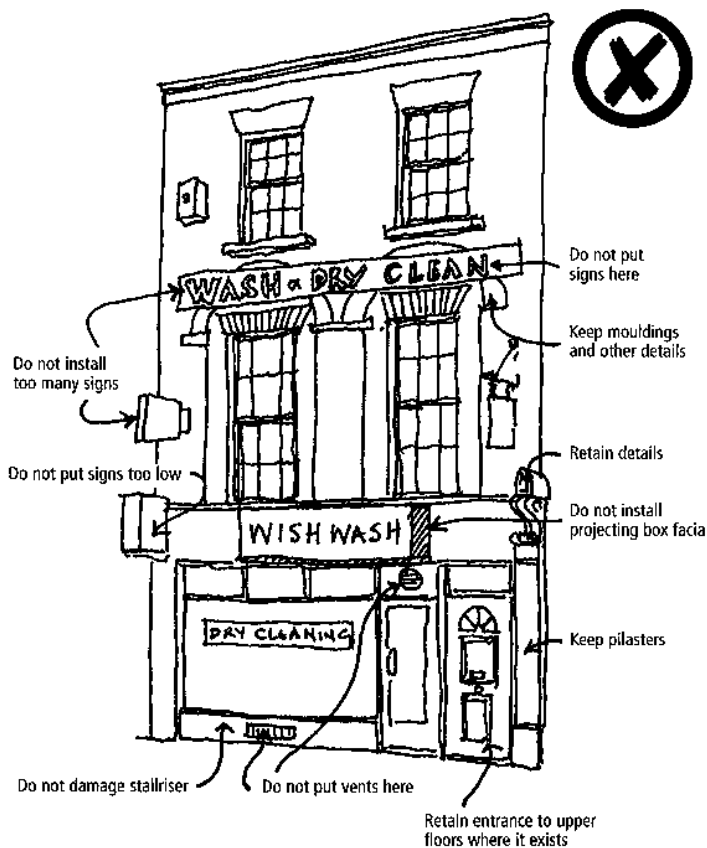
Shopfront Design Guide

This document is a guidance leaflet on shopfront design prepared by the London Borough of Hackney.

This guide is principally for the Kingsland Conservation Area. However, the guidance is applicable to all listed buildings and conservation areas in Hackney. The principles may also be used to inform good design throughout the Borough. A more general guide to shopfronts is also available. For the purposes of this document, the term 'shopfront' is applied in its widest sense to all business activities.

Many of the main routes in the Borough are lined with shopfronts. These are often busy and well known public places, each with its own special history and character. The character and quality of traditional shopping streets are being eroded by unsympathetic alterations. Inappropriate shopfronts with attention seeking large signs downgrade historical or architecturally important buildings as well as the whole shopping area.

The Shopfront and Building List of Do's and Don'ts



The renewal and improvement of shopfronts is a critical factor in determining the appearance of shopping areas, and great care and thought should be given to the design. These guidelines are intended to give advice on the replacement of, and any alteration to, shopfronts, signs and fascias. This guidance is for the use of both shop owners and shopfront designers, to ensure that new shopfronts are appropriately designed and in keeping with council policy. They are not intended to replace the need for skilled professional architectural advice, to promote a particular style, or to be a blueprint for acceptable design. The guidelines are intended to inform and encourage a diversity of approach to shopfronts, while promoting good design, to ensure that Hackney is a high quality environment.

Council Policy

Below are some of the council's policies on shopfront design and advertisements, as set out in the Unitary Development Plan 1995 (UDP 1995). Please note that the UDP is subject to review.

EQ 32 Shopfronts and Shop Signs

The Council will normally require new shopfronts (including integral shop signs) to:

- a be of a high standard of design and materials and relate to the architectural composition of the building on which they are fitted.
- b be in keeping with the surrounding scale and townscape and enhance the street scene;
- c not result in the loss of a traditional shopfront;
- d where appropriate, utilise traditional materials and retain existing details such as pilasters, brackets and cornices.
- e ensure that any fascia or projecting signs are located within the traditional fascia level and are appropriately positioned and illuminated for the locality.
- f ensure that blinds are traditionally designed and retractable and that shutters are fully perforated to enable a clear view of the shop window when closed.
- g permit safe and convenient access for people with disabilities and people with young children.
- h permit access to upper floors in accordance with policy R15.

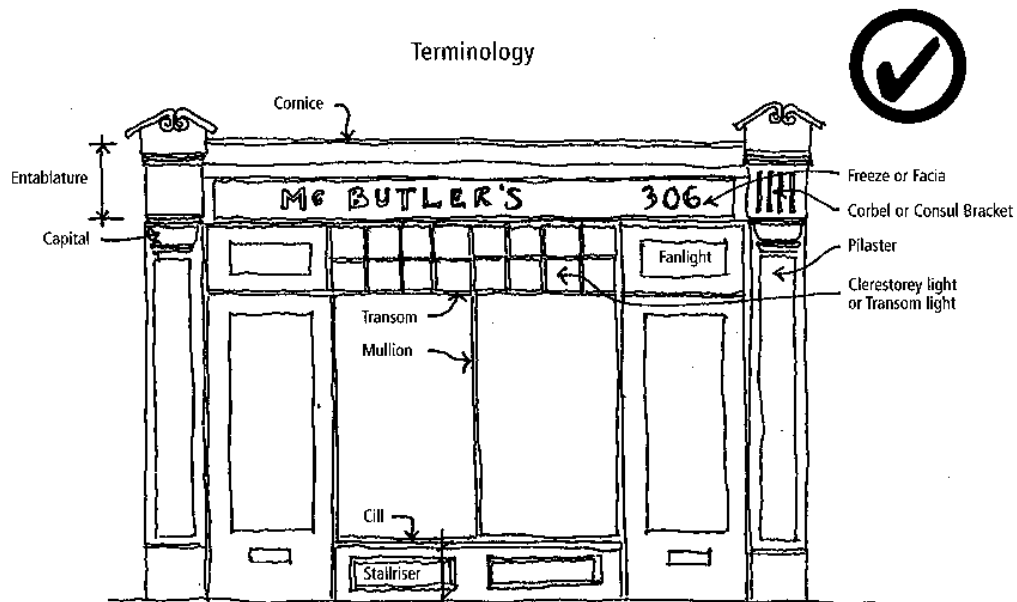
EQ33 External Advertisements

The Council will normally require all external advertisements to:

- a be of a high standard of design;
- b relate architecturally to the buildings on which they are fitted;
- c be in keeping with the surrounding scale and townscape and not detract from the visual amenity of the street scene;
- d be designed and located so as not to create a safety hazard.

EQ34 Projecting Advertisements

The council will not normally permit projection advertisements which would be to the detriment of the street scene. Where acceptable, such advertisements will be limited to one projecting advertisement per establishment, except for very large frontages, or where there is a significant return frontage.



Permissions and Consents Required

Planning Permission

You need planning permission for any alteration or change which materially affects the appearance of a shopfront. For example, replacing the whole shopfront, removing the stallriser, installing another door, or installing security grilles or shutters.

You may need planning permission to change the business carried out in your shop or premises (this is called a change of use). For example, you need planning permission to change the use of your shop into another non-retail use such as office, restaurant, take away or residence.

Conservation Area Consent

You may need Conservation Area Consent to remove or demolish an existing shopfront in a Conservation Area.

Listed Building Consent

You need Listed Building Consent for any alteration to a shopfront which forms part of a listed building.

Advertisement Consent

You need a separate advertisement consent for any advertisement, shop sign, projecting sign and flag pole.

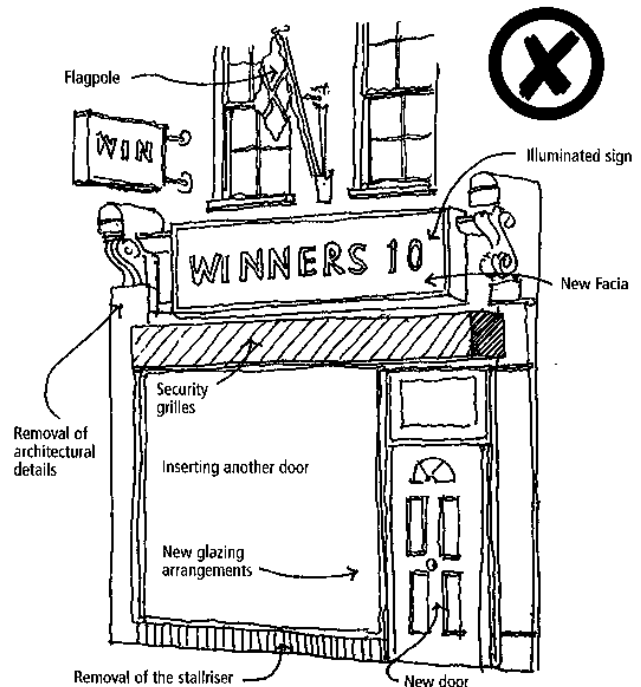
If you have any doubts about the permissions and consents required, you should contact the Duty Planning Officer in Building and Development Control (telephone number 020 8356 8062), who will advise you on the approvals required.

Making a Planning Application

To make an application for planning permission for a shopfront, you will be required to complete 4 copies of the application forms, an ownership certificate and provide a range of appropriate drawings. There is a fee for planning approval which must accompany a planning application. The drawings accompanying a planning application should include the following information: site location plan (scale 1:1250), plans of the existing and proposed shopfront (at least at a scale of 1:20), elevations of the whole building, showing the proposed and existing shopfront and including the adjoining building, and sections through the proposed shopfront. The drawings should identify materials, colour and other features such as grilles, etc.

It is advisable to discuss your proposal for a suitable shopfront design with an officer in the Conservation and Design Team before submitting a planning application.

Items that may need planning permission



Basic Design Considerations

The primary function of a shopfront is to display goods for sale to their best advantage. It also projects an image of the shop and contributes to the general street scene. Therefore, it is in the shop owners interest to make sure that the shopfront makes a positive contribution to the environment. Many shopfronts were designed as an integral part of the rest of the building, with designs often based on classical proportions, with various elements forming a balanced composition within the building as a whole.

Over the years, many shopfronts have been altered and are now out of keeping with the rest of the building and the street scene. Often such alterations are of poor design in their own right. However, Hackney has a few Georgian and many good Victorian and Edwardian shopfronts, as well as some interesting post war examples. Original shopfronts, in keeping with rest of the building in which they are located, add to the historic interest of the Borough and should be retained and restored. In some areas of Hackney, there are grants to help with these repairs

In the interest of creating lively street scenes with a clear identity, the Council will encourage individuality where it is considered appropriate, through the use of modern contemporary design. The design, however, must be sensitive to the architectural order of the rest of the building and contribute positively to the neighbouring buildings and street scene. In designing a modern shopfront, careful consideration should be given to proportions, materials and the resolution of all construction details, in order to ensure a shopfront of the best quality.

In designing shopfronts, whether traditional or modern, the following general considerations should be taken into account:

The context and street scene

It is important to consider the effect of the design on the rest of the street and local area. Proportions, materials and details should maintain and reflect the local variations as appropriate. The new shopfront should not seek attention or dominate its surroundings unnecessarily.

The building as a whole

It is important to consider the effects of the design on the building as a whole. Sensitive design should enhance the building's character, reflect and respond to the building's rhythms and organisation and acknowledge the adjoining properties as appropriate.

The shopfront details

Careful and thoughtful resolution of the details are equally important. Original ornamental elements and other architectural details provide visual interest and should be retained. The detailed resolution of junctions between elements and materials is critical to the success of the design. Special care in the design of entrances, doors, windows and signs will help enhance the building and make shopping easier.

Poor and Good Design

Poor design can be the consequence of cheap materials, bad workmanship and lack of thought. But, more often, poor design is due to a lack of understanding of the value and importance of the elements that form original shopfronts to make them a visually cohesive part of the building. Good design, whether modern or traditional, recognises the importance of various elements of the shopfront, and integrates the aspirations of the shop owner without detrimentally affecting the building or its context. Good design can enhance and make positive contributions to the building, street scene and retail operation.

Good and Bad Shopfront design



Appraising your Building

The first step in designing a shopfront is to make a careful appraisal of the premises. This should include understanding the existing shopfront, the rest of the building to which it attached, and the context of the building. The following list of questions should help you appraise the current shopfront before deciding on the next steps of designing, altering or replacing a shopfront:

Existing Shopfront

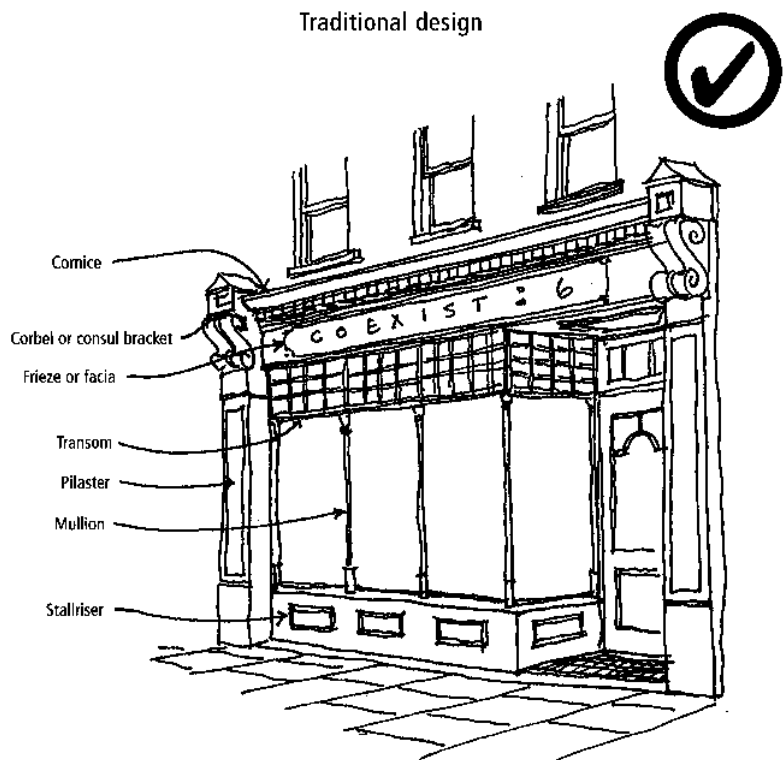
- What is the character of the existing shopfront?
- What are the strongest features of the existing shopfront?
- Is the current shopfront original?
- Is the current shopfront of modern design and of value in its own right?
- Can the existing shopfront be repaired?
- Do the elements of the architectural surround, ie pilasters, corbels, cornice, frieze, stallriser, survive?
- What is the proposed use of the shop, and is the shopfront appropriate?

The rest of the Building

- What are the qualities of the rest of the building?
- Is there a particular architectural style?
- Does the building have prominent verticals and how are these lines visually resolved?
- Does the building have a proportioning system or a particular hierarchy of openings?
- What materials are used?
- How has the current shopfront been integrated with the rest of the building?

Street scene and local context

- What is the rhythm of the street elevation in which the shopfront will be located?
- Is there a consistent pattern to the shopfronts of adjoining buildings?
- What are the materials and colours used in local buildings?
- How would a new shopfront fit in with the street scene?



The Principles of the Design Approach

Once you have made an appraisal of your shopfront, it is important to assess the design approach to be taken. In all cases, where a traditional or historic shopfront exists, the council will encourage its retention. Many traditional shopfronts only need repair to give many future years of use. Even where the original shopfront has been removed, much of the architectural framework often survives, sometimes covered up by modern fascia and signs. There are a variety of approaches which can be adopted to shopfront design. The Council will generally encourage shop owners first to repair original shopfronts, second to repair or re-establish the traditional architectural frame of the shopfront, and third to propose carefully proportioned, well resolved high quality modern design. Three common approaches to shopfront design are:

Traditional Design

A traditionally designed shopfront often has the entrance door set back from the back edge of pavement. It will normally have a stallriser, one or two vertical mullions, and a transom rail at head of door level with clerestory or transom lights over. It will be made of timber and sit within the traditional architectural framework around the opening.

Architectural Frame

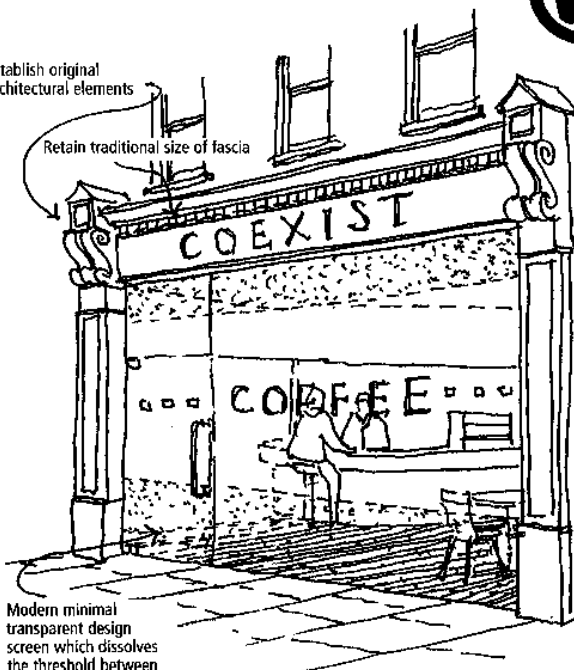
The architectural framework around the shopfront opening traditionally comprises of pilasters, with architectural details such as capital and plinth, a corbel or console bracket, and an entablature with cornice and frieze or fascia, which generally had a hand painted sign. The architectural framework should be retained and repaired and features reinstated where appropriate evidence for this exists.

Modern design retaining a traditional architectural frame



Establish original architectural elements

Retain traditional size of fascia

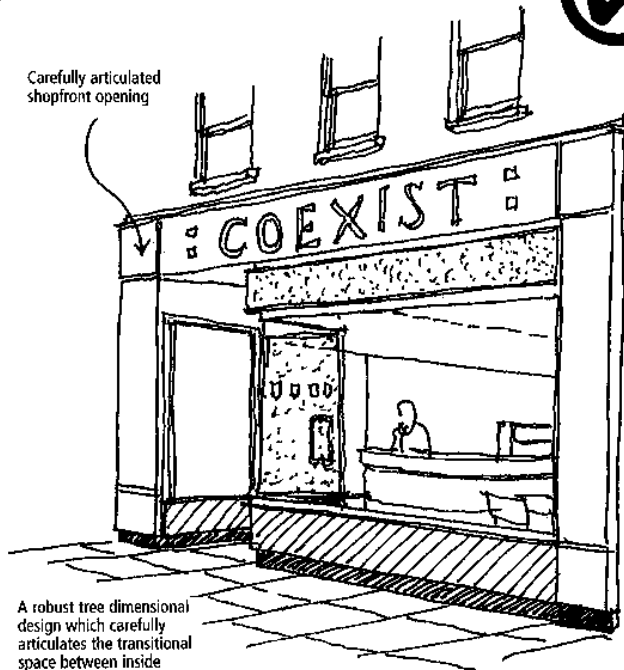


Modern minimal transparent design screen which dissolves the threshold between the street and interior

Modern design



Carefully articulated shopfront opening



A robust three dimensional design which carefully articulates the transitional space between inside and outside

Modern shopfront

In certain circumstances, it might be appropriate to make a modern shopfront either within the traditional architectural surround or within a carefully articulated opening. The design of modern replacement shopfronts should be of a high standard and could adopt the following design strategies in order to bring diversity and vitality to the street:

- a) A robust three dimensional modern design which carefully articulates the transitional space between the inside and outside.
- b) A modern, minimal, transparent, and high quality designed and detailed screen which dissolves the threshold between street and interior.

Shopfront Elements

Windows

Large expanses of glass are usually out of scale with their context and are expensive to replace if broken. The use of transoms and mullions to ensure that glazing panels of the shopfront are of a proportion and character to match the upper floors will be encouraged.

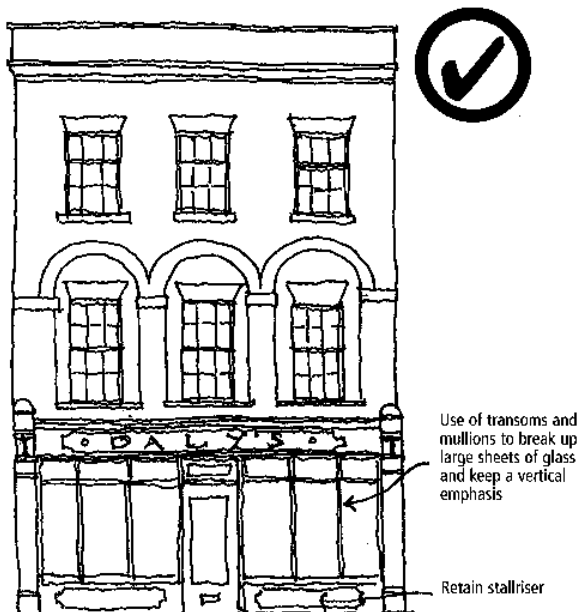
Ensure that the style of the window does not clash with the rest of the building or its neighbours. Avoid a profusion of stickers in shop windows.

Stallriser

A stallriser is a common feature of traditional shopfronts. It raises displayed goods to a viewable level, provides a robust base to protect the shopfront from damage, and gives proportion and character to the shopfront. It is an attractive feature which is traditionally of timber panels, stone or rendered brick, and should be retained and restored. Laminates, mosaic and reflective tiles are not suitable materials and should be avoided.

Materials

Materials should be selected with the character of the rest of the building in mind. As a general principle, the type and number of materials used should be kept to a minimum, and they should be durable and easily maintained. Shiny reflective materials such as acrylic or plastic, or lurid colours, in most cases, should be avoided. In Hackney, traditional shopfronts are normally painted softwood, and these can readily be repaired if decayed, and with proper maintenance can last indefinitely. In conservation areas and on listed buildings, timber and other traditional materials are most appropriate.

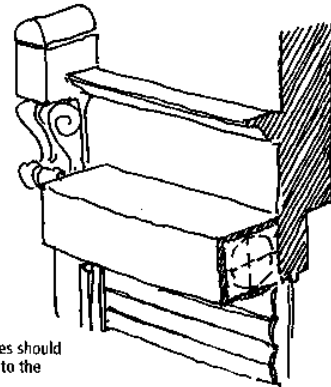


Security

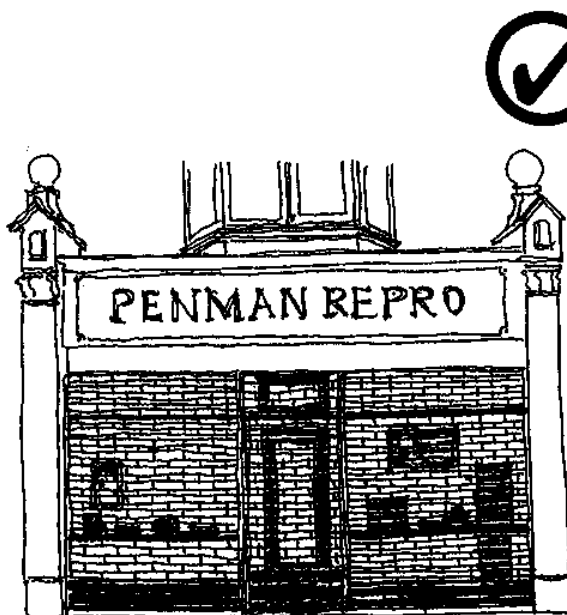
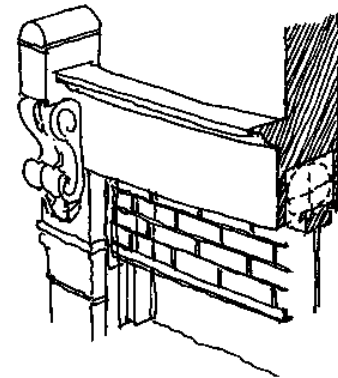
The prevention of crime is a major concern to both the shopkeepers of Hackney and the wider community. However, solid roller shutter blinds, when closed, can make a parade of shops appear very unattractive and will normally be unacceptable. Open roller grilles, removable grilles or internal grilles and meshes are preferable since the shop display can still be seen contributing to an attractive environment outside opening hours.

Security glazing is another alternative which can be unobtrusive and effective. Roller shutters and grilles, where acceptable, should be incorporated into the design of the shopfront and the housing box, not simply applied as a projecting item, as this is detrimental both to the appearance of the building and shopfront.

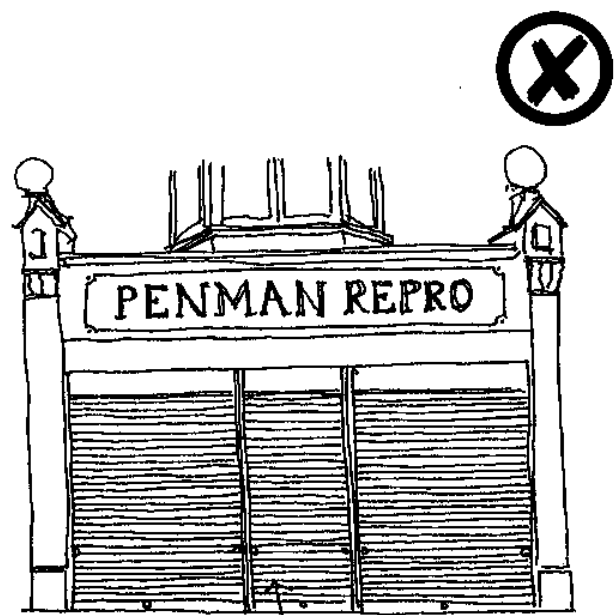
Shutter grilles should not cover pilasters when in the down position, and guide channels should be concealed or removable. All roller shutters should have a painted or colour finish to harmonise with the rest of the shopfront and building.



Roller shutter grilles should be incorporated into the shopfront design



Open grilles allow the shop display to be seen outside opening hours



Avoid solid shutters

Doors and Access

All buildings open to the public should be fully accessible so that everybody can enter and use them.

The design of the shop entrance should be carefully considered to ensure that access is suitable and that the door is in keeping with the building as a whole. The shop entrance should be level with the pavement. This can be achieved by creating a non slip ramp (1:12 gradient) either internally, by amending the shop floor, or externally. There are a number of rules regarding ramps that are described in the Building Regulations, with which you must comply. Doors should have a minimum width of 800mm clear opening, with adequate manoeuvring space, and should be easy to open, not excessively heavy, with easy-to-use handles. A glass visibility panel is recommended in all new doors and its position and size should be such that wheelchair users and people with disabilities can be seen through it.

Secondary doors to upper floor accommodation

Some shopfronts incorporate doors to give access to upper floor accommodation. Where existing, this arrangement should be kept to ensure that upper floors are in use, but generally proposals to create such access arrangements will be discouraged by the Council. Access to the upper accommodation should preferably be arranged from the rear of the building. Where this is not possible, upper accommodation will preferably be used in conjunction with the shop. Where there is no option but to make a secondary door for access to the upper floor, this door should be an integral part of the shopfront design and should be in keeping with other elements of the shopfront. Ensure that doors leading to upper floors respect the balance and proportion of the shopfront and do not reduce the overall security of either the shop or upper floors.

Signs and advertising

Shops signs are an important part of the shopfront design. They attract custom but if poorly positioned or oversized, they can create visual clutter and be very detrimental to the environment. Traditionally, signs were painted on the fascia, which ensured they were in harmony in terms of size and proportion with the rest of the building. This will be the preferred location of all shop signs. Oversized signs should be avoided, as they can disrupt fascia lines and destroy architectural features.

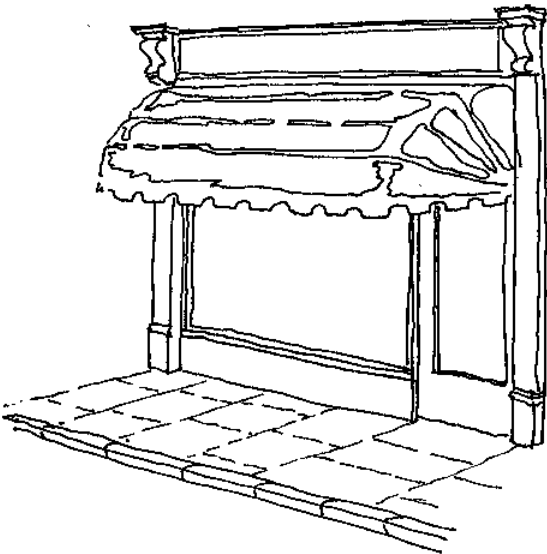
You need to consider the following points when displaying advertisements on shopfronts.

- Under the Advertisement Regulation 1992, separate advertising Consent may be required for the erection of shopfront advertising.
- In order to maintain a clear visual break between the ground floor business and the use of the upper floors advertisements above fascia level should be avoided. Planning permission is unlikely to be granted for such advertisements.
- Lettering on a fascia sign should be in scale with the rest of the shopfront
- Projecting signs should not obstruct or damage the architectural features of the building or shopfront and surplus signage brackets should be removed and any damage made good.
- Illuminated box signs will not normally be permitted in Conservation Areas, on listed buildings, or in residential areas.
- Projecting signs should be at fascia level only. There should be no more than one per shop and these signs have to satisfy the Highway Authority and public health requirements.

Awnings, Canopies and Blinds

Canopies and blinds can be a lively addition to the street scene, provided they are designed as an integral part of the shopfront. Retractable roller awnings are traditional and unobtrusive, and many remain unused and in need of repair in existing shopfronts. If installing a new canopy or blind you should not obscure architectural details, as this can be very detrimental. Continental 'Dutch' canopies made from shiny materials will not be permitted. Straight canvas canopies with well detailed retractable rollers incorporated into the shopfront will be preferred in most situations. Blind boxes should be integrated into the overall shopfront and preferably flush with the fascia and installed without damaging the entablature. To ensure public safety, the blind should be set back at least 0.5 metres from the kerb and there must be at least 2.3 metres headroom under the blind. However, each location must be checked, as these standards may be need to be increased, depending on site conditions (see illustration).

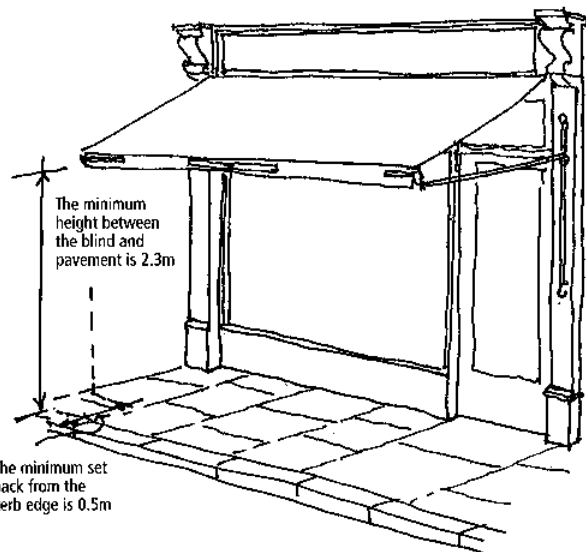
Use of plastic or plastic coated blinds are not suitable as their design and reflective surface detract from the character of the building



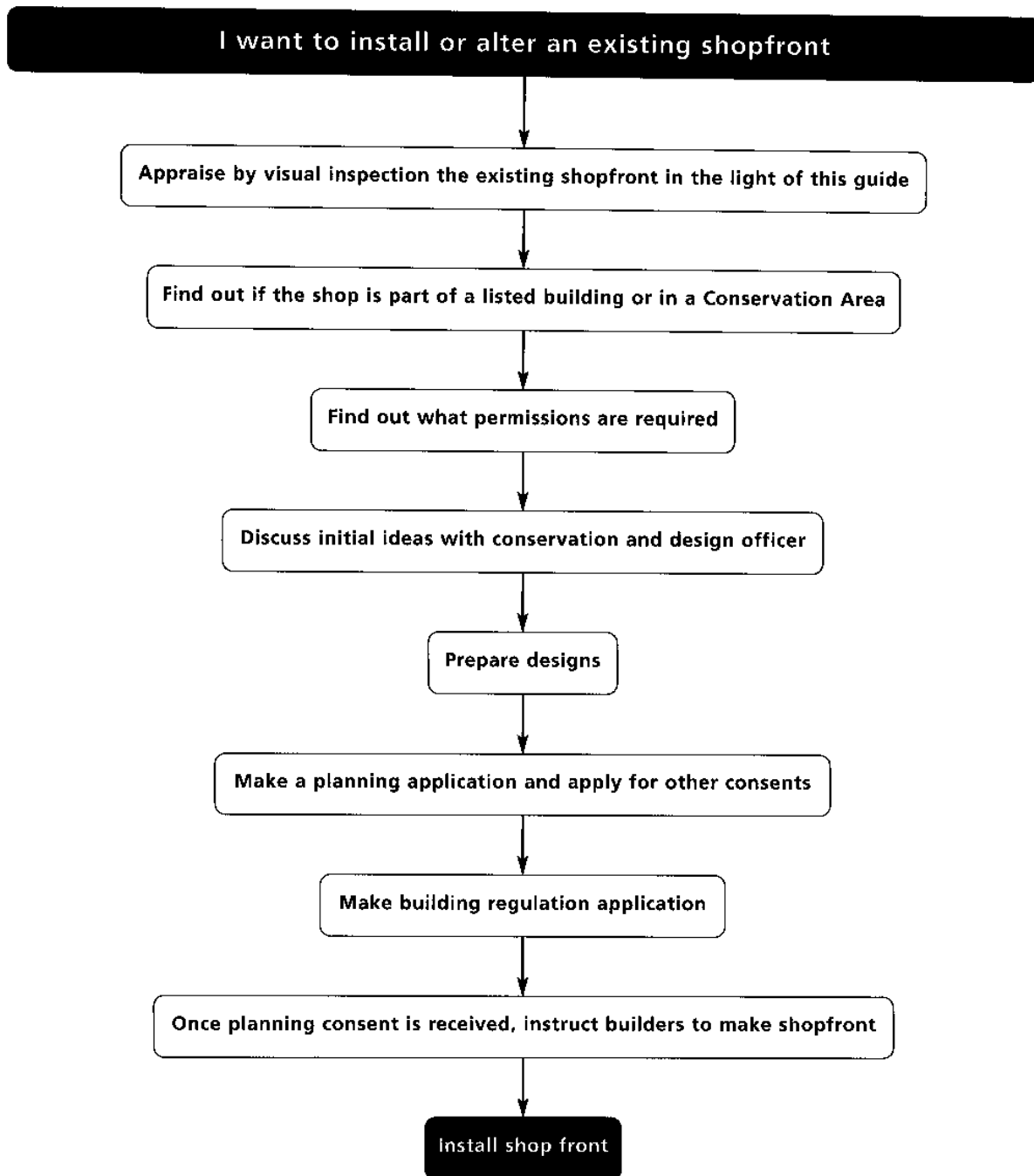
Fabric roller blinds are traditional and more suitable in most cases



Blind boxes should be located within recessed boxes below the fascia



Guide to procedure



Translated Information

The following translations read: "If you would like to find out what this document says please put a tick in the box and put your name, address and phone number at the bottom of this page and return it to the address below".

Bu belgenin içeriğinin açıklamasını istiyorsanız lütfen bu kutuyu işaretleyin, adınızı, adresinizi ve telefon numaranızı bu sayfanın altındaki boş yerlere yazın, ve sayfayı aşağıdaki adrese gönderin. (Turkish)

Haddii aad Jeceshahay in aad ogaato waxa warqadan laguugu sheegaayo, Fadlan waxa aad calaamadisaa Sanduuqan oo waxa aad Magacaaga, Adirayskaaga iyo Telfoon Lambarkaaga aad ku qortaa xagga hoose ee boggan, oo ku soo celi markaa Adirayskan xagga hoose ku qoran. (Somali)

如果你想知道這份文件的詳細內容，請在格子里 劃一下。在本頁下面寫下你的名字，地址和電話號碼并寄到下面的地址。(Chinese)

Nếu quý vị muốn tìm hiểu tài liệu này nói điều gì xin đánh dấu vào ô và ghi tên, địa chỉ và số điện thoại của quý vị vào cuối trang này và gửi về địa chỉ dưới đây. (Vietnamese)

এই দলিলে কি লেখা আছে সে সম্পর্কে যদি আপনি জানতে চান অনুগ্রহ করে সাথের বাক্স টিক দিন। তারপর পাঠটির নিচে আপনার নাম, ঠিকানা এবং টেলিফোন নম্বর লিখে নিম্নলিখিত ঠিকানায় ফেরৎ পাঠান। (Bengali)

જો તમને આ દસ્તાવેજ શું જણાવે છે તે વિષે માહિતી જોઈતી હોય તો મહેરબાની કરીને બોક્સમાં નિશાની કરી અને આ પાનાના અંતમાં તમારું નામ, સરનામું અને ટેલિફોન નંબર આપી અને તેને નીચે સરનામે રવાના કરશો. (Gujarati)

ਜੇ ਤੁਸੀਂ ਜਾਣਨਾ ਚਾਹੁੰਦੇ ਹੋ ਕਿ ਇਹ ਦਸਤਾਵੇਜ਼ ਕੀ ਕਹਿੰਦਾ ਹੈ ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਖਾਨੇ ਵਿਚ ਠੀਕਾ ਮਾਰੋ ਅਤੇ ਆਪਣਾ ਨਾਂ, ਪਤਾ ਅਤੇ ਫੋਨ ਨੰਬਰ ਇਸ ਪੰਨੇ ਦੇ ਬੱਲੇ ਲਿਖੋ ਅਤੇ ਇਸ ਨੂੰ ਹੇਠ ਦਿੱਤੇ ਪਤੇ 'ਤੇ ਵਾਪਸ ਭੇਜ ਦਿਓ। (Punjabi)

Αν θέλετε να μάθετε τι λέει το έγγραφο αυτό παρακαλούμε σημειώστε το τετραγωνάκι και γράψτε το όνομα, την διεύθυνση και τον αριθμό τηλεφώνου σας στο κάτω μέρος της σελίδας και επιστρέψτε το στην διεύθυνση πιο κάτω. (Greek)

اگر آپ یہ جاننا چاہتے ہیں کہ دستاویز میں کیا لکھا ہے تو اس پر اوپر کے باکس میں ایک صحیح نشان لگائیے اور اپنا نام، پتہ اور فون نمبر اس جگہ لکھیے اور اسے نیچے دیئے گئے پتہ پر واپس بھیج دیجئے۔ (Urdu)

Your Name:

Address:

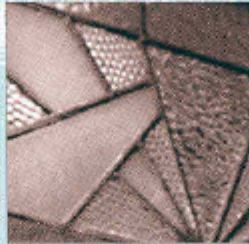
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Telephone Number:

REF: SPG (Shop Fronts)

Please return this form to:

Policy and Conservation Team, 161 City Road, London EC1V 1NR.



 **Hackney**

ENGLISH HERITAGE



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